

VML:CD
Vicki Lukritz
3810 6221

1 November 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ECONOMIC DEVELOPMENT COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **8.30 am** on **Wednesday, 7 November 2018**.

<u>MEMBERS OF THE ECONOMIC DEVELOPMENT COMMITTEE</u>	
Greg Chemello (Interim Administrator) (Chairperson)	

Yours faithfully

CHIEF EXECUTIVE OFFICER

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

8.30 am on **Wednesday**, 7 November 2018

Council Chambers

Item No.	Item Title	Officer
1	Category Three Event Sponsorships October 2018	EEO
2	Christmas in Ipswich 2018	MSM
3	Trade and Investment Queensland Commissioners Visit	EDM
4	**Discover Ipswich Quote Consideration Plan	TDM
5	**Australian FIM Speedway Grand Prix	TDM

** Item includes confidential papers

ECONOMIC DEVELOPMENT COMMITTEE NO. 2018(01)

7 NOVEMBER 2018

AGENDA

In accordance with section 7.7 of the Draft Terms of Reference the report of the previous meeting was confirmed and signed by the Interim Administrator at the Council Meeting held on 16 October 2018.

1. **CATEGORY THREE EVENT SPONSORSHIPS OCTOBER 2018**

With reference to a report by the Events and Engagement Officer dated 15 October 2018 concerning Category Three Event Sponsorship applications.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council allocate event sponsorship of \$4,999 to Earth Frequency Festival from the 2018-2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
 - B. That Council allocate event sponsorship of \$3,000 to the Knife Art Association for the 2019 Queensland Knife Show from the 2018-2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
-

2. **CHRISTMAS IN IPSWICH 2018**

With reference to a report by the Marketing Services Manager dated 26 October 2018 concerning the Christmas in Ipswich 2018 program.

RECOMMENDATION

That the report concerning the Christmas in Ipswich 2018 program be received and the contents noted.

3. **TRADE AND INVESTMENT QUEENSLAND COMMISSIONERS VISIT**

With reference to a report by the Economic Development Manager dated 15 October 2018 concerning the recent visit to Ipswich by Trade and Investment Queensland Commissioners.

RECOMMENDATION

That the report concerning the recent visit to Ipswich by Trade and Investment Queensland Commissioners be received and the contents noted.

4. **DISCOVER IPSWICH QUOTE CONSIDERATION PLAN

With reference to a report by the Tourism Development Manager dated 29 October 2018 concerning the Discover Ipswich Quote Consideration Plan.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council adopt the Discover Ipswich Quote Consideration Plan to enter into a contract with the Seven Network for content development as outlined in the report by the Tourism Development Manager dated 10 October 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- B. That Council enter into a contract with the Seven Network for content promotion services.
- C. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with the Seven Network to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
- D. That Council adopt the Quote Consideration Plan to enter into a contract with Facebook for content promotion as outlined in the report by the Tourism Development Manager dated 10 October 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- E. That Council enter into a contract by way of an account with Facebook for content promotion services.
- F. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Facebook to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
- G. That Council adopt the Quote Consideration Plan to enter into a contract with Google - YouTube for content promotion as outlined in the report by the Tourism Development Manager dated 10 October 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- H. That Council enter into a contract by way of an account with Google - YouTube for content promotion services.

- I. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Google - YouTube to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
 - J. That Council adopt the Quote Consideration Plan to enter into a contract with DTB for content development as outlined in the report by the Tourism Development Manager on Oct 10, 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
 - K. That Council enter into a contract with DTB for billboard promotion services.
 - L. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with DTB to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
-

5. AUSTRALIAN FIM SPEEDWAY GRAND PRIX

With reference to a report by the Tourism Development Manager dated 15 October 2018 concerning a potential agreement to secure the Australian FIM Speedway Grand Prix for the City of Ipswich.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council proceed with negotiations to secure the Australian FIM Speedway Grand Prix for the City of Ipswich as outlined in the report by the Tourism Development Manager dated 15 October 2019.
 - B. That the proposed agreement terms pursuant to negotiations but subject to Interim Administrator approval be brought to the Economic Development committee for review and resolution.
-

** Item includes confidential papers

and any other items as considered necessary.

Economic Development Committee	
Mtg Date: 07.11.18	OAR:
Authorisation: Ben Pole	

15 October 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: EVENTS AND ENGAGEMENT OFFICER

RE: CATEGORY THREE EVENT SPONSORSHIPS OCTOBER 2018

INTRODUCTION:

This is a report by the Events and Engagement Officer dated 15 October 2018 concerning Category Three Event Sponsorship applications.

BACKGROUND:

Events bring life, colour and vitality to the Ipswich region. They help build a strong sense of community pride, they provide opportunities for community participation and they contribute to shaping the city's identity. Events also generate positive benefits for the Ipswich economy through visitation and visitor expenditure.

Council's Event Sponsorship program provides cash and in-kind support to a range of events each year via a standard event sponsorship application process. When assessing event sponsorship applications, the Events and Engagement Officer has the following priorities in mind:

- Making significant contribution to economic, community, cultural, social recreational and environmental enhancement and revitalisation of the Ipswich community
- Engaging the community, businesses and other stakeholders
- Meeting the objectives of the Corporate Plan; and
- Promoting the city of Ipswich and Council programs and attracting events to the City of Ipswich

In the 2017-18 financial year Council approved and allocated \$165,000 across 44 Event Sponsorship applications.

Event Sponsorships are categorised by the amount of funding recommended for Council approval.

CATEGORY	SPONSORSHIP VALUE
One	\$10,000.00 and above
Two	\$5,000.00 - \$9,999.00
Three	\$4,999.00 and below

This report addresses applications that are being recommended for Category Three funding.

CATEGORY THREE EVENT SPONSORSHIP APPLICATIONS RECEIVED:

Council received two (2) eligible applications in this month.

1. Earth Frequency Festival

From its origins as a small landcare gathering in 2005, Earth Frequency Festival has now become one of Australia's foremost transformational gatherings.

Earth Frequency is a mixture of live and electronic music, performance, visionary art, workshops, lectures, food and markets.

The organisers aim is to provide a meeting place for people from many different backgrounds, ages and walks of life to come together with the shared interests of music, nature, technology, culture, community and peace.

Based on ticket sales and attendance from previous years it is estimated 4,500 people attend Earth Frequency Festival each day for three days. Using economy.id Event Impact Calculator the estimated total economic impact of the 2019 Earth Frequency Festival is \$1,440,000.

Earth Frequency Festival received \$3,850 Event Sponsorship funding in 2017 and \$2,500 Event Sponsorship funding 2015.

In 2018 the Earth Frequency Festival has submitted an Event Sponsorship application for \$9,000 primarily to assist with the promotional and production costs.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media
- Promotional banner on Festival website home page
- Verbal acknowledgements of Council's support over the four day event
- Invitation for Council Representatives to attend event

The Events and Engagements Officer has reviewed the Event Sponsorship application (Attachment A) and recommends that the Interim Administrator of Ipswich City Council resolve to allocate \$4,999 financial support to 2019 Earth Frequency Festival.

2. Queensland Knife Festival

The Australian Knife Art Association's annual knife makers and blacksmiths event, The Sydney Knife Show, has grown to attract exhibitors and attendees from across the country.

Given the level of interest, the Australian Knife Art Association has decided to establish a Queensland based show, to be held at the Ipswich Civic Centre in February 2019.

It is anticipated the event will generate state-wide and national interest and attract not only established collectors and enthusiasts, but also those new to the world of blacksmithing, knife and metal arts.

As an inaugural event it is difficult to estimate attendance, however the Association is aiming for 1,000 people over two days. Using economy.id Event Impact Calculator the estimated total economic impact of the 2019 Queensland Knife Show is \$106,590.

The Knife Art Association has submitted an Event Sponsorship application for \$4,000 primarily to assist with marketing and promotional costs.

Sponsorship benefits to be negotiated for Council include:

- Promotion of Council via social media and printed collateral
- Promotional banner on Show website home page
- Verbal acknowledgements of Council's support at the event
- Invitation for Council Representatives to attend event

The Events and Engagements Officer reviewed the Event Sponsorship Application (Attachment B) and recommends that the interim administrator of Ipswich City Council resolve to allocate \$3,000 financial support to 2019 Queensland Knife Show.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Event Sponsorship program aligns with Advance Ipswich Plan and the Corporate 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

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Application for Event Sponsorship of the 2019 Earth Frequency Festival	 Attachement A.pdf
Attachment B – Application for Event Sponsorship of the 2019 Queensland Knife Show	 Attachment B.pdf

RECOMMENDATION:

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council allocate event sponsorship of \$4,999 to Earth Frequency Festival from the 2018-2019 Event Sponsorship Budget and maximise the associated economic, social and promotional opportunities.
- B. That Council allocate event sponsorship of \$3,000 to the Knife Art Association for the 2019 Queensland Knife Show from the 2018-2019 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 - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

Organisation Details

* indicates a required field

Organisation Name * Earth Frequency Festival

Contact Person * Mr Paul Abad

Street Address *

Postal Address *

Phone Number * Must be an Australian phone number

Email * paul@earthfrequency.com.au

Is your organisation incorporated? *
 Yes
 No

Is your organisation registered for GST? *
 Yes
 No

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

ABN 33 240 494 977

Information from the Australian Business Register

ABN	33 240 494 977
Entity name	Paul Dominic Abad
ABN status	Active
Entity type	Individual/Sole Trader
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	4520 QLD

Information current as at 12:00am yesterday

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: Earth Frequency Festival - COC Ivory Rocks.pdf
File size: 29.2 kB

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency 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). *

\$2500 received in 2015 for Earth Frequency Festival 2015, for a 10th anniversary indigenous performance collaboration. This funding came from Event Sponsorship funding.

\$3850 received in 2017 for Earth Frequency Festival 2018. This funding was used for additional video production and facebook advertising budget to expand and diversify our promotional campaign.

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: *

Earth Frequency Festival 2019

Start Date: *

15/02/2019

What is the expected start date of the event?

End Date: *

18/09/2018

What is the expected completion date of the event?

Provide a brief description of the event: *

Earth Frequency Festival is a music, arts, lifestyle and environmental festival. based in South-East Queensland, Australia, with a strong focus on arts, education, healing and community spirit, While drawing from many cultural niches such as transformational festival, tribal gathering, doof and boutique festival, the aim of Earth Frequency Festival is to go beyond these traditional tags and to exist as a multi-faceted gathering focused broadly on creativity, community, connection, intention and inspiration.

Must be no more than 150 words

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

**Proposed Venue/
Location ***

Ivory's Rock Conventions and Events

Estimated Attendance *

4000-50009

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

From it's origins as a small landcare party in 2005, Earth Frequency has now become one of Australia's foremost transformational gatherings. At Earth Frequency, you can always expect an amazing mixture of live and electronic music, performance, visionary art, workshops and lectures, a family and kids space, and a fantastic food and markets area, and of course a positive community vibe. Our aim is to create nothing short of a life changing, transformative experience! We aim to provide a meeting place - people from many different backgrounds, ages and walks of life come together with the shared interests of music, nature, technology, culture, community and peace.

Earth Frequency Festival is now coming up for it's 13th year in 2018. Earth Frequency Festival has been located in S.E.QLD for many years and in 2014 found it's long term home at Ivory's Rock in the Ipswich City Council region.

Ivory's Rock is a beautiful outdoor venue with top notch facilities, comfortable campgrounds, and it is conveniently located under an hour from Brisbane and just 20 minutes from Ipswich. Nurtured by the setting of the beautiful Australian outdoors, we gather together once a year to celebrate life with music, art and other creative forms, and to educate, connect, heal and inspire.

**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? ***

\$9000

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

As this will be our 6th year in the Ipswich region, and the festival is setting it's sights on a stronger attendance level for 2019, we would like to call on any available in-kind support from Ipswich City Council this year for marketing purposes such as facebook and instagram promotion, inclusion in any council marketing publications and other promotional avenues.

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

Discussions are underway with Alistair Tavares in the Economic Development and Marketing Department.

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

What are the goals and objectives of the event?

*

The goals and agenda of the festival operate at multiple levels.

The most accessible and obvious is to provide a boutique music and arts festival for the region that promotes independent and non-commercial content, and through this to strengthen the local music and arts community.

In doing so, we aim to create a platform for promoting local and Australian musicians and artists to the world stage through the creative networks that are established.

Our focus on environmental issues and community building carries an inherent message - that is to use the festival as a vehicle to promote personal and environmental sustainability as a way of life.

Earth Frequency also aspires to set a precedent in how festivals are managed in terms of compliance, impact management, and positive social, economic and environmental outcomes.

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

Our primary audience is a mature festival going audience in the 25-34 year range. The majority of our audience comes from the S.E.QLD and North NSW regions, however we have strong attendance and following from Sydney and Melbourne regions, other smaller regions in Australia and considerable international exposure also.

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

Earth Frequency has established a track record of economic and tourist benefits for the region by bringing 4-5000 people to the region for 4 days.

Earth Frequency provides a signature experience for the region - as a well established, professionally run and culturally rich event, it demonstrated Ipswich is willing to support innovative and progressive music and arts events.

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

The support requested this year is not for operating costs, but purely to expand our marketing budget. We believe that by increasing the available budget for key promotional items such as videography, facebook advertising, and posterage, that attendance can be increased 25-30%.

This has a direct flow through to economic and social benefits of hosting the festival.

Earth Frequency has been surviving but not thriving, with adequate incoming funds to manage the event well and meet all required compliance points and put on a great show, but the marketing budget is still somewhat restricted, and we believe that with some additional support in this area, that attendance will increase and this will expand the benefits of the festival for the region.

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

Additionally, Earth Frequency is willing to include any logos and sponsor recognition to affirm Ipswich City Council as a key partner and supporter of the festival.

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

We maintain detailed analytics on the festival including ticket sales, attendance, social media reach, web stats, social media analytics etc. All cooperation for providing ROI and KPI indicators will be forthcoming.

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

We take on a number of small scale sponsorship arrangements with local businesses - usually these take the form of value matching / in-kind arrangements to help promote like minded businesses in the local area who support the festival.

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) *

Staging the festival in the Ipswich region brings cultural benefit, economic benefit, tourism development and community spirit. Our aim is to have Ivory's Rock as our permanent home for the venue and Earth Frequency will continue to develop to be a calendar highlight and a standout event for the area.

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

Earth Frequency Festival has an online application system, which allows for people to express interest in any aspect of the event - creative performance, volunteering, working, media, market stalls and more.

Over the past 4 years, we have taken steps to engage local charities and community groups including the Lions Club, Fassifern Football Club, The Flinders Peak Fire Brigade, Queensland Trust for Nature, Rotary, Neighbourhood Watch, Purga Hall, Country Women's Association and more.

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

Festivals are proven to have wide ranging economic benefits. Everything from local businesses doing better trade, to tourism outcomes.

We also have engaged local area charities and they have reported excellent fund raising outcomes in the years that the festival has operated in the Ipswich region.

Earth Frequency has consistently delivered approximately \$35,000 each year to the local community in community fundraising, direct donations from the festival and opt-in donations from our festival audience

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

Outline how will this event attract visitors to Ipswich? *

Earth Frequency Festival has a proven record of attracting 4-5000 people from around S.E.QLD, NSW and Victoria, as well as international travellers.

Our creative program features over 30 international acts, 30 interstate acts, as well as top local acts from the S.E.QLD region.

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

We have a strong promotional campaign including a mailing list of 25,000, facebook page of 40,000 and an extensive print and advertising campaign.

Since moving to the new venue Ivory's Rock, we have put much focus on highlighting the positive aspects of the venue and region we now host event in.

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

Earth Frequency Festival is QLD's most well established transformational festival. With a focus on blending acoustic and electronic music with art, performance, education, ceremony, and promoting themes of respect of nature and community, it fits in to a similar genre of event to Woodford Folk Festival, Rainbow Serpent Festival and others like this, but it has many unique aspects. Earth Frequency Festival is recognised internationally - see this international transformation festival map assembled by 'The Bloom' - <http://thebloomseries.com/featured/2012-2013-map/>

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

Earth Frequency Festival is a unique festival, with a mixture of modern and electronic music aswell as live bands, folk, roots and reggae. It also features a broad range of arts, performance, workshops and other art forms. It is a unique event for the Ipswich area and fills a gap in the region for outdoor musical festivals and concerts in the summer season. Earth Frequency Festival is well regarded locally and nationally and helps bring interstate tourists to S.E.QLD and S.E.QLD visitors to the Ipswich area.

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

Additional funding for the marketing budget will assist the festival to reach it's attendance potential (5000 people on site), and further develop the community network and promotional scope for future years.

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

Earth Frequency Festival is an established event, now coming up to it's 13th year.

It has a proven track record of delivering a successful annual event, and exists without supplementary income from alcohol and tobacco sales/sponsorship, and its core operation does not rely on government funding.

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

After making the move to the Ipswich area in 2014, we hope to have Ivory's Rock as our permanent home. Our aim is to continue to develop the event in its new home and to be a highlight festival event for the Ipswich region.

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

The festival has been self-sustaining for over a decade. The request for additional funding is to assist us in expanding our promotional campaign to help grow the festival audience and increase the positive outcomes 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. *

Paul Abad - Director - 15 years experience in events management
Rachel Caulcutt - Event Manager - 20 years experience in events management
Dave Masters - Production Manger - 20 years experience in festival production
Scott Large - Program Manager - 20 years in events management
We have a team of 10 core managers and 30 department heads, all of who are well experienced in their fields.

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

2019 will be the 14th year of the festival and it has always run according to plan. The budget is carefully managed and growth strategy is developed cautiously over time. Earth Frequency has a track record on delivering to it's audience the creative program that has been advertised, and satisfying all compliance and management requirements.

Attachments

* indicates a required field

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

Filename: EFF2019 Timeline.pdf
File size: 27.7 kB

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

Filename: EFF2019-Budget-Summary.jpg
File size: 1.1 MB

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency Festival

**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: [EFF2019] Organisational Structure v3.pdf
File size: 42.9 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
-- *	\$0.00 *	Administration *	\$106,225.00 *
		Marketing	\$61,079.00
		Program	\$191,670.00
		Production	\$193,795.00
		Operations	\$204,097.00
		Site	\$286,755.00
		Sustainability	\$18,000.00
		Manager Wages	\$37,000.00
Ticket Sales	\$686,950.00		
Market Stall Fees	\$105,000.00		
Sponsorship	\$5,000.00		
Other incomings ((ve hicle passes, youth ti ckets, sales etc)	\$281,550.00		
	Total: \$1,078,500.00		Total: \$1,098,621.00

**Total Amount
Requested: ***

\$9,000.00
GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$1,098,621.00
GST Exclusive. What is the total budgeted cost (dollars) of your project?

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00148 From Earth Frequency 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: * Mr Paul Abad

Position in Organisation: Director

*

Date: * 25/09/2018

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.

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00147 From Knife Art Association

Organisation Details

* indicates a required field

Organisation Name * Knife Art Association

Contact Person * Mr Andrew Smith

Street Address *

Postal Address *

Phone Number *

Email * Must be an Australian phone number

andrew@knifeartassociation.com

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 45 997 170 940

Information from the Australian Business Register

ABN	45 997 170 940
Entity name	Knife Art Association Incorporated
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	2571 NSW

Information current as at 12:00am today

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: Knife Art Association Inc, Public & Products Liability.pdf

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00147 From Knife Art Association

File size: 201.6 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). * No

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: * Brisbane Knife Show

Start Date: * 16/02/2019
What is the expected start date of the event?

End Date: * 17/02/2019
What is the expected completion date of the event?

Provide a brief description of the event: * With a focus on, and showcasing Queensland's top knife makers, bladesmiths and blacksmiths; the Brisbane Knife Show offers buyers unparalleled access to the biggest selection of knives, tools and associated products available in Queensland. As this is the inaugural event, there has been no council involvement as yet.

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00147 From Knife Art Association

Must be no more than 150 words

**Proposed Venue/
Location ***

Ipswich Civic Centre

Estimated Attendance *

1000+

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

Since the inception of the Australian Knife Art Association (AKAA), our annual knifemakers and blacksmiths event, The Sydney Knife Show has gone from strength to strength, drawing exhibitors and attendees from across the country to attend. The show provides an opportunity to bring Australian knife and creative metal artists together, not only to provide a platform for promoting Australian makers and the world of metal arts, but also to build and engage with the knife and metal arts community.

It is an event that attracts not only established collectors and enthusiasts, but also those new to the world of blacksmithing, knife and metal arts. As the reputation and size of the show has grown, so too has the ongoing feedback from attendees and exhibitors who have expressed a strong interest in expanding beyond Sydney and running a Brisbane/Queensland based Knife Show. Given the amount of interest from makers and the public, and the growing number of highly regarded Queensland knifemakers, the Australian Knife Art Association made the decision to establish the first dedicated knife show based in the greater Brisbane area.

In February 2019 we will launch the first Queensland based knife show, with Ipswich chosen as the location of the event. Our venue for the show is the Ipswich Civic Centre - one that will be easily accessible to knifemakers, metal artists and attendees from the local community, as well as visitors from across Queensland and interstate.

**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? ***

\$4000

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

As well as the potential funding provided by Ipswich City Council, we would benefit from advice on the best avenues for advertising to reach local community and any useful contacts that may be appropriate.

The ability to have promotional material available at cultural venues such as the Ipswich Art Gallery and

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00147 From Knife Art Association

possible inclusion in the 2019 Discover Ipswich Magazine calendar of events would all help to raise the profile of the event and generate interest across the community.

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

No

What are the goals and objectives of the event? *

To promote Australian knife makers, blacksmiths and metal artists and to encourage engagement across the wider community. The Ipswich event will allow for a focus on Queensland makers.

To raise awareness and appreciation of knife making and metal arts, and the enduring value of these arts in an increasingly throw-away society.

To provide a place for knifemakers and metal artists to sell their work and to generate revenue. Most makers do not have bricks and mortar retail stores, so it is a chance for them to engage with their buyers face to face and build up those relationships.

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

Our current target audience are knife users and collectors from 18-65yrs. Knife users are a diverse range of people - all genders, from many walks of life. Everyone from keen "foodies" and professional chefs with an interest in culinary knives to outdoor and camping enthusiasts, historic weaponry collectors and anyone interested in the art of blacksmithing and bespoke metal arts.

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

The Australian Knife Art Association shows have always brought visitors and exhibitors from across Australia and more recently international attendees, who have come to see the shows as a great way to promote the industry, as well as to network and socialise with other makers and enthusiasts.

The Queensland show will not only draw Queensland attendees, but also interstate exhibitors and visitors. These visitors will generate income for the local community, derived from the need for accommodation, cafes and restaurants, bars, taxis, entertainment other leisure activities.

As well as the financial benefit for the community, the show will provide a new arts event for Ipswich that has the potential to inspire members of the community to become actively involved in metal arts, either as creators themselves or as enthusiasts.

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

In supporting the first ever knife show in Queensland, Ipswich City Council could establish Ipswich as an important artistic centre for Australian knife and metal

Event Sponsorship - September 2018

Event Sponsorship Form

Application ES00147 From Knife Art Association

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

artists. This will not only enhance the artistic diversity of the area, but also generate economic benefits for the community via visitors and exhibitors involved in the show.

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

The Australian Knife Art Association will be able to provide figures on how many people attended the show over the two days, as well as the number of exhibitors and sales figures for how many knives/blades were sold at the event. The Association also surveys attendees to gauge effectiveness of advertising, which allows us to make decisions on how to market future shows.

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

We have no other sponsors and there is no government involvement - the event is run entirely by Australian Knife Art Association with assistance of Queensland Metal Artisan Collective (QMAC), which is based in Ipswich.

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) *

Our event aligns with 3 key Strategic Goals of the Ipswich City Council Strategic Plan -

“Strengthening our local economy and building prosperity”

- By bringing in visitors to the area who will spend money with local Ipswich businesses
- By providing a platform for local artisans to sell their work, generating income which they in turn will spend in the community.

“Managing growth and delivering key infrastructure”

- By promoting more local artisans and generating a stronger local knifemaker/metal artist industry in the Ipswich area.

“Caring for our Community”

- By contributing to the cultural and artistic vibrancy of the area by engaging the community and fostering creative pursuits.
- By helping to keep the historically significant art of blacksmithing and knifemaking alive in the community.

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

The event allows the local community to attend as exhibitors where they can share their art - or as attendees where they can interact directly with the makers. It is a great opportunity for them to meet local artists they may not be aware of, and to perhaps inspire them to get involved in the knife art industry themselves. Our shows always welcome a diverse range of people from across the community.

How will this event deliver economic benefit, either in short,

Short Term - Over the weekend that the event is running, there will be economic benefit due to exhibitors and visitors spending their money with local businesses and

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Application ES00147 From Knife Art Association

medium or long term, to the City of Ipswich? *

purchasing knives from local makers, who will in turn spend locally.

Long Term - Promoting local makers and Ipswich as a centre for knifemaking and metal arts, there is potential for more events and for building up the industry in the area.

Outline how will this event attract visitors to Ipswich? *

The decision to run a Queensland based show was the result of direct feedback from the knife art community - not just from makers but also attendees of our previous shows. One of the primary ways the knife art community communicates and learns about upcoming events is through social media, particularly Facebook. Currently the Brisbane Knife Show Facebook Community has 500 members, with its parent page, The Australian Blacksmiths, Bladesmiths and Knifemakers Network having over 18,000 members Australia wide. The show is being marketed to all of these members.

Previous experience has shown that makers and enthusiasts are willing to travel for events, including interstate, often turning the trip into a holiday and staying longer than the event runs for. The shows fulfil an important networking and social opportunity for artisans who often work alone, and outside the big cities. Given the interest we have had in getting a show running in Queensland, we know our target market is willing to travel!

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

Being the very first major knife show for Queensland, this is a great media opportunity for highlighting the City of Ipswich as a creative hub, supporting local blacksmiths and knife makers, and keeping a historically significant Australian industry alive.

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

We listened to the feedback from the knife art community and it became clear that there was a strong appetite for a Queensland knife show. The 2019 show in Ipswich is a response to this demand and will be the very first for the state, so it will be a completely new event on the regional artistic and cultural calendar.

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

Being held on the 16/17th of March, the event it falls outside of the school holiday and peak tourism times.

The show will add to the region's Arts and Crafts based events for March 2019.

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Application ES00147 From Knife Art Association

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

Given that this is our first Australian Knife Art Association show in Queensland, funding assistance by Ipswich City Council will give us the opportunity to better promote the event. Because it is new, many potential attendees may not already be aware that it is happening so boosting advertising and promotion will be important. Funding in this first year will also allow us to keep ticket prices down, so that the event can be more accessible to the community and make the event more attractive to those who have never attended a show before and don't know what to expect.

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

We believe that the show has the potential to grow, given our experience of running the Sydney Knife Show. The first Sydney show in 2014 began with 32 exhibitors and 1,600 attendees. Our most recent show, in August 2018 had over 100 exhibitors, 3,100 attendees, and sold 1,900 knives over the two 2 days.

As the show has grown, we have also branched out to include forging and blacksmithing demonstrations, chef's knife skills, martial arts and sword fighting displays. We have also attracted international exhibitors and attendees.

The show continues to grow, as does the interest in knifemaking and metal arts. We believe that the Ipswich show can be part of this growth in 2019 and ahead into the future.

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

Our past shows have shown an increase in attendees and exhibitors each year between 16 -20%. Given the level of interest in the Ipswich show and our past experience, we believe that it is a realistic expectation that the event will be sustainable beyond 2019.

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

Andrew Smith
Event & Marketing Manager with the Knife Art Association
Andrew has been involved with the management and delivery of Sydney Knife Shows since 2014. Andrew has over 20 years of experience in design & marketing including 9 years specifically within the exhibition industry.

Corin Urquhart
Treasurer of the Knife Art Association
Founded the Knife Art Association in 2013 and managed delivery of every Sydney Knife Show since 2014. Also managed the Australian Blade Symposium (skills-based learning symposium for makers also run by the Knife Art Association) since 2014. Corin is also the General Manager of Gameco Artisan Supplies - specialist supplier of Knife Making & Blacksmithing tools and equipment in Australia

Riley Burns

Event Sponsorship - September 2018

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Application ES00147 From Knife Art Association

Secretary of the Knife Art Association, Systems Administrator & Event Photographer. Since becoming a member of the Knife Art Association, Riley have been instrumental in the running and administration of the Knife Art Association's events and online systems.

Graham Wilson

Chairman of the Queensland Metal Artisan Collective (QMAC) and the Queensland representative of the Knife Art Association. QMAC Inc is a not for profit incorporated association that promotes awareness and promote the art of working with metal and other complementary crafts. QMAC was established in 2016 to provide training, supporting and mentoring those who wish to improve their skills. The Club's charter is to freely share skills that are rapidly becoming lost which closely aligns with the Knife Art Associations key goals.

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

The Brisbane Knife Show already has 25 confirmed exhibitors requesting 43 tables at the event. As the venue, the Ipswich Civic Centre, has a proposed floorplan of 50 tables in the main auditorium which we are now at over 85% of capacity with 5 months to go. Once we have confirmed 50 exhibitors, the Knife Art Association will look at expanding the show onto the second level at the Ipswich Civic Centre.

Confirmed exhibitors for the 2019 Knife Show are:

Nathan James Knives
Ripley Valley Forge
Paprika Knives
The Australian Cutler
Queensland Metal Arts Collective
White Armoury
Paul's Knives
Room Custom Knives
JD Custom Blades
Kingsford Knives
Lorien Forge
Odin's Arms
Anyang Australia / Forge Books
The Cutlers Forge
Kev's Forge
Fifty50 Knives
The Timber Joint
Aussieburls International
Lundcraft
Gameco
Cutting Edge Knives

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Application ES00147 From Knife Art Association

Full Force Hunting
 Zu Bladeworx
 Knife Shop Australia
 Knives and Stones

Tables are being offered to exhibitors at \$300 each, the sale of which will be allocated to show expenditure such as venue hire, marketing with the Ipswich Civic Centre, furniture hire, on-site security, exhibitor catering, event staffing, accommodation, printing of promotional materials and advertising.

Attachments

* indicates a required field

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

Filename: Brisbane Knife Show Event Planner.pdf
 File size: 57.7 kB

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

Filename: 2019 Brisbane Knife Show Budget.xlsx
 File size: 11.0 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
Exhibitor Fees *	\$15,000.00 *	Venue Hire *	\$4,170.00 *

Event Sponsorship - September 2018

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Application ES00147 From Knife Art Association

Public Entry Fees	\$10,000.00	Venue Setup	\$545.00
		Exhibitor Catering	\$2,700.00
		Security	\$1,350.00
		Ipswich Civic Centre Marketing Package	\$485.00
		Marketing Materials	\$590.00
		On-Site Staffing	\$1,350.00
		Flights / Transfers	\$1,720.00
		Accommodation	\$1,524.00
		Accounting	\$1,020.00
		Administration	\$8,333.33
	Total: \$25,000.00		Total: \$23,787.33

Total Amount Requested: *

\$4,000.00

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

Total Project Cost: *

\$25,000.00

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: *

Sponsorship will provide for additional expenditure for advertising

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

Event Sponsorship - September 2018

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Application ES00147 From Knife Art Association

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 Andrew Smith

Position in Organisation: * Event & Marketing Manager

Date: * 26/09/2018

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.

Event Sponsorship - September 2018
Event Sponsorship Form
Application ES00147 From Knife Art Association

Economic Development Committee	
Mtg Date: 07.11.18	OAR:
Authorisation: Ben Pole	

26 October 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: MARKETING SERVICES MANAGER

RE: CHRISTMAS IN IPSWICH 2018

INTRODUCTION:

This is a report by the Marketing Services Manager dated 26 October 2018 concerning the Christmas in Ipswich 2018 program.

BACKGROUND:

For many years Council has delivered three annual Christmas themed community events:

- Mayor's Christmas Carols
- Christmas Street Parade
- Christmas Lights Competition

Council and Councillors have traditionally further supported many other Christmas themed community events around the city by providing Events Sponsorships or Community Donations.

In 2018 there will be more than 25 community Christmas carol events and concerts held across Ipswich within the late November to late December period. Of these, the Brassall Christmas in the Park (Brassall) and the Carols in Robelle Domain (Springfield Central) will attract more than 4,000 people each.

To avoid competing with the range of successful and well attended community based Christmas carol events, this year Council will invest in actively supporting, promoting and extending Christmas in Ipswich.

Firstly, Council is collating and coordinating promotion of the community Christmas events happening around the city. A centralised listing and map of all participating events will be managed and marketed by Council to increase awareness and engagement for local events and groups. This information will be distributed using Council's digital and traditional communications channels.

The annual Ipswich Christmas Lights Competition will again be run by Council in partnership with River 94.9 and the Queensland Times throughout November and December.

A new Christmas Wonderland running over 12 days from 13 to 24 December will provide a family friendly Christmas hub for the city. The Christmas Wonderland will use lighting and light art to turn parts of Queens Park into a magical and interactive festive experience.

The parkland gardens adorned with Christmas lights will be active from 7:00pm to 10:00pm each evening over the 12 days leading up to Christmas. This extended program is designed to offer Ipswich residents plenty of opportunity to visit the new Christmas Wonderland initiative.

From 5.30pm each Thursday, Friday and Saturday over the period, the Christmas Wonderland will also feature performances, children's shows, movies in the park and food vendors.

On Friday 14 December a Christmas Street Parade will entertain audiences throughout Queens Park.

The Christmas Wonderland will be promoted as part of the Christmas in Ipswich campaign along with all other participating events. Key partners the Queensland Times and River 94.9 will support the program through their broad community reach.

It is anticipated the Christmas in Ipswich concept will deliver increased value to the Ipswich community in its collaborative approach and whole-of-city agenda.

The revised and extended Christmas in Ipswich 2018 program will be delivered within the approved FY18-19 budget allocation.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Christmas in Ipswich 2018 program aligns with the Advance Ipswich Plan:

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

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

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

Goal 3 Strategy 3 Key Action 2.5 – Increase the use on online and digital communications to deliver and promote services and information to the community.

Goal 3 Strategy 5 Key Action 5.1 – Implement a Community Events program across the city that includes community and family activities.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A – Example List of Community Christmas Events	 Attachment A

RECOMMENDATION:

That the report concerning the Christmas in Ipswich 2018 program be received and the contents noted.

Carly Gregory
MARKETING SERVICES MANAGER

I concur with the recommendations contained in this report.

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

COMMUNITY CHRISTMAS Events

Ipswich Community Christmas Spectacular

Saturday 24 November
0421 918 484
Tivoli Miracle Centre and Drive In
Theatre Community Events Centre
50 Coal Road, Chuwar

Brassall Christmas in the Park

Friday 30 November
0422 611 812
Sutton Park
61 Workshops Street, Brassall

Carols in the Park

Saturday 1 December
0411 048 289
Lobley Park
Cnr Warwick Road and Lobb Street,
Churchill

Christmas Carnival

Saturday 1 December
0409 481 681
Marburg Show Grounds
45-55 Queen Street, Marburg

Christmas Carols in the Park

Sunday 2 December
0403 608 827
The Cricket Pitch
Cnr Russells and Pine Mountain roads,
Pine Mountain

Raceview Christmas Carols under the Christmas Tree

Sunday 2 December
(07) 3288 9809
Under the Big Tree
141 Wildey Street, Raceview

Focal Christmas in the Park

Wednesday 5 December
(07) 3812 2014
Browns Park
Cnr Flint and Downs streets,
North Ipswich

Carols at Central

Friday 7 December
(07) 3201 2795
Ipswich Central State School Oval
and Hall
2A Griffith Road, Ipswich

Kruger Parade Community Christmas Carols 2018

7-9 December
(07) 3814 0144
Kruger Parade Baptist Church
2 Henderson Street, Redbank

Leichhardt Community Christmas Carols

Friday 7 December
0413 094 800
Leichhardt State School Grounds and
Assembly Hall
72 Samford Road, Leichhardt

Rosewood Lions Christmas

Street Carnival
Friday 7 December
(07) 5464 1144
John Street, Rosewood

Christmas Carols in Robelle Park

Saturday 8 December
0407 645 127
Robelle Domain Central Parklands
155 Southern Cross Circuit,
Springfield Central

The Movement Xmas Party

Saturday 8 December
0422 341 242
Riverview Community Centre
138 Old Ipswich Road, Riverview

Cityhope Christmas

8-9 December
(07) 3288 0611
Cityhope Church
Rex Hills Drive, Ripley

Redbank Plains Community

Christmas Carols
Sunday 9 December
0423 316 392
Redbank Plains Recreation Reserve
Cnr Cedar Road and Moreton Avenue,
Redbank Plains

Carols by Torchlight

Tuesday 11 December
(07) 3381 4336
Collingwood Park Primary School Oval
Burrel Street, Collingwood Park

RPCC Christmas Outdoor Cinema

Friday 14 December
0423 917 147
Redbank Plains Community Centre
180 School Road, Redbank Plains

Western Gateway Christmas Carols

14-15 December
0407 736 503
Shiloh Church Amphitheatre
72-82 Redbank Plains Road, Goodna

Marburg Community Carols Evening

Sunday 16 December
(07) 5464 4368
Marburg Community Centre
Cnr Queen and Edmond streets,
Marburg

Rosewood Community

Christmas Carols
Sunday 16 December
0403 776 239
Rosewood State School Hall
17 School Road, Rosewood

Christmas Day Community

Morning Tea
Tuesday 25 December
(07) 3818 0921
Woodcrest State College
Nev Smith Drive, Springfield

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Ipswich City Council



Economic Development Committee	
Mtg Date: 07.11.18	OAR:
Authorisation: Ben Pole	

15 October 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: ECONOMIC DEVELOPMENT MANAGER

RE: TRADE AND INVESTMENT QUEENSLAND COMMISSIONERS VISIT

INTRODUCTION:

This is a report by the Economic Development Manager dated 15 October 2018 concerning the recent visit to Ipswich by Trade and Investment Queensland Commissioners.

BACKGROUND:

Council's Office of Economic Development (OED) maintains a close and active relationship with Trade and Investment Queensland (TIQ). Most recently OED consulted with TIQ on the City of Ipswich Economic and Workforce Development Plan and the TIQ Ipswich Regional Plan.

TIQ is the Queensland Government's dedicated global business agency, helping Queensland exporters take their products to world markets, and promoting Queensland as the preferred place for investment.

TIQ has Commissioners as global representatives in 12 markets around the world, each year those Commissioners convene in Brisbane for annual business planning and engagement.

ACTIVITY:

Following ongoing engagement on Ipswich priorities and opportunities, three TIQ Commissioners requested to visit Ipswich this year to understand more about areas of particular interest:

- Linda Apelt, Agent General for Queensland and Commissioner to UK and Europe
- Patrick Hafenstein, Commissioner to Taiwan
- Daniel Kim, Commissioner to Korea

Council's OED liaised with TIQ to facilitate the visits and provide briefings with relevant Council staff and industry stakeholders. The Ipswich Smart City Program was of particular interest to all of the visiting Commissioners and presentations on the overarching program and particular initiatives were provided.

Agent General for Queensland and Commissioner to UK and Europe Linda Apelt visited Fire Station 101 and Springfield City Group.

Commissioner to Korea Daniel Kim was provided with a briefing on Cooperative and Automated Vehicle Initiative by Council and Department of Transport and Main Roads staff.

Commissioner to Taiwan Patrick Hafenstein received a briefing on the region's new approach to waste management and its leadership position in the state's Biofutures Roadmap.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Event Sponsorship program aligns with Advance Ipswich Plan and the Corporate Plan:

Goal 1 Strategy 1 Key Action 1.1 – Promote a major investment pathway within Council that supports investment attraction in key sectors.

Goal 1 Strategy 1 Key action 1.2 – Develop trade and export links to support long-term competitiveness in the Ipswich Economy.

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

RECOMMENDATION:

That the report concerning the recent visit to Ipswich by Trade and Investment Queensland Commissioners be received and the contents noted.

Paul Massingham
ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
CHIEF OPERATING OFFICER
(ECONOMIC DEVELOPMENT AND MARKETING)

Economic Development Committee	
Mtg Date: 7/11/18	OAR: YES
Authorisation: Ben Pole	

10 October 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: DISCOVER IPSWICH QUOTE CONSIDERATION PLAN

INTRODUCTION:

This is a report by the Tourism Development Manager dated 29 October 2018 concerning the Discover Ipswich Quote Consideration 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

Visitor Type	Base: 2017		Check: 2020	Target 2022		
	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
TOTAL	2.6%	\$218	\$287	2.8%	1,600,000	\$325

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.

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 1,800,000
- 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 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.

The 2018-2019 marketing activity will leveraging the various channels of communications including social, web, digital, radio, TV and billboards along with engaging key influencers, travel writers/bloggers to showcase the Things to See, Do, Eat and Stay in the City of Ipswich.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Discover Ipswich Quote Consideration Plan aligns with 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.

CONFIDENTIAL BACKGROUND PAPERS

Confidential Background Papers	Background Papers
Quote Consideration Plan	Attachment A

RECOMMENDATIONS:

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council adopt the Discover Ipswich Quote Consideration Plan to enter into a contract with the Seven Network for content development as outlined in the report by the Tourism Development Manager dated 10 October 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- B. That Council enter into a contract with the Seven Network for content promotion services.
- C. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with the Seven Network to be executed by Council and to do any other acts necessary to implement Council’s decision in accordance with section 13(3) of the *Local Government Act 2009*.
- D. That Council adopt the Quote Consideration Plan to enter into a contract with Facebook for content promotion as outlined in the report by the Tourism Development Manager dated 10 October 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- E. That Council enter into a contract by way of an account with Facebook for content promotion services.
- F. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Facebook to be executed by Council and to do any other acts necessary to implement Council’s decision in accordance with section 13(3) of the *Local Government Act 2009*.

- G. That Council adopt the Quote Consideration Plan to enter into a contract with Google - YouTube for content promotion as outlined in the report by the Tourism Development Manager dated 10 October 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- H. That Council enter into a contract by way of an account with Google - YouTube for content promotion services.
- I. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Google - YouTube to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
- J. That Council adopt the Quote Consideration Plan to enter into a contract with DTB for content development as outlined in the report by the Tourism Development Manager on Oct 10, 2018 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- K. That Council enter into a contract with DTB for billboard promotion services.
- L. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with DTB to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.

Alistair Tavares
TOURISM DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

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

Economic Development Committee	
Mtg Date: 07.11.2018	OAR: YES
Authorisation: Ben Pole	

15 October 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: AUSTRALIAN FIM SPEEDWAY GRAND PRIX

INTRODUCTION:

This is a report by the Tourism Development Manager dated 15 October 2018 concerning a potential agreement to secure the Australian FIM Speedway Grand Prix for the City of Ipswich.

BACKGROUND:

The Australian FIM Speedway Grand Prix is a world championship motorcycle speedway event accredited by the Swiss Governing body Federation Internationale de Motocyclisme (FIM) which represents 111 national motorcycling federations across six continents.

The Australian FIM Speedway Grand Prix has been held at Etihad Stadium in Melbourne, Victoria over the past three years where attendance has increased from 18,000 to 23,000 over that time.

The FIM Speedway Championship is staged in 10 countries throughout the year with around 150 riders, crew, officials and media travelling the circuit. The 2017 Championship was broadcast across 122 territories to an estimated global audience of 385 million people.

Paul Sergeant Events is the Australian based promoter for the FIM Speedway Grand Prix and they have identified the Ipswich Motorsport Precinct as a preferred venue for the event longer term.

Over the past six months Council and Tourism and Events Queensland (TEQ) have been progressing detailed discussions with FIM and Paul Sergeant Events. Motorcycling Australia and Motorcycling Queensland have also been engaged in discussions.

Council commissioned a third-party evaluation of the Australian FIM Speedway Grand Prix at the Ipswich Motorsport Precinct which is provided in Attachment A. The analysis concluded that if the FIM Australian Speedway Grand Prix were to be hosted at Ipswich between 2019 and 2023, the Queensland economy would experience a benefit of \$50 million over the five years under a low-visitation scenario.

Whilst FIM and Paul Sergeant Events view Ipswich as the preferred venue, they are undertaking a competitive process to maximise their position.

BENEFITS TO COMMUNITY AND CUSTOMERS:

The Australian FIM Speedway Grand Prix aligns with 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.

CONFIDENTIAL BACKGROUND PAPERS:

Confidential Background Papers	Background Papers
Confidential Background details	Attachment A

RECOMMENDATIONS:

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council proceed with negotiations to secure the Australian FIM Speedway Grand Prix for the City of Ipswich as outlined in the report by the Tourism Development Manager dated 15 October 2019.
- B. That the proposed agreement terms pursuant to negotiations but subject to Interim Administrator approval be brought to the Economic Development committee for review and resolution.

Alistair Tavares

TOURISM DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole

CHIEF OPERATING OFFICER

(ECONOMIC DEVELOPMENT AND MARKETING)