

VML:MB
Vicki Lukritz
3810 6221

12 April 2018

Sir/Madam

Notice is hereby given that a Meeting of the **LIBRARIES AND TOURISM COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **11.30 am or 10 minutes after the conclusion of the Conservation and Environment Committee, whichever is the earlier** on **Monday, 16 April 2018**.

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

Yours faithfully

ACTING CHIEF EXECUTIVE OFFICER

LIBRARIES AND TOURISM COMMITTEE AGENDA

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

16 April 2018

Council Chambers

Item No.	Item Title	Officer
1	CMC Rocks QLD 2018 Post Event Report	TDM
2	Minister Enoch's Visit To Ipswich Central Library	LSM

** Item includes confidential papers

LIBRARIES AND TOURISM COMMITTEE NO. 2018(04)

16 APRIL 2018

AGENDA

1. **CMC ROCKS QLD 2018 POST EVENT REPORT**

With reference to a report by the Tourism Development Manager dated 6 April 2018 concerning the CMC Rocks QLD 2018 festival activity and outcomes.

RECOMMENDATION

- A. That the report concerning the CMC Rocks QLD 2018 festival activity and outcomes be received and the contents noted.
 - B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue supporting and maximising the CMC Rocks QLD festival for the benefit of Ipswich business and community.
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2. **MINISTER ENOCH'S VISIT TO IPSWICH CENTRAL LIBRARY**

With reference to a report by the Library Services Manager dated 28 March 2018 concerning the visit of Hon. Leeanne Enoch (Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts) to the Ipswich Central Library on 14 March 2018.

RECOMMENDATION

That the report be received and the contents noted.

** Item includes confidential papers

and any other items as considered necessary.

Libraries and Tourism Committee	
Mtg Date: 16.04.18	OAR: Yes
Authorisation: Ben Pole	

6 April 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)

FROM: TOURISM DEVELOPMENT MANAGER

RE: CMC ROCKS QLD 2018 POST EVENT REPORT

INTRODUCTION:

This is a report by the Tourism Development Manager dated 6 April 2018 concerning the CMC Rocks QLD 2018 festival activity and outcomes.

BACKGROUND:

From Thursday 15 to Sunday 18 March 2018 the annual CMC Rocks QLD festival returned to Ipswich for the fourth year as the largest international country and roots music festival in Australia.

CMC Rocks QLD first came to Ipswich in 2015 on a three year agreement between Chugg Festivals Pty Ltd and Rob Potts Entertainment Edge (the festival promoters), Tourism and Events Queensland, Ipswich City Council and Willowbank Raceway.

The festival is held over three days (Friday, Saturday and Sunday), with a full program of performances including international artists, on-site camping, late night entertainment and in-precinct activation by a variety of brand name products.

CMC Rocks QLD is promoted nationally and in North America by the festival partners. The festival is recorded and broadcast nationally and internationally via Foxtel's Country Music Channel and affiliates.

CMC Rocks Ticket Sales 2011 to 2018

State	Tix sold	% (+/-)
2011	5,706	-
2012	10,161	+8%
2013	7,467	-27%
2014	7,733	-4%
2015	7,733	-

2016	13,033	+69%
2017	13,977	+7%
2018	19,715	+41%

Source: Chugg Festivals Pty Ltd

Early indicators suggest four key factors in the significant improvement of 2018 ticket sales being a return of the NSW audience, increased awareness and attendance from SEQ, targeted promotion in Victoria and our ability to expand the onsite camping facilities.

A survey of Ipswich accommodation providers reported a total of 2,064 room nights were booked as a direct result of the CMC Rocks QLD 2018 festival.

The publicity and promotional value of CMC Rocks QLD 2018 is still being measured.

In the three months leading up to CMC Rocks QLD 2018, Council's Tourism Development Branch worked with the CMC Rocks QLD marketing team to promote the variety of things to do and places to eat in Ipswich to the nearly 20,000 registered ticket holders and included the creation of an Ipswich landing page on the official CMC Rocks QLD website.

Two weeks prior to the event an online competition was run on DiscoverIpswich.com.au generating an additional 4,928 entries into the tourism database.

The Tourism Development Branch festival activation included scrim and signage, the presence of the Discover Ipswich trailer and Discover Ipswich Ambassadors located at both the event and Ipswich Central station to support visitor inquiries. The objective of this activation was to disseminate Ipswich information to promote visitor dispersal and spend, as well as engaging with visitors to build an ongoing communications database.

Areas of improvement identified for future events include:

- Translink bus service currently terminates at Cooper Road. The ability to extend the bus service an additional 1.4kms would allow seamless hop-on service from Ipswich Central to Willowbank Raceway.
- The new extended camping area was unusable because of rain which identified challenges with the undulating ground (not graded). The current lease ends in 2018 and simultaneously additional works is required to have the grounds prepared for future events including CMC Rocks QLD.
- Queensland Raceway were supportive in hosting campers at their facility to support extended camping but the damage caused by buses to a portion of the road identified poor concrete bitumen.
- There is an opportunity to develop a pre-event program to attract visitors into other parts of Ipswich and support local talent to participate in future CMC Rocks QLD events.
- Continue to negotiate improved Ipswich branding.

Council has recently finalised an agreement to secure CMC Rocks QLD for the region until 2022.

BENEFITS TO COMMUNITY AND CUSTOMERS:

Council's sponsorship and active engagement with the CMC Rocks QLD event aligns with Advance Ipswich:

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

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

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

RECOMMENDATION:

- A. That the report concerning the CMC Rocks QLD 2018 festival activity and outcomes be received and the contents noted.

- B. That the Chief Operating Officer (Economic Development and Marketing), in consultation with the Mayor and the Chairperson of the Economic Development and Digital City Committee, continue supporting and maximising the CMC Rocks QLD festival for the benefit of Ipswich business and community.

Alistair Tavares

TOURISM DEVELOPMENT MANAGER

I concur with the recommendation contained in this report.

Ben Pole

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

Libraries and Tourism Committee	
Mtg Date: 16.04.2018	OAR: Yes
Authorisation: <i>Caroline McMahon</i>	

28 March 2018

MEMORANDUM

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

FROM: LIBRARY SERVICES MANAGER

RE: MINISTER ENOCH'S VISIT TO IPSWICH CENTRAL LIBRARY

INTRODUCTION:

This is a report by the Library Services Manager dated 28 March 2018 concerning the visit of Hon. Leeanne Enoch (Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts) to the Ipswich Central Library on 14 March 2018.

BACKGROUND:

On Wednesday, 14 March 2018 Councillor Pahlke, Councillor Silver and the staff of Ipswich Libraries welcomed the Minister for the Arts, Leeanne Enoch to the Ipswich Central Library to participate in an engaging First 5 Forever Story Time and to tour the Ipswich Libraries innovative STEAM (Science, Technology, Engineering, Arts, Maths) powered Makerspace.

First 5 Forever

The First 5 Forever Program is funded by the State Government of Queensland as a state-wide early literacy initiative targeted to families of children aged 0 – 5 years. Minister Enoch participated in the First 5 Forever Story Time as an audience member then addressed families in attendance, referencing the developmental importance of reading to young children. Minister Enoch distributed the First 5 Forever 'tool kits' which includes a free book, puppet, rhyme time CD, Ipswich Libraries information pack, a What's On Events and Program Guide and a rhyme wall frieze to all families in attendance so they can continue story time at home.

STEAM Powered Makerspace


Minister Enoch is also the Minister for Science and she was particularly interested in having a tour of the Ipswich Libraries STEAM powered Makerspace. This area includes a Virtual Reality Room, Augmented Reality Sandpit, a Community Collaborative Jigsaw, Children’s Gadget Bar and 3D Printer. The staff proudly showed a 3D printed prototype arcade unit developed using Makey-Makey electronics and game coding that will be used for future technology events.

Photos of Minister Enoch’s visit are included in attachment A and were also posted to the Library website and Library Facebook page which can be viewed by the following links
<http://www.library.ipswich.qld.gov.au/news/>
<https://www.facebook.com/IpswichLibrary/>

CONCLUSION:

The opportunity to host a visit from the Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts provided Councillors and senior staff a chance to advocate for continued state government funding for vital library services and programs such as the First 5 Forever program which has been funded by the State Government from 2015-2018 and technology grants such as Tech Savvy Seniors.

ATTACHMENTS:

Name of Attachment	Attachment
Attachment A – Photos of Minister Enoch’s visit to Ipswich Central Library	 Attachment A

RECOMMENDATION:

That the report be received and the contents noted.

Sylvia Swalling
LIBRARY SERVICES MANAGER

I concur with the recommendation contained in this report.

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

