


		<b>COMMUNITY REFERENCE GROUP MINUTES</b>	
	<b>Meeting</b>	Economic Development Community Reference Group	
	<b>Date</b>	27 August 2019	<b>Time</b> 6 – 8.30pm
	<b>Location</b>	Lockyer Room, Ipswich Civic Centre	
<b>List of Council Attendees (P = Present, A = Apology, NA = Not in attendance)</b>			
P	Greg Chemello – Interim Administrator (Convenor)		
P	Ben Pole - General Manager Community, Cultural and Economic Development (Facilitator)		
P	Lynn Mathers - Community Engagement Team Member		
P	Paul Massingham – Economic Development Manager		
P	Ralph Breadon – Investment Attraction Officer		
P	Erin Marchant – Ipswich Central Project Manager incumbent		
P	Nick Hughes – Acting Interim Administrator’s Executive Officer		
P	Jo Jordan – Event Services Manager		
P	Allison Grant – Stakeholder Relations Manager		
<b>Community Reference Group Attendees (P = Present, A = Apology, NA = Not in attendance)</b>			
P	Ashley Marshall	A	Ruth Tyssen-Day
P	Nikketah Cuneo	P	Paul Travis
A	Mike McInnes	P	Kenneth Weaver
P	Adam French	P	Richard Morrison
NA	Peter Aylward	P	Ben Rawlings
P	Paul Casos	NA	David Ritchie
P	Phillip Bell	P	Nicholas Pender
NA	Begona Trillo	P	Linda Doonan
P	Moein Varaei	P	Christopher Hannah
P	David Cullen	NA	Ashley Gillie

## **1. CONVENOR’S OFFICIAL WELCOME**

Greg Chemello, Interim Administrator, welcomed the members to the meeting and delivered an Acknowledgement of Country.

Mr Chemello provided feedback to the members regarding the results of the Memorabilia Survey which was distributed to members on 14 August 2019. Mr Chemello noted that Council is not in a position to make a determination about what to do with these items at the moment as there are ongoing investigations. Accordingly, in the meantime, the memorabilia items will be stored by Council until such time as a decision is able to be made about next steps.

Mr Chemello also discussed the return of Councillors, noting that there are protocols and procedures being set in place for the successful return of Councillors in 2020, including around the interactions and support within the Council workplace, and noted that a decision by the State Government regarding divisional boundaries may occur in September. The letter sent to all community reference group members earlier in the week was also referred to, ensuring members understood and accepted the parameters around declaring candidacy and potential conflicts of interest.

## **2. FACILITATOR'S INTRODUCTION & MEMBER CHECK-IN**

The Facilitator welcomed the group and outlined the agenda for the evening.

The Facilitator re-introduced the concept of the talking piece and invited the group to introduce themselves and speak to the topic: *'Share an experience of Ipswich Central'*

Responses included first recollections with common threads such as:

*Identifying and acknowledging challenges; looking forward positively; recollections of youth and family experiences; what a CBD should and could be; **potential; confidence** in business; bravery of new investment; **a centre of activity**; focal point of community*

(The words and phrases in blue were repeated themes across the group.)

## **3. ACTIONS FROM PREVIOUS MEETING**

- Meeting agendas: The Facilitator outlined that a selection of topics for each meeting be sent to members for them to vote on for the next meeting based on discussions and ideas identified through the current meeting.
- Confidentiality: [this was covered during the discussion regarding potential Councillor Candidacies].
- Meeting frequency and correspondence between meetings: discussion postponed to the end of the meeting.

## **4. ECONOMIC DEVELOPMENT STRATEGY PRESENTATION**

[Action Item 2 from June 25: The group requested a presentation from Council on its Economic Development plan and priorities so that it can be more informed and aware of this context as part of their ongoing consultation.]

The Facilitator delivered a presentation and discussion on the strategic direction of Council and the Economic Development Branch.

Questions and comments from members included:

- How does Council arrive at their strategies?
- How is this information communicated?
- Comment - The general community needs to hear about what happens next on projects.

## **5. IPSWICH CENTRAL – DISCUSS THE ISSUES AND OPPORTUNITIES OF THE PRECINCT, LOOKING AT WAYS TO IMPROVE ITS ECONOMIC AND SOCIAL ACTIVITY**

### **Priorities for Ipswich Central**

In groups of 3-4 people, members were asked to list the priorities for Ipswich Central. All groups then came together to review these priorities and sort them into themes. The following four key themes emerged:

#### 1. Culture

*Arts precinct promotion; food and hospitality; family-centric activity; complement existing 'central' destinations; community events; jobs; retention of business; events, large, small, marquee.*

#### 2. Economics

*DA plan; reasons to come to the CBD; Identify private land; advanced manufacturing; reason to come to the CBD; Health, education, other industry; night-time economy strategy; investment; agri-hub; jobs.*

### 3. Brand ID

*jobs; branding as rich in culture and history; promote it for family, coffee shops, food and hospitality, uni campus, CBD; advanced manufacturing value add; retain heritage; tell the story; branding heritage, culture, families; offering what is unique, not competing with Orion and Ripley, destination selling, overall branding of Ipswich Central.*

### 4. Accessibility & Connectivity

*Develop infrastructure, roads, Norman St bridge, rail from Springfield; arts, performing arts centre; transport, road is priority; road within Ipswich Central; pedestrian/cycle long distance, no paths; parking and access, bus and train; key retailers, food, health, entertainment to attract; stadium needs to be sports and entertainment with access; foot traffic.*

To view the images for this activity, see below at 8.

### **How can we address these priorities?**

Four groups were created with each group working on one of the above themes and then rotating through each theme. Each group considered the questions: 'How can we address these themes? What needs to happen? Who needs to contribute?'

The responses were as follows:

#### 1. Culture

*Council and Community lead – 'Ipswich Events Committee'; family entertainment, carols, Ipswich Cup' with care not to just focus on just CBD but need to consider other satellite city centres; video games, pool halls, gaming, youth vision, projects into the future, use social media, consider what appeals to young age groups; increase diversity of arts and hospitality; build sense of community through Arts; commercial high density, residential infill/density.*

#### 2. Economics

*State/Federal gov't, Council, Community, Business lead - Agree on priorities and timing, utilise pre-existing stakeholder groups eg top of town retailer association; redevelop buildings, investment strategy, State Gov't and ICC; education and training, apprenticeships, career expos, jobs, TAFE, schools, Unis, private and defence; grant and incentive to upgrade or develop buildings, building owners; ring road to divert traffic around Ipswich central, residents; develop night-time economy with 1. Safety, 2. Diversity, 3. Functionality, council and stakeholders.*

#### 3. Brand ID

*Council lead - Explore who has achieved successful re-branding and learn from their experiences eg Logan; Promote destination ideas eg Great Day Out, Qld Weekender; Micro-brands eg Queen's Park - Ipswich First; Re-purpose old buildings eg TAFE; Consistent heritage branding by-law eg buildings, signs, colours; Code to maintain all buildings; Development updates; Targeted investment attraction*

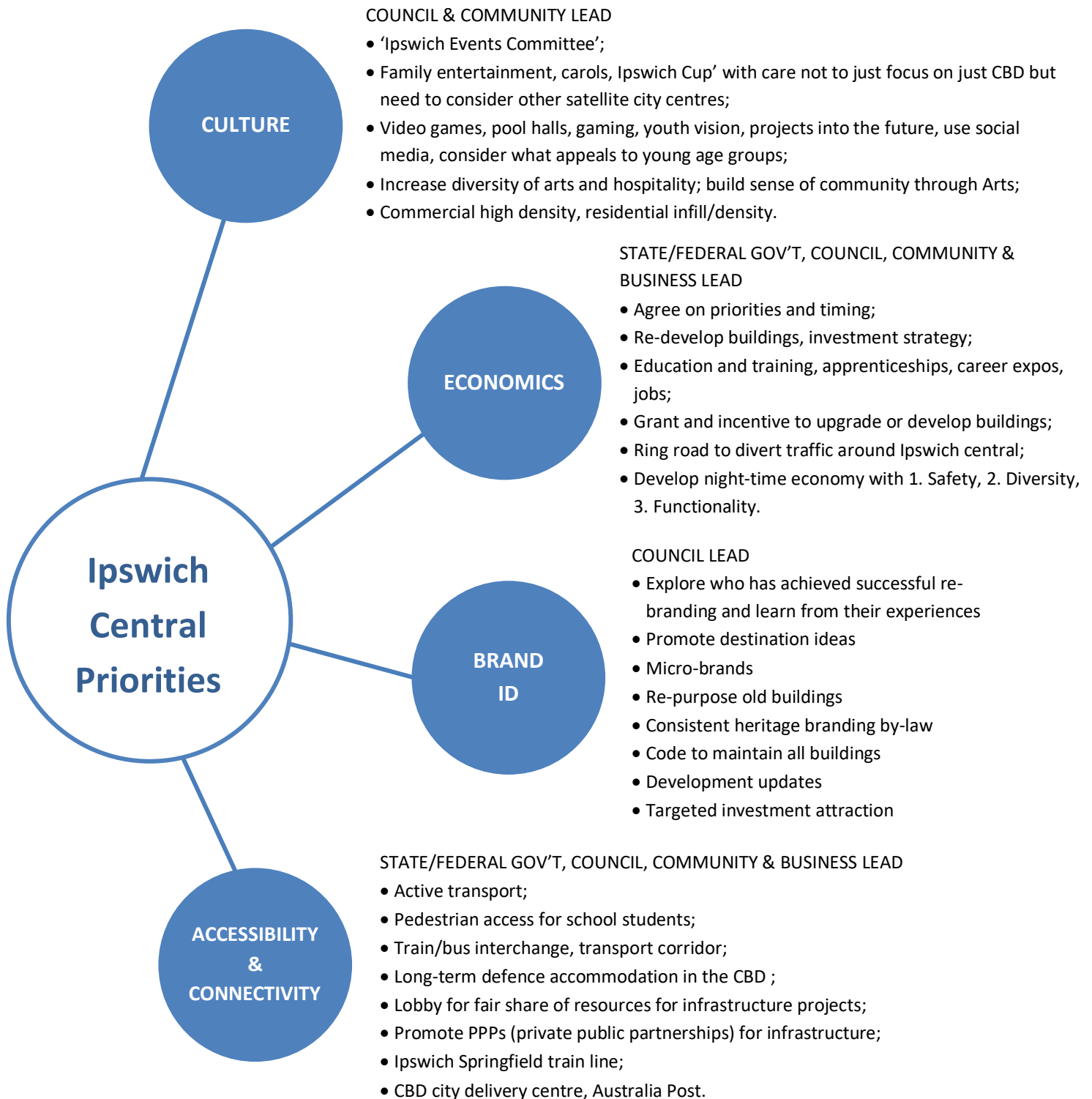
#### 4. Accessibility & Connectivity

*State/Federal gov't, Council, Community, Business lead - Active transport, Lime Scooters; pedestrian access for school students; train/bus interchange, transport corridor, state and federal gov't; long-term defence accommodation in the CBD (gov't); lobby for fair share of resources for infrastructure projects eg rail, roads; promote PPPs (private public partnerships) for infrastructure; Ipswich Springfield train line (ICC and Sate gov't); CBD city delivery centre, Australia Post.*

To view the images for this activity, see below at 8.

## Summary

The following provides a visual summary of the above activities and discussion.



## 6. CLOSE & CHECKOUT

Council's Digital Engagement and Systems Officer updated the members on meeting frequency and correspondence between meetings, introducing the Shape Your Ipswich digital engagement platform due to go live October 1. This platform offered a closed group format for members to participate and communicate with each other regarding Community Reference Group topics, issues and general correspondence.

## 7. ACTION ITEMS

Action Item 1: The following documents to be provided to the group:

- Economic Development presentation; and
- Current collated information document regarding Ipswich Central.

Action Item 2: Send survey link regarding selection of main agenda topic for October meeting (early October).

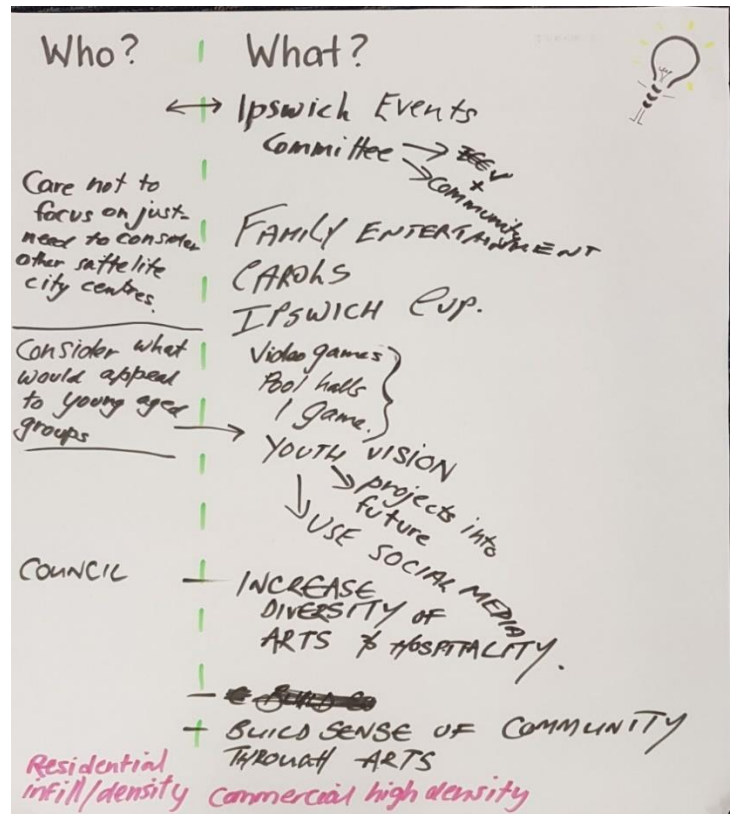
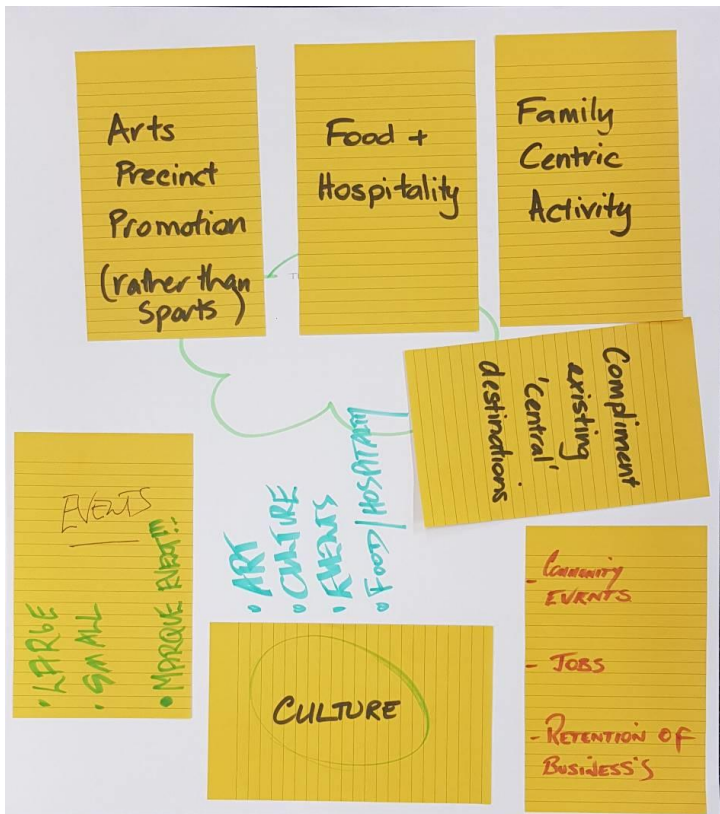
Meeting closed around 8.40pm. Date of next meeting is 28 October 2019.

## 8. IMAGES

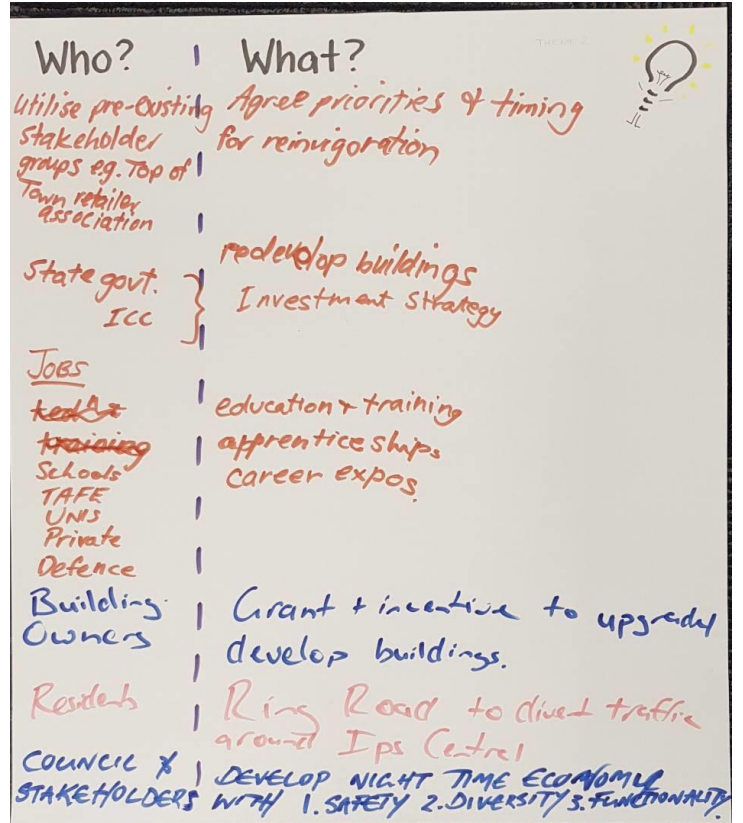
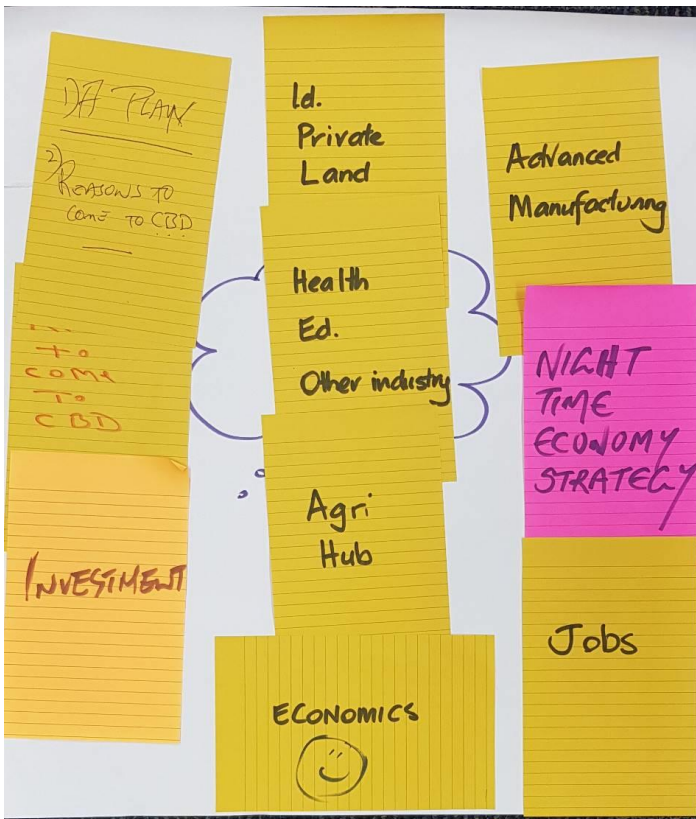
The following images were captured as part of the activities undertaken at 5 above.

### Themes

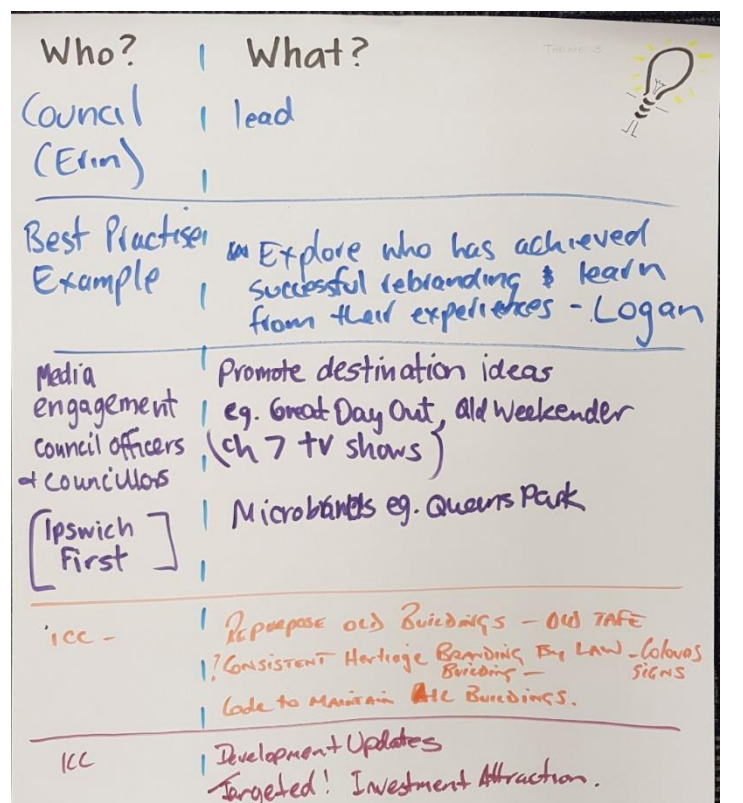
#### 1. Culture



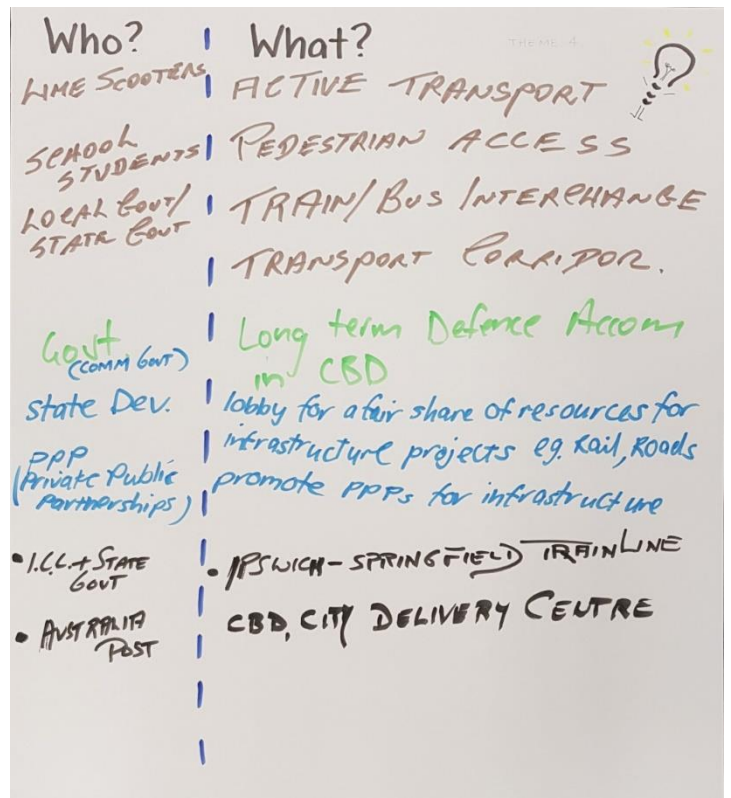
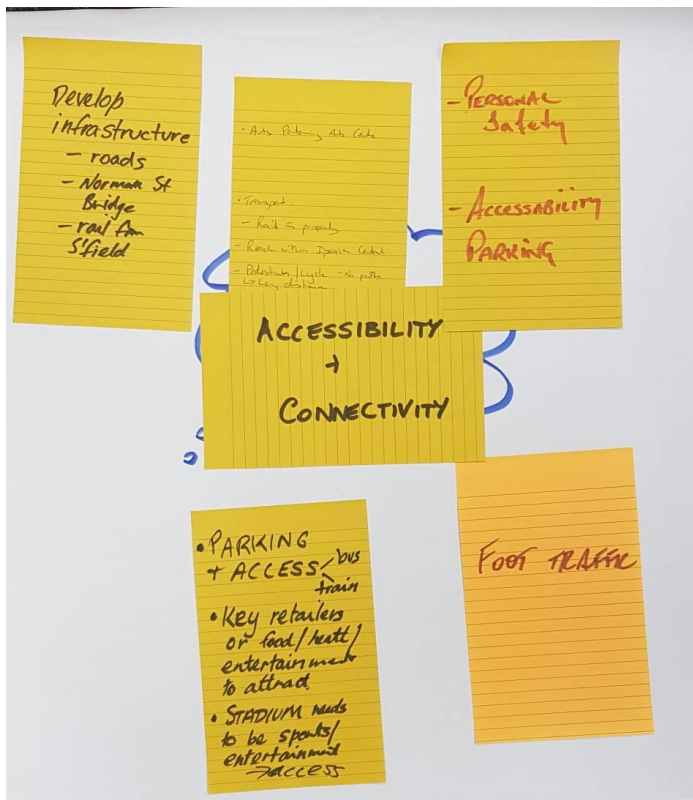
## 2. Economics



## 3. Brand ID



#### 4. Accessibility & Connectivity



#### Additional notes

• What is the makeup of "New Plans" by Ipswich Central

• Health focus is positive but not enough  
- Need education (as e.g.).

Priorities Ipswich Central

- Have a plan
- ID vacant land owned privately.
  - Market - Promote Development
- Events.
  - Church - Entertainment
- Arts promotion over Sport precinct / precinct

Jobs  
Destination Selling  
Family Centric Activity  
Food + Hospitality  
Agri Hub  
Advanced Manufactory