

VML:CD  
Vicki Lukritz  
3810 6221

8 March 2019

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 **Tuesday, 12 March 2019**.

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

Yours faithfully

**CHIEF EXECUTIVE OFFICER**

## ECONOMIC DEVELOPMENT COMMITTEE AGENDA

8.30 am on **Tuesday**, 12 March 2019

Council Chambers

Item No.	Item Title	Officer
PRESENTATION	At the commencement of the meeting Ben Pole (Chief Operating Officer – Economic Development and Marketing) will be making a presentation on City Branding and Positioning	COO(EDM)
1	Category Three Event Sponsorships March 2019	SO
2	Event Sponsorship of the 2019 Ipswich Cup	SO
3	Review of Economic Development Policies	EDM
4	**Brisbane Broncos Promotional Partnership	MSM
5	Ipswich Central to Springfield Central Public Transport Corridor	EDM

\*\* Item includes confidential papers

**ECONOMIC DEVELOPMENT COMMITTEE NO. 2019(03)**

**12 MARCH 2019**

AGENDA

**PRESENTATION**

**At the commencement of the meeting Ben Pole (Chief Operating Officer – Economic Development and Marketing) will be making a presentation on City Branding and Positioning**

1. CATEGORY THREE EVENT SPONSORSHIPS MARCH 2019

With reference to a report by the Sponsorship Officer dated 22 February 2019 concerning applications for Category Three event sponsorship for the 2019 National Motoring Heritage Day – Picnic in the Park and the National Trust of Australia (Queensland) Ipswich Branch - Great Houses of Ipswich.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$1,500 to The Queensland Historic Motoring Council Inc. for the 2019 National Motoring Heritage Day – Picnic in the Park.
  - B. That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$1,800 to National Trust of Australia (Queensland) Ipswich Branch for their Great Houses of Ipswich.
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2. EVENT SPONSORSHIP OF THE 2019 IPSWICH CUP

With reference to a report by the Sponsorship Officer dated 22 February 2019 concerning an application for event sponsorship by Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup to be held on Saturday 15 June 2019.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$20,000 to Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup from the 2018–2019 Event Sponsorship Budget.

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3. REVIEW OF ECONOMIC DEVELOPMENT POLICIES

With reference to a report by the Economic Development Manager dated 1 March 2019 concerning the review of the following policies:

- Appointment of Honorary Ambassadors for the City of Ipswich Policy
- International Relations Policy

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the policy titled 'Appointment of Honorary Ambassadors for the City of Ipswich Policy' as detailed in Attachment A of the report by the Economic Development Manager dated 26 February 2019 as recommended at the Policy and Administration Board No. 2012(10) of 20 November 2012 - City Management and Finance Committee No. 2012 (08) of 27 November 2012, be repealed.
  - B. That the policy titled 'International Relations Policy' as detailed in Attachment B of the report by the Economic Development Manager dated 26 February 2019 as recommended at the Policy and Administration Board No. 2009(02) of 10 March 2009 – City Maintenance and Finance Committee No. 2009(03) of 17 March 2009, be repealed.
  - C. That the policy titled 'International Relations Policy' as detailed in Attachment D of the report by the Economic Development Manager dated 26 February 2019, be adopted.
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4. \*\*BRISBANE BRONCOS PROMOTIONAL PARTNERSHIP

With reference to a report by the Marketing Services Manager dated 1 March 2019 concerning Council's ongoing promotional partnership with the Brisbane Broncos.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council (Interim Administrator of Ipswich City Council) prepare a Quote or Tender Consideration Plan for a promotional partnership in accordance with section 230(1)(a) of the Local Government Regulation 2012.
- B. That Council (Interim Administrator of Ipswich City Council) adopt the Quote or Tender Consideration Plan for a promotional partnership with Council as outlined in the report by the Marketing Services Manager dated 1 March 2019 in accordance with section 230(1)(b) of the Local Government Regulation 2012.
- C. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Brisbane Broncos Corporation Pty Ltd for a promotional partnership on the terms described in the report and confidential attachments by the Marketing Services Manager dated 1 March 2019.

- D. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Brisbane Broncos Corporation Pty Ltd 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*.
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5. IPSWICH CENTRAL TO SPRINGFIELD CENTRAL PUBLIC TRANSPORT CORRIDOR

With reference to a report by the Economic Development Manager dated 1 March 2019 concerning a report on the Ipswich Central to Springfield Central Public Transport Corridor.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the report be received and the contents noted.
- B. That at a future meeting of the Economic Development Committee, a project and procurement plan for the Strategic Business Case be presented.
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\*\* Item includes confidential papers

and any other items as considered necessary.

22 February 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: SPONSORSHIP OFFICER  
RE: CATEGORY THREE EVENT SPONSORSHIPS MARCH 2019

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## INTRODUCTION

This is a report by the Sponsorship Officer dated 22 February 2019 concerning applications for Category Three event sponsorship for the 2019 National Motoring Heritage Day – Picnic in the Park and the National Trust of Australia (Queensland) Ipswich Branch - Great Houses of Ipswich.

## CATEGORY THREE EVENT SPONSORSHIPS

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

Category	Value
One	\$10,000 and above
Two	\$5,000 to \$9,999
Three	\$4,999 and below

## 2019 NATIONAL MOTORING HERITAGE DAY – PICNIC IN THE PARK

This report provides a summary of the application for event sponsorship by The Queensland Historic Motoring Council Inc. for the National Motoring Heritage Day – Picnic in the Park to be held on Sunday 19 May. The complete application is provided as Attachment A.

Held at Cameron Park in Booval, the aim of the event is to promote and display Australia's strong motoring heritage and to demonstrate to the community business and government the strength of the Australian historic motoring movement.

The National Motoring Heritage Day – Picnic in the Park is a display of historic motor vehicles, attracting residents and visitors from Ipswich, Toowoomba, Warwick, Lockyer Valley, Brisbane, Pine Rivers and Redlands.

Over 200 vehicles and 450 enthusiasts attended the last (2016) NMHD Picnic in the Park.

Organisers are estimating an attendance of 1,000 people over the course of the day. The economy.id Event Impact Calculator estimates the total economic impact of the National Motoring Heritage Day – Picnic in the Park will be \$85,000.

Sponsorship benefits include but are not limited to:

- Event marketing targeting inbound visitation
- Event marketing and assets promoting Discover Ipswich channels
- Ipswich logo placement on event promotional material
- Dedicated signage allocation at event
- Ipswich representative at event functions, presentations and media events

This is the first time since 2016 that the Queensland Historic Motoring Council Inc. have applied for support.

Year	Support	Amount	Description
2016	Event Sponsorship	\$5,910	Picnic in the Park

The Queensland Historic Motoring Council Inc. has submitted an Event Sponsorship Application for \$1,500 to assist with costs associated with the running of the event.

The Sponsorship Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash-only financial support to the requested amount of \$1,500 to The Queensland Historic Motoring Council Inc. for the 2019 National Motoring Heritage Day – Picnic in the Park.

## **2019 GREAT HOUSES OF IPSWICH**

This report provides a summary of the application for event sponsorship by the National Trust of Australia (Queensland) Ipswich Branch for their Great Houses of Ipswich to be held on Saturday 7 September 2019. The complete application is provided as Attachment B.

The Great Houses of Ipswich is a twice-yearly event in its seventh year. The event involves the opening of three privately owned heritage homes on a Saturday in May and three different homes on a Saturday in September.

The event attracted 7,752 attendees across the two open days in 2018 with over 50% of these coming from outside the Ipswich region.

The economy.id Event Impact Calculator estimates the total economic impact of the 2019 Great Houses of Ipswich will be \$175,000.

Sponsorship benefits include but are not limited to:

- Event marketing targeting inbound visitation
- Event marketing and assets promoting Discover Ipswich channels
- Ipswich representative at event functions, presentations and media events

Over the past two years Council has provided the following support to the National Trust of Australia (Queensland) Ipswich Branch.

Year	Support	Amount	Description
2018	Councillor Community Donations	\$500	Great Houses of Ipswich
2017	Councillor Community Donations	\$500	Great Houses of Ipswich

The National Trust of Australia (Queensland) Ipswich Branch has submitted an Event Sponsorship Application for \$1,800 to assist with costs associated with printing of the programmes for the event.

The Sponsorship Officer has reviewed the Event Sponsorship Application (Attachment B) and recommends that Council provide cash-only financial support to the requested amount of \$1,800 to the National Trust of Australia (Queensland) Ipswich Branch for their Great Houses of Ipswich.

#### **RELATED PARTIES**

There are no related parties associated with this report.

#### **ADVANCE IPSWICH THEME LINKAGE**

Event sponsorship of National Motoring Heritage Day – Picnic in the Park and 2019 Great Houses of Ipswich aligns with the Advance Ipswich 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 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

#### **RESOURCE IMPLICATIONS**

These sponsorships have a minimal resource implication, they require standard coordination and the values are within standard allocation.



## RISK MANAGEMENT IMPLICATIONS

These sponsorships have minimal risk implications.

## LEGAL / POLICY BASIS

Not applicable

## COMMUNITY AND OTHER CONSULTATION

The Sponsorship Officer has consulted with the Tourism Development Manager and the Marketing Services Manager.

## CONCLUSION

The Sponsorship Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash-only financial support to the amount of \$1,500 to The Queensland Historic Motoring Council Inc. for the 2019 National Motoring Heritage Day – Picnic in the Park.

The Events and Engagements Officer has reviewed the Event Sponsorship Application (Attachment B) and recommends that Council provide cash-only financial support to the amount of \$1,800 to the National Trust of Australia (Queensland) Ipswich Branch for the Great Houses of Ipswich.

## ATTACHMENTS

Attachment	
<a href="#">Attachment A – Application for Event Sponsorship of the 2019 National Motoring Heritage Day – Picnic in the Park.</a>	 Attachment A
<a href="#">Attachment B – Application for Event Sponsorship of the 2019 Great Houses of Ipswich</a>	 Attachment B
<a href="#">Attachment C – 2018/19 Event Sponsorship Expenditure Summary</a>	 2018-2019 Running total of sponsorship

## **RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$1,500 to The Queensland Historic Motoring Council Inc. for the 2019 National Motoring Heritage Day – Picnic in the Park.
- B. That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$1,800 to National Trust of Australia (Queensland) Ipswich Branch for their Great Houses of Ipswich.

Paula Watkins

**SPONSORSHIP OFFICER**

I concur with the recommendations contained in this report.

Ben Pole

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

*“Together, we proudly enhance the quality of life for our community”*

# Event Sponsorship - February 2019

ATTACHMENT A

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

### Organisation Details

\* indicates a required field

**Organisation Name \*** Queensland Historic Motoring Council Inc

**Contact Person \*** Mr Jason Dodge

**Street Address \***

**Postal Address \***

**Phone Number \*** Must be an Australian phone number

**Email \*** [treasurer@qhmc.org.au](mailto:treasurer@qhmc.org.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

Information from the Australian Business Register

ABN  
Entity name  
ABN status  
Entity type  
Goods & Services Tax (GST)  
DGR Endorsed  
ATO Charity Type  
ACNC Registration  
Tax Concessions  
Main business location

Must be an ABN

**Attach copy of Public Liability Insurance \***

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Filename: QHMC+PLI+2018-2019.pdf  
File size: 222.9 kB

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

### 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). \***

National Motoring Heritage Day - Picnic in the Park 2016  
Date: 15 May 2016  
Amount Received: \$5,910.00

### 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: \*** National Motoring Heritage Day - Picnic in the Park - 2019

**Start Date: \*** 19/05/2019  
What is the expected start date of the event?

**End Date: \*** 19/05/2019  
What is the expected completion date of the event?

**Provide a brief description of the event: \***  
National Motoring Heritage Day is celebrated on the 3rd Sunday of May annually. This year on Sunday 15th May and will be held at Cameron Park, Ipswich.  
Free to enthusiasts & public.  
This will be a vibrant display of historic motor vehicles, attracting residents and visitors from Ipswich, Toowoomba, Warwick, Lockyer Valley, Brisbane, Pine Rivers and Redlands. The 2015 inaugural event attracted 335 enthusiasts from 46 clubs & 150 historic vehicles

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

ranging from 1909 to 1985. Over 200 vehicles and 450 enthusiasts attended the 2016 NMHD Picnic in the Park. This will be enjoyed by members of the public from Ipswich and surrounding areas. We will have a carnival atmosphere - fun and interesting to the public, with free entertainment. Vehicle enthusiasts will dress in the era of their vehicles, have picnics and club displays. To encourage this, there will be prizes for costumes and picnic displays.

Must be no more than 150 words

**Proposed Venue/  
Location \***

Cameron Park, Ipswich

**Estimated Attendance \***

200+ vehicles - 450+ people throughout the day + public

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

This year National Motoring Heritage Day - Picnic in the Park will showcase an impressive array of Vintage and Classic motor vehicles and costumes, free entertainment and free face painter for the children.

One of the simple winning factors of this event is it is free to display the cars and free for the public to attend.

We will create a carnival atmosphere that is fun and exciting to the public. This event is for the public as much as the vehicle owners.

A secondary benefit is the joy and pleasure the vehicles bring to the people of Ipswich and surrounding areas.

The event starts at 10:00am and finishes at 2:00pm.

A new venue in 2019 will assist in the events growth and this event has grown into a "must attend" event for the vehicle owners AND the public.

There will be 3-5 displays from relevant traders (e.g. antique tyres, vintage steering wheels etc). This is at no charge to the traders as it is to benefit the vehicle enthusiasts and the public.

Historic Bus Tours - historic buses will provide free tours of Ipswich historic areas for the public. Printed information leaflets provide information on the historic areas they were passing. The tours will again run for 20 minutes and they operated every ½ hour.

A Coffee vans will attend and has advised a portion of proffit going to a charity/community organisation.

A local community group will be catering on the day and has advised that they will also be collecting cans etc from the event to also raise funds.

**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

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

**What is the amount of funding you are seeking from Ipswich City Council? \***

\$1,500.00

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

Cameron Park, Zone 1

Promotion of the event through website event listing and other publications if available

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

Cameron Park has been booked and approved.

Email has been sent to main address for council with information about the event.

**What are the goals and objectives of the event? \***

The aim of National Motoring Heritage Day is to promote and display Australia's strong motoring heritage and also show the community, business and government the strength of the Australian historic motoring movement.

All motoring clubs are encouraged to participate in an event on the day as, without promotion of our hobby, the government and community support may gradually fade and concessional registration schemes may be lost. Our vehicles are a "Mobile Museum", of which we are the custodians, and need to be viewed and enjoyed by the public.

Sunday 19th May 2019 will be the 13th annual National Historic Motoring Heritage Day celebrated nationally on the 3rd Sunday of May

We are presenting Historic Motor vehicle Display & encouraging them to picnic in the park. We will create a carnival atmosphere so it is fun and interesting to the public. This event is for the public as much as the vehicle owners.

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

Target audience are the public within a 150 radius of Ipswich, and all age groups.

There will be entertainment for the children, families and elderly.

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

Showcasing the heritage and attractions of Ipswich to historic vehicle enthusiasts and the public, attracting residents and visitors from Ipswich, Toowoomba, Warwick, Lockyer Valley, Brisbane, Pine Rivers and Redlands

The event displays to our member clubs what Ipswich has to offer for their own future events.

It will provide entertainment to the people of Ipswich with quality entertainment (roving entertainment, music,

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

face painters, clowns, etc) and vehicles to be viewed and enjoyed by all.

The day provides the opportunity for Ipswich community and charities to become involved with their own fund-raising activities.

Since 2015 National Motoring Heritage Day display in Queens Park several car clubs have organised and hosted club weekends in Ipswich, benefiting motels, caravan parks, restaurants, hotels, service stations, coffee shops, shops, etc. There is a large flow-on effect of funds spent by our enthusiasts in Ipswich.

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

The vehicles and owners will travel from Brisbane, Pine Rivers, Toowoomba, Gatton, Warwick and similar locations to attend, introducing them to what Ipswich has to offer them personally and also their clubs. Drawing from these areas gives Ipswich City Council the opportunity to promote and on sell further visitations and accommodation. (Email to be sent to ICC Tourism Manager suggesting a display on the day).

There will be return visits to the city by members and participants.

The event is being promoted on the QHMC website - [www.qhmc.org.au](http://www.qhmc.org.au) as well as facebook, emails, flyers and other websites including the Australian Tourism Data Warehouse.

Ipswich City Council is on the event flyer and will be prominently placed on all signage and banners and promoted as major sponsor.

In a perfect marriage, the heritage vehicles will draw people to Ipswich, a heritage city.

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

Queensland Historic Motoring Council committee will provide full and detailed report on the event by 30 May 2019. This will include details such as:

1. Number of vehicles displayed, and enthusiasts
2. An outline of the vehicles and eras of the vehicles
3. Details of the where the enthusiasts are from and how far they travelled to the event
4. Numbers of vehicles / people who stayed in Ipswich for additional nights / days due to this event.
5. Copies of all printed media in relation to this event - i.e. Newspaper articles
6. Links to Facebook media coverage of the event.

**Outline the involvement of all other sponsors and government bodies**

Meguiars has agreed to sponsor the event, they will provide products for prizes and giveaway bags with

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

**assisting with this event. \***

information and sample in. (these bags could potentially include other flyers/brochures provided to us)

Shannons has been invited as sponsor and the Shannons super rig has been invited

**How does this event align with Ipswich City Council's Corporate Plan? (Visit [www.ipswich.qld.gov.au](http://www.ipswich.qld.gov.au) About Council, Corporate Publications, Corporate Plan - to view a copy) \***

Ipswich is a family friendly city and this event is centred around families - i.e. picnic in the park, childrens entertainment, old cars for the men and children to enjoy, costumes and music for the ladies.

This is a community event.

- Entertainment is provided for the public to enjoy, free of charge.

- Historical bus tours will be provided to the public, free of charge, to showcase history of the region and show what Ipswich City Council has to offer.

- Local community organisations - e.g. Lions - are encouraged to participate and raise funds for their charities.

Healthy Living

- Encourage the public to get out, have a picnic in the park, and be out in the fresh air and sunshine.

Ipswich is a Heritage City and the council and residents of Ipswich value their past. We are bringing heritage vehicles to Ipswich to compliment your city, buildings and history.

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

People Choice trophies - public will be encouraged to vote for their favourite vehicles and, in return, there will be a lucky draw prize for the public voting.

They will be invited to join the car owners for a picnic in the park.

The local community can speak with car owners, ask questions and learn the stories and history of the vehicles and their owners.

Children will have many opportunities to sit in the old cars and pretend they are driving "an olden days car". This is also a great photo opportunity for the parents.

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

This event will benefit tourism. We are encouraging visitations to the city, with this event bringing new people to the city. We are promoting visits to other destinations within Ipswich for this weekend and further weekends in the future.

There have been numerous return visits by clubs since previous National Motoring Heritage Day events, staying in motels and caravan parks for 2 and 3 day weekends in Ipswich.



# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

Ipswich is widely promoted by Qld Historic Motoring Council Inc as a historic vehicle friendly city resulting in small and large, short and long events organised in this area.

Some examples of actual funds spent in our area are below:

- 3 day and 3 night event - 73 historic vehicles - 149 attendees

\$23,258 Meals

\$ 8,225 Accom- 70 rooms, cabins etc from \$80 to \$155 = \$117.50 avg

\$ 8,030 Petrol - approximate cost (73 x \$110)

\$ 6,606 Drinks - conservator average taken from survey

\$ 5,500 Shopping - conservative average taken from survey

\$ 2,000 Misc. event expenses

\$53,619

With the flow-on effect to hotels, cafes and garages and shops, based on this money spent in this small event in the Ipswich area was worth in excess of \$428.952 to the Ipswich community.

As a result of Show-casing Ipswich a club weekend with 20 cars and 20 people, the average spend in the city is \$500 to \$1,000 per couple so the flow-on effect of this small and simple activity - if when they are many - is \$120,000

### **Outline how will this event attract visitors to Ipswich? \***

The event is promoted to all 115+ clubs that are members of Qld Historic Motoring Council. There are approximately 14,000 members within the clubs (Note - a member usually consists of couple + children)

National Historic Motoring Day - picnic in the park Banner will be on display at various events in south east queensland.

National Historic Motoring Day - picnic in the park Banner will be on display at Australia Day Breakfast at Ormiston School. This event will have approximately 350 vehicles on display and it is visited by approximately 2,500 members of the Bayside area.

National Historic Motoring Day - picnic in the park Banner will be on display in the Veteran Club Rooms, Carindale for 3 1/2 months from February through to May. The club rooms are used for monthly general meetings and monthly committee meetings and are used monthly by 20+ car clubs as well as community organisations.

Facebook posts will promote the event to the public

Radio interviews will promote the event and attract visitors within the Brisbane listening area.

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

Promotion of event through Shannons website and literature.

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

Ipswich City Council has a proven history of being a historic car friendly city, working with events such as the National Veteran Rally in September 2012. Additionally, Ipswich is out of the busy Brisbane traffic area and has been chosen to encourage clubs from Toowoomba, Gatton, Warwick and similar locations to attend.

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

During the 2006 Australian Historic Motoring Federation AGM, all state/territory historic motoring councils decided to organise this day, to be celebrated annually and nationally on the 3rd Sunday of May.

THIS event is unique in that it is the only event combining historic vehicles in an iconic historic park in an historic city.

Other events - nation wide - are held in a race course, Eastern Creek etc but no other combines history as in our event.

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

As our vehicles do not have air conditioning, many have no roof or drive without the roof and the vehicles run smoother in cooler months, the majority of major events for historic vehicle clubs are in the cooler months from Easter through to September.

This is the off-peak tourism season so this event and others organised resulting from this event will be in this off-peak season.

Our event does coincide with the Ipswich Show and, in future years with this developing into a full weekend event we will encourage historic vehicle participation at the show.

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

Funding will be used for:

Entertainment - City of Brisbane Pipe Band

Face painter

Flyer printing to promote Ipswich during the Historic Bus Tours.

Additional contents of bags given to people during the event (eg promotional material)

**Detail the extent to which your event has the potential to**

This event has huge potential to grow and is already a significant regional event. We are already investigating turning it into a full weekend event in the near future. In this format, most entrants would arrive in Ipswich Friday

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

**grow into a significant regional event. \***

afternoon, stay 2 nights (Friday and Saturday nights), tour the region and visit locations Saturday (e.g. wineries, gardens, hotels, restaurants, etc). Initially, it may be "self-cater" when the entrants dine at the restaurant / hotel / café of their choice Friday night with an organised, pre-booked dinner Saturday evening.

The estimate, based on very conservative figures of the take-up for the full weekend being 100 vehicles out of 200 displaying on the Sunday would bring additional income of \$85,000 and flow-on effect of \$680,000. This is in addition to the funds already being spent in the Ipswich area for this event.

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

Given this is a family friendly event which is free to attend for everyone we will continue seeking a small amount of funding from various sources.

A previous grant from Ipswich City Council has proven very useful allowing us to get banners/signage to assist in growing the event.

We are only seeking a small amount of funding from various sources to pay for Free entertainment, face painter etc.

Other sponsors long term will provide enough without a grant from Ipswich city Council, however, given we are at a new venue this year we are trying to make this event the best ever to ensure it is remembered and vistors return for years to come.

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

Jason Dodge -

- Experience with event bookings with the Beaudesert Show Society
- Experience with growing events into the largest of their kind in australia
- Developed a professional relationship with caterers, coffee vans etc having run successful events they want to return to year after year.
- Organised 2 major multi day historic vehicle toursattracting approx 100 vehicles each time and attracting huge public interest.
- Treasurer, Webmaster & Membership Secretary of the Queensland Historic Motoring Council and past Secretary.
- has been president, secretary & treasurer for other historic vehicle clubs and continues as treasurer of the Beaudesert Motoring Enthusiasts Club.

**Provide evidence that the event budget and resources are viable and**

Jason has organised and hosted numerous such events and the events have always run to budget. The budget is updated and adjusted (up or down) with every decision

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

**that the event will be delivered as planned. \***

and every expenditure. All events have been operated with a small profit.

Budget attached.

## Attachments

\* indicates a required field

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

---

Filename: Event+Timeline.pdf  
File size: 200.5 kB

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

---

Filename: NMHD Event Budget.pdf  
File size: 221.5 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
QHMC	\$1,600.00	Historic Bus Tours	\$500.00
ICC	\$1,500.00	Face Painter (3 Hours ) 10am - 1pm	\$264.00
		Live Entertainment (Band)	\$600.00
		Peoples Choice Trophy	\$50.00

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

		Category Trophies	\$500.00
		Printing	\$400.00
		Venue change on signage (Sticker)	\$150.00
		Promotional Pull Up Banner (850x2000)	\$300.00
		Showbag Gift (Microfibre Cloth)	\$200.00
		Showbag Gift (QHMC Keyring)	\$200.00
	Total: \$3,100.00		Total: \$3,164.00

**Total Amount Requested: \***

\$1,500.00

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

**Total Project Cost: \***

\$3,084.00

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: \***

Historic Bus Tours  
 Face Painter (3 Hours) 10am - 1pm  
 Live Entertainment (Band)  
 Venue change on signage (Sticker)

### 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
Meguiars	Products	
Queensland Historic Motoring Council	Financial	\$1,600.00

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00183 From Queensland Historic Motoring Council Inc

		Total: \$1,600.00

### 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 Jason Dodge

**Position in Organisation: \*** Treasurer

**Date: \*** 11/02/2019

#### 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 - February 2019  
Event Sponsorship Form  
Application ES00183 From Queensland Historic Motoring Council Inc

# Event Sponsorship - February 2019

ATTACHMENT B

## Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

### Organisation Details

\* indicates a required field

**Organisation Name \*** National Trust of Australia (Queensland) Ipswich Branch

**Contact Person \*** Mr Arthur Frame

**Street Address \***

**Postal Address \***

**Phone Number \*** Must be an Australian phone number

**Email \***

**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** 85 836 591 486

#### Information from the Australian Business Register

ABN	85 836 591 486
Entity name	National Trust Of Australia (queensland)
ABN status	Limited Active
Entity type	Australian Public Company
Goods & Services Tax (GST)	Yes
DGR Endorsed	Yes (Item 1)
ATO Charity Type	Charity <a href="#">More information</a>
ACNC Registration	Registered
Tax Concessions	FBT Rebate, GST Concession, Income Tax Exemption
Main business location	4223 QLD

Information current as at 12:00am yesterday

Must be an ABN

**Attach copy of Public Liability Insurance \***

Filename: Nat Trust Public Liability Certificate..pdf



## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

File size: 130.6 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). \***

The National Trust Ipswich Branch has partnered with Ipswich City Council over the past five years in Great Houses of Ipswich. The last event was held on September 15th 2018. The Council provided significant marketing and in kind support and covered the cost of publication of DL flyers and program booklets which was approximately \$1,800 for each of two annual events..

## 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: \***

Great Houses of Ipswich

**Start Date: \***

07/09/2019

What is the expected start date of the event?

**End Date: \***

07/09/2019

What is the expected completion date of the event?

**Provide a brief description of the event: \***

This event involves the opening of three privately owned heritage homes on a Saturday in May and three different homes on a Saturday in September. 24 homes have been opened to the public since 2013. In 2018 there were 7752 visitations across the two days. Email addresses are captured to assist Council in determining the Tourism

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

benefits of the event. The event attracts visitors from a wide geographic area with around 50% attending from intra and interstate. This event aligns with the social, economic and cultural priorities of council, and is a major showcase of the city's heritage. It has strong community support. It works closely with other community organisations and promotes and directly supports a wide range of local businesses. It provides a high profile using Discover Ipswich marquees and banners and distributing Ipswich city collateral to all guests. The program has demonstrated its sustainability and growth potential over the past six years.

Must be no more than 150 words

**Proposed Venue/  
Location \***

Three privately owned houses across the city at each event.

**Estimated Attendance \***

1700 visitations per event

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

See 'brief description of event' above. Council has traditionally assisted with the layout and publication of free Great Houses of Ipswich booklets as well as producing DL flyers, corflute fence signage, delivering small tents, tear drop council banners, tables, seating for volunteers and council collateral. They deliver this to houses and collect post event. The visitor information centre is heavily engaged in supporting the event and in recent years have promoted their own bus trips to align with the event. Council has also covered the cost of booklets and promotional materials through the Marketing department as well as providing profile advertising through the Discover Ipswich booklets and seasonal council collateral. This partnership has been attached to all of our Great Houses of Ipswich events since May 2014.

**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? \***

We are seeking a total of \$1800 for the September event.. .

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

We are seeking the same partnership commitment that has been detailed above. In kind support and the cash component for publishing costs.

**Have you approached  
any other areas of**

We have spoken with the Administrator and the ICC Marketing Department regarding this application and both have encouraged us to submit this request for funding.

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

**Council with this request, if yes, where? \***

We have not directly sought funds from any other Council source.

**What are the goals and objectives of the event? \***

To raise the profile of Ipswich as a heritage city. To build civic pride in our built and cultural heritage. To support individual home owners in the maintenance of their homes and our city's built heritage. To honour the commitment private home owners have to restoring and maintaining their properties for present and future generations To achieve the National Trust's aims of conservation and preservation of our built architecture. To attract and build Tourism for the region. To provide our large group of volunteers with a focus for their activities. To support like minded groups such as the Ipswich Historical Society at Coonianna and The Ipswich Hospital Museum. To support small business in the region, particularly those involved in restaurants, coffee shops, antique shops, heritage restoration and gifts. To provide a positive image for the city during often difficult and negative times.

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

Ipswich people who are interested in their built heritage. Home owners who may be involved in restoration. People who are interested in the richly unique diversity of styles and periods of Ipswich architecture. Students and children -who are admitted free to encourage their attendance. National Trust members, to enrich their membership experience. Visitations have included people of all ages. The May event is popular with people bringing Mothers out for the day for shared family experiences. It is always held the day before Mother's Day to give this extra focus. We have found very significant numbers of tourists attracted to this event with some people even visiting from Sydney, northern NSW and right across Southern Queensland. Post codes have been collected and provided to council, at our debriefing session, following each event

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

Attract tourism and raise awareness of the city as a desirable heritage destination. Builds community capacity and confidence. Supports heritage homeowners. Supports local business. Builds collaboration among community groups. Provides heritage focus for marketing team.,

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

Profile for city through partnership with National Trust of Australia (Queensland) Trusted and respected high profile brand. Attract increased visitation to the region. Provide details of postcodes to track visitation. Drive traffic to each other's websites.

Partnership maximizes outcomes in all areas for both partners while delivering a low cost, high profile, professionally staged event.

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

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

Through the capturing of post codes, other than 4305 and providing total attendance numbers to calculate percentages of out of town visitors. Comment books are also used at each house to capture feedback for owners and organizers.

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

This is primarily a partnership program between private home owners, Ipswich City Council and The National Trust of Australia (Queensland) in association with the Ipswich regional Branch of The National Trust. Admission is charged which offsets costs and supports home owners in the maintenance of heritage properties.

**How does this event align with Ipswich City Council's Corporate Plan? (Visit [www.ipswich.qld.gov.au](http://www.ipswich.qld.gov.au) About Council, Corporate Publications, Corporate Plan - to view a copy) \***

The event addresses the theme: Caring for our community.

It assists in achieving the Goal - Creating a city that values its past and it embraces opportunities to work together for the betterment of the community.

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

This program involves local volunteers, National Trust and Ipswich City Council volunteers and staff. Visitors have access to each property. It is totally participatory at all levels with community engagement as the key principle. .

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

It supports local businesses, promotes tourism objectives and returns monies to owner participants for reinvestment in their properties. While the primary purpose is not the generation of income, but more to promote community engagement and participation, it is highly cost effective.

**Outline how will this event attract visitors to Ipswich? \***

This event attracts visitors from across the region, regional Queensland and Northern N.S.W. It is widely promoted across our network of members and through, ICC and National Trust websites and publications. It has established a regular and growing public engagement. It is promoted widely in magazines, press, radio and Television programs such as Great South East (Great Day Out). The Great Houses of Ipswich Face book and Instagram sites also have over 2,500 followers.

**How will this event provide positive exposure to the City of Ipswich through attracting media attention or thorough**

A wide range of small business enterprises support and are supported by this program. It has gained significant profile throughout Australia and is likely to be introduced in other regional communities based on the success of the Ipswich partnership model. It was profiled at the recent State Conference of the National Trust of Australia

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

**engagement with community and business networks? \***

(Queensland) held in Ipswich in November 2018. It has also been presented at Tourism conventions and has been the topic of presentations at local Rotary clubs etc.

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

This program is currently unique, in its business model; to Ipswich. However Great Houses of Ipswich has attracted the attention of other communities, notably where other National Trust Branches exist and where there are high concentrations of heritage homes. eg Toowoomba, Brisbane and Maryborough which are also currently considering emulating this successful local program. The local model has also attracted international interest from Canada.

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

It is designed to complement other heritage based programs, such as the Zonta bus trips and Brisbane Open House as well as ICC bus trips. Care is taken to avoid duplication and to schedule events to ensure visitation levels are enhanced.

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

Funding will continue to maintain a partnership in a unique award winning program which brings significant profile to the city for minimum financial investment. It will ensure the continued delivery of quality collateral. Booklets, provided free to all attendees, contain important information about each heritage house, Council advertising and future Great Houses of Ipswich events are also included. Potential exists to use these events to combine other council priorities and events, to lengthen visitation and increase bed nights and local spend., Discussions have been held with ICC marketing regarding a range of development opportunities.

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

Growth in profile and attendance has increased from under 1000 attendees in 2013 to approximately 4,000 attendees per day in 2018. It is considered that this is the desired capacity, for the comfort and safety of visitors, for the protection of the three heritage homes being visited by the public and for the security of their contents. It has become an extremely high profile and anticipated event for the city of Ipswich. Its potential growth is likely to be through ancillary events initiated by Council or other groups to coincide with or enhance the experience.

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

The event has proved its sustainability over the past six years. Council has been a joint partner in that growth and sustainability for the past five years. Continued funding will help to ensure its ongoing quality and viability.

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

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

Arthur Frame AM Director of the Board of National Trust of Australia (Queensland) and President of the Ipswich Regional branch of The National Trust. Mr Frame is also a Director of Brisbane Open House which opens approximately 100 houses and public properties in October each year. He was the Artistic Director and CEO of Queensland Arts Council for 16 years overseeing the staging of over 6000 events, including school performances, regional tours and exhibitions annually. He was recently awarded the Cultural Award of the year for 2019 by Ipswich City Council. A team of 30 other volunteers of the Ipswich Branch of the National Trust are also highly skilled in the delivery of this event. The CEO, Accounts, marketing and research staff of the National Trust also oversee the successful delivery of the event. The marketing staff of Ipswich City Council and Vanida Petts and her team of volunteers at the Ipswich Visitor Information Centre also play a role.

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

This event is largely a user pays event which has grown exponentially over the past six years. It has the support of the National Trust of Australia (Queensland). This is a flagship regional heritage event with an excellent proven business model and proven delivery success. Through this program profits of over \$60,000 have been donated, by the National Trust, back to 24 private property owners participating in Great Houses of Ipswich event to assist them in the maintenance of their properties.

## Attachments

\* indicates a required field

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

---

Filename: Great Houses of Ipswich event timeline and milestones.docx  
File size: 15.8 kB

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

---

Filename: Great Houses of Ipswich 2019 Budget.xlsx  
File size: 32.0 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**

*No files have been uploaded*  
Compulsory information required for funding \$10,000+

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch

**and management structure**

### Budget Details

\* indicates a required field

#### Budget: Income and Expenditure

<b>Income (Description)</b>	<b>\$ GST Exclusive</b>	<b>Expenditure (Item Description)</b>	<b>\$ GST Exclusive</b>
see attached budget	\$1,800.00	see attached budget	\$1,800.00
Door Sales		Graphics	
Advertising		Printing	
Grant		Research	
		Distributions	
	Total: \$1,800.00		Total: \$1,800.00

**Total Amount Requested: \***

\$1,800.00

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

**Total Project Cost: \***

\$17,950.00

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: \***

Printing of DL Flyers and booklet for free distribution to all attendees. One event booklet in September 2019.

#### 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.

<b>Contributed By</b>	<b>Type of Contribution</b>	<b>\$ Amount</b>
-----------------------	-----------------------------	------------------

## Event Sponsorship - February 2019

### Event Sponsorship Form

Application ES00185 From National Trust of Australia (Queensland) Ipswich Branch


### 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 Arthur Frame AM

**Position in Organisation: \*** State Non Executive Director and Ipswich Branch President

**Date: \*** 18/02/2019

#### 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.**



Event Sponsorship - February 2019  
Event Sponsorship Form  
Application ES00185 From National Trust of Australia (Queensland) Ipswich  
Branch

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.

**ATTACHMENT C**

Date to committee	Applicant	Amount Allocated	Balance available for distribution
			\$ 165,000.00
<b>2018-2019</b>			\$ 165,000.00
<b>May</b>	Greater Springfield Ball	\$ 2,000.00	\$ 163,000.00
	Glebe Garden Club (\$2,500.00)	\$ -	\$ 163,000.00
<b>June</b>	Queensland Model Hobbies Expo	\$ 3,000.00	\$ 160,000.00
	Ipswich Pipe Thistle Band Inc	\$ 2,500.00	\$ 157,500.00
<b>July</b>	BMX	\$ 10,000.00	\$ 147,500.00
<b>August</b>	Jacaranda Festival	\$ 5,000.00	\$ 142,500.00
<b>roll-over from 2017-2018</b>	Ipswich Netball	\$ 13,000.00	\$ 129,500.00
<b>September</b>	Willowbank Raceway - Winternationals	\$ 30,000.00	\$ 99,500.00
<b>October</b>	Knife Art Show	\$ 3,000.00	\$ 96,500.00
	Earth Frequency Festival	\$ 4,999.00	\$ 91,501.00
<b>November</b>	Nature Play	\$ 7,000.00	\$ 84,501.00
<b>January</b>	Tamil New Year Festival	\$ 2,500.00	\$ 82,001.00
	Ipswich 100 Bike Ride	\$ 2,500.00	\$ 79,501.00
	Ipswich Show Society	\$ 25,000.00	\$ 54,501.00
<b>February</b>	Renegade Bowmen (Pacific Regional Field Archery Competition)	\$ 4,000.00	\$ 50,501.00
	Glebe Garden Club (Home Gardener's Expo)	\$ 2,500.00	\$ 48,001.00
	Brookwater Golf and Country Club (pro-Am)	\$ 7,500.00	\$ 40,501.00
	Limestone Events (Gathering of the Clans)	\$ 15,000.00	\$ 25,501.00
<b>March</b>	Ipswich Turf Club (application pending)	\$ 20,000.00	\$ 5,501.00
	Queensland Historic Motoring Council	\$ 1,500.00	\$ 4,001.00
	National Trust of Australia (Queensland) Ipswich Branch	\$ 1,800.00	\$ 2,201.00
			\$ 2,201.00
			\$ 2,201.00

22 February 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: SPONSORSHIP OFFICER  
RE: EVENT SPONSORSHIP OF THE 2019 IPSWICH CUP

---

## **INTRODUCTION**

This is a report by the Sponsorship Officer dated 22 February 2019 concerning an application for event sponsorship by Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup to be held on Saturday 15 June 2019.

## **RELATED PARTIES**

The Ipswich Turf Club Inc operates the Channel Seven Ipswich Cup.

The Ipswich Turf Club Inc is a licenced club of Racing Queensland.

## **ADVANCE IPSWICH THEME LINKAGE**

Event sponsorship of the 2019 Channel Seven Ipswich Cup aligns with the Advance Ipswich 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 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

## **PURPOSE OF REPORT/BACKGROUND**

This report provides a summary of the application for event sponsorship by Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup to be held Saturday, 15 June 2019. The complete application is provided as Attachment A.

The Ipswich Cup thoroughbred horse racing meeting is the largest event of its type in Ipswich and dates back to the 1840s. The Ipswich Cup is a well-recognised and patronised annual event which takes place during the Winter Racing Carnival.

Based on attendance in previous years, organisers are estimating an attendance of 20,000 people. Racing Queensland's Annual Report indicates the Ipswich Cup has the highest attendance of all meetings of the Queensland Racing Winter Carnival.

Media coverage of the event will include Courier Mail, Queensland Times, River 94.9, Channel 7 and Sky Racing.

The economy.id Event Impact Calculator estimates the total economic impact of the 2019 Channel Seven Ipswich Cup will be \$3,500,000.

Adoption of the report allows the Sponsorship Officer to allocate the recommended funding, coordinate sponsorship benefits and confirm event acquittal.

## **SPONSORSHIP DETAILS/BENEFITS**

Ipswich Turf Club Inc has submitted an Event Sponsorship Application for \$20,000 to assist with costs associated with the running of the event.

The Sponsorship Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide financial support to the amount of \$20,000 to Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup.

Sponsorship benefits include but are not limited to:

- Race Naming Rights to the listed Eye Liner Stakes
- Event marketing targeting inbound visitation
- Event marketing and assets promoting Discover Ipswich channels
- An exclusive event experience package for promotional activity
- Ipswich logo placement on all event promotional material
- Dedicated signage allocation at event
- Ipswich representative at event functions, presentations and media events
- Invitations to attend the Sponsors luncheon
- Opportunity for Council Social Club to book marquee facilities
- Event summary report

## RESOURCE IMPLICATIONS

The sponsorship has a moderate resource implication. It requires low level coordination and from the value is within standard allocation. The Event will require a Traffic Management Plan to be authorised by Council and this will require support of Health, Security and Regulatory Services.

## RISK MANAGEMENT IMPLICATIONS

The sponsorship has minimal risk implications, the organiser is an established entity with the support of the state body.

## LEGAL/POLICY BASIS

Not applicable



## COMMUNITY AND OTHER CONSULTATION

The Sponsorship Officer has consulted with the Marketing Services Manager and the Tourism Development Manager.

## CONCLUSION

The Sponsorship Officer has reviewed the Event Sponsorship Application and recommends that Council provide cash-only financial support to the amount of \$20,000 to Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup.

## ATTACHMENTS

Attachment	
<a href="#">Attachment A – Application for Event Sponsorship of the 2019 Channel Seven Ipswich Cup</a>	 Attachment A
<a href="#">Attachment B – 2018/19 Event Sponsorship Expenditure Summary</a>	 2018-2019 Running total of sponsorship

## RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$20,000 to Ipswich Turf Club Inc for the 2019 Channel Seven Ipswich Cup from the 2018-2019 Event Sponsorship Budget.

Paula Watkins  
**SPONSORSHIP OFFICER**

I concur with the recommendations contained in this report.

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

*“Together, we proudly enhance the quality of life for our community”*

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

## Organisation Details

\* indicates a required field

**Organisation Name \*** Ipswich Turf Club

**Contact Person \*** Claire Power

**Street Address \***

**Postal Address \***

**Phone Number \***

Must be an Australian phone number

**Email \*** [claire@ipswichturfclub.com.au](mailto:claire@ipswichturfclub.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** 39 940 361 195

#### Information from the Australian Business Register

ABN	39 940 361 195
Entity name	Ipswich Turf Club Inc
ABN status	Active
Entity type	Co-operative
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed <a href="#">More information</a>
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4304 QLD

Information current as at 12:00am yesterday

Must be an ABN

**Attach copy of Public Liability Insurance \***

Filename: ITC Certificate of Currency for RACQLD (Policy 9 1380).pdf

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00181 From Ipswich Turf Club

File size: 19.9 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). \***

2018 Channel Seven Ipswich Cup - \$20,000 plus GST

### 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: \***

Channel Seven Ipswich Cup 2019

**Start Date: \***

15/06/2019

What is the expected start date of the event?

**End Date: \***

15/06/2019

What is the expected completion date of the event?

**Provide a brief description of the event: \***

The Ipswich Cup thoroughbred horse racing meeting is the largest social event in Ipswich and is a time-honoured race dating back to the nineteenth century.

The Ipswich Cup is a well-recognised and patronized annual event which takes place during the Winter Racing Carnival. It has been a very long-standing event, having



# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

been built up over several years to have now established itself as one of the greatest race days across Australia. The Ipswich Cup has been noted in the Racing Queensland Annual Report as having the highest attendance of all meetings of the Queensland Racing Winter Carnival.  
Must be no more than 150 words

**Proposed Venue/  
Location \***

Ipswich Turf Club

**Estimated Attendance \***

20000

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

The Ipswich Cup features nine horse races, with the highlight being the Channel Seven Ipswich Cup. Punters and socialites alike have long enjoyed the 'party style' atmosphere that accompanies the Ipswich Cup, highlighting that this day has truly become more than just horse racing.

Having been developed from a small foundation of committee management, the unprecedented growth of this outstanding event has put the Ipswich Turf Club in an enviable position of strength in terms of further developing the structure, objectives and profitability. The growth of the infield marquees is an example of continued development of the event.

Council support has been fundamental in assisting the Ipswich Turf Club's small team to ensure the event continues to develop on the racing and social calendars of the community.

**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? \***

\$20,000 plus GST

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

Assistance with traffic management planning in the lead-up to the Ipswich Cup.

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

No

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

**What are the goals and objectives of the event?**

\*

To continue to conduct the time-honoured race meeting showcasing the Ipswich community.

It is also a major aim to attract the largest attendance at a Queensland thoroughbred race meeting as well as at any provincial club race meeting across Australia.

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

The Ipswich Cup attracts several different demographics which have been identified in the following markets:

**Younger/festival goers**

This group comprises of the young, university students, and of business people who enjoy socialising and partying, not necessarily have an interest in horse racing but more than willing to have a party. Females within this market are also skewed towards the fashion of the day. This group is more likely to purchase infield tickets at the Ipswich Cup.

**Punters**

The typical punter market comprises of the Average Joe who enjoys horse racing and betting. Not typically interested in the other events (fashion, after party) on racedays.

**Members**

Likely to be a member of the Ipswich LGA, although significant increase in patronage will be drawn from outside this radius once the new development has been completed.

**Corporate**

This group has a strong link with the local business community and racing product. They predominantly host a function at the Club for the Ipswich Cup meeting and potentially attend one other event.

**Community**

Many community supporters will frequent the Club on more than one occasion throughout the year. Smaller business and local sporting groups. May also attend functions run by other groups at the Club.

**Industry**

Mixed group of local and State Government, Racing Queensland and other industry bodies including Sky Channel and TAB. They have a large investment in ensuring the racing product succeeds for the betterment of the industry.

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

Since 1866, it has been a tradition of Ipswich to host an Ipswich Cup bringing the community together through horse racing. It is forecasted to again be the largest attended raceday putting the event and city on the national stage. From a financial point of view it is

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

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

estimated up to \$5M is spent across the Ipswich economy in relation to clothing and accessories, accommodation, hospitality outlets, transport providers and suppliers.

Race naming rights to the Listed Eye Liner Stakes - \$10,000

On-course signage which remains in place throughout the year - \$5,000

Up to 40 guests invited to attend the exclusive VIP luncheon - \$6,000

A sponsors marquee for ICC social club members (up to two tickets per ICC social member) at discounted rate of \$115 per person.

Include a Discover Ipswich tab under the website page promoting the Ipswich Cup. Work with Council to populate this page with content suitable for the event demographic and to drive for a longer stay in the region.

Option for the ICC to run a competition via the Discover Ipswich brand. Prize to include two tickets to The Lazy Yak Precinct valued at \$240

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

Sky Channel summaries, media coverage including social media and website analytics and patron feedback.

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

A strong contingent of sponsors will again support the Channel Seven Ipswich Cup. This includes:

Channel Seven  
TAB (new sponsor)  
Sky Racing  
Carlton & United Breweries  
Schweppes  
Sirromet  
Queensland Times  
Ray White Ipswich

We also have support from River FM, Grandview Stud, Big Rigs and the Ipswich Chamber of Commerce.

There is no other Government bodies involved.

**How does this event align with Ipswich City Council's Corporate Plan? (Visit**

This event aligns with the ICC corporate plan and supports the objective to strengthen the local economy and grow the community spirit. Local events are vital to the region

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

**[www.ipswich.qld.gov.au](http://www.ipswich.qld.gov.au)  
About Council,  
Corporate Publications,  
Corporate Plan - to view  
a copy) \***

for both the community and broader region bringing people to Ipswich.

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

The Ipswich Cup has created a sense of local pride in the community to be part of the largest race meeting in Queensland. It is more than a horse race and more than a music concert. The Cup has grown into an event the community simply must attend - a place to catch up with old friends and make new ones. It is expected over 20,000 patrons will attend this year's social event of the year.

Part of this year's marketing plan is about embracing the experience. This will be driven through the marketing and advertising plans anchored by a Channel Seven ambassador to help bring home the message. It is the people who make the Ipswich Cup the social race day of the year.

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

Tourism, events and hospitality are key industries and major contributors to the City's economy. The Ipswich Cup is an ideal platform to assist in this long-term promotion as it encompasses these key elements.

The racing industry contributes \$57.8M of economic value to the Ipswich region annually. As previously mentioned, the ITC expect an estimated \$5M in economic benefits directly aligned with the Ipswich Cup. The Ipswich brand will also be broadcast internationally via the live Sky Racing television network to further strengthen the benefit of the City.

**Outline how will this event attract visitors to Ipswich? \***

The Ipswich Cup is a well recognised and patronised annual event which takes place during the Winter Racing Carnival. It has been a very long-standing event, having been built up over several years to have now established itself as one of the greatest 'party race days' across Australia.

It is particularly strong with locals, including those who have a link with the area and continue to return to the event making it their annual pilgrimage to Ipswich.

Our major sponsors including Schweppes, CUB and Sirromet also find the event a very attractive option to bring key clients in from all over the state to showcase their brand.

**How will this event provide positive exposure to the City of Ipswich through attracting media**

This year we are working with a Channel Seven ambassador to help spread the word. Part of this role will include social media promotion and advertising. We will also be working with other events (for example the St Eddies Foundation Dinner) to cross promote the Cup.

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

**attention or thorough engagement with community and business networks? \***

Part of the communication plan includes reaching out to our supporters for their stories and connection with the Ipswich Cup.

We also work closely with local businesses who attend the event including Ray White Ipswich who have committed again for their 25th year as a sponsor.

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

The event is well-known to be nothing like any other race meeting in Australia. It has all of the elements to attract a local, regional, national and international following.

From an industry perspective, winners from previous Ipswich Cups have been imported from Europe and horses travel from all states of Australia and New Zealand to contest the program.

The Ipswich Cup has diversified in the past few years with the event now becoming much more than just racing.

We have identified not everyone is interested in the horse racing. To engage with a younger group we developed the DJ music festival on the infield. Of course our traditionalist would find it hard to understand why you'd come to a horse race meeting if you don't want to see the horses!

With that said though, we are also very mindful of the importance to keep the tradition going for another 150 odd years.

There are over 3500 people attracted to this area to enjoy the line up of DJs trackside, we also have private marquee offerings along this side of the track providing patrons with the best of both options.

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

The event falls in the middle of the winter and complements the Willowbank Drag races of the previous week. It is also an important element on the racing calendar following the Group 1 Stradbroke Handicap.

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

Funding will assist this event to remain profitable and at a level it is currently achieving. Support shown by the City will also further cement the event as an integral part on the community calendar, but showcasing it as a significant contributor on the racing calendar.

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

It is currently a significant regional event consistently attracting over 20,000 patrons.

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

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

N/A

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

Committee of ITC - Wayne Patch, Brad Bulow, Brian North, Dan Bowden, Dr Allen Byrnes, Brian Dwyer, Trent Quinn and Ian Leavers - 130 years of combined honorary service.

Brett Kitching - General Manager - 15 years' in the position.

Steve Harling - Operations Manager - 4 years' of organising Ipswich Cup logistics.

Claire Power - Marketing & Communications Manager - over 18 years' of specialist experience including working at major events including the Australian Ladies Masters Golf Tournament, Queensland Open and Jacobs Creek Open Golf Tournament.

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

The Cup event has decades of historical viability both financially and operationally. It is a key contributor to the Club's financial profitability each year.

## Attachments

\* indicates a required field

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

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Filename: IpswichCup2019GanttChart.pdf  
File size: 173.6 kB

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

---

Filename: Ipswich Cup Event Budget 2019.pdf  
File size: 91.6 kB

**Category 1 Applications- Attach high level project plan**

---

Filename: Ipswich Cup 2019 Strategic Business Plan.pdf  
File size: 285.9 kB  
Compulsory information required for funding \$10,000+

**Category 1 Applications - Attach organisational and management structure**

---

Filename: 2019 Ipswich Turf Club Staff Structure.pdf  
File size: 137.1 kB  
Compulsory information required for funding \$10,000+

# Event Sponsorship - February 2019

## Event Sponsorship Form

Application ES00181 From Ipswich Turf Club

### Budget Details

\* indicates a required field

#### Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Hospitality	\$1,000,000.00	Hospitality	\$700,000.00
Sponsorship	\$250,000.00	Logistics	\$350,000.00
Gate and other	\$250,000.00	Other	\$150,000.00
	Total: \$1,500,000.00		Total: \$1,200,000.00

**Total Amount Requested: \***

\$20,000.00

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

**Total Project Cost: \***

\$12,000,000.00

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: \***

All items

#### 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
Channel Seven	Cash	\$10,000.00
Sky Racing	Cash	\$55,000.00

# Event Sponsorship - February 2019

## Event Sponsorship Form

### Application ES00181 From Ipswich Turf Club

Schweppes	Cash	\$15,000.00
Sirromet	Cash	\$20,000.00
Ray White Ipswich	Cash	\$8,500.00
Queensland Times	Contra	\$20,000.00
River FM	Contra	\$5,000.00
Carlton & United Breweries	Cash	\$100,000.00
TAB	Cash	\$10,000.00
TAB	Contra	\$5,000.00
Channel Seven	Contra	\$10,000.00
		Total: \$258,500.00

## 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: \*** Ms Claire Power

**Position in Organisation: \*** Marketing & Communications Manager

**Date: \*** 12/02/2019

### 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.**



Event Sponsorship - February 2019  
Event Sponsorship Form  
Application ES00181 From Ipswich Turf Club

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.

**ATTACHMENT B**

Date to committee	Applicant	Amount Allocated	Balance available for distribution
			\$ 165,000.00
<b>2018-2019</b>			\$ 165,000.00
<b>May</b>	Greater Springfield Ball	\$ 2,000.00	\$ 163,000.00
	Glebe Garden Club (\$2,500.00)	\$ -	\$ 163,000.00
<b>June</b>	Queensland Model Hobbies Expo	\$ 3,000.00	\$ 160,000.00
	Ipswich Pipe Thistle Band Inc	\$ 2,500.00	\$ 157,500.00
<b>July</b>	BMX	\$ 10,000.00	\$ 147,500.00
<b>August</b>	Jacaranda Festival	\$ 5,000.00	\$ 142,500.00
<b>roll-over from 2017-2018</b>	Ipswich Netball	\$ 13,000.00	\$ 129,500.00
<b>September</b>	Willowbank Raceway - Winternationals	\$ 30,000.00	\$ 99,500.00
<b>October</b>	Knife Art Show	\$ 3,000.00	\$ 96,500.00
	Earth Frequency Festival	\$ 4,999.00	\$ 91,501.00
<b>November</b>	Nature Play	\$ 7,000.00	\$ 84,501.00
<b>January</b>	Tamil New Year Festival	\$ 2,500.00	\$ 82,001.00
	Ipswich 100 Bike Ride	\$ 2,500.00	\$ 79,501.00
	Ipswich Show Society	\$ 25,000.00	\$ 54,501.00
<b>February</b>	Renegade Bowmen (Pacific Regional Field Archery Competition)	\$ 4,000.00	\$ 50,501.00
	Glebe Garden Club (Home Gardener's Expo)	\$ 2,500.00	\$ 48,001.00
	Brookwater Golf and Country Club (pro-Am)	\$ 7,500.00	\$ 40,501.00
	Limestone Events (Gathering of the Clans)	\$ 15,000.00	\$ 25,501.00
<b>March</b>	Ipswich Turf Club (application pending)	\$ 20,000.00	\$ 5,501.00
	Queensland Historic Motoring Council	\$ 1,500.00	\$ 4,001.00
	National Trust of Australia (Queensland) Ipswich Branch	\$ 1,800.00	\$ 2,201.00
			\$ 2,201.00
			\$ 2,201.00

Obj ID: A5384090

1 March 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: ECONOMIC DEVELOPMENT MANAGER  
RE: REVIEW OF ECONOMIC DEVELOPMENT POLICIES

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## **INTRODUCTION**

This is a report by the Economic Development Manager dated 1 March 2019 concerning the review of the following policies:

- Appointment of Honorary Ambassadors for the City of Ipswich Policy
- International Relations Policy

## **RELATED PARTIES**

There are no related party matters associated with this report.

## **ADVANCE IPSWICH THEME LINKAGE**

The Review of Economic Development Policies aligns with the Advance Ipswich 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 5 Strategy 1 Key Action 1.2 – The Mayor and Councillors continue to promote and advocate on behalf of the city and the community.

## **PURPOSE OF REPORT/BACKGROUND**

### **APPOINTMENT OF HONORARY AMBASSADORS FOR THE CITY OF IPSWICH POLICY**

The Appointment of Honorary Ambassadors for the City of Ipswich Policy was adopted by Council in 2006 and amended in 2009 and 2012.

It was intended to provide guidance on the appointment and activities of ambassadors representing primarily the business, tourism or cultural interests of the City of Ipswich in external markets.

There have been three formal Honorary Ambassadors appointed since 2012, the last of those appointments terminated in 2017.

On review of all its current policies and procedures, the Office of Economic Development is seeking to repeal the Appointment of Honorary Ambassadors for the City of Ipswich Policy on the grounds that it is unnecessary.

The Office of Economic Development will not appoint Honorary Ambassadors as a way to increase its presence, representation or activity in external markets.

Any future formal representation will be procured with specific contracted arrangements and deliverables.

The Office of Economic Development has significantly increased its engagement with key trade agencies including the Australian Trade and Investment Commission (Austrade), Trade and Investment Queensland, Tourism and Events Queensland and Brisbane Marketing. All of these agencies provide in-market representation, intelligence and trade services.

The Office of Economic Development has also significantly increased its engagement with the city's established sister cities, including the collaborative development of annual activity plans focused on education and cultural exchanges, trade missions and key industry investment audits.

With this operational activity being formalised and actioned by Council staff, the need for Honorary Ambassadors to represent Council's interests in any significant way is questionable.

#### **INTERNATIONAL RELATIONS POLICY**

The International Relations Policy is intended to establish, manage and evaluate international opportunities that achieve long term economic and community benefits for the City of Ipswich.

On review of all its current policies and procedures, the Office of Economic Development is seeking to update the International Relations Policy on the grounds of better alignment to Council strategy and operations.

The recommended changes have been tracked in Attachment C, in summary the edits are an update to wording in line with the two key Council endorsed plans:

- Advance Ipswich
- Ipswich Economic and Workforce Development Plan

The recommended changes also include an increased reference to cultural and community outcomes.

#### **RESOURCE IMPLICATIONS**

There are no resourcing or budget implications associated with this report.

## **RISK MANAGEMENT IMPLICATIONS**

There are no risk management implications associated with this report.

## **LEGAL / POLICY BASIS**

*This report and its recommendations are consistent with the following legislative provisions:*

- *Local Government Act 2009*

## **COMMUNITY AND OTHER CONSULTATION:**

The contents of this report did not require any further consultation.

## **CONCLUSION:**

The Office of Economic Development is committed to increasing the city's export base and inward investment from priority international markets in key industries as stated in the Economic and Workforce Development Plan. Ipswich aims to be recognised as an attractive region for trade and investment underpinned by successful industries, strong networks and competitive advantages.

## **ATTACHMENTS**

<b>Attachment</b>	<b>File</b>
<a href="#">Appointment of Honorary Ambassadors for the City of Ipswich Policy – Original</a>	Attachment A
<a href="#">International Relations Policy – Original</a>	Attachment B
<a href="#">International Relations Policy – Tracked Changes</a>	Attachment C
<a href="#">International Relations Policy – Cleanskin</a>	Attachment D

## **RECOMMENDATION:**

That the Interim Administrator of Ipswich City Council resolve:

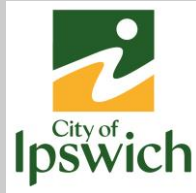
- A. That the policy titled 'Appointment of Honorary Ambassadors for the City of Ipswich Policy' as detailed in Attachment A of the report by the Economic Development Manager dated 26 February 2019 as recommended at the Policy and Administration Board No. 2012(10) of 20 November 2012 - City Management and Finance Committee No. 2012 (08) of 27 November 2012, be repealed.
  
- B. That the policy titled 'International Relations Policy' as detailed in Attachment B of the report by the Economic Development Manager dated 26 February 2019 as recommended at the Policy and Administration Board No. 2009(02) of 10 March 2009 – City Maintenance and Finance Committee No. 2009(03) of 17 March 2009, be repealed.

- C. That the policy titled 'International Relations Policy' as detailed in Attachment D of the report by the Economic Development Manager dated 26 February 2019, be adopted.

Paul Massingham  
**ECONOMIC DEVELOPMENT MANAGER**

I concur with the recommendation/s contained in this report.

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



**APPOINTMENT OF HONORARY  
AMBASSADORS FOR THE CITY OF  
IPSWICH**

**Document No:  
A3753536**

**1.1 Objectives:**

The purpose of this policy is to provide guidance for the appointment and activities of Honorary Ambassadors to act on behalf of the City of Ipswich within specified roles.

**1.2 Regulatory Authority:**

*Local Government Act 2009*

Local Government Regulation 2012

Ipswich City Council Long Term Community Plan (i2031)

Ipswich City Council Corporate Plan 2012-2017

**1.3 Policy Statement:**

Council may from time to time consider it necessary and relevant to be represented nationally and internationally by a person other than a Councillor or Council employee.

**1.4 Scope:**

The external nominee should extol specific expertise in a number of areas associated with the appointment, for example, tourism, business etc.

Areas currently identified include: Business, Tourism, Cultural activities and specific areas considered important to Council for the promotion of the image and reputation of the Ipswich region.

An outline of conditions of appointment is as follows:

- An appointment will be made by resolution of Council.
- Key selection criteria will be developed and adopted for each specific appointment required by Council eg there may be different key selection criteria for a business appointment and tourism appointment.
- The reporting mechanism and nominated Council area of responsibility for each Honorary Ambassador and Honorary Business Ambassador should be identified, i.e. committee, Department or Branch, at the time of their appointment.
- By 31 July each year the Economic Development Manager is to table a report from the Honorary Ambassadors for the City of Ipswich in their Honorary role with the international business contacts made and progress to date during the previous year (July to June) to Council.
- Appointment conditions should clearly outline any pecuniary interests associated with the specific appointment, include a term engagement and confirm the liaison role on behalf of Council.

- Any expenses that an Honorary Ambassador and Honorary Business ambassador may incur in undertaking their role for Council will be approved in writing by the Chief Operating Officer (Economic Development and Marketing) prior to the expense being incurred.
- The Honorary Ambassador is not authorised to enter into financial arrangements, or complete legal documentation, or speak on behalf of Council.
- The Honorary Ambassador may use a plain styled business card that links their identity within a liaison role for Council. All stationery is to be approved by Council's Marketing and Communications Team Leader.
- A copy of any correspondence initiated by any Honorary Ambassador or Honorary Business Ambassador on behalf of the City of Ipswich is to be provided to Ipswich City Council for its record purposes.
- Council may present a certificate to the appointed Honorary Ambassador as official recognition of the appointment.
- That the conditions of appointment be advised in writing by the Economic Development Manager to each Honorary Ambassador and/or Honorary Business Ambassador immediately on confirmation of appointment by Council.

**1.5 Roles and responsibilities:**

The Economic Development Manager is responsible for adherence to this policy.

**1.6 Policy Author:**

The Economic Development Manager is responsible for reviewing this policy.

**Date of Council Resolution:** 4 December 2012

**Date of Review:** 30 March 2015

**Committee Reference and Date:** Policy and Administration Board No. 2012(10) of 20 November 2012 - City Management and Finance Committee No. 2012(08) of 27 November 2012

**No. of Resolution:** 2

**Date to be reviewed:** 7 April 2017



	<p><b>INTERNATIONAL RELATIONS POLICY</b></p>	<p><b>Document No: A3753570</b></p>
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**1.1 Objective:**

The objective of this policy is to establish, manage and evaluate international opportunities that achieve long term economic and community benefits for the City of Ipswich.

**1.2 Regulatory Authority:**

- *Local Government Act 2009*
- *Local Government Regulation 2012*
- Ipswich City Council 2011-2031 Long Term Community Plan (i2031)
- Ipswich City Council Corporate Plan 2012-2017
- Appointment of Honorary Ambassadors for the City of Ipswich Policy
- Gifts and Floral Tributes Policy

**1.2 Policy Statement:**

This policy is to guide the decision making in establishing and maintaining international relationships.

The primary focus on international relationships is to be consistent with Council's priorities and in compliance with Section 9 of the *Local Government Act 2009*.

**1.3 Scope:**

Through the International Relations Policy Council will establish international relationships to enhance the economic and community development of the City of Ipswich.

The policy is focused on achieving positive and tangible benefits for the City's residents and businesses including:

- Export and investment opportunities for the City's businesses.
- A greater understanding by city residents of other international cultures.
- An increase in the numbers of international visitors and students to the City.
- Community engagement with other cultures.
- Promoting the City's international profile.

These benefits will be achieved through relationships with Federal and State Government agencies, businesses, community organisations and residents.

International relations activities undertaken, including the hosting of visiting international delegations, must support policy objectives and provide tangible benefits for the City and Council.

**1.4 Roles and responsibilities:**

This policy applies to Councillors, Events Team and other relevant Council officers.

**1.5 Policy Author:**

The Events Team is responsible for reviewing this policy.

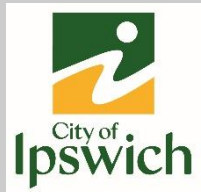
**Date of Council resolution:** 24 March 2009

**Date of Review:** 31 October 2014

**Committee Reference and date:** Policy and Administration Board No. 2009(02) of 10 March 2009 – City Management and Finance Committee No. 2009(03) of 17 March 2009

**No of resolution:** Item 1, Clause B

**Date to be reviewed:** 31 October 2016

	<b>INTERNATIONAL RELATIONS POLICY</b>	<b>Document No: A3753570</b>
<p><b>1.1 Objective:</b></p> <p>The objective of this policy is to <u>raise the profile of increase the City of Ipswich; ,establish business, government and cultural and industry linkages partnerships, export opportunities and inward investment from priority international markets. Through our Ipswich sister city and strategic relationships, the City of Ipswich will promote goodwill and civic diplomacy at the local government level.</u></p> <p><u>for’s accelerating export from this region and encourage base and inward investment in key industries from priority international markets. in key industries establish, manage and evaluate international opportunities that achieve long term economic and community benefits for the City of Ipswich.</u></p>		
<p><b>1.2 Regulatory Authority:</b></p> <ul style="list-style-type: none"> <li>• <i>Local Government Act 2009</i></li> <li>• <i>Local Government Regulation 2012</i></li> <li>• <del>Ipswich City Council 2011–2031 Long Term Community Plan (i2031)</del></li> <li>• <u>Advance Ipswich</u></li> <li>• Ipswich City Council Corporate Plan 201<u>7</u>2-20<u>2</u>2<u>1</u>7</li> <li>• <del>Appointment of Honorary Ambassadors for the City of Ipswich Policy</del></li> <li>• <u>Gifts and Floral Tributes Policy</u>Register of Fees and Charges</li> <li>• <u>Arts and Cultural Strategy 2018-2023</u></li> <li>• <u>Ipswich City Council Operational Plan</u></li> </ul> <p><b>1.2 Policy Statement:</b></p> <p><del>1.2</del></p> <p>This policy <u>aims to recognise the City of Ipswich as an attractive locationchoice regionfor international trade and cultural investment underpinned by sustainable successful industries, strong networks and the competitive advantages Ipswich can offer.-</u></p> <p><u>The City of Ipswich has a specific focus on the following priorities; Defence industry, agri-business, advanced manufacturing exports, tourism and education.</u></p>		

~~is to guide the decision making in establishing and maintaining international relationships.~~

The primary focus on international relationships is to be consistent with Council's priorities and in compliance with Section 9 of the *Local Government Act 2009*.

### 1.3 Scope:

Through the International Relations Policy Council will establish international relationships to enhance the economic and community development of the City of Ipswich.

The policy is focused on achieving positive and tangible benefits for the City's residents and businesses including:

- ~~• Linking key industries and businesses to align with current and potential export markets ~~Export and investment opportunities for the City's businesses.~~~~
- Working with our current sister cities with a focus on ongoing education, export, and investment ~~investment and cultural exchange and trade missions representations. A greater understanding by city residents of other international cultures.~~
- Providing strong representation of key industries to government -trade and investment, institutions and bilateral -agencies. ~~An increase in the numbers of international visitors and students to the City.~~
- ~~• Providing leadership, where appropriate, in the coordination of government, industry and community partners. ~~Community engagement with other cultures.~~~~
- Encouraging direct community links independent of local government in the spirit of citizen diplomacy.
- Providing recommendations on the establishment of new sister city agreements. ~~Promoting the City's international profile.~~
- Supporting inbound delegations which meet key industry and target market criteria in accordance with Council procedure EDM-003.:
- Supporting businesses that are actively exporting or representing the city in target markets.
- Supporting ambassadors who can represent the city in target markets toward defined outcomes.
- Representing the economic and cultural interests of the city with relevant and proactive outbound delegations, either individually or as part of larger multi-party delegations.

Council seeks to achieve these key economic benefits from its international agreements and engagement activities and through relationships with ~~These benefits will be achieved through relationships with~~ Federal and State Government agencies, institutions, industry allies ~~partners~~, businesses, and community organisations ~~and residents~~.

International relations activities undertaken, including the hosting of visiting international delegations, must support policy objectives and provide tangible benefits for the City and Council. [Visiting delegations must be cognisant of associated Ipswich City Council fees and charges and complete an international inbound delegation visit request form prior to arrival.](#)

#### **1.4 Roles and responsibilities:**

This policy applies to [Councillors](#), [City of Ipswich elected representatives](#), [Ipswich City Council employees and contractors](#), ~~[Economic Development and Marketing D&M](#)~~, ~~[Events Team](#)~~ and other relevant Council officers.

#### **1.5 Policy Author:**

The [Office of Economic Development](#) ~~[Events Team](#)~~ is responsible for reviewing this policy.

**Date of Council resolution:** 24 March 2009

**Date of Review:** ~~131 September October~~ 2018 ~~14~~

**Committee Reference and date:** Policy and Administration Board No. 2009(02) of 10 March 2009 – City Management and Finance Committee No. 2009(03) of 17 March 2009

**No of resolution:** Item 1, Clause B

**Date to be reviewed:** 31 October 20~~2016~~

INTERNATIONAL RELATIONS POLICY	Version: Document No.:
<p><b>1.1 Objectives:</b></p> <p>The objective of this policy is to raise the profile of the City of Ipswich; establish business, government and cultural partnerships, export opportunities and inward investment from priority international markets. Through our Ipswich sister city and strategic relationships, the City of Ipswich will promote goodwill and civic diplomacy at the local government level.</p> <p><b>1.2 Regulatory Authority:</b></p> <ul style="list-style-type: none"> <li>• <i>Local Government Act 2009</i></li> <li>• <i>Local Government Regulation 2012</i></li> <li>• Advance Ipswich</li> <li>• Ipswich City Council Corporate Plan 2017-2022</li> <li>• Register of Fees and Charges</li> <li>• Arts and Cultural Strategy 2018-2023</li> <li>• Ipswich City Council Operational Plan</li> </ul> <p><b>1.3 Policy Statement:</b></p> <p>This policy aims to recognise the City of Ipswich as an attractive choice for international trade and cultural investment underpinned by sustainable industries, strong networks and the competitive advantages Ipswich can offer.</p> <p>The City of Ipswich has a specific focus on the following priorities; Defence industry, agri-business, advanced manufacturing exports, tourism and education.</p> <p>The primary focus on international relationships is to be consistent with Council’s priorities and in compliance with Section 9 of the <i>Local Government Act 2009</i>.</p> <p><b>1.4 Scope:</b></p> <p>Through the International Relations Policy Council will establish international relationships to enhance the economic and community development of the City of Ipswich.</p> <p>The policy is focused on achieving positive and tangible benefits for the City’s residents and businesses including:</p> <ul style="list-style-type: none"> <li>• Linking key industries and businesses to align with current and potential export markets. Working with our current sister cities with a focus on ongoing education, export, investment and cultural representations.</li> <li>• Providing strong representation of key industries to government trade and investment, institutions and bilateral agencies.</li> <li>• Providing leadership, where appropriate, in the coordination of government, industry and community partners. Encouraging direct community links independent of local</li> </ul>	

government in the spirit of citizen diplomacy.

- Providing recommendations on the establishment of new sister city agreements.
- Supporting inbound delegations which meet key industry and target market criteria in accordance with Council procedure EDM-003.
- Supporting businesses that are actively exporting or representing the city in target markets.
- Representing the economic and cultural interests of the city with relevant and proactive outbound delegations, either individually or as part of larger multi-party delegations.

Council seeks to achieve these key economic benefits from its international agreements and engagement activities and through relationships with Federal and State Government agencies, institutions, industry partners, businesses, and community organisations.

International relations activities undertaken, including the hosting of visiting international delegations, must support policy objectives and provide tangible benefits for the City and Council. Visiting delegations must be cognisant of associated Ipswich City Council fees and charges and complete an international inbound delegation visit request form prior to arrival.

#### **1.5 Roles and responsibilities:**

This policy applies to City of Ipswich elected representatives, Ipswich City Council employees and contractors.

#### **1.6 Policy Author:**

The Economic Development Manager (Economic Development and Marketing) is responsible for the maintenance of the policy.

**Date of Council resolution:** 24 March 2009

**Date of Review:** 1 September 2018

**Committee Reference and date:** Policy and Administration Board No: 2009(02) of 10 March 2009 – City Maintenance and Finance Committee No: 2009(03) of 17 March 2009

**No of resolution:** Item 1, Clause B

**Date to be reviewed:** 31 October 2020

1 March 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: MARKETING SERVICES MANAGER  
RE: BRISBANE BRONCOS PROMOTIONAL PARTNERSHIP

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## **INTRODUCTION**

This is a report by the Marketing Services Manager dated 1 March 2019 concerning Council's ongoing promotional partnership with the Brisbane Broncos.

The purpose of this report is to provide rationale on the choice of the Brisbane Broncos as one of Council's primary promotional partners and a summary of the partnership benefits.

## **RELATED PARTIES**

Brisbane Broncos Corporation Pty Ltd.

## **ADVANCE IPSWICH THEME LINKAGE**

The Brisbane Broncos Promotional Partnership aligns with the Advance Ipswich Plan:

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

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

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

Goal 5 Strategy 1 Key Action 1.2 – The Mayor and Councillors continue to promote and advocate on behalf of the city and the community.

## **PURPOSE OF REPORT/BACKGROUND**

This report provides an overview of the proposed promotional partnership between Council and the Brisbane Broncos.

Council has had a promotional partnership with the Brisbane Broncos since 2016.

The primary purpose of the promotional partnership is to generate maximum exposure of the City of Ipswich with target audiences, particularly within South East Queensland.



In 2018, the Brisbane Broncos were the most watched NRL or AFL team of the regular season with a total television audience of 18 million viewers. They also attracted the highest average game attendance in the NRL and the highest average game attendance of any Queensland sporting club with an average 32,000 attendees per game. The Brisbane Broncos have the largest membership base of all NRL clubs and the largest membership base of any Queensland sporting club with 35,527 members.

The focus of Council's promotional activity with the Brisbane Broncos is stadium signage generating in-stadium and television exposure. In 2018 Council secured the following signage activity at all 13 regular season Suncorp Stadium home games:

- Three minutes of in-game and pre-game rotation on the 240 metre LED Perimeter
- Half-time rotation on the 240 meter LED Perimeter
- Three minutes of in-game and pre-game rotation on the 120 metre LED Mid-Tier
- One six metre Western Perimeter (in broadcast arc) Static Sign
- One twenty metre Mid-Tier Southern Stand (in broadcast arc) Static Sign

The Future Net Value of the Ipswich signage which appeared on television over the season is \$279,000.

In 2019 Council has negotiated the same signage activity as 2018, an increase in digital content and distribution via Brisbane Broncos assets and a 10% reduction in the partnership cost by offering a two-year agreement. The Brisbane Broncos have also committed to partnering with Council's Smart City Program, dedicating their brand, resources and finances towards innovation projects in Ipswich.

In 2019 the Marketing Services Branch has also explored additional options to achieve similar brand alignment, promotion and exposure with target audiences. The most obvious sporting club option is the Brisbane Lions AFL team. The following measures indicate the estimated value-for-money variance between the Brisbane Broncos and the Brisbane Lions in relation to the factors Council is focused on and the budget Council has assigned:

- Membership Reach: Brisbane Broncos have 66% more members
- Television Exposure: Brisbane Broncos have 260% more live-game television viewers
- In-Stadium Exposure: Brisbane Broncos have 74% more home game attendees
- LED Signage Minutes: Brisbane Lions offer 300% more display time

The Marketing Services Branch will continue to explore options with a range of sporting clubs. However, this report recommends that Council continue to maximise its promotional partnership with the Brisbane Broncos in 2019 and beyond.

As per section 230 of the *Local Government Regulation 2012*, a Quote Consideration Plan is prepared for adoption by Council for providers which have been identified as unique suppliers.

Using information included in this report, a Quote Consideration Plan (Attachment A) for the Brisbane Broncos has been attached for adoption by Council.

The Marketing Services Branch has investigated alternative ways to achieve our objectives, however the brand alignment, supporter base, stadium attendance and television broadcast reach offered by the Brisbane Broncos makes the supplier unique in the South East Queensland marketplace and the lead sporting franchise targeting audiences in the South East Queensland market.

The Quote Consideration Plan (Attachment A), 2019 Brisbane Broncos Partnership Proposal (Attachment B) and DRAFT 2019 Ipswich City Council Agreement (Attachment C) have been classified as confidential due to their commercial nature.

### **RESOURCE IMPLICATIONS**

The Brisbane Broncos Promotional Partnership has been allocated across both the 2018-2019 and 2019-2020 financial year Operational Budgets.

### **RISK MANAGEMENT IMPLICATIONS**

Adopting this report and its recommendations has minimal risk implication.

### **LEGAL/POLICY BASIS**

Not applicable to this report and its recommendations.

### **COMMUNITY AND OTHER CONSULTATION**

The Marketing Services Manager has consulted with the Tourism Development Manager.

### **CONCLUSION**

Council's promotional partnership with the Brisbane Broncos provides the highest level of brand alignment, promotion and exposure with target audiences via any major sporting team in Queensland.

As a promotional channel it is an effective medium for mainstream brand awareness.

In 2019 Council has negotiated the same signage activity as 2018, an increase in digital content and distribution via Brisbane Broncos assets and a 10% reduction in the partnership cost by offering a two-year agreement.

## CONFIDENTIAL ATTACHMENTS

Attachment	
<a href="#">Attachment A – Quote Consideration Plan</a>	 Attachment A
<a href="#">Attachment B – 2019 Brisbane Broncos Partnership Proposal</a>	 Attachment B
<a href="#">Attachment C – DRAFT 2019 Ipswich City Council Agreement</a>	 Attachment C

## RECOMMENDATIONS

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council (Interim Administrator of Ipswich City Council) prepare a Quote or Tender Consideration Plan for a promotional partnership in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
- B. That Council (Interim Administrator of Ipswich City Council) adopt the Quote or Tender Consideration Plan for a promotional partnership with Council as outlined in the report by the Marketing Services Manager dated 1 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- C. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Brisbane Broncos Corporation Pty Ltd for a promotional partnership on the terms described in the report and confidential attachments by the Marketing Services Manager dated 1 March 2019.
- D. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Brisbane Broncos Corporation Pty Ltd 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*.

Carly Gregory  
**MARKETING SERVICES MANAGER**

I concur with the recommendations contained in this report.

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

*“Together, we proudly enhance the quality of life for our community”*

1 March 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: ECONOMIC DEVELOPMENT MANAGER  
RE: IPSWICH CENTRAL TO SPRINGFIELD CENTRAL PUBLIC TRANSPORT CORRIDOR

---

## **INTRODUCTION**

This is a report by the Economic Development Manager dated 1 March 2019 concerning a report on the Ipswich Central to Springfield Central Public Transport Corridor.

The principle driving the report by Council is to coordinate and elevate prioritisation of the project resulting in delivery of the three planning and feasibility stages: Strategic Business Case, Preliminary Business Case and Detailed Business Case.

The Ipswich Central to Springfield Central Public Transport Corridor will provide an essential connection between the Ipswich City Centre and Springfield Town Centre via the Ripley Town Centre and Redbank Plains. It will also deliver a functional link to Brisbane, offering regional residents access to more jobs and services.

The Ipswich Central to Springfield Central Public Transport Corridor is approximately 25 kilometres in length and is proposed to include the construction of a heavy rail line and nine stations.

Population growth in the corridor between Ipswich Central and Springfield Central is currently the highest in Queensland. Over the next decade, the population in the corridor between Ipswich Central and Springfield Central is projected to grow from approximately 95,000 to over 163,000. By 2036, this area is projected to have a total population of almost 259,000.

## **RELATED PARTIES**

The Ipswich Central to Springfield Central Public Transport Corridor is recognised by the State Government in policies including the South East Queensland Regional Plan, State Infrastructure Plan and Connecting SEQ.

## **ADVANCE IPSWICH THEME LINKAGE**

The Ipswich Central to Springfield Central Public Transport Corridor project aligns with the Advance Ipswich Plan:

Goal 1 Strategy 3 Key Action 3.6 – Ensure the Ipswich City Centre is well served with appropriate infrastructure, including digital infrastructure, transport, parklands and public space.

Goal 2 Strategy 1 Key Action 1.3 – Encourage higher density development around major centres and transport nodes and corridors including sensitive infill development that conserves and responds appropriately to places of heritage character significance.

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

Goal 2 Strategy 1 Key Action 1.5 – Establish a network of regionally significant and local business and industry activity nodes.

Goal 2 Strategy 3 Key Action 3.1 – Develop and implement an integrated transport plan that provides a platform for enabling sustainable travel choices through the city being well connected for business, freight and visitors; a convenient and competitive public transport system; and more compact and mixed land uses to reduce trip lengths and make public transport, walking and cycling more viable.

The Ipswich Central to Springfield Central Public Transport Corridor project also aligns with Transformational Project #18: Establish a Prioritisation and Advocacy Framework for Regionally Significant Projects. It is a strategic approach to identifying, prioritising, advocating for and securing regionally significant infrastructure and initiatives which will positively contribute to the social, economic and environmental outcomes for the city.

## **PURPOSE OF REPORT/BACKGROUND**

This report provides an overview of the strategic need and benefits assessment of the Ipswich Central to Springfield Central Public Transport Corridor (Attachment A). It is intended to be a platform for further discussion, highlighting the need to deliver a public transport solution in the corridor as a major priority for the city and the state.

Adoption of the report prioritises Council's efforts to action and advocate for the three planning and feasibility stages: Strategic Business Case, Preliminary Business Case and Detailed Business Case.

## **RESOURCE IMPLICATIONS**

The Ipswich Central to Springfield Central Public Transport Corridor has moderate resource implications. As a priority project it will require the input and involvement of a number of internal staff over an extended period, primarily the Office of Economic Development, Strategic Planning and Infrastructure Planning.

The Office of Economic Development has allocated \$70,000 in the 2019-2020 Operational Budget to fund the Strategic Business Case.

The Office of Economic Development will be seeking \$500,000 in the 2019-2020 financial year from state and federal agencies to fund the Preliminary Business Case.

### **RISK MANAGEMENT IMPLICATIONS**

Adopting this report and its recommendations has minimal risk implication.

If the recommendations of this report are not adopted, the Ipswich Central to Springfield Central Public Transport Corridor is at risk of being downgraded as a priority infrastructure project which will limit the potential of the region's development pattern to deliver real economic and community outcomes.

### **LEGAL/POLICY BASIS**

Not applicable to this report and its recommendations.

### **COMMUNITY AND OTHER CONSULTATION**

Internal stakeholders including the Interim Administrator, Strategic Planning Branch and Infrastructure Planning Branch have been consulted and have provided direct input into the report.

External stakeholders including Queensland Treasury, the Department of Main Roads and Transport and the Department of State Development, Manufacturing, Infrastructure and Planning have been consulted on the report.


### **CONCLUSION**

The Ipswich Central to Springfield Central Public Transport Corridor is a priority piece of infrastructure for the region, providing a critical connection between three Regional Activity Centres that will strengthen the ongoing growth and development of the area.

Adoption of the report prioritises Council's efforts to action and advocate for the three planning and feasibility stages: Strategic Business Case, Preliminary Business Case and Detailed Business Case.

Without this, the Corridor is at risk of being downgraded as a priority infrastructure project.

## ATTACHMENTS

Attachment	
<a href="#">Attachment A – DRAFT Ipswich Central to Springfield Central Public Transport Corridor</a>	 Attachment A

## RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolves

- A. That the report be received and the contents noted.
- B. That at a future meeting of the Economic Development Committee, a project and procurement plan for the Strategic Business Case be presented.

Paul Massingham

**ECONOMIC DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole

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

*“Together, we proudly enhance the quality of life for our community”*



City of Ipswich  
**Ipswich Central to  
Springfield Central  
Public Transport Corridor**



# PROJECT OVERVIEW

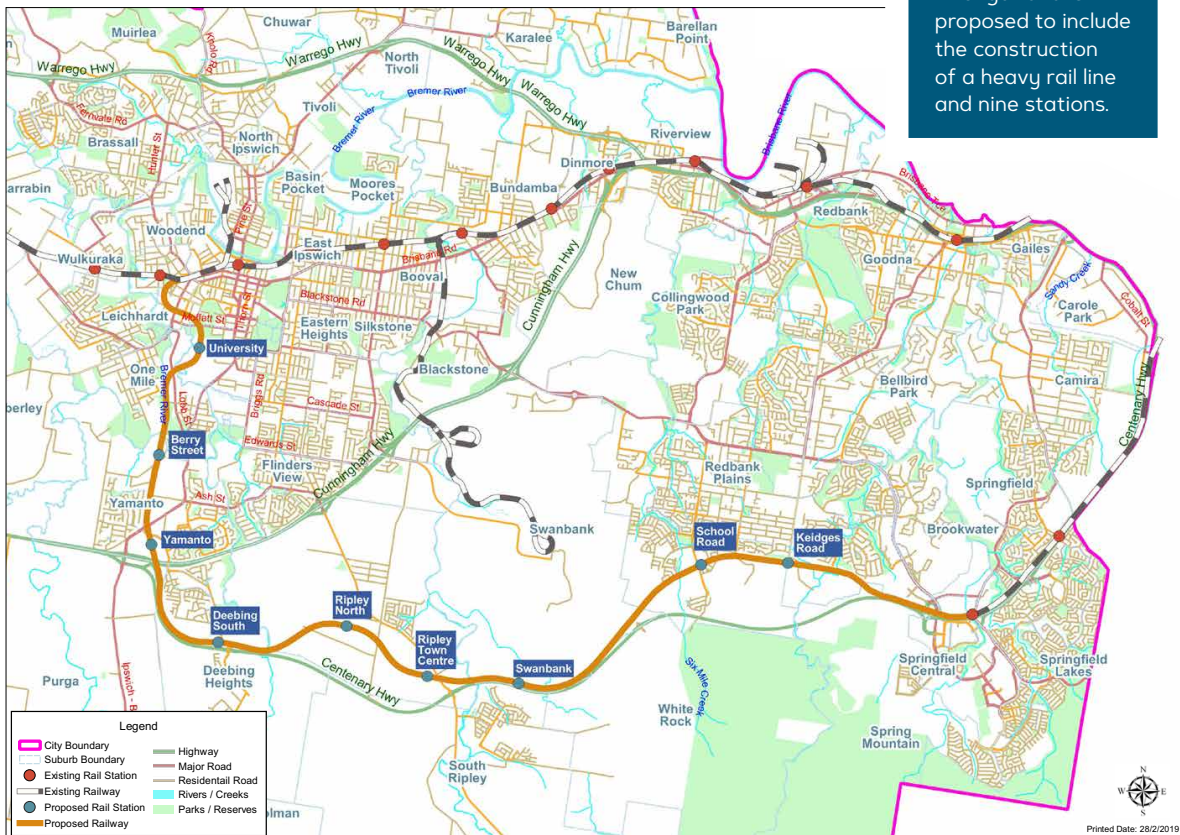
Population growth in the corridor between Ipswich Central and Springfield Central is currently the highest in Queensland, with the Ipswich Central population expected to double in the next two decades and Ripley Valley projected to grow by 25% per annum between 2016 and 2026<sup>1</sup>. By 2026, the corridor between Ipswich Central and Springfield Central will be home to almost 163,000 people, requiring an additional 56,000 new jobs<sup>2</sup>.

With significant growth comes an increase in demand on the transport system, particularly the road network. To avoid crippling congestion on the already constrained road network in the region, a mode shift away from the private vehicle is required to accommodate the expected growth.

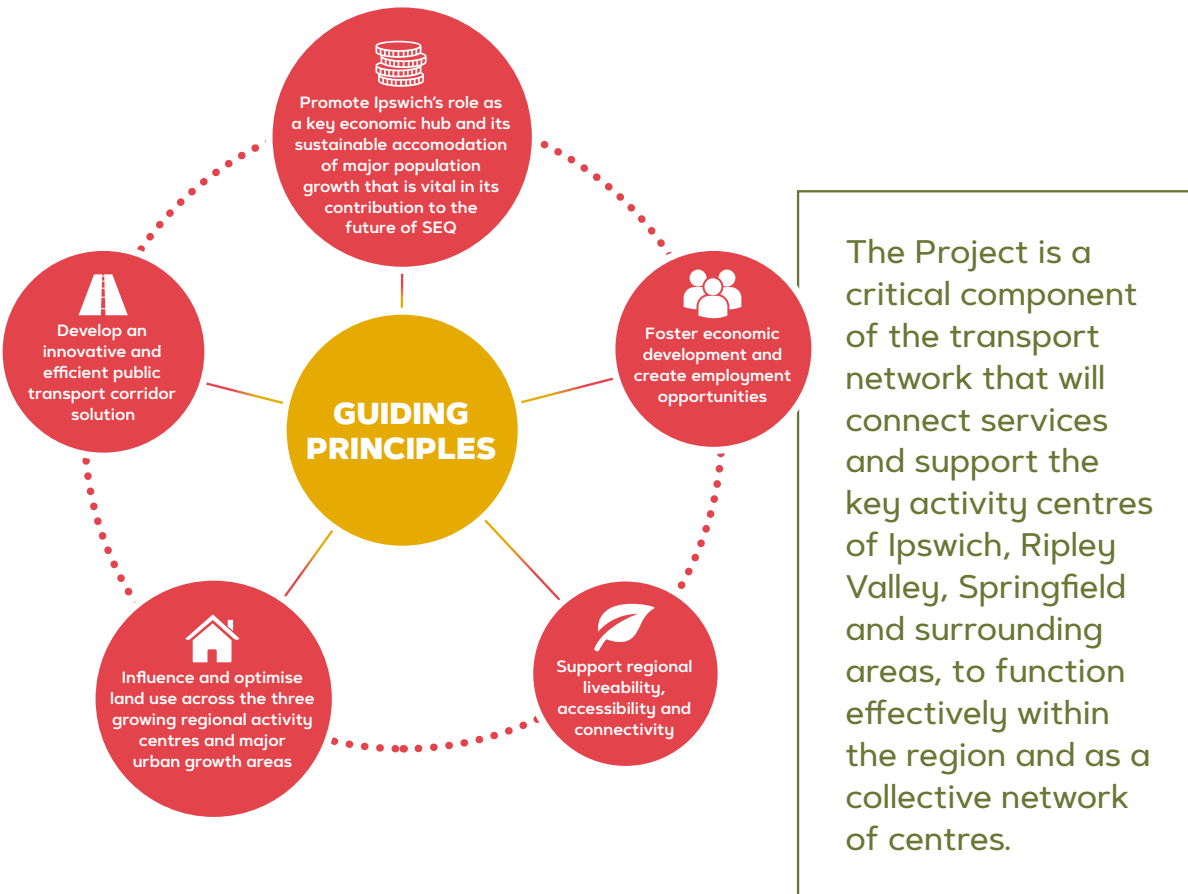
The Project presents an opportunity to deliver a **public transport solution** that addresses the current and emerging growth facing the Ipswich region and South East Queensland.

The **Ipswich Central to Springfield Central Public Transport Corridor** (the Project) will provide an essential connection between the Ipswich City Centre and Springfield Town Centre and Redbank Plains. The Project will also deliver a regional link to Brisbane, offering residents access to more jobs and services.

The Ipswich Central to Springfield Central Public Transport Corridor is approximately 25 kilometres in length and is proposed to include the construction of a heavy rail line and nine stations.



<sup>1,2</sup> Queensland Treasury (2018). Projected population (medium series), by SA2,SA3 and SA4, Queensland, 2016 to 2041.



*ShapingSEQ* recognises that delivering high-frequency public transport along the Ipswich Central to Springfield Central Public Transport Corridor will strengthen economic and social connections within the sub-region and support urban expansion areas, including increased residential densities close to planned stations.

A number of studies and planning investigations have already been undertaken on the Project, including corridor preservation, an environmental assessment, stakeholder consultation, a draft corridor land requirement review and preliminary economic modelling.

Ipswich City Council (ICC) is encouraging new thinking and strong leadership to make sustainable transport decisions for the City. To progress the Project, ICC are seeking support and advocacy to progress to the next stage of project feasibility with a Strategic Business Case.

This document provides an overview of the strategic need and benefits assessment of the Ipswich Central to Springfield Central Public Transport Corridor. It is intended to be a platform for further discussion, highlighting the need to deliver a public transport solution in the corridor as a major priority for the State.

This document provides an overview of:

- The strategic context for the Project including existing public transport in Ipswich
- The benefits of the Project, including city shaping, economic, social and environmental benefits
- The impacts of doing nothing
- Alignment with Federal, State and Local Government policies
- The next steps required to progress the Project.

The Project will enhance the benefits delivered by Cross River Rail (CRR), increasing capacity and efficiency in the SEQrail network. To enable timely delivery of the Project after CRR, it is imperative that planning is commenced prior to CRR becoming operational in 2024. **This timing is critical for the delivery of an effective public transport solution that can support growth in the region.** The Project will help to ensure that the vision for the key activity centres is achieved, and the communities that reside in and around them contribute to economic productivity and prosperity.

# STRATEGIC CONTEXT

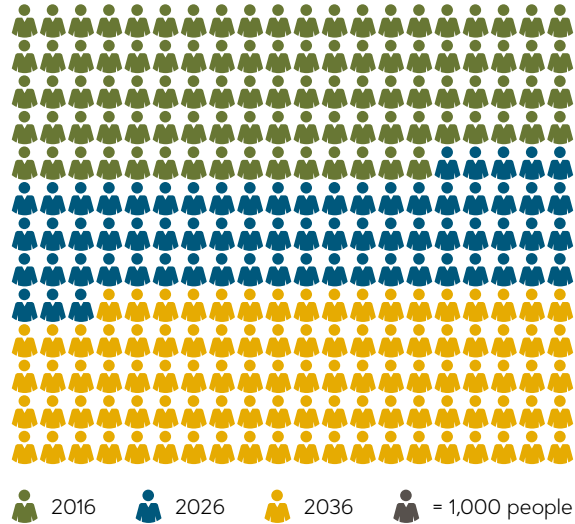
*ShapingSEQ* identifies Ipswich Central as a Principal Regional Activity Centre (RAC) within the Ipswich Regional Economic Cluster (REC), highlighting its role as a key growth area and employment destination. The Ipswich LGA (Ipswich) is projected to have 111,700 additional dwellings by 2041<sup>3</sup>, underpinned by complete communities and employment centres.

Springfield Central is a substantial residential and mixed use community also identified in *ShapingSEQ* as a Principal RAC, projected to accommodate expected growth through expansion-related development. It has also been identified as a REC.

The identification of the Principal RACs highlights a strategic intent to be a globally competitive region, and an attractive destination for investment and high-value economic activities.

Over the next decade, the population in the corridor between Ipswich Central and Springfield Central is projected to grow from approximately 95,000 to over 163,000. By 2036, this area is projected to have a total population of almost 259,000<sup>4</sup>.

## FORECAST IPSWICH-SPRINGFIELD CORRIDOR POPULATION<sup>5</sup> GROWTH: 162,700 by 2026 and 259,000 by 2036



<sup>3, 4, 5, 6</sup> Queensland Treasury (2018). Projected population (medium series), by SA2, SA3 and SA4, Queensland, 2016 to 2041

Ripley Valley is a Priority Development Area (PDA) and classified as a Major RAC, projected to grow from 4,767 people in 2016 to 45,153 people by 2026. This represents 8.8% of the total growth of Greater Brisbane\* over this time period<sup>6</sup>.

**FORECAST RIPLEY VALLEY POPULATION GROWTH<sup>7</sup>**  
**45,153 by 2026**

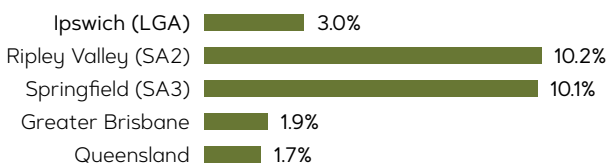


**THIS IS THE HIGHEST GROWTH RATE OF ANY AREA IN GREATER BRISBANE.**

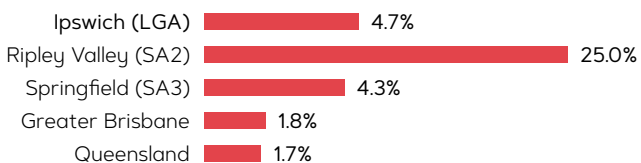
Ripley Valley is the primary source of anticipated urban residential growth and will require a transport system that meets expectations, providing access to employment and services in Ipswich Central, Springfield Central and Ripley Valley Town Centre. As it stands, a lack of available public transport services in Ripley Valley means public transport mode share in Ripley Valley is just 3.7%<sup>8</sup>.



**POPULATION GROWTH RATE 2011–2016 P.A.<sup>9</sup>**



**FORECAST POPULATION GROWTH RATE 2016–2026 P.A.<sup>10</sup>**



<sup>6,7</sup> Queensland Treasury (2018). Projected population (medium series), by SA2, SA3 and SA4, Queensland, 2016 to 2041.  
<sup>8</sup> KPMG (2017). Ripley Strategic Transport Corridor Assessment: Preliminary Assessment. Provided by Ipswich City Council.  
<sup>9</sup> Australian Bureau of Statistics (2011). 2011 Census – Counting Persons, Place of Usual Residence: SA2 by IND.  
 Queensland Treasury (2018). Projected population (medium series), by SA2, SA3 and SA4, Queensland, 2016 to 2041.  
<sup>10</sup> Queensland Treasury (2018). Projected population (medium series), by SA2, SA3 and SA4, Queensland, 2016 to 2041  
 \* For details on the boundaries of Greater Brisbane, see .idcommunity Greater Brisbane profile area, accessed at <https://profile.id.com.au/australia/about?WebID=270>.

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## STRATEGIC CONTEXT

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The ability for the City of Ipswich to achieve expected growth is currently constrained by the limited accessibility to highly-skilled labour markets and current and future large scale business activities.

The current capacity and performance of the public transport network further hinders the ability for the three RACs to achieve their potential.

The Ipswich Central to Springfield Central Public Transport Corridor is identified as “priority region-shaping infrastructure” – priority number 13 in *ShapingSEQ*. The Project is also recognised as a key project in the SEQCityDeal Proposition – one that would deliver a missing link in SEQ’s trunk network and connect key activity and growth centres.

The rapid rate of population growth and other urban development is currently out-pacing the delivery of mass transit infrastructure that can service development areas within the corridor.

The commensurate delivery of supporting transport infrastructure is increasingly important to ensure productivity, connectivity and overarching network resilience objectives are met.

## TRANSPORT SYSTEMS AND ECONOMIC DEVELOPMENT





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## EXISTING SERVICES

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Ipswich is currently serviced by two heavy rail lines and suburban bus lines. The rail lines are not connected, and, of the bus services currently provided in Ipswich, all but one are half hourly or hourly only, circuitous and do not match the rail timetable.

A community survey\* conducted by ICC found that<sup>11</sup>:

- 43% of respondents find public transport not convenient or easy to use
- 46% think it takes too long
- 38% do not use it as there are no stops or stations near their home or travel destination.

This dissatisfaction has created a fundamental problem in Ipswich – an over-reliance on private vehicles.

### CURRENTLY IN IPSWICH<sup>12</sup>:

**85%** Trips made by private vehicles

**54%** Households have two or more cars

**1.2** Persons per vehicle trip (on average)

65% of people surveyed by ICC responded that they would like to use public transport more often. Enablers include stations closer to home or work and more frequent services – opportunities made possible by the development of the Project.

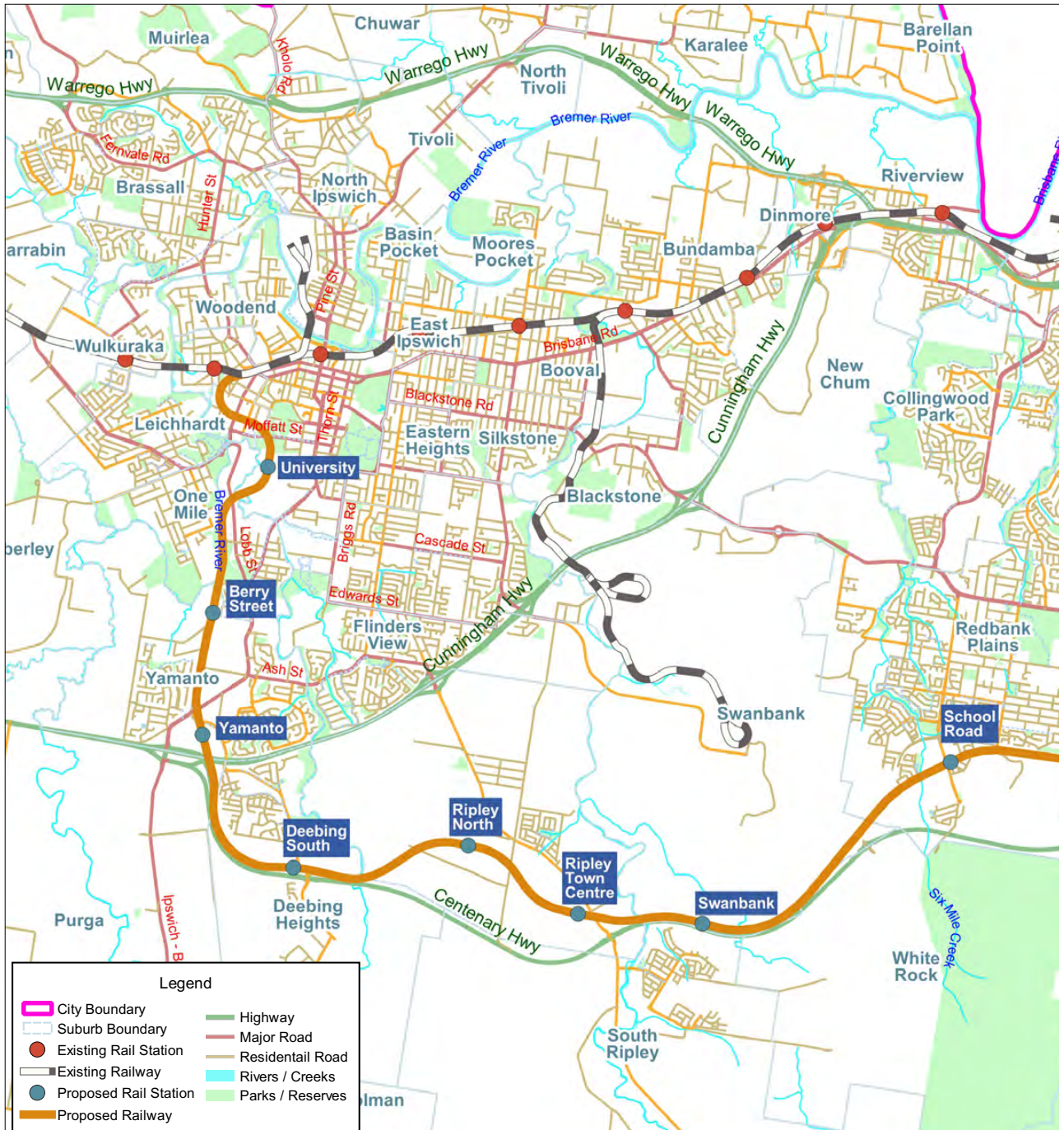
The Project is a **priority** piece of infrastructure for the region, providing a critical connection between three Regional Activity Centres that will strengthen the ongoing growth and development of the area.

<sup>11</sup> ICC (2017). iGOCommunity Public Transport Survey. Provided by Ipswich City Council 12 ICC (2016). iGO – City of Ipswich Transport Plan.  
\* sample size = 934 people

# BENEFITS - CITY SHAPING

Transport systems greatly influence the form and nature of social and economic development.

*Proposed Ipswich to Springfield Future Rail Corridor*





# MANAGING POPULATION GROWTH AND BUILDING THE ECONOMY

Ripley, Deebing Heights, Yamanto and Redbank Plains are planned **prospective sites for new transit oriented development**. It is important that public transport services are provided as early as possible to establish optimal densities and land use mix. New services will encourage sustainable transport behaviours, reduce reliance on private vehicle transport, and delay or avoid the second car purchases by households.



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The Ipswich Central to Springfield Central Public Transport Corridor provides opportunities to integrate and positively influence the sustainable development of large urban communities.

The State Planning Policy 2016 seeks to facilitate developments surrounding future state transport corridors that support the most efficient use of the infrastructure and transport network.

The Ipswich Central to Springfield Central Public Transport Corridor is an opportunistic site for new transit oriented development, where the current and future **high residential densities and land use mix support high frequency services and accessibility**.

A key differentiator for the development of the Project is the potential for innovative public transport services the corridor might enable. There is a strategic opportunity and future proofing potential for a 'circular' public transport network that encompasses the 'Ipswich-Goodna-Springfield-Ripley-Ipswich' loop. This would see all of the city's RACs located proximate to railway stations and residential growth areas and also within cycling and bus distance of the rail stations.

The north-south spine between Ipswich Central and Ripley Valley can function with a number of modes. Bus, light rail and heavy rail mode options will be considered along with appropriate staging methods for the delivery of infrastructure.

The Ipswich City Council is actively encouraging an innovative solution for the Corridor.

A fit-for-purpose solution will solidify Ipswich and SEQ's reputation as a leader in innovative, sustainable and city shaping mass transit solutions.

## Hydrogen train technology

- Recently unveiled in the UK, where existing rollingstock are converted to use hydrogen fuel cells, delivering zero-emission mobility.

## Autonomous busway corridor

- Also recently trialed in the UK are autonomous shuttle buses operating on a segregated busway from general traffic.
- Springfield Central was home to the trial of an autonomous shuttle bus, demonstrating the region's appetite for innovative transport solutions.

## BENEFITS - ECONOMIC SOCIAL COMMUNITY ENVIRONMENTAL

The Ipswich Central to Springfield Central Public Transport Corridor is critical to the future of Ipswich and SEQ.



Promote **employment self-containment** and job opportunities within Ipswich where the growing population will have easier access to employment in key activity centres.

Increase **accessibility** for a workforce in excess of 128,000 people.



Enable the growth of Ipswich into a **high-productivity employment centre** and 'job importer'.

Contribute to the early development of planned commercial expansion around Ripley Town Centre.



Create functional employment centres by providing the required certainty and investment in infrastructure.



Ensure **effective connectivity** between key residential areas, employment areas and activity centres.

Promote mode shift away from private vehicles, **reducing congestion** on key roads and resulting in **decreased commute times**.

The City of Ipswich is the western gateway to SEQ and is forecast to experience the fastest rate of population growth in the SEQ region.

ShapingSEQ recognises that major transport infrastructure investment fundamentally affects how and where future growth is located.



Enhance **equity and social inclusion**, providing public transport to areas of Ipswich which currently have no access to services.



Improve the **regional connection to Brisbane**, increasing residents' access to jobs and services.



Deliver a higher level of **comfort, speed and convenience** than current services offered in Ipswich, encouraging high patronage and uptake.



Provide a public transport connection between the USQ Ipswich and USQ Springfield campus, **linking tertiary education and knowledge centres**.

Providing better services with higher frequencies, priority routing and shorter journey times encourages **'choice riders'** to use public transport, i.e. those who could use a private vehicle but choose public transport instead.



**Relieve parking pressure** at Springfield Central Train Station, allowing land in the Town Centre to be used for more economically productive purposes.



Connect the Ipswich Hospital, St Andrews Ipswich Private Hospital and Mater Private Hospital at Springfield, **providing a link between medical facilities**.



Reduce dependency on private vehicles to **lower exposure to longer term global issues**, including air pollution and fuel economics.



Improve **freight efficiency** by reducing the number of private vehicles on key roads.



Allow for greater **accessibility to the future sports stadium** at Springfield Central.



Increase **connectivity to markets**, driven by improved transport network accessibility, attracting skilled workers, investment and economic activity.

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## IMPACTS OF DOING NOTHING

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There are significant challenges facing the City of Ipswich regarding the future role of public transport. The already congested transport system is faced with increasing demand, driven by significant population growth, development expansion and the behavioural tendency to rely on private vehicles for travel.

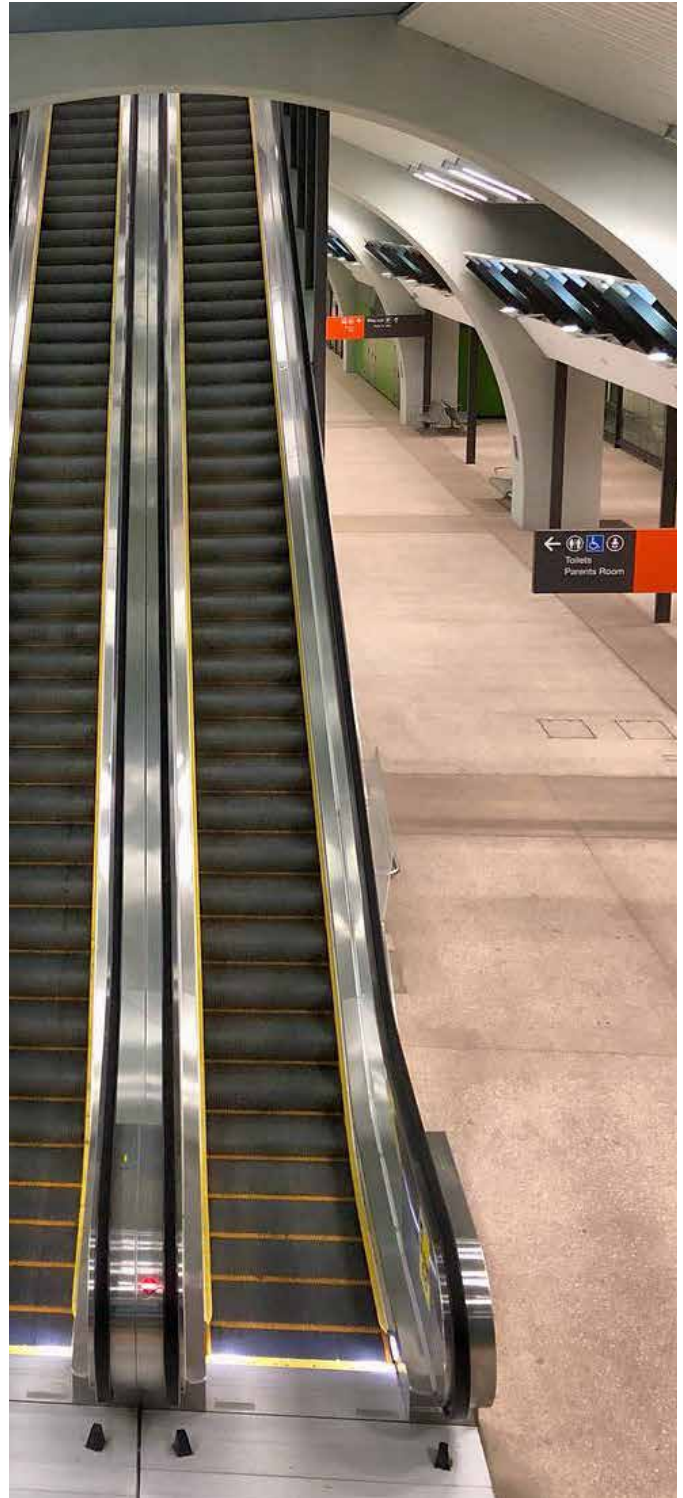
This is exacerbated by a lack of alternative travel modes which presents serious implications for traffic congestion, parking demand, economic development, the environment, safety, public health, affordability and overall living standards into the future.

Network effectiveness and road congestion are increasingly significant impediments to economic productivity and overall quality of life for communities.

Without an effective public transport solution, reliance on the private vehicle will continue in the region. Young people and students will develop an early dependence on this transport mode, potentially losing opportunities for local youth employment and connections to social services and activities that are available via public transport. Encouraging the uptake of public transport through the delivery of the Project will enable greater social inclusion, access to job opportunities and promote sustainable transport decisions into the future.

To ensure that the future transport demand of the City is managed effectively, network upgrades, including the expansion of existing transport networks and alternative transport mode options and services, are essential.

Ongoing development, in the absence of improved transport services, will limit the potential of the development pattern to deliver real economic and community outcomes.





### **UNACCEPTABLE LEVELS OF CONGESTION**

Population and employment growth projected along the Corridor will have a flow on effect to key arterial routes if mode choice continues to be limited. The regional road network, including the Ipswich Motorway, Centenary Highway and Cunningham Highway, will be adversely affected. Growing congestion will decrease regional productivity and economic activity.



### **GROWTH PROJECTIONS NOT ACHIEVED**

Without suitable public transport infrastructure, potential residents will have little incentive to locate to the growing region. Urban sprawl is a likely consequence, further increasing car dependency and the associated negative externalities. Growth patterns will not be achieved and the associated economic benefits will not be realised.



### **INCREASED EXPENDITURE ON ROAD UPGRADES**

Continued reliance on the private vehicle will accelerate road degradation. Providing an efficient and sustainable public transport solution will offset the need for significant road capacity upgrades.



### **ECONOMIC GROWTH CONSTRAINED**

In addition to population growth and land development, Ipswich's economy and workforce is in a period of transition, with a distinct focus on creating a 'Smart City'.

The ability for Ipswich to achieve this future is currently constrained by the limited accessibility to highly-skilled labour markets and large scale business activities.



### **INCREASED ENVIRONMENTAL COSTS**

The absence of a suitable public transport solution will lead to continued reliance on private vehicle use. This will result in negative environmental externalities such as greenhouse gas emissions and air pollution, also impacting personal health and well being.



### **INCREASED SOCIAL INEQUALITY AND BARRIERS TO OPPORTUNITIES**

Social isolation will become increasingly prevalent without access to adequate public transport. This will affect youth, seniors and other non-drivers. The cost of living in the region will also increase as a result of the higher need for car ownership, driven by ongoing petrol, registration and maintenance costs.

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## ALIGNMENT WITH POLICY

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### FEDERAL POLICY

The delivery of critical infrastructure is a key priority for the Australian Government. Specifically, the Australian Government has recently committed to **'exploring the opportunities for faster passenger rail links between our major cities and our regions'** through the Faster Rail Prospectus.

### LOCAL POLICY

#### *Ipswich Planning Scheme*

The intent of the Ipswich Planning Scheme is to substantially increase the residential density and mix of uses in close proximity to rail stations. Enabled by the provision of improved public transport in the corridor, by 2031, 16% of the Ipswich population will live within 800m of a railway station. This is a 400% increase over the modest number of people living in station catchments in 2011.

### STATE POLICY

#### *ShapingSEQ*

Ipswich and Springfield are both recognised as Principal RACs within RECs, with Ripley as a Major Regional Activity Centre located between the two. A key strategy is to investigate, plan and deliver transport solutions to enable the growth of RECs by connecting RACs.

#### *State Infrastructure Plan*

The delivery of a high capacity public transport solution to service Ipswich and surrounding areas will address the objectives outlined in the State Infrastructure Plan (SIP).

The timing and provision of this public transport solution is critical. To align to the objectives in the SIP, infrastructure should lead and support growth, particularly to achieve higher residential densities around planned centres.

#### *Connecting SEQ 2031*

The focus on heavy rail to service growth areas such as Ripley Valley is consistent with the current focus on rail and the 'trunk and feeder' network that is sought in the medium to long term. In 2011, Connecting SEQ, scheduled the Project for delivery in the "long term" however, subsequent and more recent documents (such as TMR's Draft Regional Transport Plan) have continued to label it as a "long term" Project, delaying planned delivery even further.



#### **iGO - CITY OF IPSWICH TRANSPORT PLAN**

iGO outlines council's aspirations to advance Ipswich's transport system and guide future investment decision making. To meet iGO's sustainable transport daily travel share targets (see right), there will need to be a major shift from cars to public transport during peak hours. The Project is recognised as a key requirement to achieving this.

#### **iGO SUSTAINABLE TRANSPORT\* DAILY TRAVEL MODE SHARE TARGETS<sup>18</sup>:**

- 40%** Ipswich City Centre
- 50%** Springfield Town Centre
- 30%** Ipswich-Ripley-Springfield Corridor
- 25%** Ripley-Springfield residential

<sup>18</sup> ICC (2016). iGO - City of Ipswich Transport Plan.

\* Sustainable transport modes include public transport, walking and cycling

## NEXT STEPS

Three stages of planning and feasibility are required to prioritise and progress this project:

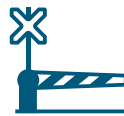
1. Strategic Business Case
2. Preliminary Business Case
3. Detailed Business Case.



Delivery of the three planning and feasibility stages will be done in collaboration with the Queensland Government through the Department of Transport and Main Roads.

A range of innovative funding solutions will be explored by ICC. *ShapingSEQ* supports the use of innovative funding mechanisms to support better infrastructure delivery. Consideration of staging options for construction can be considered as part of the Detailed Business Case.

**It is critical that the planning stages are commenced now, to ensure delivery of an effective public transport solution that can support the growth and connectivity in the Ipswich region.**





City of  
**Ipswich**

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