	Meeting	Economic Development Community Reference Group		
	Date	25 June 2019	Time	6.00 – 8.00pm
	Location	University of Southern Queensland – Ipswich Campus		
Council representatives (P = Present, A = Apology, NA = Not in attendance)				
P	Greg Chemello – Interim Administrator (Chair)			
P	Ben Pole - General Manager Community, Cultural & Economic Development (Facilitator)			
P	Community Engagement Team Member (Lynn Mathers)			
P	Jo Jordan - Events Manager			
Invitees (P = Present, A = Apology, NA = Not in attendance)				
P	Ashley Marshall	P	Ruth Tyssen-Day	
P	Nikketah Cuneo	P	Paul Travis	
P	Mike McInnes	P	Kenneth Weaver	
P	Adam French	P	Richard Morrison	
NA	Peter Aylward	NA	Ben Rawlings	
P	Paul Casos	P	David Ritchie	
P	Phillip Bell	P	Nicholas Pender	
NA	Begona Trillo	P	Linda Doonan	
P	Moein Varaei	P	Christopher Hannah	
NA	David Cullen	P	Ashley Gillie	

1. CONVENOR'S OFFICIAL WELCOME

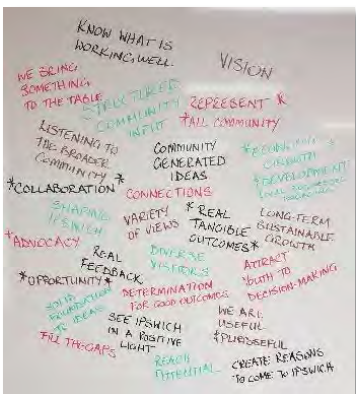
Greg Chemello – Interim Administrator, provided an overview of Community Reference Groups.

2. FACILITATOR'S INTRODUCTION

Ben Pole, General Manager of Community, Cultural and Economic Development, welcomed the group and outlined the agenda for the evening.

3. MEMBER INTRODUCTIONS and GROUP CHECK-IN

The Facilitator introduced the concept of the talking piece and invited the group to introduce themselves and answer the question: *What would success look like for the community reference group?:*

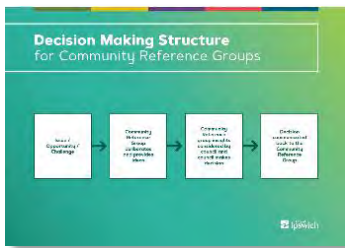


Responses included:

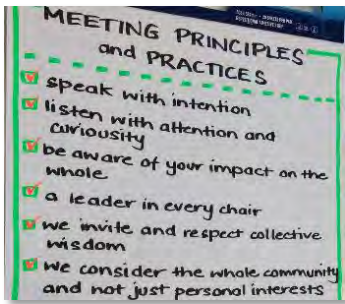
*'know what is working well, we bring something to the table, vision, structured community input, **represent all community**, listening to the broader community, community generated ideas, **economic growth and development** with local businesses engaging, **collaboration**, connections, shaping Ipswich, variety of views, **real tangible outcomes**, long-term sustainable growth, **advocacy**, real feedback, diverse visitors, attract youth to decision-making, **opportunity**, determination for good outcomes, solid foundation to ideas, see Ipswich in a positive light, we are useful and purposeful, fill the gaps, reach potential, create reasons to come to Ipswich.'* (The words and phrases in blue were repeated themes across the group.)

To view the full size images, see below at 9.

4. MEETING PRACTICES



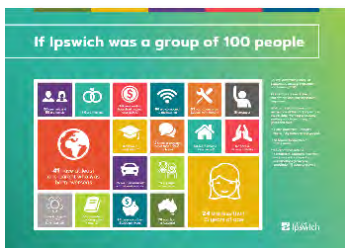
The Facilitator highlighted the decision-making process, reaffirming that the ideas of the CRG will be considered. The group accepted that their contributions would assist in Council's decision making process but that Council's decisions may not always align with the views of the group. While the group was accepting of this, they sought clarity and confirmation that there would be a communication loop to feedback how Council considered their input and arrived at their final decision.



The facilitator introduced the concept of meeting practices and principles.

- *Speak with intention*
- *Listen with attention and curiosity*
- *Be aware of your impact on the whole*
- *A leader in every chair*
- *We invite and respect collective wisdom*
- *We consider the whole community and not just personal interest*

The group considered the pre-populated list of 'Meeting Principles and Practices' and unanimously decided there was nothing to add to the list and the list was adopted.



It was noted by the facilitator that the group should be considering those people in the community that are not currently represented in the room, as represented by the poster 'If Ipswich was a group of 100 people'. It was requested that a comparison with state and national statistics could be provided to add context to the local delineation.

To view the full size images, see below at 9.

5. SCOPE OF ECONOMIC DEVELOPMENT COMMUNITY REFERENCE GROUP

The facilitator confirmed and reinforced the scope of the reference group, reminding the group to refer to this and check their discussions against this scope.



- *City branding, positioning and promotion*
- *Local business engagement, support and advocacy*
- *Industry leadership, cooperation and advancement*
- *Workforce, skills and employment development*
- *Investment and business attraction*
- *Trade and export links*
- *Innovation, technology and entrepreneurship*
- *Tourism and events*

To view the full size images, see below at 9.

6. DISCUSSION

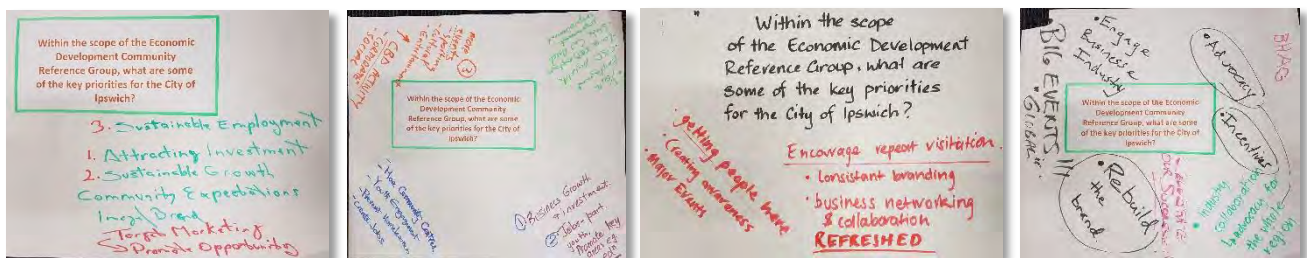
The closure of the 10 community offices will save approximately \$2m on an ongoing basis. How might Ipswich City Council best apply these savings?

The Facilitator introduced the topic for discussion, outlining that Council had recently determined to replace current divisional offices with three new customer service centres across Ipswich and, going forward, the closure of the former divisional offices is expected to save ratepayers almost \$2 million each year.

The Facilitator noted that while it is still early days, Council would like the Community Reference Group to start thinking about how Council might best apply these savings so that Council can consider these ideas moving forward.

In order to assist this discussion, group members chose to sit randomly at separate tables and were then stepped through a number of activities.

Firstly, each table of members was asked to consider the following question: *Within the scope of the Environment Community Reference Group, what are some of the key priorities for the City of Ipswich?* Each table of members was then asked to answer the following question: *Of these priorities which are the top three?*

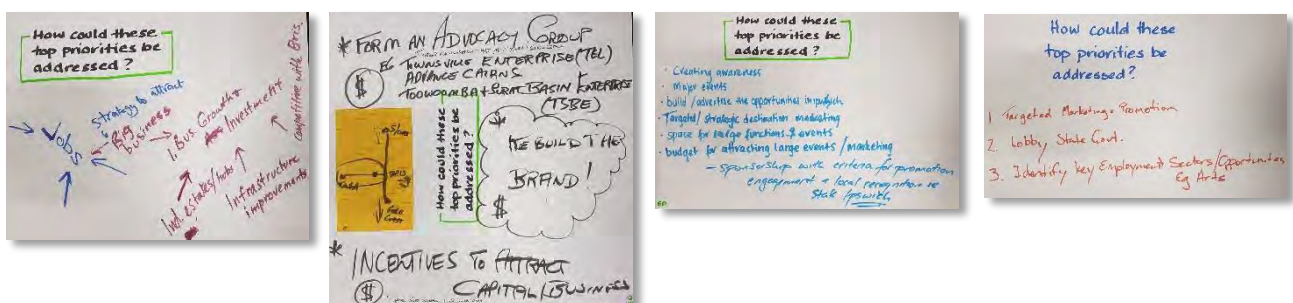


Responses included:

'encourage repeat visitation, consistent branding, business networking and collaboration refreshed, getting people here, creating awareness, major events, sustainable employment, attracting investment, sustainable growth, community expectations, image/brand, target marketing, promote opportunity, business growth and investment, jobs, youth, promote key areas eg education, more community centres, youth engagement, prevent homelessness, create jobs, more events – sporting, cultural, entertainment; CBD activity – corporate and social; youth employment, CBD nightlife, large CBD employers, State Government assets improvement, celebrate our successes, rebuild the brand, engage business and industry, big events – global, advocacy, incentives, industry collaboration, advocacy for the whole region, BHAG – big hairy audacious goal'

To view the full size images, see below at 9.

Each table was then asked to consider the following question: *How could these top priorities be addressed?*



In summary, responses to the question 'How could these top priorities be addressed?' included:

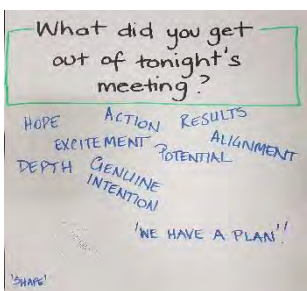
- Form an advocacy group – eg Townsville Enterprise (TEL), Advance Cairns, Toowoomba and Surat Basin Enterprise (TSBE)
- Re-build the brand
- Incentives to attract capital/business – 'Capital goes where it is welcome'
- Strategy to attract big business – this will result in jobs
- Business growth and investment – be competitive with Brisbane, create industrial estates/hubs, infrastructure improvements
- Creating awareness
- Major events – encourage people to stay longer/past the event end
- Build and advertise the opportunities in Ipswich
- Targeted/strategic destination marketing
- Space for large functions and events
- Budget for attracting (Marketing) large events – sponsorship with criteria for promotion, engagement and local recognition i.e. state 'Ipswich'
- Targeted marketing and promotion
- Lobby State Government
- Identify key employment sectors/opportunities eg the arts

To view the full size images, see below at 9.

Each table of members then shared their responses with the larger group. The common thread of these presentations was advocacy, brand, marketing, and collaboration based on the aforementioned list of addressing key priorities. While it was recommended this required an increase in expenditure by Council in these areas, it was recognised that contributions from the CRG and, more broadly, the business community, could also be made.

7. CLOSE & CHECK OUT

To close the meeting, all Community Reference Group members were asked to answer the question: *What did you get out of tonight's meeting?:*



Responses included: *'hope, action, results, excitement, alignment, potential, depth, genuine intention, we have a plan.'*

To view the full size images, see below at 9.

The facilitator thanked all participants for engaging in the different processes and the insights offered by the group.

The group requested a presentation from Council on its Economic Development plan and priorities so that it can be more informed and aware of this context as part of their ongoing consultation. The Facilitator agreed to schedule a presentation and also indicated that there may be opportunities for the group to be consulted and provide input into Council projects in between the formal Community Reference Group meetings. This

could be done online and the group's feedback could be included in Council reports – the group were receptive to this kind of engagement.

8. ACTION ITEMS

Action Item 1: 'If Ipswich was a group of 100 people'. It was requested that a comparison with state and national statistics could be provided to add context to the local delineation.

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

Action Item 3: The following documents to be provided to the group:

- Economic and Workforce Development Plan 2018-2019
- Ipswich Central to Springfield Central Public Transport Corridor++

The meeting closed at 8.10pm.

9. IMAGES



Decision Making Structure for Community Reference Groups



If Ipswich was a group of 100 people



2017 Ipswich City Council
Community Reference Group

100 out of 100 are people
who are not millionaires

100 out of 100 are people
who are not millionaires
who are not millionaires
who are not millionaires

100 out of 100 are people
who are not millionaires
who are not millionaires
who are not millionaires

100 out of 100 are people
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MEETING PRINCIPLES and PRACTICES

- ✓ speak with intention
- ✓ listen with attention and curiosity
- ✓ be aware of your impact on the whole
- ✓ a leader in every chair
- ✓ we invite and respect collective wisdom
- ✓ we consider the whole community and not just personal interests



Scope of the Economic Development Community Reference Group

- ✓ City branding, positioning and promotion
- ✓ Local business engagement, support and advocacy
- ✓ Industry leadership, cooperation and advancement
- ✓ Workforce, skills and employment development
- ✓ Investment and business attraction
- ✓ Trade and export links
- ✓ Innovation, technology and entrepreneurship
- ✓ Tourism and events



more
 events
 - sports
 - cultural
 - Entertainment
 →
 CBD ACTIVITY
 - Corporate
 - Social

3

Within the scope of the Economic
 Development Community
 Reference Group, what are some
 of the key priorities for the City of
 Ipswich?

- Financial Improvement
 - State Govt Assed
 - Large CBD employ
 - CBD lifestyle
 - Employment
 - Youth

- More Community Centres
 - Youth Engagement
 - Present Homelessness
 - Create Jobs

① Business Growth
 & investment.
 ② Jobs - part
 youth.
 Promote key
 areas e.g.
 ed'n

Within the scope of the Economic Development Community Reference Group, what are some of the key priorities for the City of Ipswich?

3. Sustainable Employment
 1. Attracting Investment
 2. Sustainable Growth
- Community Expectations
Image/Brand
Target Marketing
Promote Opportunity

Within the scope of the Economic Development Reference Group, what are some of the key priorities for the City of Ipswich?

getting people here
Creating awareness
Major Events

Encourage repeat visitation.

- Consistent branding
- business networking & collaboration

REFRESHED

BHAG

• Advocacy

• Incentives

• Engage
Business &
Industry

Within the scope of the Economic
Development Community
Reference Group, what are some
of the key priorities for the City of
Ipswich?

• Rebuild
the
brand.

CELEBRATE
OUR SUCCESS!

• industry
collaboration
advocacy for
the whole
region

• BIG EVENTS
"GLOBAL"

How could these top priorities be addressed?

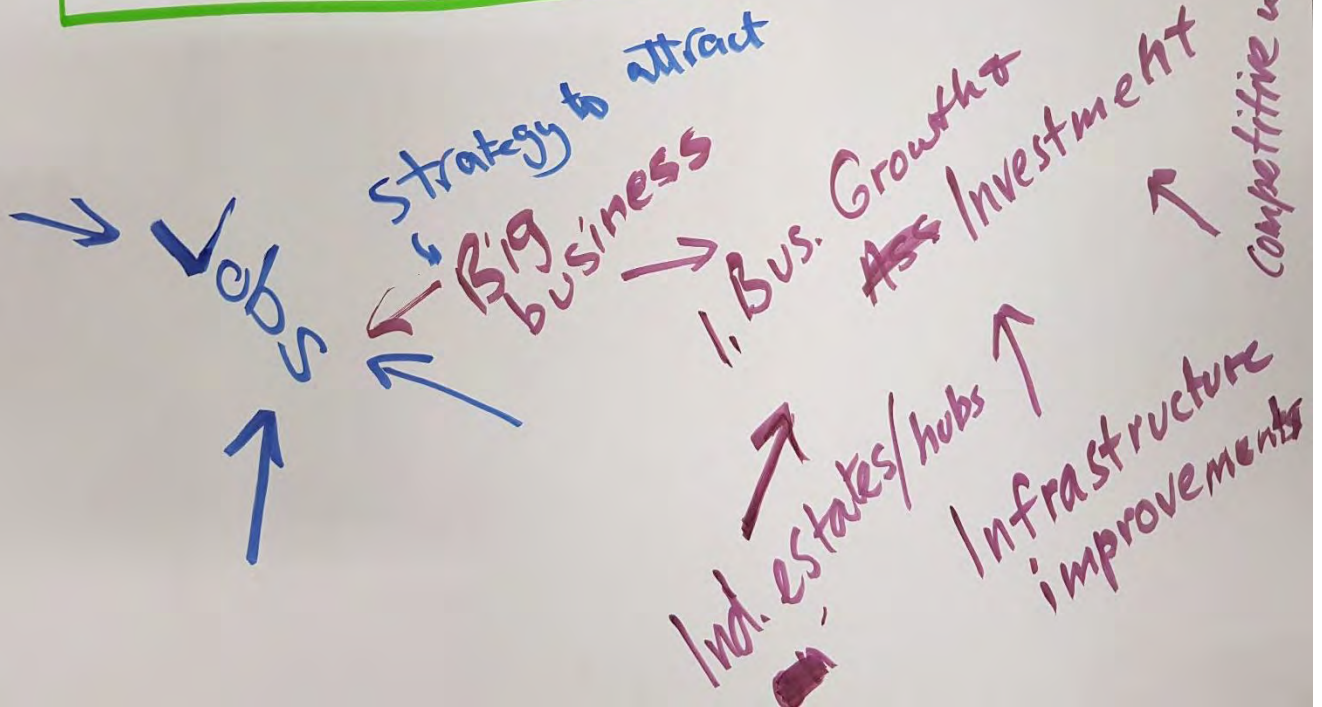
- Creating awareness
- Major events
- build / advertise the opportunities in which
- Targeted / strategic destination marketing
- space for large functions & events
- budget for attracting large events / marketing
 - Sponsorship with criteria for promotion engagement + local recognition ie State / Ipswich

ED

How could these top priorities be addressed?

1. Targeted Marketing & Promotion
2. Lobby State Govt.
3. Identify key Employment Sectors / Opportunities
Eg Arts

How could these top priorities be addressed?



* FORM AN ADVOCACY GROUP

EG TOWNSVILLE ENTERPRISE (TEL)
ADVANCE CAPITALS
TOOWONG/BA + SURAT BASIN ENTERPRISE (TSBE)



How could these top priorities be addressed?

WE BUILD THE BRAND!

* INCENTIVES TO ATTRACT CAPITAL/BUSINESS

What did you get
out of tonight's
meeting?

HOPE

ACTION

RESULTS

EXCITEMENT

POTENTIAL

ALIGNMENT

DEPTH

GENUINE
INTENTION

'WE HAVE A PLAN'!

PHOTOS

'SHAPE'