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Ipswich City Council

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15 February 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, 19 February 2019**.

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

Yours faithfully

CHIEF EXECUTIVE OFFICER



ECONOMIC DEVELOPMENT COMMITTEE AGENDA
8.30 am on **Tuesday**, 19 February 2019
Council Chambers

Item No.	Item Title	Officer
1	Category Three Event Sponsorships February 2019	EEO
2	Event Sponsorship of the 2019 Brookwater Pro-Am	EEO
3	Event Sponsorship of the Gathering 2019	EEO
4	Update to Council Logo Application	MSM

** Item includes confidential papers

ECONOMIC DEVELOPMENT COMMITTEE NO. 2019(02)

19 FEBRUARY 2019

AGENDA

1. CATEGORY THREE EVENT SPONSORSHIPS FEBRUARY 2019

With reference to a report by the Events and Engagement Officer dated 8 February 2019 concerning applications for Category Three event sponsorship for the 2019 Pacific Regional Field Archery Competition and the 2019 Ipswich Home Gardener's Expo.

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 \$4,550 to Renegade Bowmen Inc. from the 2018–2019 Event Sponsorship Budget.
 - B. That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$2,500 to Glebe Garden Club from the 2018–2019 Event Sponsorship Budget.
-

2. EVENT SPONSORSHIP OF THE 2019 BROOKWATER PRO-AM

With reference to a report by the Events and Engagement Officer dated 8 February 2019 concerning an application for event sponsorship by Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Pro-Am to be held 26 and 27 April 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 \$7,500 to Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Golf Pro-Am from the 2018–2019 Event Sponsorship Budget.

3. EVENT SPONSORSHIP OF THE GATHERING 2019

With reference to a report by the Events and Engagement Officer dated 8 February 2019 concerning an application for event sponsorship by Limestone Events Inc. for The Gathering 2019 to be held on 9 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 \$15,000 to Limestone Events Inc. for The Gathering 2019 from the 2018–2019 Event Sponsorship Budget.

4. UPDATE TO COUNCIL LOGO APPLICATION

With reference to a report by the Marketing Services Manager dated 8 February 2019 concerning an update to Council's City of Ipswich logo and its application across Council assets, facilities and programs.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council (Interim Administrator of Ipswich City Council) resolve that the update to Council logo application be adopted and implemented as part of the Ipswich City Council Style Guide and subordinate manuals and style guides.

** Item includes confidential papers

and any other items as considered necessary.

Economic Development Committee
Mtg Date: 19.02.2019
Authorisation: Ben Pole

Doc ID No:

8 February 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)
 FROM: EVENTS AND ENGAGEMENT OFFICER
 RE: CATEGORY THREE EVENT SPONSORSHIPS FEBRUARY 2019

INTRODUCTION

This is a report by the Events and Engagement Officer dated 8 February 2019 concerning applications for Category Three event sponsorship for the 2019 Pacific Regional Field Archery Competition and the 2019 Ipswich Home Gardener’s Expo.

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 PACIFIC REGIONAL FIELD ARCHERY COMPETITION

This report provides a summary of the application for event sponsorship by Renegade Bowman Inc. for the Pacific Regional Field Archery Competition to be held 21 to 27 June 2019. The complete application is provided as Attachment A.

The Pacific Regional Field Archery Competition is an international archery competition sanctioned by the Australian Bow Hunters Association and International Field Archery Association (IFAA).

The Competition is a five day event attracting 250 shooters and 150 non-shooters from Australia, New Zealand and the Pacific region culminating in the Australian National IFAA titles.

Organisers are estimating an attendance of 2,000 people over the five days, and based on the nature of the event approximately 80% of those will be from outside the Ipswich region.

The economy.id Event Impact Calculator estimates the total economic impact of the Pacific Regional Field Archery Competition will be \$290,000.

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

Over the past two years Council has provided the following support to the Renegade Bowman Inc.

Year	Support	Amount	Description
2018	Community Development	\$1,250	Retaining Wall
2017	Sports Sponsorship	\$4,300	IFAA National Titles

The Renegade Bowman Inc. has submitted an Event Sponsorship Application for \$4,550 to assist with costs associated with the running of the event.

The Events and Engagements Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash-only financial support to the amount of \$4,550 to Renegade Bowman Inc. for the 2019 Pacific Regional Field Archery Competition.

2019 IPSWICH HOME GARDENER'S EXPO

This report provides a summary of the application for event sponsorship by the Glebe Garden Club for the 2019 Ipswich Home Gardener's Expo to be held 31 August 2019. The complete application is provided as Attachment B.

The Ipswich Home Gardener's Expo is an annual event in its seventeenth year celebrating plant and garden education and activities.

The Expo is a one day event attracting 70 stall holders and a speaker's forum where gardening personalities including Jerry Colby-Williams, Clair Bickle, Paul Plant and Kate Wall will present.

Organisers are estimating an attendance of 2,000 people over the day, and based on the nature of the event approximately 30% of those will be from outside the Ipswich region.

The economy.id Event Impact Calculator estimates the total economic impact of the 2019 Ipswich Home Gardener's Expo will be \$115,000.

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 Glebe Garden Club.

Year	Support	Amount	Description
2018	Event Sponsorship	\$2,500	Expo
2017	Event Sponsorship	\$2,500	Expo

The Glebe Garden Club has submitted an Event Sponsorship Application for \$2,500 to assist with costs associated with the running of the event.

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 \$2,500 to the Glebe Garden Club for the 2019 Ipswich Home Gardener's Expo.

RELATED PARTIES

Not applicable

ADVANCE IPSWICH THEME LINKAGE

Event sponsorship of The Gathering 2019 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, the organisers are established entities.

LEGAL/POLICY BASIS

Not applicable

COMMUNITY AND OTHER CONSULTATION

The Events and Engagement Officer has consulted with the Tourism Development Manager.

CONCLUSION

The Events and Engagements Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash-only financial support to the amount of \$4,550 to Renegade Bowman Inc. for the Pacific Regional Field Archery Competition.

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 \$2,500 to the Glebe Garden Club for the 2019 Ipswich Home Gardener’s Expo.

ATTACHMENTS

Attachment	File
Attachment A – Application for Event Sponsorship of the 2019 Pacific Regional Field Archery Competition	 Attachment A
Attachment B – Application for Event Sponsorship of the 2019 Home Gardener’s Expo	 Attachment B
Attachment C – 2018/19 Event Sponsorship Expenditure Summary	 Attachment C

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 \$4,550 to Renegade Bowmen Inc. from the 2018-2019 Event Sponsorship Budget.
- B. That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$2,500 to Glebe Garden Club from the 2018-2019 Event Sponsorship Budget.

Paula Watkins

EVENTS AND ENGAGEMENT 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 - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

Organisation Details

* indicates a required field

Organisation Name * Renegade Bowmen Inc

Contact Person * Mr Kevin Windle

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 99 411 634 213

Information from the Australian Business Register

ABN	99 411 634 213
Entity name	Renegade Bowmen Inc
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	No
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4306 QLD

Information current as at 12:00am today

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: 2018 Public_Products Liability Certificate of Currency_updated 17.12.18.pdf

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

File size: 283.4 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). *

Ipswich City Council was kind enough to provide funding when Renegade Bowmen Inc hosted the International Field Archers Association (IFAA) National Titles in June 2017. (21/6/2017 to 27/6/2017).

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: *	Pacific Regional Field Archery Competition (PRFAC)
Start Date: *	10/06/2019 What is the expected start date of the event?
End Date: *	16/06/2019 What is the expected completion date of the event?
Provide a brief description of the event: *	The PRFAC is an international archery competition using the IFAA rules. Must be no more than 150 words
Proposed Venue/ Location *	Renegade Bowmen Inc club grounds 324 Cumner Road South Ripley.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

Estimated Attendance *

250 shooters 150 non shooters

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

The PRFAC is an international archery competition using the IFAA rules. It will attract archers from around Australia as well as New Zealand and other Pacific nations. It is also incorporating the Australian National IFAA titles. Although Renegade Bowmen Inc hosted the Australian IFAA titles in 2017 this is the first time in hosting an international event. In 2017 the council provided event sponsorship and gift package for contestants.

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? *

\$4,550.00 plus visitor gifts.

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

In 2017 a bag containing Ipswich tourist info and water bottle was provided by Council to hand out to contestants. It is hoped something similar could be done this time.

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

No.

What are the goals and objectives of the event? *

The Ipswich community is at the heart of Renegade Bowmen and the sport allows the whole family to participate. The Club has developed numerous members to achieve World Champion status in archery, all from Ipswich. The opportunity for the City to support Renegades Bowmen would demonstrate the partnering approach that the Council has shown in the past when establishing the Club at its current location. The Club grounds are zoned Sporting and Recreation. Renegade Bowmen intends to keep up with growth in the Ripley Valley and holding international events such as PRFAC will assist this ongoing

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

partnership.

Renegade Bowmen Inc. is passionate about archery in all its forms

and would like to engage with the wider Ipswich community at this

event. Support from the City at this international event would allow

continued growth of the Club and awareness within the broader

community.

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

The event is open to all registered archers both here and abroad.

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

The visitor information packs we hope to hand out will provide an incentive for people to enjoy the attractions in and around Ipswich and the greater South East. We endeavour to instill a greater knowledge in the community about archery as a sport. Archery promotes a healthy lifestyle teaching discipline to children, and amongst other things, educating them on safety camping and camp cooking. Participants who attend, including those from the city that come to see archery for the first time, will gain a better understanding of archery and its disciplined approach to the sport. The community will be made aware of a relatively economical sporting category that the whole family can get involved in to develop personal and interpersonal skills.

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

With approximately 400 people in the city and surrounds the event has the potential to inject over \$36,000.00 into the local economy. Hopefully some visitors will either stay on for a bit or return to enjoy the attractions of Ipswich and surrounds.

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

Renegade Bowmen Inc. will provide a report of actual event outcomes in the following month. The report would include the results of the event; a break up of demographics; local and visitor participation.

Outline the involvement of all other sponsors and government bodies

No other government agencies are assisting with this event. The Australian Bow Hunters Association (our national body) will provide manpower to run the event.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

assisting with this event. *

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

The event aligns with the ICC corporate plan by;

Strengthening the local economy. The money spent by 400 extra visitors for at least a week is estimated to inject approximately \$36,000.00 into the local economy.

Caring for the community. For holding an event like this it is hoped that the greater exposure of archery will bring greater community participation. The Club provides an affordable means of sporting recreation in a family friendly atmosphere. Ongoing development at the Club will mean further development for all members of the community in particular those with disabilities that require special access. Participants who attend, and those from the city that come to see archery for the first time, will gain a better understanding of archery and its disciplined approach to the sport.

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

The club hosts monthly "come and try" days and coaching sessions by qualified coaches. Corporate coaching and team building exercise days are held on an as required basis. For holding an event like this it is hoped that the greater exposure of archery will bring greater community participation. The Club provides an affordable means of sporting recreation in a family friendly atmosphere. Ongoing development at the Club will mean further development for all members of the community in particular those with disabilities that require special access.

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

With approximately 400 people in the city and surrounds the event has the potential to inject over \$36,000.00 into the local economy. The club will be spending extra money to prepare for the event. The Club is situated in a fast growing part of the City of Ipswich and promotes diversity in the community.

Outline how will this event attract visitors to Ipswich? *

It is hoped that a positive experience both from Renegade Bowmen Inc and the greater Ipswich community the contestants and their families will either stay on for a bit or return to enjoy the attractions of Ipswich and surrounds. It is further hoped that they will pass on their experience to friends and encourage them to visit our city.

The hosting by Renegade Bowmen Inc. of the competition will be advertised in a national archery magazine with a readership of over 10,000.

How will this event provide positive exposure to the City

Ipswich residents should be supported with local events at this level in their community. Our members have traveled in the past year to Africa and NZ to compete at

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

of Ipswich through attracting media attention or thorough engagement with community and business networks? *

similar events. Various forms of media will be invited to shed a positive light on both our sport and the Ipswich community.

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

Although this event is held every second year alternating between countries it is the first time it will be held in South East Queensland.

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

This event immediately follows the Winter National drag racing at Willowbank Raceway.

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

Funding from council will maximise the income from hosting this event and allow the club to proceed with proposed infrastructure projects to further enhance the club and provide better facilities for our members and the community.

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

Hosting PFAC demonstrates that the Club has the capacity to manage significant domestic and international events. With the support of council our Club is better positioned to present our region as a suitable venue for future events.

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

Our club currently has 2 x IFAA ranges of 28 targets each which are capable of holding the expected number of shooters. The range infrastructure is in place and regular maintenance is required to maintain a safe and approved standard to host future events. The same applies to our other club facilities.

The target butts will be recycled.

The Club is likely to increase membership with greater exposure to

the community; and this in turn will increase revenue.

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

The Club regularly holds club and interclub events and hosted the IFAA national titles in June 2017. The feedback on that shoot was exceptionally positive.

The club has over 200 members with a large volunteer base to cover preparation, maintenance of ranges, catering and hosting the event.

A special club committee is formed to work with all aspects of organising the event. Most of these members

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

have volunteered at other large National and International archery events in the past.

The Australian Bow Hunters Association (our national body) will provide manpower to run the event.

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

The budget is substantially similar to the budget used when we hosted the IFAA national titles and that event was delivered successfully as planned and received glowing reports from the national body (ABA)

Attachments

* indicates a required field

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

Filename: PRFAC timing.xlsx
File size: 9.9 kB

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

Filename: Budget.xlsx
File size: 11.8 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
Catering Food	\$6,000.00	Catering Food	\$2,000.00

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

Catering Drinks	\$1,600.00	Catering drinks	\$800.00
Hosting Fees per participant	\$1,250.00	Hosting fees per participant	\$0.00
		Target butts	\$700.00
		Portable toilets	\$1,200.00
		Toilet consumables	\$200.00
		Water	\$500.00
		sewage removal	\$500.00
		tractor use	\$500.00
		Cold Room	\$150.00
		Waste removal	\$100.00
		Entry road maintenance	\$500.00
		LPG gas	\$200.00
	Total: \$8,850.00		Total: \$7,350.00

Total Amount Requested: *

\$4,550.00

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

Total Project Cost: *

\$7,350.00

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: *

To maximise our income to ensure the addition of need infrastructure we are asking the council to help cover the cost of Target butts, Portable toilets, Toilet consumables, Water, sewage removal, tractor use, Cold Room, LPG gas, Waste removal and road maintenance.

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
ABA National	Shoot fees	\$1,250.00
Renegade bowmen	volunteer labour	

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00173 From Renegade Bowmen Inc

		Total: \$1,250.00

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 Kevin Windle

Position in Organisation: * Dry Canteen Officer

Date: * 22/01/2019

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

Event Sponsorship - January 2019
Event Sponsorship Form
Application ES00173 From Renegade Bowmen Inc

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 - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

Organisation Details

* indicates a required field

Organisation Name * Glebe Garden Club (Ipswich)

Contact Person * Mr David Murphy

Street Address *

Postal Address *

Must be an Australian phone number

Phone Number *

Email * secretary@glebegardenclubipswich.com.au

[u](#)

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 *

Filename: Indemnity Insurance 2018 - 2019.pdf
File size: 163.6 kB

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

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). *

1. The Glebe Garden Club (Ipswich) has previously received funds for an event.
2. The last event was the "Ipswich Home Gardener's Expo 2018".
3. This event was an All-Day event held on Saturday the 25th August 2018.
4. The amount received from ICC was \$2,500.00

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: * Ipswich Home Gardener's Expo 2019

Start Date: * 31/08/2019
What is the expected start date of the event?

End Date: * 31/08/2019
What is the expected completion date of the event?

Provide a brief description of the event: *

This annual event has proved to be a very popular event for the Ipswich community and surrounding areas. Buses arrive at this event having travelled from other communities. It is in its 17th year and supports approximately 80 stalls for the community to purchase plants and garden related items. A variety of food is available all day and local group "Fiddlers Inn" provides nonstop entertainment. Throughout the day, there is a "Speakers Forum" for specialist speakers to address the public on horticultural issues. Four well known celebrity

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

Horticulturalists that are guest speakers this year are Jerry Colby-Williams, Clair Bickle, Paul Plant and Kate Wall. Each year there is space given to ICC, plus a number of local charities to conduct stalls and raise funds for their cause.
Must be no more than 150 words

**Proposed Venue/
Location ***

Glebe Road Uniting Church grounds, Booval

Estimated Attendance *

Approximately 2,000 +

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

The ICC has sponsored this event with funds towards the advertising and running costs for a number of years. The Glebe Garden Club has previously received the Ipswich Medallion and encouragement awards for both the Ipswich Home Gardeners Expo and the Glass House in Queens Park. The Glebe Garden Club has been nominated in Australia Day Awards and received a "Highly Commended" award for the Ipswich Home Gardener's Expo. This annual event has proved to be a very popular event for the Ipswich community and surrounding areas. Buses arrive at this event having travelled from other communities. It is in its 17th year and supports approximately 80+ stalls for the community to purchase plants and garden related items. A variety of food is available all day and local group "Fiddlers Inn" provides nonstop entertainment. Throughout the day, there is a "Speakers Forum" for specialist speakers to address the public on horticultural issues. Four well known celebrity Horticulturalists that are guest speakers this year are Jerry Colby-Williams, Clair Bickle, Paul Plant and Kate Wall. Each year there is space given to ICC, plus a number of local charities to conduct stalls and raise funds for their cause.

**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? ***

\$2,500

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

The ICC supplies different advertising banners and/or placards that are placed around this event to advertise the ICC support for this event.

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

No other council areas have been approached.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

What are the goals and objectives of the event?

*

Many of the Glebe Garden Club members are Ipswich Ambassadors, and they will:

1. Promote Ipswich as an attractive gardening and Horticultural centre using the Ipswich Home Gardener's Expo, local gardening clubs/societies attending the Expo, and members conducting stalls.
2. Provide an opportunity for gardening communities to come together.
3. Promote Queens Park, Nirema Gardens, the Glass House and Ipswich heritage.
4. To assist in raising funds for local charities.

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

The audience majority is expected to be middle-age (30 to 60).

While most of the visitors are expected to be from Ipswich, a huge number of visitors are expected from Brisbane and surrounding communities - be it by car or by bus.

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

Many of the Glebe Garden Club members are Ipswich Ambassadors who will:

1. Promote Ipswich as an attractive gardening and Horticultural centre using the Ipswich Home Gardener's Expo, local gardening clubs/societies attending the Expo, and members conducting stalls.
2. Provide an opportunity for gardening communities to come together.
3. Promote Queens Park, Nirema Gardens, the Glass House and Ipswich heritage.
4. To assist in raising funds for local charities.

In addition to these benefits, a larger benefit exists for Ipswich when people from other communities attending this event return to Ipswich to further check out the Ipswich Heritage and/or other events or points of interest.

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

1. Normally the ICC Mayor opens this event. Last year, this could not be possible due to the Council being stood down. Accordingly; Jennifer Howard stood in to carry out this role last year.
2. Council signage displayed at the event.
3. Council and Ipswich Logo on all press advertising material.
4. Opportunity for the Council to have a booth at the Garden Expo.
5. Promote Queens Park, Nirema Gardens, the Glass House and Ipswich heritage.
6. Promote Ipswich as an attractive gardening and Horticultural centre.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

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

The Glebe Garden Club can provide ICC with:

1. Attendance estimates,
2. the origin of attendees,
3. participation of stall holders, and
4. ICC Sponsorship Acquittal report

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

This request for sponsorship will only involve the Ipswich City Council.

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

This event aligns with themes as follows:

1. Promotes the natural environment,
2. Promotes community spirit and well being,
3. Supporting local charities,
4. Promotes Ipswich, parks, gardens, local environment, Ipswich heritage, and
5. Promotes Ipswich as an attractive gardening and Horticultural centre.

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

This event allows for a high level of engagement as follows:

1. This event involves Ipswich and the much wider communities who are interested in gardening and learning about gardening opportunities.
2. The Garden Expo will consist of approximately 80+ stall holders.
3. Local group "The Fiddler's Inn" provides all-day entertainment.
4. Supports local charities by allocating free stalls for them to raise funds.
5. To maintain the smooth running of the event, 20 - 30 plus volunteer Garden Club members will also be involved.
6. As in previous years, the Presbyterian Boys Brigade will be employed in the setting up and cleaning up of the event. This also helps members in this group attaining various community badges.
7. EMT Medical Services will again be used on site should there be any medical situation.

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

1. Promotional collateral includes a call to action to involve various tourism sites around Ipswich.
2. The event has the potential to have a strong longer term effect on tourism visitation to the City, both during and after the Ipswich Home Gardener's Expo.
3. Advertising this event and Ipswich through various paper

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

and radio mediums. 4. Advertising this event and Ipswich through cyber media, such as the internet and Face Book.

Outline how will this event attract visitors to Ipswich? *

1. This event has the potential to have a longer term effect of tourism visitation to the City.
2. Advertising in the QT, The Advertiser, The Gatton Star and various Radio Stations not only promotes the event locally, but also the surrounding areas.
3. Advertising on the Internet and Face Book has unlimited potential to reach people, not just in the local communities, but far beyond.
4. In previous years, this has also resulted in other Garden Clubs arriving at the event in buses from areas well outside the Ipswich locality.
5. Resulting from this event over the years, there has been strong visitation from other Garden Clubs to visit the Glass House, Nirema Gardens, Queens Park and Ipswich.

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

1. The QT, The Advertiser, The Gatton Star and radio stations will assist in promoting this event.
2. Advertising is carried out on the club's web site and Face Book.
3. Advertising is carried out on other associated web sites and Face Book of guest speakers and stall holders etc.
4. The Glebe Garden Club has undertaken a direct mail campaign to about 120 gardening clubs associated with the Queensland Council of Garden Clubs.
5. If available, this event can include promotional materials and information about the tourism available in Ipswich.
6. The club also carries out a letter box drop of flyers, and also have flyers placed in shops and shopping centres.

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

The Ipswich Home Gardener's Expo is unique to Ipswich and, as such, has been registered with the Office of Fair Trading.

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

1. This event has become a popular Ipswich event that has been on the Ipswich Calendar for the last 17 years.
2. This event builds relationships within the Ipswich and wider community to add appeal value to the City of Ipswich through involvement in gardening, parks and the local environment.

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

Funding by ICC will greatly assist in promoting this event through advertising to the much wider community, and especially in surrounding areas, thus enhancing the opportunity to promote the City of Ipswich.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

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

Given the growing popularity of gardening, particularly in respect of positive environmental impacts, there is the opportunity to grow and/or broaden the event with targeted promotion and the continued involvement of high profile gardening celebrities.

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

1. This event has already proven to be sustainable, especially as this year is the events 17th year.
2. Stall holders regard this event as one of the best, well organised and friendly Garden Expos in Queensland that is growing in size and popularity, that also attracts high profile gardening celebrities.
3. This event attracts a huge number of people from distant communities and Garden Clubs that arrive by car and bus etc.

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

- The key people organising this event are:
1. David Murphy (Secretary/Vice President),
 2. Rev Peter Arnett (President),
 3. Faye Wright (Treasurer),
 4. Glebe Garden Club Committee, plus
 5. Numerous other club members and volunteers.

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

1. The Glebe Garden Club has been organising the Ipswich Home Gardener's Expo for 17 years.
2. Outside of inclement weather conditions, this event will proceed.
3. In accordance with the enclosed Budget, these figures are estimates which are dependent on attendance and fine weather.

Attachments

* indicates a required field

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

Filename: Speakers Program - Expo 2019.doc
File size: 77.5 kB

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

Filename: Estimated Sponsorship Budget 2019.docx
File size: 12.9 kB

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

**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
Stall Holders	\$2,480.00	QT Advertising Costs (Inc GST)	\$1,489.95
Gate Entry - Public	\$6,800.00	Ipswich Advertiser Co sts (Inc GST)	\$313.09
Food & Beverage	\$3,000.00	Gatton Star Costs (In c GST)	\$322.99
Club Plant Stall	\$900.00	Esk Advertising(Inc G ST)	\$100.00
		Club Property Expens es	\$1,500.00
		General Expo Runnin g Expenses	\$2,000.00
		Donations In Kind Ch urch Group Voluntee rs	\$600.00
		Donation In Kind Fidd lers Inn (Music)	\$500.00
		Donation In Kind Wor k Groups	\$500.00
		ATM Facility	\$450.00
		EMT Medical Service s	\$450.00
		Celebrity Guest Spea kers	\$1,400.00
		Hire Rubbish Bins & F encing	\$500.00

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

		Marquee Hire	\$50.00
	Total: \$13,180.00		Total: \$10,176.03

Total Amount Requested: *

\$2,500.00
 GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$10,176.03
 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: *

QT - Advertising costs.....\$1,489.95
 Ipswich Advertiser costs.....\$ 313.09
 Gatton Star Advertising costs.....\$ 322.99
 Esk Newspaper costs.....\$ 100.00
 Partial Operating Costs.....\$ 273.97

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
Shane Neuman MP	Letter box Drop Flyers	\$0.00
Jennifer Howard MP	Printing of Expo Entry Programs	\$0.00

Certification Details

* indicates a required field

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00176 From Glebe Garden Club (Ipswich)

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 David Murphy

Position in Organisation: * Secretary/Vice President

Date: * 28/01/2019

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.

Date to committee	Applicant	Amount Allocated	Balance available for distribution	
			\$ 165,000.00	
2018-2019			\$ 165,000.00	
May	Greater Springfield Ball	\$ 2,000.00	\$ 163,000.00	
	Glebe Garden Club (\$2,500.00)	\$ -	\$ 163,000.00	
June	Queensland Model Hobbies Expo	\$ 3,000.00	\$ 160,000.00	
	Ipswich Pipe Thistle Band Inc	\$ 2,500.00	\$ 157,500.00	
July	BMX	\$ 10,000.00	\$ 147,500.00	
August	Jacaranda Festival	\$ 5,000.00	\$ 142,500.00	
roll-over from 2017-2018	Ipswich Netball	\$ 13,000.00	\$ 129,500.00	
September	Willowbank Raceway - Winternationals	\$ 30,000.00	\$ 99,500.00	
October	Knife Art Show	\$ 3,000.00	\$ 96,500.00	
	Earth Frequency Festival	\$ 4,999.00	\$ 91,501.00	
November	Nature Play	\$ 7,000.00	\$ 84,501.00	
January	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	
February	Renegade Bowmen (Pacific Regional Field Archery Competition)	\$ 4,550.00	\$ 49,951.00	
	Glebe Garden Club (Home Gardener's Expo)	\$ 2,500.00	\$ 47,451.00	
	Brookwater Golf and Country Club (pro-Am)	\$ 7,500.00	\$ 39,951.00	
	Limestone Events (Gathering of the Clans)	\$ 15,000.00	\$ 24,951.00	
			\$ 24,951.00	
ANTICIPATED APPLICATIONS			\$ 24,951.00	
March	Ipswich Turf Club (application pending)	\$ 20,000.00	\$ 4,951.00	
			\$ 4,951.00	
			\$ 4,951.00	
			\$ 4,951.00	
			\$ 4,951.00	

Economic Development Committee
Mtg Date: 19.02.2019
Authorisation: Ben Pole

Doc ID No:

8 February 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)
FROM: EVENTS AND ENGAGEMENT OFFICER
RE: EVENT SPONSORSHIP OF THE 2019 BROOKWATER PRO-AM

INTRODUCTION

This is a report by the Events and Engagement Officer dated 8 February 2019 concerning an application for event sponsorship by Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Pro-Am to be held 26 and 27 April 2019.

RELATED PARTIES

Brookwater Golf Operations Pty Ltd operates the Brookwater Golf and Country Club in Ipswich.

The 2019 Brookwater Pro-Am is a Professional Golfers Association of Australia (PGA) sanctioned event.

ADVANCE IPSWICH THEME LINKAGE

Event sponsorship of the 2019 Brookwater Pro-Am 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 Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Pro-Am to be held 26 and 27 April 2019. The complete application is provided as Attachment A.

The inaugural Brookwater Pro-Am is a two day event attracting 80 PGA Golf Professionals and 80 amateurs from around Australia competing for \$60,000 in prize money across four categories: Men's Professional, Senior Professionals, Men's Amateurs and Ladies Amateurs.

Australian golfing personalities Wayne Grady, Peter Senior, Roger Davis and Michael Harwood are scheduled to participate.

Organisers are estimating an attendance of 5,000 people over the two days, and based on the nature of the event approximately 60% of those will be from outside the Ipswich region.

The event will be covered by Australian and New Zealand golf media, mainstream media and Fox Sports, including a 20 minute package on Fox Sports Golf.

Players, support staff and event staff will be accommodated at Quest Springfield and Spring Lakes Hotel.

The economy.id Event Impact Calculator estimates the total economic impact of the 2019 Brookwater Pro-Am will be \$710,000.

Organisers are planning for the Brookwater Pro-Am to expand into a tier-one four-day premier PGA event with television broadcast coverage by 2021.

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

SPONSORSHIP DETAILS/BENEFITS

Brookwater Golf Operations has submitted an Event Sponsorship Application for \$10,000 to assist with costs associated with the running of the event.

The Events and Engagements Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash-only financial support to the amount of \$7,500 to Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Pro-Am.

Sponsorship benefits include but are not limited to:

- 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
- Event attendance (two tickets) and function attendance (4 tickets)
- Event summary report

RESOURCE IMPLICATIONS

The sponsorship has a minimal resource implication, it requires standard coordination and the value is within standard allocation.

RISK MANAGEMENT IMPLICATIONS

The sponsorship has minimal risk implications, the organiser is an established entity with the support of the national body. As an inaugural event there is some risk that it won't achieve its participation or attendance targets.

LEGAL/POLICY BASIS

Not applicable

COMMUNITY AND OTHER CONSULTATION

The Events and Engagement Officer has consulted with the Tourism Development Manager.

CONCLUSION

The Events and Engagements Officer has reviewed the Event Sponsorship Application and recommends that Council provide cash-only financial support to the amount of \$7,500 to Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Pro-Am.

ATTACHMENTS

Attachment	File
Attachment A – Application for Event Sponsorship of the 2019 Brookwater Pro-Am	 Attachment A
Attachment B – 2018-2019 Event Sponsorship Expenditure Summary	 Attachment B

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$7,500 to Brookwater Golf Operations Pty Ltd for the 2019 Brookwater Golf Pro-Am from the 2018-2019 Event Sponsorship Budget.

Paula Watkins

EVENTS AND ENGAGEMENT 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 - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

Organisation Details

* indicates a required field

Organisation Name * Brookwater Golf & Country Club

Contact Person * Mr Declan McCollam

Street Address *

Postal Address *

Phone Number *

Must be an Australian phone number

Email * dmccollam@brookwatergolf.com

Is your organisation incorporated? *
 Yes
 No

Is your organisation registered for GST? *
 Yes
 No

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

ABN 63 094 878 243

Information from the Australian Business Register	
ABN	63 094 878 243
Entity name	Brookwater Golf Operations Pty Ltd
ABN status	Active
Entity type	Australian Private Company
Goods & Services Tax (GST)	Yes
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4300 QLD

Information current as at 12:00am yesterday

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: Public Liability Insurance Certificate BWGCC.pdf
File size: 83.2 kB

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

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 Ipswich City Council was involved in the Queensland Open at Brookwater GCC in 2013. The amount is unknown from the current team in place.

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: *

Brookwater 2 Day Pro Am

Start Date: *

26/04/2019

What is the expected start date of the event?

End Date: *

27/04/2019

What is the expected completion date of the event?

Provide a brief description of the event: *

The event will be a 2 day PGA Pro Am consisting of 80 PGA Golf Professionals competing for \$60,000 over the 2 days. The Golf Professionals will be split between the Legends Tour and PGA Tour and will feature Australian Golfing icons: Wayne Grady, Peter Senior, Roger Davis and Michael Harwood.

Must be no more than 150 words

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

Proposed Venue/ Location *	Brookwater Golf and Country Club
Estimated Attendance *	5000 people
Provide a description of the event, including history and Council involvement. *	<p>The two day Pro Am will be competed over 36 holes and will feature some of the best young golfers in Australian Golf. There will also be 80 amateurs competing from around Australia. In total there will be 160 players competing each day in four categories. Men's Professional, Senior Professionals, Men's Amateurs and ladies Amateurs.</p> <p>The event will be run in conjunction with the Australian PGA and will be covered by the Golf media, Print Media and Fox Sports. Fox Sports Golf will produce a 20 minute Highlights reel for the event to be aired on TV at a designated time.</p> <p>ICC have the opportunity to be a co-sponsor of the event and receive Australia and New Zealand wide media both during and post the event via multiple media platforms.</p>
Which sponsorship category are you seeking funding from?	<ul style="list-style-type: none"><input checked="" type="radio"/> Category 1 \$10,000+<input type="radio"/> Category 2 \$5,000 to \$9,999<input type="radio"/> Category 3 \$4,999 and below
What is the amount of funding you are seeking from Ipswich City Council? *	\$10,000
What other support are you seeking from Ipswich City Council in products, services, time and other resources? *	<p>Ideally BGCC would like to operate a Junior Golf Clinic during the event to promote Junior Golf in the region. ICC would also be offered the opportunity to showcase what the Council does and what is new within the Council via a stand or display at BGCC during the event.</p> <p>There is also the opportunity to operate a 'Hole In One' competition on the Friday night with a \$5,000 prize to any person getting a hole in one on the evening. This would be open to the public from a set time and would be under lights.</p>
Have you approached any other areas of Council with this request, if yes, where? *	NO!
What are the goals and objectives of the event? *	The main objective is to have Queensland's #1 Public Access Golf Course place itself back on the board as a must play golfing destination for both locals and visitors from around the world. This in turn showcases the area as a destination for tourism and residential relocation.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

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

We will be targeting golfers first and foremost, but then local families and children. We want to promote Brookwater as a family friendly destination where kids can come and learn a sport for life and feel safe in a fun environment.

We will be promoting the event to golfers around Australia and New Zealand and also Korea and Singapore.

We expect to fill the Quest Apartments in Springfield during the event and also supply room nights to other accommodation houses in the area.

The age demographic will be 35-65 years of age for competitors and Juniors from Age 7 upwards.

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

Ipswich does not host an International Golf event of any kind presently. This will allow Ipswich to sell itself internationally as a golfing destination and home to one of Australia's premier golf Pro Am's.

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

We are offering multiple Sponsorship Packages from \$2,500 to \$35,000.

Each package has extras added to the package including full naming rights to the main Sponsor at \$35,000. This includes a Corporate membership for 1 year and entry for multiple persons during the event.

A \$10,000 package includes on course signage and pre and post event signage and recognition as well as 2 spots in the 2 day event for guests and 4 invites for the prize giving ceremony and cocktail party.

The event will have a large media coverage as well as fox sports highlight reels which would include Ipswich as a golf destination when visiting Queensland.

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

If ICC get behind the event and the 'Hole in One' event on the Friday night we believe the event and participation from locals and others will be very well received and create a lot of positive interest from the media and social media platforms. ICC will have no issue in being able to measure the overall success of the event from the number of guests attending.

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

The PGA will operate the event from a Professional sports body perspective with Tourism Queensland assisting with the promotion of the event in New Zealand and Asia.

Other sponsors will be associated with the event from a business stand point as they are stakeholders in our overall business operations.

How does this event align with

This event will form part of the Destination Marketing Strategy of the ICC attracting new visitors to the region.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

Ipswich City Council's Corporate Plan? (Visit www.ipswich.qld.gov.au About Council, Corporate Publications, Corporate Plan - to view a copy) *

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

The Hole In One and Junior Golf Clinic events are open to everyone that wishes to take part. The local community will be encouraged to come along and see some great golf from Australia Sporting Icons, but also to compete in the Hole In One competition and have the opportunity to win \$5,000.

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

There will be over \$135,000 poured into the local community via visitors to the region via accommodation, dining etc and money spent by BGCC locally to enhance the event.

Outline how will this event attract visitors to Ipswich? *

The event will fill very quickly from a competitor perspective and due to the names competing will attract a wide variety of spectators from locally within the SEQ region.

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

Already the Fox Sports teams and Inside Golf Magazine as well as Golf Digest Magazine will cover the event via editorial and filmed highlights of the event. The venue is one of Australia's highest ranked golf courses and is identifiable by its unique design and beauty.

This is a positive outcome for Ipswich having one of the best courses in Australia being covered by the press and wider media promoting Brookwater and the region as a golfing destination.

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

The area has no other event of this stature in relation to golf that is open to both Men and Women from around the world.

The event will be covered by multiple media entities nationally and social media platforms both locally and internationally.

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

Without a golf event of any significance, this event will put the region back on the map as a golfing destination and also as a destination for tourists to visit.

This is applicable to all comers on a year round basis.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

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

Funding from the ICC will assist in promoting the game to juniors and new golfers as well as developing a get up and move campaign which will be promoted by the event via the PGA and Australian Sports Council.

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

The idea of this event is to grow it into a leading PGA Tour event by 2021 and host a 4 day tier one PGA Tour event with full television coverage around the world.

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

The event will be assisted via several multi year sponsors which will see it grow into one of Australia's premier events. An International Aviation giant has already shown interest in the naming rights and to inject several hundred thousand dollars over multiple years. This business is recognised worldwide and has many local residents working for them in Amberley.

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

The Key Personnel will be Declan McCollam, the General Manager of BGCC who has been involved in Professional Golf Tournaments around the world including multiple PGA Tour events. PGA Australia, who operate over 350 Pro Am format events around Australia and Asia each year.

The event has legs and longevity via the commitment from the sponsors and players alike for the next 5 years.

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

The budget will be met via the sponsors contributions and operating expenses via Springfield City Group.

The agreement between the PGA and BGCC has been locked in and will be delivered in April 2019.

Attachments

* indicates a required field

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

Filename: Timelines.xlsx
File size: 31.7 kB

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

Filename: Pro Am Costings.xlsx
File size: 21.6 kB

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

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

Filename: 2019 Sanction Agreement Brookwater GC - Signed Agreement.pdf
File size: 681.7 kB

Filename: Business Plan Pro Am.docx
File size: 31.9 kB
Compulsory information required for funding \$10,000+

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

Filename: Org Chart Pro Am.xlsx
File size: 1.3 MB
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
Sponsor	\$0.00	Outgoing Expense Lines	\$0.00
Toro	\$10,000.00	PGA	\$60,000.00
Club Car	\$10,000.00	F&B	\$3,200.00
Lion	\$7,000.00	Wages	\$6,785.00
Yalumba	\$5,000.00	Prizes	\$950.00
Bidfood	\$10,000.00	Gifts	\$3,200.00
Moco	\$5,000.00	Marketing	\$5,000.00
BMD	\$10,000.00		
ICC	\$10,000.00		
Lendlease	\$5,000.00		
Entry Fees	\$13,575.00		
	Total: \$85,575.00		Total: \$79,135.00

**Total Amount
Requested: ***

\$10,000.00
GST Exclusive. What is the total financial support you are requesting in this application?

Total Project Cost: *

\$79,135.00

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

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: *

Most of the items on the above expenditure will be covered by the sponsorships received from headline sponsors.
 Items such as wages may vary slightly as may the overall marketing costs.
 To attract the better players the prize money needs to be at the level it is.

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
Member Volunteers	Assisting with Daily Items	\$0.00
Junior Golf Clinic	Local Childrens Clinic	\$900.00
Springfield City Group	Charity Donation	\$5,000.00
		Total: \$5,900.00

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.

Event Sponsorship - January 2019

Event Sponsorship Form

Application ES00166 From Brookwater Golf & Country Club

- 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 Declan McCollam

Position in Organisation: * General Manager

Date: * 11/01/2019

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.

Date to committee	Applicant	Amount Allocated	Balance available for distribution	
			\$ 165,000.00	
2018-2019			\$ 165,000.00	
May	Greater Springfield Ball	\$ 2,000.00	\$ 163,000.00	
	Glebe Garden Club (\$2,500.00)	\$ -	\$ 163,000.00	
June	Queensland Model Hobbies Expo	\$ 3,000.00	\$ 160,000.00	
	Ipswich Pipe Thistle Band Inc	\$ 2,500.00	\$ 157,500.00	
July	BMX	\$ 10,000.00	\$ 147,500.00	
August	Jacaranda Festival	\$ 5,000.00	\$ 142,500.00	
roll-over from 2017-2018	Ipswich Netball	\$ 13,000.00	\$ 129,500.00	
September	Willowbank Raceway - Winternationals	\$ 30,000.00	\$ 99,500.00	
October	Knife Art Show	\$ 3,000.00	\$ 96,500.00	
	Earth Frequency Festival	\$ 4,999.00	\$ 91,501.00	
November	Nature Play	\$ 7,000.00	\$ 84,501.00	
January	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	
February	Renegade Bowmen (Pacific Regional Field Archery Competition)	\$4,550.00	\$ 49,951.00	
	Glebe Garden Club (Home Gardener's Expo)	\$ 2,500.00	\$ 47,451.00	
	Brookwater Golf and Country Club (pro-Am)	\$ 7,500.00	\$ 39,951.00	
	Limestone Events (Gathering of the Clans)	\$ 15,000.00	\$ 24,951.00	
			\$ 24,951.00	
ANTICIPATED APPLICATIONS			\$ 24,951.00	
March	Ipswich Turf Club (application pending)	\$ 20,000.00	\$ 4,951.00	
			\$ 4,951.00	
			\$ 4,951.00	
			\$ 4,951.00	
			\$ 4,951.00	

Economic Development Committee
Mtg Date: 19.02.2019
Authorisation: Ben Pole

Doc ID No: A5342658

8 February 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)
FROM: EVENTS AND ENGAGEMENT OFFICER
RE: EVENT SPONSORSHIP OF THE GATHERING 2019

INTRODUCTION

This is a report by the Events and Engagement Officer dated 8 February 2019 concerning an application for event sponsorship by Limestone Events Inc. for The Gathering 2019 to be held on 9 June 2019.

RELATED PARTIES

Limestone Events Inc. was established in 2018 to promote The Gathering under a perpetual licensing agreement with the Ipswich Thistle Pipe Band.

Limestone Events Inc. has approached Jennifer Howard MP and for support.

The Gathering 2019 will be held at the Ipswich Turf Club.

ADVANCE IPSWICH THEME LINKAGE

Event sponsorship of The Gathering 2019 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 Limestone/Events Inc. for The Gathering 2019 to be held on 9 June 2019. The complete application is provided at Attachment A.

The Gathering has been run in Ipswich for around 30 years, it was previously called the Ipswich Gathering of the Clans.

The Gathering 2019 is a one day event attracting 250 pipe band competitors culminating in the Queensland Pipe Band Championships.

The Gathering also celebrates Highland arts, music and culture through a range of activations and experiences.

Organisers are estimating an attendance of 5,000 people on the day and based on the events of previous years around 40% of those will be from outside the Ipswich region.

The economy.id Event Impact Calculator estimates the total economic impact of The Gathering 2019 will be \$570,000.

Organisers are planning for The Gathering to expand into a larger two/three day event by 2023. They have engaged a research consultancy to assess the 2019 event against Tourism and Events Queensland criteria so that they can align events in future years to Council and TEQ objectives.

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

SPONSORSHIP DETAILS/BENEFITS

Limestone Events Inc. has submitted an Event Sponsorship Application for \$28,000 to assist with costs associated with the running of the event.

The Events and Engagements Officer has reviewed the Event Sponsorship Application (Attachment A) and recommends that Council provide cash-only financial support to the amount of \$15,000 to Limestone Events Inc. for The Gathering 2019.

Sponsorship benefits include but are not limited to:

- 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
- Event attendance (two tickets) and function attendance (4 tickets)
- Event summary report

PREVIOUS SPONSORSHIP

Over the past three years Council has provided the following cash and in-kind support to Limestone Events Inc. / The Ipswich Pipe and Thistle Band.

Year	Support	Amount	Description
2018	Event Sponsorship	\$2,500	Ipswich Championships
	In-Kind	\$5,568	Gathering of the Clans
2017	Community Donation	\$5,000	Gathering of the Clans
	In-Kind	\$2,519	Ipswich Championships
	Councillor Donation	\$1,050	Ipswich Championships
2016	Councillor Donation	\$2,000	Uniforms
	In-Kind	\$3,119	Ipswich Championships
	Councillor Donation	\$1,220	Ipswich Championships
	In-Kind	\$2,772	Ipswich Championships

RESOURCE IMPLICATIONS

The sponsorship has a minimal resource implication, it requires standard coordination though the value is above standard allocation.

RISK MANAGEMENT IMPLICATIONS

The sponsorship has minimal risk implications, the organiser is an established entity.

LEGAL/POLICY BASIS

Not applicable

COMMUNITY AND OTHER CONSULTATION


The Events and Engagement Officer has consulted with the Tourism Development Manager.

CONCLUSION

The Events and Engagements Officer has reviewed the Event Sponsorship Application and recommends that Council provide cash-only financial support to the amount of \$15,000 to Limestone Events Inc. for The Gathering 2019.

In 2019 Limestone Events Inc. have demonstrated a concerted effort to improve and grow The Gathering as an event of regional significance. Council is in a position to support that improvement through an increased funding allocation this year with a view that the event will be able to attract additional funding sources in future years.

ATTACHMENTS

Attachment	File
Attachment A – Application for Event Sponsorship of The Gathering 2019	 Attachment A
Attachment B – 2018/19 Event Sponsorship Expenditure Summary	 Attachment B

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council (Interim Administrator of Ipswich City Council) resolve to allocate event sponsorship of \$15,000 to Limestone Events Inc. for The Gathering 2019 from the 2018-2019 Event Sponsorship Budget.

Paula Watkins

EVENTS AND ENGAGEMENT 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 ES00180 From Limestone Events Inc.

Organisation Details

* indicates a required field

Organisation Name * Limestone Events Inc.

Contact Person * Mr Nicholas Tomkins

Street Address *

Postal Address *

Phone Number * Must be an Australian phone number

info@gatheringfestival.com.au

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 97 756 329 196

Information from the Australian Business Register

ABN	97 756 329 196
Entity name	Limestone Events Inc
ABN status	Active
Entity type	Other Incorporated Entity
Goods & Services Tax (GST)	No
DGR Endorsed	No
ATO Charity Type	Not endorsed More information
ACNC Registration	No
Tax Concessions	No tax concessions
Main business location	4032 QLD

Information current as at 12:00am today

Must be an ABN

Attach copy of Public Liability Insurance *

Filename: MELBOURNE 20190131 Invoice - LIMESTONE - Q 14545.pdf

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

File size: 266.8 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). *

Limestone Events was established in 2018 to promote The Gathering under a perpetual licensing agreement with the Ipswich Thistle Pipe Band. As such, this organisation has not received funding however the Pipe Band has received funding previously from the Ipswich City Council. In 2018 this included \$2,500 cash sponsorship for the Ipswich Piping and Drumming Solo Championships, as well as in-kind support for bins and venue for the 2018 Ipswich Gathering of the Clans (the previous incarnation of this event). The council has supported this event through the Ipswich Thistle Pipe Band historically up to approximately \$5,000 per annum.

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: *

The Gathering

Start Date: *

23/06/2019

What is the expected start date of the event?

End Date: *

23/06/2019

What is the expected completion date of the event?

Provide a brief description of the event: *

The Gathering is a unique celebration of arts, culture and heritage; providing the people of South East Queensland an opportunity to discover their roots in a family friendly festival, with a focus on the proud history of Ipswich.

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

Must be no more than 150 words

**Proposed Venue/
Location ***

Ipswich Turf Club

Estimated Attendance *

5000

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

The Gathering (formerly known as the Ipswich Gathering of the Clans) has been run by the Ipswich Thistle Pipe Band over the last approx. 30 years. This has been run as a grass roots Pipe Band competition, inclusive of hosting the Queensland Pipe Band Championships. Council involvement over this time has allowed the event to continue as a boutique event on the Ipswich calendar.

Limestone Events has identified that this event has the opportunity to become a self-sufficient destination event unique to Ipswich. As such, Limestone Events has licenced the event in order to grow the event significantly beyond a pipe band competition, into a celebration of arts, culture and heritage.

The Gathering is a discovery of heritage and a discovery of Ipswich.

The Gathering is a celebration of the arts and culture that make up the social fabric of Ipswich.

Combining the elements of a traditional Highland gathering, while introducing the community to local multi cultural talent in the form of art, music, and world class produce. The Gathering is Ipswich's opportunity to show off our great city to the wider community.

With a 5 year plan to grow the event to a 2.5 day spectacular, sustainable and considered growth will see the 2019 event held as a 1 day single location event including the following key attractions:

- The Queensland Pipe Band Championships, with over 250 of Australia's top pipe band competitors, culminating in an Edinburgh Royal Military Tattoo style massed bands finale.
- A highland dancing competition, to bring the fling of tartan and movement of the music to a live stage.
- A strong man style highland games, along with crowd participation opportunities in events such as the caber toss, kilted dash, and a tug-o-war
- A vintage car display
- Various local arts and cultural performances such as the Welsh choir, fiddle club, Malaysian drummers, aboriginal dancers, etc.
- Workshops centre for opportunities to learn and engage, for example learning about genealogy and Ipswich heritage, along with learning how to make kilts and haggis.

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

- Cultural Market Fair, inclusive of local artisan products, clan tents, medieval re-enactment, etc.

It is hoped that Ipswich City Council will join us in becoming a foundation partner in delivering this event for the City of Ipswich.

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? *

\$28,000

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

ICC stage, marketing leverage through ICC events and community channels, events team operational assistance/ community liaison to involve wider community groups.

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

No applications for sponsorship have been made, however we have been working closely with Don Stewart and Alistair Travairs to maximise our opportunities with the Ipswich City Council.

What are the goals and objectives of the event? *

The overall goal for this event is to create a long last destination event for Ipswich which showcases the heritage and culture of the region, leveraging the existing marketing framework utilised by ICC.

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

Based on research from our 2018 event, the event had the following demographic:

- Aboriginal/Torres Strait Islanders: 2.6%
- Disabled: 5.3%
- Disability Carer: 5.3%
- Low Income: 18.4%
- Under 18: 10.5%
- Pensioner: 21.1%
- Other: 5.3%
- None of the above: 31.6%

As such, our event has a broad appeal.

Our target market focus is akin to the 'folk festival' market – people who take an interest in arts and culture of all forms. It is well known that this market is a travelling demographic, in that they will happily travel in the 2-3 hour drive zone, making this market easier to activate. We are also aiming to target the family market, by making the

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

event orientated to those who want active participation and an immersive experience.

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

From a cultural perspective, Ipswich has a significant history that is largely untold to the wider market. This event will provide an opportunity for these unique antiquities to be engaged with visitors.

From a financial perspective, the Gathering typically draws a significant portion of our audience from Ipswich, of around 60%. With the introduction of highland dancing to the event it is anticipated that this out of town segment will increase. This provides a significant financial tourism boost to the local economy. This data was captured through a post event survey. In order to capture more accurate data to substantiate the impact to the Ipswich economy, we have budgeted for an external market research company with experience working with Tourism and Events Qld to compose and collect the necessary data. With the subsequent growth of this event over the next 3-5 years into a 2.5 day event, this financial impact on the local community will increase with visitors staying for a longer period and engaging in a wider array of tourism opportunities. We plan to work with the Ipswich business community to maximise the financial outcomes.

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

As a foundational partner, ICC will be recognised in all marketing where available. In addition, 50 complimentary tickets will be given to ICC for use as you see fit (if desired/appropriate). Public acknowledgement of the sponsorship will be recognised throughout the day including at the massed bands finale, as well as in any media statements or contributions.

ICC will also be afforded the opportunity to have a prime position marquee near the entrance for engagement with the attendees. Other marketing opportunities may be available to ICC pending discussion.

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

As part of the 2019 event budget, we plan to engage a professional research consultancy firm who have significant experience working with Tourism and Events Qld. This reporting will allow us to accurately measure the level of return to the city, as well as identify growth and improvement opportunities. A full copy of this report will be provided to ICC as part of a post-sponsorship report.

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

We are currently working with Jennifer Howard MP (Ipswich) to engage with the State Government for partnership opportunities. In addition, we are in the process of applying for a number of state and federal based grants including through Arts Qld, Multicultural Qld, and the Arts Council of Australia. We are also in the process of developing our corporate sponsorship offering,

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

and plan to have these partnerships established in Q1 of 2019. Given this is the first year of this refurbished event we plan to engage a small number of key partners and ensure we provide each with tangible positive outcomes rather than dilute their benefit with a large number of small sponsors.

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

This event aligns with 2 key goals:

Goal 1 - Strategy 1 - Build partnerships and develop programs to widely promote investment opportunities and support business development and activity in the City.

By harnessing the city's increased multiculturalism as well as unique history, a significant destination event can be built which can help to diversify the economic opportunities offered in the tourism sector. In particular, this event is focused on improving tourism activity in the CBD area of Ipswich. This will be combined with providing Ipswich's multicultural communities with capability building opportunities through both paid and volunteer collaboration programs.

Goal 3 - Strategy 5 - Foster a diverse range of activities to promote sustainable, healthy lifestyles and community well-being.

With the event focusing heavily on activities which invite engagement with cultural and historical, this provides an opportunity for the event to connect with family and community in our activities of celebrating Ipswich's cultural heritage and cultural development. Overall we believe this will result in long term community participation in the arts and heritage on offer in Ipswich, as well as increased engagement of our cultural community with the tourism market.

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

The people of Ipswich and the wider community have a keen affinity to the expansive culture and heritage of the City of Ipswich. This event will provide a number of local organisations an opportunity to tell their story to locals and visitors, while we engage them through interactive participation opportunities. At the same time, this event provides the City of Ipswich an opportunity to engage with the audience on key messages and sell our city as a flourishing cultural and historical hub. This engagement is where we believe ICC can foster significant collaboration to ensure a cohesive and valuable message.

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

In the short term, the benefits are primarily to the CBD area of Ipswich with hospitality suppliers having boosted occupation rates on an otherwise eventless weekend. Local stall holders will also have the opportunity to connect with an out of town market. In the longer term, it is anticipated that this event will lead to a vibrancy in the

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

cultural pursuits of the city which can further transform the tourism potential of the city.

Outline how will this event attract visitors to Ipswich? *

There are 2 main tourism communities which this event aims to attract.

Firstly, the direct Celtic community involved with pipe bands and highland dancing is a significant cohort, predominantly coming from Brisbane and regional areas as far as the Sunshine and Gold Coasts, and regional areas. Secondly, we plan to tap into the arts festival market akin to those attending Woodford Folk Festival. As this festival is in January and most other arts festivals being earlier or later in the year, there is a gap in the wider SEQ market for this event to be held in June.

These visitors will be attracted by the uniqueness of the event as we sell Ipswich's historical antiquities. The marketing plan and spend will reflect this, with a social media campaign in the 2-3 hr drive market.

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

We anticipate that our media presence will increase as this event grows over the next 2-3 years. In the short term we will be aiming to garner the attention of shows such as the Great South East and develop our relationships with various other media bodies. From this, we believe that this will begin to attract tourist from further outside of the 2-3hr drive market, including some overseas Pipe Bands. This will overall provide a positive exposure for the City of Ipswich, itself culture and business, by highlighting a side to the city that it largely unknown outside of the city boundary, and will enhance the city's image as cultured and vibrant.

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

While we recognise that there are a number of other arts and folk festivals, most notably regionally being the Woodford Folk Festival, The Gathering is unique regionally, nationally and internationally because Ipswich has a unique story to tell. With our city's foundations coming from a blue collar, working class, coal mining orientation, combined with our defence influences and now Smart City outlook, we have a city that has a message people are attracted to, and we have a unique event to sell that message at. In that same notion, bringing the themes of a traditional Highland Gathering provides a relatable international spectacle which sparks emotion unlike any other artform. We believe that no other event regionally or nationally has this unique mix of arts, culture and heritage, and has the ability to grow into a significant destination event on the tourism calendar.

How does this event complement other events and/or fill a gap

The Gathering will complement the events calendar by filling a cultural hole in the month of June. While Winternationals and the Ipswich Cup are around this

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

in the City's calendar of events, particularly 'off peak' tourism? *

time, these events attract a different target market to cultural events. We also see the event filling a significant gap in the Ipswich events calendar which is a lack of cultural events generally - particularly without the Ipswich Festival. This is an opportunity for Ipswich to develop The Gathering as the major cultural event for the region.

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

Particularly given this is year 1 of the event, Council funding will assist us with getting the event off the ground - with the funding primarily directed at marketing expenses for the 2019 event, as well as development of content that will leverage future events in a professional manner. Funding will also enable us to ensure we can fulfil our obligations regarding security and OHS for a safe and well run event (enabling further growth and a positive public reputation) as well as engaging an external event market research consultant to quantify the impact of the event and identify how to further leverage this opportunity. Funding will be supplemented by other government grants and corporate partners, as well as admission fees.

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

Our organisation has set a 5 year plan for The Gathering, in order to scale the event successfully and sustainably to major festival status. This includes a 2.5 day festival celebrating a wide range of cultures, including other aspects of the region such as food and wine, involving a number of satellite events such as experiences and concerts - including the incorporation of the renovated Ipswich Square, and being an iconic event for Ipswich which attracts 15,000+ ticketed spectators over a number of events in 2.5 days. This event concept is in demand for the region and would be a significantly beneficial keynote event.

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

Following the first year we anticipate a small surplus which will be primarily utilised for further development of the event. While we will require the support of ICC from both a financial and logistics perspective to grow, we believe that the quantum of this investment required is minimal compared to other event options. In addition we will be seeking co-investment from a range of government and private organisations to spread this load. As the event grows in regards to patronage, the ticketed model will allow the event to be self-sustaining, as well as being able to reinvest any profits back into cultural groups in the community. In order to ensure that a weather event or accident does not result in the failure of the event, we have and will continue to take steps to manage the event to the highest level from a risk and insurance perspective.

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

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

The Gathering is promoted by Limestone Events Inc. - a not-for-profit incorporated association. The organisation has significant personnel experience that is wide ranging.

Rodney Smith - President:

A passionate and committed leader with a strong work ethic who achieves results and values making a difference through innovation and collaboration with all stakeholders.

Rod has held leadership roles for most of his working career across the banking industry, retail administration management and in the Queensland Public Service. He is also recognised as a community leader having held several leadership, management and coaching roles in the Pipe Band communities of Australia and New Zealand over the last 35 years. This has provided him with the opportunity to develop skills in project management, business development, developing corporate partnerships, developing major community initiatives, stakeholder management, fundraising and financial and team management.

Nick Tomkins - Treasurer:

LLB, B Com, JP (Qual)

Experience in project management in the research and development area, managing a multi-million dollar R&D budget of over 60 concurrent projects in an ASX listed company. Skilled in tax management, audit substantiation, public policy contribution and intellectual property management. Nick's key role is ensuring a sound financial strategy for the organisation and ensuring engagement with key partners is optimised.

Carlie Scott-Hunter - Secretary:

Ass Deg Law, LLB, JP (Qual)

Carlie has a background in insurance, legal and international logistics industries. Carlie has more than 10 years' experience in state wide team management and policy implementation for multi-national large companies. Carlie's key role in the organisation is to ensure maintenance and adherence to process and policy along with the streamlining of communication pathways and ensuring effective organisation governance.

Charles Gregory:

MBA, LLB, B Com, AICD

Charles has more than 20 years professional experience including four years as CEO of an ASX 300 listed company, and CFO, COO and general management roles both in Australia and overseas. He has extensive experience in operating and growing multinational large companies in the retail and finance sectors and is highly skilled in business finance through debt, equity and hybrid models.

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As the CEO of Silver Chef Limited Charles managed the company through a period of significant growth which culminated in inclusion in the ASX 300 index. As the CFO for Flight Centre Limited in South Africa and later the corporate division of Flight Centre Limited in Australia Charles was responsible for all the financial aspects of the business. He held these roles during periods of significant business growth both in Australia and Internationally. Charles has extensive experience in raising capital both in the debt and equity markets and pioneered the mid-size corporate bond market. Charles adds value to the organisation through his outstanding ability to conceptually develop high level strategy that can be effectively executed at an operational level, combined with in-depth financial expertise and analysis of business performance and superb stakeholder engagement skills.

Gareth Lewis:

Gareth has 10 years' experience in business development and sales management, helping growth focused SME's across AUS and NZ to scale and achieve substantial, sustainable growth. Recently working with Australasia's premier business growth hub The Icehouse, specialising in the effective education, business growth acceleration, strategy and support of midmarket SME businesses with revenue between \$3-100m. Currently working in the insurance industry with responsibility for the growth of the QLD real estate portfolio and a team of brokers.

Chris Maclean:

Chris has extensive experience in administration and IT. In his employment Chris is responsible for the administration of the Brisbane Magistrates Court for finance and travel, as well as much of the day to day administration of courts around Queensland. Chris also has experience working in a team to plan several large-scale conferences and events each year that can host up to 400 attendees. Chris also has a high level of knowledge and experience in IT which Chris utilises as the primary IT system administrator and marketing manager.

Paul Culshaw:

B Chem Eng, MBA, MIEAust, RPEQ

Over 30 years' experience in Engineering, Project Management, and Operations Management in the Mining, Pulp and Paper, and Oil and Gas sectors with line responsibility for multi-million dollar operating budgets and delivery of similarly large projects throughout Australia. Provides solid practical knowledge in risk identification and resolution.

Provide evidence that the event budget and

The financial model that will be implemented is based on a combination of partner funding and on-the-day

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

income (tickets, sales, etc.). With the experience of the organisation (including the executive who have successfully led the transitioning period for the previously boutique event) in running successful sustainable events with minimal external support, this step up in organisational requirements will be managed by utilising highly experienced skills in governance, project and financial management. Given our experiences running similar events, and our existing collaboration with ICC management and third party event specialists, we believe that the budget is fair and sustainable and will allow us to deliver the event as planned. In order to ensure this we will be providing regular development updates to the relevant ICC officials. Resource wise we have a large volunteer network through the Ipswich Pipe Band to utilise, as it has been in previous years, as well as have budgeted for a professional temporary operations manager and risk officer to ensure that the event is delivered as planned.

Attachments

* indicates a required field

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

Filename: The Gathering - Event Timeline.docx
File size: 19.3 kB

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

Filename: Budget 2019.xlsx
File size: 15.3 kB

Category 1 Applications- Attach high level project plan

Filename: The Gathering - High Level Business Plan.pdf
File size: 9.5 MB
Compulsory information required for funding \$10,000+

Category 1 Applications - Attach organisational and management structure

Filename: The Gathering - Organisational and Management Structure.docx
File size: 24.0 kB
Compulsory information required for funding \$10,000+

Budget Details

* indicates a required field

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Application ES00180 From Limestone Events Inc.

Budget: Income and Expenditure

Income (Description)	\$ GST Exclusive	Expenditure (Item Description)	\$ GST Exclusive
Admission	\$48,000.00	Admin Expenses	\$500.00
Band Entry Fees	\$900.00	Event Brite Commission	\$5,295.00
F&B Sales	\$1,500.00	F&B Startup costs	\$500.00
Pipe Bands Australia Contribution	\$480.00	Insurance	\$8,000.00
Stall Fees	\$3,000.00	Judges Fees	\$4,000.00
Sponsorship	\$11,000.00	Marketing	\$16,500.00
Grant - QASP	\$16,000.00	Merchandise (promotional)	\$1,000.00
Grant - ICC	\$28,000.00	Performers Fees	\$14,000.00
		Professional Fees - Post Event	\$2,000.00
		Professional Fees - Pre event	\$1,000.00
		Research Consultant	\$7,975.00
		Risk Officer Fees	\$2,000.00
		Rubbish Bins	\$1,500.00
		Security	\$5,000.00
		Temp Ops Manager Fees	\$5,000.00
		Toilet hire and cleaners (rubbish and toilet)	\$5,000.00
		Venue Hire	\$1,500.00
	Total: \$108,880.00		Total: \$80,770.00

Total Amount Requested: *

\$28,000.00

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

Total Project Cost: *

\$80,770.00

GST Exclusive. What is the total budgeted cost (dollars) of your project?

Event Sponsorship - February 2019

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Application ES00180 From Limestone Events Inc.

List items from your expenditure table above that are to be covered by the sponsorship: *

Toilets, bins, marketing, research consultant

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
Google Not-for-profit	Ad words grant (confirmed)	\$20,000.00
Ipswich Thistle Pipe Band	Volunteer Labour	\$12,015.36
Limestone Events	Management team volunteer labour	\$62,720.00
		Total: \$94,735.36

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 Nicholas Tomkins

Event Sponsorship - February 2019

Event Sponsorship Form

Application ES00180 From Limestone Events Inc.

Position in Organisation: Treasurer

*

Date: * 04/02/2019

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.

ATTACHMENT B

Date to committee	Applicant	Amount Allocated	Balance available for distribution
			\$ 165,000.00
2018-2019			\$ 165,000.00
May	Greater Springfield Ball	\$ 2,000.00	\$ 163,000.00
	Glebe Garden Club (\$2,500.00)	\$ -	\$ 163,000.00
June	Queensland Model Hobbies Expo	\$ 3,000.00	\$ 160,000.00
	Ipswich Pipe Thistle Band Inc	\$ 2,500.00	\$ 157,500.00
July	BMX	\$ 10,000.00	\$ 147,500.00
August	Jacaranda Festival	\$ 5,000.00	\$ 142,500.00
roll-over from 2017-2018	Ipswich Netball	\$ 13,000.00	\$ 129,500.00
September	Willowbank Raceway - Winternationals	\$ 30,000.00	\$ 99,500.00
October	Knife Art Show	\$ 3,000.00	\$ 96,500.00
	Earth Frequency Festival	\$ 4,999.00	\$ 91,501.00
November	Nature Play	\$ 7,000.00	\$ 84,501.00
January	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
February	Renegade Bowmen (Pacific Regional Field Archery Competition)	\$4,550.00	\$ 49,951.00
	Glebe Garden Club (Home Gardener's Expo)	\$ 2,500.00	\$ 47,451.00
	Brookwater Golf and Country Club (pro-Am)	\$ 7,500.00	\$ 39,951.00
	Limestone Events (Gathering of the Clans)	\$ 15,000.00	\$ 24,951.00
			\$ 24,951.00
ANTICIPATED APPLICATIONS			\$ 24,951.00
March	Ipswich Turf Club (application pending)	\$ 20,000.00	\$ 4,951.00
			\$ 4,951.00
			\$ 4,951.00
			\$ 4,951.00
			\$ 4,951.00

Economic Development Committee
Mtg Date: 19.02.2019
Authorisation: Ben Pole

Doc ID No: A5342669

8 February 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)
FROM: MARKETING SERVICES MANAGER
RE: UPDATE TO COUNCIL LOGO APPLICATION

INTRODUCTION

This is a report by the Marketing Services Manager dated 8 February 2019 concerning an update to Council's City of Ipswich logo and its application across Council assets, facilities and programs.

The principle driving the update to Council's City of Ipswich logo and its application is to achieve improved coordination, consistency and recognition in all its functions. The additional benefit of this increased brand coordination, consistency and recognition is an improved awareness of Council's substantial delivery of quality products and services across the region.

RELATED PARTIES

The update to Council logo application does not have any reliance, impact or involvement of external parties. The moderate change to the logo design does not require the replacement of current signage, branding or logo use on Council or third party assets. The nature of the change enables an 'as needed' replacement so that when material has reached end-of-life or when material is scheduled for update, the revised logo can be applied.

The update does have a moderate impact on internal parties, particularly those with established branded assets, facilities and programs. The update to the logo application requires all sub-brands to utilise a dual lock-up so that the City of Ipswich identity is acknowledged. Stakeholders with internal sub-brands have been consulted on the update prior to this report going before Council.

The update has a moderate impact on internal parties with their own style guides, the Works, Parks and Recreation *Natural Areas Signage Manual* or the Infrastructure Services *Active Transport Sign Design Manual* for example which will need to be updated. Stakeholders with their own style guides have been consulted on the update prior to this report going before Council.

ADVANCE IPSWICH THEME LINKAGE

The update to Council's City of Ipswich logo and its application across Council assets, facilities and programs aligns with the Advance Ipswich Plan:

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.

PURPOSE OF REPORT/BACKGROUND

This report provides an efficient and effective solution to achieve improved coordination, consistency and recognition of the City of Ipswich brand and of Council's variety of products and services.

Adoption of the report allows the updated logo and the sub-brand dual logo lock-up application to be implemented and managed. The Marketing Services Branch will apply the update to the Ipswich City Council Style Guide and work with internal parties to update their branded assets, facilities and programs or style guides as needed.

The current City of Ipswich logo has been used since 2007 and it is an evolution of a design which has been in place since 1997. Consultation over the past 18 months with internal and external stakeholders reinforced that there is inherent value, pride and recognition in the City of Ipswich logo which should be retained, as such a rebrand is not recommended. It is equally agreed that the City of Ipswich logo could be made more contemporary and effective with some minor design tweaks.



The 'i' figure within the logo has been straightened to create a stronger design element. Not only does this bolster the logo but it also establishes a creative device which can become

part of the Council Style Guide and be applied to Council collateral, increasing brand alignment and identity.

The font used in the logo has been changed to a clearer and more contemporary style. Not only does this enhance impact and legibility of the logo but it is a font which can be used as Council’s primary brand font, again increasing brand alignment and identity. The wording in the current City of Ipswich logo is a custom designed image and not actually a word font, therefore it remains attached to the logo and cannot be extended to any other Council application.

Key to the update is achieving improved coordination, consistency and recognition of the City of Ipswich brand and the products and services of Council. As such, the sub-brand dual lock-up application of the City of Ipswich logo is an important adaption. Over the years, Council entities and programs have organically developed individual logos to suit their business needs. The Council Style Guide has not kept up with these developments and does not currently have a regime for the Council brand family. This update to Council logo application establishes a whole-of-Council logo practice and allows for a complete brand architecture to be developed which will ultimately align everything from logos and colour palettes to imagery and narrative.



RESOURCE IMPLICATIONS

The update has a minimal resource implication, as its application will primarily be on an 'as needed' replacement when material has reached end-of-life or when material is scheduled for update.

The Marketing Services Branch will prioritise an update to the Council Style Guide and continue to work with internal stakeholders on the brand architecture and their own business line style guides. This work will result in resource efficiencies over the medium and longer term as a better defined and managed portfolio of style guides will reduce error, duplication and design time.

The Marketing Services Branch averages 300 tasks per month, servicing the marketing and communications requirements of all areas of the organisation. The update will simply be applied to this daily work and facilitate its efficient and effective implementation.

RISK MANAGEMENT IMPLICATIONS

The update has minimal risk implications, as it is a minor modification to an established asset and process. There could be some community sentiment regarding a change to the City of Ipswich logo and more specifically community groups and facilities with the current logo applied to their collateral and signage. However, as the updated logo is substantially similar to the current logo, the correlation remains obvious and is not superseded.

There could be some sentiment regarding the update being minor, and therefore not worth undertaking. However, the very practical improvements of increased brand identity, alignment and legibility facilitated by a minor update demonstrates the efficiency and effectiveness of the undertaking.

LEGAL/POLICY BASIS

Not Applicable

COMMUNITY AND OTHER CONSULTATION

Stakeholders with internal sub-brands have been consulted on the update prior to this report going before Council. Stakeholders with their own style guides have been consulted on the update prior to this report going before Council. In many cases, the dual logo lock-up is already being applied to entities and programs as the Marketing Services Branch has been testing the application with various business lines.

CONCLUSION

The principle driving the update to Council's City of Ipswich logo and its application is to achieve improved coordination, consistency and recognition in all its functions. The additional benefit of this increased brand coordination, consistency and recognition is an improved awareness of Council's substantial delivery of quality products and services across the region.

The update has a minimal resource implication, as its application will primarily be on an 'as needed' replacement when material has reached end-of-life or when material is scheduled

for update. The update has minimal risk implications, as it is a minor modification to an established asset and process.

Adoption of the report allows the updated logo and the sub-brand dual lock-up application to be implemented and managed. The Marketing Services Branch will immediately apply the update to the Ipswich City Council Style Guide and work with internal parties to update their branded assets, facilities and programs or style guides as needed.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That Council (Interim Administrator of Ipswich City Council) resolve that the update to Council logo application be adopted and implemented as part of the Ipswich City Council Style Guide and subordinate manuals and style guides.

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”