



# City of Ipswich

**IPSWICH  
CITY  
COUNCIL**

**AGENDA**

*of the*

**ECONOMIC DEVELOPMENT COMMITTEE**

**Held in the Council Chambers  
2<sup>nd</sup> floor – Council Administration Building  
45 Roderick Street  
IPSWICH QLD 4305**

**On Tuesday, 9 April 2019  
At 8:30 AM**

MEMBERS OF THE ECONOMIC DEVELOPMENT COMMITTEE

Interim Administrator Greg Chemello  
**(Chairperson)**

**ECONOMIC DEVELOPMENT COMMITTEE AGENDA**  
**8:30 AM on Tuesday, 9 April 2019**  
**Council Chambers**

<b>Item No.</b>	<b>Item Title</b>	<b>Page No.</b>
1	City of Ipswich Destination Management Plan 2019–2023	9
2	City of Ipswich Business Mission to the 2019 Australian International Airshow and Defence Exposition	30
3	Review of Event Sponsorship Policy	34
4	Nerima 25th Anniversary Invitation to City of Ipswich	52
5	**Discover Ipswich Quote Consideration plan	76
6	**Event Attraction and Infrastructure audit	80
7	**Ipswich Central Program Report No. 10 - To 22 March 2019	84

\*\* Item includes confidential papers

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**ECONOMIC DEVELOPMENT COMMITTEE NO. 4**

**9 APRIL 2019**

AGENDA

1. **CITY OF IPSWICH DESTINATION MANAGEMENT PLAN 2019–2023**

With reference to a report by the Tourism Development Manager dated 13 March 2019 concerning the City of Ipswich Destination Management Plan 2019–2023.

**RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

- A. That the Ipswich Destination Management Plan 2019–2023, as detailed in Attachment 1 of the report by the Tourism Development Manager dated 13 March 2019 be adopted.
- B. That the Ipswich Destination Management Plan 2019–2023, be considered when developing council’s strategic planning documents.

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2. **CITY OF IPSWICH BUSINESS MISSION TO THE 2019 AUSTRALIAN INTERNATIONAL AIRSHOW AND DEFENCE EXPOSITION**

With reference to a report by the Senior Industry Development Officer dated 13 March 2019 concerning the City Of Ipswich Business Mission, promoting industry capabilities of the region at the Australian International Airshow and Exposition at Avalon, Geelong from 25 February to 1 March 2019.

**RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

That the report concerning the City Of Ipswich Business Mission, promoting industry capabilities of the region at the Australian International Airshow and Exposition, be received and its contents noted.

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3. **REVIEW OF EVENT SPONSORSHIP POLICY**

With reference to a report by the Sponsorship Officer dated 20 March 2019 concerning the review and update of Council’s Event Sponsorship Policy.

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RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the policy titled 'Event Sponsorship Policy' as detailed in Attachment 1 of the report by the Sponsorship Officer dated 20 March 2019 as recommended at Policy and Administration Board No. 2014(09) of 30 September 2014 – City Management and Finance Committee No. 2014(10) of 8 October 2014, be repealed.
- B. That the policy titled 'Event Sponsorship Policy' as detailed in Attachment 3 of the report by the Sponsorship Officer dated 20 March 2019, be adopted.

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4. NERIMA 25TH ANNIVERSARY INVITATION TO CITY OF IPSWICH

With reference to a report concerning an invitation by Nerima City to the City of Ipswich to attend the commemoration of the 25<sup>th</sup> anniversary of Sister City relations and represent Ipswich at the Urban Agriculture World Summit from 29 November and 1 December 2019.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That council accept the invitation from the Mayor of Nerima City to join in commemoration of the 25th anniversary of Sister City relations and represent Ipswich at the Urban Agriculture World Summit.
- B. That the Office of Economic Development work with Nerima City Government, state and national trade agencies and Ipswich stakeholders to maximise the benefits of a delegation to Nerima City and the ongoing value of the Sister City agreement.

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5. \*\*DISCOVER IPSWICH QUOTE CONSIDERATION PLAN

With reference to a report by the Tourism Development Manager dated 8 March 2019 concerning a Quote or Tender Consideration Plan as part of the 2019–2020 Discover Ipswich South East Queensland Destination Marketing Campaign.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolves:

- A. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for billboard advertising in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.

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- B. That Council (Interim Administrator of Ipswich City Council) resolve to adopt a Quote or Tender Consideration Plan for billboard advertising as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- C. That Council (Interim Administrator of Ipswich City Council) enter into a contract with DTB Advertising for billboard advertising on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
- D. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with DTB Advertising to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
- E. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for signage advertising in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
- F. That Council (Interim Administrator of Ipswich City Council) resolve to adopt a Quote or Tender Consideration Plan for signage advertising as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- G. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Brisbane Lions for signage advertising on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
- H. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Brisbane Lions to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
- I. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for signage advertising services in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
- J. That Council (Interim Administrator of Ipswich City Council) resolve to adopt the Quote or Tender Consideration Plan for signage advertising services as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- K. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Netball Queensland for signage advertising services on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
- L. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Netball Queensland to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.

- M. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for search marketing in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
- N. That Council (Interim Administrator of Ipswich City Council) resolve to adopt the Quote or Tender Consideration Plan for search marketing as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- O. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Traffic2 for search marketing on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
- P. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Traffic2 to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
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6. **\*\*EVENT ATTRACTION AND INFRASTRUCTURE AUDIT**

With reference to a report by the Tourism Development Manager dated 12 March 2019 concerning a process of event attraction and infrastructure consultation, audit and assessment.

**RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council (Interim Administrator of Ipswich City Council) resolve it is satisfied under section 235(a) of the *Local Government Regulation 2012 (Regulation)* that the exemption under s235(a) of the *Regulation* applies and that Sports Marketing Australia is the only supplier reasonably able to provide the Capacity and Capability Assessment and registration on the Sports Marketing Australia proprietary Events Placement Program.
- B. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Sports Marketing Australia for the provision of sourcing relevant events for a period of three (3) years from 1 May 2019 to 30 April 2021.
- C. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
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7. **\*\*IPSWICH CENTRAL PROGRAM REPORT NO. 10 - TO 22 MARCH 2019**

With reference to a report concerning a monthly update for the Ipswich Central Program of Works.

**RECOMMENDATION**

That the report on the Ipswich Central Program Report No. 10 effective to 22 March 2019 be received and the contents noted.

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\*\* Item includes confidential papers

and any other items as considered necessary.

Doc ID No: A5408136

13 March 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: TOURISM DEVELOPMENT MANAGER  
RE: CITY OF IPSWICH DESTINATION MANAGEMENT PLAN 2019-2023

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## **INTRODUCTION**

This is a report by the Tourism Development Manager dated 13 March 2019 concerning the City of Ipswich Destination Management Plan 2019-2023.

## **RELATED PARTIES**

There are no related parties arising as a direct result of this report.

## **ADVANCE IPSWICH THEME LINKAGE**

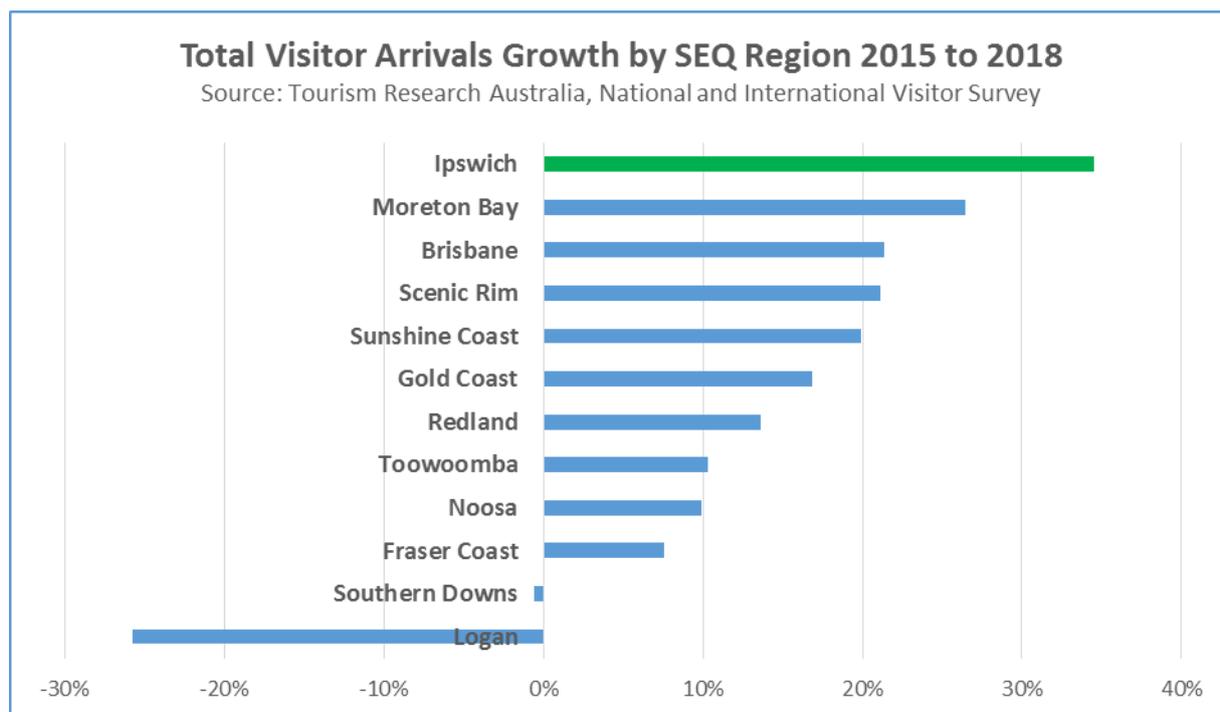
Strengthening our local economy and building prosperity.

## **PURPOSE OF REPORT/BACKGROUND**

Council's first Destination Management Plan was delivered in 2015, in the preceding five years Visitor Arrivals to Ipswich had increased just 8 per cent or 93,055 Visitor Arrivals (2010 to 2015).

In the three years since the implementation of the first Ipswich Destination Management Plan, Visitor Arrivals have increased 34 per cent or 407,000 Visitor Arrivals (2015 to 2018).

This growth is well above the state and national average growth trend and is by far the largest Visitor Arrivals growth for any Local Government Authority in all of South East Queensland.



According to Tourism Research Australia data, Ipswich attracted a record 1,597,594 Visitor Arrivals in 2018.

This makes Ipswich South East Queensland’s seventh most visited destination behind Brisbane, Gold Coast, Sunshine Coast, Moreton Bay, Toowoomba and Noosa. In 2015 Ipswich was South East Queensland’s tenth most visited destination, also behind Scenic Rim, Fraser Coast and Logan.

The Ipswich tourism industry is primarily made up of Accommodation, Retail, Food Services and Arts and Recreation sectors, according to the National Institute of Economic and Industry Research it employs more than 15,392 people in the Ipswich region.

By comparison, Ipswich’s largest single-sector employer is manufacturing which employs 10,248 people in the Ipswich region.

To support the attraction, sustainable success and growth of businesses in the Ipswich tourism industry, council established the Ipswich Tourism Operators Network (ITON). In 2015 ITON had 20 registered business members, today there are 113 registered members representing attractions, accommodation, hospitality and event businesses.

In March 2018 council began consultation with ITON and key stakeholders including Brisbane Marketing and Tourism and Events Queensland on the priorities for its next Destination Management Plan.

The first Ipswich Destination Management Plan focused on a clear brand positioning, effective destination marketing, building competitive digital assets and developing local businesses. It included 10 Priority Actions and 34 stated deliverables and targets of which 82 per cent have been delivered and achieved.

The second Ipswich Destination Management Plan (Attachment 1) continues with these priorities and performance measures. It reaches even further though to facilitate increased investment and activation, product development and in-destination visitor experience.

Output and outcome based performance measures with aggressive targets which will continue to be measured and reported on include:

#### Output

- Website Unique Visitors
- Business Leads to Operators
- Consumer Database Reach
- Consumer Social Engagement
- Advertising Value Equivalency
- Cooperative Industry Investment
- ITON Membership and Satisfaction

#### Outcome

- Daytrip Visitor Arrivals
- Domestic Overnight Visitor Arrivals
- International Overnight Visitor Arrivals
- Total Visitor Nights
- Total Visitor Economy
- Number of tourism operators

### **RESOURCE IMPLICATIONS**

The Tourism Development Branch has submitted its 2019-2020 Materials, Services and Labour budget as part of council's operational budget program.

### **RISK MANAGEMENT IMPLICATIONS**

By adopting this report, actions prioritised as part of the Ipswich Destination Management Plan 2019-2023 may bring a level of individual risk. These will be assessed and managed in accordance with council's Enterprise Risk Management Policy and where appropriate submitted to future council meetings for consideration.

If the recommendations of this report are not supported, the Ipswich tourism industry and visitor economy is at risk of losing confidence and momentum. The leadership provided by council through the vision of the Ipswich Destination Management Plan and the outcomes of its implementation is recognised and required by the industry and our stakeholders.

### **LEGAL/POLICY BASIS**

*This report and its recommendations are consistent with the following legislative provisions:  
Local Government Regulation 2012*

## COMMUNITY AND OTHER CONSULTATION

Consultation with stakeholders in council's Planning and Development Department, Works Parks and Recreation Department and Infrastructure Services Department has been held.

The Plan has been provided to council's Executive Leadership Team for review.

The Plan has been provided to Tourism and Events Queensland and Brisbane Marketing for review.

The Plan has been provided the Ipswich Tourism Operators Network for final consultation.

## CONCLUSION

Council's first Destination Management Plan facilitated positive growth and market share for the Ipswich tourism industry.

Council has updated and evolved its Destination Management Plan to build on that success and facilitate increased investment and activation, product development and in-destination visitor experience.

The Destination Management Plan has been integrated with council's Economic and Workforce Development Plan and has been more actively aligned with key council priorities to ensure maximum collaboration, leverage and effectiveness.

Adoption of the Ipswich Destination Management Plan 2019-2023 by council confirms the city's confidence and prioritisation of the visitor economy as a driver of employment, investment and opportunity.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Ipswich Destination Management Plan 2019-2023  
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## RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the Ipswich Destination Management Plan 2019-2023, as detailed in Attachment 1 of the report by the Tourism Development Manager dated 13 March 2019 be adopted.
- B. That the Ipswich Destination Management Plan 2019-2023, be considered when developing council's strategic planning documents.

Alistair Tavares  
**TOURISM DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole

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

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

# City of Ipswich Destination Management Plan

2019 – 2023





**CONTENTS >>**

**INTRODUCTION >>**

<b>INTRODUCTION</b> .....	1
<b>STRATEGIC ALIGNMENT</b> .....	2
<b>VISITOR MARKET</b> .....	4
<b>DESTINATION POSITIONING</b> .....	8
<b>PRIORITY ACTIONS – FIVE YEAR PLAN</b> .....	10

## The Tourism economy is an increasingly significant industry cluster for the City of Ipswich.

In 2018 there were over 1.5 million visitors to the region, an increase of around 35% or 400,000 visitors since the first Ipswich Destination Management Plan was established in 2015.<sup>1</sup>

The Tourism and Hospitality industry employs more than 15,392 people in the Ipswich region.<sup>2</sup>

With a clear destination plan and an achievable set of action items, Ipswich will continue to see growth in the visitor economy and support for a sustainable tourism industry cluster.

This Destination Management Plan has identified and detailed ten priority actions and a framework of performance measures to guide the efforts and resources of council.

The Ipswich proposition highlights experiences in the areas of tangible history, nature-based recreation, challenge-based adventure, food encounters and distinctive spectator and participation events.

Ipswich has established a complimentary positioning in the South East Queensland destination mix.

These experiences and Ipswich's accessibility make it an ideal daytrip, weekend and short-break destination for residents and visitors in the South East Queensland region.

The Ipswich Destination Management Plan is based on the most current and best available industry analysis and data, and focusses on objectives and actions which are realistic and achievable within Ipswich City Council resources and responsibilities.

It is integrated and aligned with the Ipswich Economic and Workforce Development Plan and the Advance Ipswich Strategic City Plan.

Through the development and implementation of this Destination Management Plan, council also acknowledges the association of our partners Brisbane Marketing and Tourism and Events Queensland.

1 Source: Tourism Research Australia, National and International Visitor Survey September 2018

2 Source: Economic. ID - Ipswich, March 2019



**The City of Ipswich Destination Management Plan aligns with the Tourism and Events Queensland goal of achieving \$33.1b in overnight expenditure per annum by 2025.**

The City of Ipswich Destination Management Plan aligns with the complimentary development of attractions and activities as described in the Brisbane Visitor Economy 2014–2020 of doubling the value of tourism by 2020.

The Destination Management Plan is a critical part of the overarching Economic and Workforce Development Plan which prescribes the path to deliver quality corporate services, profiling the growth for the City of Ipswich and measure development of key industries.

Key industries:

1. Advanced Manufacturing
2. Defence
3. Property and Construction
4. Food and Agribusiness
5. Transport, Postal and Warehousing
6. Traded Health and Education
7. Tourism and Events
8. Smart City and Transport connectivity

All activity must be planned to support and extend its own objectives and those parallel objectives of the overarching plan.

**FUTURE GROWTH**

“Ipswich over the next 10 years will be a destination that champions its heritage, and offers regionally significant leisure, sporting and cultural experiences that grow local employment opportunities for the community.”



**LEISURE DAY TRIP**



**VISITING**  
friends and family



**EVENTS**



**RECREATIONAL TOURISM (RV)**



**OVERNIGHT SHORT-BREAK**



**BUSINESS AND EDUCATION**



**SPORTING CARNIVALS**



**INDIGENOUS TOURISM**



**CRUISE SHIP AND DAY TOURS**



**The Ipswich region is well placed to continue to improve its position in the South East Queensland visitor market by enhancing its profile and developing its experiences.**

The South East Queensland visitor market is valued at approximately \$14 billion per annum and is forecast to reach \$20 billion in 2020.<sup>1</sup>

In terms of total visitor arrivals, Ipswich holds a 3.5% share of the South East Queensland visitor market.<sup>2</sup>

Daytrip visitors are the most common arrivals to Ipswich, accounting for almost 77% of total visitation. Domestic Overnight visitors account for 24% of Ipswich visitation and International Overnight visitors make up the remaining 1% of arrivals.<sup>3</sup>

Of the total visitors to Ipswich in 2018, approximately 83% came from South East Queensland.<sup>4</sup>

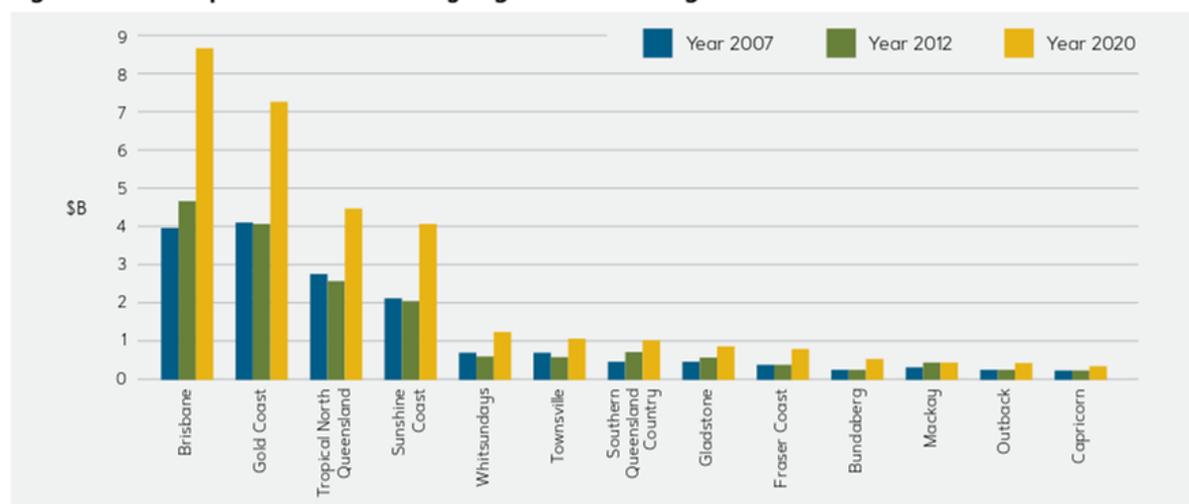
Visitors to Ipswich are predominantly visiting friends and relatives, eating out, socialising, perusing nature and active experiences.<sup>5</sup>

This Destination Management Plan is primarily focused on increasing Daytrip and Domestic Overnight arrivals from South East Queensland residential population catchment.

Another priority is to leverage the significant interstate and international visitation of Brisbane, Gold Coast and Sunshine Coast. Attracting visitors to those regions into Ipswich for a daytrip or potentially overnight stay whilst they are in the South East Queensland catchment.



**Figure 1: Visitor Expenditure Estimates by Regional Tourism Organisation 2007 to 2020**

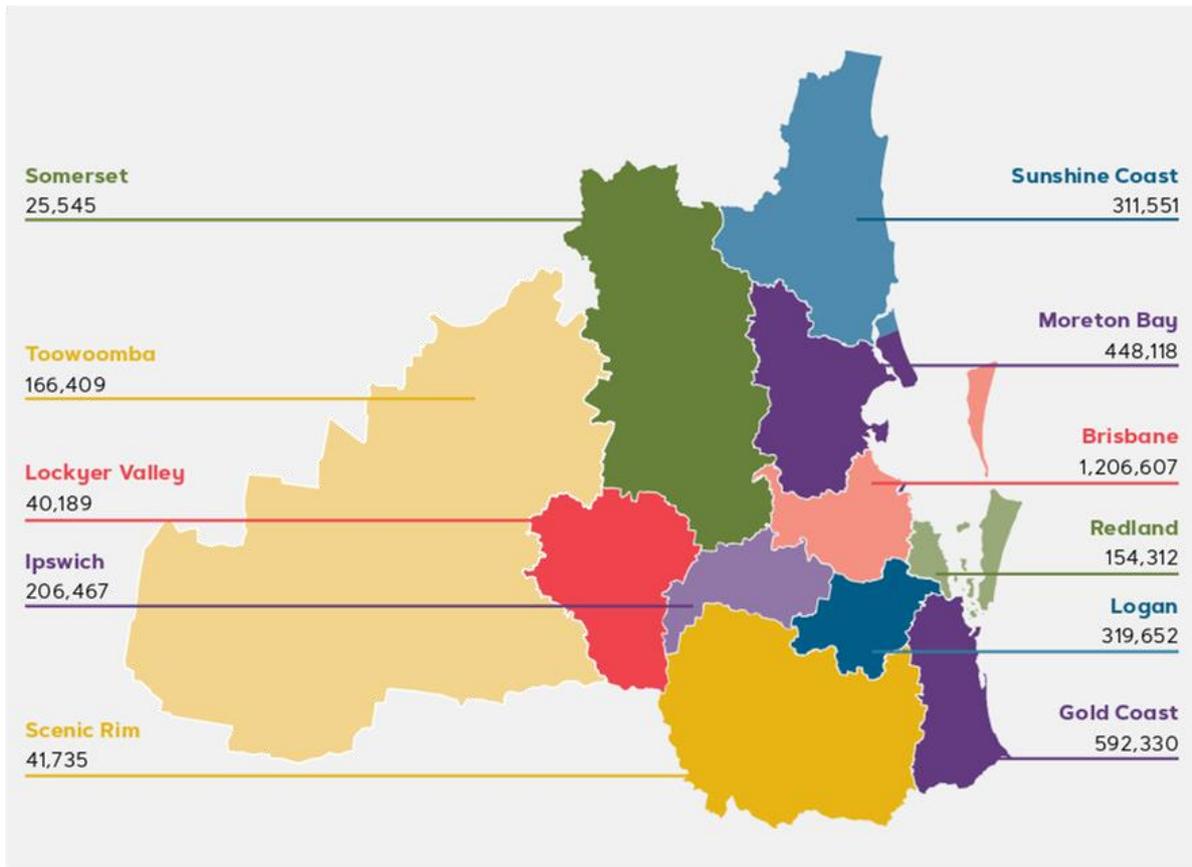


Source: Tourism and Events Queensland, 2020 Strategic Marketing Plan

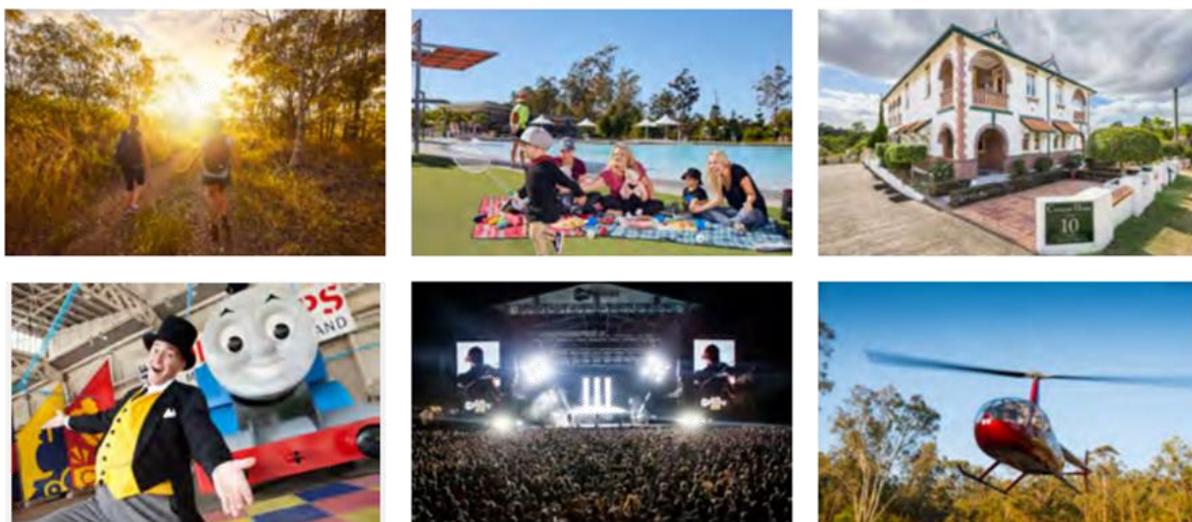
1 Source: Tourism and Events Queensland, 2020 Strategic Marketing Plan  
 2 Source: Tourism and Events Queensland, Regional Snapshots December 2017  
 3 Source: Tourism Research Australia, National and International Visitor Survey September 2018  
 4 Source: Tourism Research Australia, National and International Visitor Survey September 2018  
 5 Source: Tourism Research Australia, National and International Visitor Survey September 2018

**Figure 2: 2017 Resident population estimates for SEQ**

South East Queensland Resident Population  
by Region Estimated Population 2017

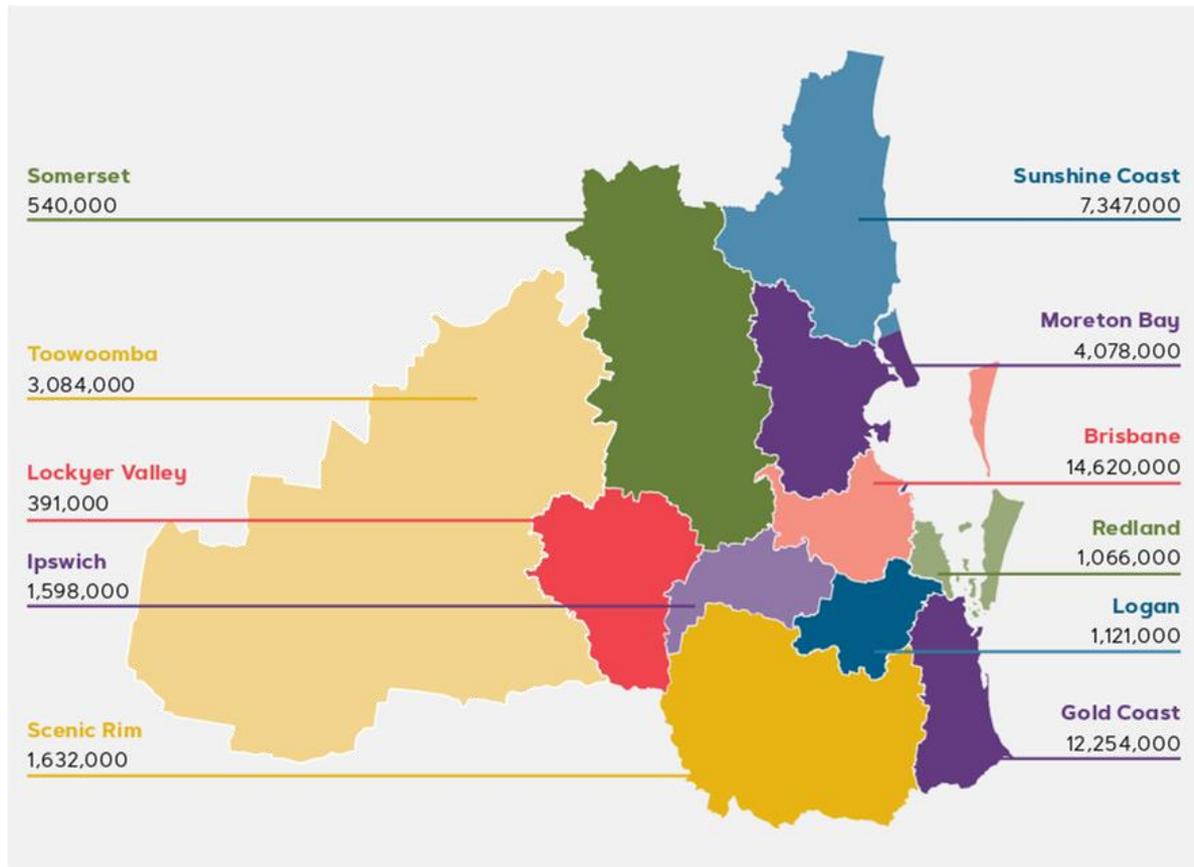


Source: Economy id, 2017 resident population estimates



**Figure 3: Total visitors to SEQ, September 2018**

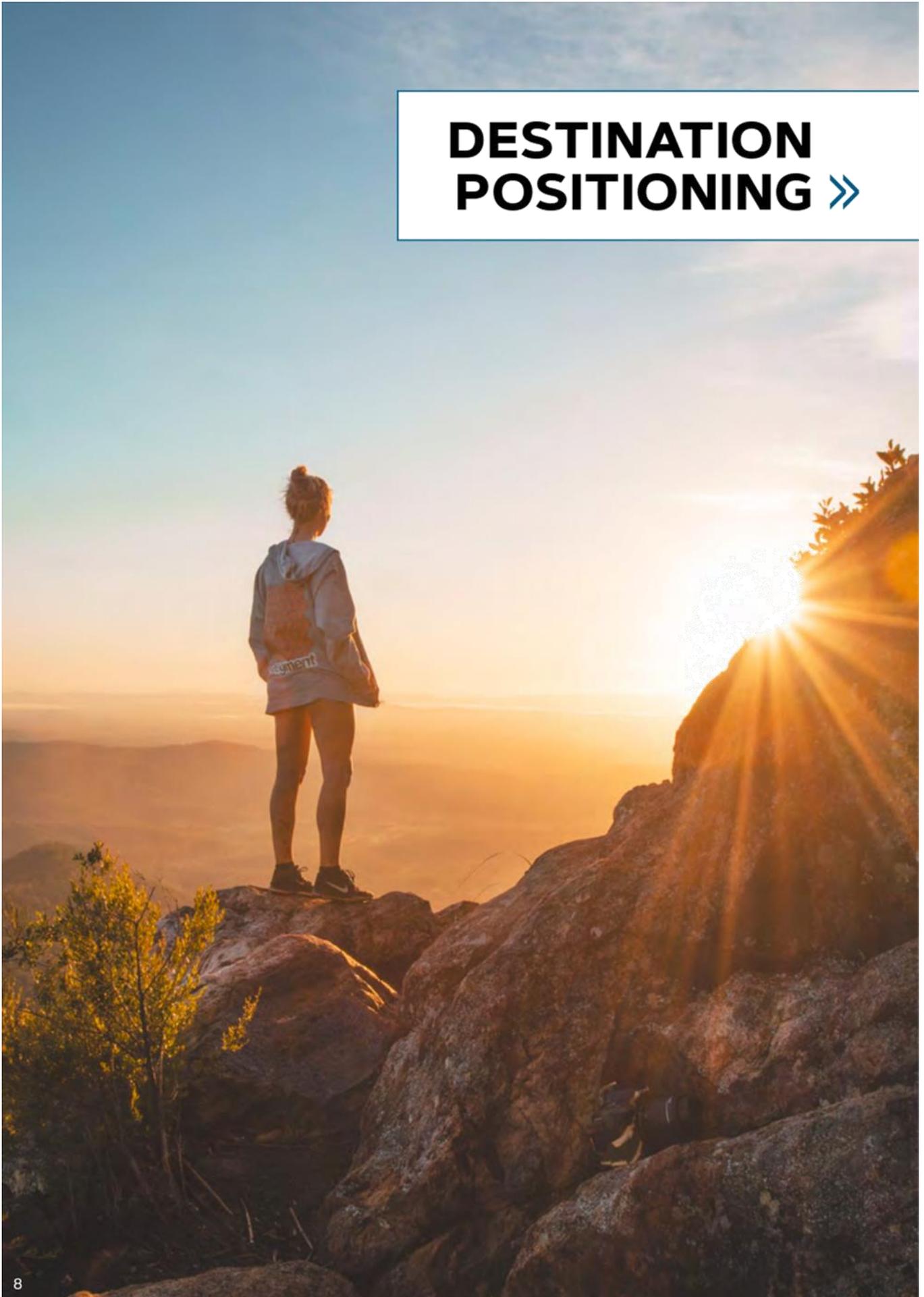
South East Queensland Total Visitor Markets by Region  
Domestic and International Totals September 2018



Source: Tourism Research Australia, National and International Visitor Survey September 2018



# DESTINATION POSITIONING >>



Ipswich has been developing its profile and positioning as South East Queensland's richest heritage region, full of new intrigue and surprises.

Destination Attributes	Roles of Positioning	Hero Experiences	Core Target Market
<ul style="list-style-type: none"> <li>&gt; Old culture, new energy.</li> <li>&gt; Surprising contrasts – old and new, nature and culture, adventure and heritage.</li> <li>&gt; Deep heritage, deep connections, deeply rich experiences.</li> <li>&gt; Revitalisation in action.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Making old, cool again.</li> <li>&gt; Not a town, a region Inject some playful energy into a quick getaway.</li> <li>&gt; A deeper, more meaningful story.</li> <li>&gt; Take people beyond hero experiences – different, interesting.</li> <li>&gt; Galvanise industry.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Nature-based recreation.</li> <li>&gt; Challenge-based adventure.</li> <li>&gt; Tangible history.</li> <li>&gt; Distinctive spectator and participation events.</li> <li>&gt; Food experiences.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Couples.</li> <li>&gt; Families.</li> </ul>

## ACHIEVEMENTS

\*Since 2015 DMP

<div style="border: 2px solid white; padding: 5px; display: inline-block;"> <p style="font-size: small;">Town of</p> <h3 style="margin: 0;">Rosewood</h3> </div> <p style="font-size: small; color: white;">recognised as an RV friendly Town</p>	<p style="font-size: small;">Avg total visitors to Ipswich/ per year</p> <h2 style="margin: 0;">1,334,000*</h2>	<h2 style="margin: 0;">5.1m*</h2> <p style="font-size: small;">website pageviews</p>
<h2 style="margin: 0;">+77,000*</h2> <p style="font-size: small;">Leads generated by</p> <h2 style="margin: 0;">+200</h2> <p style="font-size: small;">stories written by third-party travel writers and bloggers</p>	<p style="font-size: small;">PARTNERED WITH</p>	<div style="border: 2px solid white; padding: 10px; display: inline-block;"> <h2 style="margin: 0;">+125k</h2> <p style="font-size: small;">Discover Ipswich Magazines distributed annually</p> </div>
<h2 style="margin: 0;">2,101,069*</h2> <p style="font-size: small;">consumers engagements in social channels</p>	<h2 style="margin: 0;">+59,000*</h2> <p style="font-size: small;">visitor enquiries</p>	<h2 style="margin: 0;">+\$4m*</h2> <p style="font-size: small;">in publicity value generated</p>

# PRIORITY ACTIONS FIVE YEAR PLAN »



The following action items are the key focus areas identified to facilitate the implementation of the Destination Management Plan for the City of Ipswich.

Each of the action items will enable the City of Ipswich to create the environment to develop products and experiences targeted at the visitor economy.

It is imperative that the demand driving activity is considerate of and aligned with the capacity of the destination to deliver at a product and experience level. We must not only ensure that our market positioning is matched by the destination experience

but furthermore we must support and/or lead the continued development of the industry towards its greatest potential.

Short-term is defined as the next three years (2019–2021), medium are those within the following five years (2022–2026) and long-term are five or more years (2027 onwards) but which will need to commence in the medium term.

Action	Task	Timeframe
<b>Investment, Planning and Advocacy</b>		
Planning	Ensure the Ipswich Planning Scheme facilitates positive tourism outcomes through the appropriate protection, development, servicing and activation of relevant facilities, sites and areas.	Short-term
Advocacy	Continue to advocate for Ipswich opportunities with the state and commonwealth governments ensuring awareness and engagement on priority projects.	Short-term
<b>Attractions and Experiences</b>		
Council Land	Support the strategic enhancement and provision of key nature based facilities on council land to improve and increase sustainable activation.	Medium-term
	Facilitate the Ecotourism Investment Prospectus and secure partners to improve and increase sustainable activation on council land.	Medium-term
	Lead the introduction of appropriate tour activities by relevant certified operators with a focus on nature, heritage, culture and food experiences.	Medium-term
Ipswich Central	Extend the positioning and activation of Ipswich Central as a regionally significant economic and activity precinct.	Short-term
	Enhance the events and activations delivered within Ipswich Central ensuring they reach audiences in the greater South East Queensland marketplace.	Short-term
North Ipswich	Support the progression of the North Ipswich Open Space Master Plan as the strategic direction for a key area of recreation, events and tourism related opportunities.	Medium-term
Springfield Central	Maximise the Springfield Central Sports Complex and Springfield Stadium as key assets able to attract regional, state and national sporting and entertainment events.	Short-term
Ipswich Nature Centre	Contribute to the successful delivery of the Ipswich Nature Centre Master Plan improving and enhancing the facility and wider Queens Park precinct as an attraction of regional significance.	Short-term

Action	Task	Timeframe
<b>Tourism Industry Cluster Development</b>		
Industry development	Council to continue to work with the Ipswich Tourism Operators Network (ITON) to develop the visitor economy.	Short-term
	Ongoing enhancement of the tourism partner program to support increased operator marketing activity, increased customer service levels and support employment in the city.	Short-term
	Audit of Ipswich product representation in all major traditional and online domestic and key international travel trade channels leading to a program of industry trade-readiness development and ongoing trade engagement.	Short-term
	Support industry in the development of packages targeted at domestic and international trade distribution.	Short-term
	Progressing on the findings of the tourism infrastructure audit to deliver a prospectus for targeted investment and development in the city.	Short-term
	Support the progression of the Ipswich Motorsport Precinct Master Plan as the strategic direction for a key area of tourism related opportunity.	Short-term
	Work with Brisbane Marketing and Tourism and Events Queensland to maximise opportunities with Cruise, and Airport passengers for when they arrive in Brisbane.	Short-term
	Work with Tourism and Events Queensland to maximise opportunities related to Outback and Southern Queensland country marketing activity.	Short-term
	Identify opportunities for industry to benefit from regional investment in tourism and transport infrastructure taking place in Brisbane, Gold Coast and the Sunshine Coast.	Short-term
	Facilitate regional product packaging opportunities for half and full day tour operator itineraries.	Short-term
Industry state of play barometer annual survey developed to measure the health of the tourism industry in Ipswich.	Short-term	
<b>Events</b>		
Event calendar	Grow sporting carnivals and events positioning Ipswich as a regional capital attracting participatory, niche and major events.	Short-term
	Creation of an event operator working group to support growing event operator capability.	Short-term
	Continue to develop the Ipswich Festival as an event of regional significance generating increased economic impact from intrastate visitation and dispersal.	Short-term
	Continue to improve council's Event Sponsorship Program with a focus on events which deliver community, cultural, visitation, economic and positioning outcomes for the city.	Short-term

Action	Task	Timeframe
<b>Marketing</b>		
Brand Ipswich	Undertake a city brand positioning review.	Short-term
	Maintain a network of best-practice owned digital assets which increase awareness, engagement, or conversion for target consumers and the Ipswich tourism industry.	Short-term
	Implement a proactive destination publicity plan to increase awareness of destination Ipswich and its hero experiences amongst the identified target audiences.	Short-term
	Put into practice an always-on, targeted, omni-channel seasonal campaign plan which drives awareness, engagement, leads to Ipswich tourism industry.	Short-term
	Continue to enhance the quality of the city's destination magazine and increase distribution to target markets.	Short-term
<b>Transport and Access</b>		
Transport	Identify and encourage improved accessibility and connectivity between key attractions across the region facilitating increased visitation, visitor experience and dispersal.	Long-term
	Ensure that access to key attractors and tourism facilities in Ipswich is safe, appropriate for the intended land use and considers access via more sustainable forms of transport where possible.	Long-term
	Facilitate improved visitor and tourism operator accessibility across the region through support and advocacy for the transport intent outlined in the <i>City of Ipswich Transport Plan</i> .	Long-term
Wi-Fi	Support council's Public WiFi and Sensor Network Program as a factor for improved visitor experience and digital engagement.	Short-term
Way-finding	Draft a way-finding strategy integrating council signage guidelines and new industry standards to improve and enhance the visitor experience and dispersal.	Short-term
	Maintain a nationally recognised standard of in-destination visitor services through the Visitor Information Centre facility and other strategic touch-points around the region.	Short-term
Ambassador Program	Continue to develop the Discover Ipswich Ambassador program to enhance and support visitor servicing.	Short-term

Item 1 / Attachment 1.



Doc ID No: A5409223

13 March 2019

TO: ECONOMIC DEVELOPMENT MANAGER

FROM: SENIOR INDUSTRY DEVELOPMENT OFFICER

RE: CITY OF IPSWICH BUSINESS MISSION TO THE 2019 AUSTRALIAN  
INTERNATIONAL AIRSHOW AND DEFENCE EXPOSITION

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## **INTRODUCTION**

This is a report by the Senior Industry Development Officer dated 13 March 2019 concerning the City Of Ipswich Business Mission, promoting industry capabilities of the region at the Australian International Airshow and Exposition at Avalon, Geelong from 25 February to 1 March 2019.

## **RELATED PARTIES**

There are no related parties arising as a direct result of this report.

## **ADVANCE IPSWICH THEME LINKAGE**

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

Goal 1 Strategy 1 Key Action 1.2 - Develop export links to support long term competitiveness in the Ipswich economy.

Goal 1 Strategy 5 - Support the growth and operations of RAAF Base Amberley and associated aerospace and defence industries.

## **PURPOSE OF REPORT/BACKGROUND**

The City of Ipswich has a long and productive relationship with the Australian Defence Force, it represents a significant part of our history, our identity, our community and our future.

Nearly 10 per cent of all employment in Ipswich is in the defence industry and associated supply chain and the defence industry generates over \$1.3 billion in export value for the local economy.

Defence is identified as a priority industry in council's Economic and Workforce Development Plan. In 2017 council established the City of Ipswich Defence Industry Advisory Committee (CIDIAC) with representatives from Ipswich City Council, Queensland Government, the Australian Defence Force, industry and universities to drive defence

collaboration and delivery. In 2018 council in association with CIDIAC delivered the Defence Ipswich Action Plan.

As a key deliverable of the Defence Ipswich Action Plan, council led its largest ever defence delegation to Asia Pacific's largest aviation exposition – the Australian International Aerospace and Defence Exposition (Avalon).

Avalon 2019 attracted 210,000 attendees, 698 exhibitors from 25 countries and 367 industry media.

The City Of Ipswich Business Mission included representatives from Ipswich City Council, Capral Limited, Frontline Manufacturing, Military and Aviation Spares, Springfield City Group, University of Southern Queensland, Greater Springfield Chamber of Commerce and Ipswich Central Chamber of Commerce.

Council secured exhibition space adjacent to the Queensland Government exhibit so that it could maximise its partnership and alignment with the state whilst focusing attention on Ipswich and its defence capabilities and opportunities.

The priorities of the Business Mission were:

- Increase the profile and presence of Ipswich with national and international defence industry influencers, investors and decision makers
- Connect developing Ipswich businesses with potential clients
- Promote the services of council to defence industry primes and contractors
- Distribute the Defence Ipswich Action Plan to increase awareness of the Ipswich opportunity

Over the three days, council staff had more than 450 contacts with defence industry stakeholders.

The participating businesses each confirmed that they had progressed significant business leads as a direct result of connections made during the Business Mission.

Council's strategic and proactive approach to defence industry development was overwhelmingly acknowledged as being a national leader. The Office of Economic Development had 10 follow-up contacts in the first four weeks as a direct result of connections made during the Business Mission.

Three hundred and fifty hard copies of the Defence Ipswich Action Plan were distributed to targeted delegates and it was recognised by a variety of senior defence industry stakeholders as being the best of any local government in Australia.

Feedback from participants of the Business Mission include:

Matthew Ellis – General Manager, Frontline Manufacturing  
*Thank you for inviting Frontline to be part of the Ipswich stand at last week's Avalon Air Show. We have had such a fantastic response as a result of this exposure. We have since had a number of calls connected with X, X, X and X to mention a few. As a direct result of the event we have X visiting Frontline this Thursday. We employ 20 staff members who live in*

*Ipswich, we send staff to Bremmer TAFE for advanced training and select school based apprentices from Ipswich State High School. We will keep supporting the Ipswich community. You have solidified our commitment by your contribution to us.*

Mark Murray – Market Manager, Capral Limited

*I would like to say a big thank you for the opportunity offered to Capral to participate on the City of Ipswich stand at Avalon. Your enthusiasm and hunger to support your region is second to none and you should be very proud of what was achieved at Avalon. In a quick snapshot, Capral employs over 300 full time staff at our Bremer manufacturing facility, plus many casual staff. The networking and introductions your support provided are so valuable when dealing with Defence and Primes. This support allowed me the opportunity to reconnect with the likes of X, X and X and also gave me key introductions to X, X and many new contacts from across Australia. Capral also met with a number of delegates from the USA and SE Asia and we have already had an export quote opportunity in India.*

Mary O’Dea – General Manager Strategy, Springfield City Group

*It certainly was a wonderful time together promoting what is happening in the Ipswich Region and the great opportunities, which are awaiting people working in the Defence Industry. Lisa and I have made some great contacts, following-up requested appointments and moving to look at opportunities. Thank you for the team at ICC for the professional way this delegation was able to interact both with ourselves, but with the wider Defence community.*

Neil Coupland – President, Greater Springfield Chamber of Commerce

*On behalf of the Greater Springfield Chamber we would like to say a big thank you. It was awesome to meet so many like-minded people that were passionate about our region, from council employees to local business owners and managers, everyone made us welcome, it truly was a united front. We thank you for the introductions to businesses both near and far. We would love the opportunity to be involved in this or similar events in the future. I think our city is looking great and is good hands as far as business goes, great collaboration and networking looking forward to working with everyone who attended in the near future.*

## **RESOURCE IMPLICATIONS**

There are no resource implications arising as a direct result of this report.

## **RISK MANAGEMENT IMPLICATIONS**

There are no risk management implications arising as a direct result of this report.

## **LEGAL/POLICY BASIS**

*This report and its recommendations are consistent with the following legislative provisions:  
Local Government Act 2009*

## **COMMUNITY AND OTHER CONSULTATION**

There are no community or consultation implications arising as a direct result of this report.

## **CONCLUSION**

As a key deliverable of the Defence Ipswich Action Plan, the Office of Economic Development led the City Of Ipswich Business Mission to promote the region's defence capabilities and generate business opportunities for local operators at the Australian International Airshow and Exposition in Avalon.

Early quantitative and qualitative measures indicate the Business Mission successfully delivered against its stated objectives.

The Office of Economic Development will continue to collaborate with the Business Mission participants and wider industry to maximise the exposure and opportunities generated at Avalon 2019.

## **RECOMMENDATION**

That the Interim Administrator of Ipswich City Council resolve:

That the report concerning the City Of Ipswich Business Mission, promoting industry capabilities of the region at the Australian International Airshow and Exposition, be received and its contents noted.

Tamanna Monem

**SENIOR INDUSTRY DEVELOPMENT OFFICER**

I concur with the recommendations contained in this report.

Paul Massingham

**ECONOMIC DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole

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

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

Doc ID No: A5423019

20 March 2019

TO:            MARKETING SERVICES MANAGER  
FROM:         SPONSORSHIP OFFICER  
RE:            REVIEW OF EVENT SPONSORSHIP POLICY

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## **INTRODUCTION**

This is a report by the Sponsorship Officer dated 20 March 2019 concerning the review and update of Council's Event Sponsorship Policy.

## **RELATED PARTIES**

There are no related parties arising as a direct result of this report.

## **ADVANCE IPSWICH THEME LINKAGE**

Strengthening our local economy and building prosperity

## **PURPOSE OF REPORT/BACKGROUND**

Council's Event Sponsorship Program provides funding to a variety of partners for the sustainable development of events which enhance the city's economic and cultural outcomes.

Council recognises that events are key drivers for tourism visitation and expenditure, cultural development and inclusion, city branding and positioning, business and investment attraction, new resident attraction and promoting a healthy active lifestyle.

Council's Event Sponsorship Program works in partnership with the Community Grants and In-Kind Assistance Program, the key distinctions being:

- the Event Sponsorship Program provides uncapped support for event managers to relocate, establish or sustain events which enhance the city's economic and/or cultural outcomes
- the Community Grants and In-Kind Assistance Program provides up to \$10,000 reducing over a maximum of three years to support community organisations in developing and delivering projects that encourage participation in community life.

The purpose of this policy review and update is to improve the event sponsorship framework and increase operational efficiencies in its effective implementation and management.

The main changes captured in Attachment 2 and Attachment 3 are:

- introduction of principles for event sponsorship
- authority for relevant Officer to approve Event Sponsorships under \$15,000
- introduction of eligibility guidelines for event sponsorship
- introduction of application guidelines for event sponsorship

### RESOURCE IMPLICATIONS

There are resource efficiencies expected to be achieved as a direct result of this report.

### RISK MANAGEMENT IMPLICATIONS

There are no risk management implications arising as a direct result of this report. Risks associated with each event sponsorship application will be assessed and managed in accordance with the Event Sponsorship Program procedure, council's Enterprise Risk Management Policy and where appropriate submitted to future council meetings for consideration.

### LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:  
*Local Government Act 2009.*

### COMMUNITY AND OTHER CONSULTATION

Council's Tourism Development Branch, Sport Recreation and Natural Resources Branch and Community Engagement Branch have been consulted.

### CONCLUSION

The review and update of council's Event Sponsorship Policy facilitates improved transparency and efficiency for the Event Sponsorship Program.

### ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Event Sponsorship Policy - current  
2.	Event Sponsorship Policy - Tracked Changes  
3.	Event Sponsorship Policy - cleanksin  

### RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That the policy titled 'Event Sponsorship Policy' as detailed in Attachment 1 of the report by the Sponsorship Officer dated 20 March 2019 as recommended at Policy

and Administration Board No. 2014(09) of 30 September 2014 – City Management and Finance Committee No. 2014(10) of 8 October 2014, be repealed.

- B. That the policy titled ‘Event Sponsorship Policy’ as detailed in Attachment 3 of the report by the Sponsorship Officer dated 20 March 2019, be adopted.

Paula Watkins  
**SPONSORSHIP OFFICER**

I concur with the recommendations contained in this report.

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”*

	<b>EVENT SPONSORSHIP POLICY</b>	<b>Document No: A3762704</b>
<p><b>1.1 Objective:</b></p> <p>The objectives of the Policy are to provide a framework for Ipswich City Council’s event sponsorship program and to encourage the development of events in the city. Council’s policy objectives are:</p> <ul style="list-style-type: none"><li>• To position the City as a significant event destination;</li><li>• To act transparently and obtain best value for money;</li><li>• To formalise general principles to apply to the negotiation and implementation of sponsorship agreements; and</li><li>• To articulate the process Council will use to grant sponsorship.</li></ul>		
<p><b>1.2 Regulatory Authorities:</b></p> <ul style="list-style-type: none"><li>• <i>Local Government Act 2009</i></li><li>• <i>Local Government Regulations 2012</i></li><li>• Ipswich City Council Sporting Donation and Sponsorship Policy</li><li>• Community and Cultural Services Sponsorship Procedure</li><li>• Ipswich City Council Long Term Community Plan (i2031)</li><li>• Ipswich City Council Corporate Plan 2012-2017</li></ul> <p><b>Policy Statement:</b></p> <ol style="list-style-type: none"><li>1. In adopting the annual budget, Council may approve an allocation of funds to support a range of sponsorship and partnership opportunities for eligible community organisations and businesses.</li><li>2. Availability of Event Sponsorship provided by Council will be promoted through a range of Council media including Mayoral and Electorate Offices.</li><li>3. Sponsorships provided by Council will contribute to Council’s Corporate Plan themes and the Ipswich City Council Long Term Community Plan’s strategies, and will assist Council in achieving its Corporate Goals.</li><li>4. For the purpose of reporting in accordance with the <i>Local Government Regulation 2012</i> (the Regulation), community organisations will be defined as per Schedule 8 of the Regulation as follows:</li></ol>		

- an entity that carries on activities for a public purpose; or
- an entity whose primary objective is not directed at making a profit.

5. Relevant Procedures will be established for each sponsorship opportunity defining eligibility, assessment and acquittal criteria under which Council funding will be provided.

6. Council will utilise sponsorship as a strategic tool to assist in:

- Making significant contribution to economic, community, cultural, social recreational and environmental enhancement and revitalisation of the Ipswich community;
- Engaging the community, businesses and other stakeholders;
- Meeting the objectives of the Corporate Plan; and
- Promoting the City of Ipswich and Council programs and attracting events to the City of Ipswich

7. Organisations and businesses are expected to apply responsible management of sponsorship funding received from Council, and deliver agreed benefits to the City of Ipswich and Council.

8. Council may consider applications from organisations or businesses outside the City of Ipswich boundary where it is considered that the project, activity or initiative will primarily benefit the City of Ipswich.

**1.3 Roles and responsibilities:**

This Policy, and supporting Procedures and practices, apply to all Departments and Branches in which Event Sponsorships are provided.

**1.4 Definitions:**

Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity in return for negotiated and specific benefits such as cash or in-kind or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support (Qld Government Sponsorship Policy 2013). Sponsorship should not be confused with:

- donations, grants, unconditional gifts, bequests or endowments;

Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

**1.5 Policy Author:**

The Community Development Manager is responsible for reviewing this policy.

**Date of Council Resolution:** 14 October 2014  
**Committee Reference and Date:** Policy and Administration Board No. 2014(09) of 30 September 2014 – City Management and Finance Committee No. 2014(10) of 8 October 2014  
**No. of Resolution:** 2  
**Date to be Reviewed:** 14 October 2016

	<p><b>EVENT SPONSORSHIP POLICY</b></p>	<p><b>Document No: A3762704</b></p>
<p><b>1.1 Objective:</b></p> <p><u>This policy provides the framework for the management of Ipswich City Council’s Event Sponsorship Program to attract, establish or sustain events which enhance the city’s economic and/or cultural outcomes. encourage the development of events in the city.</u></p> <p><del>The objectives of the Policy are to provide a framework for Ipswich City Council’s event sponsorship program and to encourage the development of events in the city. Council’s policy objectives are:</del></p> <ul style="list-style-type: none"> <li><del>• To position the City as a significant event destination;</del></li> <li><del>• To act transparently and obtain best value for money;</del></li> <li><del>• To formalise general principles to apply to the negotiation and implementation of sponsorship agreements; and</del></li> <li><del>• To articulate the process Council will use to grant sponsorship.</del></li> </ul>		
<p><b>1.2 Regulatory Authorities:</b></p> <ul style="list-style-type: none"> <li><u>• Local Government Act 2009</u></li> <li><u>• Local Government Regulations 2012</u></li> <li><u>• Ipswich City Council Long Term Community Plan (i2031)</u></li> <li><u>• Ipswich City Council Corporate Plan 2017 - 2022</u></li> <li><del>• Local Government Act 2009</del></li> <li><del>• Local Government Regulations 2012</del></li> <li><del>• Ipswich City Council Sporting Donation and Sponsorship Policy</del></li> <li><del>• Community and Cultural Services Sponsorship Procedure</del></li> <li><del>• Ipswich City Council Long Term Community Plan (i2031)</del></li> <li><del>• Ipswich City Council Corporate Plan 2012-2017</del></li> </ul>		
<p><b>Policy Statement:</b></p> <p><u>The policy aims to:</u></p> <ul style="list-style-type: none"> <li><u>• Provide a framework for determining when Ipswich City Council will enter into event sponsorship arrangements.</u></li> <li><u>• Support the sustainable development of vibrant, creative and innovative events that enhance the city’s economic and cultural outcomes. development of vibrant, creative and innovative events that enhance the economic, social and cultural life of the City.</u></li> <li><del>• Establish partnerships with suitable organisations to achieve recognition for the City.</del></li> <li><del>• Increase tourist visitation to the City.</del></li> <li><u>• Ensure that a fair and transparent process is used in the allocation of event</u></li> </ul>		

sponsorship funds.

~~— Deliver measurable economic benefits to the City.~~

~~— Drive social and community sporting and recreation events and activities.~~

~~The Event Sponsorship Program provides funding to support a range of sponsorship and partnership opportunities for eligible community organisations and businesses.~~

- ~~1. In adopting the annual budget, Council may approve an allocation of funds to support a range of sponsorship and partnership opportunities for eligible community organisations and businesses.~~
- ~~2. Availability of Event Sponsorship provided by Council will be promoted through a range of Council media including Mayoral and Electorate Offices.~~
- ~~3. Sponsorships provided by Council will contribute to Council's Corporate Plan themes and the Ipswich City Council Long Term Community Plan's strategies, and will assist Council in achieving its Corporate Goals.~~
- ~~4.1. For the purpose of reporting in accordance with the *Local Government Regulation 2012* (the Regulation), community organisations will be defined as per Schedule 8 of the Regulation as follows:~~

- ~~• an entity that carries on activities for a public purpose; or~~
  - ~~• an entity whose primary objective is not directed at making a profit.~~
- ~~5. Relevant Procedures will be established for each sponsorship opportunity defining eligibility, assessment and acquittal criteria under which Council funding will be provided.~~
- ~~6. Council will utilise sponsorship as a strategic tool to assist in:~~
- ~~• Making significant contribution to economic, community, cultural, social-recreational and environmental enhancement and revitalisation of the Ipswich community;~~
  - ~~• Engaging the community, businesses and other stakeholders;~~
  - ~~• Meeting the objectives of the Corporate Plan; and~~
  - ~~• Promoting the City of Ipswich and Council programs and attracting events to the City of Ipswich~~
- ~~7. Organisations and businesses are expected to apply responsible management of sponsorship funding received from Council, and deliver agreed benefits to the City of Ipswich and Council.~~
- ~~8. Council may consider applications from organisations or businesses outside the City of Ipswich boundary where it is considered that the project, activity or initiative will primarily benefit the City of Ipswich.~~

### 1.3 Scope

This policy applies to all requests for event sponsorship directed to Ipswich City Council.

#### Principles

The following five key principles are to be applied when determining event sponsorship arrangements in accordance with this policy:

##### Community Benefit

All event sponsorship activities must provide a specified economic or cultural, ~~social, environmental, financial or economic~~ benefit to the community. Prior to entering into event sponsorship arrangements, an analysis of community benefit ~~should~~ will be undertaken.

##### Alignment

All event sponsorship arrangements must align with Council's aspirations, legislative requirements, priorities, strategic direction, and vision as documented in Council's Corporate Plan, and be consistent with Council's policies including the Councillor Code of Conduct and the Employee Code of Conduct.

##### Risk Management

Potential risks to Council will be assessed prior to entering into event sponsorship arrangements. Some examples of the inherent risks in providing or receiving event sponsorship commonly include the following:

- Conflicts of interest (actual or perceived)
- Reputational risk to Council
- Direct or indirect personal benefits received by Councillors or Council officers

- Perceptions of being influenced by the sponsor/sponsorship recipient
- Perceptions of endorsing the sponsor/sponsorship recipient's products/services

**Open, Accountable Decision-Making and Financial Management**

Event sponsorship will be sought and provided using transparent processes. All event sponsorship arrangements will be assessed in line with the Local Government Act 2009 and Local Government Regulations 2012 and Council's financial policies and guidelines.

In the negotiation of event sponsorship and arrangements the commercial value of the arrangement must be clearly identified and acknowledged.

**Entrepreneurship and revenue raising Sustainability and Scalability**

Event sponsorship activities that present additional revenue opportunities for Council will be considered applications should demonstrate a plan for the ongoing financial sustainability and potential scalability of the event.:

**Available Funding**

The Event Sponsorship Program has two categories:

<u>Category</u>	<u>Purpose</u>	<u>Available Funding</u>
<u>Silver Sponsorship Category 1</u>	<u>Provides financial support for an initiative which provides commercial benefits to the city of Ipswich Standard level of sponsorship for an event which can demonstrate economic or cultural outcomes.</u>	<u>\$3,001 - \$15,000</u>
<u>Gold Sponsorship Category 2</u>	<u>Provides financial support for an initiative which provides commercial benefits to the city of Ipswich and promotes Ipswich as an event and destination city Significant level of sponsorship for an event which can demonstrate a high level of economic or cultural outcomes.</u>	<u>\$15,001 or over</u>

**Resources**

Resources available for event sponsorship will be planned in accordance with Council's corporate planning, annual budget and operational planning processes.

**General Eligibility**

To be eligible for funding event sponsorship, -all applicants must:

- Operate within Deliver the event within -the local government area
- -and/or be able to demonstrate that the proposed project benefits the City's community and economy and has the ability to grow year on year; Articulate the economic or cultural benefits
- Demonstrate adequate consideration of any community or environmental impacts and benefits;
- Incorporate (Ipswich) in the official name of the event and incorporated in the official event location tagline e.g. CMC Rocks Qld Willowbank Ipswich; Promote the event as being hosted in the City of Ipswich

- Provide recognition and designation of Ipswich City Council as a 'Strategic Partner' of the event; of Ipswich City Council
- Be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation - Council will not fund individuals;
- Have satisfactorily accounted to Council for the expenditure of any previous Council sponsorships or other Council funding (as required);
- Have no outstanding debts of any kind with Ipswich City Council;
- Hold an appropriate public liability insurance policy to cover staff, members and general public as appropriate;
- Demonstrate that the sponsorship will be used for a purpose in the public interest and in accordance with this policy;
- Demonstrate they are capable of delivering the proposed event;
- The applicant must be capable of obtaining all regulatory approvals for the Event;
- Be financially viable;
- Demonstrate commitment and initiatives taken by their organisation to improve environmental performance.

### **Exclusions**

The following will not be funded:

- Applications from individuals;
- Activities, events or programs occurring outside the City of Ipswich;
- Activities or events that directly contravene existing Council policy;
- Activities with safety and/or environmental hazards;
- Requests seeking reimbursement for funds already spent;
- General fundraising activities (unless it can be demonstrated that there is significant benefit for the city and community and it strongly aligns with the policy principles);
- Requests associated with an organisation's operational expenses including insurances.

### **Application**

All applications shall be considered on their merits, taking into account the guidelines of this Policy, the circumstances of each case, and the availability of funds in Council's budget.

### **Assessment Process**

An Applicant Guidelines document will be available each year and this document will outline the assessment criteria and process that will be used to assess event sponsorship applications. The assessment process will also be supported by an internal procedure document.

### **Terms and Conditions That Apply to Successful Applicants**

All successful applicants will receive the approved funding event sponsorship from Council subject to the terms and conditions which are outlined in the Applicant Guidelines document.

### **Expected Event Sponsorship Outcomes**

Ipswich City Council expects that initiatives for which a event sponsorship is provided will have measureable social, cultural and community economic or cultural outcomes. Examples of measureable economic and cultural outcomes are detailed provided in the Applicant Guidelines document.

### **Acquittal Report**

To ensure appropriate accountability by event sponsorship recipients with regard to for the use of event sponsorship funding, all funding event sponsorships provided by Council will require an

valuation report and financial acquittal, outlining the use of the fundsevent sponsorship (including proof of expenditure) and the achieved outcomes of the event.

**1.31.4 Roles and responsibilities:**

Event Sponsorship approvals, commensurate with the significance of the event sponsorship, are managed as follows:

- Category 1 event sponsorships \$3,001 - \$15,000 in value, exclusive of GST, will require approval of the Chief Operating Officer, Economic Development and Marketing.
- Category 2 event sponsorships greater than \$15,001 in value, exclusive of GST, will require Council resolution.

Event Sponsorship contracts are to be signed in line with the Delegations of Authority within Ipswich City Council.

This Policy, and supporting Procedures and practices, apply to all Departments and Branches in which Event Sponsorships are provided.

**1.41.5 Definitions:**

Sponsorship is the right to associate the sponsor's name, products or services with the sponsored organisation's service, product or activity in return for negotiated and specific benefits such as cash or in-kind or promotional opportunities. It involves a negotiated exchange and should result in tangible, material and mutual compensation for the principal parties to the arrangement. Sponsorship can take the form of cash and/or in-kind support (Old Government Sponsorship Policy 2013). Sponsorship should not be confused with:

- donations, grants, unconditional gifts, bequests or endowments;

Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.

<b><u>Acquittal</u></b>	<u>The process by which a recipient demonstrates in writing to Council that it has expended the funds in accordance with the terms and conditions of the funding agreement on completion of the event. The acquittal process, when conducted correctly, demonstrates that these monies were being used efficiently, effectively or that the community is getting value for money.</u>
<b><u>Auspice</u></b>	<u>An organisation that takes responsibility for ensuring funds are used as specified in the sponsorship allocation. An auspicing organisation will be responsible for:</u> <ul style="list-style-type: none"> <li>• <u>Signing off on the funding agreement;</u></li> <li>• <u>The receipt, banking and administration of all monies;</u></li> <li>• <u>Project monitoring and completion;</u></li> <li>• <u>Ensuring the applicant acquits the funding on time; and</u></li> <li>• <u>Sign off on the acquittal form.</u></li> </ul>
<b><u>Council</u></b>	<u>Refers to Ipswich City Council</u>
<b><u>Event Sponsorship</u></b>	<u>A business transaction in which Council provides a financial contribution to support an event, in return for negotiated commercial benefits to the City.</u>
<b><u>Event</u></b>	<u>An organised and themed event designed to attract a public audience.</u>
<b><u>Sponsorship</u></b>	<u>The agreement entered into by Council and an applicant whose application for event</u>

<u>Agreement</u>	<u>sponsorship has been successful.</u>
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1.51.6 Policy Author:

The Chief Operating Officer (Economic Development and Marketing) is responsible for reviewing this policy. The Community Development Manager is responsible for reviewing this policy.

**Date of Council Resolution:** 14 October 2014  
**Committee Reference and Date:** Policy and Administration Board No. 2014(09) of 30 September 2014 – City Management and Finance Committee No. 2014(10) of 8 October 2014  
**No. of Resolution:** 2  
**Date to be Reviewed:** 14 October 2016



# POLICY

<b>EVENT SPONSORSHIP POLICY</b>	<b>Version: Document No.:</b>
<p><b>1.1 Objectives:</b></p> <p>This policy provides the framework for the management of Ipswich City Council’s Event Sponsorship Program to attract, establish or sustain events which enhance the city’s economic and/or cultural outcomes.</p> <p><b>1.2 Regulatory Authority:</b></p> <ul style="list-style-type: none"><li>• <i>Local Government Act 2009</i></li><li>• <i>Local Government Regulations 2012</i></li><li>• Ipswich City Council Long Term Community Plan (i2031)</li><li>• Ipswich City Council Corporate Plan 2017 – 2022</li></ul> <p><b>1.3 Policy Statement:</b></p> <p>The policy aims to:</p> <ul style="list-style-type: none"><li>• Provide a framework for determining when Ipswich City Council will enter into event sponsorship arrangements</li><li>• Support the sustainable development of vibrant, creative and innovative events that enhance the city’s economic and cultural outcomes</li><li>• Ensure that a fair and transparent process is used in the allocation of event sponsorship funds</li></ul> <p><b>1.4 Scope:</b></p> <p>This policy applies to all requests for event sponsorship directed to Ipswich City Council.</p> <p><b>Principles</b></p> <p>The following five principles are to be applied when determining event sponsorship arrangements in accordance with this policy:</p> <p><b><u>Community Benefit</u></b></p> <p>All event sponsorship activities must provide economic and/or cultural benefit to the community. Prior to entering into event sponsorship arrangements, an analysis of community benefit will be undertaken.</p> <p><b><u>Alignment</u></b></p> <p>All event sponsorship arrangements must align with Council’s aspirations, legislative requirements, priorities, strategic direction, and vision as documented in Council’s Corporate Plan, and be consistent with Council’s policies including the Councillor Code of Conduct and the Employee Code of Conduct.</p>	

**Risk Management**

Potential risks to Council will be assessed prior to entering into event sponsorship arrangements. Some examples of the inherent risks in providing or receiving sponsorship commonly include the following:

- Conflicts of interest (actual or perceived)
- Reputational risk to Council
- Direct or indirect personal benefits received by Councillors or Council officers
- Perceptions of being influenced by the sponsor/sponsorship recipient
- Perceptions of endorsing the sponsor/sponsorship recipient’s products/services

**Open, Accountable Decision Making and Financial Management**

Event sponsorship will be sought and provided using transparent processes. All event sponsorship arrangements will be assessed in line with the *Local Government Act 2009* and *Local Government Regulations 2012* and Council’s financial policies and guidelines.

In the negotiation of event sponsorship and arrangements the commercial value of the arrangement must be clearly identified and acknowledged.

**Sustainability and Scalability**

Event sponsorship applications should demonstrate a plan for the ongoing financial sustainability and potential scalability of the event.

**Available Funding**

The Event Sponsorship Program has two categories:

Category	Purpose	Available Funding
Category 1	Standard level of sponsorship for an event which can demonstrate economic or cultural outcomes.	\$1 - \$15,000
Category 2	Significant level of sponsorship for an event which can demonstrate a high level of economic or cultural outcomes.	\$15,001 or over

**Resources**

Resources available for event sponsorship will be planned in accordance with Council’s corporate planning, annual budget and operational planning processes.

### **General eligibility**

To be eligible for event sponsorship all applicants must:

- Deliver the event within the local government area
- Articulate the economic and/or cultural benefits
- Demonstrate adequate consideration of any community or environmental impacts
- Promote the event as being hosted in the City of Ipswich
- Provide recognition of Ipswich City Council
- Be a registered organisation with an ABN (or ACN) or a Not-for-Profit organisation - Council will not fund individuals
- Have satisfactorily accounted to Council for the expenditure of any previous Council sponsorships or other Council funding (as required)
- Have no outstanding debts of any kind with Ipswich City Council
- Hold an appropriate public liability insurance policy to cover staff, members and general public as appropriate
- Demonstrate that the sponsorship will be used for a purpose in the public interest and in accordance with this policy
- Demonstrate they are capable of delivering the proposed event
- The applicant must be capable of obtaining all regulatory approvals for the Event
- Be financially viable
- Demonstrate commitment and initiatives taken by their organisation to improve environmental performance

### **Exclusions**

The following will not be funded:

- Applications from individuals;
- Activities, events or programs occurring outside the City of Ipswich;
- Activities or events that directly contravene existing Council policy;
- Activities with safety and/or environmental hazards;
- Requests seeking reimbursement for funds already spent;
- General fundraising activities (unless it can be demonstrated that there is significant benefit for the city and community and it strongly aligns with the policy principles);
- Requests associated with an organisation's operational expenses including insurances.

### **Application**

All applications shall be considered on their merits, taking into account the guidelines of this policy, the circumstances of each case, and the availability of funds in Council's budget.

### **Assessment Process**

An Applicant Guidelines document will be available each year and this document will outline the assessment criteria and process that will be used to assess event sponsorship applications. The assessment process will also be supported by an internal procedure document.

### **Terms and Conditions That Apply to Successful Applicants**

All successful applicants will receive the approved event sponsorship from Council subject to the terms and conditions which are outlined in the Applicant Guidelines document.

### **Expected Event Sponsorship Outcomes**

Ipswich City Council expects that initiatives for which event sponsorship is provided will have economic and/or cultural outcomes. Examples of economic and cultural outcomes are provided in the Applicant Guidelines document.

### **Acquittal Report**

To ensure appropriate accountability for the use of event sponsorship, all event sponsorships require an evaluation report and financial acquittal, outlining the use of the event sponsorship (including proof of expenditure) and the achieved outcomes of the event.

#### **1.5 Roles and Responsibilities:**

Event sponsorship approvals, commensurate with the significance of the event sponsorship, are managed as follows:

- Category 1 event sponsorships \$1 - \$15,000 in value, exclusive of GST, require approval of the Chief Operating Officer, Economic Development and Marketing.
- Category 2 event sponsorships greater than \$15,001 in value, exclusive of GST, require Council resolution.

Event sponsorship contracts are to be signed in line with the Delegations of Authority within Ipswich City Council.

<b>1.6 Definitions:</b>	
<b>Acquittal</b>	The process by which a recipient demonstrates in writing to Council that it has expended the funds in accordance with the terms and conditions of the funding agreement on completion of the event. The acquittal process, when conducted correctly, demonstrates that these monies were being used efficiently, effectively or that the community is getting value for money.
<b>Auspice</b>	An organisation that takes responsibility for ensuring funds are used as specified in the sponsorship allocation. An auspicing organisation will be responsible for: <ul style="list-style-type: none"> <li>• Signing off on the funding agreement;</li> <li>• The receipt, banking and administration of all monies;</li> <li>• Project monitoring and completion;</li> <li>• Ensuring the applicant acquits the funding on time; and</li> <li>• Sign off on the acquittal form.</li> </ul>
<b>Council</b>	Refers to Ipswich City Council
<b>Event Sponsorship</b>	A business transaction in which Council provides a financial contribution to support an event, in return for negotiated commercial benefits to the City.
<b>Event</b>	An organised and themed event designed to attract a public audience.
<b>Sponsorship Agreement</b>	The agreement entered into by Council and an applicant whose application for event sponsorship has been successful.
<b>1.7 Policy Author:</b>	
The Chief Operating Officer (Economic Development and Marketing) is responsible for reviewing this policy.	
<b>Date of Council resolution: 14 October 2014</b>	
<b>Committee Reference and date:</b> Policy and Administration Board No. 2014(09) of 30 September 2014 – City Management and Finance Committee No. 2014(10) of 8 October 2014	
<b>No of resolution: 2</b>	
<b>Date to be reviewed: 14 October 2016</b>	

Doc ID No: A5423804

20 March 2019

TO: ECONOMIC DEVELOPMENT MANAGER  
FROM: SENIOR PROJECT OFFICER  
RE: NERIMA 25TH ANNIVERSARY INVITATION TO CITY OF IPSWICH

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## **INTRODUCTION**

This is a report concerning an invitation by Nerima City to the City of Ipswich to attend the commemoration of the 25<sup>th</sup> anniversary of Sister City relations and represent Ipswich at the Urban Agriculture World Summit from 29 November and 1 December 2019.

## **RELATED PARTIES**

Nerima City Government, Tokyo, Japan.

## **ADVANCE IPSWICH THEME LINKAGE**

Strengthening our local economy and building prosperity.

## **PURPOSE OF REPORT/BACKGROUND**

Nerima is a special ward in Tokyo, Japan. The ward refers to itself as Nerima City and has an estimated population of 721,858 with 323,296 households. Key industries of Nerima include agriculture, defence, tourism and animation.

The City of Ipswich has had a Sister City relationship with Nerima City since 1994, making Nerima Ipswich's oldest standing Sister City and 2019 the 25<sup>th</sup> anniversary of the agreement. Both signatories have undertaken active initiatives during this time including:

- Nerima Gardens – Queens Park including the first permanent tea house in Queensland. Nerima have also gifted suitable items for this tea house.
- Nerima City community groups provided support during the 2011 Ipswich floods, holding a fundraiser with proceeds going directly to the Ipswich Flood Appeal. This initiative was co-ordinated by the Nerima City Office.
- Education exchanges (students and Nerima Board of Education annual visits).
- Book exchanges (Ipswich Library).

- Sporting exchanges (Western Pride).
- Regional promotional activities (tourism).
- Ipswich Festival and Christmas Wonderland support (cultural).

The next Nerima Board of Education delegation visit is scheduled for July 2019, coordinated by Education Queensland International and supported by Ipswich City Council.

The last Ipswich outbound delegation to visit Nerima City was 15 to 20 October 2014 to commemorate the 20 year Sister City anniversary.

The Mayor of Nerima City, Akio Maekawa, has written to the Interim Administrator inviting delegates from Ipswich to participate in a number of activities within Nerima from 29 November to 1 December 2019 (Attachment 1).

Nerima City officials have proposed a schedule of engagements including attendance at the Urban Agriculture World Summit.

The Office of Economic Development believes there are opportunities to develop the relationship further through active trade and investment discussions focused on priority Ipswich industries including agricultural production, manufacturing, defence supply chain, education, tourism and smart city solutions.

It is further recommended that invitations to participate in the delegation be extended to leaders from relevant industries, companies, associations and community groups. Participation would be managed through a qualified expression of interest process and all costs would be borne by the participants.

A complete activity schedule would be developed by the Office of Economic Development with Nerima City Government, Trade and Investment Queensland and Austrade.

### **RESOURCE IMPLICATIONS**

The Office of Economic Development would be responsible for overall project management, liaison with all stakeholders, research, delegation briefings, logistics, budget, comprehensive follow up reporting and recommended actions in accordance with the Economic and Workforce Development Plan.

Nerima city officials have advised that internal transfers, meals and interpreter fees will be provided by their government. Ipswich City Council will be required to provide their own airfares, transfers (to and from airports) and accommodation. Nerima officials will assist with recommending appropriate accommodation.

It is recommended that two council representatives attend, being the Chief Executive Officer and an Economic Development Officer. Estimated expenses for this outbound delegation would be approximately \$10,000.

## RISK MANAGEMENT IMPLICATIONS

Failure to appropriately recognise the 25<sup>th</sup> anniversary of Sister City relations would put the relationship between the City of Ipswich and Nerima City at risk of failure and damage Ipswich's reputation in international relations.

## LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions: *Local Government Act 2009*.

## COMMUNITY AND OTHER CONSULTATION

Consultation has been undertaken with

- Ipswich City Council, Office of the Interim Administrator
- Nerima City Government (International and Domestic City Exchange)
- Trade and Investment Queensland
- Australian Trade and Investment Commission (Austrade)

## CONCLUSION

The Mayor of Nerima City has formally invited the City of Ipswich to join in commemoration of the 25th anniversary of Sister City relations and represent Ipswich at the Urban Agriculture World Summit.

The Office of Economic Development believes this is an excellent opportunity to strengthen relations with our longest serving Sister City actively develop trade and investment opportunities focused on priority Ipswich industries.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Invitation to Nerima in Commemoration of the 25th Anniversary of Friendship City Agreement <a href="#"></a>
2.	The Urban Agriculture World Summit <a href="#"></a>

## RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That council accept the invitation from the Mayor of Nerima City to join in commemoration of the 25th anniversary of Sister City relations and represent Ipswich at the Urban Agriculture World Summit.

- B. That the Office of Economic Development work with Nerima City Government, state and national trade agencies and Ipswich stakeholders to maximise the benefits of a delegation to Nerima City and the ongoing value of the Sister City agreement.

Ben Hayward  
**SENIOR PROJECT OFFICER**

I concur with the recommendations contained in this report.

Paul Massingham  
**ECONOMIC DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

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

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

*NERIMA CITY*



*NERIMA CITY OFFICE*

*6-12-1, TOYOTAMA-KITA, NERIMA-KU, TOKYO 176-8501, JAPAN*

*Tel:(03) 3984-1302 Fax(03)3993-6512*

5 March 2019

Interim Administrator Greg Chemello

Interim Administrator of the City of Ipswich

Invitation to Nerima in Commemoration of the  
25th Anniversary of Friendship City Agreement

Dear Interim Administrator Greg Chemello

On the occasion of the 25th anniversary of friendship city agreement between Ipswich and Nerima this year in 2019, it is with great pleasure that we invite the delegates from Ipswich city to Nerima.

The city of Nerima will host "the Urban Agriculture World Summit" from November 29 to December 1, 2019. The summit is held to spread to the world the charms and potential of Nerima where you are able to live with agriculture around you. We plan to invite the cities where people actively engage in urban agriculture including New York, London, Jakarta, Seoul and Toronto, and hold the events such as symposium and harvesting experience.

I truly hope that the representatives from the city of Ipswich enjoy our culture as well as communicate with Nerima citizens through various events and that this opportunity will help deepen friendship between our two cities.

I wish Ipswich continued prosperity and look forward to meeting you.

Yours sincerely

Mayor of the City of Nerima

Akio Maekawa

前川 耀男

Nerima Tour Tentitive Schedule

1 Schedule

	29 Nov (Fri)	30 Nov (Sat)	1 Dec (Sun)
morning		Nerima White Radish Pulling out Tournament	Offer an Introduction of Ipswich City at Nerima World Festival
afternoon	Meeting(meet the Mayor) Welcome Party	Site Tour in Nerima City	Symposium at Urban Agriculture World Summit, World Marche
evening	JAZZ Concert		Participation in Farewell Reception of Urban Ariculture World Summit

2 Venue

Nerima City

3 Accomodation

Hotel Cadenza Higarigaoka  
5-8-20 Takamatsu,Narima, Tokyo 1790075

4 Expenses

Travel expenses to move in Nerima city, meal fees and interpreter fees while staying are to be covered by Nerima city.

Airfare, transportation fees from the airport to the hotel in Nerima city and accommodation fees while staying are we expect to be covered by your city. (We are to handle hotel bookings.)

**The Urban Agriculture World Summit  
(UAWS)  
Master Plan**

**August 2018**

**The Urban Agriculture World Summit Committee  
Nerima City**

## **[Contents]**

- 1 The Urban Agriculture World**  
**Summit, why now? ... Page 1**
  
- 2 Objectives ... Page 2**
  
- 3 Summary ... Page 3**
  
- 4 Organizational Structure ... Page13**

## **1 The Urban Agriculture World Summit, why now?**

In recent years, urban agriculture as well as the role and benefits of farmland have been reevaluated in many cities around the world, so a variety of projects to encourage them has been conducted with the increasing interest in the agriculture. For example, in New York City, the world fashion capital, the lifestyle of harvesting vegetables in their own garden has been popular particularly among young women. In London, with taking the opportunity of London 2012 Olympics/Paralympics Games, they made it a goal to open 2,012 allotment gardens, with the result that they succeeded in achieving about 2,500 ones. In this way, several agricultural projects have been conducted in many cities of the world.

In Japan, the government made the drastic policy change to establish the "Fundamental Law of Promoting Urban Agriculture" in April 2015, and the urban farmland was defined as necessary for city, not as land to be turned into residential one.

In Nerima City, being located in the Metropolitan Tokyo, farming has been penetrating into the citizens' life. There are farmlands throughout the city and the citizens regard agriculture as an industry, which is worldwide rare case and is highly significant.

Urban agriculture/farmland function as supply of agricultural products, disaster management, environmental protection and have a possibility to bring to the citizens further benefits.

Thus we host the Urban Agriculture World Summit, so that we could disseminate domestically and internationally the benefits and possibilities of the cities where agriculture penetrates.

At the Summit, we provide participating visitors from overseas cities with the opportunities of sharing the significance and benefits, of learning from each other and of seeking for new initiatives, so that we could contribute to the development of urban agriculture.

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\*At the Urban Agriculture World Summit, we define "urban agriculture" as farming incorporated into the citizens' life in a big city.

## 2 Objectives

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We host the Urban Agriculture World Summit with the following objectives:

- (1) Share the significance and benefits of urban agriculture with participating cities for contributing to the development of urban agriculture

Domestic and international people engaged in urban agriculture will learn from each other through discussing the roles and benefits of urban agriculture as well as their projects conducted.

In addition to that, we will examine and discuss the possibilities and new initiatives of urban agriculture as well as how cities could be formed with farming, so that we could contribute to further development of urban agriculture.

- (2) Facilitate better network and information-sharing among the people engaged in urban agriculture for seeking for new initiatives

With taking the opportunity of the Urban Agriculture World Summit, people engaged in urban agriculture will communicate with each other, so that they could obtain further information, learn each other's projects and seek for new initiatives.

- (3) Enhance the pride and motivation of the people involved in urban agriculture and of the citizens living in the city where there are farmlands

We will enhance the pride and motivation of the people engaged in urban agriculture and of the citizens living in the city where there are farmlands, through our promotive activities for sharing the significance and benefits of urban agriculture.

### 3 Summary

#### 1. The Urban Agriculture World Summit

We host the Urban Agriculture World Summit with taking the good opportunity of this period during which we build international momentum for Tokyo 2020 Olympics/Paralympics Games and there are abundant agricultural products for organizing various events.

##### (1) Schedule

Friday, November 29<sup>th</sup> – Sunday, December 1<sup>st</sup>, 2019

##### (2) Venue

Main Venue: Nerima Culture Center

Event Sites: Coconeri Hall, Heisei Tsutsuji Park (Azalea Park), and Urban Farmlands in Nerima City

##### (3) Contents

We will hold a symposium and sessions for exchanging opinions. We will also organize several programs for participants to visit and experience directly the urban agriculture in Nerima, including Nerima Daikon Pulling out Worldwide Tournament (tentative name) and various agricultural events & markets in many parts of Nerima.

Friday, November 29 <sup>th</sup> , 2019	Saturday, November 30 <sup>th</sup>	Sunday, December 1 <sup>st</sup>	Monday, December 2 <sup>nd</sup>
<p>Staff gathering</p> <p>Visit farmlands ~for experiencing Nerima Urban Agriculture ~</p>	<p>In the morning (tentative name) <b>Nerima Daikon Pulling out Worldwide Tournament</b></p> <p>In the afternoon</p> <p><b>Sessions</b> • agricultural projects presentation • opinion exchange, etc.</p>	<p>In the morning</p> <p><b>Symposium</b> • Panel discussion • Summit Proclamation, etc.</p> <p>In the afternoon</p> <p><b>Everyone's Agriculture Contest Awarding Ceremony</b></p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Worldwide Market</p>	<p>Optional Tours (for applicants only)</p>

## Friday, November 29<sup>th</sup> – Sunday, December 1<sup>st</sup>, 2019

Friday, November 29<sup>th</sup>

Time	Contents	Participants
In the afternoon	Visit farmlands @farmlands in Nerima	Visitors

Saturday, November 30<sup>th</sup>

Time	Contents	Participants
In the morning	(tentative name) Nerima Daikon Pulling out Worldwide Tournament @farmlands in Nerima	Citizens Visitors
Time	Contents	Participants
In the afternoon	Sessions (agricultural projects presentation, opinion exchange, etc.) @Coconeri Hall, training rooms, etc.	Citizens Visitors

Sunday, December 1<sup>st</sup>

Time	Contents	Participants
In the morning	Symposium (Panel discussion, Summit Proclamation, etc.) @Nerima Culture Center (main hall)	Citizens Visitors
Time	Contents	Participants
In the afternoon	Everyone's Agriculture Contest Awarding Ceremony @Coconeri Hall	Citizens
Time	Contents	Participants
All day	Worldwide Market @Heisei Tsutsuji Park (Azalea Park)	Citizens Visitors

Monday, December 2<sup>nd</sup>

Time	Contents	Participants
TBD	Optional Tours (for applicants only)	Visitors

**(4) Invited Cities**

The overseas cities we would like to invite for the Summit are the ones where they engage characteristically and actively in urban agriculture.

In order to make the most of exchanging opinions at the Summit, we would like to set a limit on Five cities for inviting, and in each city, we would also like to limit two or three visitors who are those concerned of city administration, farming, related organizations or researches.

Areas	City (Country)	Population, Summary of Urban Agriculture	Selection basis
North America	New York City (U.S.A)	-The largest city in US with a population of over 8,000,000. -In NY, the agricultural lifestyle is prevalent particularly by utilizing open space or rooftop. -NPO or other organizations support community gardens to which City of New York Housing Authority give the authorization in order to conserve and encourage technically.	-We make a valuation on their success of familiarizing the urban agriculture as a new lifestyle through their projects, media, administrative services, etc. We expect their success to be a good reference for increasing the interest more and more in urban agriculture. -They regard urban agriculture not only as recreation but also as a source of agricultural products for poor areas and of providing job opportunities for the youths. We evaluate that the urban agriculture contribute to the well-being of society there. -The city of NY produce a lot of entrepreneurs of urban agriculture. We expect to learn a new way of agricultural business from it.

	<p>Toronto (Canada)</p>	<p>-The largest city in Canada with a population of 2,700,000. -Reflected growing move forward the importance of providing food in Toronto, they launched "GrowTO: Urban Agriculture Action Plan" in 2012. In the Plan, they introduce and support many styles of urban agriculture across the City of Toronto. These styles have a variety of purposes; solving the poverty problem, enhancing the community organizations which support the food-growing efforts, etc.</p>	<p>-Half of the citizens are immigrants so Toronto utilize farming work for them to be integrated into community. In order that we might build communities through urban agriculture, we would draw on this case of Toronto. -Due to floods by hurricane, river basin area has been promoted to public land across the city. Toronto has lent out these public lands to NPO and other organizations for encouraging more community gardens opened.</p>
<p>Europe</p>	<p>London (England)</p>	<p>-The largest city in England with a population of 8,000,000 -The allotment garden has been well rooted in London citizens' life, which owed much of the success to "CAPITAL growth" campaign with the purpose of opening 2,012 gardens toward London 2012 Olympics/Paralympics Games. -In the London Plan</p>	<p>-Even though the big city has limited space for farmland, London made success of increasing the number of allotment gardens within a short period of time. We take interest in their way of success. -London city has transformed from various spaces to farmlands with public-private partnerships so that they could form communities. We would like to refer to this way of success when we promote new town development</p>

		<p>which includes the plans for promoting effective use of land, the city of London implemented agriculture promotion policies regarding the conservation of allotment gardens, production of agricultural products, securing the farmlands for opening allotment gardens.</p>	<p>coexisting farmland in the future.</p> <p>-London 2012 Olympics/Paralympics Games helped the citizens to strengthen links with each other around a common purpose. We would like to follow it as a model and have Tokyo 2020 Games contributing to build momentum for our Summit.</p> <p>-London regard farmland as one of social infrastructure necessary for city and evaluate the benefits of urban agriculture in the aspect of health &amp; welfare. We would also consider it to be a model to follow for developing new town with urban agriculture.</p>
Asia	Propinsi Daerah Khusus Ibukota Jakarta (Indonesia a)	<p>-The capital in Republik Indonesia with a population of 9,600,000. Both of the urban size and population density are similar to those of the District of Tokyo.</p> <p>-In recent years, due to rapid industrialization &amp; commercialization, Farmland is on a downward trend in Jakarta.</p> <p>-They set a policy objective of securing 30 % greenery area among Jakarta in</p>	<p>-In the city of Jakarta, dry-field, rice and fruit are mainly cultivated in farming, and much of that belongs to private companies. We are concerned about the declining trend of farmland due to infrastructure development.</p> <p>-They encourage urban agriculture as policy and they are going to secure total cultivating area of the limited farmland of which is mainly outdoor-grown. They also make efforts to create farming site from open space.</p>

		order to promote urban agriculture. Concurrently they are developing community gardens with encouraging orderly residential land.	
	Seoul (South Korea)	<ul style="list-style-type: none"> <li>- The capital of the Republic of Korea with a population of 10,000,000.</li> <li>-The city of Seoul set "Urban Agriculture 2.0 Vision" in 2015 for promotion.</li> <li>-The Seoul Urban Agriculture Expo was inaugurated in 2012 and the 7<sup>th</sup> Expo was held in 2018.</li> </ul>	<ul style="list-style-type: none"> <li>-It is remarkable that the farmlands by professional farmers and the vegetable gardens run by a variety of civic groups coexist in the Seoul Metropolis.</li> <li>-It is also notable that the urban agriculture has various functions; as civic recreation, vitalization of Communities, offering educational opportunities, and so on. It works effectively in the city of Seoul.</li> </ul>

## **2. Pre-events**

We hold the pre-event in 2018, the preceding year of the Summit, so that we could create a motivated atmosphere among citizens for the Urban Agriculture World Summit scheduled for next year and the overseas visitors could understand well what Nerima urban agriculture is.

### **(1) Schedule**

Saturday, November 24<sup>th</sup> – Sunday, November 25<sup>th</sup> in 2018

### **(2) Venue**

Main Venue: Coconeri Hall

Event Sites: Heisei Tsutsuji Park (Azalea Park) and Farmlands in Nerima City

### **(3) Contents**

We give Everyone's Agriculture Contest that raise enjoyable and dream-inspiring paintings and ideas from Nerima citizens from July 1<sup>st</sup> to September 7<sup>th</sup> this year. We expect many citizens to participate.

We also organize for Nerima citizens, Everyone's Agriculture Talk Show by celebrity guest speakers and urban farmers, Everyone's Agriculture Contest Awarding Ceremony and Exhibit Panel for promotion of Nerima urban agriculture, all of which would contribute for many people to understand well the benefits and current situation of urban agriculture.

And we provide the overseas visitors with the opportunities of experiencing Nerima agriculture and exchanging opinions, which contribute to momentum of the Summit held in 2019.

Friday, November 23rd , 2018	Saturday, November 24th	Sunday, November 25th
<p>In the late afternoon</p> <div data-bbox="280 707 603 837" style="border: 1px solid black; padding: 5px; text-align: center;"> <b>JAZZ Concert</b> (The Pre-event's Eve Festival)         </div>	<p>In the morning</p> <div data-bbox="639 472 855 607" style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Everyone's Agriculture Talk Show for Nerima citizens</b> </div> <div data-bbox="639 618 855 837" style="border: 1px solid black; padding: 5px; text-align: center;"> <p>In the afternoon</p> <b>Everyone's Agriculture Contest Awarding Ceremony</b> </div> <div data-bbox="871 501 922 815" style="border: 1px solid black; padding: 5px; text-align: center; width: 30px;">           Neri-Marché         </div> <div data-bbox="927 501 978 815" style="border: 1px solid black; padding: 5px; text-align: center; width: 30px;">           Exhibit Panel         </div>	<p>In the morning</p> <div data-bbox="1002 472 1267 607" style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Harvesting experience projects</b> </div> <div data-bbox="1283 501 1334 815" style="border: 1px solid black; padding: 5px; text-align: center; width: 30px;">           Exhibit Panel         </div>

**Schedule : Saturday, November 24th – Sunday, November 25th in 2018**

**Friday, November 23rd , 2018 < The Pre-event's Eve Festival >**

Time	Contents	Participants
In the late afternoon	JAZZ Concert (The Pre-event's Eve Festival) @Coconeri Hall	Citizens

**Saturday, November 24th**

Time	Contents	Participants
10:30~ 12:00	Everyone's Agriculture Talk Show for Nerima citizens @Coconeri Hall	Citizens Visitors

Time	Contents	Participants
10:00~ 15:00	Neri-Marché @Heisei Tsutsuji Park (Azalea Park)	Citizens Visitors

Time	Contents	Participants
13:00~	Everyone's Agriculture Contest Awarding Ceremony @Coconeri (industrial event space)	Citizens

Time	Contents	Participants
All day	Exhibit Panel for promotion of Nerima urban agriculture @Coconeri (industrial event space)	Citizens

**Sunday, November 25th**

Time	Contents	Participants
10:00~ 12:00	Harvesting experience projects @Farmlands in Heiwadai, Doshida, Higashi-Oizumi	Citizens

Time	Contents	Participants
All day	Exhibit Panel for promotion of Nerima urban agriculture @Coconeri (industrial event space)	Citizens

### **3 . Promotion of Nerima citizens' participation**

We hold the Urban Agriculture World Summit in close cooperation with Nerima citizens and various groups.

#### **(1) Cooperation with Nerima citizens**

##### **① Interpreters**

We are seeking the interpreters who cooperate for the Summit, particularly among Nerima Volunteers in interpreting foreign languages. We would give them training in urban agriculture so that we could encourage them to acquire a good knowledge of agriculture for interpretation.

##### **② Team organization by each invited city**

We would like to form teams that consist of interpreters, farmers and the concerned parties. These teams will be organized by each invited city. (e.g. Team London)

We will ask them to help the visitors before and during their stay in Nerima.

##### **③ Supporters**

We will ask students and agri-supporters to assist in guide at the event venues during the Summit.

#### **(2) Cooperation with farmers and agricultural related groups**

We organize and conduct various projects to develop urban agriculture with the opportunity of the Summit and the pre-event, in cooperation with Neri-Marché Committee and other groups.

#### **(3) Cooperation with restaurants, shops, universities, companies and other groups**

We would like to cooperate widely with restaurants, shops, universities, companies and other groups, so that we could build momentum for the Summit and conduct related projects, which contribute to encouraging a new interaction between farmers and businesses with the opportunity of the Summit.

① Restaurants

We are going to increase shops such as restaurants offering Nerima agricultural products so that the benefits and the Summit could be widely spread. We expect that these shops/restaurants provide Omotenashi (the very best Japanese services) to the overseas visitors during the Summit.

② Local Shopping Areas

We ask for the cooperation of local shopping areas in developing and selling the products using Nerima agricultural products, as well as in publicizing the Summit with such projects as the Summit would be spread.

③ Universities

We expect university students to provide their specialities and ideas for facilitating effective promotion of the Summit and related projects in cooperation with farmers.

④ Companies

We ask for the cooperation of the companies willing to collaborate on the Summit in publicizing the Summit and conducting related projects through various publicity activities.

⑤ Others

We hold Everyone's Agriculture Contest and other projects for elementary / junior high school students as well as NPO to participate in the Summit.

## 4 Organizational Structure

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For the success of the Summit, we set up the Urban Agriculture World Summit Committee, so that various related organizations and administrative bodies could widely participate and closely cooperate with each other.

The Committee consists of academic experts, agricultural related groups, other Nerima groups, farmers, citizens, universities in Nerima, companies, the government, Tokyo Metropolitan Government and Nerima City Office.

The Urban Agriculture World Summit Committee

Title	Name	Organization	Title at each organization
Chairman	Akio Maekawa	Nerima City Office	Mayor
Vice-Chairman	Makoto Yokohari	Graduate School of Engineering, The University of Tokyo	Professor
	Mitsuzo Goto	Musashi University	Professor Emeritus
	Yoshitaka Kuroda	Nerima City Office	Vice Mayor
	Takao Yamauchi	Nerima City Office	Vice Mayor
	Hiroshi Kawaguchi	Nerima City Board of Education	Superintendent of Education
Committee member	Masatoshi Sudo	Tokyo Prefectural Union of Agricultural Cooperatives	Chairman
	Koichi Enomoto	Tokyo Aoba Agricultural Cooperative	Representative Director
	Kazuo Kato	Nerima Agricultural Committee	Chairman
	Shouji Yokoyama	Nerima Industrial Association	Chairman
	Shigeaki Miyamoto	Nerima Farmer	Nerima Farmer at areas for developing Agricultural Landscape
	Hideyuki Watado	Nerima Farmer	Farm producer of Edo-Tokyo Vegetables
	Ryota Nosaka	Nerima Farmer	Farm producer of Edo-Tokyo Vegetables
	Yoshimatsu Kato	Nerima Farmer	Director of Japan Agricultural Experience Farm Association
	Yoshitaka Shiraishi	Nerima Farmer	Head of Agricultural Experience Farm, <Kaze no Gakko>(Breezy School)
	Taku Yamaguchi	Nerima Farmer	Adviser of Japan Agricultural Cooperative Youth Tokyo
	Hirohisa Kato	Nerima Farmer	Farmer as the 6th industry

	Miwa Echigoya	HORIGO Co., Ltd. (Tokyo Winery)	President
	Masashi Ito	Supporter of Nerima Agriculture / Graduate of Nerima Agricultural School	
	Nobuharu Sugawara	User of Nerima Agricultural Experience Farm	
	Kaori Mori	Nihon University	Professor of Design at Department of Art
	Masaki Tanaka	SEIBU HOLDINGS INC.	General Manager, Business Strategy Department I , Corporate Planning
	Tatsuya Furusawa	Ministry of Land,Infrastructure, Transport and Tourism	Sectional chief of Parks, Green Spaces and Landscape Division
	Hidenobu Mizuno	Ministry of Agriculture, Forestry and Fisheries	Director, Urban Agriculture Office of Interaction Between Urban and Rural Areas Division, Rural Policy Department, Rural Development Bureau
	Isao Tatsuno	Tokyo Metropolitan Government	Senior Director for Promotion of Safe Local Food Production and Consumption, Bureau of Industrial and Labor Affairs
auditor- secretary	Toshio Shino	Nerima Shopping-streets Association	Chairman
	Yasuhiro Oba	Nerima City Office	Director, accounting management

(The above list is dispensed with the Mr. and Mrs./Ms.)



Doc ID No: A5398547

8 March 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: TOURISM DEVELOPMENT MANAGER  
RE: DISCOVER IPSWICH QUOTE CONSIDERATION PLAN

---

## **INTRODUCTION**

This is a report by the Tourism Development Manager dated 8 March 2019 concerning a Quote or Tender Consideration Plan as part of the 2019-2020 Discover Ipswich South East Queensland Destination Marketing Campaign.

## **RELATED PARTIES**

DTB Advertising, Brisbane Lions Australian Football Club, Netball Queensland and Traffic2.

## **ADVANCE IPSWICH THEME LINKAGE**

Strengthening our local economy and building prosperity.

## **PURPOSE OF REPORT/BACKGROUND**

Council's Tourism Development Branch is actively engaged in destination marketing, industry development and major events with the purpose of increasing the region's visitor economy.

From 2015 to 2018 Total Visitor Arrivals to Ipswich increased 34 per cent or 407,000 Visitor Arrivals. This growth is well above the state and national average growth trend and is by far the largest Total Visitor Arrivals growth for any Local Government Authority in all of South East Queensland.

A key driver of that growth has been a clear brand positioning and effective destination marketing delivered by council.

This Quote or Tender Consideration Plan has been developed as part of a larger 2019-2020 Discover Ipswich South East Queensland Destination Marketing Campaign. The majority of this destination marketing activity is negotiated and acquired using standard council procurement processes. As per Local Government Regulation 2012 Section 230, a Quote or Tender Consideration Plan is prepared for adoption by council for providers which have been identified as sole or unique suppliers.

## RESOURCE IMPLICATIONS

The Discover Ipswich South East Queensland Destination Marketing Campaign has been allocated across both the 2018-2019 and 2019-2020 financial year Operational Budgets.

## RISK MANAGEMENT IMPLICATIONS

Risk management implications relevant to each related party are captured in the Discover Ipswich Quote or Tender Consideration Plan provided in Attachment 1.

## LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions: *Local Government Regulation 2012*.

## COMMUNITY AND OTHER CONSULTATION

The 2019-2020 Discover Ipswich South East Queensland Destination Marketing Campaign has been developed in association with council's Marketing Services Branch.

The Campaign has been discussed with Tourism and Events Queensland and Brisbane Marketing for review.

The Campaign has been discussed with the Ipswich Tourism Operators Network.

## CONCLUSION

Council's Tourism Development Branch has developed the 2019-2020 Discover Ipswich South East Queensland Destination Marketing Campaign utilising an effective mix of media, marketing, promotional and partnership channels.

A Quote or Tender Consideration Plan has been prepared for adoption by council for providers which have been identified as sole or unique suppliers.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

	CONFIDENTIAL
1.	Discover Ipswich Quote Consideration Plan
2.	Brisbane Lions Australian Football Club
3.	Netball Queensland
4.	Traffic2

## RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolves:

- 
- A. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for billboard advertising in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
  - B. That Council (Interim Administrator of Ipswich City Council) resolve to adopt a Quote or Tender Consideration Plan for billboard advertising as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
  - C. That Council (Interim Administrator of Ipswich City Council) enter into a contract with DTB Advertising for billboard advertising on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
  - D. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with DTB Advertising to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
  - E. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for signage advertising in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
  - F. That Council (Interim Administrator of Ipswich City Council) resolve to adopt a Quote or Tender Consideration Plan for signage advertising as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
  - G. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Brisbane Lions for signage advertising on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
  - H. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Brisbane Lions to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
  - I. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for signage advertising services in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
  - J. That Council (Interim Administrator of Ipswich City Council) resolve to adopt the Quote or Tender Consideration Plan for signage advertising services as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
  - K. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Netball Queensland for signage advertising services on the terms described in the report by the Tourism Development Manager dated 8 March 2019.

- L. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Netball Queensland to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.
- M. That Council (Interim Administrator of Ipswich City Council) resolve to prepare a Quote or Tender Consideration Plan for search marketing in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.
- N. That Council (Interim Administrator of Ipswich City Council) resolve to adopt the Quote or Tender Consideration Plan for search marketing as outlined in the report by the Tourism Development Manager dated 8 March 2019 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- O. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Traffic2 for search marketing on the terms described in the report by the Tourism Development Manager dated 8 March 2019.
- P. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Traffic2 to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.

Alistair Tavares

**TOURISM DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole

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

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

Doc ID No: A5404185

12 March 2019

TO: CHIEF OPERATING OFFICER (ECONOMIC DEVELOPMENT AND MARKETING)  
FROM: TOURISM DEVELOPMENT MANAGER  
RE: EVENT ATTRACTION AND INFRASTRUCTURE AUDIT

---

## **INTRODUCTION**

This is a report by the Tourism Development Manager dated 12 March 2019 concerning a process of event attraction and infrastructure consultation, audit and assessment.

## **RELATED PARTIES**

Council's Works, Parks and Recreation Department and Sports Marketing Australia.

## **ADVANCE IPSWICH THEME LINKAGE**

Strengthening our local economy and building prosperity.

## **PURPOSE OF REPORT/BACKGROUND**

Council's Tourism Development Branch is actively engaged in destination marketing, industry development and major events with the purpose of increasing the region's visitor economy.

Events are a key part of the Ipswich Destination Management Plan 2019-2023 and the draft Ipswich Events Plan positions Ipswich to be recognised regionally and nationally as a leading events destination which:

- Retains, develops, attracts and supports events that grow the Ipswich economy and drive economic growth by attracting increasing numbers of event-based visitors
- Retains and supports events that deliver strong social and community benefits – including social cohesion, growing community pride and local participation
- Supports events that enhance local, national and international recognition of Ipswich's brand including its community values, nature based recreation, challenge based adventure and tangible heritage
- Strengthens Ipswich's position as an event friendly region.

Council's Tourism Development Branch commenced discussions with Sports Marketing Australia to undertake an event capacity and capability review of the Ipswich region to host sports, arts and cultural events.

The review will provide a clear understanding of which events can be beneficially hosted in Ipswich, in which disciplines and at what level. The capacity and capability assessment will identify:

- Council and commercial event venues – evaluating appropriate event venue locations
- Transport and infrastructure – linkages of road, rail and air access and mobility
- Tourism infrastructure – accommodation by type and configuration
- Seasonality – periods with maximum benefit or detriment for Ipswich

Following the Capacity and Capability Assessment, Sports Marketing Australia will register Ipswich on its proprietary Events Placement Program allowing for the city to directly compete for relevant sports, arts and cultural events.

In 2017-2018 Sports Marketing Australia had agreements in-place with more than 50 local government authorities and 250 event managers, peak sporting bodies, arts associations and cultural organisations.

Council, at its sole discretion, has the right to accept or reject any event proposed by Sports Marketing Australia. If Council accepts an event proposed by Sports Marketing Australia, a fee would be payable upon completion of the relevant event as outlined in Attachment 1.

Events which have already been secured to the region or new events which are secured by council or other parties do not involve Sports Marketing Australia.

### **RESOURCE IMPLICATIONS**

The Capacity and Capability Assessment has been allocated in the 2018-2019 Tourism Development Branch Operational Budget.

An allocation for secured event fees has been made in the 2019-2020 Tourism Development Branch Operational Budget.

### **RISK MANAGEMENT IMPLICATIONS**

Council will need to actively manage relationships with local event managers, peak sporting bodies, arts and cultural organisations to ensure the arrangement with Sports Marketing Australia does not adversely impact on their ability to secure and host events through their own channels and directly with council.

### **LEGAL/POLICY BASIS**

This report and its recommendations are consistent with the following legislative provisions:  
*Local Government Regulation 2012*

## COMMUNITY AND OTHER CONSULTATION

The Sports Marketing Australia proposal has been reviewed by council's Event Services Team, Finance Branch and Works Parks and Recreation Department.

## CONCLUSION

Events are a key part of the Ipswich Destination Management Plan 2019-2023 and the draft Ipswich Events Plan aims for Ipswich to be recognised regionally and nationally as a leading events destination

**THESE OBJECTIVES CAN BE EFFECTIVELY ADVANCED THROUGH THE ENGAGEMENT OF A SECTOR SPECIALIST TO ASSESS AND PROMOTE IPSWICH'S CAPACITY AND CAPABILITY TO HOST SPORTS, ARTS AND CULTURAL EVENTS.**

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	CONFIDENTIAL Sports Marketing Australia proposal for provision of services
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## RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

- A. That Council (Interim Administrator of Ipswich City Council) resolve it is satisfied under section 235(a) of the *Local Government Regulation 2012 (Regulation)* that the exemption under s235(a) of the *Regulation* applies and that Sports Marketing Australia is the only supplier reasonably able to provide the Capacity and Capability Assessment and registration on the Sports Marketing Australia proprietary Events Placement Program.
- B. That Council (Interim Administrator of Ipswich City Council) enter into a contract with Sports Marketing Australia for the provision of sourcing relevant events for a period of three (3) years from 1 May 2019 to 30 April 2021.
- C. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.

Alistair Tavares  
**TOURISM DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole

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

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

Doc ID No: A5437561

28 March 2019

TO: CHIEF EXECUTIVE OFFICER  
FROM: PROGRAM DIRECTOR IPSWICH CBD TRANSFORMATION  
RE: IPSWICH CENTRAL PROGRAM REPORT NO. 10 - TO 22 MARCH 2019

---

## **INTRODUCTION**

This is a report concerning a monthly update for the Ipswich Central Program of Works.

## **RELATED PARTIES**

Program Management Partner, Ranbury Management Group – for the Ipswich CBD Transformation Project.

## **ADVANCE IPSWICH THEME LINKAGE**

Strengthening our local economy and building prosperity

## **PURPOSE OF REPORT/BACKGROUND**

This report includes Monthly Program Report No. 10 for Ipswich Central, effective to 22 March 2019. It is to inform the Committee of the progress of the redevelopment works, including status of design, procurement, programme, potential risks with related mitigation strategies, etc.

## **RESOURCE IMPLICATIONS**

Not applicable

## **RISK MANAGEMENT IMPLICATIONS**

Not applicable

## **LEGAL/POLICY BASIS**

This report and its recommendations are consistent with the following legislative provisions:  
*Local Government Act 2009*

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**COMMUNITY AND OTHER CONSULTATION**

Not applicable

**CONCLUSION**

This report is provided as a monthly update on the Ipswich Central Program of Works.

**ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS**

1.	Ipswich Central Program Report No 10  
	CONFIDENTIAL
1.1	Supplemental Information - ICC
1.2	Supplemental Information - ICP

**RECOMMENDATION**

That the report on the Ipswich Central Program Report No. 10 effective to 22 March 2019 be received and the contents noted.

Luke Peereboom

**PROGRAM DIRECTOR IPSWICH CBD TRANSFORMATION**

I concur with the recommendations contained in this report.

David Farmer

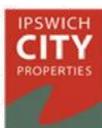
**CHIEF EXECUTIVE OFFICER**

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



# Ipswich Central Program Report No.10

To 22<sup>nd</sup> March 2019





Endorsed by:

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_





DOCUMENT INFORMATION	
<b>Title:</b> Ipswich Central	
<b>Subtitle:</b> Project Management Report	
<b>Date:</b> 22 March 2019	

VERSION	DATE	OUR REFERENCE
1	22 March 2019	T:\Projects\Ipswich Central\16044-Program Management\9-Reporting\Program & Project Management Reports\2019 January

AUTHOR, REVIEWER AND APPROVER DETAILS		
Prepared by:	Ranbury	Date: 22/03/2019

Distribution
ICP Board Ipswich Central PSC



## Contents

1.	EXECUTIVE SUMMARY ICC PROJECTS .....	6
1.1	PROGRAM DIRECTOR .....	6
1.2	PROGRAM MANAGEMENT PARTNER.....	7
2.	EXECUTIVE SUMMARY ICP PROJECTS .....	8
2.1	PROGRAM DIRECTOR .....	8
2.2	PROGRAM MANAGEMENT PARTNER.....	9
3.	DETAILED REPORTS .....	12
3.1	ADMINISTRATION BUILDING / CIVIC / LIBRARY / CARPARK.....	12
3.2	NICHOLAS ST / UNION PLACE .....	16
3.3	LOT CREATION AND DEMOLITION.....	18
3.4	PAVERS .....	20
3.5	MURPHYS PUB .....	21
3.6	RETAIL ASSETS INCL FACADES (2 BELL ST, BELL ST, FOOD AND BEVERAGE).....	23
3.7	ENTERTAINMENT BUILDING.....	23
4.	MASTER PROGRAMME .....	24
4.1	PROGRAMME STATUS .....	24
4.2	PROGRAMME RISK .....	24
5.	SUPPLEMENTAL INFORMATION – ICC (CONFIDENTIAL) .....	25
6.	SUPPLEMENTAL INFORMATION – ICP (CONFIDENTIAL) .....	26





## Project List

The Projects forming the program of works have been packaged as indicated in the table below.

Ipswich CBD Transformation Project - Package Identification			
Package No.	Name	Project Name	Project No.
1	Ipswich Central Civic Project	Administration Building	ICC-01
		Library	ICC-56
		Car Park Upgrade	ICC-57
		Civic Area	ICC-60
		FF&E	<i>incl. in ICC-01 &amp; ICC-56</i>
		Bremer St Ramps	<i>incl. in ICC-60</i>
2	Murphy's Pub	Murphy's Pub	ICP-02
3	Nicholas Street	Nicholas Street / Union Place	ICC-58
		Pavers	<i>incl. in ICC-58 &amp; ICC-60</i>
4	Retail	Metro B (2 Bell Street)	ICP-08
		Bell St Overpass	ICP-11
		Metro A (Bell St Link)	ICP-03
		Eats (Food & Beverage)	ICP-09
5	Entertainment	Venue (Entertainment Building)	ICP-12
6	Facades / AV	Facades / AV Project	ICP-17
7	Other	Ellenborough St Land Purchase	ICC-59
		Safe City	ICC-61

Note: Projects shaded grey are ICP Projects





## 1. Executive Summary ICC Projects

### 1.1 PROGRAM DIRECTOR

The CBD roadworks contract was awarded to JMac Constructions Pty Ltd in November. JMac mobilised on site in early December and commenced with the installation of some hoarding in Nicholas Street. In early January, this hoarding was extended to reach up to section 2 of the mall, in readiness for works to be underway in the new year. Communication with Telstra and the removal of all telephone booths within the mall and Union Place has now been completed.

The Request for Quote (RFQ) review process for the purchase of paving material concluded on 20 March 2019. The evaluation and recommendation for preferred tenderers is now complete.

The tender evaluation for the Ipswich Central Civic Project is ongoing with an announcement expected to be made in April 2019.

Investigations are currently underway in relation to the location of the library

The Development application for the Civic, Library and Carpark (along with other CBD assets) is now required to be lodged. A further amended Development Application is also required to raise the Administration Building height.





## 1.2 PROGRAM MANAGEMENT PARTNER

The tender evaluation for the Ipswich Central Civic Project (the "Civic Project"), which incorporates the administration building, library, civic plaza and car park, is now underway. The evaluation panel is bound by confidentiality and detail cannot be disclosed at this point in time. However, it is noted that an announcement is due in April 2019.

Investigation is underway in relation to the location of the library .

JMac Constructions, the contractor for Nicholas St/Union Place, continues demolition works on site and now has possession of the northern end of Nicholas St. JMac's design has been reviewed and requires further input from JMac prior to approval being issued and them being able to proceed with the balance of the works. A staged approval of the design is proposed to enable JMac to progress earthworks and inground services. A number of changes have been requested by the Client including the removal of the car park ramp and changes to the car parking on Union St. Negotiations continue with JMac to finalise a variation for the above slab works (finishes and electrical).

The early package for FF&E, task chairs for 143 Brisbane St, has been developed by RGC, the specialist FF&E consultant. Procurement is now complete and awaiting delivery. At this stage there is no time risk to the procurement of these items and adequate time exists within the programme for detailed planning, consultation and procurement.

The RFQ evaluation for pavement supply is now complete. The Evaluation Panel is to complete its report and submit for approval.

The DA for the Civic Plaza, Library and Car Park is to be revised to include retail projects and facades and awnings. A revised DA is also required to raise the height of the Administration Building. Both processes are underway.





## 2. EXECUTIVE SUMMARY ICP Projects

### 2.1 PROGRAM DIRECTOR

James Trowse Constructions Pty Ltd continues to progress the Phase 2 – Soil Stabilisation contract. for Murphy's Pub. Trowse has encountered engineering challenges which it continues to address with the team to reach a resolution.

The retail strategy continues with concept designs and budgets developed for Metro (2 Bell St and Bell St Link), Eats (food and beverage) and awnings and facades projects. Presentation was made to the Administrator on 18<sup>th</sup> March 2019 to provide an update on the strategy. The strategy is supported by advice from Urbis and Brain and Poulter in respect of master planning and the food and beverage strategy respectively.

Subconsultants fee proposals to develop advanced schematic designs for the retail projects have been approved and a project initiation meeting is planned towards the end of the month.

Ipswich Central branding has been resumed by the Council and applied to a much greater area, a branding exercise for the former CBD has been undertaken as approved at the 9th January Extraordinary Board meeting. This has been fast tracked for the provision of the naming for the area and further collaterals will be developed once the brand has been approved. It is assumed that this will be presented at the 16th January Board meeting for approval. This process has progressed significantly and resulted in a brand definition of Nicholas Street, along with other sub-brands for the ICP retail assets. The sub brands are needed to assist in the promotion and sale of the asset moving forward.

RGC has been instructed to delay the delivery of FF&E for 143 Brisbane St which was due to be delivered on the 25th February 2019, as 143 Brisbane St is not ready to accept the furniture. Delivery is anticipated late March.

With the confirmation of the Development Approval for the civic, library and car park being received, we will now need to do a modification for this approval, considering the balance of the works required to be undertaken and the upgrades to the facades.

The development of the governance structure for the Special Projects Group continues to be on hold.





IpswichCentral

## 2.2 PROGRAM MANAGEMENT PARTNER

### 2.2.1 Murphy's Pub Stage 1 Stabilisation

Trowse continue to progress the stabilisation works to Murphy's Pub with stabilisation of the façade due to be complete late March 2019. Issues around the levels of the façade present challenges to the Project team who continue to work with Trowse to find resolution.

### 2.2.2 Murphy's Pub Stage 2 Rebuild

The recent Board meeting approved the proposed contracting and procurement process for the rebuilding of Murphy's Pub. Suitable capability, financial checks and negotiations will be undertaken prior to award.

### 2.2.3 Retail Assets incl Facades (2 Bell St, Bell St Link, Food and Beverage)

Concept design verbally approved, to be formalised by flying minute sign off. Consultant team fee proposals received and recommended for approval to proceed with continuing design phases. Leasing negotiations commenced with positive feedback to date. Brand consultant has developed naming and logo types, with leasing collateral, brand style guide and website underway. Market research draft report updates due from Urbis and Brain & Poulter.

### 2.2.4 Bell St Green

Apart from design activities relating to the connection to the Civic Plaza this site is earmarked for future sale and no further works will be undertaken.





2.2.5 Overall status ICC Projects

Project	Design and Planning Status	Procurement Method (Approved)	Programme status	Risks
<b>New Admin Building</b> <b>Civic</b> <b>Library</b> <b>Car Park</b>	Contract documentation complete Revised DA submitted Design changes for floor height(admin) issued as addendum to tender. Increased floor area of library to be achieved using 1 <sup>st</sup> floor of F&B building.	D&C approved for Administration building / Civic / Library and Car park as one project as per Tender Consideration Plan. 12 tender addenda issued to date	Tender issued 4 <sup>th</sup> December 2018. Tender close 27 <sup>th</sup> February 2019. Tender Evaluation underway	Significant changes to scope may affect tender period and programme budget
<b>Nicholas St</b> <b>Union Place</b>	DD complete	D&C	Contract awarded November 2018 Works underway. Completion anticipated October 2019	Client changes to design and scope potential to impact programme Confirmation of VO for above slab works may impact PC date.
<b>Lot Creation / Demolition Works</b>	Complete	Main Works are complete Ongoing site Maintenance works are a variation to this contract.	Complete.	Site risks





IpswichCentral

### 2.2.6 Overall status ICP Projects

Project	Design and Planning Status	Procurement Method (Approved)	Programme status	Risks
<b>Murphy's Pub Stabilisation</b>	Complete	D&C 2 phase contract; Phase 1 design and investigation Phase 2 Construction	Construction works underway	Delays may cause further damage to building Latent site conditions may impact on costs Contractor methodology has not achieved the contract requirements.
<b>Murphy's Pub Rebuilding</b>	Approval given to engage consultants	Procurement and contracting process approved.		
<b>Metro A 2 Bell St</b>	Concept design verbally approved. Awaiting written approval.	2 Stage Process with ECI proposed		
<b>Metro B Bell St Link</b>	Concept design verbally approved. Awaiting written approval.	2 Stage Process with ECI proposed		
<b>Eats Food and Beverage</b>	Concept design verbally approved. Awaiting written approval.	2 Stage Process with ECI proposed		
<b>Venue Entertainment Building</b>	Upgrades identified and budget developed.			





### 3. Detailed Reports

#### 3.1 ADMINISTRATION BUILDING / CIVIC / LIBRARY / CARPARK

##### 3.1.1 Design and Planning

Status	Issues	Impact	Mitigation
Approved design documented, and tender documentation complete and issued.			
Administration building ceiling heights ground and 1 <sup>st</sup> floor to be increased	Potential impact to administration DA reviewed by Urbis and unlikely to impact program	Low	Urbis reviewing potential impact Council.
	Ceiling heights base design potential to impact tender close	Medium	issued under tender addendum to tenderers
Library interior design ongoing	Potential impact to Main contract	Medium	Mode engaged to develop design.
Library – client instruction to potentially increase area.	Potential impact to tender close, main contract time and cost	high	Approved to develop design using L1 of the Food and Beverage building. Modes engagement will be extended to include for the additional arrangement and increase of area.  Change in scope to be approved prior to contract award.
Library – façade redesign	Current façade design does not meet the aesthetic requirements of the Council	Medium	Buchan’s engaged to redesign the façade.  Change in scope to be approved prior to contract award.
Pavers supply contract	RFQ complete with the approval of the preferred supplier pending	Principal caused delays if variation to install pavers is not approved	Immediate approval is required





Status	Issues	Impact	Mitigation
Revised DA for Civic, Library and car park and Administration Building	Amendments need to be lodged	Medium	Required before tenders are finalised.

### 3.1.1.1 Design Variances

There have been no further design variances beyond those documented in the table above.

Buchan Architects base design for the increase in the admin building floor heights was approved for issue to tenderers and was issued under a tender addendum. The tender addendum issued to date are listed in section 4.1.5.

### 3.1.2 Authorities and Approvals

Administration Building:

- DA consent received.
- Potential addendum to DA may be required if floor heights are changed. Urbis is currently reviewing this to obtain an understanding of the potential impact of an addendum.

Civic/Library/Carpark

- The DA consent was received on 24<sup>th</sup> December 2018.

Library Façade

- Buchan's has been engaged to carry out the re-design of the library façade. To be presented for review by the planning department once developed.

Electrical

- Energex requirements for the modifications to the current substation in Bremer Street have been incorporated in the contract documentation. HV cables in the way of the Nicholas Street lid works will be managed by the D & C contractor.
- The electrical consultant has notified the NBN Co. regarding connection of ICT services to the Library, commercial outlets within the civic space and the civic space itself to allow future management of these services by the D & C contractor.

### 3.1.3 Furniture, Fittings and Equipment

143 Brisbane St procurement complete. Phase Two procurement is now being progressed.

### 3.1.4 ICT

Nil to report

### 3.1.5 Environmental & Community/Communications

The Principal's Project Requirements include major requirements for the D&C contractor to provide site, staging, traffic, environmental, design and communication management plans.

### 3.1.6 Other Reports & Stakeholders

Nil to report.





### 3.1.7 Client Directions /Issued or Required

Project	Issue Requiring Direction	Client direction Issued
Administration building		Planning of Chambers to be reviewed.
Library	Façade design to be finalised based on final interior design proposal.	
		Investigate size and location of library
		Investigate façade design.

### 3.1.8 Procurement

#### 3.1.8.1 Summary status

The tender closed on 27<sup>th</sup> February 2019. The tender evaluation process is ongoing. No further details are available due to confidentiality reasons and to meet probity requirements,

#### 3.1.8.2 Head Contract

The Civic/Library/Carpark projects have been 'bundled' into a combined tender with the Administration Building as a single stage D&C contract using AS 4902-2000.

#### 3.1.8.3 Subconsultants

Buchan's have been engaged to redesign the library facades.

Mode Architects were approved for engagement to provide advice on the library interior finishes. This engagement is to be extended to include for schematic and detailed design suitable for issue to tenderers for post tender negotiations.

### 3.1.9 Programme

#### 3.1.9.1 Summary status

A revised programme based on the tender issue date of 4<sup>th</sup> December 2018 has been developed and the target dates for completion have been advised by the client and included in the tender documents as follows;

Civic Plaza Q2 2020

Library Q2 2020

Car park Q2 2020

Admin Building Q1 2021

The program has been re-baselined as attached.

### 3.1.10 Construction

#### 3.1.10.1 Summary status

Demo of Woolworths is complete.





### 3.1.11 Issues and risks

#### 3.1.11.1 Cost risk:

Budget is exceeded. Failure to secure the identified Value management savings could lead to budget exceedance. The VM options are to be reviewed.

#### 3.1.11.2 Time risk:

The introduction of the significant tender addenda for increased floor heights and increased library area may cause the contractors to seek an extended tender period. This has the potential to delay the completion date if this time cannot be made up during the tender evaluation phase.





## 3.2 NICHOLAS ST / UNION PLACE

### 3.2.1 Design and Planning

#### 3.2.1.1 Summary Status

Development Approval is not required.

Operational Works Approval is to be submitted when required by the Contractor

The concept parking design has been issued for review.

JMac has resubmitted its design after the design review identified a number of issues with the design. The revised submission is under review.

### 3.2.2 Authorities and Approvals

The D&C contractor will be responsible for completing detailed design and obtaining all required authority approvals for the full scope of works for the upgrade. "For construction" drawings will then be provided to the main construction contractor to complete the works.

Furniture, Fittings and Equipment

Nil to report.

### 3.2.3 ICT

The new comms room is under construction within Hutchinson's site.

### 3.2.4 Environmental & Community/Communications

The treatment of stormwater from the road reserve during construction will need to be part of the contractor's environmental management plan Change management and Other Reports & Stakeholders.

### 3.2.5 Client Directions /Issued or Required

#### 3.2.5.1 Client Directions issued.

Remove car park ramp

Amend car parking to Union St adjacent to 2 Bell St.

Provide additional slip way to Nicholas St from Brisbane Rd.

IT infrastructure to be relocated from the rotunda to B1 of the administration building.

Construct wall along Metro B (2 Bell St) to accommodate requirements of the proposed balcony

#### 3.2.5.2 Issues requiring direction

Nil

### 3.2.6 Procurement

#### 3.2.6.1 Summary status

The D&C contract for these works was awarded to JMac on 13th November 2018.

#### 3.2.6.2 Head Contract





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These works are now to be delivered as a single D&C contract. General conditions of contract will be AS 4300-1995, with ICC modifications.

This project will be to build only up to the FSL of the sub-base slab.

At the Clients request JMac has issued a variation proposal to carry out the remaining works above the slab. This variation is under review by the Project Team and RLB. A recommendation will be issued late March

### **3.2.7 Subconsultants**

MODE is to be engaged to provide a peer review of JMac's tender and IFC design for the landscaping works.

Current consultants will be engaged for audit purposes as required.

### **3.2.8 Programme**

The contract programme is 43 weeks indicating a project completion of 3<sup>rd</sup> October 2019. This may be subject to extension dependent on the outcome of contractual claims submitted by JMac.

#### **3.2.8.1 Summary status**

JMac continue to progress demolition, earthworks and underground services installation. JMac has now extended its works to incorporate the southern end of Nicholas St.

### **3.2.9 Issues and risks**

#### **3.2.9.1 Cost risk**

Ongoing Maintenance contract costs continues to be a risk item.

Temporary waterproofing will still leak to lower levels

Walls and stair were not designed for external exposure

Interface with Metro and Eats works.

#### **3.2.9.2 Time risk**

Award of further works to JMac may extend the contract completion date.





### 3.3 LOT CREATION AND DEMOLITION

#### 3.3.1 Design and Planning

##### 3.3.1.1 Summary Status

Status	Issues	Impact	Mitigation
Mall level slab have temporary waterproofing measures	Temporary waterproofing will still leak to lower levels	Potentially high	<ul style="list-style-type: none"> <li>• Temporary lighting is installed to allow the turning off lighting in order to make safe if electricians are affected</li> <li>• Let carpark contract (including lighting/electrical upgrade) ASAP</li> </ul>
Stair 2 and level 5 room is being affected by water ingress due to exposure of wall to weather.	Walls and stair were not designed for external exposure	Medium	Stairs and room doors and internal fitting will have to be repaired with rebuild works.

#### 3.3.2 Design Variances

Nil.

#### 3.3.3 Furniture, Fittings and Equipment

Not Applicable

#### 3.3.4 ICT

Nil to report

#### 3.3.5 Environmental & Community/Communications

Parking level 1 will remain closed to help facilitate mall upgrade works, however temporary access to Bradfield Bridge will remain in place as a temporary fenced solution.

Portions of carpark levels 2,3,4, &5 are fenced off to maintain public safety. Further fenced off areas may be required to facilitate the works of other stages.

#### 3.3.6 Other Reports & Stakeholders

Nil to report

#### 3.3.7 Procurement

##### 3.3.7.1 Summary status

Nil to report.

##### 3.3.7.2 Head Contract

Shoring obligations have been transferred to J Trowse.





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### **3.3.8 Consultants**

Nil to report.

### **3.3.9 Programme**

Works complete. DLP ended 15<sup>th</sup> December 2018.

### **3.3.10 Construction**

Works are complete.

### **3.3.11 Issues and risks**

#### **3.3.11.1 Cost risk**

Nil

#### **3.3.11.2 Time risk**

Nil





### 3.4 PAVERS

#### 3.4.1 Procurement

Proposals have been received for the supply of the Pavers. The tender evaluation is complete with a recommendation expected before the end of the month,





### 3.5 MURPHYS PUB

#### 3.5.1 Overview

##### 3.5.1.1 Status

Project	Design and Planning Status	Procurement Method	Programme status	Risks	Action by
<b>Demolition works</b>	Complete	-	-	-	-
<b>Stabilisation works</b>	Complete Trowse design finalised	D&C 2 phase contract; Phase 1 design and investigation Phase 2 Construction	The Letter for Acceptance for Phase 2 construction issued to James Trowse Pty Ltd	Design solution exceeds budget Damage to building due to contract award delays Methodology does not achieve structural requirements under the contract.	
<b>Rebuilding</b>	Approval sought for procurement process.	Procurement process approved.	Contract award imminent.	-	-

#### 3.5.2 Design and Planning

##### 3.5.2.1 Status

Negotiations are underway with a Contractor for the design and costing component of the rebuilding works.

#### 3.5.3 Authorities and Approvals

Nil to report

#### 3.5.4 Environmental & Community/Communications

Nil to report

#### 3.5.5 Procurement

##### 3.5.5.1 Head Contract

The contract for the construction component of the stabilisation works was awarded to J Trowse in December 2018.

The procurement of the rebuilding contract will be a 2-stage process, with a costed design being developed. Upon approval of this design a construction contract will be awarded.





**3.5.5.2 Subconsultants**

WSP and Bornhorst and Ward have provided advice in respect of the service connections

**3.5.6 Programme**

**3.5.6.1 Status**

Trowse has issued a construction programme indicating a completion at the end of March 2019. Delays due to the insurance issues will potentially delay the completion of the works. Discussions are ongoing with Trowse in respect of recovering the time to meet the original contract end date.

**3.5.7 Construction**

**3.5.7.1 Status**

Construction work recommenced early February 2019 following resolution of the insurance issues.

**3.5.8 Issues and risks**

**3.5.8.1 Summary status**

Project	Issue	Risk	Action Required	Action Owner
Stabilisation works (Phase 2)	Latent conditions	Cost impact to project	Risk with D&C Contractor.	Nil

**3.5.8.2 Cost risk:**

Currently the internals of the heritage building components are exposed to the weather and may degrade which will incur extra cost in the rebuild.

**3.5.8.3 Time risk:**

Discovery of further latent conditions impacting on the design may extend the contract period.





### 3.6 RETAIL ASSETS INCL FACADES (2 BELL ST, BELL ST, FOOD AND BEVERAGE)

#### 3.6.1 Status

Provisional agreement reached on Buchan's concept design package pending budget and final costs. Fly through video presented at Ipswich public forum on 05/03/2019 and has also been released for public viewing.

Recommendation paper outlining consultant's fee proposals (Bornhorst & Ward, WSP, RLB, McKenzie) for delivering Schematic Design phase for Metro, Eats and Awning & Facades projects, excluding Architectural fees, were approved at Board meeting on 20/02/2019. Consultants have been advised of the acceptance of their fee proposals and that a Project Initiation Meeting is being scheduled in the coming week.

Advice from Urbis's updated review of the current Masterplan, and Brain & Poulter's Food & Beverage Strategy document, support the overall remix direction and leasing strategies of the retail assets. Both note the improvements in the project design outcomes since their last reports, essentially proving value for money in the process undertaken and direction we are headed, whilst still highlighting action areas.

### 3.7 ENTERTAINMENT BUILDING

#### 3.7.1 Status

The Budget estimate to deliver remix and upgrades to Venue building was presented to ICP Board on 12/03/2019. The proposed budget is calculated on achieving an uplift in end property value by remodelling, remixing and releasing of tenancy spaces. These strategic uses have been confirmed by both Market research update drafts from Urbis and Brain & Poulter to complement the Food & Beverage offer within Metro and Eats precincts. A flying minute to be circulated for formal approval of budget estimate.





## 4. Master Programme

### 4.1 PROGRAMME STATUS

A revised programme is included in Appendix 1. This is a coordination document in relation to the Admin building, and is not to be considered the official works schedule.

Package completion date are;

Ipswich CBD Transformation Project - Completion		
Name	Project Name	Completion
Ipswich Central Civic Project	Administration Building	March 2021
	Library	May 2020
	Car Park Upgrade	May 2020
	Civic Area	May 2020
	FF&E	March 2021
	Bremer St Ramps	May 2020
Nicholas St	Nicholas Street / Union Place	October 2019
	Pavers	May 2019
Retail Assets	Metro Eats	December 2019
Facades / AV	Facades / AV Project	tbc

### 4.2 PROGRAMME RISK

The key programme risks are;

Impact of client changes.

Impact of tender addenda to tender period.





## 5. Supplemental Information – ICC (Confidential)



2019-02 Report ICP  
DMA REVISED FORM





## 6. Supplemental Information – ICP (Confidential)



2019-02 Report ICP  
DMA REVISED FORM

