



City of
Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

ECONOMIC DEVELOPMENT COMMITTEE

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

**On Tuesday, 9 July 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 July 2019

Council Chambers

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** Item includes confidential papers

ECONOMIC DEVELOPMENT COMMITTEE NO. 7

9 JULY 2019

AGENDA

1. **UPDATE TO COUNCIL LOGO APPLICATION**

This is a report concerning an update to Council's City of Ipswich logo and its application across Council assets, facilities and programs.

RECOMMENDATION

That the Interim Administrator of Ipswich City Council resolve:

That the update to the Council logo application be adopted and implemented as part of the Ipswich City Council Style Guide and subordinate manuals and style guides.

2. **2020 IPSWICH SHOW HOLIDAY**

This is a report concerning a recommendation to the Office of Industrial Relations in regard to the suggested date for the 2020 Ipswich Show Holiday.

RECOMMENDATION

That Council accept the recommendation of the Ipswich Show Society and make application to the Office of Industrial Relations for the Ipswich Show Holiday as follows:

Day and Date:	Friday 15 May 2020
Name of Event:	Ipswich Annual Show
Community Endorsement:	Ipswich Show Society correspondence dated 10 June 2019

3. ****IPSWICH CENTRAL PROGRAM REPORT NO. 13 TO 16 JUNE 2019**

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

RECOMMENDATION

That the report on the Ipswich Central Program Report No. 13 effective to 16 June 2019 be received and the contents noted.

** Item includes confidential papers

and any other items as considered necessary.

Doc ID No: A5579930

ITEM: 1
SUBJECT: UPDATE TO COUNCIL LOGO APPLICATION
AUTHOR: MARKETING SERVICES MANAGER
DATE: 10 JUNE 2019

EXECUTIVE SUMMARY

This is a report concerning an update to Council's City of Ipswich logo and its application across Council assets, facilities and programs.

RECOMMENDATION/S

That the Interim Administrator of Ipswich City Council resolve:

That the update to the Council logo application be adopted and implemented as part of the Ipswich City Council Style Guide and subordinate manuals and style guides.

RELATED PARTIES

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

The update does have an impact on internal parties, particularly those with established branded assets, facilities and programs. The update to the logo application requires all sub-brands to be modified or wholly changed. However, this will be done as an evolution with minimal cost or disruption. Stakeholders with internal sub-brands have been consulted on the update prior to this report going before Council.

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

ADVANCE IPSWICH THEME LINKAGE

Listening, leading and financial management

PURPOSE OF REPORT/BACKGROUND

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

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

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

1991



1997



2007



2019



The 'i' figure within the logo has been straightened to create a stronger design element. Not only does this bolster the logo but it also establishes a creative device which can become part of the Council Style Guide and be applied to Council collateral, increasing brand alignment and identity.

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

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

This is an example of how the updated Council brand family may be executed. The sub-brand design and architecture will be resolved as part of the development of the Ipswich City Council Style Guide.



FINANCIAL/RESOURCE IMPLICATIONS

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

A number of key sites have been identified including the Council Administration Building, Libraries, Civic Centre and Robelle Domain Parklands where upgrading Council signage will be actioned as a priority utilising some capital expenditure budget.

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

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

RISK MANAGEMENT IMPLICATIONS

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

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

The risk of not approving the update relates to the ongoing inconsistency in the branding and recognition of Council products and services. This inconsistency promotes inefficiencies in Council's brand management and error in its application.

LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:
Not Applicable

COMMUNITY AND OTHER CONSULTATION

Stakeholders with internal sub-brands have been consulted on the update prior to this report going before Council. Stakeholders with their own style guides have been consulted on the update prior to this report going before Council.

During 2017 and 2018 a range of community and stakeholders surveying was undertaken relating to Ipswich branding, positioning, sentiment and perceptions. This work highlighted a general agreement that Council's brand would benefit from a visual and narrative update.

CONCLUSION

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

The update has a minimal resource implication, as its application will primarily be on an 'as needed' replacement when material has reached end-of-life or when material is scheduled for update. The update has minimal risk implications, as it is a minor modification to an established asset and process.

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

Carly Gregory

MARKETING SERVICES MANAGER

I concur with the recommendations contained in this report.

Ben Pole

GENERAL MANAGER - COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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

Doc ID No: A5614744

ITEM: 2
SUBJECT: 2020 IPSWICH SHOW HOLIDAY
AUTHOR: SPONSORSHIP OFFICER
DATE: 24 JUNE 2019

EXECUTIVE SUMMARY

This is a report concerning a recommendation to the Office of Industrial Relations in regard to the suggested date for the 2020 Ipswich Show Holiday.

RECOMMENDATION/S

That Council accept the recommendation of the Ipswich Show Society and make application to the Office of Industrial Relations for the Ipswich Show Holiday as follows:

Day and Date: Friday 15 May 2020
Name of Event: Ipswich Annual Show
Community Endorsement: Ipswich Show Society correspondence dated 10 June 2019

RELATED PARTIES

There are no related parties

ADVANCE IPSWICH THEME LINKAGE

Caring for the community

PURPOSE OF REPORT/BACKGROUND

Council received a letter dated 10 June 2019 from the President of the Ipswich Show Society, David Ian Thomas, requesting Council to proceed with the gazettal of Friday 15 May for the Ipswich Annual Show public holiday to be held in 2020.

Following a decision on the matter, Council will make application to the Office of Industrial Relations to have the public holiday gazetted.

FINANCIAL/RESOURCE IMPLICATIONS

There are no financial implications for Council arising from this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications for Council arising from this report.

LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:
Holidays Act 2013

COMMUNITY AND OTHER CONSULTATION

From 2000 to 2010 Council accepted the recommendation of the Ipswich Show Society and the Ipswich Show public holiday was held on the Thursday. During this time Council has received no serious complaints or adverse media coverage regarding the date.

In 2011 Council accepted the recommendation of the Ipswich Show Society for the holiday to be held on a Thursday. Subsequently, Council was advised by Qld Education that State NAPLAN testing would be undertaken on that day and the request for holiday would be denied. Following a repeal of Council decision, a new recommendation was received for the holiday to be held on the Friday. The Friday was consequently gazetted as the 2011 holiday.

From 2012 to 2019 Council has accepted the recommendation of the Ipswich Show Society for the holiday to be held on the Friday in week 20. These shows were very successful and were widely accepted by local businesses and the community.

Following the success of the Friday holiday in 2018 and 2019, the Ipswich Show Society has requested Friday 15 May for the Ipswich Annual Show public holiday in 2020.

This date has been confirmed to not conflict with NAPLAN testing (12-14 May).

CONCLUSION

Ipswich City Council has received a request from the Ipswich Show Society requesting 15 May 2020 for the Ipswich Show Holiday. Council supports this request.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Letter from Ipswich Show Society  
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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

GENERAL MANAGER - COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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



10th June 2019

Chief Executive Officer
Ipswich City Council
PO Box 191
IPSWICH QLD 4305

Dear Sir,

The Ipswich Show Society hereby applies for Friday, 15th May 2020 as the Official Show Holiday.

Having the Friday holiday is very beneficial for the Society, Showmen's Guild and stallholders alike. The Show Society is aware of the Naplan Testing dates for 2020 which are before our requested show holiday. While the 2020 Show Promotion is still in the formative stage, the Society aims to ensure that local businesses benefit from the influx of people into the city and subsequent increase in spending leading up to, and during the show period.

The objects of the Society are to promote and encourage the development of pastoral, agricultural, horticultural and industrial enterprise in the Ipswich and West Moreton region, stimulating business activity and creating employment opportunities.

The Society expresses its need to continue with the Friday Show Holiday and asks both yourself and the Councillors to give favourable consideration to this request.

It would be appreciated if the Society could have an early response to this request, so that we may commence securing performers as bookings have to be made well in advance.

Yours faithfully,

A handwritten signature in black ink, appearing to read "David Ian Thomas".

David Ian Thomas
President

Doc ID No: A5626249

ITEM: 3
SUBJECT: IPSWICH CENTRAL PROGRAM REPORT NO. 13 TO 16 JUNE 2019
AUTHOR: BUSINESS SUPPORT OFFICER
DATE: 27 JUNE 2019

EXECUTIVE SUMMARY

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

RECOMMENDATION/S

That the report on the Ipswich Central Program Report No. 13 effective to 16 June 2019 be received and the contents noted.

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. 13 for Ipswich Central effective to 16 June 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.

FINANCIAL/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



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.	Summary Report No 13 - 16 June 2019  
	CONFIDENTIAL
2.	Executive Summary Report No 3 - 16 June 2019

Nicole Denman
BUSINESS SUPPORT OFFICER

I concur with the recommendations contained in this report.

Sean Madigan
GENERAL MANAGER - COORDINATION AND PERFORMANCE

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”



Nicholas Street, Ipswich Central

Summary Report No.13

To 16th June 2019



Endorsed by:

Date: _____

NICHOLASST

IPSWICH CENTRAL

DOCUMENT INFORMATION

Title: Nicholas Street, Ipswich Central
Subtitle: Summary Project Management Report
Date: 26 June 2019

VERSION	DATE	OUR REFERENCE
1	26 June 2019	T:\Projects\Ipswich Central\16044-Program Management\9-Reporting\Program & Project Management Reports\2019-06 Jun

AUTHOR, REVIEWER AND APPROVER DETAILS

Prepared by: Ranbury Date: 26/06/2019

Distribution

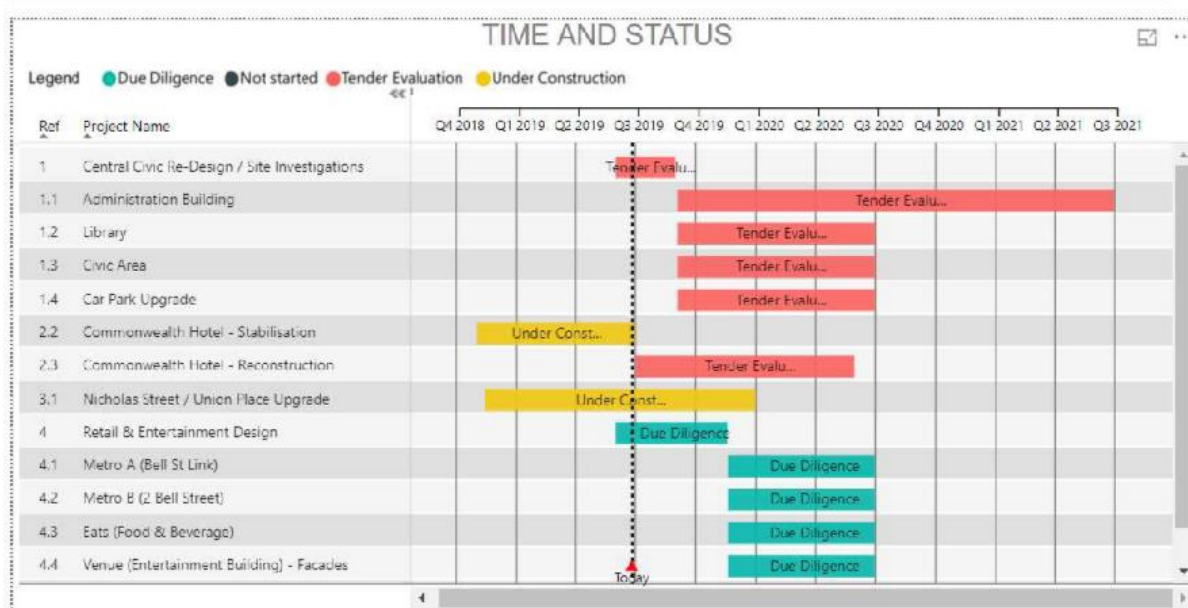
Ipswich Central Project Steering Committee

NICHOLASST

IPSWICH CENTRAL

KEY ISSUES		
 Ipswich Central Civic Project Work Area Name	Evaluation of main D&C tender Key Issue 1	HV/Energex solution Key Issue 2

CLIENT ACTIONS	
 Nicholas St / Union Place Work Area Name	Award variation for balance of Nicholas & ... Key Action Required 1
 Ipswich Central Civic Project Work Area Name	Design approval for Admin Building/Library Key Action Required 1



MAIN RISKS	
 Retail feasibility and funding	Admin Building contract finalization
 Commonwealth Hotel scope confirmation	Civic Library user acceptance of design changes



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APPENDIX A – SUMMARY PROGRAM

APPENDIX B – SITE PHOTOS



1. Project Summary

Table 1 below details the various projects included in Ipswich Central together with their current status and completion timelines:

Table 1 – Project Status Summary

Ref	Project	Current Status	Target Completion
1.1	Admin Building	Tender Evaluation	Q2 2021
1.2	Library	Tender Evaluation	Q2 2020
1.3	Civic Plaza	Tender Evaluation	Q2 2020
1.4	Car Park Upgrade	Tender Evaluation	Q2 2020
1.5	Nicholas / Union (above street level)	Tender Evaluation	Q1 2020
1.6	Bremer St Ramps	Tender Evaluation	Q3 2020
2.1	Commonwealth Hotel (Deconstruction)	Complete	Q3 2018
2.2	Commonwealth Hotel (Stabilisation)	In Construction	Q2 2019
2.3	Commonwealth Hotel (Reconstruction)	Detailed Design	Q2 2020
2.4	Commonwealth Hotel (Retail Fitout)	Concept Design	Q2 2020
3.1	Nicholas / Union (below street level)	In Construction	Q4 2019
4.1	Metro A (Bells St Link)	Concept Design	Q2 2020
4.2	Metro B (2 Bell Street)	Concept Design	Q2 2020
4.3	Eats (Food & Bev)	Concept Design	Q2 2020
4.4	Venue (Entertainment Bldg)	Concept Design	Q2 2020
5.1	AV Project (Nicholas / Union)	Concept Design	Q2 2020
6.0	Demolition works	Complete	Q2 2018
7.0	Safe City Relocation	Complete	Q2 2018

Note: Program dates will be finalised upon award of the Civic Project contract.



2. Design & Construction

2.1 CIVIC PROJECT

The tender evaluation for the Ipswich Central Civic Project (the "Civic Project") has been completed and a recommendation was issued to Council for the appointment of a Preferred Tenderer. Council endorsed this recommendation on Tuesday 4 June 2019 and Hutchinson Builders were named.

The Civic Project scope of works have been revised to cover the following separable portions:

1. The Admin Building (including integrated fit-out)
2. Library (including fit-out)
3. Civic Plaza
4. Existing Car Park Upgrade

The work previously listed as separable portion 5 & 6 has been removed from the Civic Project. Separable portion 5 for landscaping works in Nicholas / Union has been assigned to Jmac (formal endorsement of this revision is anticipated from Council by end of June 2019). The removal of separable portion 6 (Bremer Street ramp demolition) is due to the anticipated deletion of this scope of work from the project.

The objective for June and July is to negotiate final contract terms with the Preferred Tenderer, implement appropriate value management options and document the proposed scope change as summarised below:

Administration Building

- Ceiling (and slab-to-slab) height change for Ground Floor, L01 and L08.
- Library areas to be allocated to parts of the Ground Floor and Level 01
- Chambers to be relocated to Level 08
- Elevator arrangements to be revised to accommodate the above
- Include structural, facade and stairway revisions to accommodate the above
- Customer service area to be revised as a result of the above
- Councillor facilities to be revised as a result of the above
- Staff areas changed as a result of the above

Library

- Relocate children's areas to Admin Building
- Revise footprint of library at location of existing substation
- Façade re-design
- Revise fire escape arrangements

Ramps at Bremmer Street

- Retain ramps at Bremmer Street
- Revise waste transfer arrangements
- Revise levels to accommodate truck turning circles and connection to Bradfield Bridge

HV System

- Retain library substation
- Retain Bremmer St substation in its current form
- Other:

NICHOLASST

IPSWICH CENTRAL

Nicholas/Union

- Scope to be allocated to J-Mac.

2.2 COMMONWEALTH HOTEL

Work to the Commonwealth Hotel has been packaged into the following work phases:

1. **Deconstruction:** Careful deconstruction of this historic asset was completed in 2018 to ensure safety of workers and the public with oversight by suitably qualified consultants.
2. **Stabilisation:** Underpinning works to the front and rear facades and internal slabs are completed and so too is services installation.
3. **Reconstruction:** As a first step in reconstruction the consultant team will be recommended. Included in this will be a review of feasibility options.
4. **Fit-out:** The brief for any fit-out elements completed by the Council will be finalised pending completion of the feasibility study.

2.3 NICHOLAS / UNION

Jmac Constructions continue to make progress on the Nicholas Street / Union Place project. The project team undertook a preliminary review of stone and tactile types in June and will shortly make a recommendation to ensure the best value and lowest risk for Council for stone supply and installation.

2.4 RETAIL

Retail fitout works are proposed to be delivered as a consolidated program of works to ensure efficiency and facilitate coordination between activities. The projects comprising the retail program include:

1. Metro A – Bell Street Link
2. Metro B – 2 Bell Street
3. Eats – Food & Beverage tenancies on the western side of Nicholas Street (lower end)
4. Venue – Entertainment building on the western side of Nicholas Street (upper end)

Engineering consultants have completed due diligence across all buildings. A feasibility report has been concluded and will be provided to KPMG for their review, with their advice expected to be received in July 2019.

2.5 AV PROJECT

The AV project is in the concept design phase. Detailed documentation is forecast to commence in the coming months.

The AV work is currently listed as a separate package of work. Pursuant to further design the procurement arrangements will be finalised and this work may ultimately be combined with other packages if appropriate.

2.6 DEMOLITION WORK

Demolition work was completed in 2018 and included lot creation to facilitate construction of the Admin Building and adjacent Civic Project elements. The demolition work has reduced the risk and program duration of the Civic Project.

The Contractor, Hutchison Builders, are currently maintaining the site to ensure public safety and ensure the stability of the works pending a Contractor being appointed to take possession of the site and commence construction of the Civic Project. In June 2019 a final walk-through with the Superintendent was completed and return of the final security has been recommended.

2.7 SAFE CITY RELOCATION

The Safe City Relocation project has been completed.



3. Marketing & Leasing

3.1 RETAILER ENGAGEMENT

Regular memos are issued to all Ipswich Mall tenants when any changes to entry/exit points, directional changes etc. Regular meetings are being held to propose Retailers advise us of any new products, services, special offers they have so that we can assist by promoting this via our social media channels.

3.2 SOCIAL MEDIA ENGAGEMENT

Social media metrics are summarised below:

- Total Facebook reach for May 2019-
- Total reach 84,465
- Total engagement 8,005
- Engagement rate* 9.4% *average engagement rate across all industries .9 -2.0%

3.3 COMMUNITY ENGAGEMENT

On the evening of Tuesday 4 June 2019 a community engagement event was held. The evening was well attended with a number of thoughtful issues raised.

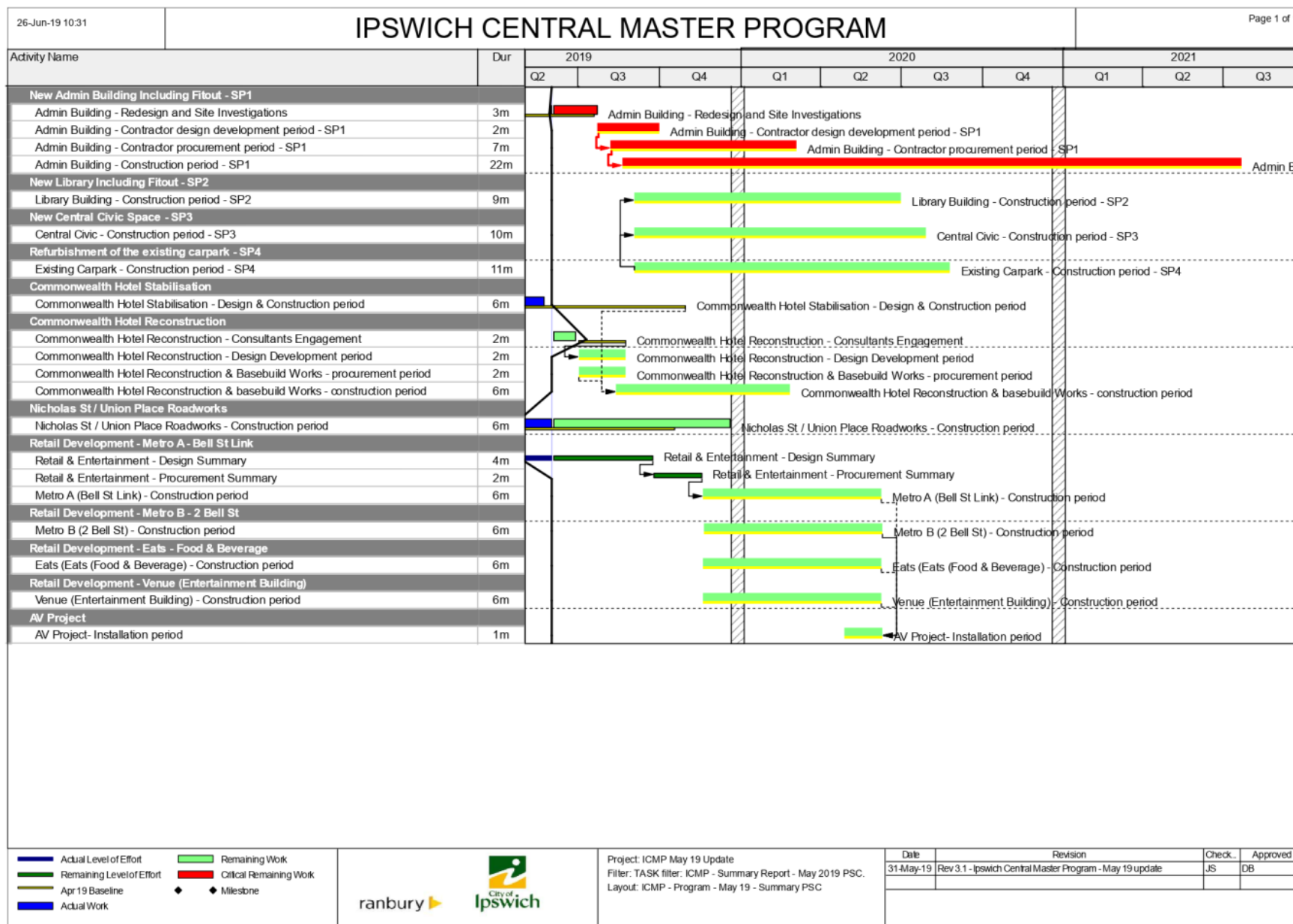
A proposal flowing from this meeting was the development of a welcome pack for all new tradespeople onsite. Encouraging local business (particularly food & beverage operators) to create special offers for workers on site e.g. Tradies' Lunch Box, discounts, loyalty incentives, delivery to site etc

Current community engagement activities include:

- Delivery of project update presentations for community briefing sessions
- Work with ICC Communities/WPR – Indigenous Inclusion Initiative
- On-site tour for CBD traders and members of the Ipswich Chamber of Commerce



APPENDIX A – SUMMARY PROGRAM





APPENDIX B – SITE PHOTOS

APPENDIX B – SITE PHOTOS



Commonwealth Hotel: Slab on ground



Nicholas St Northern: Pavement Works



Union Pl: Retaining Wall & Services



Nicholas St Southern: Pavement Works Preparation



Nicholas St Central: Pavement works preparation