



City of Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

**ECONOMIC AND INDUSTRY DEVELOPMENT
COMMITTEE**

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

On Thursday, 11 February 2021
At 10 minutes after the conclusion of the Community, Culture, Arts and Sport
Committee

MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE

Councillor Nicole Jonic (**Chairperson**)
Councillor Jacob Madsen (**Deputy Chairperson**)

Mayor Teresa Harding
Councillor Kate Kunzelmann
Councillor Andrew Fechner

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE AGENDA
*10 minutes after the conclusion of the Community, Culture, Arts and
Sport Committee on **Thursday, 11 February 2021***
Council Chambers

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 1

11 FEBRUARY 2021

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **REPORT - ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2020(05) OF 3 DECEMBER 2020**

This is the report of the Economic and Industry Development Committee No. 2020(05) of 3 December 2020.

RECOMMENDATION

That the report of the Economic and Industry Development Committee No. 2020(05) of 3 December 2020 be received and the contents noted.

OFFICERS' REPORTS

2. **ECONOMIC AND INDUSTRY DEVELOPMENT ACTIVITY UPDATE**

This is a report concerning the economic and industry development activities being undertaken by council's Office of Economic Development (OED).

Local economic development is a priority for most city councils, yet the activities that drive such development are often difficult to report on in the course of normal council business. Further, executing economic development strategy is a long-game, largely consisting of stakeholder conversations, opportunity identification and matching and influencing policy and decisions of many parties; the tangible outputs not evident until a new building opens or there is a sustained shift in economic indicators.

This report outlines the role of a council in driving economic development outcomes, the functions of Ipswich City Council's OED and highlights key activities underway.

RECOMMENDATION

That the report be received and the contents noted.

** Item includes confidential papers

NOTICES OF MOTION

MATTERS ARISING

and any other items as considered necessary.

Doc ID No: A6766334

ITEM: 1

SUBJECT: REPORT - ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE
NO. 2020(05) OF 3 DECEMBER 2020

AUTHOR: ADMINISTRATION OFFICER

DATE: 4 FEBRUARY 2021

INTRODUCTION

This is the report of the Economic and Industry Development Committee No. 2020(05) of 3 December 2020.

RECOMMENDATION

That the report of the Economic and Industry Development Committee No. 2020(05) of 3 December 2020 be received and the contents noted.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Economic and Industry Development Committee Report No. 2020(05) of 3 December 2020 ↓
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3 DECEMBER 2020

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2020(05)]

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2020(05)

3 DECEMBER 2020

REPORT

COUNCILLORS' ATTENDANCE: Councillor Nicole Jonic (Chairperson); Councillors Jacob Madsen (Deputy Chairperson), Mayor Teresa Harding, Kate Kunzelmann and Andrew Fechner

COUNCILLOR'S APOLOGIES: Nil

OFFICERS' ATTENDANCE: Chief Executive Officer (David Farmer), General Manager Planning and Regulatory Services (Peter Tabulo), Manager Economic and Community Development (Cat Matson), Media and Communications (Darrell Giles), Theatre Technician (Ben Harth) and Theatre Technician (Harrison Cate)

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. CONFIRMATION OF MINUTES - ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2020(04) OF 19 NOVEMBER 2020

RECOMMENDATION

Moved by Councillor Jacob Madsen:
Seconded by Councillor Andrew Fechner:

That the minutes of the Economic and Industry Development Committee No. 2020(04) of 19 November 2020 be confirmed.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Madsen	Nil
Harding	
Kunzelmann	
Fechner	
Jonic	

The motion was put and carried.

3 DECEMBER 2020

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2020(05)]

OFFICERS' REPORTS

Nil

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.32 am.

The meeting closed at 11.33 am.

Doc ID No: A6749654

ITEM: 2
SUBJECT: ECONOMIC AND INDUSTRY DEVELOPMENT ACTIVITY UPDATE
AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT
DATE: 27 JANUARY 2021

EXECUTIVE SUMMARY

This is a report concerning the economic and industry development activities being undertaken by council's Office of Economic Development (OED).

Local economic development is a priority for most city councils, yet the activities that drive such development are often difficult to report on in the course of normal council business. Further, executing economic development strategy is a long-game, largely consisting of stakeholder conversations, opportunity identification and matching and influencing policy and decisions of many parties; the tangible outputs not evident until a new building opens or there is a sustained shift in economic indicators.

This report outlines the role of a council in driving economic development outcomes, the functions of Ipswich City Council's OED and highlights key activities underway.

RECOMMENDATION/S

That the report be received and the contents noted.

RELATED PARTIES

There are no conflicts of interest or specific related parties to note in this report.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

Strengthening the local economy and building prosperity for Ipswich is a key priority for council. This report outlines the key activities Council's Office of Economic Development (OED) is undertaking toward that aim.

At a city level, the role of a council in economic development is to:

- create the right conditions for economic growth while balancing the character and liveability of the region;

- partner with local Chambers to support local businesses build capability, which in turn creates local jobs;
- facilitate and support projects that are beneficial to the area; and
- advocate for regionally significant projects to be funded and located in the area.

Council's Office of Economic Development (OED) undertakes four main functions:

1. Local business support, investment and growth;
2. Industry development;
3. Investment and project attraction; and
4. Advocacy and major projects.

It is important to note that driving economic growth and prosperity is not solely the domain of OED, rather, it takes a whole-of-council approach. The Planning and Regulatory Services Department and the Infrastructure and Environment Department create the conditions for business growth; the Communications and Stakeholder Engagement Branch tell the stories and showcase Ipswich's potential; the Coordination and Performance Department contribute by creating investment opportunities in the Nicholas Street Precinct ; and the Customer Service Section provides a crucial first and lasting impression on existing and new residents, business owners and investors.

Activity Update – Highlights

Outlined below are activity highlights that have occurred to date this financial year, along with key activities planned to 30 June 2021, these are organised by the four main functions of OED.

1. Local Business Support, Investment and Growth

Small Business Support Fund: Since 1 June over \$100,000 has been distributed to more than 100 local small businesses as part of council's COVID-19 Recovery. This program was specifically designed to support those business that weren't eligible for the State's small business recovery fund as they were too small.

Small Business Friendly Council: Council was the first in Queensland to sign up to the Small Business Friendly Charter, formalising the commitment to make it easier for small businesses to do business in Ipswich and with Council. To that end, work has been progressing to reduce red-tape when it comes to licensing and permits for Food Trucks. That work will inform red-tape reductions and policy changes in other industries.

This year, council will be hosting *Food Licensing Forums* to help existing and new business owners to navigate the requirements to run a food business in the Ipswich LGA as well as providing tips for success.

Council will also run *Local Supplier Forums* to help local businesses tap into the opportunities to supply to council, supporting Council's 'Buy Ipswich' approach. The most powerful way to support a business is to buy from them; the local supplier forums will help Ipswich businesses understand the governance and buying process of council, give them direct access to the procurement team and the opportunity to network with each other. Empowering local businesses in this way to sell to council is a significant economic driver for the region.

A *Small Business Growth Summit* is being planned for March, in partnership with the Ipswich Region Chamber of Commerce. The Summit will feature keynote presentations, workshops and an opportunity for local small businesses to network, connect and continue to recover from COVID-19. There are also plans for a local business expo later in year.

2. *Industry Development*

In a COVID-19 impacted year, industry development activities in 2020 focused heavily on supporting local business to build capability and networks in order to access the lucrative defence and manufacturing supply chains that are housed in Ipswich.

Supply Chain Resilience Webinars: In response to lock-downs and the changing way of doing business, OED hosted a series of webinars from May to October, with 786 people attending to hear from industry experts, trade commissioners and senior federal and state bureaucrats. More importantly, the promotion of the webinars reached more than 6,000 local, interstate and overseas business contacts, adding credence to Ipswich's industry leadership in defence and manufacturing.

Scale-Up Program (pilot): An industry coaching program for small and medium businesses will roll-out in 2021. The pilot program will help businesses become 'defence-ready' through industry coaching provided by local, large defence industry contractors (known as Defence-Industry-Primes). While the pilot program is focused on the defence industry it is anticipated it will inform the creation of similar programs for other high-value industries in Ipswich. It will also attract newly-defence-ready-businesses to the region.

Health, education and retail are other industries the team are working in to understand how council can best nurture those industries for confidence and growth.

3. *Investment and Project Attraction*

Encouraging investment in new and existing businesses and projects is often the most visible component of city economic development teams.

OED is currently nurturing an investment pipeline of approximately \$565,000,000. These projects will create approximately 550 jobs, over and above the initial construction jobs. With the Nicholas Street Precinct nearing completion and the return of elected representatives, investor confidence is returning and the team are aggressively pursuing new opportunities to add to this pipeline.

It's worth noting, this pipeline includes only those projects that OED staff are directly involved in, and excludes projects like West Moreton Health Precinct, Bundamba TAFE, Department of Defence and associated projects and the Mater Hospital.

While some may think investment has slowed, there is a lot of investment interest in Ipswich and we look forward to bringing to this committee project updates in coming months.

4. Advocacy and Major Projects

A crucial component of successful economic development is securing population-servicing infrastructure. The advocacy team consists of two dedicated full-time resources to coordinate, prepare and develop business cases and advocacy plans to secure such projects.

In the lead up to the State Election in October 2020, this work influenced financial commitments from all major parties to support the Ipswich to Springfield Central Public Transport Corridor, and multi-million-dollar contributions to strategies to build required health and education facilities.

The program of advocacy and major project work for the upcoming year is substantial; having this strategic approach to this kind of advocacy is a significant lever for Ipswich's economic growth.

Ipswich Central – a catalytic project that encompasses all four functions of OED

While the progress of Ipswich Central, including the Nicholas Street Precinct, has been reported to Council through the Ipswich Central Redevelopment Committee, it's important to note the catalytic effect this project is having, and will continue to have on the city's economic development goals. As such, the broader planning, positioning and promotion of Ipswich Central is being led by OED in partnership with key stakeholders.

The Nicholas Street Precinct is a well-known and significant part of the revitalisation of Ipswich Central, though at a smaller scale there are other projects underway. For example, the pilot of the Façade Improvement Program, has instigated twelve Ipswich Central businesses to upgrade their building façades and/or access. This matched-funding program has generated a total investment of \$274,000, in Ipswich Central improvements.

The next phase for Ipswich Central will articulate a clear vision for the precinct, including key economic activity and opportunities. This will generate an investor narrative and strategy to secure private and government development progressing a thriving and sustainable central business district. Governance models for council and stakeholder collaboration will also be established, this work is scheduled for February to May 2021.

While the impetus for Ipswich Central is very much economic one, it will be the collaboration across all council departments that will ensure that Ipswich Central is a precinct that fuels the economy of the region, appeals to existing and new residents while maintaining the city's unique history, heritage and character. It will take a concerted effort, across council and elected officials, to work together to create an Ipswich Central precinct that reflects all the values of Ipswich, now and into the future.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

There are no risks inherent in the consideration of this report.

FINANCIAL/RESOURCE IMPLICATIONS

OED currently has a full-time head count of seven (7) people. This is comprised of:

- One (1) coordinator for local business and investment;
- One (1) coordinator for industry development and trade;
- Two (2) in advocacy and major projects;
- One (1) project manager for Ipswich central; and
- Two (2) project officers.

OED sits within the Economic and Community Development Branch, alongside the Community Development section and the Community Safety section.

There are no specific budget implications associated with this paper.

COMMUNITY AND OTHER CONSULTATION

No consultation was undertaken to specifically inform this report.

Community and internal council consultation is at the core of economic and industry development. The OED teams work closely with both Ipswich Region and Springfield Chamber of Commerce, investors and their agents, existing businesses of Ipswich, the traders of Ipswich Central, and key industry stakeholders. Internally, the team consult daily with officers in all departments to deliver economic impact to the city.

CONCLUSION

Council's OED team are actively engaged across a number of functions to drive economic development outcomes for Ipswich. Current activities are building on the region's existing strengths and catalytic projects to drive maximum return-on-effort.

Current priorities for the OED, within the four functions outlined above, are:

- Becoming a small business friendly council to enable local business growth and attract new small businesses;

- Help local businesses to supply to council, to increase their revenue resilience and to support council's Buy Ipswich policy;
- Lead the next phase of the Ipswich Central project to develop an investor narrative, demonstrate council's commitment to the precinct and governance framework to enable a coordinated and collaborative approach with all stakeholders;
- Run a pilot of the scale-up program leveraging the local defence industry partners with a view to similarly supporting other priority industries.
- Nurture the investment and project pipeline to secure high-value projects that are a strategic and character fit for Ipswich;
- Continue the advocacy work to secure suitable support and funding for population-servicing infrastructure and regionally significant projects.

Cat Matson

MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

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"