



# City of Ipswich

**IPSWICH  
CITY  
COUNCIL**

**AGENDA**

*of the*

**ECONOMIC AND INDUSTRY DEVELOPMENT  
COMMITTEE**

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

**On Thursday, 11 March 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 March 2021***  
Council Chambers

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\*\* Item includes confidential papers

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**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2**

**11 MARCH 2021**

AGENDA

**DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA**

**BUSINESS OUTSTANDING**

**CONFIRMATION OF MINUTES**

1. **REPORT - ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(01) OF 11 FEBRUARY 2021**

This is the report of the Economic and Industry Development Committee No. 2021(01) of 11 February 2021.

**RECOMMENDATION**

That the Minutes of the Meeting held on 11 February 2021 be received and noted.

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**OFFICER'S REPORT**

2. **UPDATE ON FOOD TRUCK FRIENDLY COUNCIL PROCESS IMPROVEMENTS**

This is a report concerning the policy and process change work that has been, and is being done to support Ipswich Council being 'Food Truck Friendly'.

Substantial policy and process improvements have been discussed, mapped and are being implemented in relation to:

1. Pre-approved food truck sites
2. Transparent and consistent assessment guidelines for food truck site approval
3. A streamlined application process
4. Shortening the approval time from several weeks to 48 hours or less

The estimated cost to implement the process improvements is approximately \$22,000 and will be allocated from the 2020-2021 Economic Development - Local Business Growth budget.

**RECOMMENDATION**

That the report be received and the contents noted.

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**NOTICES OF MOTION**

**MATTERS ARISING**



**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(01)**

**11 FEBRUARY 2021**

MINUTES

- COUNCILLORS' ATTENDANCE:** Councillor Nicole Jonic (Chairperson); Mayor Teresa Harding, Councillors Jacob Madsen, Kate Kunzelmann and Andrew Fechner
- COUNCILLOR'S APOLOGIES:** Nil
- OFFICERS' ATTENDANCE:** Chief Executive Officer (David Farmer), General Manager Community, Cultural and Economic Development (Ben Pole), Acting General Manager Infrastructure and Environment (Sean Madigan), Economic and Community Development Manager (Cat Matson), Media and Communications Manager (Darrell Giles) and Theatre Technician (Harrison Cate)
- OTHER ATTENDANCE:** Advisor to the Minister (Steve Greenwood)

**DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA**

Nil

**BUSINESS OUTSTANDING**

Nil

**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**

Moved by Councillor Andrew Fechner:  
Seconded by Councillor Kate Kunzelmann:

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

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Madsen	Nil

Harding  
Kunzelmann  
Fechner  
Jonic

The motion was put and carried.

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### **OFFICER'S REPORT**

#### 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**

Moved by Councillor Andrew Fechner:  
Seconded by Mayor Teresa Harding:

**That the report be received and the contents noted.**

AFFIRMATIVE  
Councillors:  
Madsen  
Harding  
Kunzelmann  
Fechner  
Jonic

NEGATIVE  
Councillors:  
Nil

The motion was put and carried.

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### **NOTICES OF MOTION**

Nil



**MATTERS ARISING**

Nil

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**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 11.17 am.

The meeting closed at 11.29 am.

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Doc ID No: A6808162

ITEM: 2  
SUBJECT: UPDATE ON FOOD TRUCK FRIENDLY COUNCIL PROCESS IMPROVEMENTS  
AUTHOR: COORDINATOR - LOCAL BUSINESS AND INVESTMENT  
DATE: 19 FEBRUARY 2021

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### **EXECUTIVE SUMMARY**

This is a report concerning the policy and process change work that has been, and is being done to support Ipswich Council being 'Food Truck Friendly'.

Substantial policy and process improvements have been discussed, mapped and are being implemented in relation to:

1. Pre-approved food truck sites
2. Transparent and consistent assessment guidelines for food truck site approval
3. A streamlined application process
4. Shortening the approval time from several weeks to 48 hours or less

The estimated cost to implement the process improvements is approximately \$22,000 and will be allocated from the 2020-2021 Economic Development - Local Business Growth budget.

### **RECOMMENDATION/S**

**That the report be received and the contents noted.**

### **RELATED PARTIES**

There are no related parties and no conflicts of interest.

### **ADVANCE IPSWICH THEME**

Strengthening our local economy and building prosperity

### **PURPOSE OF REPORT/BACKGROUND**

The Food Truck Friendly Council committee paper, presented at the Economic and Industry Development Committee No. 2020(04) dated 19 November 2020, outlined policy and

process opportunities that, if adopted, could make it easier for Food Trucks to operate in Ipswich. Committee and Council endorsed the recommendations of that report:

- A. That Council determine that Council should be ‘food truck friendly’.**
- B. That Council endorse the work required to streamline processes to make it easier for food trucks to operate in Ipswich.**

Work has progressed on two key opportunities outlined in that report:

1. Approved Food Truck Locations; and
2. Streamline permit process for improved customer experience and council efficiency.

#### Approved Food Truck Locations

Currently there are three main constraints Food Truck Operators face when applying to use a site in the Ipswich LGA;

1. Currently, a manual site review and approval often needs to be undertaken by a Council Officer; even if that site has been previously approved for food truck usage. This adds significant time to the decision process and creates uncertainty for food truck operators looking to schedule their operations.
2. Each site is unique and therefore a site review process can require input from many different Council departments, adding time to the decision process.
3. Exclusive-use monthly and yearly permits have been issued to some operators; preventing other operators from using those sites, even when the sites aren’t being used by the permit-holders.

To make the site-approval process easier, Council Officers are developing standardised location assessment criteria that all food truck site applications will be measured against.

Once a site is deemed to be a suitable site for a Food Truck and approved as such, it will be considered a ‘pre-approved’ food truck site. Pre-approved sites will be published on the online booking and application site and as such, approvals for pre-approved sites will be automated.

One of the primary considerations in designing the new process is to activate spaces whilst also reducing red tape for business operators. The new process allows Food Truck operators to nominate sites they think offer the best opportunity to increase their business, in turn activating spaces.

The result: a process that currently takes four weeks will be reduced to a day (assuming food health and safety license checks are valid).

Streamline permit process

Council Officers are developing a more transparent, easy-to-understand and automated application process. Currently an applicant needs to complete a PDF application form and often require a number of phone calls to Planning and Regulatory Services to ascertain fees and process. Due to the manual review and assessment of all applications, approvals can take up to four weeks. Such an extended timeline is counter to the flexible business model of Food Trucks.

A new online information, booking and application process is being developed, which integrates into existing Council systems, this new online system will:

- Provide information about pre-approved sites
- Show live location availability of pre-approved sites, so applications are not lodged for unavailable dates
- Provide the assessment criteria for new locations, so applicants can request new locations be assessed and approved
- Outline clear and standardised pricing structure, so food truck operators can make informed decisions about where to operate and when
- Allow daily booking periods for popular locations, enabling access to all food truck operators
- Enable food truck operators to submit an application 24/7

This process will dramatically improve customer experience, deliver process efficiencies within Council and make it easier for Food Trucks to operate in the Ipswich LGA.

It is anticipated that the new online application process will be completed by 1 July 2021.

**LEGAL/POLICY BASIS**

The improvements outlined above are consistent and contained within existing State Government food safety regulations and Ipswich City Council permit policies.

This report and its recommendations are consistent with the following legislative provisions:  
*Local Law 4 (Permits)*

**RISK MANAGEMENT IMPLICATIONS**

Risk Identified	Management / Mitigation Strategy
<p><b>Unfair Competition:</b> Food Truck Operators set up too close to bricks-and-mortar</p>	<p>Bricks and mortar food businesses will continue to be protected. Currently a 400m rule is applied; that is, a food truck site won't be approved if it is less than 400m from a</p>

food establishments, impinging on trade	fixed-premise business during its operating hours.
<b>Safety:</b> Safety risks of pedestrians, children and drivers	Safety criteria will inform standardised assessment criteria for food truck locations.
<b>Noise and Traffic:</b> Food Trucks impinge on reasonable enjoyment of residents	Housing density, noise and traffic impacts will inform the standardised assessment criteria for approved food truck locations.
<b>Expectation of Trade:</b> Food Truck operators and their customers face uncertainty about location or schedule	The new booking system, with site availability information and almost-instant approval provides Operators with certainty of location and schedule which in turn can be promoted to their customers through their own channels. If a customer is planning on purchasing from an operator they can have confidence in the information provided by that operator.

### FINANCIAL/RESOURCE IMPLICATIONS

No additional FTE resources will be required to implement these changes. In fact, it is expected that significant efficiencies will be generated, enabling improved customer response times for other planning and regulatory services functions.

#### Financial Costs

Item	Cost	Source of funds
Online application platform	\$20,000	<i>Existing funds</i> Economic Development: Local Business Growth budget
Marketing and promotion	\$2,000	<i>Existing funds</i> Economic Development: Local Business Growth budget

### COMMUNITY AND OTHER CONSULTATION

This project has involved substantial collaboration with many Council teams, including:

- Environmental Health
- Infrastructure and Environment
- Customer Service

- Corporate Services
- Economic Development

Local Food Truck operators have also been consulted to understand their needs and barriers to trading in Ipswich.

All internal and external stakeholders are extremely supportive of the proposed changes and are working together to implement them.

## **CONCLUSION**

Food Trucks, as a business model and as a way of serving food, are relatively new in the context of local government regulatory policies and processes. Whilst seemingly 'simple' changes are required to become a Food Truck Friendly Council, the mapping and delivery of new processes to deliver desired outcomes is complex. Council Officers across all required departments have made significant progress and are working towards a 1 July 2021 delivery date of a streamlined application platform accompanied with pre-approved locations.

These improvements are a significant step towards council's commitment to being a Food Truck Friendly Council and a Small Business Friendly Council.

## **ATTACHMENTS**

Nil

Ralph Breden

**COORDINATOR - LOCAL BUSINESS AND INVESTMENT**

I concur with the recommendations contained in this report.

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"*