



City of
Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

**ECONOMIC AND INDUSTRY DEVELOPMENT
COMMITTEE**

**Held in the Council Chambers
8th floor – 1 Nicholas Street
IPSWICH QLD 4305**

On Thursday, 8 July 2021
At 10 minutes after the conclusion of the Community, Culture, Arts and Sport
Committee

MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE

Deputy Mayor 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, 8 July 2021***
Council Chambers

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 6

8 JULY 2021

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(05) OF 10 JUNE 2021**

RECOMMENDATION

That the minutes of the Economic and Industry Development Committee No. 2021(05) held on 10 June 2021 be confirmed.

OFFICERS' REPORTS

2. **SMALL BUSINESS FUNDING PROGRAM**

This is a report concerning Ipswich City Council's Small Business Funding Program. The program was implemented in 2020-2021 to enable local business to recover from the impacts of COVID-19 and was a significant success, distributing a total of \$264,147.54 to 195 businesses.

In 2021-2022 a further \$150,000 has been allocated to support local small businesses. This report outlines the proposed principles for the funding program and requests Council endorsement to structure the program to build resilience and scale growth.

RECOMMENDATION

That Council endorse the proposed 2021-22 funding program principles outlined in this report as 'Building Resilience' and 'Scaling Growth'.

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(05)

10 JUNE 2021

MINUTES

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

COUNCILLOR'S APOLOGIES: Councillor Kate Kunzelmann

OFFICERS' ATTENDANCE: Acting Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), Acting General Manager Corporate Services (Jeff Keech), Acting General Manager Infrastructure and Environment (Sean Madigan), General Manager Planning and Regulatory Services (Peter Tabulo), Manager Economic and Community Development (Cat Matson), Consultant - Local Business and Investment (Ralph Breden) and Theatre Technician (Harrison Cate)

00. **LEAVE OF ABSENCE - COUNCILLOR KATE KUNZELMANN**

Councillor Kate Kunzelmann requested a leave of absence from the Economic and Industry Development Committee No. 2021(05) of 10 June 2021 due to her attendance at the Queensland Local Government Disaster Management Conference.

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:

Seconded by Councillor Andrew Fechner:

That Councillor Kate Kunzelmann be granted a leave of absence.

AFFIRMATIVE

Councillors:

Madsen

Harding

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(04) OF 13 MAY 2021**

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:
Seconded by Councillor Andrew Fechner:

That the Minutes of the Meeting of the Economic and Industry Development Committee No. 2021(04) of 13 May 2021 be confirmed.

AFFIRMATIVE
Councillors:
Madsen
Harding
Fechner
Jonic

NEGATIVE
Councillors:
Nil

The motion was put and carried.

OFFICERS' REPORTS

2. **DISCOVER FLAVOURS OF IPSWICH PILOT PROGRAM**

This is a report concerning the Discover Flavours of Ipswich Pilot Program run from Wednesday 7 to Saturday 24 April 2021 at a cost of \$60,000.

Discover Flavours of Ipswich was designed to support local hospitality operators whilst promoting Ipswich and its fare to Ipswich and Brisbane markets.

The program period saw an additional \$428,256 in sales for participating businesses compared to 2019 and generated \$322,144 in earned media value.

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:
Seconded by Councillor Jacob Madsen:

That the report concerning the Discover Flavours of Ipswich Pilot Program be received and the contents noted.

AFFIRMATIVE

Councillors:

Madsen

Harding

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

3. FOOD TRUCK FRIENDLY COUNCIL - PROPOSED FEES AND CHARGES

This is a report concerning the proposed fees and charges for the new food truck friendly application and permit system and the recommendation that \$0 fees are charged in the 2021-2022 financial year

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:
Seconded by Councillor Jacob Madsen:

- A. That \$0 fees be set for Food Truck fees for the financial year 2021-2022.**
- B. Recommendation A is compatible with human rights and relevant human rights have been given proper consideration in accordance with section 58(1) of the *Human Rights Act 2019 (Qld)*.**

AFFIRMATIVE

Councillors:

Madsen

Harding

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

4. ECONOMIC AND INDUSTRY DEVELOPMENT QUARTERLY ACTIVITY UPDATE

This is a report concerning the economic and industry development activities that have been undertaken in the last quarter. Council's Office of Economic Development is currently focussing on:

1. Encouraging local business growth by supporting local small businesses;
2. Revitalising Ipswich Central and the region's central business district and in doing so, creating the right conditions for local business growth and new investment;
3. Attracting new investment opportunities, from both within and outside of the region.

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:

Seconded by Councillor Andrew Fechner:

That the report be received and the contents noted.

AFFIRMATIVE

NEGATIVE

Councillors:

Councillors:

Madsen

Nil

Harding

Fechner

Jonic

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 1.51 pm.

The meeting closed at 2.16 pm.

Doc ID No: A7377786

ITEM: 2
SUBJECT: SMALL BUSINESS FUNDING PROGRAM
AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT
DATE: 27 JUNE 2021

EXECUTIVE SUMMARY

This is a report concerning Ipswich City Council's Small Business Funding Program. The program was implemented in 2020-2021 to enable local business to recover from the impacts of COVID-19 and was a significant success, distributing a total of \$264,147.54 to 195 businesses.

In 2021-2022 a further \$150,000 has been allocated to support local small businesses. This report outlines the proposed principles for the funding program and requests Council endorsement to structure the program to build resilience and scale growth.

RECOMMENDATION/S

That Council endorse the proposed 2021-22 funding program principles outlined in this report as 'Building Resilience' and 'Scaling Growth'.

RELATED PARTIES

There are no conflicts of interest identified or declared in relation to the contents of this report.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity
iFuture theme: Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Council introduced the Small Business Funding Program in the budget of 2020-2021 to support local small business recover from the detrimental effects of COVID-19. During 2020-2021 a total of \$264,147.54 was distributed to 195 businesses in small business funding. This funding has been used to support and rebuild many businesses in the COVID environment.

The most common expenses the funding was put towards was:

- Perishable stock replacement
- Obtaining professional advice from service providers like accountants

Sebastian Brun, owner of La Parilla Restaurant and Food Truck said:

“The Small Business Funding helped my business buy stock and allowed me to keep trading. I appreciate what Ipswich City Council have done to support my business.”

Another recipient, NY Dance, a local dance studio, used the Small Business Funding to offset the cost of an advertising program. As a result of that campaign, NY Dance gained more dancers on their books than pre-COVID shutdown. As quoted in an Ipswich First article on 28 May, 2021, titled ‘Local dance school emerges from pandemic stronger’, NY Dance owner Natalie Yates said *“What I learned was that through adversity it created opportunities for me and forced me to question what it is I need to do to keep my business alive. I took baby steps and did what I had to do to get through.”*

In the 2021-2022 budget, council is supporting local small businesses with another \$150,000 allocated to small business funding. As economic conditions settle into a new status-quo in a post-COVID environment it’s important the new round of funding moves from a focus on recovery and is structured to encourage and enable Ipswich small businesses to increase their resilience, grow and in doing so, strengthen our local economy.

It is proposed to structure the 2021-2022 Small Business Funding Program along the following principles:

- Building Resilience through skill acquisition and execution
- Scaling Growth

Building Resilience

Ms Yates, from NY Dance (above), demonstrates the value of being supported through adversity to capitalise on opportunities.

The new funding program can increase similar impact by pairing funding with existing skill and capability programming being run by Council, the local Chambers of Commerce and other providers. What is often missing though in skill development programs is the funding required to implement new skills. For example, a marketing workshop will teach a business owner what’s possible, but a lack of cashflow prevents that business owner from implementing the new skills.

The local business and investment team will work in conjunction with key stakeholders to develop funding program guidelines that maximise the impact of capability building programs by augmenting those programs with funding for implementation.

Scaling Growth

As businesses grow and scale, they experience new challenges; beyond foundational skills and more how to navigate and manage the complexity of implementing organisational structures and new supervisory layers, HR and industrial relations matters, not to mention finding and expanding into new premises.

To support Ipswich businesses that are ready to scale; say from 10 employees to 20; or 15 to 50 or more; the economic development team will design a funding program that helps businesses navigate these new complexities and successfully scale. This in turn will create more local job in already viable and resilient Ipswich businesses.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

The key risks in establishing the new guidelines for the 2021-2022 Small Business Funding Program are to ensure funding is distributed in a way that is:

- Fair, equitable and transparent
- Encouraging desired behaviour and outcomes
- Complementary (and not duplicating) other funding programs offered by other levels of government
- Manageable by council and desirable by the local business community

These risks will be considered and managed as the economic development team work on the guidelines for the funding program.

HUMAN RIGHTS IMPLICATIONS

Section 58(1) of the Human Rights Act 2019 makes it unlawful for council to act or make a decision:

- (a) in a way that is not compatible with human rights; or
- (b) in making a decision, to fail to give proper consideration to a human right relevant to the decision.

As the funding program guidelines are developed the suitable human rights will be considered and the policy and guidelines developed to be compatible with Human Rights. For the purposes of this report, a Human Rights assessment is considered premature and therefore has not been completed.

FINANCIAL/RESOURCE IMPLICATIONS

A total of \$150,000 has been allocated in the 2021-2022 budget for small business funding. It is intended that 100% of this amount is distributed to local businesses to build resilience and scale-up. Administrative, marketing, labour and other associated costs will be managed from the economic development section of the budget.

COMMUNITY AND OTHER CONSULTATION

Preliminary consultation has taken place with the Economic and Industry Development Chair Councillor Jonic as well as the Presidents of Ipswich and Region and Greater Springfield Chambers of Commerce. Further consultation will take place in the design of the funding program guidelines.

CONCLUSION

As Queensland continues to navigate a 'new-normal' in a post-COVID environment, it's important that Council's Small Business Funding Program moves beyond recovery and enables local business to build resilience and scale-up, strengthening the local economy and creating local jobs. It is therefore recommended that the guidelines for the small businesses funding program are structured accordingly.

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"