



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, 10 June 2021
At 10 minutes after the conclusion of the Community, Culture, Arts and Sport
Committee

<u>MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE</u>	
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, 10 June 2021***
Council Chambers

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 5

10 JUNE 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(04) OF 13 MAY 2021**

RECOMMENDATION

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

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

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

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

- 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)*.

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

- A. That the report be received and the contents noted.
- 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)*.

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(04)

13 MAY 2021

MINUTES

<u>COUNCILLORS' ATTENDANCE:</u>	Deputy Mayor Nicole Jonic (Chairperson); Councillors Jacob Madsen (Deputy Chairperson), Mayor Teresa Harding, Kate Kunzelmann, Andrew Fechner and Marnie Doyle (Observer)
<u>COUNCILLOR'S APOLOGIES:</u>	Nil
<u>OFFICERS' ATTENDANCE:</u>	Acting Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), Acting General Manager Corporate Services (Jeff Keech), Manager Economic and Community Development (Cat Matson), Senior Digital Content Officer (Brenton Waters) and Theatre Technician (Harrison Cate)

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

In accordance with section 150EQ of the *Local Government Act 2009*, Deputy Mayor Nicole Jonic informed the meeting that she has a declarable conflict of interest in Item 2 titled Small Business Funding Program Round 3 Update.

The nature of the interest is that Deputy Mayor Jonic has a professional relationship with three (3) of the successful applicants listed in Attachment 1.

The name of the related party or other persons are:

- No. 2. Sip 'N' Dip Australia Pty Ltd
- No. 28. Tuileva David Simon Meavao
- No. 30. Lavenia Law

The nature of the relationship of the related parties to the Deputy Mayor is that Deputy Mayor Jonic has a relationship with all parties on a professional basis and as a member of the Greater Springfield Chamber of Commerce.

The nature of the related parties interests in the matter is that they have all been successful in round 3 of the funding program.

The value of the grant is:

- No. 2. Sip 'N' Dip Australia Pty Ltd (\$1,918.30)
- No. 28. Tuileva David Simon Meavao (\$2,000)
- No. 30. Lavenia Law (\$2,000)

It was moved by Mayor Teresa Harding and seconded by Councillor Andrew Fechner that Deputy Mayor Nicole Jonic does not have a declarable conflict of interest in the matter because there is no personal or financial benefit to Deputy Mayor Nicole Jonic and therefore a reasonable person would trust that the final decision is made in the public interest.

The eligible councillors present at the meeting decided that Deputy Mayor Nicole Jonic may participate in the meeting in relation to the matter, including by voting on the matter because there is no decision in relation to the matter, just noting of the organisational decision.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

NEGATIVE

Councillors:

Nil

Deputy Mayor Nicole Jonic did not take part in the vote.

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **REPORT - ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(03) OF 15 APRIL 2021**

RECOMMENDATION

Moved by Councillor Andrew Fechner:

Seconded by Councillor Kate Kunzelmann:

That the report of the Economic and Industry Development Committee No. 2021(03) of 15 April 2021 be received and noted.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. **SMALL BUSINESS FUNDING PROGRAM ROUND 3 UPDATE**

This is a report concerning Round 3 of the Small Business Funding Program that opened on Thursday, 1 April 2021 in response to the snap COVID-19 lock-down called on Monday, 29 March 2021. It was recognised that in the lead-up to the Easter long weekend this lock-down had significant financial impacts for our local businesses, compounded by timing of the Federal Government JobKeeper support being withdrawn.

At time of writing, a total of \$102,264.62 has been approved to 52 local small businesses, with a further 44 applications to be assessed.

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:

Seconded by Councillor Andrew Fechner:

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.

3. **FIRE STATION 101 MEMBERSHIPS PLANS**

This is a report concerning the proposed use of Firestation 101 from 1 July 2021 and the resulting changing in membership and pricing model.

It is proposed to make the open space at Firestation 101, currently used for co-working, available for capability building activities such as workshops, education and networking sessions for three-days per week. This requires a change in the membership fee structure.

The proposed changes make much better use of the council asset and will enable capability building programming for local small businesses to be delivered at scale.

RECOMMENDATION

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

- A. That Council note and approve the proposed change of use of the Fire Station 101 facility, which includes the cessation of full-time co-working service offerings.
- B. That the proposed Fees and Charges, as detailed in Attachment 1, be adopted with an effective date of 1 July 2021.

VARIATION TO MOTION

Councillor Andrew Fechner proposed a variation to the motion:

- C. That the 'Summary of Change in Fees and Charges' table in the report be amended to refer to 'day rate' and that the words (Sat - Tuesday) be removed.

The mover of the original motion agreed to the proposed variation.

RECOMMENDATION

- A. That Council note and approve the proposed change of use of the Fire Station 101 facility, which includes the cessation of full-time co-working service offerings.**
- B. That the proposed Fees and Charges, as detailed in Attachment 1, be adopted with an effective date of 1 July 2021.**
- C. That the 'Summary of Change in Fees and Charges' table in the report be amended to refer to 'day rate' and that the words (Sat - Tuesday) be removed.**

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.30 am.

The meeting closed at 11.47 am.

Doc ID No: A6758695

ITEM: 2
SUBJECT: DISCOVER FLAVOURS OF IPSWICH PILOT PROGRAM
AUTHOR: DESTINATION DEVELOPMENT MANAGER
DATE: 17 MAY 2021

EXECUTIVE SUMMARY

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/S

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

RELATED PARTIES

There are no discernible conflicts of interest or related party implications associated with this report and its recommendations.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

The Discover Flavours of Ipswich Pilot Program was developed in consultation with hospitality operators of the Ipswich Tourism Operators Network (ITON).

The objectives of the program were to:

- Generate positive economic activity for local businesses in a slow period
- Capacity build and support employment in the sector
- Incentivise residents and visitors to dine in Ipswich
- Raise the destination profile of the City of Ipswich

- Support local producers and restaurant supply chains

Attachment 1 of this report provides a detailed campaign evaluation, including:

- Program ran over 18 days from 7 to 24 April
- Included 20 restaurants from across the Ipswich LGA employing 385 staff
- Compared to the same period in 2019 participating operator's revenue increased \$428,256 and pax increased 34%
- Operators estimated 81% of diners were locals and 19% were visitors to the city
- 30 local food producers and retailers benefited from supplying additional produce to participating operators
- 14 media outlets including Visit Brisbane and Tourism and Events Queensland covered Discover Flavours of Ipswich generating \$322,144 in earned media value

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report and its recommendations.

FINANCIAL/RESOURCE IMPLICATIONS

The Discover Flavours of Ipswich Pilot Program cost \$60,000 in Materials and Services - \$30,865 in Production / Printing / Distribution and \$29,135 in Advertising.

The \$60,000 was allocated from the 2020-2021 Destination Development budget.

COMMUNITY AND OTHER CONSULTATION

The following Council and industry stakeholder group were consulted in the development of the Discover Flavours of Ipswich Pilot Program and supported its delivery:

- Ipswich Tourism Operators Network – Hospitality members
- ICC Planning and Regulatory Services – Health
- ICC Marketing and Promotions
- ICC Communications and Engagement
- ICC Economic and Community Development



CONCLUSION

The Discover Flavours of Ipswich Pilot Program delivered increased attendance and sales outcomes for participating local operators and successfully generated destination publicity.

Consumer and participant sentiment toward the program was almost entirely positive.

If Council is to proceed with the Discover Flavours of Ipswich program in the future, consideration will need to be given to ensuring the opportunity to participate and the program benefits are as open and accessible to local businesses as possible.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Discover Flavours of Ipswich FY20 Pilot Results ↓ 
2.	Destination Management Plan 2019-2023 ↓ 

Alistair Tavares

DESTINATION DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Carly Gregory

MANAGER, MARKETING AND PROMOTION

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”

Discover Flavours of Ipswich

FY20/21 Pilot Results | 21 May 2021



Discover Flavours of Ipswich (Pilot)

Flavours of Ipswich showcases the culinary scene and chefs in the City of Ipswich

OBJECTIVES:

1. Generate positive economic activity and impact on local businesses;
2. Support employment in the sector;
3. A compelling incentive for residents and visitors to dine in Ipswich;
4. Generate demand and bookings directly to participating operators during a slow period;
5. Raise profile of Ipswich's restaurant scene and chefs;
6. Support local producers or suppliers.

Discover Flavours of Ipswich (Pilot) Campaign Snapshot



PROGRAM PERIOD AND INDUSTRY OFFER (Pilot):

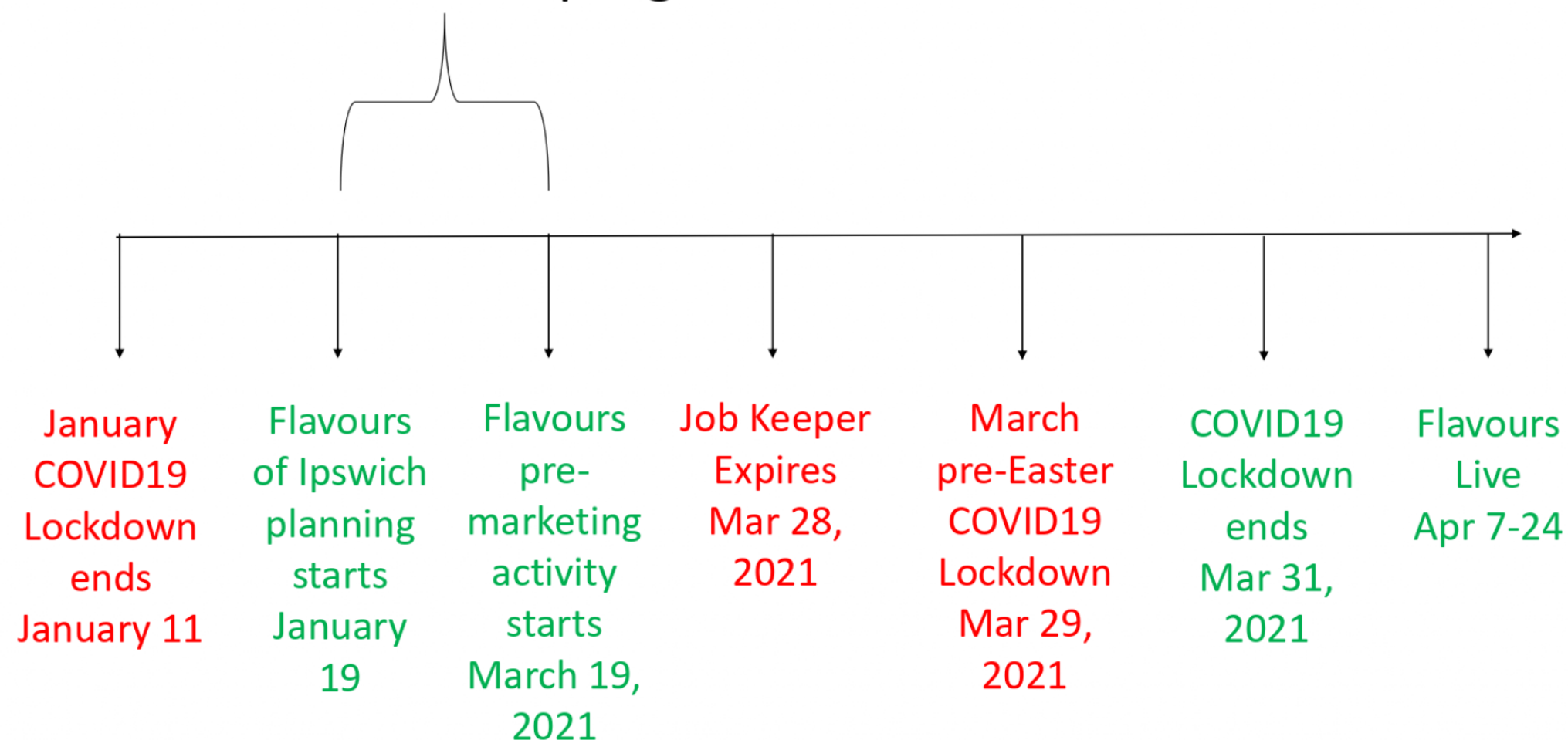
- Wednesday 7 April to Saturday 24 April 2021 (18 days; includes 3 weekends)
- Diners had the opportunity to order from a fixed price Flavours of Ipswich menu:
 - \$25 for 2 course lunch
 - \$35 for a 3 course dinner

PROGRAM ACTIVITY:

- Foodie writers and bloggers invited to eat their way through Ipswich
- Discover Ipswich micro-site + EDMs
- Meet the Chef (Ch.7 Lifestyle channels)
- MustDo Brisbane
- Myer Centre Billboard
- Letter box drop
- Social Media advertising
- Competition
- Retail signage
- Radio

Discover Flavours of Ipswich (Pilot) Timeline

Challenge: 40 business days to get internal and external stakeholders on board to launch the program



Discover Flavours of Ipswich (Pilot) Participating Operators

- Raw Energy Springfield
- Bakehouse Steakhouse
- Boulevard at Brookwater
- Retro Diner
- Cake Kalina
- The Cottage Restaurant
- Ruby Chews
- Ipswich Jets - 1887
- Memories of India
- Prince Alfred Hotel
- Club Services Ipswich – Longhorn Bar
- Casamia Restaurant
- Chai House
- Homestead Cafe
- Brothers Leagues Club - Shamrocks
- Essence of Indya
- Indian Mehfil
- Fourthchild Cafe
- Commercial Hotel
- Montezuma's



Discover Flavours of Ipswich (Pilot) Results



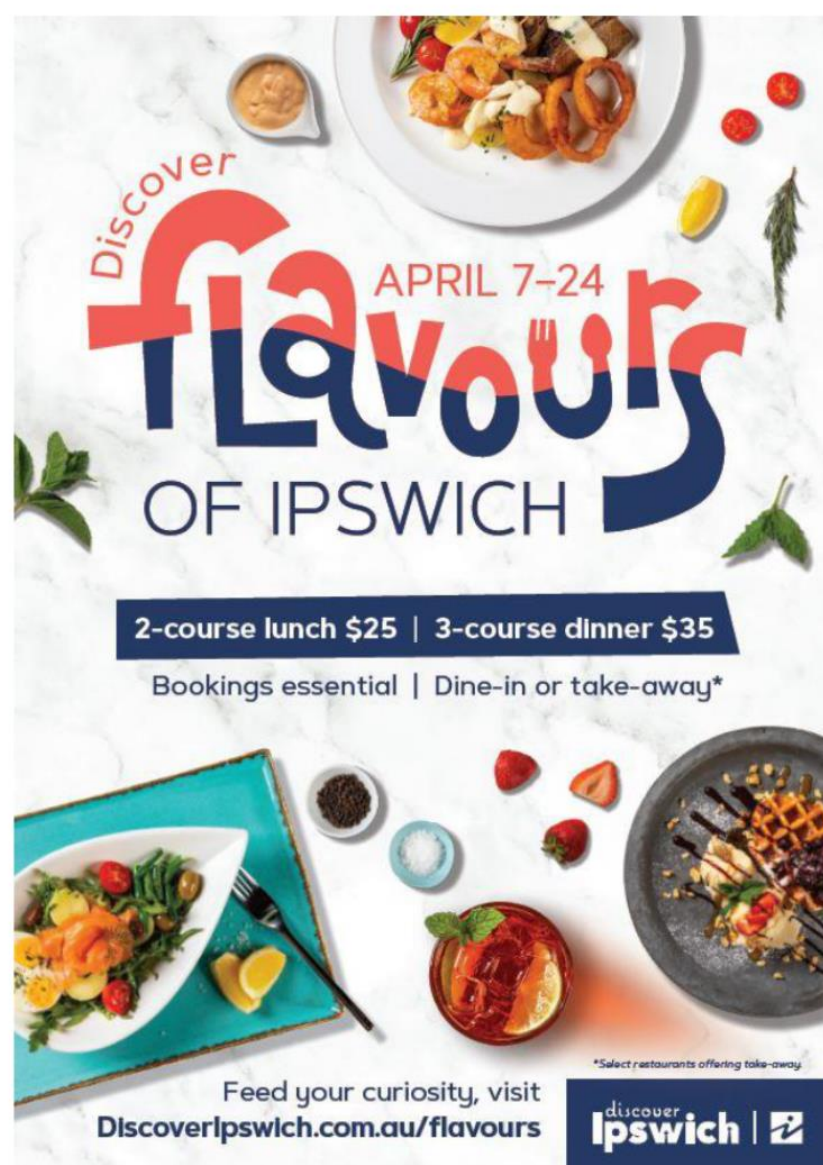
PROGRAM RESULTS

- Total revenue generated = \$1,068,236
- Incremental revenue growth = \$428,256*
- Total diners served = 29,502
- % increase in diners = 7,540* (34%)
- Total cost of program = \$60k
- Return on incremental revenue = \$1 : \$7.13
- Media value generated = \$322,144
- Consumer engagements (socials) = 234,247
- Website pageviews = 66,111

*in comparison to the same period in 2019

Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Results



PROGRAM RESULTS

- Increase in labour hours = 10% to 20%
- # of locals from Ipswich = 24,196 (81%)
- # of visitors to Ipswich = 5,305 (19%)
- Avg. % of Bookings via:
 - Phone = 47%
 - Online = 34%
 - Walk-in = 19%

Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Results

30 PRODUCERS/RETAILERS BENEFITED



The Cake Mobb
Adams Apples
Sommerville Butchers
Bidfood
Billy Boys Butcher
Wild breads
Veneziano Coffee
Christon Packaging Bundamba
Jafar Bucher
Denmore vegetables
Naughty Little Kids
Circle T Meats
City Country
Rangeland Meats
Ungermann Bros.

Louie's Fruit Shop
Costco
Summerland Quality Meats
Clint's Farm Fresh Produce
Dinmore Vegetable
Christon Packagers
B&E meat
City Country
Moco
Bidfood
Brookwater Bakery
Harvest markets
Holco/jb's
Moco
Golden harvest Bakery

Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Places visitors came from



North Lakes
Beaudesert
Gold Coast
Bribie Island
Greenbank
Brisbane CBD
Gatton
Lockley Valley

Toowoomba
Logan
Brisbane region
Esk
Helidon
Toogoolawah
Jindalee
Maroochydore

Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Business Owner Testimonials

“Flavours of Ipswich was a huge success for our venue and I believe the area of Ipswich itself. Bringing in many from outside our city and surrounds we believe we have vastly expanded our marketing area. The campaign was inclusive for all venues that participated, advertised very well and professionally implemented. We believe this is a very strong base to now grow the campaign for years to come. Many visitors and travellers research areas for unique and enjoyable experiences with this in mind FLAVOURS OF IPSWICH delivers many options for those seeking such experiences.” – Commercial Hotel

“We have never been this busy for lunch. Biggest lunch trade for us since we opened 5 years ago.” – The Cottage Restaurant

“Flavour of Ipswich gave us great platform to showcase the skill of our Chefs to all the people in Ipswich area and around the Ipswich and help to built Ipswich as a city bringing more and more traffic to Ipswich City. We personally love the Idea of Promoting Ipswich through food and bringing people to taste all different type of cuisine and excellent restaurants we have in Ipswich.” – Essence of Indya

Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Business Owner Testimonials

“A great event for Ipswich for the restaurant Industry at a time the support of the community was most needed. The event brought local residents out more often and made dining out more affordable and gave us the opportunity to show case our venues for future bookings and events. An amazing success for Ipswich restaurants and a great example of council and local business working together.” – Prince Alfred Hotel

“We had extremely positive feedback from everyone who dined with the Flavours of Ipswich menu. We had customers who came in planning to have their "usual" meals but tried something off the Flavours menu and said they will be adding those meals (especially the entrees like the dips and Jalapeno Poppers) to their list for future dining. And we had customers say they had not had churros as good as what we had in our restaurant and couldn't wait to come back for more. A lot of customers stated how filling the meals were and several took home 'doggy' bags. And we had several customers return for Flavours during the period. Overall, very happy with how everything went during this period. It was the largest ordering week for more than 16 months.” –Montezuma’s Ipswich

“I really appreciate for thoughts to bring flavour of Ipswich campaign in Ipswich it’s a great help for all small scale businesses owners. I would like thank you to Ipswich City council.” – Memories of India

Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Business Owner Testimonials

"The extensive marketing campaign certainly raised awareness of Ipswich's Restaurant scene. The enthusiasm for the Flavours of Ipswich was contagious and was the talk of the town (and outside the town). Can't wait to run it again!!!" – Brothers Ipswich

"The Flavours Of Ipswich Campaign increased our volume for lunch over 70%. Our lunch week days picked up. We are usually a breakfast driven cafe. One of the weekends on Sunday we did not have a spare table for 5 hours. We had no stop in the dockets all day. It ended up being a record day for us. We increased revenue 10% on our previous record prior to Covid pandemic We feel this campaign was well received by customers and drove new customers both locally and in the greater region." – Café Calina

"The campaign was executed exceedingly well - as an Ipswich resident, it's exciting to see the culinary scene getting such a spotlight shone on some of the excellent food offerings we have in Ipswich. As a first of it's kind campaign for Ipswich restaurants, we found the campaign a huge success for our business. The awareness that was built for the business around the marketing campaign, whether it be the billboards, social media, Weekender segment, word of mouth, it generated a lot of interest and awareness in the business. We can't wait to join in next year! – Ruby Chews

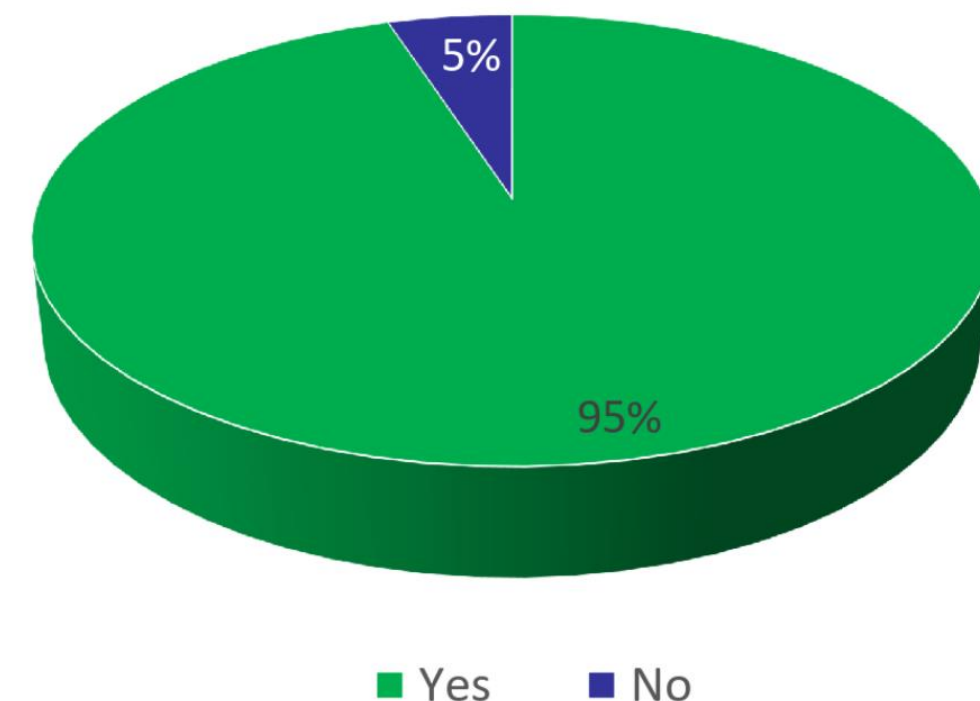
Source: Participating Hospitality providers post program reporting

Discover Flavours of Ipswich (Pilot) Business Owner Testimonials

"I think the campaign was well executed in showcasing Ipswich as a culinary destination and to be able to have our business on TV was fantastic. Seeing that it drove traffic from those that were on the outskirts of Ipswich showed that there is a local market just outside of Ipswich. As for visitors from further a field i think the campaign would need to marry up with something else such as tourist attractions and accommodation in Ipswich. Something that would make people want to come and stay for a long weekend or a few days to make the trip worth it." – **Club Services Ipswich**

Source: Participating Hospitality providers post program reporting

Would you participate if Flavours of Ipswich was run again?

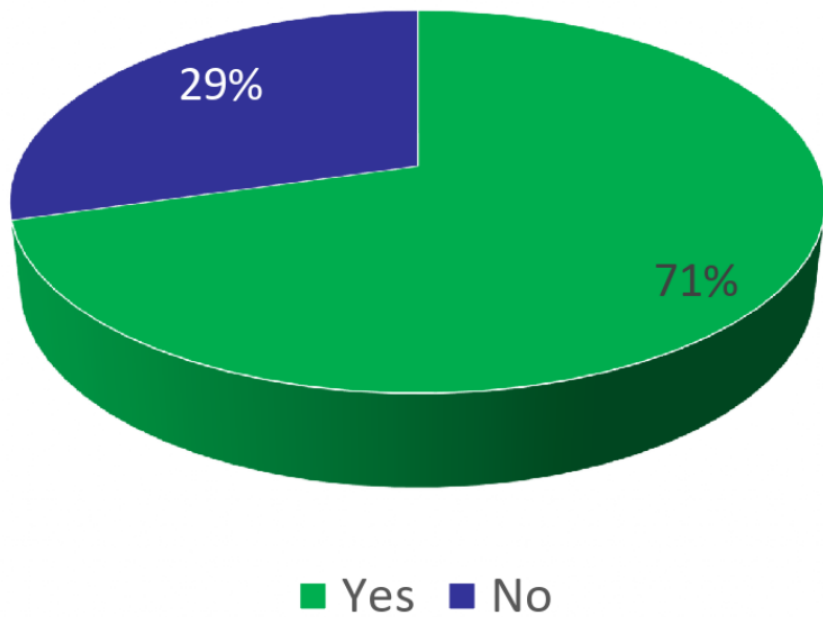


Source: Diners post survey results

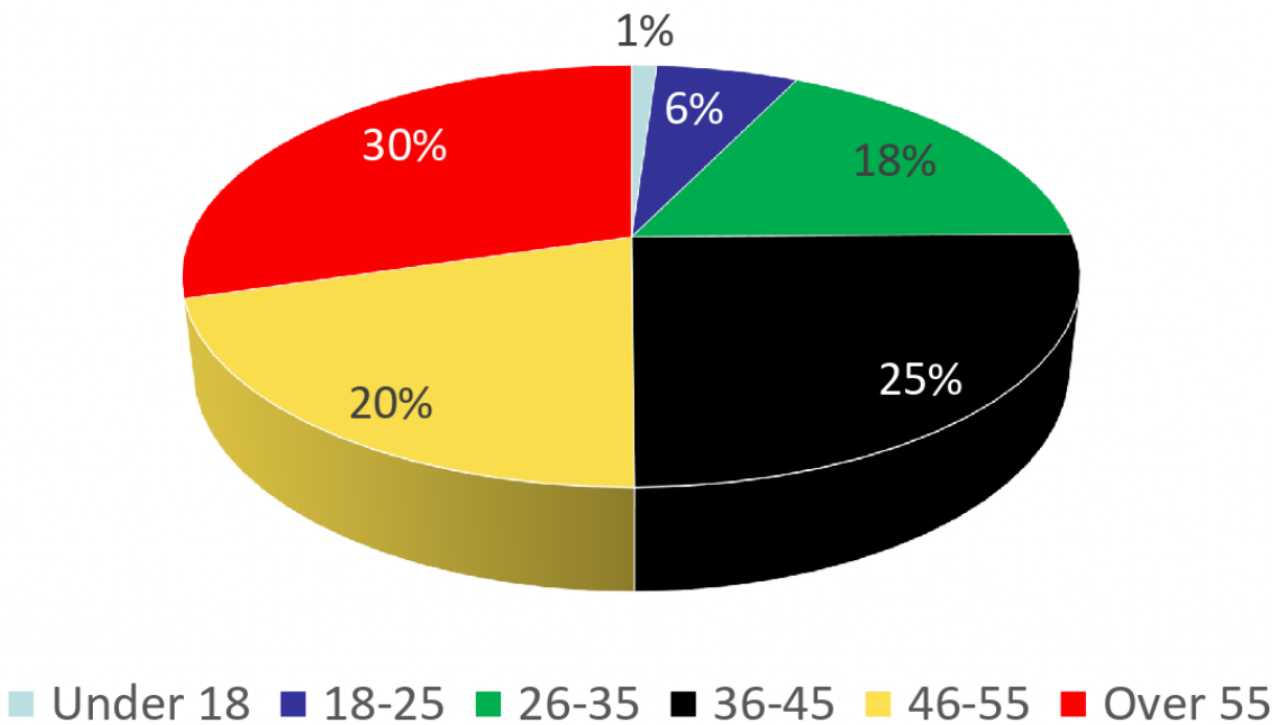
Discover Flavours of Ipswich (Pilot) Consumer survey results

A post diner survey was developed to capture diners feedback and perceptions of their experience during Discover Flavours of Ipswich. 563 diners completed the survey.

Have you heard of Flavours of Ipswich previously?



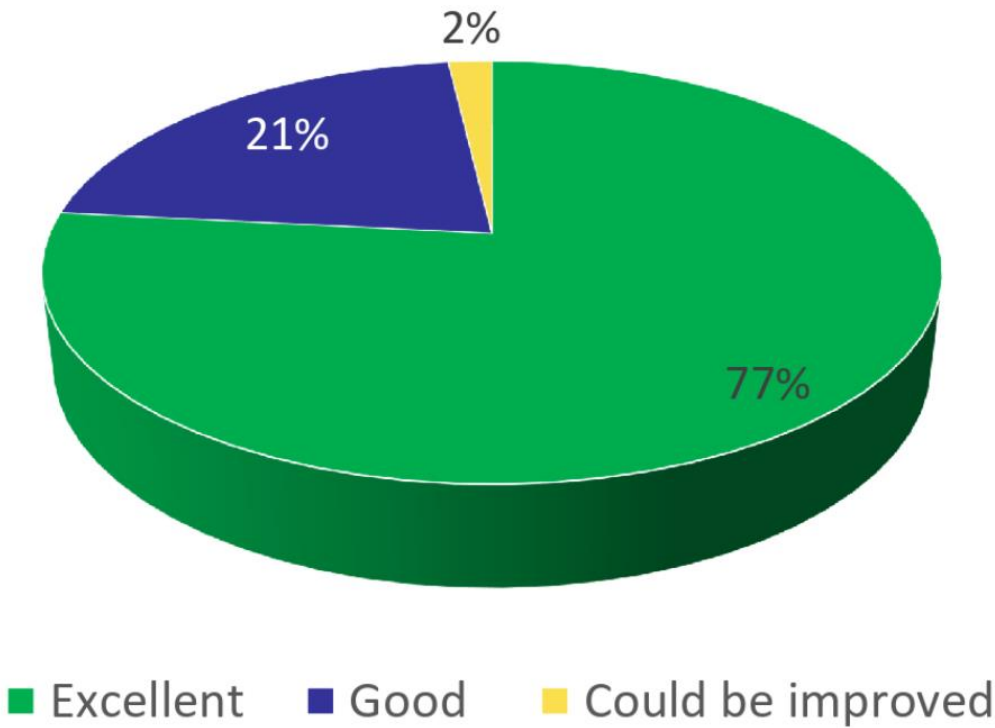
Age Group



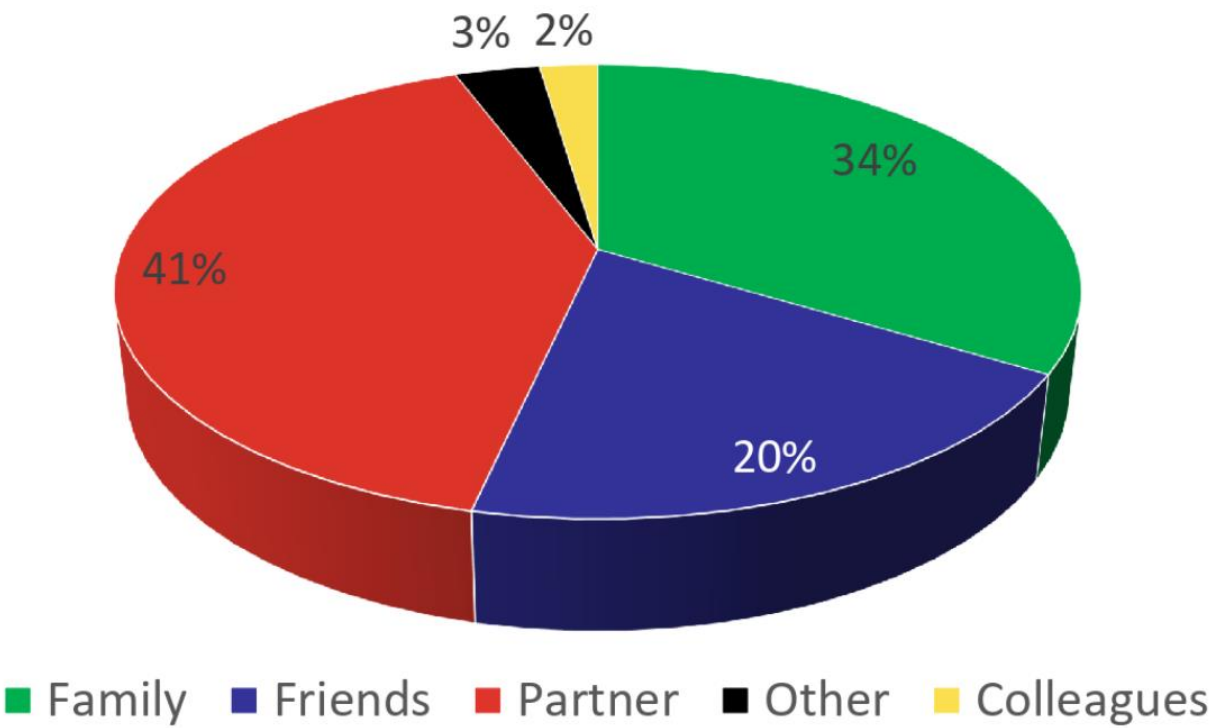
Source: Diners post survey results

Discover Flavours of Ipswich (Pilot) Consumer survey results

How did you rate your meal?



Who did you dine with?



Source: Diners post survey results

Discover Flavours of Ipswich (Pilot)

Other complimentary activities promoted



07 APR

The Little Mermaid Jr with Fusion Arts Inc - Ipswich Civic Centre

Ipswich Civic Centre
Presented by Fusion Arts Inc and Ipswich Civic Centre – Fusion Munchkins, Fusion Kids and Fusion 122. In the magical [...]



08 APR

Margaret Fulton the Musical - Ipswich Civic Centre

Ipswich Civic Centre
Presented by Ipswich Civic Centre A musical biography of a true Aussie legend based on her bestselling autobiography. The Margaret [...]



09 APR

John Williamson: Celebrating 50 Years - Ipswich Civic Centre

Ipswich Civic Centre
Presented by Artist Network In 2021 Australian music icon John Williamson will celebrate his 51st anniversary in the entertainment industry [...]



UNTIL 15 APR

The Owl and the Pussycat - Ipswich Civic Centre

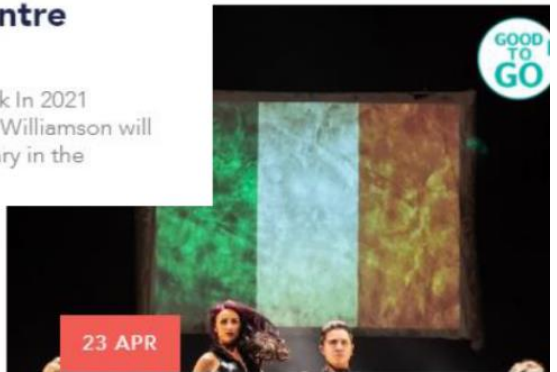
Ipswich Civic Centre
Presented by Ipswich Civic Centre and Little Match Productions In a pea green boat, an owl and a pussycat sail [...]



UNTIL 18 APR

Contemporary works from the Collection

Ipswich Art Gallery
Explore a selection of Australian contemporary artworks from the Ipswich Art Gallery Collection. Featured artists include Patricia Piccinini, Alex Seton, [...]



23 APR

A Taste of Ireland: The Irish Music & Dance Sensation - Ipswich Civic Centre

Ipswich Civic Centre
Presented by Pace Live 'A Taste of Ireland—The Irish Music & Dance Sensation' returns with a performance that is 'Celtic—for [...]

Discover Flavours of Ipswich (Pilot) Media Coverage

The Chronicle



ThisMagnificentLifeTM

The Courier Mail



Visit
BRISBANE



TOURISM
& EVENTS
Queensland



Local IpswichNews



FOOD · WINE · TRAVEL
A WORLD OF TASTE

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Discover Flavours of Ipswich (Pilot) Retail collateral



Discover **flavours** OF IPSWICH APRIL 7-24

2-course lunch \$25
3-course dinner \$35

Bookings essential | dine-in or take-away*

Feed your curiosity, visit
DiscoverIpswich.com.au/flavours

discover Ipswich | 

Discover **flavours** of Ipswich

Enjoy fixed price dining at some of Ipswich's favourite restaurants this April 7-24.

2-course lunch \$25 \ 3-course dinner \$35

Choose from award-winning restaurants, succulent seafood offerings, epic burgers and delicious slow cooked meats all on offer as part of Flavours of Ipswich specially curated menus.

*Bookings essential for dining in, with take-away available from selected participating restaurants.

PARTICIPATING RESTAURANTS

- Bakehouse Steakhouse
- Boulevard at Brookwater
- Casa Mia
- Chai House
- Char'd Dining, Prince Alfred Hotel
- Essence of India
- Fourthchild Café Restaurant
- Homestead Café, Summer Land Camels
- Indian Mehfil
- Longhorn Bar and Grill, Club Services Ipswich
- Memories of India
- Montezumas Ipswich
- Raw Energy Springfield
- Restaurant 188, Ipswich Jets Leagues Club
- Ruby Chews Burgers & Shakes
- Shamrocks Restaurant, Brothers Leagues Club Ipswich
- The Café Kalina
- The Commercial Hotel Redbank
- The Cottage Restaurant
- The Retro Diner

See the Flavours of Ipswich menus at DiscoverIpswich.com.au/flavours

Direct Mail Flyers – 140,000 households



Discover **flavours** OF IPSWICH APRIL 7-24

2-course lunch \$25 | 3-course dinner \$35

bookings essential | dine-in or take-away

Feed your curiosity, visit
DiscoverIpswich.com.au/flavours

discover Ipswich | 

Posters/Window decal



Discover **flavours** OF IPSWICH APRIL 7-24

Feed your curiosity, visit
DiscoverIpswich.com.au/flavours

discover Ipswich | 

Coasters

Discover Flavours of Ipswich (Pilot) Billboard



Discover
flavours
OF IPSWICH

APRIL 7-24

2-course lunch \$25
3-course dinner \$35

Bookings essential | dine-in or take-away*

*Select restaurants offering take-away.

discover
Ipswich
.com.au



Billboard – East Street, Myers Centre and Willowbank

Discover Flavours of Ipswich (Pilot) Retail Execution (examples)



Discover Flavours of Ipswich (Pilot) Micro-Site



<https://www.discoveripswich.com.au/flavours>



<https://www.youtube.com/watch?v=hdTKyLWWAJE>

Discover Flavours of Ipswich (Pilot)



City of Ipswich Destination Management Plan

2019 – 2023



A large crowd of people is gathered at a night festival. In the background, a stage is illuminated with bright lights, and fireworks are exploding in the sky. The stage features a sign that reads "ROCKS" and "PEL STAGE". Two large screens on either side of the stage show a person wearing a cowboy hat and a denim vest. The crowd in the foreground is dense and appears to be cheering or dancing.

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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 2015.¹

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

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**

VISITOR MARKET »



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 2020.¹

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

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.³

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

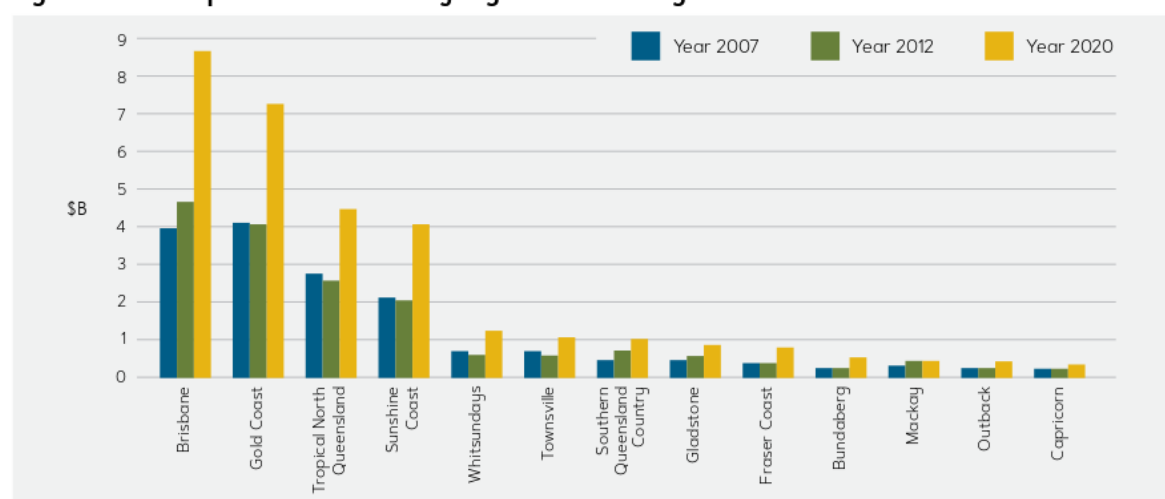
Visitors to Ipswich are predominantly visiting friends and relatives, eating out, socialising, perusing nature and active experiences.⁵

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

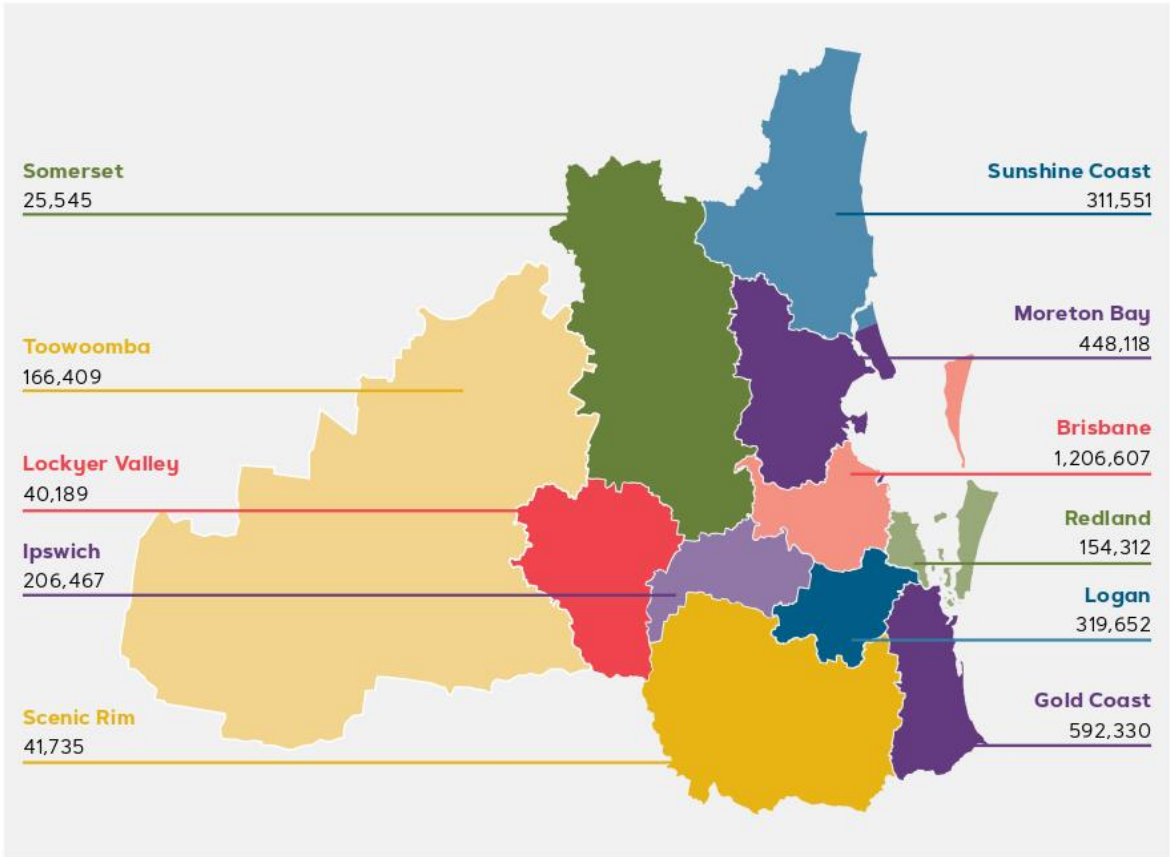
3 Source: Tourism Research Australia, National and International Visitor Survey September 2018

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

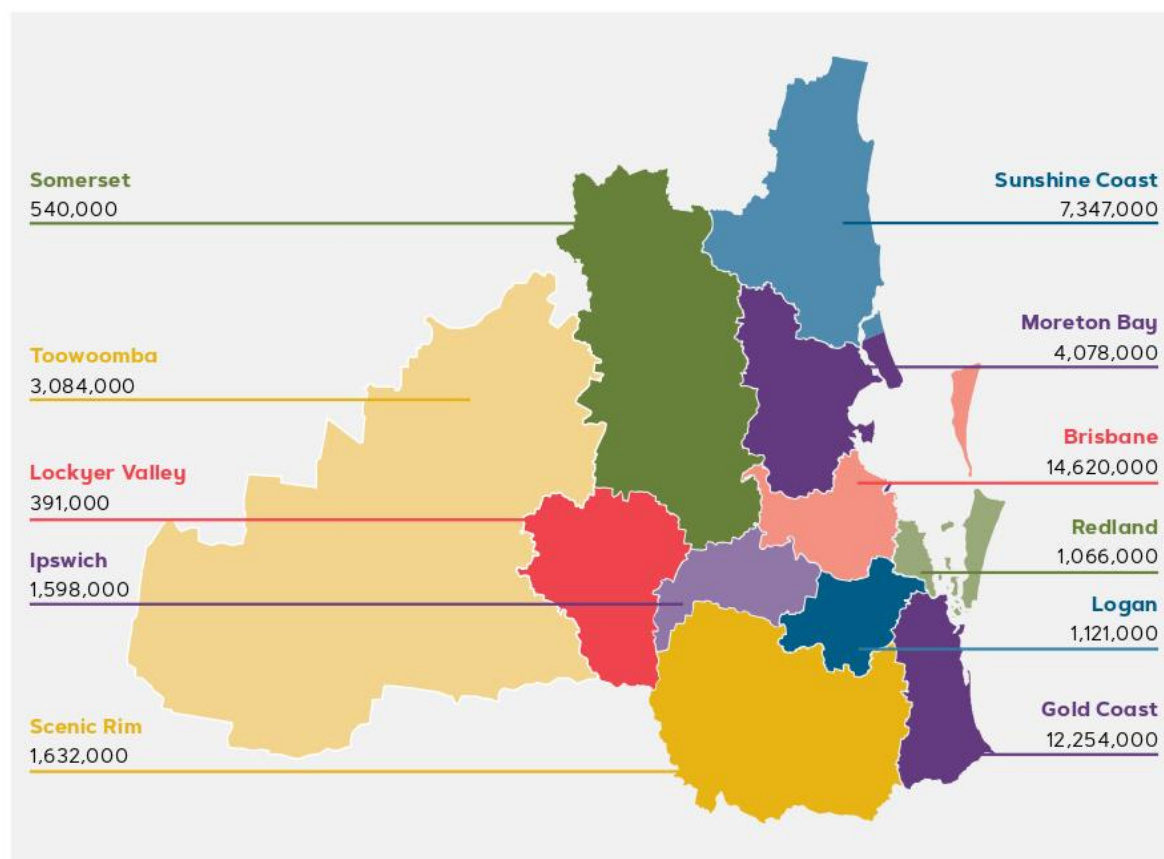


Source: Economy id, 2017 resident population estimates



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



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.

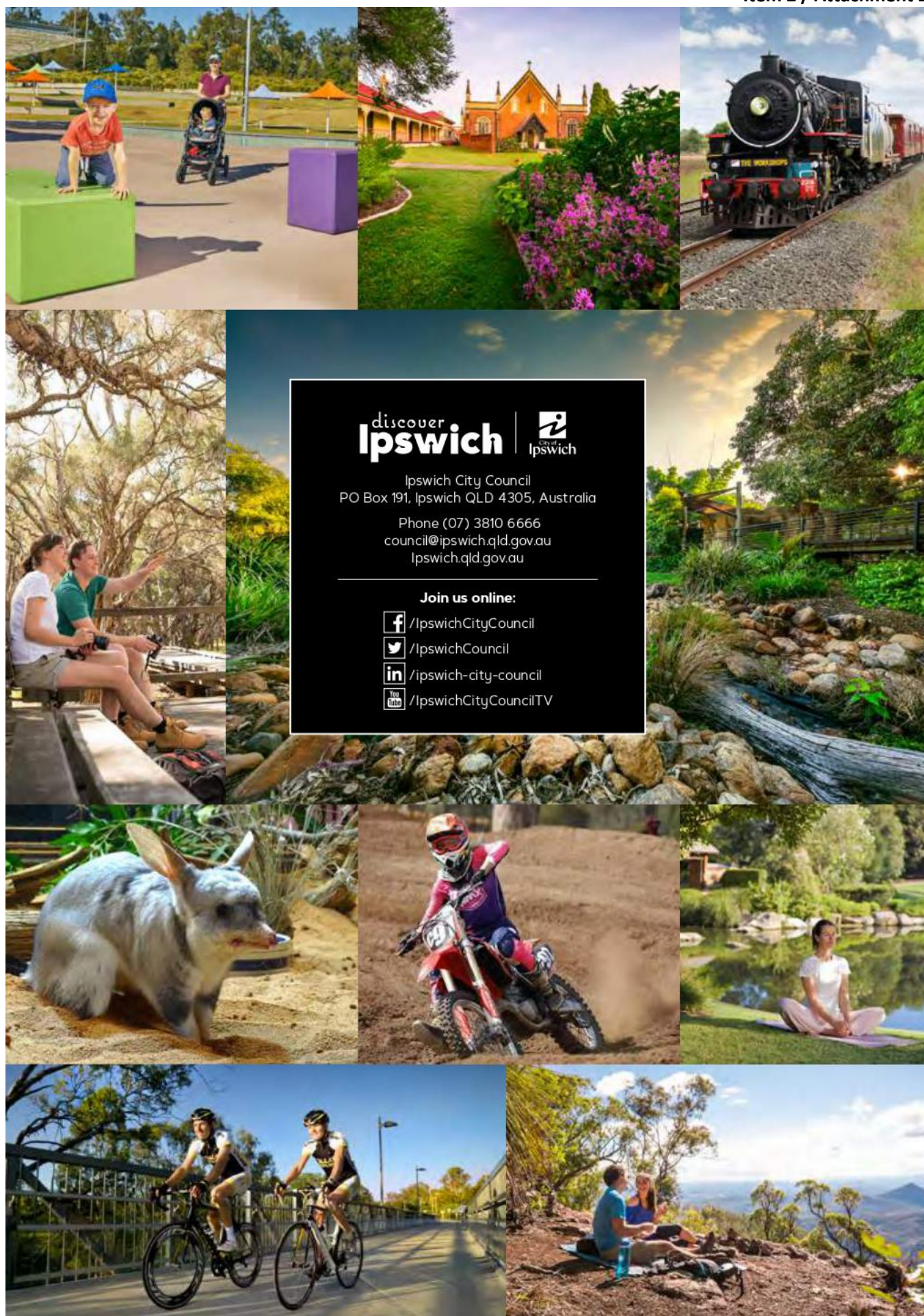
Action	Task	Timeframe
Investment, Planning and Advocacy		
Planning	Ensure the Ipswich Planning Scheme facilitates positive tourism outcomes through the appropriate protection, development, servicing and activation of relevant facilities, sites and areas.	Short-term
Advocacy	Continue to advocate for Ipswich opportunities with the state and commonwealth governments ensuring awareness and engagement on priority projects.	Short-term
Attractions and Experiences		
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

Item 2 / Attachment 2.

Action	Task	Timeframe
Tourism Industry Cluster Development		
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
Events		
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
Marketing		
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
Transport and Access		
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 2 / Attachment 2.



Doc ID No: A7288512

ITEM: 3

SUBJECT: FOOD TRUCK FRIENDLY COUNCIL - PROPOSED FEES AND CHARGES

AUTHOR: COORDINATOR - LOCAL BUSINESS AND INVESTMENT

DATE: 24 MAY 2021

EXECUTIVE SUMMARY

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/S

- 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)*.**
- RELATED PARTIES**

The Planning and Regulatory Services and the Infrastructure and Environment Departments have been engaged in the Food Truck Friendly program.

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.

The Update on Food Truck Friendly Council Process Improvements committee paper, presented at the Economic and Industry Development Committee No. 2021(2) dated 11 March 2021, outlined the two key processes that were being updated to enable council

to become 'food truck friendly':

1. Approved food truck locations; and
2. A streamlined permit process for improved customer service and council efficiency.

Going forward, food truck operators will be able to apply for an annual Site Use Permit, which can be used to make site bookings at pre-assessed food truck locations across Ipswich. This will allow for operators to make real-time site reservations and operate at a range of sites across the year, instead of paying for, and getting a permit for just one exclusive location.

Establishment of the scheme has involved:

- Development of the website booking system;
- Identification of suitable food truck locations;
- Proposed site works (painting and signage) to establish reserved food truck parking sites at pre-assessed locations in limited locations; and
- The establishment of new permits and processes to facilitate this.

The initial annual permit will take around two business days to assess, once all information (such as food licence information and public liability insurance) has been provided by the operator. Thereafter, operators can use their permit number to make real-time site bookings for up to a month in advance.

Under the existing scheme, it takes several weeks for a permit to be issued due to the need for several departments to be involved in the assessment.

Under the new system, operators will be able to propose new sites for assessment and inclusion into the scheme. Performance of the program will be monitored through application bookings.

For the first 12 months of this program, from 1 July 2021 to 30 June 2022, it is proposed to charge **\$0** for food trucks to operate in Ipswich.

This will:

- Remove any financial barriers to food trucks doing trade in Ipswich;
- Encourage the activation of approved food truck sites by food truck operators;
- Provide Planning and Regulatory Services Department (PRS) and Community, Cultural and Economic Department (CCED) with data to inform future decisions regarding how to best enable and encourage food trucks operating in Ipswich; and
- Provide PRS and CCED with data to inform cost-recovery fees and charges for subsequent years.

It is prudent to note the original intent of Cr Madsen's notice of motion for Ipswich City Council to become 'food truck friendly':

- To make it as easy for food trucks to operate in Ipswich as it is in neighbouring council areas, like Brisbane;
- To activate public and community spaces with food trucks; and
- Provide economic development opportunities to local and emerging hospitality operators.

The new streamlined application and booking process will increase organisational efficiencies while amplifying opportunities for such community and economic benefits.

LEGAL/POLICY BASIS

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

Local Government Act 2009

RISK MANAGEMENT IMPLICATIONS

The financial risk is that council receives a much higher volume of Food Truck applications in the financial year 2021-2022 and therefore incurs higher labour and processing costs than anticipated. This risk is mitigated by the fact that organisational efficiencies will be gained with the new process, as well as insight for improving the program.

There is a reputational and organisational risk if the new system fails, doesn't work as anticipated or fails to meet the expectation of food truck operators. This risk has been mitigated in the process design phase with operator consultation and will be mitigated in the execution phase with customer service support from the Economic and Community Development and Engineering, Health and Environment branches.

HUMAN RIGHTS IMPLICATIONS

The Recommendations are 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). A Human Rights Impact Assessment Checklist is attached.

FINANCIAL/RESOURCE IMPLICATIONS

Presently it takes up to ten labour hours to process a food truck application. Assuming a level 5.3 + on costs this equates to \$528.50.

The new process will require less than one hour of processing time; assuming the same level officer, this is a \$52.85 cost.

The new process therefore represents a saving of 90% per application.

The cost to council of site assessment remains constant on a per site basis; however, will only now need to be done once per site. Once a site is approved, or not, its status is

constant and therefore does not require another assessment upon another operator's application. This also represents a saving of \$300/site assessment.

It is anticipated it will cost council approximately \$1,000 in labour, paint and signage to mark approved food truck sites.

Upfront establishment costs have been absorbed by CCED in the 2020-2021 OED budget; \$20,000 for the establishment of the online platform.

	Unit cost to council	Variance to current system	Notes
Application processing	\$53	\$477	90% saving
Site assessment	\$300	\$0	Completed once per site, not for each application
Site works and signage	\$1000	\$1000	Completed once per site, not for each application
Online application system	\$20,000	\$20,000	Absorbed in OED budget, 2020-21

Whilst setting the fees at \$0 for the first year of the program's operation represents lost cost-recovery revenue for council, it is not anticipated this will represent a significant burden on the organisation. Council would need to receive 10 times the current applications under the new system before the labour cost is the same as in the old system.

As an iterative process improvement, it is intended to gather as much data as possible to design an optimum user experience. The insight gained, not to mention economic and social benefit of having more food trucks operating in the region, is expected to outweigh that lost revenue.

COMMUNITY AND OTHER CONSULTATION

This project has involved substantial collaboration with many council departments, including:

- Planning and Regulatory Services
- Infrastructure and Environment
- Community, Cultural and Economic Development
- Corporate Services

Local Food Truck operators have also been consulted to understand their needs and barriers to trading in Ipswich. Existing permits for exclusive use of sites, where in place, will not be affected, but may be integrated into the scheme upon expiration of the current permit.



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

CONCLUSION

Significant work has been undertaken by Council teams to streamline council processes, reduce red tape and become 'food truck friendly'. The new online application and booking process will provide a faster, cheaper and more flexible option for food truck operators wishing to operate on council land.

To encourage the activation of community spaces with food trucks, and to encourage economic development in the form of local food truck operations, it is proposed that site assessment and permit fees for Food Trucks are set to \$0 fees for the first financial year of the program's operation.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Human Rights Impact Assessment - Food Truck Fees and Charges  
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Ralph Breaden

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"



IPSWICH CITY COUNCIL

Human Rights Impact Assessment (Internal Use Only)

ASSESSMENT DETAILS	
Date	24 / 05 / 2021
Assessment Made By	Cat Matson
Act/Decision Assessed	Food Truck Assessment and Application Fees
STEPS	ASSESSMENT OUTCOME
<p>Step 1</p> <p>Ask whether the act or decision is made under a law that gives no choice (discretion) in relation to the act or decision? Or does the Act/instrument confer a discretion that cannot be interpreted in a way that is consistent with human rights?</p> <p>NOTE: the focus here is whether you can't reasonably act differently or make a different decision that does not limit human rights. It will not be 'reasonable' to limit human rights if there is a discretion that enables you to act or make a decision that does not impose limits.</p> <p>If YES, then you do not need to consider human rights in relation to the proposed act or decision. Record this outcome. End of assessment.</p> <p>If NO, proceed to Step 2.</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Discuss whether the act/decision was made under a law that provided no discretion in relation to the act/decision or whether any discretion cannot be interpreted in a way consistent with human rights</p>
<p>Step 2</p> <p>Ask does the proposed act or decision potentially affect human rights?</p> <p>The human rights are set out in Divisions 2 and 3, Part 2 of the HRA.</p> <p>If YES, proceed to Step 3.</p> <p>If NO, the proposed act or decision will not affect human rights and further consideration is unnecessary. Record this outcome. End of assessment.</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Insert a brief explanation of the proposed act/decision and whether it will potentially affect human rights.</p> <p>The fees and charges for operating a food truck in Ipswich potentially affects the human rights noted below.</p>

Item 3 / Attachment 1.

<p>Step 3</p> <p>Consider the scope of each human right potentially affected:</p> <ul style="list-style-type: none"> ■ identify each right ■ consider the content of each right and apply any specific limitations or express exemptions. <p>Reference can be made to the Queensland Governments 'Guide: Nature and scope of the protected human rights'.</p> <p>Proceed to Step 4.</p>	<p>The following rights are potentially affected (tick whichever applies):</p> <table border="1"> <tr> <td data-bbox="616 280 683 324"><input checked="" type="checkbox"/></td> <td data-bbox="683 280 1394 459">Recognition and equality before the law (section 15) – a person is entitled to enjoy his/her human rights without discrimination (i.e. decisions must be made in an objective, non-discriminatory, non-arbitrary way). Limitation: express exemption for measures that are taken to assist/advance persons or groups disadvantages because of discrimination. This does not constitute discrimination.</td> </tr> <tr> <td data-bbox="616 470 683 515"><input type="checkbox"/></td> <td data-bbox="683 470 1394 593">Right to life (section 16) – No person to be arbitrarily deprived of life. Involves obligations on the State to protect life. Public entities must protect the lives of people in their care. Limitation: cannot be 'arbitrarily' deprived of life (i.e. by conduct that is capricious, unpredictable or unjust).</td> </tr> <tr> <td data-bbox="616 604 683 649"><input type="checkbox"/></td> <td data-bbox="683 604 1394 728">Protection from torture and cruel, inhuman or degrading treatment (section 17) – degrading treatment focuses on humiliation (which is a subjective test). Treatment has a wide meaning and includes dealing with a person in a certain way or applying a process to someone.</td> </tr> <tr> <td data-bbox="616 739 683 784"><input type="checkbox"/></td> <td data-bbox="683 739 1394 884">Freedom from forced work (section 18) – the right to freedom from forced work (slavery or servitude). Individuals shouldn't be subject to conditions that violate individual dignity or exploit human productivity. Limitation: does not include service/work required under a court order, in an emergency or that is part of civil obligations.</td> </tr> <tr> <td data-bbox="616 896 683 940"><input type="checkbox"/></td> <td data-bbox="683 896 1394 985">Freedom of movement (section 19) – every person lawfully in Queensland has the right to move freely within Queensland, enter or leave and choose where to live.</td> </tr> <tr> <td data-bbox="616 996 683 1041"><input type="checkbox"/></td> <td data-bbox="683 996 1394 1120">Freedom of thought, conscious, religion and belief (section 20) – the right to develop autonomous thoughts and conscience, to think and believe what they want, to have or adopt a religion and to demonstrate religion or belief through worship, ritual, practice and teaching.</td> </tr> <tr> <td data-bbox="616 1131 683 1176"><input type="checkbox"/></td> <td data-bbox="683 1131 1394 1243">Freedom of expression (section 21) – the right of all persons to hold an opinion without interference and to seek, receive and express information and ideas. The right encompasses seeking information from government (XYZ v Victorian Police [2010] VCAT 255)</td> </tr> <tr> <td data-bbox="616 1254 683 1299"><input type="checkbox"/></td> <td data-bbox="683 1254 1394 1377">Peaceful assembly and freedom of association (section 22) – Right to gather together in order to exchange, give or receive information, to express views or to conduct a protest or demonstration. Limitation: only applies to peaceful assemblies.</td> </tr> <tr> <td data-bbox="616 1388 683 1433"><input checked="" type="checkbox"/></td> <td data-bbox="683 1388 1394 1556">Taking part in public life (section 23) – the right of all persons to contribute to and exercise their voice in relation to the public life of the State. Ensures all persons have the opportunity to contribute to the political process and public governance. Includes right to vote and to be elected to public office. Limitation: Applies to 'eligible persons' (e.g. persons old enough to vote).</td> </tr> <tr> <td data-bbox="616 1568 683 1612"><input type="checkbox"/></td> <td data-bbox="683 1568 1394 1691">Property rights (section 24) – protects the right of all persons to own property (real and personal property) and to not be arbitrarily deprived of property. Limitation: cannot be 'arbitrarily' deprived of property (i.e. by conduct that is capricious, unpredictable or unjust).</td> </tr> <tr> <td data-bbox="616 1702 683 1747"><input type="checkbox"/></td> <td data-bbox="683 1702 1394 1825">Privacy and reputation (section 25) – A person has the right not to have their privacy, family home or correspondence unlawfully or arbitrarily (capricious, unpredictable or unjust) interfered with. A person has the right not have the person's reputation unlawfully attacked. Limitation: cannot be unlawfully or arbitrarily interfered with.</td> </tr> </table>	<input checked="" type="checkbox"/>	Recognition and equality before the law (section 15) – a person is entitled to enjoy his/her human rights without discrimination (i.e. decisions must be made in an objective, non-discriminatory, non-arbitrary way). Limitation: express exemption for measures that are taken to assist/advance persons or groups disadvantages because of discrimination. This does not constitute discrimination.	<input type="checkbox"/>	Right to life (section 16) – No person to be arbitrarily deprived of life. Involves obligations on the State to protect life. Public entities must protect the lives of people in their care. 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Limitation: cannot be 'arbitrarily' deprived of property (i.e. by conduct that is capricious, unpredictable or unjust).	<input type="checkbox"/>	Privacy and reputation (section 25) – A person has the right not to have their privacy, family home or correspondence unlawfully or arbitrarily (capricious, unpredictable or unjust) interfered with. A person has the right not have the person's reputation unlawfully attacked. Limitation: cannot be unlawfully or arbitrarily interfered with.
<input checked="" type="checkbox"/>	Recognition and equality before the law (section 15) – a person is entitled to enjoy his/her human rights without discrimination (i.e. decisions must be made in an objective, non-discriminatory, non-arbitrary way). Limitation: express exemption for measures that are taken to assist/advance persons or groups disadvantages because of discrimination. This does not constitute discrimination.																						
<input type="checkbox"/>	Right to life (section 16) – No person to be arbitrarily deprived of life. Involves obligations on the State to protect life. Public entities must protect the lives of people in their care. Limitation: cannot be 'arbitrarily' deprived of life (i.e. by conduct that is capricious, unpredictable or unjust).																						
<input type="checkbox"/>	Protection from torture and cruel, inhuman or degrading treatment (section 17) – degrading treatment focuses on humiliation (which is a subjective test). Treatment has a wide meaning and includes dealing with a person in a certain way or applying a process to someone.																						
<input type="checkbox"/>	Freedom from forced work (section 18) – the right to freedom from forced work (slavery or servitude). Individuals shouldn't be subject to conditions that violate individual dignity or exploit human productivity. Limitation: does not include service/work required under a court order, in an emergency or that is part of civil obligations.																						
<input type="checkbox"/>	Freedom of movement (section 19) – every person lawfully in Queensland has the right to move freely within Queensland, enter or leave and choose where to live.																						
<input type="checkbox"/>	Freedom of thought, conscious, religion and belief (section 20) – the right to develop autonomous thoughts and conscience, to think and believe what they want, to have or adopt a religion and to demonstrate religion or belief through worship, ritual, practice and teaching.																						
<input type="checkbox"/>	Freedom of expression (section 21) – the right of all persons to hold an opinion without interference and to seek, receive and express information and ideas. The right encompasses seeking information from government (XYZ v Victorian Police [2010] VCAT 255)																						
<input type="checkbox"/>	Peaceful assembly and freedom of association (section 22) – Right to gather together in order to exchange, give or receive information, to express views or to conduct a protest or demonstration. Limitation: only applies to peaceful assemblies.																						
<input checked="" type="checkbox"/>	Taking part in public life (section 23) – the right of all persons to contribute to and exercise their voice in relation to the public life of the State. Ensures all persons have the opportunity to contribute to the political process and public governance. Includes right to vote and to be elected to public office. Limitation: Applies to 'eligible persons' (e.g. persons old enough to vote).																						
<input type="checkbox"/>	Property rights (section 24) – protects the right of all persons to own property (real and personal property) and to not be arbitrarily deprived of property. Limitation: cannot be 'arbitrarily' deprived of property (i.e. by conduct that is capricious, unpredictable or unjust).																						
<input type="checkbox"/>	Privacy and reputation (section 25) – A person has the right not to have their privacy, family home or correspondence unlawfully or arbitrarily (capricious, unpredictable or unjust) interfered with. A person has the right not have the person's reputation unlawfully attacked. Limitation: cannot be unlawfully or arbitrarily interfered with.																						

Item 3 / Attachment 1.

Step 3 continued	<input type="checkbox"/>	Protection of families and children (section 26) – Families are entitled to protection by the state and society. Children have the same rights as adults, including additional protections according to their best interests and because they are children.
	<input type="checkbox"/>	Cultural rights (section 27) – rights directed towards ensuring the survival and continued development of the cultural, religious and social identity of minorities. Right to enjoy culture, religion and language.
	<input type="checkbox"/>	Cultural rights – Aboriginal peoples and Torres Strait Islander peoples (section 28) – protects the right to live life as an Aboriginal or Torres Strait Islander who is free to practice their culture.
	<input type="checkbox"/>	Right to liberty and security of person (section 29) – entitles all persons to liberty of the person, including the right not to be arrested or detained except in accordance with the law. Right to security means all reasonable steps must be taken to ensure the physical safety of those in physical harm. Limitations and qualifications: must not be subject to arbitrary arrest; must not be deprived of liberty except on grounds and with procedures established by law; right to be brought to trial without unreasonable delay for criminal charges.
	<input type="checkbox"/>	Humane treatment when deprived of liberty (section 30) – recognises the vulnerability of persons in detention and intends to ensure they are treated humanely. Limitation: an accused person has the right to be segregated from convicted unless reasonably necessary.
	<input type="checkbox"/>	Fair hearing (section 31) – A person has the right to procedural fairness when coming before a court or tribunal.
	<input type="checkbox"/>	Rights in criminal proceedings (section 32) – protects the rights to be presumed innocent until proven guilty and guilt to be proved beyond a reasonable doubt. Also the right to legal representation, to be tried without unreasonable delay and to remain silent.
	<input type="checkbox"/>	Children in criminal proceedings (section 33) – recognises that young persons who become involved in the criminal justice system deserve special protections by virtue of their age. Must not be detained with adults and brought to trial as quickly as possible.
	<input type="checkbox"/>	Right not to be tried or punished more than once (section 34) – protects against double jeopardy – not to be taken to court or punished more than once for an offence they have already been convicted or acquitted.
	<input type="checkbox"/>	Retrospective criminal laws (section 35) – the right to not be found guilty of an offence for an action that was not an offence at the time it was committed. Not to be punished more severely where there has been a change to the law since committing the offence. Entitled to reduction in penalty if the penalty is reduced before sentencing. Law must be precise for a person to know if an act is criminal. Limitation: does not apply where an offence is created after the act/omission where at the time the act/omission was an offence under international law.
	<input type="checkbox"/>	Right to education (section 36) – right of every child to primary and secondary schooling and right of each person, based on their abilities, to further vocational education and training is equally accessible to all.
	<input type="checkbox"/>	Right to health services (section 37) – right to access health services without discrimination and not to be refused medical treatment that is immediately necessary to save their life or prevent serious impairment.

Item 3 / Attachment 1.

<p>Step 4</p> <p>Ask does the proposed act or decision affect (e.g. restrict or interfere) with the relevant rights?</p> <p>If YES, proceed to Step 5.</p> <p>If NO, further consideration is unnecessary. The proposed act or decision does not affect (i.e. restrict or interfere) the relevant rights. Record this outcome. End of assessment.</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Explain here how the act/decision will/will not restrict or interfere with the relevant rights.</p> <p>No, the proposed fees and charges to operate a food truck in Ipswich does not restrict or interfere with the relevant rights. The fees and charges are not dissimilar to other charges to run a business or access public space and are part of accepted civic interaction.</p>
<p>Step 5</p> <p>If there is a limitation (restriction or interference), is that limitation reasonably and demonstrably justifiable (proportionality assessment)?</p> <p>Undertake the proportionality assessment by completing the steps below.</p>	
<p>Step 5(a)</p> <p>Is the limitation provided in an Act, Regulation or common law?</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, identify the head of power and proceed to Step (5b).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Make reference to the relevant Act, Regulation or common law.</p>
<p>Step 5(b)</p> <p>Is the purpose of the limitation important?</p> <p>Articulate the purpose of the proposed limitation on human rights. Does it address a specific area of public or social concern that is pressing and substantial?</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, identify the purpose of the proposed limitation and importance and proceed to Step (5c).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain here why the purpose of the limitation is important. Does it address a specific area of public or social concern that is pressing and substantial?</p>

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<p>Step 5(c)</p> <p>Is material available that demonstrates that the proposed limitation is important?</p> <p>Material may include researching findings, consultation findings, review and empirical data.</p> <p>If material is not available, gather material and reconsider the decision.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, identify the material and proceed to Step 5(d).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Make reference to relevant material and make sure to keep a copy.</p>
<p>Step 5(d)</p> <p>Is the limitation on the right rationally and proportionally connected to the objective you are trying to achieve?</p> <p>Consider whether the limitation is likely to achieve the objective and whether the decision limits the right only to the extent necessary to achieve the objective.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, proceed to Step 5(e).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain how the limitation will achieve the outcome and that the limitation is only to the extent necessary to achieve the outcome.</p>
<p>Step 5(e)</p> <p>Does the limitation fall within the range of reasonable approaches to achieve the purpose?</p> <p>Consider whether there are less restrictive means to achieve the purpose of the limitation.</p> <p>Incorporate safeguards where appropriate.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, proceed to Step 5(f).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain whether there are less restrictive ways to achieve the purpose of the limitation and whether safeguards can be incorporated.</p>

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<p>Step 5(f)</p> <p>Is the limitation on the human right outweighed by the value of achieving the purpose?</p> <p>Consider whether the balance accords with the values of a free and democratic society based on human dignity, equality and freedom.</p> <p>Pay particular attention to the nature of the human right and the importance of the values underlying that right.</p> <p>If YES, the limit contained in the proposal is probably justified as a reasonable limit on the human right – END OF ASSESSMENT.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right – Reconsider the act/decision.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain the importance of the values underlying the right and whether the limitation is outweighed by the value of achieving the purpose.</p>
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Ipswich City Council is collecting your personal information for the purpose of fulfilling its functions, responsibilities and activities. For further information about how we manage personal information, to whom personal information could be disclosed and the laws that authorise or require the collection of personal information, please see Council's Privacy Statement and Personal Information Digest by visiting ipswich.qld.gov.au. Generally, we do not disclose your personal information outside of Council unless we are required by law to do so or you have given your consent. By completing and signing this form and returning it to Council, we will consider that you have given us your consent to manage your personal information in the manner described in Council's Privacy Statement, Information Digest and this collection notice.

Doc ID No: A7259832

ITEM: 4

SUBJECT: ECONOMIC AND INDUSTRY DEVELOPMENT QUARTERLY ACTIVITY UPDATE

AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

DATE: 17 MAY 2021

EXECUTIVE SUMMARY

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/S

- A. That the report be received and the contents noted.**
- 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)*.**

RELATED PARTIES

Council's Office of Economic Development works closely with:

- Ipswich Region Chamber of Commerce
- Greater Springfield Chamber of Commerce
- Local business owners and traders
- Local and out-of-region investors
- State and Federal Government agencies
- Professional advisory firms as required: FourFold Studios are currently engaged for the Ipswich Central Revitalisation project

There are no conflicts of interest to note in the presentation of this report.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

Economic development activity has continued at pace in the second quarter of the 2021 calendar year, work continues with:

- Support Ipswich's local small businesses;
- Revitalise Ipswich Central, which in turn will create the right conditions for business growth and investment;
- Strengthen Ipswich's defence industry ecosystem and grow high value jobs in that sector; and
- Attract quality investment opportunities to the region.

Small Business Funding

Round 3 of Council's Small Business Funding program opened on 1 April 2021, in direct response to the March three day lockdown in the lead up to the Easter break. Knowing that Ipswich businesses were still hurting with the unpredictability of COVID-impacts, Council changed the criteria and amount available for funding, making it even easier for local small businesses to gain the support they need.

At the time of writing, 79 small businesses had been granted a total of \$145,842.20 in grants of \$2,000 or less. At the time of writing, another 17 applications are in the process of being assessed.

By the time all applications are assessed and approved, Council will have distributed approximately \$270,000 to approximately 200 applicants through rounds 1-3 of the Small Business Funding Program; directly supporting the city's local small businesses mitigate the impacts of COVID-19.

Small Business Friendly Council

Work continues to reduce red tape and make Ipswich City Council easy to do business with. The Food Truck Friendly Council initiative is on track to launch on 1 July 2021, and the first in a series of 'How to Sell to Council' workshops was held at the Ipswich Small Business Expo in May. Following feedback from small businesses, a series of 'How to Find and Apply for Funding' workshops are also being planned.

QLD Small Business Month

May was QLD Small Business Month (QSBM) and as the state's first small business friendly council, Ipswich certainly celebrated our local small businesses.

The state launch of QSBM was held at Brookwater Golf and Country Club on 1 May with Greater Springfield Chamber of Commerce, Mayor Teresa Harding, Deputy Mayor and Chair of the Economic and Industry Development Committee, Cr Nicole Jonic, the QLD Minister for Employment and Small Business and Minister for Training and Skills Development, Hon Di Farmer MP and the QLD Small Business Commissioner, Maree Adshead and local State Members of Parliament.

The Department of Employment, Small Business and Training, supported by Council, and the region's then hosted Ipswich's launch of QSBM activities on Tuesday 4 May at the Ipswich Turf Club; attracting 160 local small businesses.

Another signature event was the Greater Springfield Chamber of Commerce Pop Up Stores at Orion Shopping Centre; giving local businesses the opportunity to showcase their products and services to a wider, retail audience.

The Ipswich QSBM Event Calendar (attachment 1) lists all the local events; at least one, if not, many, events occurred almost every day of May. It's estimated a total of 500 local small businesses attended or were involved in an Ipswich QSBM activity.

Ipswich Central Business Briefing

Ipswich Central Business Briefings returned to a face-to-face format in March with approximately 60 attending to hear what is happening in Ipswich Central.

A panel discussion was facilitated with Mayor Harding, Councillors Doyle and Jonic, Jo Jordan from City Events Section, Peter Tabulo General Manager of Planning & Regulatory Services, James Hepburn from Nicholas St Precinct and Larry Waite from Community Safety and Innovation Section. Attendees heard about current planning approvals, a progress report about Nicholas St and collective approaches to improve safety in Ipswich Central.

Enthusiastic and positive feedback was received on the night with local business owners grateful for the opportunity to understand the opportunities and developments and excited to support the revitalisation of the city centre.

Ipswich Central Revitalisation

The next discrete piece of work in the Ipswich Central Revitalisation Project commenced with FourFold Studios engaged to develop a Positioning Framework document and two (2) place plans, one (1) for the Top of Town and one (1) for Ipswich Centre Core.

The Positioning Framework will articulate an overarching strategy to guide growth and attract investment within Ipswich Central. The output of this work will provide clarity to residents, local businesses, asset owners and potential investors. Just as a business plan articulates how a business will generate revenue through utilising its resources, the positioning framework can be considered a *spatial business plan*, describing how the resources and assets of Ipswich Central can be leveraged to drive vibrancy, prosperity and liveable amenity to the residents and businesses of Ipswich. The goal is to build confidence in the City's economic future as well as catalyse change, with all areas of council and the community heading in the same direction.

The creation of the Place Plans for specific precincts within Ipswich Central will deliver tangible in-character improvements for those precincts. The Place Plans will empower a community-led approach to create community pride, ownership and precinct viability.

The project is on track to deliver a draft positioning framework in June / July 2021 and Place Plans finalised for Top of Town and Ipswich Centre Core by November 2021.

The revitalisation of Ipswich Central is a key enabler to economic growth for Ipswich as a whole and is a current priority project of the Office of Economic Development.

Pilot Façade Improvement Program

Four more businesses in Ipswich Central have completed their Façade Improvements as part of the Pilot Façade Improvement Program.

1. 80 Brisbane St – external painting of the currently vacant tenancy (above Yung Trang Jewellers)
2. Inhouse Bathrooms, 92 Limestone St – external signage, branding of shopfront
3. Ipswich Massage and Herbal Spa, 196 Brisbane St – repair and repaint of awning, decorative lighting, vertical garden created
4. The Retro Diner, 195 Brisbane St – painted with more contemporary colours, added a light box

(See attachment 2 for images).

This is in addition to the façade improvements of CJ Voglers and Son, where signage was updated with fresh new colours and their shutters replaced.

Façade improvement continues on the remaining seven businesses that received matched funding from council of up to \$15,000 to upgrade their façades. In total, 12 Ipswich Central businesses received a total of \$137,000 in the Façade Improvement Program, piloted to test interest and impact of refreshing the aesthetic appeal and access of Ipswich Central Businesses.

Operation Scale Up

Orientation Day was held for Operation Scale Up on Thursday 6 May. 24 growing businesses from South East Qld were successful from an application pool of more than 60 to join the three-month mentoring program, to help businesses become defence industry ready.

The day attracted close to 100 people in total; the participating businesses, representatives from Department of Defence, other federal and state agencies whose role it is to build sovereign defence capability and defence industry primes. The 24 participating businesses have been matched for mentoring with the six industry partners; Airbus Australia, Boeing Defence Australia, Northrup Grumman Australian, Raytheon Australia, Rheinmetall Defence Australia and RUAG Australia.

It is hoped this program will grow local businesses (four participating businesses are from Ipswich), encourage out-of-region businesses to relocate or expand to Ipswich and strengthens Ipswich's reputation as a defence-industry friendly city.

While Operation Scale Up is geared towards the defence industry, it's worth noting that Ipswich's defence ecosystem represents most of Ipswich's priority industry sectors including advanced manufacturing, construction and professional services. By building capability and capacity in the defence supply chain, council is also supporting the development of other key industries. The pilot program is being assessed for applicability in other priorities industries.

Business Ipswich Website

The new Business Ipswich website was launched on 4 May, as part of QLD Small Business Month. The platform serves to welcome and connect local businesses, government and external stakeholders to nurture the business community and highlight some of the great businesses that contribute to the region.

The website contains key information about business opportunities in the region, business events, priority industry information as well as guidance on how Ipswich City Council's Office of Economic Development can help local businesses grow and support businesses to expand into the region.

Investment Pipeline

The local business and investment team are currently nurturing an investment pipeline of approximately \$2 billion; up from \$565 million as reported in Economic and Industry Development Activity Update at the Economic and Industry Development Committee No. 2021 (01) dated 11 February 2021. The realisation of all these projects could result in approximately 12,000 jobs; noting though some projects included have a ten-year completion horizon.

Projects in the pipeline include retail developments, food manufacturing and production, professional services expansion and advanced manufacturing expansion.

The delivery of the Industrial Land Analysis report, commissioned by the City Design branch, will inform a wider investment attraction strategy. The Office of Economic Development is planning to recruit for a Coordinator, Investment Attraction, in the first quarter of 2021/22 to nurture substantial industrial investment opportunities.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

There are no specific risks in relation to this activity update.

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.

The recommendation states that Council receive and note this report. The recommendation has been subject to a human rights analysis to ensure:

- (a) the decision to receive and note the Economic and Industry Development Quarterly Activity update is compatible with human rights; and
- (b) proper consideration has been given to the human rights relevant to that decision.

The Human Rights Impact Assessment is detailed in Attachment 3. The outcome of the human rights analysis is that the decision to receive and note this activity update is compatible with human rights.

FINANCIAL/RESOURCE IMPLICATIONS

All activities outlined above are funded from the approved Economic Development Section budget, 2020-2021.

COMMUNITY AND OTHER CONSULTATION

The following departments have been consulted and engaged with in the delivery of the above activities:

- Infrastructure and Environment
- Planning and Regulatory Services
- Coordination and Performance
- Corporate Services

The Chair and Deputy Chairs of the Economic and Industry Development and Ipswich Central Redevelopment Committees have also been consulted, along with relevant divisional councillors.

Both the region's Chambers, Ipswich Region and Greater Springfield, have also been extensively consulted and engaged in the development and delivery of these programs.

Ipswich Central stakeholders, traders and property owners have been consulted with and engaged on the Ipswich Central Revitalisation project and will continue to do so (as outlined in Ipswich Central Redevelopment Committee No. 2021 (04) dated 13 May 2021) and Ipswich Central Redevelopment Committee No. 2021 (05) dated 10 June.




CONCLUSION

A significant amount of work continues to drive the economic growth of Ipswich. The focus remains to:

- Create job growth through supporting local, small businesses;
- Create the right environment for growth and investment, through projects like the revitalisation of Ipswich Central;
- Create job growth opportunities in priority industries;
- Create jobs through the attraction of new investment opportunities; and

Create and promote the opportunities to start and grow businesses in Ipswich.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	QLD Small Business Month Ipswich Calendar ↓ 
2.	Pilot Facade Improvement Program - Completed Project May 2021 ↓ 
3.	Human Rights Impact Assessment ↓ 

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”

MAY
2021

Queensland **Small Business** Month

What's on in Ipswich

Bounce
Back
Better



Queensland Small Business Month – May 2021

**REGISTER NOW
FOR THESE EVENTS**



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31					1	2
					QSBM launch event 7am-8.45am, Brookwater Golf and Country Club	
3	4	5	6	7	8	9
Labour Day holiday	Top ten tips for tendering 10am-11am, Online Ipswich QSBM launch 3pm-6pm, Ipswich Turf Club	Connecting online with ATO 3.30pm-4.30pm, Online	How to make the most of expos, tradeshow and markets 5.30pm-6.30pm, Riverview Community Centre	Time to overhaul your 'Google My Business' 10am-11am, FireStation101 Introduction to business records 2pm-3pm, Online		
10	11	12	13	14	15	16
How to make the most of expos, tradeshow and markets 10am-11am, FireStation101 Pop Up Stores Orion Shopping Centre	Protecting your business idea 9.30am-10.30am, FireStation101 Capability statement Workshop 10am-11am, Online How to make the most of expos, tradeshow and markets 5.30pm-6.30pm, FireStation101 Pop Up Stores Orion Shopping Centre	Cybersecurity: the risks and what you can do to protect your business 2pm-3pm, FireStation101 Write your own press release 5pm-6pm, FireStation101 Pop Up Stores Orion Shopping Centre	How to make the most of expos, tradeshow and markets 10am-11am, Rosewood Pop Up Stores Orion Shopping Centre	Ipswich Show holiday Pop Up Stores Orion Shopping Centre	Pop Up Stores Orion Shopping Centre	
17	18	19	20	21	22	23
Cash flow for small business success 10.30am-11.30am, Online Jobs Queensland's Workforce Planning Connect 1.30pm-2.30pm, Online	Jobs Queensland's Workforce Planning Connect 9am-10am, Online 4pm-5pm, Online Use your Smartphone to become a small business hero! 1pm-3pm, FireStation101	Running a home-based business 3.30pm-4.30pm, Online Business After Hours- GSCC 5.30pm-8.00pm, Brookwater Golf and Country Club	Starting a small business 1.30pm-2.30pm, Online	CLICK! Digital Solutions 10am-3pm, FireStation101		
24	25	26	27	28	29	30
Queensland Trust for Nature Food and Agriculture Conference 8am-4pm, Spicers Hidden Vale		Digital options for your small business 9am-10am, Online	Build your 'Google My Business' 9.30am-10.30am FireStation101	Business Expo Ipswich 10am Ipswich Showgrounds, Tradehall	Business Expo Ipswich 10am Ipswich Showgrounds, Tradehall	



Contact us

Business Ipswich
Office of Economic Development
07 3810 7534
business@ipswich.qld.gov.au
BusinessIpswich.com.au



REGISTER NOW




Pilot Façade Improvement Program Completed Projects as at 20 May 2021

FIP#	Address	Works	Business	Image
FIP006	138 Brisbane St, Ipswich, QLD, 4305, Australia Voglers Hobbies	Replacing the old shutters and replace the old signage with a bright and fresh colour.	C J VOGLER & SON	
FIP018	80 Brisbane St, Ipswich, QLD, 4305, Australia	External Painting of 80 Brisbane Street.	D & K Farrer Investments Pty Ltd	

Item 4 / Attachment 2.

FIP015	92 Limestone St, Ipswich, QLD, 4305, Australia In house bathrooms	External signage to complete façade and finish off the branding of the shopfront. Displaying logos of the suppliers on the glass.	Inhouse Bathrooms Pty Ltd	
FIP012	196 Brisbane St, Ipswich, QLD, 4305, Australia Ipswich Massage and Herbal Spa	Repair and repainting of the awning. Add goose neck lighting, erect pendant signage, replace the billboard signage on the corner of the building and create a vertical garden on the wall facing Waghorn Street.	Ipswich Massage and Herbal Spa	

FIP017	195 Brisbane St, Ipswich, QLD, 4305, Australia The Retro Diner	Painting with more contemporary colours, adding a light box to keep The Retro Diner in line with others in the street.	
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IPSWICH CITY COUNCIL

Human Rights Impact Assessment (Internal Use Only)

ASSESSMENT DETAILS	
Date	19 / 05 / 2021
Assessment Made By	Cat Matson
Act/Decision Assessed	Economic Development Activity Update
STEPS	ASSESSMENT OUTCOME
<p>Step 1</p> <p>Ask whether the act or decision is made under a law that gives no choice (discretion) in relation to the act or decision? Or does the Act/instrument confer a discretion that cannot be interpreted in a way that is consistent with human rights?</p> <p>NOTE: the focus here is whether you can't reasonably act differently or make a different decision that does not limit human rights. It will not be 'reasonable' to limit human rights if there is a discretion that enables you to act or make a decision that does not impose limits.</p> <p>If YES, then you do not need to consider human rights in relation to the proposed act or decision. Record this outcome. End of assessment.</p> <p>If NO, proceed to Step 2.</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Discuss whether the act/decision was made under a law that provided no discretion in relation to the act/decision or whether any discretion cannot be interpreted in a way consistent with human rights</p>
<p>Step 2</p> <p>Ask does the proposed act or decision potentially affect human rights?</p> <p>The human rights are set out in Divisions 2 and 3, Part 2 of the HRA.</p> <p>If YES, proceed to Step 3.</p> <p>If NO, the proposed act or decision will not affect human rights and further consideration is unnecessary. Record this outcome. End of assessment.</p>	<p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Insert a brief explanation of the proposed act/decision and whether it will potentially affect human rights.</p> <p>Economic development activities potentially affect human rights</p>

Item 4 / Attachment 3.

<p>Step 3</p> <p>Consider the scope of each human right potentially affected:</p> <ul style="list-style-type: none"> ▪ identify each right ▪ consider the content of each right and apply any specific limitations or express exemptions. <p>Reference can be made to the Queensland Governments ‘Guide: Nature and scope of the protected human rights’.</p> <p>Proceed to Step 4.</p>	The following rights are potentially affected (tick whichever applies):	
	<input type="checkbox"/>	<p>Recognition and equality before the law (section 15) – a person is entitled to enjoy his/her human rights without discrimination (i.e. decisions must be made in an objective, non-discriminatory, non-arbitrary way). Limitation: express exemption for measures that are taken to assist/advance persons or groups disadvantages because of discrimination. This does not constitute discrimination.</p>
	<input type="checkbox"/>	<p>Right to life (section 16) – No person to be arbitrarily deprived of life. Involves obligations on the State to protect life. Public entities must protect the lives of people in their care. Limitation: cannot be ‘arbitrarily’ deprived of life (i.e. by conduct that is capricious, unpredictable or unjust).</p>
	<input type="checkbox"/>	<p>Protection from torture and cruel, inhuman or degrading treatment (section 17) – degrading treatment focuses on humiliation (which is a subjective test). Treatment has a wide meaning and includes dealing with a person in a certain way or applying a process to someone.</p>
	<input checked="" type="checkbox"/>	<p>Freedom from forced work (section 18) – the right to freedom from forced work (slavery or servitude). Individuals shouldn’t be subject to conditions that violate individual dignity or exploit human productivity. Limitation: does not include service/work required under a court order, in an emergency or that is part of civil obligations.</p>
	<input type="checkbox"/>	<p>Freedom of movement (section 19) – every person lawfully in Queensland has the right to move freely within Queensland, enter or leave and choose where to live.</p>
	<input checked="" type="checkbox"/>	<p>Freedom of thought, conscious, religion and belief (section 20) – the right to develop autonomous thoughts and conscience, to think and believe what they want, to have or adopt a religion and to demonstrate religion or belief through worship, ritual, practice and teaching.</p>
	<input checked="" type="checkbox"/>	<p>Freedom of expression (section 21) – the right of all persons to hold an opinion without interference and to seek, receive and express information and ideas. The right encompasses seeking information from government (XYZ v Victorian Police [2010] VCAT 255)</p>
	<input checked="" type="checkbox"/>	<p>Peaceful assembly and freedom of association (section 22) – Right to gather together in order to exchange, give or receive information, to express views or to conduct a protest or demonstration. Limitation: only applies to peaceful assemblies.</p>
	<input checked="" type="checkbox"/>	<p>Taking part in public life (section 23) – the right of all persons to contribute to and exercise their voice in relation to the public life of the State. Ensures all persons have the opportunity to contribute to the political process and public governance. Includes right to vote and to be elected to public office. Limitation: Applies to ‘eligible persons’ (e.g. persons old enough to vote).</p>
<input checked="" type="checkbox"/>	<p>Property rights (section 24) – protects the right of all persons to own property (real and personal property) and to not be arbitrarily deprived of property. Limitation: cannot be ‘arbitrarily’ deprived of property (i.e. by conduct that is capricious, unpredictable or unjust).</p>	
<input checked="" type="checkbox"/>	<p>Privacy and reputation (section 25) – A person has the right not to have their privacy, family home or correspondence unlawfully or arbitrarily (capricious, unpredictable or unjust) interfered with. A person has the right not have the person’s reputation unlawfully attacked. Limitation: cannot be unlawfully or arbitrarily interfered with.</p>	

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Step 3 continued	<input type="checkbox"/>	Protection of families and children (section 26) – Families are entitled to protection by the state and society. Children have the same rights as adults, including additional protections according to their best interests and because they are children.
	<input type="checkbox"/>	Cultural rights (section 27) – rights directed towards ensuring the survival and continued development of the cultural, religious and social identity of minorities. Right to enjoy culture, religion and language.
	<input type="checkbox"/>	Cultural rights – Aboriginal peoples and Torres Strait Islander peoples (section 28) – protects the right to live life as an Aboriginal or Torres Strait Islander who is free to practice their culture.
	<input checked="" type="checkbox"/>	Right to liberty and security of person (section 29) – entitles all persons to liberty of the person, including the right not to be arrested or detained except in accordance with the law. Right to security means all reasonable steps must be taken to ensure the physical safety of those in physical harm. Limitations and qualifications: must not be subject to arbitrary arrest; must not be deprived of liberty except on grounds and with procedures established by law; right to be brought to trial without unreasonable delay for criminal charges.
	<input type="checkbox"/>	Humane treatment when deprived of liberty (section 30) – recognises the vulnerability of persons in detention and intends to ensure they are treated humanely. Limitation: an accused person has the right to be segregated from convicted unless reasonably necessary.
	<input type="checkbox"/>	Fair hearing (section 31) – A person has the right to procedural fairness when coming before a court or tribunal.
	<input type="checkbox"/>	Rights in criminal proceedings (section 32) – protects the rights to be presumed innocent until proven guilty and guilt to be proved beyond a reasonable doubt. Also the right to legal representation, to be tried without unreasonable delay and to remain silent.
	<input type="checkbox"/>	Children in criminal proceedings (section 33) – recognises that young persons who become involved in the criminal justice system deserve special protections by virtue of their age. Must not be detained with adults and brought to trial as quickly as possible.
	<input type="checkbox"/>	Right not to be tried or punished more than once (section 34) – protects against double jeopardy – not to be taken to court or punished more than once for an offence they have already been convicted or acquitted.
	<input type="checkbox"/>	Retrospective criminal laws (section 35) – the right to not be found guilty of an offence for an action that was not an offence at the time it was committed. Not to be punished more severely where there has been a change to the law since committing the offence. Entitled to reduction in penalty if the penalty is reduced before sentencing. Law must be precise for a person to know if an act is criminal. Limitation: does not apply where an offence is created after the act/omission where at the time the act/omission was an offence under international law.
	<input checked="" type="checkbox"/>	Right to education (section 36) – right of every child to primary and secondary schooling and right of each person, based on their abilities, to further vocational education and training is equally accessible to all.
	<input checked="" type="checkbox"/>	Right to health services (section 37) – right to access health services without discrimination and not to be refused medical treatment that is immediately necessary to save their life or prevent serious impairment.

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<p>Step 4</p> <p>Ask does the proposed act or decision affect (e.g. restrict or interfere) with the relevant rights?</p> <p>If YES, proceed to Step 5.</p> <p>If NO, further consideration is unnecessary. The proposed act or decision does not affect (i.e. restrict or interfere) the relevant rights. Record this outcome. End of assessment.</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Explain here how the act/decision will/will not restrict or interfere with the relevant rights.</p> <p>The activities outlined in the report do not restrict or interfere with any of the relevant rights.</p>
<p>Step 5</p> <p>If there is a limitation (restriction or interference), is that limitation reasonably and demonstrably justifiable (proportionality assessment)?</p> <p>Undertake the proportionality assessment by completing the steps below.</p>	
<p>Step 5(a)</p> <p>Is the limitation provided in an Act, Regulation or common law?</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, identify the head of power and proceed to Step (5b).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Make reference to the relevant Act, Regulation or common law.</p>
<p>Step 5(b)</p> <p>Is the purpose of the limitation important?</p> <p>Articulate the purpose of the proposed limitation on human rights. Does it address a specific area of public or social concern that is pressing and substantial?</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, identify the purpose of the proposed limitation and importance and proceed to Step (5c).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain here why the purpose of the limitation is important. Does it address a specific area of public or social concern that is pressing and substantial?</p>

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<p>Step 5(c)</p> <p>Is material available that demonstrates that the proposed limitation is important?</p> <p>Material may include researching findings, consultation findings, review and empirical data.</p> <p>If material is not available, gather material and reconsider the decision.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, identify the material and proceed to Step 5(d).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Make reference to relevant material and make sure to keep a copy.</p>
<p>Step 5(d)</p> <p>Is the limitation on the right rationally and proportionally connected to the objective you are trying to achieve?</p> <p>Consider whether the limitation is likely to achieve the objective and whether the decision limits the right only to the extent necessary to achieve the objective.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, proceed to Step 5(e).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain how the limitation will achieve the outcome and that the limitation is only to the extent necessary to achieve the outcome.</p>
<p>Step 5(e)</p> <p>Does the limitation fall within the range of reasonable approaches to achieve the purpose?</p> <p>Consider whether there are less restrictive means to achieve the purpose of the limitation.</p> <p>Incorporate safeguards where appropriate.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right.</p> <p>If YES, proceed to Step 5(f).</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain whether there are less restrictive ways to achieve the purpose of the limitation and whether safeguards can be incorporated.</p>

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<p>Step 5(f)</p> <p>Is the limitation on the human right outweighed by the value of achieving the purpose?</p> <p>Consider whether the balance accords with the values of a free and democratic society based on human dignity, equality and freedom.</p> <p>Pay particular attention to the nature of the human right and the importance of the values underlying that right.</p> <p>If YES, the limit contained in the proposal is probably justified as a reasonable limit on the human right – END OF ASSESSMENT.</p> <p>If NO, the limit/s contained in the proposal is probably not justifiable as a reasonable limit on the human right – Reconsider the act/decision.</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Explain the importance of the values underlying the right and whether the limitation is outweighed by the value of achieving the purpose.</p>
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