



City of
Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE

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

**On Thursday, 11 February 2021
At 10 minutes after the conclusion of the Governance and Transparency Committee**

<u>MEMBERS OF THE COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE</u>	
Councillor Andrew Fechner (Chairperson) Councillor Kate Kunzelmann (Deputy Chairperson)	Mayor Teresa Harding Councillor Jacob Madsen Councillor Nicole Jonic

COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE AGENDA
10 minutes after the conclusion of the Governance and Transparency
Committee on Thursday, 11 February 2021
Council Chambers

Item No.	Item Title	Page No.
	Delcaration of Interests	
	Business Outstanding	
	Confirmation of Minutes	
1	Report - Community, Culture, Arts and Sport Committee No. 2020(05) of 3 December 2020	8
	Officers' Reports	
2	2021 Ipswich Art Awards Program	11
3	Welcoming Cities Membership	17
4	Ipswich City Heart Cabs Review	24
5	Event Sponsorship - The Gathering	42
6	Event Sponsorship - Ipswich Cup	48
7	Christmas Wonderland Income Disbursement to Local Charities	52
	Notices of Motion	
	Matters Arising	

** Item includes confidential papers

COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 1

11 FEBRUARY 2021

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **REPORT - COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 2020(05) OF 3 DECEMBER 2020**

This is the report of the Community, Culture, Arts and Sport Committee No. 2020(05) of 3 December 2020.

RECOMMENDATION

That the report of the Community, Culture, Arts and Sport Committee No. 2020(05) of 3 December 2020 be received and noted.

OFFICERS' REPORTS

2. **2021 IPSWICH ART AWARDS PROGRAM**

This is a report concerning the proposed program of activity to be delivered as the 2021 Ipswich Arts Awards.

RECOMMENDATION

That Council endorse the program of activity to be delivered as the 2021 Ipswich Art Awards.

-
3. **WELCOMING CITIES MEMBERSHIP**

Ipswich City Council has been invited to join the Welcoming Cities network.

Welcoming Cities is a national initiative that supports local councils to achieve their social inclusion objectives. The Welcoming Cities network consists of councils and other organisations with an interest in social inclusion and cohesion to share knowledge, create partnerships and celebrate success (Attachment 1).

Ipswich is a diverse community and the value of community inclusion is consistent across Council, from Advance Ipswich (published) to the draft Community Development Strategy and draft iFuture Corporate Plan (both to be adopted later this year). Membership to the Welcoming Cities network provides credence to that commitment to inclusion and provides council with access to a community of practice, accreditation and other forms of support to strengthen our approach to inclusion.

A condition of membership of Welcoming Cities is Mayoral or CEO endorsement (Attachment 2). Therefore this report outlines the benefits and obligations of membership and seeks the endorsement of this committee and then Council, to join and officially become a 'Welcoming City'.

RECOMMENDATION

- A. That Council join and participate in the Welcoming Cities Network; a national network of cities committed to nurturing communities where everyone can belong and participate in social, economic and civic life.
- B. That Council endorse the work required to become a Welcoming City by undertaking the first three steps in the formal process:
 - i. Commit to Welcome – a formal commitment demonstrated by the Mayor's signature and submission of the official Commitment Form;
 - ii. Community Welcome – develop messaging and communications that highlight unity and shared values, demonstrating that diverse voices are listened to and celebrated;
 - iii. Plan for welcome – consider existing policies and strategies and identify new opportunities to embed welcoming and inclusion across the organisation and for the community.

4. IPSWICH CITY HEART CABS REVIEW

Ipswich City Heart Cabs (IHC) is a community transport program commenced in 2010 to help address the issue of social isolation in the community. IHC funded taxi-fares for eligible residents to local shopping centres. In the eleven (11) years since the program was commenced, many other programs have entered the market that better address community transport needs.

Based on the findings of a report commissioned by council, it is recommended that the program be discontinued, users are redirected to other community transport options and funding allocated to other programs to better address social isolation.

This report provides a summary of the history of the program, background on the program review and seeks Council's endorsement of the recommendations

RECOMMENDATION

- A. That the attached report, 'Ipswich City Heart Cab Review' be received and the contents noted.
- B. That the three (3) recommendations contained within the report be endorsed by council. Those recommendations being:
 - i. The current form of the Ipswich City Heart Cabs Program be discontinued;
 - ii. Council officers develop a communication and change management program to effectively discontinue the current form of the Ipswich City Heart Cabs Program; and
 - iii. Council officers investigate opportunities for reallocation of funds to more effectively achieve the outcomes of the Ipswich City Heart Cabs Program.

5. EVENT SPONSORSHIP - THE GATHERING

This is a report concerning an event sponsorship application by Limestone Events Inc. for support of the Celtic Festival 'The Gathering' to be held in May 2021 at Ipswich Turf Club.

The application is for a combined cash and in-kind sponsorship valued at \$22,000.

RECOMMENDATION

- A. That Limestone Events Inc. receive \$10,000 ex GST cash support for 'The Gathering' 2021.
- B. That Limestone Events Inc. receive the following in-kind support valued at \$12,000 ex GST:
 - Inclusion of a two page feature in Council's seasonal Quarterly Guide;
 - Inclusion on the Council funded Mt Ommaney Billboard promoting 2021 'Ipswich Festivals' initiatives;
 - Erection of (existing) street banners along Brisbane Road to promote the event;
 - Support from two staff from the City Events team during event delivery.

6. EVENT SPONSORSHIP - IPSWICH CUP

This is a report concerning an event sponsorship application by Ipswich Turf Club for support of the Ipswich Cup Race Day in June 2021.

The application is for \$20,000 ex GST and additional in-kind support of star pickets and covers, rammer and rolls of barrier mesh (all to be returned at no cost to council).

RECOMMENDATION

That the Ipswich Turf Club receive \$20,000 ex GST financial support and additional in-kind support of star pickets and covers, rammer and rolls of barrier mesh (all to be returned at no cost to council) for the 2021 Ipswich Cup.

7. CHRISTMAS WONDERLAND INCOME DISBURSEMENT TO LOCAL CHARITIES

This is a report concerning Christmas Wonderland and the disbursement of funds raised through paid ticketing to local charities.

RECOMMENDATION

That Council note that the participating charities will receive the following amounts exclusive of GST:

- Roderick Street Community Kindergarten - \$5,282.00
- Rosewood and District Support Centre Inc T/A Rosewood Community Centre - \$5,030.48
- Young Veterans Ipswich - \$5,030.48
- The Message of the Cross Indigenous Corporation - \$1,760.67
- Ipswich Hospital Foundation - \$16,852.10
- Queensland Youth and Families Support Services Inc. - \$5,282.00

** Item includes confidential papers

and any other items as considered necessary.

Doc ID No: A6766839

ITEM: 1

SUBJECT: REPORT - COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 2020(05)
OF 3 DECEMBER 2020

AUTHOR: MEETINGS COORDINATION MANAGER

DATE: 4 FEBRUARY 2021

INTRODUCTION

This is the report of the Community, Culture, Arts and Sport Committee No. 2020(05) of 3 December 2020.

RECOMMENDATION

That the report of the Community, Culture, Arts and Sport Committee No. 2020(05) of 3 December 2020 be received and noted.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Community, Culture, Arts and Sport Committee Report No. 2020(05) of 3 December 2020 ↓
----	---

3 DECEMBER 2020

COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 2020(05)]

COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 2020(05)

3 DECEMBER 2020

REPORT

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

COUNCILLOR'S APOLOGIES: Nil

OFFICERS' ATTENDANCE: Chief Executive Officer (David Farmer), Acting General Manager Community, Cultural and Economic Development (Don Stewart), General Manager Planning and Regulatory Services (Peter Tabulo), General Manager Infrastructure and Environment (Charlie Dill), Directory Ipswich Art Gallery (Michael Beckmann), Manager Marketing and Promotion (Carly Gregory), Media and Communications Manager (Darrell Giles), Theatre Technician (Ben Harth) and Theatre Technician (Harrison Cate)

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES - COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 2020(04) OF 19 NOVEMBER 2020**

RECOMMENDATION

Moved by Councillor Jacob Madsen:
Seconded by Councillor Kate Kunzelmann:

That the minutes of the Community, Culture, Arts and Sport Committee No. 2020(04) of 19 November 2020 be confirmed.

AFFIRMATIVE
Councillors:
Fechner
Kunzelmann

NEGATIVE
Councillors:
Nil

3 DECEMBER 2020

COMMUNITY, CULTURE, ARTS AND SPORT COMMITTEE NO. 2020(05)]

Harding
Madsen
Jonic

The motion was put and carried.

OFFICERS' REPORTS

2. **IPSWICH ART GALLERY EXHIBITION PROGRAM**

This is a report providing an overview of the Ipswich Art Gallery's exhibition program and its contribution to the cultural, social and economic wellbeing of the Ipswich community.

RECOMMENDATION

Moved by Mayor Teresa Harding:
Seconded by Councillor Kate Kunzelmann:

That the report providing an overview of the exhibition program at the Ipswich Art Gallery be received and the contents noted.

AFFIRMATIVE
Councillors:
Fechner
Kunzelmann
Harding
Madsen
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 11.14 am.

The meeting closed at 11.22 am.

Doc ID No: A6744352

ITEM: 2
SUBJECT: 2021 IPSWICH ART AWARDS PROGRAM
AUTHOR: MANAGER, MARKETING AND PROMOTION
DATE: 22 JANUARY 2021

EXECUTIVE SUMMARY

This is a report concerning the proposed program of activity to be delivered as the 2021 Ipswich Arts Awards.

RECOMMENDATION/S

That Council endorse the program of activity to be delivered as the 2021 Ipswich Art Awards.

RELATED PARTIES

There are no related parties or discernable conflicts of interest associated with the contents or recommendations of this report.

ADVANCE IPSWICH THEME

Caring for the community

BACKGROUND

In 2021 the Ipswich Art Awards will reengage the local arts community with an inclusive approach focused on profiling artists and the arts of the region.

The Ipswich Art Awards have been held annually since 2000 by the Ipswich Art Awards Committee, Ipswich Events Corporation and more recently Ipswich City Council.

The Ipswich Art Awards are the foremost visual arts awards for the Ipswich region, attracting around 200 entries and 1,500 spectators each year.

The primary purpose of the Ipswich Art Awards is to profile established and emerging artists of the Ipswich region, providing a platform for engagement, recognition and professional development.

In 2019 Council took on management of the Ipswich Art Awards and implemented a revised approach which received criticism from some stakeholders in the arts community on a number of key points:

- Lead Time – Council was late to market for the 2019 awards leaving some artists under pressure to complete and submit works
- Judging – Questions were raised regarding the representation and transparency of the judging and selection process
- Selection – Council displayed only a selection of works which left a number of artists frustrated at having prepared their submission only to be omitted from display
- Communication – Changes to the 2019 event format and criteria were not communicated well leaving some artists confused and frustrated
- Location – Some feedback was provided that the venue (Fire Station 101) was not suitable or accessible for the display of a large number of works.

In preparation for the 2020 event, Council officers took this feedback on board and recalibrated the objective and delivery of the Ipswich Art Awards.

Consultation was undertaken over September and October 2019 with a number of local stakeholders.

It was agreed that the Ipswich Art Awards should go forward very purposefully as an inclusive event to profile established and emerging local artists.

Whilst artists from all over Australia would be welcome to enter, it is not an art prize which is more focused on generating national submissions.

The Ipswich Art Awards will engage primarily with local artists, consistent with the stated objectives of the city's Arts and Cultural Strategy.

The 2020 Ipswich Art Awards were announced in November 2019 with the Awards scheduled to be held Friday 22 May and the Exhibition scheduled to run through to Sunday 31 May.

On Tuesday 31 March the 2020 Awards were cancelled due to the heightened uncertainty of the time and the significant health risks posed by the receiving and processing of hundreds of artworks during the initial outbreak of COVID-19.

All submissions and payments were returned and refunded without issue and the stakeholders who had been providing consultation on the 2020 Awards supported the decision to cancel.

2021 Ipswich Art Awards

In preparation for the 2021 Ipswich Art Awards, Council officers again consulted with a number of stakeholders resulting in these proposed 2021 Ipswich Art Awards deliverables:

- A minimum six month period from opening to Awards night
- A minimum eight categories in themes consistent with those consulted on
- A minimum \$1,500 cash prize for each category and \$3,000 best in show award
- A minimum nine day exhibition
- All eligible entries will be displayed as part of the exhibition
- Acquisitions will be made by the Ipswich Art Gallery

The following principles are recommended to guide Council and its stakeholders as we collaboratively work towards delivering and developing the Ipswich Art Awards to maximise its potential to profile established and emerging artists of the Ipswich region, providing a platform for engagement and professional development.

1. Inclusion – the Awards demonstrate inclusion and welcome participation
2. Aspiration – the Awards feed the ambitions of local artists and the city
3. Education – the Awards build the capacity and capability of local artists
4. Community – the Awards represent the local community

The following performance measures and targets are proposed to be applied to Council's delivery of the 2021 Awards – COVID restrictions allowing:

- Number of artwork entries – 250
- Number of artwork entries by artists under 25 years – 50
- Number of exhibition attendees – 2,000
- Percentage of sales – 25%
- Satisfaction of submitting artists – High
- Satisfaction of exhibition attendees – High

Key Improvements for the 2021 Ipswich Art Awards

Categories

1. Painting (acrylic and oil): This category is open to paintings in acrylics, oil paints or a combination on paper, board or canvas.
2. Painting (watercolour): This category is open to paintings on paper in any water-based medium, including but not limited to watercolour, ink, pigment, gouache and acrylic thinned with water, or a combination.
3. Drawing and Pastels: This category is open to drawings in any media and pastel works on paper, board or canvas.
4. Three Dimensions: This category is open to 3D works using any medium including but not limited to sculpture, ceramics, fibre arts, jewellery, artist's books, textiles, carving and assemblage (3D works must be able to be moved by maximum of two people).
5. Printmaking: This category is open to recognised forms of edition printmaking, including intaglio, relief, planography and screen printing. It is also open to unique prints, including monotype, poupe color prints, monotip processes, chine collé, and multiplate (this category does not include digital or photographic prints).
6. Photography: This category is open to photographic works printed on paper, board or canvas.
7. Mixed Media: This category is open to mixed media works on paper, board, canvas or fabric supports.
8. New Media: This category is open to new media works using digital processes including: still images created on phones, tablets or PCs, photo-manipulation, 3D renders; moving images in animation, CGI, generative or video art with a maximum duration of three minutes.

Handling and Display of Artworks

Ipswich Art Gallery staff will manage the handling and display of all artworks to ensure the highest quality service is provided to all artists.

Judging

Ipswich Art Gallery will be responsible for choosing and managing two external judges for the Awards. Ipswich Art Gallery will not be part of the judging panel, only responsible for assisting the panel. The two external judges should bring expertise and credibility to the Awards. Judging will be blind with artworks anonymous at time of review.

Capacity Building

In addition to the judging and exhibition of artworks the Awards will contain a component of capacity building for local artists. A program of educational events will be introduced with a focus on youth audiences.

Exhibition Tour

In 2021 Council will attempt to tour a curated collection of the Ipswich Art Awards exhibit from Ipswich Central to Rosewood and on to Springfield Central.

Entry, Commission and Opening Night Awards Costs

- Entry fee of \$30 per submission
- Artists may submit up to two artworks per category – in any number of categories
- Commission of 20% per sale
- Opening Night Awards tickets \$20 each (including drink on arrival and canapés)
 - Artist entry fee includes complimentary entry to Opening Night Awards

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

There is a risk that the 2021 Ipswich Art Awards may be postponed or cancelled due to an escalation related to COVID-19 and in the event of a snap lock down. Should restrictions tighten, this will impact Council's ability to receive artwork and of course allow for the exhibition of artworks.

Council can mitigate this risk in the same way it has managed other produced events during COVID-19 through its continuous situation assessment and the application of best-practice COVID Safe Event Plans.

FINANCIAL/RESOURCE IMPLICATIONS

The 2021 Ipswich Art Awards will be delivered within the approved 2020-2021 Financial Year Operating Budget of the Marketing and Promotion Branch at a cost of approximately \$20,000.

The increase in category prize money, the inclusion of capacity building programs and the extension of the exhibition to Rosewood and Springfield Central will increased costs approximately 25% compared to 2019.

Council will seek corporate sponsorship of the 2021 Ipswich Art Awards to offset these expenses and generate acquisitions of artworks.

COMMUNITY AND OTHER CONSULTATION

Formal and informal feedback was received by Council following the 2019 Ipswich Art Awards, this was duly reviewed and considered by officers.

Consultation on the revised 2020 Ipswich Art Awards was undertaken with a group of stakeholders who had provided formal feedback in 2019.

Consultation on the further revised 2021 Ipswich Art Awards was undertaken with ArtsConnect Ipswich, Creative Ipswich, Momentum Arts, Arts Alive and ARTtime.

CONCLUSION

In 2021 the Ipswich Art Awards will reengage the local arts community with an inclusive approach focused on profiling artists and the arts of the region.

Having identified opportunities for improvement in the delivery and impact of the Ipswich Art Awards, an amended and expanded program of activity is proposed for the 2021 event.

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”

Doc ID No: A6740542

ITEM: 3
SUBJECT: WELCOMING CITIES MEMBERSHIP
AUTHOR: COMMUNITY DEVELOPMENT MANAGER
DATE: 21 JANUARY 2021

EXECUTIVE SUMMARY

Ipswich City Council has been invited to join the Welcoming Cities network.

Welcoming Cities is a national initiative that supports local councils to achieve their social inclusion objectives. The Welcoming Cities network consists of councils and other organisations with an interest in social inclusion and cohesion to share knowledge, create partnerships and celebrate success (Attachment 1).

Ipswich is a diverse community and the value of community inclusion is consistent across Council, from Advance Ipswich (published) to the draft Community Development Strategy and draft iFuture Corporate Plan (both to be adopted later this year). Membership to the Welcoming Cities network provides credence to that commitment to inclusion and provides council with access to a community of practice, accreditation and other forms of support to strengthen our approach to inclusion.

A condition of membership of Welcoming Cities is Mayoral or CEO endorsement (Attachment 2). Therefore this report outlines the benefits and obligations of membership and seeks the endorsement of this committee and then Council, to join and officially become a 'Welcoming City'.

RECOMMENDATION/S

- A. That Council join and participate in the Welcoming Cities Network; a national network of cities committed to nurturing communities where everyone can belong and participate in social, economic and civic life.**
- B. That Council endorse the work required to become a Welcoming City by undertaking the first three steps in the formal process:**
 - i. Commit to Welcome – a formal commitment demonstrated by the Mayor's signature and submission of the official Commitment Form;**

- ii. **Community Welcome – develop messaging and communications that highlight unity and shared values, demonstrating that diverse voices are listened to and celebrated;**
- iii. **Plan for welcome – consider existing policies and strategies and identify new opportunities to embed welcoming and inclusion across the organisation and for the community.**

RELATED PARTIES

There are no conflicts to declare in relation to joining the Welcoming Cities network

ADVANCE IPSWICH THEME

Caring for the community

PURPOSE OF REPORT/BACKGROUND

Ipswich City Council has 22,521 residents who speak a language other than English at home. The LGA is home to migrants from 163 countries of origin, and over 152 different languages are spoken. The top five countries of origin in the LGA are New Zealand (8.9%) Samoa (7.7%) India (7.2%) Philippines (5.7%) and Vietnam (4.8%). In addition, there are 8,435 First Nations people living in the Ipswich LGA, <https://profile.id.com.au/ipswich/language> 2016 census, accessed 22/1/2021).

Diversity is a reality for Ipswich. How a city goes about realising inclusion aspirations, however, is a choice.

Welcoming Cities supports local governments to advance communities where everyone can belong and participate in social, cultural, economic and civic life. They do this through:

- **Knowledge sharing:** Supporting local councils and communities to learn from each other and access resources, research, policies and case studies.
- **Partnership development:** Brokering meaningful multi-sector partnerships that foster a sense of belonging and participation for all members of the community.
- **Celebrating success:** Showcasing leading practice through case studies and a national award that encourages welcoming efforts. Opportunities to present and learn from peers at the annual Welcoming Cities Symposium.
- **Standard and Accreditation:** Setting the National Standard for cultural diversity and inclusion policy and practice in local government. Consultancy support, and access to mentoring support establishing accreditation.

Participation in the Welcoming Cities network and obtaining the Welcoming Cities accreditation standard will:

- Assist in the nurturing council's and the city's inclusion;
- Formalise council's existing inclusion activity;

- Provide a framework to capture and celebrate council's inclusion and diversity work; and
- Expand the ways in which Ipswich welcomes international guests, investors and skilled migrants to Ipswich and support them across the LGA.

In this way, Ipswich City Council will play an important role in the region of setting the standard of practice for inclusion and providing community leadership through practice, policy and actively fostering the many diverse voices in the community to thrive and actively participate civic life.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

If communities lack cohesion and residents have a lack of belonging or opportunities to participate in civic life, it is more likely that people will be socially disengaged.

Providing opportunities for culturally-diverse communities to thrive through strong leadership from local government for inclusion encourages residents to engage in community life and employment, leading to an inclusive, strong and more resilient community.

With the rapid growth of Ipswich City and varied and changing social connections taking place, it is especially important that residents feel supported and connected in this region.

FINANCIAL/RESOURCE IMPLICATIONS

Membership fees for 12 months are \$5,000. This amount can be contained within the existing Economic and Community Development Branch 2020-2021 budget.

There are no additional resourcing or budget implications associated with the membership for 2020/21. The annual membership fees will be incorporated into future Economic and Community Development Branch budgets.

COMMUNITY AND OTHER CONSULTATION

Discussions regarding Welcoming Cities members have taken place with:

- Welcoming Cities Australia;
- Welcoming City Councils, including Brisbane, Moreton Bay and Logan;
- West Moreton Multicultural Health collaborative.

All discussions have been positive and have endorsed the benefits of being part of the network.

CONCLUSION

Ipswich City Council play an important role in the region for community leadership through practice, policy and actively fostering the many diverse voices in the community to thrive and participate actively civic life.

Membership to the Welcoming Cities network will aid council's aspirations to be an inclusive city and provide a measurable step towards advancing communities where everyone can belong, contribute and thrive.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Welcoming Cities Membership Guide ↓
2.	Council Commitment Form Example ↓

Melissa Dower

COMMUNITY DEVELOPMENT MANAGER

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"



Membership of the Welcoming Cities Network is a measurable step towards advancing communities where everyone can belong, contribute and thrive. All that's required to join is a commitment and signature from the Council's Mayor or CEO. Councils join at the Committed level, as either a Free or Premium member.

How does it work?

Premium members pay an annual subscription which includes additional benefits such as access to higher levels of accreditation, opportunities to present to peers and industry leaders at the annual Welcoming Cities Symposium and a suite of resources and support materials.

See the table on the following page for more details.



Committed
WELCOMING CITY

This badge declares your council's membership of the Welcoming Cities Network

Free and Premium members join a network of local councils across Australia who are supported through:

- **Knowledge Sharing.**
Supporting local governments to access evidence-based research, resources policies and case studies.
- **Partnership Development.**
Facilitating and resourcing multi-sector partnerships to maximise learning, reach and impact.
- **Celebrating Success.**
Recognising local governments that demonstrate leading practice and innovation in welcoming efforts.
- **Standard and Accreditation.**
Setting the National Standard for cultural diversity and inclusion policy and practice in local government.

Item 3 / Attachment 1.

Benefits to becoming a Committed Welcoming City	Free	Premium
Council is formally recognised and promoted as a member of the Network	✓	✓
Access to the Welcoming Cities Network	✓	✓
Free access to Members' group and knowledge sharing platform on Apolitical.co	✓	✓
Access to library of leading cultural diversity and inclusion research, policies, plans and research	✓	✓
Suite of images and promotional materials for social media	✓	✓
Invitation to face-to-face meetings of state-based members	✓	✓
Discounted tickets to the annual Welcoming Cities Symposium	✓	✓
Access to the Established accreditation level*	✓	✓
Access to the Advanced, Excelling and Mentoring accreditation levels*	-	✓
Support to develop and promote case studies that support the council's work	-	✓
Media and publicity opportunities	-	✓
Opportunity to present and be profiled at the annual Welcoming Cities Symposium	-	✓
Consultancy support including advice, referrals, workshops and other services as needed	-	✓

*Additional fees apply to the Accreditation process

Membership Fees

Fees for Premium members are based on the population size of the Local Government Area, and paid annually for the duration of the council's involvement in Welcoming Cities. Membership fees help to ensure the sustainability of the initiative and provide effective support to local councils across the country.

Population size	Annual Fee
0-50,000	\$1,000
50,000-150,000	\$3,000
150,000+	\$5,000
Capital City	\$7,500

All prices ex GST

The fee structure for the different Accreditation levels can be found in [How to Become an Accredited Welcoming City](#).

How to become a member

To be recognised as a member, a council must [return a commitment form](#), signed by the council's Mayor or CEO. This form highlights the commitment of the council to:

- Join, and participate in, a network of cities and communities that are committed to becoming more welcoming and inclusive.
- Identify at least one key staff contact that will liaise directly with the Welcoming Cities team.
- Communicate regularly with the Welcoming Cities team, through at least three conference calls each year and an annual in-person meeting, to progress planning and share and learn from practices of other welcoming cities and communities.

Once the commitment form is returned and processed, members are part of the Network and can begin to access a range of benefits.

For any questions about becoming a member please contact Welcoming Cities.

Contact

P: +61 7 3160 3793
info@welcomingcities.org.au
welcomingcities.org.au/get-involved



Welcoming Cities is an initiative of Welcoming Australia, supported by the Scanlon Foundation.



COMMITMENT TO PARTICIPATE IN THE WELCOMING CITIES NETWORK

Local Councils

“Welcoming is not just the right thing to do, it’s the smart thing to do.”

We recognise that cities and municipalities that proactively foster an environment of belonging and participation for receiving communities, as well as new and emerging communities, increase their social cohesion and economic capability and resilience.

We therefore resolve to participate as a member for the Welcoming Cities Network and commit to taking the following steps toward creating an environment that unlocks the full potential of all members of the community.

- **Join and participate in a network of cities and communities** that are committed to becoming more welcoming and inclusive
- **Identify at least one key staff contact** for the project that will liaise directly with the Welcoming Cities team.
- **Communicate regularly with the Welcoming Cities team** through at least three conference calls each year and an annual in-person meeting, to progress planning and share and learn from practices of other welcoming cities and communities.

We understand that the Welcoming Cities network involved a number of key elements:

Knowledge sharing. Supporting local councils and communities to learn from each other and access resources, research, policies and case studies.

Partnership development. Brokering meaningful multi-sector partnerships that foster a sense of belonging and participation for all members of the community.

Celebrating success. Showcasing leading practice through case studies and a national award that encourages welcoming efforts.

Standard and Accreditation. Setting the National Standard for cultural diversity and inclusion policy and practice in Local Government.

Local councils participate as members of the Welcoming Cities network, while community organisations, businesses and other agencies are involved as supporters. Both members and supporters can access key elements of the network.

The intent and commitment to participate as a member of the Welcoming Cities network is made by the following parties:

Council: _____

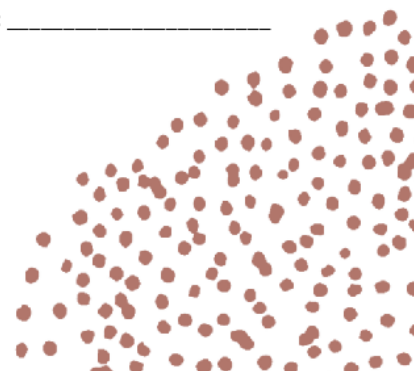
Council Representative: _____

Signature: _____

Council Executive: _____

Signature: _____

Date: ____ / ____ / ____



Doc ID No: A6739516

ITEM: 4
SUBJECT: IPSWICH CITY HEART CABS REVIEW
AUTHOR: COMMUNITY DEVELOPMENT MANAGER
DATE: 20 JANUARY 2021

EXECUTIVE SUMMARY

Ipswich City Heart Cabs (IHC) is a community transport program commenced in 2010 to help address the issue of social isolation in the community. IHC funded taxi-fares for eligible residents to local shopping centres. In the eleven (11) years since the program was commenced, many other programs have entered the market that better address community transport needs.

Based on the findings of a report commissioned by council, it is recommended that the program be discontinued, users are redirected to other community transport options and funding allocated to other programs to better address social isolation.

This report provides a summary of the history of the program, background on the program review and seeks Council's endorsement of the recommendations

RECOMMENDATION/S

- A. That the attached report, 'Ipswich City Heart Cab Review' be received and the contents noted.**
- B. That the three (3) recommendations contained within the report be endorsed by council. Those recommendations being:**
 - i. The current form of the Ipswich City Heart Cabs Program be discontinued;**
 - ii. Council officers develop a communication and change management program to effectively discontinue the current form of the Ipswich City Heart Cabs Program; and**
 - iii. Council officers investigate opportunities for reallocation of funds to more effectively achieve the outcomes of the Ipswich City Heart Cabs Program.**

RELATED PARTIES

Related parties associated with this program are:

- 13Cabs and associated individual franchise owners, as the suppliers of transport for ICHC;
- Ipswich City Square, Riverlink Shopping Centre and Brassall Shopping Centres as local shopping centres which participate in ICHC; and
- Orion Town Centre and Booval Fair as local shopping centres that no longer participate in ICHC.

There are no conflicts of interest identified from this report

ADVANCE IPSWICH THEME

Caring for the community

PURPOSE OF REPORT/BACKGROUND

ICHC was established by council in 2010 in response to a council 2010-2011 budget announcement to trial a subsidised transport service in Ipswich for eligible community members (those in receipt of an Australian government pension). ICHC was developed to support a sector of the community that may experience social isolation due to limited access to transport.

Since establishing ICHC eleven (11) years ago, there have been many changes in the community transport market, including the establishment of the NDIS and My Aged Care systems, as well as a State-wide subsidised transport scheme.

In 2018 a committee report was presented to Council, recommending a significant review of ICHC to: explore its purpose; benchmark against other Councils; consider equity of access; increase efficiency; and establish a contract through a transparent procurement process. A subsequent committee report was delivered in 2019, recommending a clear operating model based on community needs and Council objectives.

In December 2020 an independent review of the program (Attachment 1), commissioned by council, recommended the discontinuation of ICHC in its current format. This recommendation was based on the report's key findings;

1. The scale of program investment in ICHC is disproportionate to the size of the program's target population;
2. ICHC duplicates services already being provided under other funding arrangements (e.g. aged care and disability sector);
3. The current format of ICHC is being delivered outside of a formal contract;
4. The outcomes of the ICHC program do not meet the objectives and goals of partner shopping centres
5. ICHC is unable to provide flexibility and additional tailored support to meet the needs of seniors, people with disabilities and their carers.

The report made two additional recommendations:

1. That council develop a communication and change management plan to effectively discontinue delivery of ICHC; and
2. That council investigate alternative program areas where funds could be reallocated to more effectively achieve the outcomes of reducing social isolation.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

Based on the stakeholder consultation conducted to develop the review report, it is understood the risks to discontinuing the program are low.

However, it is understood that an effective communication and change management process will be required to effectively manage the risk of stakeholder and customer disappointment, confusion or misunderstanding.

As such, council officers will develop and execute a communication and change management program to manage the cessation of ICHC. Key stakeholder groups will include:

- Internal stakeholder (council officers, customer service team)
- Current service users
- Current transport partner (13 cabs)
- Current shopping centre partners
- Broader community stakeholders

FINANCIAL/RESOURCE IMPLICATIONS

ICHC is currently budgeted as part of Community Development operations at an annual cost of \$15,000. ICHC, for the 2020-2021 year is currently under-budget and funds will be used to facilitate the communications and change management program outlined in the recommendations.

There is an opportunity to reallocate that budget in future budget periods, from 2021-2022 onwards, to other programs or initiatives that could more effectively reduce or prevent social isolation among at-risk communities.

COMMUNITY AND OTHER CONSULTATION

The review methodology (outlined in Attachment 1) included stakeholder consultation, including:

- One-on-one interviews with the current service provider; and
- existing and former program beneficiaries e.g. shopping centres.

Consultation with community stakeholders highlighted that the transport services provided by Ipswich City Heart Cabs for the most part duplicate the offerings of providers funded through other arrangements, who are better equipped to provide fit-for-purpose transport solutions.

CONCLUSION

Ipswich City Heart Cabs is a legacy program that no longer delivers on the outcomes it was designed for. There are other programs that provide the required community transport options to the community. Therefore it is recommended that the Ipswich City Heart Cabs Program is discontinued, with the cessation of the program suitably managed by council.

Recognising that social isolation is an issue within our community, it is further recommended that the funding currently allocated to Ipswich City Heart Cabs be quarantined to be suitably reallocated to other programs or community initiatives that address this issue.

On Council's endorsement of this report and its recommendations, council officers will:

1. Develop and execute a communications and change management program to cease ICHC and transition users to other services; and
2. Investigate how to best address issues of social isolation within the community with a view to budget reallocation and a greater social impact return on council investment.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Review of Ipswich City Heart Cabs - Final Report ↓
----	--

Melissa Dower

COMMUNITY DEVELOPMENT MANAGER

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"



PREPARED FOR

IPSWICH CITY COUNCIL



BEACON STRATEGIES

DECEMBER 2020

Table of Contents

Executive Summary	2
Background	3
Context	3
History	3
Purpose of the review	3
Purpose of this report	4
Approach	5
Project governance	5
Project delivery	5
Phase 1: project establishment	5
Phase 2: situational analysis	5
Phase 3: stakeholder engagement	5
Phase 4: reporting	6
Phase 5: change management support	6
Findings	7
Finding 1: The scale of program investment in ICHC is disproportionate to the size of the program's target population.	7
Finding 2: The program duplicates services already being provided under other funding arrangements (e.g. aged care and disability sector).	7
Finding 3: The current iteration of ICHC is being delivered outside of a formal contract.	8
Finding 4: Outcomes of the ICHC program don't meet the objectives and goals of partner shopping centres.	8
Finding 5: ICHC is unable to provide flexibility and additional tailored support to meet the needs of seniors, people with disabilities and their carers.	9
Recommendations	10
Implications	12
Appendix A - Existing services by established vendors.	13



Executive Summary

Ipswich City Heart Cabs (IHC) is a subsidised transport program funded by Ipswich City Council (ICC) that aims to enable access to local services for seniors, people with disabilities and their carers. ICC currently funds 13Cabs to deliver IHC for eligible community members although there has been no formal contract or memorandum of understanding in place since June 2014.

In 2018, ICC was presented with a committee report recommending a significant review of the program to explore its purpose, benchmark against other Councils, consider equity of access, increase efficiency and establish a contract through a transparent procurement process. A subsequent committee report was delivered in 2019, recommending a clear operating model based on community needs and Council objectives. Beacon Strategies was commissioned in 2020 to conduct a review of IHC, providing recommendations on the future of the program.

The original intent of the IHC review was to redesign and recommission an improved IHC program. However, in line with the findings, the intent of the review shifted to answering the question of whether IHC is currently 'fit for purpose' and meeting the needs of the community? And if not, can IHC be redesigned to meet the needs of the community at scale into the future?

The ultimate recommendation of the review is that IHC is discontinued in its current form. This recommendation is supported and underpinned by the key findings of the review, specifically that:

- the scale of program investment in IHC is disproportionate to the size of the program's target population
- the program duplicates services already being provided under other funding arrangements (e.g. aged care and disability sector)
- the current iteration of IHC is being delivered outside of a formal contract
- outcomes of the IHC program don't meet the objectives and goals of partner shopping centres
- IHC is unable to provide flexibility and additional tailored support to meet the needs of seniors, people with disabilities and their carers

Additionally, this report recommends that ICC considers the development of a multi-tiered change management and communication plan to mitigate risks associated with discontinuing IHC as well as exploring alternate opportunities to re-invest funds in programs that could generate similar or greater impact.



BEACON STRATEGIES

Background

Context

Ipswich City Council (ICC) currently funds a commercial taxi company to provide subsidised transport for eligible community members to access local shopping facilities. The Ipswich City Heart Cabs (IHC) program offers significantly reduced taxi fares to seniors, people with disabilities and their carers to assist them in accessing local services such as shopping centres, banks, local medical facilities and local public transport connections.

History

Established in 2010, the IHC program initially targeted members of the community on Australian Government Pension that may be experiencing social isolation due to limited access to transport. In 2012, ICC signed a formal contract with a commercial taxi company to deliver the community transportation services.

Following the contract expiry in June 2013, a Memorandum of Understanding (MOU) was established between ICC and the current provider in September 2013, which guided the delivery of the project over the course of nine months and expired in June 2014. Since then, the program has continued with no formal contract, with the current provider continuing to deliver the services, invoicing ICC at regular intervals.

In 2018, ICC was presented with a committee report recommending a significant review of the program to explore its purpose, benchmark against other Councils, consider equity of access and increase efficiency. The final committee report was delivered in 2019, recommending a clear operating model based on community needs and Council objectives, with specifications for the potential tender of service for the program to be developed and presented to a future meeting of the Communities Committee.

In 2020, ICC commissioned Beacon Strategies to conduct a review of the program and provide recommendations on the future state of the program.

Purpose of the review

The purpose of this project was to undertake a review of the IHC program, considering its usage, ICC's objectives and key stakeholder input, to provide recommendations on the future state of the program. A key driver of the review was to commission a more transparent and impactful program.



BEACON STRATEGIES

Ipswich City Heart Cabs Review

4

Purpose of this report

This report aims to present the findings and implications emerging from the *Ipswich City Heart Cabs Review* back to Ipswich City Council, including:

- describing the project background, context and approach
- summarising the key findings of the desktop research phase of the project
- summarising the key findings arising from stakeholder interviews with council staff, shopping centre management and community transport providers
- identifying key implications and considerations relating to proposed solutions
- recommending next steps to progress these solutions.



BEACON STRATEGIES

Approach

Project governance

The project was governed by a collaborative relationship between Beacon Strategies and the Project Steering Group. The Project Steering Group consisted of a project sponsor and project manager. Risks were mitigated throughout the project through regular engagement with the Project Steering Group, allowing for meaningful conversations involving exploration of the findings to occur at key project milestones. This engagement also allowed for the Project Steering Group to raise any questions or concerns throughout the project.

Project delivery

The project was delivered through an iterative process consisting of the following key components:

Phase 1: project establishment

The project establishment phase aimed to:

- Establish a lean project steering group to meet in alignment with project milestones
- Prepare a project plan to guide the review.

Phase 2: situational analysis

Phase 2 aimed to understand the current state of the ICHC program, and included:

- Review of current service provider contract to understand existing program arrangements
- Desktop research to identify other existing programs, including similar programs run by other Councils and state and federal government funded programs targeting similar cohorts
- Review of available data to understand usage of the ICHC program.

Phase 3: stakeholder engagement

The stakeholder engagement phase included one-on-one interviews with the current service provider and existing and former program beneficiaries e.g. shopping centres. This phase aimed to:

- Gather feedback from the existing service provider about the program, including areas for improvement and factors which determine utilisation of the program



BEACON STRATEGIES

Ipswich City Heart Cabs Review

6

- Gather feedback from program beneficiaries to understand their involvement with the program, areas for improvement and (if former program beneficiaries) why they no longer participate in the program.

Phase 4: reporting

The reporting phase aimed to deliver a report to ICC to:

- Describe the program review process
- Provide recommendations on the future state of the program.

Phase 5: change management support

This phase aims to support ICC to implement the recommendations provided in this report.



BEACON STRATEGIES

Findings

Finding 1: The scale of program investment in ICHC is disproportionate to the size of the program's target population.

Based on the analysis of the number of aged pensioners and disability support pensioners in the Ipswich City Council area, it is likely that ICHC contributes minimally to enabling a high volume of seniors, people with disabilities and their carers to access local services.

Further, the size of the program's target population is over 25,000 people, making up almost 12% of Ipswich LGA's total population.¹ While service need amongst people with a disability is relatively confined to inner urban locations, such as Ipswich Central, Brassall, Raceview and Riverview, service need amongst older people is distributed broadly across the region, making efficient subsidised transport challenging.

Taking the above issues relating to scale of operation and comparing them to the reported uptake of ICHC (approximately 50-70 people annually²), results in the likely inability for ICC to deliver an equitable program that meets the broad needs of the community. Additionally, engagement with prospective service providers confirmed that the limited resourcing available for ICHC is insufficient to run an effective and community-wide subsidised transport program.

Finding 2: The program duplicates services already being provided under other funding arrangements (e.g. aged care and disability sector).

When the program was established in 2010, ICHC filled a vital gap in the Ipswich community transport space by providing affordable and accessible transport services to those in the community most at risk of social isolation and with difficulties accessing basic amenities. Those people included seniors, people with disabilities and their carers.

Since then, a number of new funding models have been established in the community transport market, including services provided by the NDIS, My Aged Care, TransLink and the Queensland Government. Appendix 1 details how these programs compare to ICHC.

Consultation with community stakeholders highlighted that the transport services provided by ICHC for the most part duplicate the offerings of providers funded through other arrangements, who are better equipped to provide fit-for-purpose transport solutions.

¹ Extracted from Social Health Atlas of Australia: Population Health Areas produced by Public Health Information Development Unit at <http://phidu.torrens.edu.au/>

² <https://www.ipswichfirst.com.au/city-heart-cabs-program-to-proceed-in-the-interim-with-further-council-review/>



Stakeholders expressed that despite being a pivotal service when it was first established, the program has become less relevant for the consumers originally identified as the target population.

Finding 3: The current iteration of ICHC is being delivered outside of a formal contract.

ICHC was last delivered within a formal contract or MOU with the current provider between September 2013 and June 2014. Although ICHC has continued to be delivered through good will between Ipswich City Council and the current provider, operating outside of a formal contract poses a number of significant challenges for Ipswich City Council to achieve transparency into the future, including:

- **Procurement and contracting issues:** a competitive tender process wasn't administered initially when the program was announced as a trial by Council in 2010. No effective contracting mechanism has been in place with the provider since the initial contract ended in 2012.
- **Probity and risk concerns:** no substantiation or oversight of the provision of services according to the eligibility and original contract specification has been undertaken, other than submission of trip receipts for invoicing purposes.
- **Understanding impact and cost-effectiveness:** no monitoring and evaluation activities have been undertaken throughout the course of the program, meaning there is limited understanding of the impact of the service model in meeting the needs of older people and people with a disability residing in Ipswich.
- **Ensuring strategic alignment:** limited visibility of how the program contributes to Council's broader policy objectives across relevant portfolio areas.

Finding 4: Outcomes of the ICHC program don't meet the objectives and goals of partner shopping centres.

A number of shopping centres have been involved with the ICHC program over the past 10 years. In recent times, the number of centres wishing to continue their involvement with the program has declined, with many withdrawing from the partnership.

Willingness from shopping centre stakeholders to engage in a conversation regarding ICHC was limited. Despite this, one shopping centre manager revealed that the centre no longer considered the partnership to be economically viable as it did not create a return on investment. The stakeholder stated that despite the undeniable positive social impacts of the



program, they needed to see monetary returns generated for the partnership to be worthwhile.

Finding 5: ICHC is unable to provide flexibility and additional tailored support to meet the needs of seniors, people with disabilities and their carers.

Prospective service providers (e.g. community transport providers) reported that ICHC in its current form was restrictive and unlikely to be able to meet the diverse needs of seniors, people with disabilities and their carers. It was suggested that any effective subsidised transport program delivered by Council should focus on a number of key attributes unlikely achieved through the current model, including:

- Providing a flexible, reliable and familiar service
- Achieving person-centred service delivery, accommodating of the diverse and specific needs of the target audience
- Providing a service that goes beyond transport to a 'care service' (i.e. meeting mobility needs, carrying shopping inside)
- Fostering a sense of community with clients to make them feel like they 'belong' to the organisation and community
- Providing opportunities outside of the existing 9:00am - 12:30pm timeframe
- Consistently promoting the availability of the service to the target group (e.g. an aged care specific organisation being more likely to have increased engagement with seniors).

Further to the above, the review of the current contractual arrangements between Ipswich City Council and the current provider found that Ipswich City Council was unable to monitor user utilisation, satisfaction and outcomes due to the nonexistence of routine data collection.



Recommendations

After completing the review of Ipswich City Heart Cabs, it is ultimately recommended that Ipswich City Council discontinue the Ipswich City Heart Cabs Program in its current form (**recommendation 1**). This recommendation is supported and underpinned by the key findings of the review, specifically that:

- The scale of program investment in ICHC is disproportionate to the size of the program's target population
- The program duplicates services already being provided by other funding arrangements
- The current iteration of ICHC is being delivered outside of a formal contract
- Outcomes of the ICHC program don't meet the objectives and goals of partner shopping centres
- ICHC is unable to provide flexibility and additional tailored support to meet the needs of seniors, people with disabilities and their carers

Additionally, it is recommended (and outlined below) that Ipswich City Council take a measured approach to discontinuing ICHC and exploring alternate opportunities to re-invest program funds for similar or greater impact in other suitable community program/s.

- **Recommendation 2:** develop a multi-tiered change management and communication plan to effectively discontinue delivery of ICHC, inclusive of:
 - *Current ICHC users:* ensure current users are made aware of other subsidised transport programs to minimise any adverse impact on their ability to access local services.
 - *Councilors and ICC Executives:* effectively brief Councilors and Executives on the rationale for change and ensure their support to mitigate reputational or political risks.
 - *Current provider:* communicate effectively with the current provider of ICHC to ensure a shared understanding that ICHC has been discontinued.
 - *Current shopping centre partners:* engage with current shopping centre partners to inform them that ICHC has been discontinued and manage issues arising from ending any memorandum of understanding currently in place.



BEACON STRATEGIES

Ipswich City Heart Cabs Review

11

- *Broad community*: ensure the general community has access to timely and accurate information relating to the availability of other subsidised transport schemes in addition to removing ICHC from Council's website and promotional material.
- **Recommendation 3:** Investigate potential program areas where funds could be reoriented for similar or greater impact, giving consideration to funding:
 - Other tightly scoped and targeted subsidised community transport programs
 - Other community programs or services aimed at achieving similar outcomes



BEACON STRATEGIES

Implications

Considering the findings and recommendations made in this report, it is important to acknowledge a number of implications that exist relating to the discontinuation of ICHC.

Firstly, it is acknowledged that Local Governments should play an active role in making communities age- and disability-friendly. In order to fulfil this responsibility, ICC committed to the provision of ICHC to prevent social isolation in these populations, as well as assist elderly people and people with a disability to access local amenities. The review of ICHC doesn't aim to erode ICC's responsibility to ensure that seniors, people with disabilities and their carers are able to access local services and prevent social isolation. It is very much intended to achieve the opposite by reinvesting program funds in other initiatives that could deliver greater impact.

Secondly, despite the findings of this report indicating that the ICHC program is no longer fit-for-purpose and should be discontinued, it is acknowledged that a genuine need for subsidised community transport continues to exist in the Ipswich region, but this need is already being broadly addressed through other available schemes.

Finally, it is acknowledged that neighbouring councils offer similar cab-style services to their communities however operating and funding models vary significantly. ICC is presented with an opportunity to be a leader amongst their peers and find new and innovative ways to tackle social inclusion for seniors, people with disabilities and their carers.



BEACON STRATEGIES

Appendix A - Existing services by established vendors.

Provider: Program	Cohort targeted	Compared to Ipswich City Heart Cabs Program
Translink: Access Pass	Provides certain people with disability access to public transport for free	<ul style="list-style-type: none"> Limits consumer to public transport (no pick-up at home) May be difficult for people to access public transport pick-up points Free access
Translink: Concession Fare	Provides pensioners and seniors access to public transport at reduced rates	<ul style="list-style-type: none"> Limits consumer to public transport (no pick-up at home) May be difficult for people to access public transport pick-up points Similar cost to consumer to ICHC
NDIS: Transport funded as part of NDIS Capacity-Building Supports	Provides certain people with disability subsidies for use toward transport costs	<ul style="list-style-type: none"> May be used for any type of transport (e.g. taxis with home pick-up) Cost to consumer depends on how often they use transport (subsidies can be lump sum payments for use towards annual transport costs)
Queensland Government: Taxi Subsidy Scheme	Provides subsidised taxi fares to certain people with disability	<ul style="list-style-type: none"> May be used for taxis (home pick-up and drop-off) Higher cost to consumer than ICHC
Queensland Government: Queensland Community Support Scheme	Provides support to certain people with disability which can be used for transport	<ul style="list-style-type: none"> Can provide support for people to access the community, including shopping or going to appointments Funded by Qld Government
My Aged Care: Transport subsidised or funded under Commonwealth Home Support Program or Home Care Package	Provides support to seniors which can be used for transport	<ul style="list-style-type: none"> Can provide support for people to access the community through community transport or vouchers Cost to consumer varies by provider



Doc ID No: A6747126

ITEM: 5
SUBJECT: EVENT SPONSORSHIP - THE GATHERING
AUTHOR: CITY EVENTS MANAGER
DATE: 25 JANUARY 2021

EXECUTIVE SUMMARY

This is a report concerning an event sponsorship application by Limestone Events Inc. for support of the Celtic Festival 'The Gathering' to be held in May 2021 at Ipswich Turf Club.

The application is for a combined cash and in-kind sponsorship valued at \$22,000.

RECOMMENDATION/S

- A. That Limestone Events Inc. receive \$10,000 ex GST cash support for 'The Gathering' 2021.**
- B. That Limestone Events Inc. receive the following in-kind support valued at \$12,000 ex GST:**
- **Inclusion of a two page feature in Council's seasonal Quarterly Guide;**
 - **Inclusion on the Council funded Mt Ommaney Billboard promoting 2021 'Ipswich Festivals' initiatives;**
 - **Erection of (existing) street banners along Brisbane Road to promote the event;**
 - **Support from two staff from the City Events team during event delivery.**

RELATED PARTIES

Limestone Events Inc., whose association members include: Callum McSween (President), Nick Tomkins (Treasurer), Sheree Finney (Secretary), Rob Graham and Chris Maclean.

Ipswich Turf Club – venue.

There was no declaration of conflicts of interest, however it should be noted that Council employee Paula Watkins is on the Board of the Ipswich Turf Club. Ms Watkins has not been involved in the application assessment process or any venue negotiations.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

Since 2019, City Events has been working closely with Limestone Events Inc. on a three year plan to transition the former pipe band championships in Limestone Park into 'The Gathering', an event of regional significance for Ipswich.

Limestone Events Inc. has submitted an event sponsorship application for The Gathering to be held Saturday 22 to Sunday 23 May 2021.

Council has been requested to provide combined cash and in-kind sponsorship valued at \$22,000.

Limestone Events will utilise the cash support towards significant operational costs and Council's in-kind support will generate increased awareness in local and SEQ drive markets.

The City Events Team have completed a panel assessment of the event sponsorship application using standard procedure, some points worth noting are:

- The Gathering is running for the second time in 2021 after cancelling in 2020 due to COVID.
- The event brings the wider community together in celebration of Celtic music, culture and performance, featuring 250 of Australia's pipe band champions.
- In 2021 the event will extend to be held over two days, increasing the potential of overnight stays.
- In 2019, 4,358 people attended the event.
- In 2021, approximately 5,500 people are expected to attend and experience this cultural event strongly linked to the heritage of the City.
- According to independent research from the 2019 event (attached), it is estimated that approximately 63.9% will attend from outside the Ipswich LGA including 12.9% from interstate or overseas (subject to COVID related border restrictions).
- It is expected the event will bring approximately \$277,275 to the Ipswich Economy through visitor stay and spend.
- The Gathering offers the region a destination event that is unique regionally, nationally and internationally.
- The event will feature as part of a growing events calendar, placing Ipswich as a destination to visit in 2021 and ongoing.
- The event is considered to have significant growth potential and is supported by the Queensland Government through Tourism Events Queensland and Multi-Cultural Affairs Queensland funding programs.

Promotional benefits to council include:

- Council acknowledged as a Foundation Partner
- Council and Discover Ipswich logo inclusion in event marketing
- City of Ipswich to be profiled through the marketing and publicity campaign
- Opportunity for Council representatives to speak at opening and closing events
- Opportunity for Discover Ipswich to have a presence at the event

LEGAL/POLICY BASIS

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

Section 109 of the *Local Government Act 2009* provides local governments with the ability to use discretionary funds in accordance with the requirements prescribed under the *Local Government Regulation 2012*.

Section 202 of the *Local Government Regulation 2012* prescribes a number of requirements for a local government making discretionary funds available.

RISK MANAGEMENT IMPLICATIONS

There is a risk that the event may be postponed or cancelled due to the ongoing uncertainty around COVID. City Events is working closely with Limestone Events Inc. on COVID Safe Event planning and adaption to minimise this risk.

If council decided not to support The Gathering the event may not proceed. The event is in an early growth and development phase and is reliant on council's support.

FINANCIAL/RESOURCE IMPLICATIONS

The outlined support will be covered by dedicated event sponsorship funding allocated within the 2020-2021 City Events budget.

COMMUNITY AND OTHER CONSULTATION

Pre-lodgement meetings have been held with representatives from Limestone Events Inc. and the Ipswich Turf Club (event venue) prior to the submission of the event sponsorship application.

Marketing Services were consulted and agree with the level of in-kind marketing support to be provided.

CONCLUSION

Limestone Events Inc. is committed to working closely with Council to develop The Gathering into an event of regional significance for Ipswich. The event has demonstrated significant potential, transitioning from a local pipe band championship in 2018 to a Celtic festival attracting strong visitation from outside the region in 2019. This potential has been

recognised by Tourism and Events Queensland, with the 2021 event securing funding for an out of region publicity campaign to further raise the profile of the event.

Council's continued support will assist The Gathering to reach its potential and to deliver an event with strong community, cultural and economic return for the City of Ipswich.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	The Gathering - 2019 Independent Research Outcomes ↓
----	--

Joanna Jordan

CITY EVENTS MANAGER

I concur with the recommendations contained in this report.

Carly Gregory

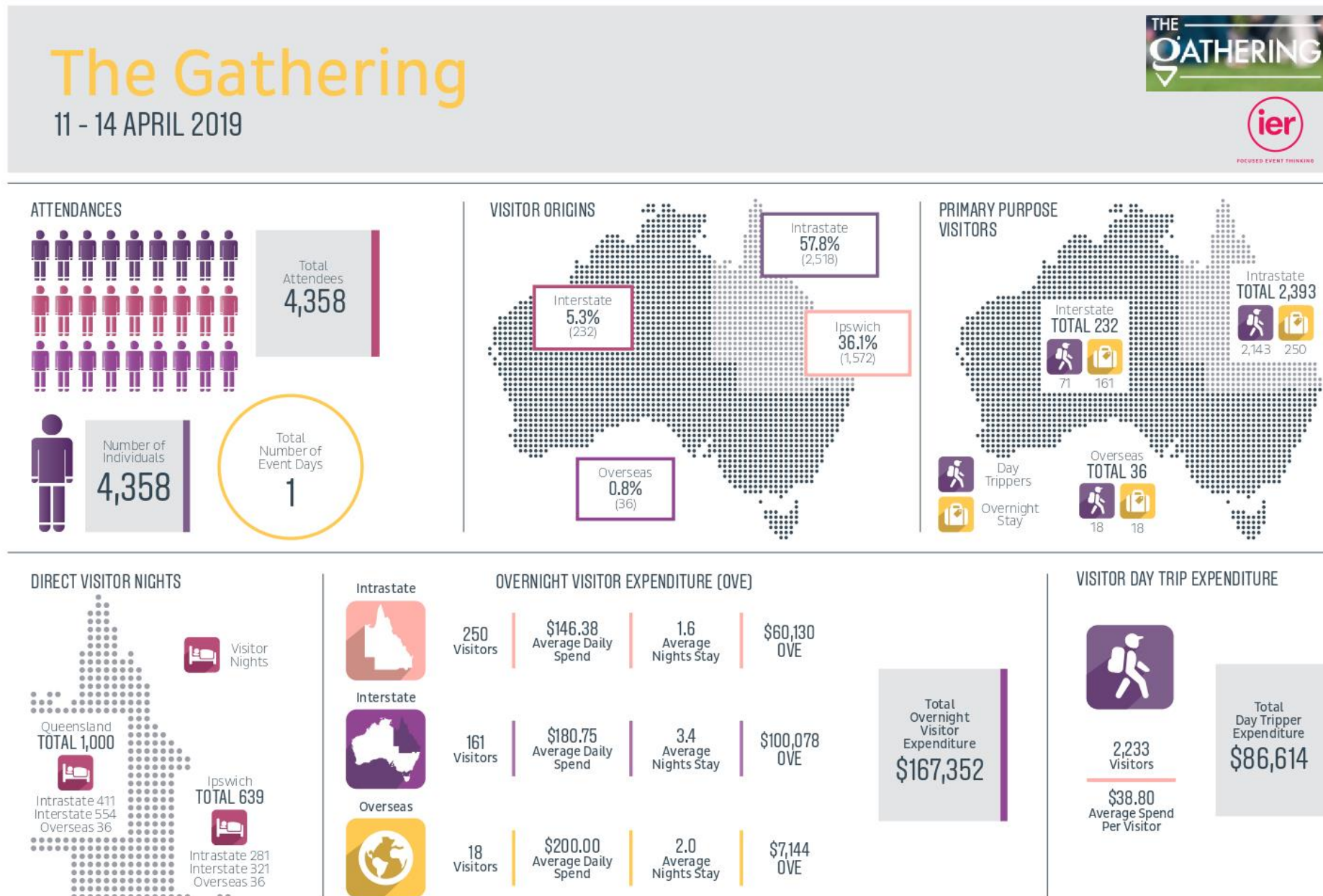
MANAGER, MARKETING AND PROMOTION

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"

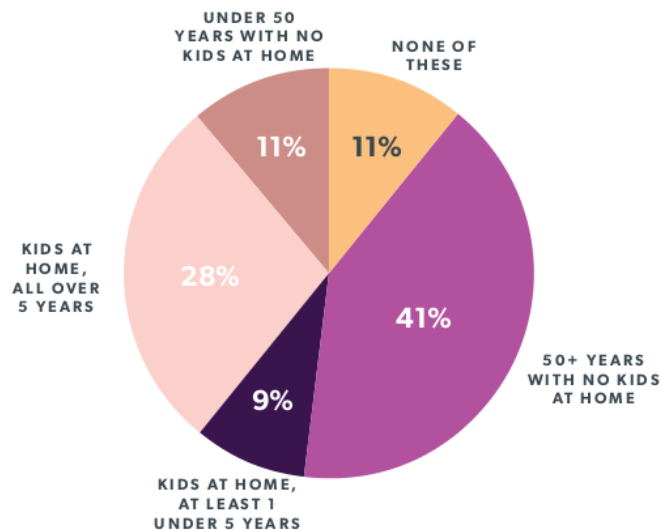


Item 5 / Attachment 1.

ORGANISER DIRECT AND INCREMENTAL EXPENDITURE

ORGANISER CONTRIBUTION (IPSWICH)	Gross Expenditure - Expenditure from outside Ipswich	Estimated % of income obtained from outside Ipswich	Total obtained from outside Ipswich
	\$31,127	45.3%	\$14,107
ORGANISER CONTRIBUTION (QUEENSLAND)	Gross Expenditure - Expenditure from outside Queensland	Estimated % of income obtained from outside Queensland	Total obtained from outside Queensland
	\$48,758	3.6%	\$1,751

DEMOGRAPHIC PROFILE



ECONOMIC & TOURISM IMPACTS

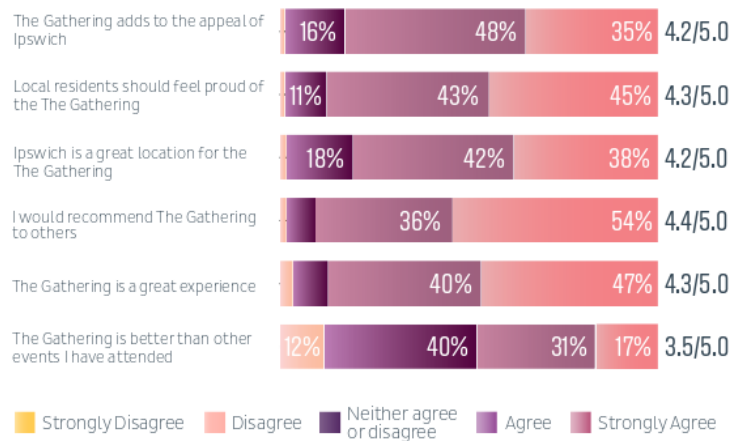
Total Direct and Incremental Expenditure for Ipswich



Total Direct and Incremental Expenditure for Queensland



COMMUNITY PRIDE



AT A GLANCE

+ The Gathering attracted spectator attendances of 4,358.

+ The Gathering generated direct and incremental expenditure of \$212,706 attributable to the Ipswich economy and \$111,069 attributable to the Queensland economy.

+ The Gathering was responsible for generating 639 visitor nights in Ipswich. More than half of these nights were generated by interstate visitors (321).

+ In total, \$167,352 was spent by overnight visitors who stayed more than 40km from their normal place of residence. The majority of this spending was undertaken by interstate visitors (\$100,078).

+ When assessing 'community pride', The Gathering rates high to very high on all indicators. The highest level of agreement was recorded for the statement 'I would recommend The Gathering to others' (4.4/5)

Doc ID No: A6747195

ITEM: 6
SUBJECT: EVENT SPONSORSHIP - IPSWICH CUP
AUTHOR: CITY EVENTS MANAGER
DATE: 26 JANUARY 2021

EXECUTIVE SUMMARY

This is a report concerning an event sponsorship application by Ipswich Turf Club for support of the Ipswich Cup Race Day in June 2021.

The application is for \$20,000 ex GST and additional in-kind support of star pickets and covers, rammer and rolls of barrier mesh (all to be returned at no cost to council).

RECOMMENDATION/S

That the Ipswich Turf Club receive \$20,000 ex GST financial support and additional in-kind support of star pickets and covers, rammer and rolls of barrier mesh (all to be returned at no cost to council) for the 2021 Ipswich Cup.

RELATED PARTIES

Ipswich Turf Club, whose Committee Members include Wayne Patch, Brad Bulow, Brian North, Dan Bowden, Brian Dwyer, Trent Quinn, Ian Leavers and Paula Watkins.

Ipswich Turf Club have declared that Committee member Paula Watkins is a council employee. Ms Watkins has not been involved in the application assessment process or any negotiations.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

Ipswich Turf Club has submitted an event sponsorship application for the 2021 Ipswich Cup Race Day to be held Saturday 19 June.

Council has been requested to provide support of \$20,000 ex GST along with additional in-kind support of star pickets and covers, rammer and rolls of barrier mesh (all to be returned at no cost to council). This is consistent with the level of support provided by council to the Ipswich Turf Club each year since 2014 (with the exception of 2020 during COVID).

Ipswich Turf Club will utilise the financial support for advertising and marketing of the event including out of region marketing.

City Events have completed a panel assessment of the event sponsorship application using standard procedure, some points worth noting are:

- The Ipswich Cup was first established in 1866
- It is the largest single-day event in Ipswich with an expected attendance of around 20,000 people and approximately 30% coming from outside the Ipswich LGA
- Racing Queensland's Annual Report indicates the Ipswich Cup has the highest attendance of all meetings of the Queensland Racing Winter Carnival
- The Ipswich Cup provides an estimated \$5 million in economic impact to the city – in 2021 council and the Ipswich Turf Club will conduct the first official Event Impact Study to better assess the event's economic and social value
- The 2021 Ipswich Cup will be broadcast nationally and internationally via the live Sky Racing television network
- In 2021 the Ipswich Cup will feature as part of the Festival of Horsepower, a city-wide month-long program of 'horsepower' events being curated by council and also including Willowbank Raceway and Queensland Raceway
- In 2020, due to COVID-19, the event ran in a broadcast only format
- Ipswich Turf Club will implement a Queensland Heath approved COVID Safe Event plan and aim to deliver the complete event experience in 2021

Promotional benefits to council include:

- Race naming rights to the listed Eye Liner Stakes
- On-course signage (captured in broadcast coverage) to remain in place year-round
- Barrier fence signage
- Council and Discover Ipswich logo inclusion in event marketing (billboards, print and digital advertising)
- Speaking and key announcement opportunities for council representatives
- City of Ipswich to be profiled through Ipswich Cup website
- Four (4) invitations to the exclusive VIP Luncheon (for advocacy purposes).
- Exclusive event experience package for competition use on Discover Ipswich channels
- Opportunity to apply the Festival of Horsepower brand to a hospitality marquee
- Use of Ipswich Events and Entertainment Centre on two (2) occasions annually (at no cost).

LEGAL/POLICY BASIS

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

Section 109 of the *Local Government Act 2009* provides local governments with the ability to use discretionary funds in accordance with the requirements prescribed under the *Local Government Regulation 2012*.

Section 202 of the *Local Government Regulation 2012* prescribes a number of requirements for a local government making discretionary funds available.

RISK MANAGEMENT IMPLICATIONS

There is a risk that the event may be postponed or cancelled due to the ongoing uncertainty around COVID and in the event of a snap lock down. Should restrictions tighten, this will impact indoor spaces at the event. Outdoor spaces have some capacity to extend.

Given the scale of the event (projected 20,000 attendance), council will rely on Ipswich Turf Club to meet strict Queensland Health COVID Safe planning requirements for an event of this scale. Should Ipswich Turf Club not meet Queensland Health requirements this may reflect poorly on council as a major partner.

If council decided not to support the Ipswich Cup the event would still proceed.

FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support will be covered by dedicated event sponsorship funding allocated within the 2020-2021 City Events budget. The outlined in-kind support to be provided will be facilitated through council's In-kind Assistance Program.

COMMUNITY AND OTHER CONSULTATION

Meetings have been held with representatives from Ipswich Turf Club prior to and following the submission of the Event Sponsorship Application.

Community Services were consulted and confirm the level of in-kind support requested can be provided through council's In-kind Assistance Program.

CONCLUSION

The Ipswich Cup is a signature event in the Queensland Winter Racing Carnival and one of Ipswich's major annual events.

Council has supported the Ipswich Cup over many years and contributed to its development and growth. The event continues to diversify with the introduction of events like the DJ music festival on the infield that target a younger demographic, while still maintaining traditional elements.

Ipswich Turf Club will utilise council's financial support for advertising and marketing of the event including out of region marketing.

The Ipswich Cup, along with the Inaugural Festival of Horsepower Ball and a family Race Day, will feature in council's 2021 Festival of Horsepower leveraging campaign to attract visitation to the City.

Council's continued support of Ipswich Cup will deliver an event with strong community and economic return for the City of Ipswich.

Joanna Jordan
CITY EVENTS 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”

Doc ID No: A6747196

ITEM: 7
SUBJECT: CHRISTMAS WONDERLAND INCOME DISBURSEMENT TO LOCAL CHARITIES
AUTHOR: CITY EVENTS MANAGER
DATE: 26 JANUARY 2021

EXECUTIVE SUMMARY

This is a report concerning Christmas Wonderland and the disbursement of funds raised through paid ticketing to local charities.

RECOMMENDATION/S

That Council note that the participating charities will receive the following amounts exclusive of GST:

- **Roderick Street Community Kindergarten - \$5,282.00**
- **Rosewood and District Support Centre Inc T/A Rosewood Community Centre - \$5,030.48**
- **Young Veterans Ipswich - \$5,030.48**
- **The Message of the Cross Indigenous Corporation - \$1,760.67**
- **Ipswich Hospital Foundation - \$16,852.10**
- **Queensland Youth and Families Support Services Inc. - \$5,282.00**

RELATED PARTIES

Roderick Street Community Kindergarten
Rosewood and District Support Centre Inc T/A Community Centre
Young Veterans Ipswich
The Message of the Cross Indigenous Corporation
Ipswich Hospital Foundation
Queensland Youth and Families Support Services Inc.

ADVANCE IPSWICH THEME

Caring for the community

PURPOSE OF REPORT/BACKGROUND

In 2020 council presented an adapted Christmas in Ipswich program of events compliant with the Industry Framework for COVID Safe Events in Queensland. This format was developed to minimise risk to council and the community while promoting social and economic recovery at a time when it will be most needed.

Christmas Wonderland was one of the key events in the program with format adaptations including a reduced capacity, increased number of nights and introduction of low cost paid ticket to facilitate 30 minute sessions, contact tracing and manage nightly attendance. This is a report concerning Christmas Wonderland and the disbursement of funds raised through paid ticketing to local charities.

At the Council Ordinary Meeting held on 24 September, Council endorsed the low cost ticketing of Christmas Wonderland with proceeds going to a local charity/charities selected through an expression of interest (EOI) process and that pricing options included \$5 for a single ticket, \$15 for a family of four and \$20 for a family of five.

The introduction of paid ticketing was necessary to deliver a COVID Safe event and to manage the projected drop out factor associated with a free ticketed event.

An EOI was undertaken and all charities that applied were selected. Charities nominated the number of volunteers they could provide and number of nights they could commit. Most charities completed three evenings, while Ipswich Hospital Foundation filled a nightly deficit of volunteers.

In conjunction with council's Legal Services, it was determined that the most equitable way to distribute funds raised to the charities was by the number of shifts completed by each charity.

\$47,295.46 ex GST was raised through Christmas Wonderland ticket sales. Ticketing and credit card fees of \$8,057.73 were deducted from this amount, leaving a net figure of \$39,237.73 to be distributed to the charities. Each volunteers shift was valued at \$251.52.

Based on the number of shifts completed the charities will receive the following payments:

CHARITY	NO. OF SHIFTS	PAYMENT EX. GST
Ipswich Hospital Foundation	67	\$16,852.10
The Message of the Cross Indigenous Corporation	7	\$1,760.67
Qld Youth & Families Support Services	21	\$5,282.00
Roderick Street Community Kindergarten	21	\$5,282.00
Rosewood Community Centre	20	\$5,030.48
Young Veterans Ipswich	20	\$5,030.48
TOTAL	156	\$39,237.73

It should be noted that the following impacted attendance, reducing ticket sales income:

- Erratic behaviour by Flying Foxes resulted in later sessions being cancelled.

- Ticket holders were given the option to cancel their Christmas Wonderland ticket purchase following the Queensland Heath announcement that a flying fox recovered from Queens Park in had tested positive for Australian Bat Lyssavirus (ABLV).
- One evening was cancelled due a storm predicted to be equivalent to a Category One cyclone, all ticket holders were provided a refund.
- Five (5) nights experienced wet weather, ticket holders who did not attend their session were provided a refund.

A total 12,510 paid ticket holders attended Christmas Wonderland. An additional 556 free tickets were distributed through local community organisations such as Home Assist, InCommunity Inc, Hannah's House, Ipswich South Child Safety, St Vincent de Paul Society, ALARA, EACH, The Base Support Services, Kambu Medical Centre and Tivoli Welfare Food Co-op. A further 336 free tickets were distributed to Preview Evening attendees including Christmas Lights entrants to attend the award presentations. Total attendance across the 13 nights was 13,402.

The majority of community commentary around the ticketing of Christmas Wonderland was positive, and there was also a supportive sentiment for the allocation of ticketing income to local charities. Many attendees preferred the introduction of paid ticketing with a set session time, rather than waiting in line for up to an hour at a free event. Despite being ticketed, the event still experienced a small drop out factor.

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 discernable risks.

FINANCIAL/RESOURCE IMPLICATIONS

Not applicable.

COMMUNITY AND OTHER CONSULTATION

An Expression of Interest was undertaken to select the local charities.

Council's Legal Services team prepared the agreement appointing the charities.

Council's finance team has reviewed the ticketing income reconciliation and advised on GST implications.

CONCLUSION

A total 13,402 people attended Christmas Wonderland with attendance impacted by a number of factors.

A sum of \$39,237.73 ex GST was raised through the ticketing of Christmas Wonderland, benefitting six (6) local charities.

Commentary was generally positive around the move to a paid ticketing model.

Joanna Jordan

CITY EVENTS 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”