



# City of Ipswich

**IPSWICH  
CITY  
COUNCIL**

**AGENDA**

*of the*

**ECONOMIC AND INDUSTRY DEVELOPMENT  
COMMITTEE**

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

On Thursday, 7 October 2021  
At 10 minutes after the conclusion of the Community, Culture, Arts and Sport  
Committee

**MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE**

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

Mayor Teresa Harding  
Councillor Kate Kunzelmann  
Councillor Andrew Fechner

**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE AGENDA**  
*10 minutes after the conclusion of the Community, Culture, Arts and  
Sport Committee on **Thursday, 7 October 2021***  
Council Chambers

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**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 9**

**7 OCTOBER 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(08) OF 2 SEPTEMBER 2021**

**RECOMMENDATION**

That the Minutes of the Meeting held on 2 September 2021 be confirmed.

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**OFFICERS' REPORTS**

2. **SMALL BUSINESS EDUCATION PROGRAM**

This is a report concerning Council's education programming for small businesses. The program has been developed to build local business capability so Ipswich small businesses have the skills, knowledge and resources they need to grow revenues, increase confidence and create local jobs.

**RECOMMENDATION**

That the Small Business Education Program report be received and the contents noted.

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**NOTICES OF MOTION**

**MATTERS ARISING**

**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(08)**

**2 SEPTEMBER 2021**

MINUTES

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

**COUNCILLOR'S APOLOGIES:** Nil

**OFFICERS' ATTENDANCE:** Acting Chief Executive Officer (Sonia Cooper), General Manager Planning and Regulatory Services (Peter Tabulo), Acting General Manager Infrastructure and Environment (Sean Madigan), Chief of Staff (Melissa Fitzgerald), Acting Manager Environment and Sustainability (Matthew Pinder), Team Leader (Strategic Catchment and Conservation Planning (Tim Shields), Natural Environment and Land Manager (Phil A. Smith), Senior Policy and Communications Officer (David Shaw), Senior Digital Media and Content Officer (Jodie Richter), Manager Communication and Engagement (Laura Bos), Manager Marketing and Promotions (Carly Gregory), Native Title and Cultural Heritage Officer (Tina Longford), ProAv Professional Services Technician (Bradley Hebbard) and Theatre Technician (Harrison Cate)

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

Nil

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**BUSINESS OUTSTANDING**

Nil

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**CONFIRMATION OF MINUTES**

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(07) OF 5 AUGUST 2021**

**RECOMMENDATION**

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

**That the minutes of the Economic and Industry Development Committee  
No. 2021(07) held on 5 August 2021 be confirmed.**

**AFFIRMATIVE**

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

**NEGATIVE**

Councillors:

Nil

The motion was put and carried.

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**OFFICERS' REPORTS**

**2. 2020-2021 IPSWICH EXCEPTIONAL EXPERIENCES PROGRAM REPORT**

The 2020-2021 Ipswich Exceptional Experiences Program was designed as a cooperative funding initiative to stimulate the creation or enhancement of Ipswich tourism experiences as part of a broader program to generate growth in the visitor economy, particularly in response to the industry impacts of COVID-19.

This program was reviewed by the Economic and Industry Development Committee before being endorsed by council in October 2020. The Program established a \$50,000 fund from the approved 2020-2021 CCED Operational Budget for Ipswich businesses to access up to \$10,000 as a matched investment in the creation or enhancement of local tourism experiences. The Ipswich Exceptional Experiences program closed on 30 June 2021.

Nine approved applications contributed \$170,223 (a benefit-cost of \$3.20 for every \$1 invested by council) to a total investment of \$222,724 in local tourism experiences. The works applied for include refurbishments of accommodation facilities, station refurbishment, new product and/or experience development, new infrastructure, acquisition of new equipment and ecommerce booking engine capability.

As part of the original recommendations from October 2020, council requested a follow-up report (being provided here) concerning the performance of the program in 2020-2021 and consideration of its extension in 2021-2022.

**RECOMMENDATION**

Moved by Councillor Jacob Madsen:

Seconded by Mayor Teresa Harding:

**That the 2020-2021 Ipswich Exceptional Experiences Program report be received and the contents noted.**

**AFFIRMATIVE**

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

**NEGATIVE**

Councillors:

Nil

The motion was put and carried.

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3. CHAMBERS OF COMMERCE - 2021-2022 PARTNERSHIP AGREEMENTS

This is a report concerning the partnership agreements between council and the region's two Chambers of Commerce, the Greater Springfield Chamber of Commerce and the Ipswich Region Chamber of Commerce.

Council has committed \$18,000 to its partnership with the Greater Springfield Chamber of Commerce and \$22,000 to its partnership with the Ipswich Region Chamber of Commerce for the 2021-2022 financial year.

These partnerships follow on from successfully executed partnership arrangements between both Chambers and council in the 2020-2021 financial year.

Last year both Chambers collaborated with council's Office of Economic Development on business education, industry events, business engagement and outreach support to the Ipswich business community.

This year's partnership agreements reflect the current economic and business landscape with a focus on local business needs to best navigate impacts of COVID-19.

RECOMMENDATION

That the Chambers of Commerce 2021-2022 Partnership Agreements report be received and the contents noted.

Mayor Teresa Harding proposed the following supplementary motion:

- B. That for future years the Partnership Agreements be brought to Council for approval.

Deputy Mayor Nicole Jonic proposed the following change to Mayor Harding's supplementary motion:

- B. That for future years the Partnership Agreements be brought to a councillor workshop/briefing for consideration in the drafting stage.

Mayor Teresa Harding withdrew her proposed supplementary motion.

**RECOMMENDATION**

Moved by Deputy Mayor Nicole Jonic:  
Seconded by Mayor Teresa Harding:

- A. **That the Chambers of Commerce 2021-2022 Partnership Agreements report be received and the contents noted.**
- B. **That for future years the Chamber of Commerce Partnership Agreements be brought to a councillor workshop/briefing for consideration in the drafting stage.**

AFFIRMATIVE  
Councillors:  
Madsen  
Harding  
Kunzelmann  
Fechner  
Jonic

NEGATIVE  
Councillors:  
Nil

The motion was put and carried.

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**NOTICES OF MOTION**

Nil

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**MATTERS ARISING**

Nil

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**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 11.50 am.

The meeting closed at 12.04 pm.



Doc ID No: A7566805

ITEM: 2

SUBJECT: SMALL BUSINESS EDUCATION PROGRAM

AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

DATE: 15 SEPTEMBER 2021

### **EXECUTIVE SUMMARY**

This is a report concerning Council's education programming for small businesses. The program has been developed to build local business capability so Ipswich small businesses have the skills, knowledge and resources they need to grow revenues, increase confidence and create local jobs.

### **RECOMMENDATION/S**

**That the Small Business Education Program report be received and the contents noted.**

### **RELATED PARTIES**

There are no discernible conflicts of interest arising as a result of this report and its recommendations.

### **IFUTURE THEME**

Vibrant and Growing

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

Building local business capability is a key priority of Council's Office of Economic Development (OED); nurturing local small businesses so they can grow with confidence is a key driver of job and economic growth.

To that end, OED are delivering a calendar of business education workshops and networking events to provide small and local businesses with the knowledge, resources and connections to grow their revenue, resilience and in turn, jobs.

### **Key Numbers**

For the June - September 2021 quarter:

Number of workshops:	22
Number of attendees:	253

Number of presenters:	10
Number of local presenters:	8
Number of locations:	3

### **Topics Addressed**

The education programming has been curated in response to local business needs and capability gaps, as informed by local businesses themselves and the region's Chambers of Commerce.

Topics hosted or scheduled to date include:

- Introduction to Selling to Council
- Modern Marketing;
  - Digital Marketing Tips
  - Influencer Marketing
  - Instagram for Business
  - Using Your Smartphone to Create Business Videos
- Financial Literacy
  - Understand Your Business Finances
  - Control Your Cashflow
  - Financial Forecasting
- Starting a Business from Our Region
- Communicating with Customers
- Tips for Broadcasting Your Business
- Tendering – Top Ten Tips
- Healthy Habits for Business Essentials
- DIY Business Health-Check – Are You Ready for Growth?

Where possible, Council has partnered with local professionals as expert facilitators and presenters; 18 of the 22 events to date have been facilitated by local talent;

- Loz Antonenko – Loz Life
- Di Chalmers – Jade Financial Group

- Bradley Clarke – West Bremer Radio
- Jacqui Keller – LawXO
- Nicole Millard – Tenacious Media
- Darren Oliver – SensaWeb
- Toni Rasso – A Better Bid
- Andrew Spark – Andrew Spark Marketing and Advertising

A total of 9 workshops are scheduled for October at time of writing, with new business education workshops scheduled regularly. Information available on the [Business Ipswich website \(https://www.businessipswich.com.au/investor-business-support/events-calendar/\)](https://www.businessipswich.com.au/investor-business-support/events-calendar/).

### **Locations**

The business education events are currently scheduled in three locations across the Ipswich LGA;

1. Rosewood Library
2. Springfield Central Library
3. Fire Station 101

### **Community Collaboration**

The education program is being designed, both topics and expert presenters, in close consultation with the Ipswich Region Chamber of Commerce and Greater Springfield Chamber of Commerce. This ensures the education program doesn't duplicate events run by the Chambers, events or services run by other providers and meets the development and capability needs of local businesses.

### **Cost to attend**

To ensure all education workshops are as accessible as possible, workshops are either free or have a nominal fee to encourage commitment and minimise no-shows.

### **LEGAL/POLICY BASIS**

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

### **RISK MANAGEMENT IMPLICATIONS**

Risks considered include:

- Risk of duplicating content – mitigated with community consultation with key stakeholders.
- Risk of sub-standard workshop presenters – mitigated with community consultation and reference checks.
- Risk of event cancellation or down-sizing due to covid-restrictions – mitigated with online delivery options.

## **HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS
<b>RECEIVE AND NOTE REPORT</b>
The recommendation states that the report be received and the contents noted. The decision to receive and note the report does not limit human rights. Therefore, the decision is compatible with human rights.

## **FINANCIAL/RESOURCE IMPLICATIONS**

The costs associated with delivering the business education programs are contained within the 'local business capability' program budget for economic development, 2021-22. Costs are kept low by partnering with local providers, government agencies and government-funded providers.

## **COMMUNITY AND OTHER CONSULTATION**

Consultation has taken place, and continues to take place with:

- Ipswich Region Chamber of Commerce
- Greater Springfield Chamber of Commerce
- Council's Manager, Procurement and Council Procurement Officers
- Department of State Development
- Office of the Small Business Commissioner

## **CONCLUSION**

Building the capability of local small businesses is an important way to drive business confidence, job growth and therefore, economic growth. By coordinating a program of education events, Ipswich City Council is empowering local businesses through low-cost and accessible programs using council venues and local talent.

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”*