



# 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, 10 March 2022  
At 10 minutes after the conclusion of the Community, Cultural, 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, Cultural, Arts and Sport Committee on **Thursday, 10 March 2022***  
in the Council Chambers, 8th Floor, 1 Nicholas Street, Ipswich

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	<b>Declarations of Interest</b>	
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\*\* Item includes confidential papers

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

**10 MARCH 2022**

AGENDA

**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

**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. 2022(01) OF 10 FEBRUARY 2022**

**RECOMMENDATION**

That the Minutes of the Meeting held on 10 February 2022 be confirmed.

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**OFFICERS' REPORTS**

2. **IPSWICH ECONOMIC UPDATE**

This report provides a summary update on population, economic and employment factors for the Ipswich region.

**RECOMMENDATION**

That the Ipswich Economic Update report be received and the contents noted.

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3. **SMALL BUSINESS RESILIENCE AND GROWTH FUNDING PROGRAM**

This is a report concerning the Small Business Resilience and Growth Program which opened 1 February 2022. The Program is designed to support local small businesses to invest in their businesses through:

- Physical upgrades to the business premises
- Digital capability

- Business owner capability

The program has generated significant interest and engagement with Ipswich businesses.

#### RECOMMENDATION

That the report concerning the Small Business Resilience and Growth Program be received and the contents noted.

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#### 4. EVENT SPONSORSHIP - THE GATHERING 2022

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 2022 at the Ipswich Turf Club.

The application is for a combined cash and in-kind sponsorship value of \$24,000.

#### RECOMMENDATION

- A. That Limestone Events Inc. receive \$15,000 ex GST cash support for 'The Gathering' 2022.
- B. That Limestone Events Inc. receive the following in-kind support valued at \$9,000 ex GST:
  - Inclusion of a two-page feature in council's seasonal Quarterly Guide
  - Inclusion on the council funded Goodna Billboard promoting 2022 Ipswich Festivals initiatives.
  - Erection of (existing) street banners along Brisbane Road to promote event
  - Support from two staff from the City Events team during event delivery.

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#### 5. EVENT SPONSORSHIP - IPSWICH CUP 2022

This is a report concerning an event sponsorship application by Ipswich Turf Club for support of the Ipswich Cup Race Day in June 2022.

The application is for \$20,000 ex GST in financial support.

#### RECOMMENDATION

That the Ipswich Turf Club receive \$20,000 ex GST financial support.

**NOTICES OF MOTION**

**MATTERS ARISING**

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**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(01)**

**10 FEBRUARY 2022**

MINUTES

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

**COUNCILLOR'S APOLOGIES:** Nil

**OFFICERS' ATTENDANCE:** Chief Executive Officer (Sonia Cooper), General Manager Infrastructure and Environment (Sean Madigan), Acting General Manager Corporate Services (Jeff Keech), General Manager Community, Cultural and Economic Development (Ben Pole), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Senior Policy and Communications Officer (David Shaw), Senior Digital Media and Content Officer (Jodie Richter), Manager, Economic and Community Development (Cat Matson), Acting Environment and Sustainability Manager (David McAlister) and Theatre Technician (Harrison Cate)

**OTHER ATTENDANCE:** Pro-Av Representative (Brad Hebbard)

**WELCOME TO COUNTRY/ACKNOWLEDGEMENT OF COUNTRY**

Deputy Mayor Nicole Jonic (Chairperson) invited Councillor Jacob Madsen to deliver the Acknowledgement of Country.

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**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(11) OF 1 DECEMBER 2021**

**RECOMMENDATION**

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

**That the minutes of the Economic and Industry Development Committee held on 1 December 2021 be confirmed.**

**AFFIRMATIVE**

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

**NEGATIVE**

Councillors:

Nil

The motion was put and carried.

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**OFFICER'S REPORTS**

Nil

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**NOTICES OF MOTION**

Nil

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**MATTERS ARISING**

Deputy Mayor Nicole Jonic (Chairperson) provided the committee with a verbal update on the positive progress of the Business Resilience and Growth Program that opened on 1 February 2022.

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**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 12.55 pm.

The meeting closed at 12.59 pm.



Doc ID No: A7899188

ITEM: 2

SUBJECT: IPSWICH ECONOMIC UPDATE

AUTHOR: COORDINATOR - MAJOR PROJECTS AND ADVOCACY

DATE: 16 FEBRUARY 2022

### EXECUTIVE SUMMARY

This report provides a summary update on population, economic and employment factors for the Ipswich region.

### RECOMMENDATION/S

**That the Ipswich Economic Update report be received and the contents noted.**

### RELATED PARTIES

N/A

### IFUTURE THEME

Vibrant and Growing

### PURPOSE OF REPORT/BACKGROUND

This report has been prepared as a summary update to assist council and community understanding of baseline population, economic and employment factors for the Ipswich region.

#### Population

Ipswich is often referred to as Queensland's fastest growing city, historic population data demonstrates that Ipswich has been growing at more than double the state average.

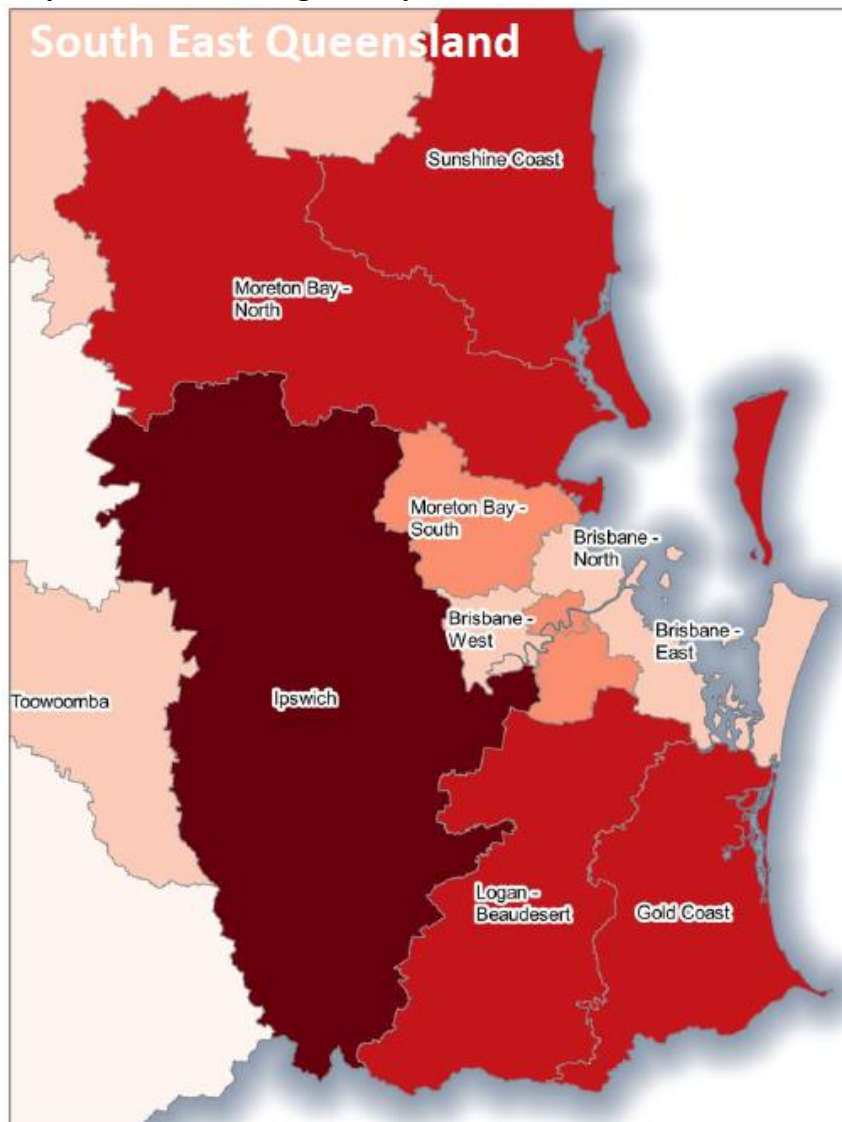
**Table 1 – Residential Population**

	At 30 June			Average Annual Growth	
	2009	2014	2019	2009-2019	2014-2019
<b>Ipswich</b>	161,664	189,195	222,307	3.2%	3.3%
<b>Queensland</b>	4,328,771	4,719,653	5,094,510	1.6%	1.5%

Source: QGSO Queensland Regional Profile

Over the next 20 years, the State of Queensland is forecast to have the largest population growth in Australia and South East Queensland’s growth will dominate within the Queensland context. To go a step further, this population is forecast to mostly be accommodated in the outer suburban ring around Brisbane (see Map 1). Ipswich is forecast to take the largest quantum of this population growth, followed by the Gold Coast, Logan, Moreton Bay and Sunshine Coast areas. Please note this data set is a representation of the SA4 statistical area and not by local government area.

**Map 1: Forecast Change in Population from 2021 to 2041**



**Change in population from 2021 to 2041 (persons)**

- Decline of up to -400 persons
- Growth of up to 50,000
- Growth between 50,000 to 100,000
- Growth between 100,000 to 200,000
- Growth between 200,000 to 300,000

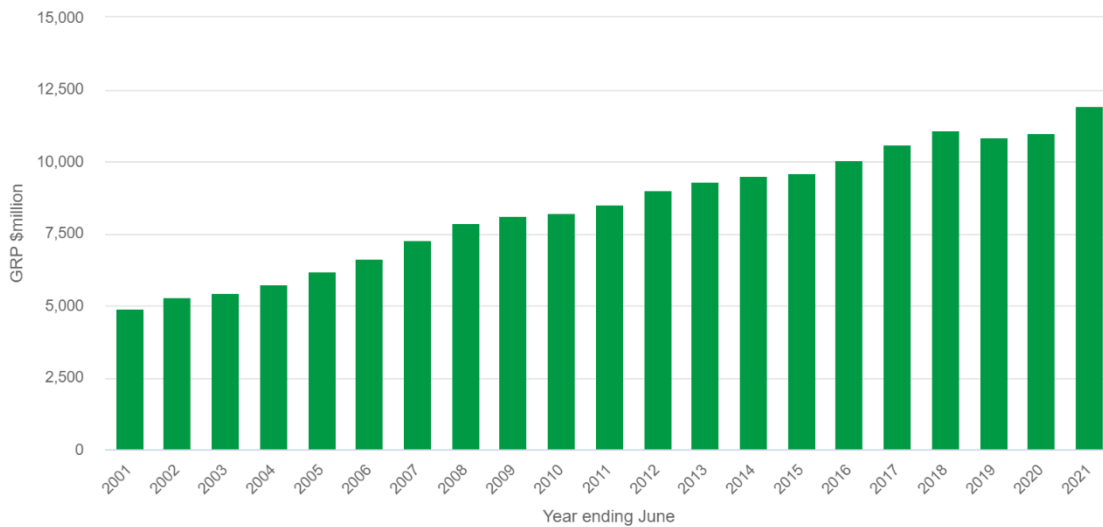
Source: Economy.Id (SA4) Published 25 October 2021

**Economy**

In 2022 the Ipswich Gross Regional Product is expected to exceed \$12 billion for the first time, having achieved a record \$11.9 billion in 2021 – see below for Ipswich GRP trend.

**Gross Regional Product**

City of Ipswich



Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)

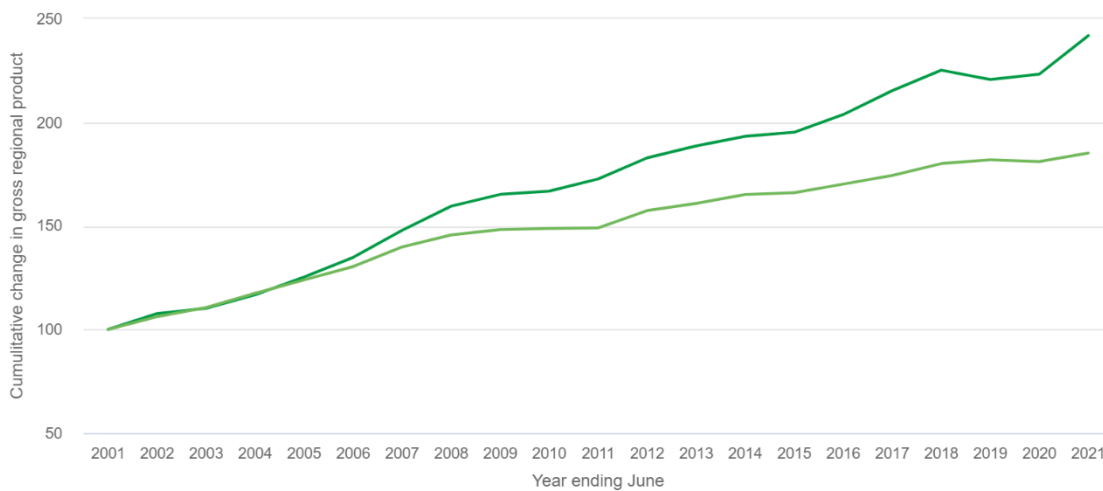


Ipswich’s economy tracks ahead of the Queensland trend in terms of annual change, this means that the Ipswich economy is typically growing at a faster rate than the rest of the Queensland.

**Cumulative change in Gross Regional Product**

City of Ipswich

— City of Ipswich — Queensland



Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)



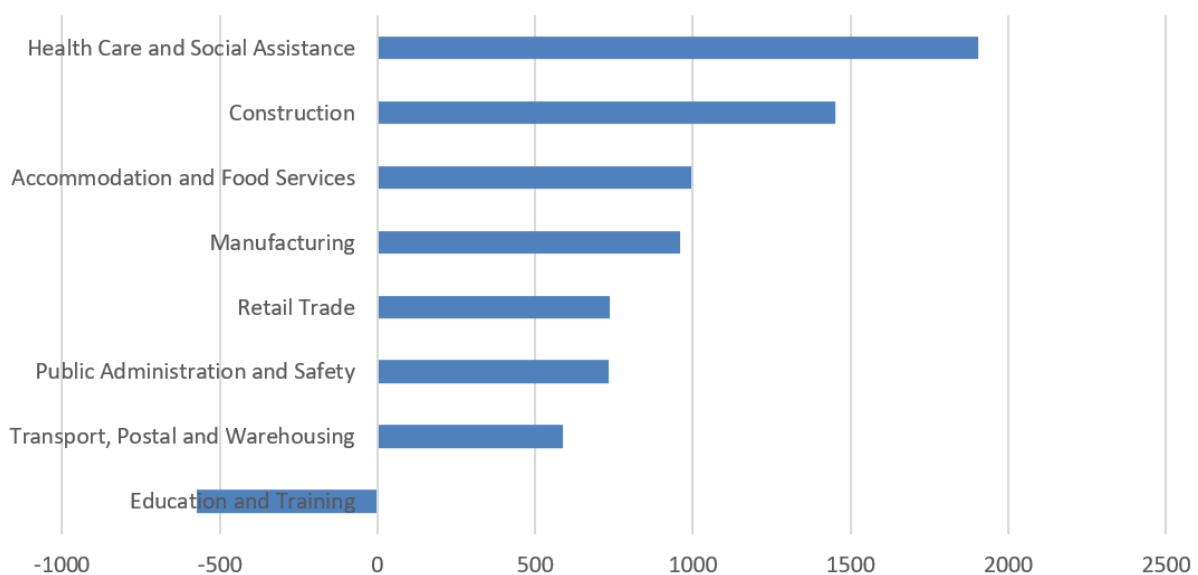
Employment

The top seven employment sectors make up 75% of the total local employment within the Ipswich LGA. The graph below provides an overview of these sectors and how they compare overall to Queensland more broadly as a percentage of total employment. Health Care and Social Assistance (15.1%), Manufacturing (12.9%) and Retail Trade (11.1%) make up the top three industries by employment within the region. A key observation is that based on total employment, Manufacturing and Public Administration and Safety (which includes Defence) represent a significantly higher percentage of the overall regional employment than Queensland more broadly.

Ipswich Employment Sectors % of Total Employment



Ipswich Total Change in Employment FY14/15 to FY19/20



Source: National Institute of Economic and Industry Research

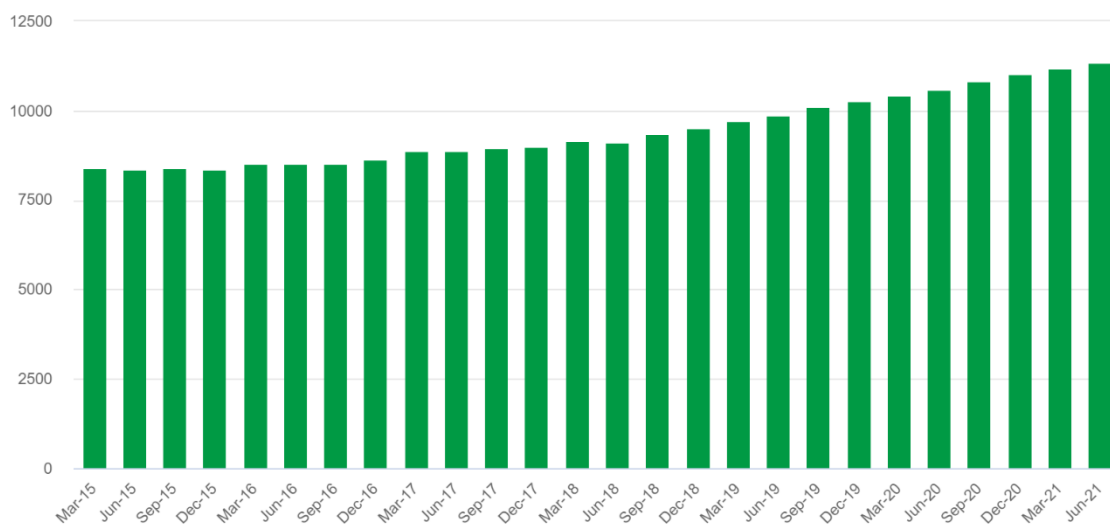
The top three growth industries in Ipswich are Health Care and Social Assistance, Construction, and Accommodation and Food Services. It is also noted that Transport, Postal and Warehousing has emerged in the past five years as a significant employer whilst the Education and Training sector has decreased in employment over the period.

**Local Business**

There were an estimated 11,334 total GST registered businesses in the City of Ipswich in the June 2021 quarter. There were 367 new businesses and 225 business GST cancellations in the same quarter.

**Number of GST registered business**

City of Ipswich - All industries



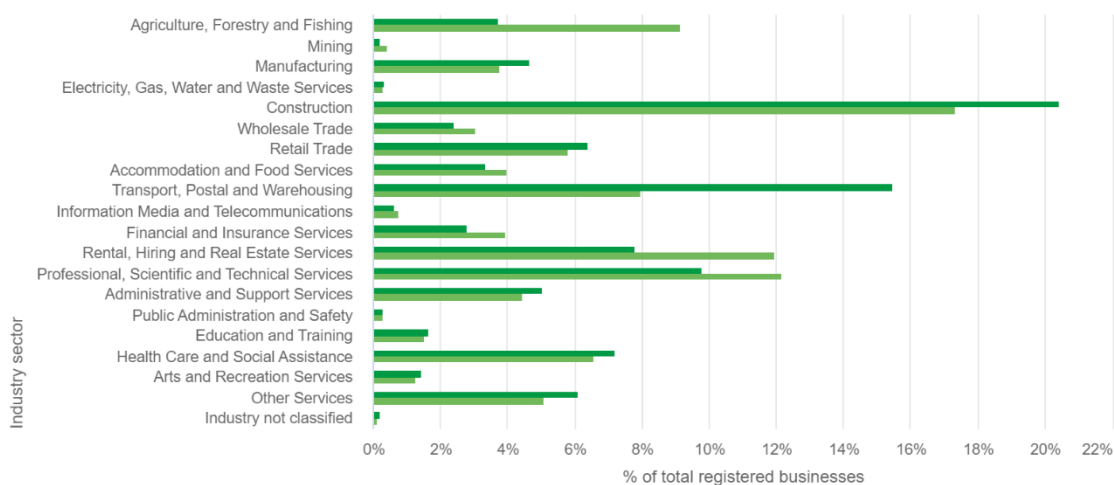
Source: National Institute of Economic and Industry Research (NIEIR) null ©2020 Compiled and presented in economy.id by .id (informed decisions).



**Registered businesses by industry 2020**

Total registered businesses

City of Ipswich Queensland



Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2016 to 2020



### Development

According to the latest RDA Ipswich and West Moreton Project Status Report, in the period 01 July 2019 to 30 June 2020 there was \$1,827,903,000 in development projects (above \$1 million) across the Ipswich LGA.

Some current development projects of note are:

- Coles new distribution centre opening in 2022 at Redbank with 500 local jobs created
- Saab Defence Industries moving to a new \$62 million facility in Bundamba – this facility will deploy health modules to the Australian Defence Force
- LAVO has committed to build a \$20 million cutting-edge hydrogen fuel cell production plant in Springfield
- New \$40 million Queensland Health Satellite Hospital at Ripley is under construction

Council's Planning and Regulatory Services Annual Report (01 July 2020 to 30 June 2021) reported for the 12 month period:

- 1,508 lots created
- 2,547 new dwellings
- 3,637 lots approved
- 1,215 development applications lodged

### Challenges

Whilst there are significant economic development opportunities both now and into the future, there are some significant current economic challenges facing our region including youth unemployment, workforce skills development and connectivity.

Youth unemployment - Youth unemployment is one of the most critical issues facing our region. The youth unemployment rate in Ipswich (14.8% - December 2021 (QGSO)) is unfortunately one of the higher rates in South East Queensland and more work is needed from all levels of government to meaningfully address this issue.

Workforce skills development: A skilled workforce is essential to ensure our residents have the right skills to support the highest growth industries over the next 20 years. A skilled workforce attracts new business and will ensure our residents can access the high level jobs the city's economy is creating. Ipswich needs to work with other levels of government to ensure our population has the skills to support our growing industries.

Connectivity: For a city to be successful it needs to be well connected locally, nationally and internationally. Connections are essential for residents to access work opportunities, education and services, and for businesses to access markets and their customers. Council is working hard to highlight to government the need for better transport connections within the region. At a national and international level, better connections to government, markets and investors are going to ensure we attract and engage with those businesses that will ensure our region prospers into the future.

#### **LEGAL/POLICY BASIS**

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

#### **RISK MANAGEMENT IMPLICATIONS**

N/A

#### **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**

There are no financial implications associated with this report.

#### **COMMUNITY AND OTHER CONSULTATION**

No consultation was undertaken in relation to this report.

## **CONCLUSION**

Baseline population, economic and employment factors for the Ipswich region are strong and indicate continued growth above state averages.

That said, there are important areas such as youth unemployment, workforce skills development and connectivity where Ipswich needs to improve.

Most sectors of the local economy have been resilient and able to bounce-back in relation to the various effects of COVID.

In 2022 Council has committed to updating its economic development strategy, the Economic and Workforce Development Plan. The update to this Plan will recognise the progress Ipswich has made in recent years and ensure the city focuses on the most salient priorities for the next five years to ensure we achieve Council's iFuture vision.

Dan Heenan

**COORDINATOR - MAJOR PROJECTS AND ADVOCACY**

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"***



Doc ID No: A7901673

ITEM: 3

SUBJECT: SMALL BUSINESS RESILIENCE AND GROWTH FUNDING PROGRAM

AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

DATE: 17 FEBRUARY 2022

### **EXECUTIVE SUMMARY**

This is a report concerning the Small Business Resilience and Growth Program which opened 1 February 2022. The Program is designed to support local small businesses to invest in their businesses through:

- Physical upgrades to the business premises
- Digital capability
- Business owner capability

The program has generated significant interest and engagement with Ipswich businesses.

### **RECOMMENDATION/S**

**That the report concerning the Small Business Resilience and Growth Program be received and the contents noted.**

### **RELATED PARTIES**

Ipswich Region Chamber of Commerce and Greater Springfield Chamber of Commerce have been consulted with and support the Program.

No conflicts of interest identified.

### **IFUTURE THEME**

Vibrant and Growing

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

At the December 2021 Economic and Industry Development Committee meeting it was endorsed that the small business funding program be orientated towards enabling growth and increasing resilience in the region's small businesses.

On 1 February 2022, the Small Business Resilience and Growth Program was opened.

The Small Business Resilience and Growth Program supports Ipswich business to navigate the current changing environment. Ipswich's small businesses have faced unprecedented trading conditions in the past few years, with the summer of 2021-2022 serving up yet more challenges. Despite this, Ipswich small businesses continue to show strength and adaptability, responding to 'the new normal'.

The program encourages further resilience and growth through three options:

1. **Reinvigorate** – up to \$1,000 (ex GST) to upgrade or update the business through physical changes, new signage, furniture, etc.
2. **Go Digital** – up to \$1,000 (ex GST) to discover new customers and grow revenue through increasing the online presence of the business, through online ordering or online marketing
3. **Business Owner Development** – up to \$1,500 in matched funding for business owners to develop their leadership skills through an accelerator program.

At time of writing a total of \$62,616.98 has been approved to be distributed to 64 businesses.

The most popular streams are;

- Reinvigorate, with 33 businesses being awarded a total of \$26,063.34
- Go Digital, with 30 businesses being awarded a total of \$29,144.55

Under the Reinvigorate Stream, funds are being used to install new shelving, upgrade dining seating, install new signage, paint murals on the internal walls of bar areas, install point-of-sale systems and contribute to IT equipment upgrades. All these uses help local businesses to their capacity and ultimately, grow.

Under the Go Digital Stream, funds are being used for online marketing campaigns, the development of social media assets, establish an online store, online advertising and develop online service delivery models. Similarly, these investments help local businesses reach new customers and develop new capability and in turn, grow.

The program is open until 31 May or until the \$150,000 pool of funds are exhausted. Applications are being assessed in batches on a weekly basis, with applicants receiving notification of the outcome of their application within 14 days (on average). At time of writing there was \$87,383.02 still available.

#### **LEGAL/POLICY BASIS**

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

## **RISK MANAGEMENT IMPLICATIONS**

### **Strategic Risk**

There is a risk that applicant businesses don't use the funds in line with the strategic intent of the program. This is being managed through the assessment process.

### **Financial Risk**

There is a risk that the program is over-subscribed, and Council won't be able to fund all applicants. This is being mitigated through strong marketing and communications channels and through Council's partnerships with the region's Chambers of Commerce. The Office of Economic Development's Concierge service is also providing support to any businesses who aren't eligible or are declined funding to access other avenues of support.

### **'Good Faith' Risk**

There is a risk that applicant businesses aren't genuine in their desire to increase their capabilities or grow their businesses. In fact, we have had applications where two applicants applied to essentially pay each other for the same marketing services (which would have amounted to a cash-trade for the businesses but for no economic benefit the city). This risk is being managed through the assessment process, where the one group of assessors are reviewing ALL applications, along with the robust checks and balances within the Community Funding and Support processes.

## **HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
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 Small Business Resilience and Growth Program is funded through the Small Business Funding item in the approved Economic and Community Development Budget for 2021-2022.

As such, there are no financial implications contained within this report.



## **COMMUNITY AND OTHER CONSULTATION**

Design of this program was informed by consultation with the region's two Chambers of Commerce, Ipswich Region and Greater Springfield. Both Chambers have supported the marketing and promotion of the program, too.

## CONCLUSION

Since the Small Business Resilience and Growth Program was launched on 1 February, 64 businesses have received a share of \$62,616.98. These funds are being directly used to help those businesses build their own capacity and capability and in turn, increase their resilience against economic shocks and grow.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Small Business Resilience and Growth Funding Program - Consolidated Report as at 21 February 2022 <a href="#"></a> 
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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**

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Doc ID No: A7848131

ITEM: 4  
SUBJECT: EVENT SPONSORSHIP - THE GATHERING 2022  
AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER  
DATE: 18 JANUARY 2022

### **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 2022 at the Ipswich Turf Club.

The application is for a combined cash and in-kind sponsorship value of \$24,000.

### **RECOMMENDATION/S**

- A. That Limestone Events Inc. receive \$15,000 ex GST cash support for 'The Gathering' 2022.**
- B. That Limestone Events Inc. receive the following in-kind support valued at \$9,000 ex GST:**
- **Inclusion of a two-page feature in council's seasonal Quarterly Guide**
  - **Inclusion on the council funded Goodna Billboard promoting 2022 Ipswich Festivals initiatives.**
  - **Erection of (existing) street banners along Brisbane Road to promote event**
  - **Support from two (2) staff from the City Events team during event delivery.**

### **RELATED PARTIES**

Limestone Events Inc., whose association members include: Callum McSween (President), Nick Tomkins (Treasurer and Festival Director), Sheree Finney (Secretary), Rob (Site Manager) and Cameron Stewart (Performers Manager).

Third Party Engagement for this event includes:

The Gathering have secured Ipswich Turf Club as the venue for the event again in 2022. 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.

Limestone Events Inc. have contracted J2 Creative Industries Pty Ltd to deliver a Volunteer and Partnership Framework for the event. It should be noted that former council City Events Manager Jo Jordan is the Managing Director of J2 Creative but has not been involved in this application process.

IER have been engaged by council to undertake an event impact study of the event.

## **IFUTURE THEME**

Vibrant and Growing

## **PURPOSE OF REPORT/BACKGROUND**

In 2019 Ipswich City Council came on board in 2019 as a foundation partner to the Gathering. 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.

Many milestones have been achieved and growth is evident in the Impact Study reports carried out by IER research company (attached). The Gathering is now a regionally significant event and fosters strong community pride.

The Gathering has proven over the last two events that they are rapidly moving towards growth milestones and this year it will be held as a two-day event which will further drive overnight visitation and spend in the city. This year's capacity is set at 9,000 attendees per day, which allows for ongoing future growth.

Limestone Events Inc. has submitted an event sponsorship application for The Gathering to be held Saturday 21 to Sunday 22 May 2022.

Council has been requested to provide combined cash and in-kind sponsorship valued at \$24,000

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 third time (2019, 2021, 2022) in 2022 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.
- The 2021 event attracted 7,860 attendees with a total direct and incremental expenditure for Ipswich of \$585,671, a 175% year-on-year-increase and for the wider Queensland region of \$37,778 (IER, Impact Study 2021).
- In 2022 the event will extend to be held over two days, increasing the potential of overnight stays and incremental expenditure for Ipswich.
  - 2019, 4,358 people attended the event.
  - 2021, 7,860 people attended the event.



- 2022, approximately 8,500 (total capacity of 9,000 per day) people are expected to attend per day.
- 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 2022 and ongoing.
- The event is considered to have significant growth potential and is supported by the Queensland Government.

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
- Event market research and economic impact data collected at the event and provided to ICC

#### **LEGAL/POLICY BASIS**

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

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 implications and could potentially be impacted by border closures and other restrictions.

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

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
	<a href="https://objprd.council.ipswich.qld.gov.au/id:A7903408/document/versions/latest">https://objprd.council.ipswich.qld.gov.au/id:A7903408/document/versions/latest</a>
(a) What is the Act/Decision being made?	Recommendation A states that Limestone Events Inc. receive \$15,000 ex GST cash support for 'The Gathering' 2022, and Recommendation B states that That Limestone Events Inc. receive the in-kind support valued at \$9,000 ex GST.
(b) What human rights are affected?	No human rights are affected by this decision.
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable
(e) Conclusion	The decision is consistent with human rights.

## FINANCIAL/RESOURCE IMPLICATIONS

The outlines support will be covered by dedicated event sponsorship funding allocated within the 2021-2022 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 the level of in-kind marketing support to be provided.

## CONCLUSION

Limestone Events Inc. is committed to working closely with council to continue to develop The Gathering into a sustainable 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 showcasing Ipswich's heritage attracting strong visitation from outside the region. 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 and in turn the region. The 2022 event will grow to a two-day event taking this event sponsorship investment to the next level of achieving the set out three-year capacity building strategy.

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.	IER Impact Study - The Gathering 2021 
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Natalie Weibel

**EVENT SPONSORSHIP AND ATTRACTION OFFICER**

I concur with the recommendations contained in this report.

Carly Gregory

**MANAGER, MARKETING AND PROMOTIONS**

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: A7902040

ITEM: 5  
SUBJECT: EVENT SPONSORSHIP - IPSWICH CUP 2022  
AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER  
DATE: 18 FEBRUARY 2022

### **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 2022.

The application is for \$20,000 ex GST in financial support.

### **RECOMMENDATION/S**

**That the Ipswich Turf Club receive \$20,000 ex GST financial support.**

### **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 2022 Ipswich Cup Race Day to be held Saturday 18 June.

Council has been requested to provide support of \$20,000 ex GST of financial support. This year they are not requesting any in-kind support.

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 is the largest provincial race day in the state
- 35% attendees come from outside the Ipswich LGA

- Despite the pandemic the 2021 Ipswich Cup attracted 15,224 attendees
- In 2021 council conducted the first official Event Impact Study to better assess the event's economic and social value
- The Direct and Incremental Expenditure for Ipswich in 2021 was \$1,477,286.00
- The 2022 Ipswich Cup will be broadcast nationally and internationally via the live Sky Racing television network
- The Ipswich Cup features as part of the Festival of Horsepower, a city-wide month-long program of events being curated by council

Promotional benefits to council include:

- ITC will provide race naming rights to the Listed Eye Liner Stakes including branded horse rug and trophy presented to the winner
- ITC will provide dedicated signage allocation at the event including:
  - On-course signage which remains in place throughout the year
  - Branding of the barrier fence along TL Cooney Avenue using the mesh panels. (Mesh supplied by ICC)
- The ITC will undertake a marketing and publicity campaign to maximise event attendance and inbound visitation. This includes:
  - Incorporation of a Discover Ipswich tab under the website page promoting the Ipswich Cup. Work with Council to populate this page with content suitable for the event demographic and to drive for a longer stay in the region.
  - ICC logo representation on the majority of promotional materials across media platforms including billboards, print and digital advertising.
- ITC will provide Councillors with an invitation to attend the Ipswich Cup Barrier Draw
- Free event Opportunity for Council to host a Festival of Horsepower Marquee. Includes theming and decorating at the cost of ICC. Option for the ICC to run a competition via the Discover Ipswich platform.

## **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 16,000 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.

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	That for the 2022 Ipswich Cup the Ipswich Turf Club will receive \$20,000 ex GST financial support..
(b) What human rights are affected?	No human rights are affected by this decision.
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable
(e) Conclusion	The decision is consistent with human rights.

## FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support will be covered by dedicated event sponsorship funding allocated within the 2021-2022 City Events budget.

## 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.

## 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 will feature again this year in council's 2022 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.

#### **ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS**

1.	IER Impact Study - Ipswich Cup 2021 <a href="#">↓</a> 
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Natalie Weibel

#### **EVENT SPONSORSHIP AND ATTRACTION OFFICER**

I concur with the recommendations contained in this report.

Carly Gregory

#### **MANAGER, MARKETING AND PROMOTIONS**

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"*



