



City of Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

**ECONOMIC AND INDUSTRY DEVELOPMENT
COMMITTEE**

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

On Thursday, 7 April 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, 7 April 2022***
in the Council Chambers, 8th Floor, 1 Nicholas Street, Ipswich

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 3

7 APRIL 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(02) OF 10 MARCH 2022**

RECOMMENDATION

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

OFFICERS' REPORTS

2. **SMALL BUSINESS RESILIENCE AND GROWTH PROGRAM 2022**

This is a report concerning the successful implementation of the Small Business Resilience and Growth Program which opened 1 February 2022. The \$150,000 in funding has been exhausted just 8-weeks since opening, supporting 153 Ipswich small businesses to 'Reinvigorate' their business premises, 'Go Digital' with online marketing and sales or build their business owner's capability, enabling business growth and resiliency.

RECOMMENDATION

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

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(02)

10 MARCH 2022

MINUTES

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

COUNCILLOR'S APOLOGIES: Deputy Mayor Nicole Jonic (Chairperson)

OFFICERS' ATTENDANCE: Acting Chief Executive Officer (Peter Tabulo), Acting General Manager Corporate Services (Jeff Keech), Acting General Manager Planning and Regulatory Services (Brett Davey), General Manager Infrastructure and Environment (Sean Madigan), Manager Marketing and Promotions (Carly Gregory), Manager Economic and Community Development (Cat Matson), Chief of Staff – Office of the Mayor (Melissa Fitzgerald) and Theatre Technician (Harrison Cate)

With Deputy Mayor Nicole Jonic as an apology, Councillor Jacob Madsen as Deputy Chairperson chaired the meeting.

LEAVE OF ABSENCE - DEPUTY MAYOR NICOLE JONIC

It was moved by Councillor Jacob Madsen and seconded by Councillor Andrew Fechner that a leave of absence be granted for Deputy Mayor Nicole Jonic.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Madsen	Nil
Harding	
Kunzelmann	
Fechner	

The motion was put and carried.

WELCOME TO COUNTRY/ACKNOWLEDGEMENT OF COUNTRY

Councillor Jacob Madsen (Deputy Chairperson) delivered the Acknowledgement of Country.

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(01) OF 10 FEBRUARY 2022**

RECOMMENDATION

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

That the minutes of the Economic and Industry Development Committee held on 10 February 2022 be confirmed.

AFFIRMATIVE
Councillors:
Madsen
Harding
Kunzelmann
Fechner

NEGATIVE
Councillors:
Nil

The motion was put and carried.

OFFICERS' REPORTS

2. **IPSWICH ECONOMIC UPDATE**

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

RECOMMENDATION

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

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

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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

Moved by Councillor Andrew Fechner:

Seconded by Mayor Teresa Harding:

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

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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

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

- 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.**

AFFIRMATIVE
Councillors:
Madsen
Harding
Kunzelmann
Fechner

NEGATIVE
Councillors:
Nil

The motion was put and carried.

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

Moved by Mayor Teresa Harding:

Seconded by Councillor Andrew Fechner:

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

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

NEGATIVE

Councillors:

Nil

That the motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.51 am.

The meeting closed at 12.03 pm.

Doc ID No: A7962988

ITEM: 2

SUBJECT: SMALL BUSINESS RESILIENCE AND GROWTH PROGRAM 2022

AUTHOR: PROJECT OFFICER

DATE: 24 MARCH 2022

EXECUTIVE SUMMARY

This is a report concerning the successful implementation of the Small Business Resilience and Growth Program which opened 1 February 2022. The \$150,000 in funding has been exhausted just 8-weeks since opening, supporting 153 Ipswich small businesses to 'Reinvigorate' their business premises, 'Go Digital' with online marketing and sales or build their business owner's capability, enabling business growth and resiliency.

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 have been 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 funding pool was exhausted with the final round of assessments approved 28 March 2022.

The Small Business Resilience and Growth Program has supported Ipswich business to navigate the changing business 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 \$150,000 funding pool has supported 153 businesses via the three funding streams:

Funding Stream and Description	Amount distributed per funding stream	Number of funded businesses
Reinvigorate: up to \$1,000 (ex GST) to upgrade or update the business through physical changes, new signage, furniture, etc.	\$ 75,730.56	78
Go Digital: up to \$1,000 (ex GST) to reach new customers and grow revenue through increasing the online presence of the business, through online ordering or online marketing	\$ 71,269.44	73
Business Owner Development: up to \$1,500 in matched funding for business owners to develop their leadership skills through an accelerator program.	\$ 3,000.00	2
TOTAL	\$150,000.00	153

The **Reinvigorate** funding stream was the most popular of the three, with an overwhelming 45% of applicants requesting funding for signage upgrades. This is a great contribution toward improving street appeal for business districts and assisting businesses to attract new customers thereby growing their revenue streams and therefore building resilience.

Under the **Go Digital** stream, funds are predominantly being used to engage professional digital marketing support and consultancy services. This includes services for website copy/content development, traditional radio advertising, social media and photography services. Businesses are diversifying their marketing channels and how they do business in the digital world, actively working to reach new customers in order to grow.

The full funding was exhausted in only 8-weeks, which speaks to the strategic timing and the appetite to grow among the local business environment. Many recipients have been impacted by the instability of operating over the last few years and this program allowed business owners to get out of the day-to-day operations to think about how this funding could contribute to growing their business and/or building resilience and sustainability.

The funding program was also reviewed under the Small Business Friendly Council approach to ensure a simplified process, the program has received an average feedback score of 4.56 out of 5 from funding applicants.

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 was 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 was managed through a rolling assessment process, with the application platform closed once it was recognised funds were due to be exhausted.

'Good Faith' Risk

There is a risk that applicant businesses aren't genuine in their desire to increase their capabilities or grow their businesses. This risk was 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 (2) Chambers of Commerce, Ipswich Region and Greater Springfield. Both Chambers have also supported the marketing and promotion of the program.

CONCLUSION

Since the Small Business Resilience and Growth Program was launched on 1 February, 153 businesses have received a share of \$150,000.00. 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.

Jodie Davison
PROJECT OFFICER

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”