



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, 5 May 2022
At 10 minutes after the conclusion of the Community, Cultural, Arts and Sport
Committee

MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE

Councillor Nicole Jonic (**Chairperson**)

Deputy Mayor 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, 5 May 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. 4

5 MAY 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(03) OF 7 APRIL 2022**

RECOMMENDATION

That the Minutes of the Meeting held on 7 April 2022 be confirmed.

OFFICERS' REPORTS

2. **EVENT SPONSORSHIP - 2022 GULF WESTERN OIL WINTERNATIONALS**

This is a report concerning an event sponsorship application by Willowbank Raceway for financial support of the Gulf Western Oil Winternationals drag racing event in June 2022.

RECOMMENDATION

That Willowbank Raceway receive \$35,000 excl. GST financial support for the Gulf Western Oil Winternationals 2022.

3. **EVENT SPONSORSHIP - CMC ROCKS 2022**

This is a report concerning the renewal of a major event sponsorship agreement with CMC Rocks Pty Ltd.

RECOMMENDATION

That council enter into a new four year event agreement with CMC Rocks Pty Ltd with a base payment of \$100,000 (ex GST) each event and a performance payment based on growth of interstate and/or overseas visitors to a total cumulative financial commitment of no more than \$630,000 (ex GST) over four financial years.

4. QUEENSLAND SMALL BUSINESS MONTH - ACTIVITY UPDATE

This is a report concerning Queensland Small Business Month, and the contribution small businesses make to the economy and liveability of Ipswich. Council continues to support local small businesses in a number of ways and in May we celebrate the efforts of small businesses and revisit the number of services and programs available to support small businesses to start, operate and grow in Ipswich.

RECOMMENDATION

That the report be received and the contents noted.

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(03)

7 APRIL 2022

MINUTES

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

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

OFFICERS' ATTENDANCE: Acting Chief Executive Officer (Peter Tabulo), General Manager Infrastructure and Environment (Sean Madigan), Acting General Manager Planning and Regulatory Services Manager (Brett Davey), Manager Environment and Sustainability (Kaye Cavanagh), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Manager Economic and Community Development (Cat Matson), Natural Environment and Land Manager (Phil A Smith), Acting Digital Media and Content Manager (Jodie Richter), Senior Policy and Communications Officer (David Shaw) and Theatre Technician (Harrison Cate)

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

LEAVE OF ABSENCE - DEPUTY MAYOR NICOLE JONIC

RECOMMENDATION

Moved by Councillor Jacob Madsen:
Seconded by Councillor Andrew Fechner:

That a leave of absence be granted for Deputy Mayor Nicole Jonic.

AFFIRMATIVE
Councillors:
Madsen
Harding
Kunzelmann
Fechner

NEGATIVE
Councillors:
Nil

The motion was put and carried.

WELCOME TO COUNTRY/ACKNOWLEDGEMENT OF COUNTRY

Councillor Jacob Madsen 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(02) OF 10 MARCH 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 March 2022 be confirmed.

AFFIRMATIVE

Councillors:
Madsen
Harding
Kunzelmann
Fechner

NEGATIVE

Councillors:
Nil

The motion was put and carried.

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

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

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.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.01 am.

The meeting closed at 11.08 am.

Doc ID No: A7978990

ITEM: 2

SUBJECT: EVENT SPONSORSHIP - 2022 GULF WESTERN OIL WINTERNATIONALS

AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER

DATE: 31 MARCH 2022

EXECUTIVE SUMMARY

This is a report concerning an event sponsorship application by Willowbank Raceway for financial support of the Gulf Western Oil Winternationals drag racing event in June 2022.

RECOMMENDATION/S

That Willowbank Raceway receive \$35,000 excl. GST financial support for the Gulf Western Oil Winternationals 2022.

RELATED PARTIES

Willowbank Raceway, whose Board Members include: Tony Wedlock, Simon Isherwood, Arthur Cumming, Shayne Holmes, Daniel Lake, Daniel Morris and Naomi Duffy.

Council should note that Naomi Duffy is a council staff member, Ms Duffy has not been involved in the application assessment process or any negotiations.

There are no discernible conflicts of interest.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Willowbank Raceway has submitted an event sponsorship application for the Gulf Western Oil Winternationals (Winternationals) to be held on Thursday 9 to Sunday 12 June 2022.

Council has been requested to provide financial support of \$35,000 excl. GST. This amount is consistent with Council's support of past Winternational events, with the exception of the 2020 event sponsorship when an increased amount of \$40,000 was approved (and subsequently cancelled due to COVID-19 restrictions implemented). This was linked to a strategic increase in the number of event days and projected increase in economic impact.

Willowbank Raceways will utilise the financial support to advertise the event through print, radio and digital media.

A panel assessment has been conducted through SmartyGrants of the event sponsorship application. Noteworthy details include:

- First run in 1968, the Winternationals is the second largest drag racing event in the world
- Since 1985 Willowbank Raceway has been the home of the Winternationals.
- Pre-COVID, over 500 national and international teams participated in the Winternationals
- In 2021, the Winternationals hosted up to 3,000 participants from across the country involving more than 500 competing teams over 4-days of qualifying and racing.
- After being cancelled in 2020, the 2021 event attracted record crowds (within COVID restrictions) and extended brand exposure through live and produced television shows broadcast nationally and internationally
- The 2022 aims to attract 35,000 people over the four day period
- The Winternationals features as part of the Festival of Horsepower, a month-long, city-wide program of events supported by Willowbank Raceway, Ipswich Turf Club, Ipswich Kart Club and Queensland Raceway.

Promotional benefits to council include:

- Branding and acknowledgement in promotional campaign collateral and program
- Acknowledgement and commercial time in broadcast packages (including Foxsport Australia and a 400Thunder one hour television programs)
- On-track signage (captured in broadcast coverage) to remain in place year-round
- Discover Ipswich activation trailer in a high pedestrian traffic area at the event
- Willowbank Raceway will also seek to find opportunities with iTON members

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

As the Queensland Government continues to ease restrictions (including the recent easing of vaccination status and check-in requirements) associated with the pandemic, the risks of snap lockdowns and postponements or cancellations seem unlikely to impact the 2022

event. The border closures of recent years significantly impacted the national and international participation at the event which looks set to start returning this year.

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

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
	https://objprd.council.ipswich.qld.gov.au/id:A8005709/document/versions/latest
(a) What is the Act/Decision being made?	Recommendation A states that council support Willowbank Raceway for the Gulf Western Oil Winternationals with \$35,000 excl. GST.
(b) What human rights are affected?	
(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 Willowbank Raceway prior to and following the submission of the Event Sponsorship Application. Discussions are ongoing to finalise the broadcast component of the event.

CONCLUSION

The Winternationals is an internationally recognised drag racing championship and a significant event in the Ipswich calendar. Council has supported the development and growth of Winternationals for many years.

Willowbank Raceway proactively commissioned independent event research to better understand the event's current and potential economic and social value. Willowbank Raceway also secured an \$11 million federal government grant for improved venue infrastructure and a new racing surface which will ultimately attract additional local and international competitors.

In 2022 the event is planned and positioned to build on its pre-COVID momentum and continue to grow.

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: A7969932

ITEM: 3
SUBJECT: EVENT SPONSORSHIP - CMC ROCKS 2022
AUTHOR: MANAGER, MARKETING AND PROMOTIONS
DATE: 28 MARCH 2022

EXECUTIVE SUMMARY

This is a report concerning the renewal of a major event sponsorship agreement with CMC Rocks Pty Ltd.

RECOMMENDATION/S

That council enter into a new four (4) year event agreement with CMC Rocks Pty Ltd with a base payment of \$100,000 (ex GST) each event and a performance payment based on growth of interstate and/or overseas visitors to a total cumulative financial commitment of no more than \$630,000 (ex GST) over four (4) financial years.

RELATED PARTIES

- CMC Rocks Pty Ltd
- Chugg Entertainment
- Tourism and Events Queensland

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Australia's largest international country and roots music festival, CMC Rocks has called Ipswich home since 2015, and in 2022 celebrates its 15th anniversary. This event is supported financially by Tourism and Events Queensland and features in the It's Live! schedule of significant events.

In December 2014 Council entered into a three year major event sponsorship agreement for CMC Rocks to be held at Willowbank Raceway in 2015, 2016 and 2017. Over these first three (3) years, CMC Rocks brought around 40,000 people to the region, injected an estimated \$18 million into the local economy and raised the major event profile of the destination.

In 2017, council renewed and extended the agreement to a five year, major event sponsorship for 2018, 2019, 2020, 2021 and 2022 (1 April 2017 - 31 May 2022). This

agreement for the first time set targets for CMC Rocks to attract more interstate and international attendees creating a higher yield and longer length of stay visitor mix for Ipswich (delivering an additional \$570,000 per annum in visitor expenditure for the city). The renewed agreement also improved recognition and promotion of Ipswich as the destination including the incorporation of Ipswich into the event branding, integration of Ipswich assets and content in all event marketing and dedicated interstate and international marketing campaigns to deliver this outcome.

The intent of the extended agreement was to secure the increasing return on council's investment into CMC Rocks for the region over a longer term. Also, CMC Rocks is a compelling anchor tenant for the Ipswich Motorsport Park and supports the increased major event and entertainment opportunities for that facility.

In this agreement council offered financial support which comprised of a base payment and a performance payment each year based on growth of interstate and overseas visitors:

YEAR	BASE PAYMENT	PERFORMANCE PAYMENT	TOTAL PAYMENT
2018	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$50,000 (ex GST) if the 2018 Sponsored Event delivers a minimum 5,000 unique interstate and overseas visitors; or Nil if the Event delivers fewer than 5,000 unique interstate and overseas visitors.	Up to \$150,000 (ex GST)
2019	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$55,000 (ex GST) if the 2019 Sponsored Event delivers a minimum 5,100 unique interstate and overseas visitors; or Nil if the Event delivers fewer than 5,100 unique interstate and overseas visitors.	Up to \$155,000 (ex GST)
2020	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$60,000 (ex GST) if the 2020 Sponsored Event delivers a minimum 5,200 unique interstate and overseas visitors; or Nil if the Event delivers fewer than 5,200 unique interstate and overseas visitors.	Up to \$160,000 (ex GST)
2021	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship	\$65,000 (ex GST) if the 2021 Sponsored Event delivers a minimum of 5,300 unique	Up to \$165,000 (ex GST)

	Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	interstate and overseas visitors; or Nil if the Event delivers fewer than 5,300 unique interstate and overseas visitors.	
2022	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$70,000 (ex GST) if the 2022 Sponsored Event delivers a minimum of 5,400 unique interstate and overseas visitors; or Nil if the Event delivers fewer than 5,400 unique interstate and overseas visitors.	Up to \$170,000 (ex GST)

It should be noted that the 2020 CMC Rocks event was postponed before later being cancelled, and the 2021 event did not proceed due to the pandemic. Council made no payments to CMC Rocks for the 2020 or 2021 events.

Late in 2021 it was announced that CMC Rocks would be returning in September 2022, transitioning back to its traditional March slot from 2023. The September date ensures that US headline acts can perform at the festival with the return of international travel.

The original contract ended in May 2022, so a new contract is being proposed as follows:

YEAR	BASE PAYMENT	PERFORMANCE PAYMENT	TOTAL PAYMENT
September 2022	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$50,000 (ex GST) if the 2022 Sponsored Event delivers a minimum 5,000 unique interstate and/or overseas visitors; or Nil if the Event delivers fewer than 5,000 unique interstate and overseas visitors.	Up to \$150,000 (ex GST)
March 2023	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$55,000 (ex GST) if the 2023 Sponsored Event delivers a minimum 5,100 unique interstate and/or overseas visitors; or Nil if the Event delivers fewer than 5,100 unique interstate and overseas visitors.	Up to \$155,000 (ex GST)

March 2024	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$60,000 (ex GST) if the 2024 Sponsored Event delivers a minimum of 5,200 unique interstate and/or overseas visitors; or Nil if the Event delivers fewer than 5,200 unique interstate and overseas visitors.	Up to \$160,000 (ex GST)
March 2025	First payment of \$70,000 (ex GST) on receipt of duly authorised/signed sponsorship Second payment of \$30,000 (ex GST) payable on receipt and approval of acquittal	\$65,000 (ex GST) if the 2025 Sponsored Event delivers a minimum of 5,300 unique interstate and/or overseas visitors; or Nil if the Event delivers fewer than 5,300 unique interstate and overseas visitors.	Up to \$165,000 (ex GST)

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

CMC Rocks would be at risk of not proceeding without the support of Tourism and Events Queensland and council.

As the Queensland Government continues to ease restrictions (including the recent easing of vaccination status and check-in requirements) associated with the pandemic, the risks of snap lockdowns and postponements or cancellations seem unlikely to impact the 2022 event.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	Recommendation A states that council enter into a new four (4) event agreement with CMC Rocks Pty Ltd with a base payment of \$100,000 (ex GST) each event and a performance payment based on growth of interstate and/or overseas visitors to a total

	cumulative financial commitment of no more than \$630,000 (ex GST) over four (4) financial years.
(b) What human rights are affected?	No human rights 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

Given that the council budgeting process is annual, only the financial support outlined for the September 2022 event has been allocated (in the 2021-2022 City Events Budget). Support for September 2022 bonus payment and the March 2023 event has been allocated in the 2022-2023 City Events Budget for approval by council.

COMMUNITY AND OTHER CONSULTATION

Council's Local Laws and Traffic Section (Traffic and Road Reserve Management) have been consulted on early planning for the event (including liaison with CMC Rocks and Queensland Police Service).

Council's Environmental Health section has also been engaged and will assist with the relevant licences and management of the venue.

Council's Media section have been involved in the management of communications for the announcement of the return of CMC Rocks in 2022 and will continue to assist with promotion of the event and its benefits to the city.

Council representatives will attend a meeting of the Willowbank Residents prior to the event to provide an overview of the traffic management and event timelines as has been customary in previous years. Letters will also go out to residents in the immediate area around the event.

CONCLUSION

CMC Rocks is Australia's largest international country and roots music festival and features in the It's Live! schedule of significant Queensland events. The event delivers significant visitation and financial benefit to the Ipswich economy and assists to raise the major event and destination profile of the city.

After cancellations due to the pandemic in 2020 and 2021, CMC Rocks is set to return in 2022 in its 15th anniversary year.

The recommendation is for council to support the requested cumulative total of no more than \$630,00 and secure the event for the city until at least 2025.

Carly Gregory
MANAGER, MARKETING AND PROMOTIONS

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: A7993928

ITEM: 4
SUBJECT: QUEENSLAND SMALL BUSINESS MONTH - ACTIVITY UPDATE
AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT
DATE: 7 APRIL 2022

EXECUTIVE SUMMARY

This is a report concerning Queensland Small Business Month, and the contribution small businesses make to the economy and liveability of Ipswich. Council continues to support local small businesses in a number of ways and in May we celebrate the efforts of small businesses and revisit the number of services and programs available to support small businesses to start, operate and grow in Ipswich.

RECOMMENDATION/S

That the report be received and the contents noted.

RELATED PARTIES

Ipswich Region Chamber of Commerce and Greater Springfield Chamber of Commerce are council's partners in supporting local small businesses.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

May is Queensland Small Business Month (QSBM) and therefore a good time to reflect on the work of council in supporting small businesses as well as outlining what's happening for QSBM.

Small Business Resilience and Growth Funding Program

Last month it was reported that 153 businesses have benefited from up to \$1,000 each in the Small Business Resilience and Growth funding program. This program was designed to support local small businesses to Reinvigorate their premises, Go Digital to reach new customers or build the skills of the business owner.

Small Business Friendly Council

In addition to that funding program, council continues to develop as a leading Small Business Friendly Council. Aligned with Council's Customer Experience Strategy, the Office of Economic Development is working to streamline processes that directly impact small businesses. The funding application and approval process for both the Small Business Resilience and Growth Funding Program, and the Façade Improvement Program, are good examples of such improvements.

As affected businesses recover from the flooding event of February, council continues to work with all levels of government, the Chambers of Commerce and respective agencies to ensure Small Businesses know about and can access all available support. Council officers have personally visited impacted premises, helped find alternative premises where required and helped business owners complete funding applications. At the time of writing, approximately 100 of the affected 250 (approximate) businesses had applied for the Extraordinary Disaster Assistance Recovery Grants made available by the Queensland Government.

Queensland Small Business Month

Queensland Small Business Month, in previous years, has been a month of high activity, networking events and workshops. This year, QSBM looks a bit different, with all agencies responding to market sentiment that, as business conditions improve, business owners and leaders want to focus on their businesses.

There are still a range of small business events, online and in person, that can be found on the business.qld.gov.au website; council is promoting relevant events on the Business Ipswich website and social channels.

Council's Business Continuity Education Series will take place in May as part of the City Wide Resilience and Preparedness Project. This series will help participating small businesses develop a continuity plan, which, having just experienced the impacts of the flooding event, not to mention COVID, is a key ingredient to business resilience. This will involve three facilitated workshops with an external Business Continuity Planning expert, with focus across three domains of resilience; cyber, disaster and human.

Certificate IV in Small Business and Entrepreneurship

Queensland Small Business Month will also see the launch of a pilot program, a Certificate IV in Small Business and Entrepreneurship, a partnership between TAFE Queensland and council. This program is designed to provide capability building opportunities specifically targeted at new and start up Ipswich businesses to ensure business foundation knowledge is established for future local employers and leaders. The pilot program is also intended to help build our understanding of the skills gaps of new businesses in the region, which in turn will inform future capability building initiatives for council and partners. The partnership will provide free accreditation for 20 eligible businesses to complete their Certificate IV in Small Business and Entrepreneurship, a program that is delivered through in-the-business coaching and mentoring against business management frameworks.

2022 Business Expo Ipswich

This year's Business Expo will take place at the Ipswich Showgrounds, on Thursday 9 June. This event provides a great opportunity for local small businesses to showcase their products and services, promote opportunities to 'buy and sell' locally and of course network and learn. In addition to the expo itself, a Twilight Business After 5 event will conclude the day. This event is hosted by the Ipswich Region Chamber of Commerce, supported by council.

More than just a 'group' of businesses

The phrase, 'Small Business' is often used as a collective noun and it's easy to forget that every small business is founded and run by people. It's appropriate, as we celebrate QSBM, to put a face to some of the individual small businesses that have recently contacted council.

Dundies Pty Ltd is an award-winning dog health product manufacturer. Based in Collingwood Park, they recently received funding through the Small Business Resilience and Growth Funding Program to participate in an E-Commerce Mastermind program so they can increase sales and ultimately grow the team.

Soul Nook Creative are the creators of bespoke picnics and events on the grounds of a stunning church at Marburg. Featured on the cover of the new Ipswich Visitor Guide, they also received funding to increase their picnic seating to accommodate large groups such as bus tours.

Smoke N Fire at Bellbird Park are obsessed with all things BBQ, retailing rubs and sauces. Their application for funding through the Small Business Resilience and Growth funding program enabled them to develop a digital menu and booking tool through Brisbane-based Bopple, creating an additional revenue stream by servicing online customers.

Finally, Kitchentopia is an Ipswich Central retailer who was flood impacted, losing floor stock and access to the business for a few days. Determined to not just 'get through' the event, the owner is now installing new portable merchandise shelving which can be quickly removed from the store as soon as flood warnings are issued.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

There are no risks associated with the presentation of this report

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
Recommendation A 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

All initiatives outlined in this paper that are conducted by council are included in the approved Economic and Community Development budget for 2021-2022.

The TAFE Partnership is funded by Regional Start Up Hub Funding received by council from the Queensland Government Department of Innovation, Tourism and Industry Development.

COMMUNITY AND OTHER CONSULTATION

Council works closely with our local Chambers of Commerce, Ipswich Region and Greater Springfield to design and deliver the most appropriate services for local small businesses.

Council's economic development team also works with our state and federal counterparts in the Department of Employment, Small Business and Training, Department of State Development, Infrastructure, Local Government and Planning and federally, AusIndustry.

Finally, council engages extensively, through one-on-one engagements and through Shape Your Ipswich, with the city's local small businesses directly.

No conflicts of interest have been identified in relation to this consultation.

CONCLUSION

Small Businesses are the backbone of the local economy and provide meaningful, local jobs for residents as well as contextually relevant goods and services that make our city so vibrant and liveable. Council's role is to empower local small businesses and make it as easy as possible to start, operate and grow a small business.

In May each year Queensland pauses to acknowledge the value and hard work of small businesses, and Council is proud to do what we can to enable local small businesses to thrive.

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”