



# 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, 16 June 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, 16 June 2022***  
Council Chambers

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\*\* Item includes confidential papers

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**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 5**

**16 JUNE 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(04) OF 5 MAY 2022**

**RECOMMENDATION**

That the Minutes of the Meeting held on 5 May 2022 be confirmed.

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**OFFICERS' REPORTS**

2. **ECONOMIC DEVELOPMENT STRATEGY**

This is a report concerning council's refreshed Economic Development Strategy. This strategy outlines council's role and priorities in driving economic growth for the region. The strategy aligns to council's corporate plan, iFuture and sets out pillars to shape the organisations thinking and programming to drive growth, while articulating specific initiatives to be undertaken in the next two years towards achieving key 'Vibrant and Growing' outcomes by 2026, as called for in iFuture.

**RECOMMENDATION**

That the Economic Development Strategy be endorsed by Council.

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**NOTICES OF MOTION**

**MATTERS ARISING**

**ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(04)**

**5 MAY 2022**

MINUTES

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

**COUNCILLOR'S APOLOGIES:** Nil

**OFFICERS' ATTENDANCE:** Chief Executive Officer (Sonia Cooper), General Manager Infrastructure and Environment (Sean Madigan), General Manager Planning and Regulatory Services (Peter Tabulo), Chief of Staff - Office of the Mayor (Melissa Fitzgerald), Senior Policy and Communications Officer (David Shaw), Manager Economic and Community Development (Cat Matson), Manager Marketing and Promotions (Carly Gregory) and Theatre Technician (Harrison Cate)

**WELCOME TO COUNTRY/ACKNOWLEDGEMENT OF COUNTRY**

Councillor Nicole Jonic (Chairperson) delivered the Acknowledgement of Country.

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

In accordance with section 150EQ of the *Local Government Act 2009*, Councillor Nicole Jonic informed the meeting that she has a declarable conflict of interest in Item 2 titled Event Sponsorship – 2022 Gulf Western Oil Winternationals.

The nature of the interest is that Councillor Jonic's husband, Julian Jonic, is a lifelong member of Willowbank Raceway.

Councillor Jonic stated that although she has a declarable conflict of interest, she does not believe a reasonable person could have a perception of bias because she has not had any involvement in the sponsorship process nor is she or her husband, aware or privy to Willowbank Raceway business dealings.

Councillor Nicole Jonic invited the other councillors to determine if she can continue to participate in the decision process.

It was moved by Mayor Harding and seconded by Councillor Andrew Fechner that Councillor Nicole Jonic does not have a declarable conflict of interest in the matter because there is no personal or financial benefit to the councillor and therefore a reasonable person would trust that the final decision is made in the public interest.

The eligible councillors present at the meeting decided that Councillor Nicole Jonic may participate in the meeting in relation to the matter, including by voting on the matter.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

NEGATIVE

Councillors:

Nil

Councillor Jonic did not participate in the vote on this matter.

The motion was put and carried.

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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. 2022(03) OF 7 APRIL 2022**

**RECOMMENDATION**

Moved by Deputy Mayor Jacob Madsen:

Seconded by Councillor Kate Kunzelmann:

**That the minutes of the Economic and Industry Development Committee held on 7 April 2022 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. **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**

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

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

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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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**

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

**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.**

AFFIRMATIVE

Councillors:

Madsen

Harding

NEGATIVE

Councillors:

Nil

Kunzelmann  
Fechner  
Jonic

The motion was put and carried.

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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

Moved by Councillor Andrew Fechner:

Seconded by Mayor Teresa Harding:

**That the 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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NOTICES OF MOTION

Nil

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MATTERS ARISING

Nil

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PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.06 am.

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The meeting closed at 11.21 am.

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Doc ID No: A8097552

ITEM: 2

SUBJECT: ECONOMIC DEVELOPMENT STRATEGY

AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

DATE: 3 JUNE 2022

### **EXECUTIVE SUMMARY**

This is a report concerning council's refreshed Economic Development Strategy. This strategy outlines council's role and priorities in driving economic growth for the region. The strategy aligns to council's corporate plan, iFuture and sets out pillars to shape the organisations thinking and programming to drive growth, while articulating specific initiatives to be undertaken in the next two years towards achieving key 'Vibrant and Growing' outcomes by 2026, as called for in iFuture.

### **RECOMMENDATION/S**

**That the Economic Development Strategy be endorsed by Council.**

### **RELATED PARTIES**

No conflicts of interest or related parties have been identified.

### **IFUTURE THEME**

Vibrant and Growing

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

Council's last economic development framework, the Economic and Workforce Development Plan, was published in 2018. While economic principles don't change, there have been many changes to both the economic landscape as well as council itself.

To align with council's corporate plan, iFuture, a refreshed Economic Development Strategy (Attachment 1) has been developed to guide council's priorities in driving economic growth for the region.

This new framework identifies four pillars that will shape council's economic development activities:

- People
- Place
- Prosperity

- Partnerships

The pillars are timeless and will provide the scaffolding for programming well into the future. However, initiatives outlined in the document are short-term ones, those that will move council closer to the 2026 outcomes as articulated in iFuture.

## **People**

People are the primary focus of this economic development strategy, acknowledging that it is people who create value, not capital.

The strategy prioritises initiatives that help Ipswich residents access training, skills and pathways to meaningful, local employment and in doing so, connects skilled talent to local employers.

## **Place**

Ipswich is a region rich in history and even richer in growth. We know the value of coordinated, community-led placemaking and this strategy builds on that understanding, embedding proven placemaking methodologies to realise social and economic benefits. The implementation of the Ipswich Central Action Plan, including the Top of Town and Centre Core Place Plans will continue to drive economic investment and activity while the next centre will be identified where a community-led placemaking approach can improve vibrancy and growth.

## **Prosperity**

Prosperity is underpinned by an inclusive society, driven by an open economy, and built by empowered people. It is this prosperity and empowerment that sits at the heart of the community vision for Ipswich: a city of opportunity for all.

With People and Place as the first two pillars of the strategy, Prosperity calls out council's role in nurturing local businesses, especially small businesses, and developing priority industries.

It is well documented that small businesses are a key focus for this council, having been the first Queensland council to sign on to the Small Business Friendly Charter. Under this new strategy work will continue to streamline council processes and connecting businesses with the resources they need to start, operate, and grow in the region.

Focusing council's attention on those industries that are delivering the most economic impact is the second element of the Prosperity pillar. Industry Development activities will focus on those local industries that have the most potential for out-of-region export revenue:

- Defence and allied industries
- Manufacturing and advanced manufacturing
- Transport and logistics

Employment intensive and population-servicing industries are also critically important as the population is projected to grow by 170% by 2040. Council will work with these growth industries to connect skills, talent, and opportunities to create meaningful jobs for locals while also building the amenity required for a vibrant, safe, inclusive, creative, and healthy lifestyle. Industries in this domain of note are:

- Health and medical
- Community services
- Creative and cultural production
- Hospitality and retail

### Partnerships

The strategy acknowledges the role of council in economic development is one of connectivity, advocacy, and grassroots support. Strong partnerships with the other levels of government and their agencies, the private sector and the local community is the *only* way council can achieve its objectives. To this end, council’s strategic advocacy approach will continue to garner support for our Regionally Significant Projects while we will amplify our community partnership efforts to strengthen connection to Place and capitalise on the opportunities the 2032 Olympics bring to the region.

### LEGAL/POLICY BASIS

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

### RISK MANAGEMENT IMPLICATIONS

The development of this refreshed Economic Development Strategy mitigates the risk of unfocused or uninformed economic development activities. This strategy focuses the organisation’s attention on the factors it can control and influence while acknowledging the role of others to stimulate economic growth. It asks for Ipswich to focus on leveraging Ipswich’s strengths and resolving our challenges rather than compete with neighbouring regions by mimicking their strategies.

Further, the strategy identifies the priorities for Ipswich, based on inherent and existing strengths and opportunities. It guides the organisation’s thinking and planning for many years to come while identifying immediate-term initiatives to build positive momentum.

### HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	Review and endorse the Economic Development Strategy

(b) What human rights are affected?	No 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 development of this strategy was undertaken in-house, using the resources of the Economic Development section. Therefore, there has not been any budget implications in the development of the strategy itself.

The initiatives outlined in the strategy take into account the proposed budget for 2022/23 and will be implemented within the approved Economic and Community Development branch budget and other related functions of council.

### **COMMUNITY AND OTHER CONSULTATION**

The development of the Economic Development Strategy has been informed by the ongoing engagement with hundreds of local business owners, workers, young people, parents, employers, education providers, industry, and government representatives. The strategy has also been informed by research publications and demographic analysis.

Specific consultation on the Strategy has taken place with:

- Council’s Economic and Industry Development Committee
- Members of Council’s Ipswich Central Revitalisation Committee
- Ipswich Region Chamber of Commerce
- Greater Springfield Chamber of Commerce
- SEQ West Regional Office, Department of State Development

### **CONCLUSION**

The Economic Development Strategy outlines pillars of People, Place, Prosperity and Partnerships, to achieve the outcomes outlined in the Vibrant and Growing and Safe, Inclusive and Creative themes of iFuture. The Strategy reflects the strengths of the region and identifies specific initiatives to leverage the unique character of Ipswich and its residents to drive relevant growth for the region. The Strategy avoids trying to be all things to all people and focuses on the specific role council plays in economic development.

The Economic Development Strategy congruently guides the organisation to achieve the Vibrant and Growing Outcomes for 2026 while working towards the vision of “Ipswich: a city of opportunity for all”.

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

1.	Economic Development Strategy  
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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**

*“Together, we proudly enhance the quality of life for our community”*

Ipswich City Council  
**Economic  
Development  
Strategy**

[ipswich.qld.gov.au](http://ipswich.qld.gov.au)







WELCOME

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### **ACKNOWLEDGEMENT OF COUNTRY**

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Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land and waters we share. We pay our respects to their elders past, present and emerging, as the keepers of the traditions, customs, cultures and stories of proud peoples.





































