



City of
Ipswich

AGENDA

ECONOMIC AND CULTURAL DEVELOPMENT

Tuesday, 11 June 2024

10 minutes after the conclusion of the Community and Sport Committee or such later time as determined by the preceding committee

Council Chambers, Level 8
1 Nicholas Street, Ipswich

MEMBERS OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE

Councillor Pye Augustine (**Chairperson**)
Councillor David Cullen (**Deputy Chairperson**)

Mayor Teresa Harding
Deputy Mayor Nicole Jonic
Councillor Andrew Antonioli

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE AGENDA

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** Item includes confidential papers

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(01)

11 JUNE 2024

AGENDA

WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

OFFICERS' REPORTS

1. **CITY OF IPSWICH ECONOMIC UPDATE**

This is a report concerning the release of updated key economic data for the City of Ipswich.

RECOMMENDATION

That the report concerning the release of updated key economic data for the City of Ipswich be received and the contents noted.

2. **SPARK IPSWICH FESTIVAL 2024 PREVIEW**

This is a report concerning the SPARK Ipswich Festival 2024, summarising the program which is expected to engage over 45,000 locals and visitors across the City of Ipswich over 11 days.

RECOMMENDATION

That the preview report for the SPARK Ipswich Festival 2024 be received and the contents noted.

3. **QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT**

This is a report concerning event sponsorship approved in the period of 1 January 2024 to 31 March 2024 as required under the Event Sponsorship Policy.

RECOMMENDATION

-
- A. That Council receive and note the following event sponsorship allocations during the 1 January to 31 March 2024 period:
1. Pink Flamingo Productions Pty Ltd \$10,000 (excl. GST) in cash support for Queerswich 2024
 2. Pacific Action Sports \$10,000 (excl. GST) in cash support for the 2024 Eastern Rumble; and \$8,000 (excl. GST) in cash support for the 2025 Eastern Rumble
 3. Ipswich Jets Rugby League Club Ltd \$14,990 (excl. GST) in cash support for the 2024 Gold Coast Titans vs Parramatta Eels Trial Match
- B. That Council receive and note that no event impact study support was confirmed during the 1 January to 31 March 2024 period.
- C. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 January 2024 to 31 March 2024 period.

4. NICHOLAS STREET PRECINCT - MAY 2024 RETAIL SUB-PROJECT STEERING COMMITTEE REPORT

This is a report concerning the May 2024 Retail Sub-Project Steering Committee focussing on the status of the leasing program and associated developments for the retail component of the Nicholas Street Precinct redevelopment.

RECOMMENDATION

That the May 2024 Retail Sub-Project Steering Committee Report be received and the contents noted.

5. ADVOCACY ADVISORY COMMITTEE TERMS OF REFERENCE

This is a report concerning adoption of a terms of reference for the Advocacy Advisory Committee.

RECOMMENDATION

- A. That the membership of the Advocacy Advisory Committee be appointed as follows:

CHAIRPERSON	DEPUTY CHAIRPERSON	MEMBERS

- B. That the Advocacy Advisory Committee Terms of Reference as detailed in Attachment 1, amended to reflect the detail in Recommendation A above, be adopted.
-

NOTICES OF MOTION

MATTERS ARISING

Doc ID No: A10222477

ITEM: 1
SUBJECT: CITY OF IPSWICH ECONOMIC UPDATE
AUTHOR: ECONOMIC DEVELOPMENT MANAGER
DATE: 29 MAY 2024

EXECUTIVE SUMMARY

This is a report concerning the release of updated key economic data for the City of Ipswich.

RECOMMENDATION/S

That the report concerning the release of updated key economic data for the City of Ipswich be received and the contents noted.

RELATED PARTIES

There are no discernible related party conflicts of interest associated with this report and its recommendation.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

The Office of Economic Development is providing an update to Council in relation to recently released economic data for the City of Ipswich. In the subsequent sections we have captured the data from 2022-2023 released by National Institute of Economic and Industry Research (NIEIR) in May 2024 in relation to gross regional product, exports, local employment and businesses.

Gross Regional Product

The Gross Regional Product of an area is the equivalent of Gross Domestic Product, but for a smaller area. It is the amount of region's wealth which is generated by businesses, organisations and individuals working in the area.

In the 12 months ending 30 June 2023 the Ipswich Gross Regional Product reached \$13.73 billion – the first time the city's economy has surpassed \$13 billion. This represented a growth of 6.8% or \$880 million on the previous year. By comparison, in the same period:

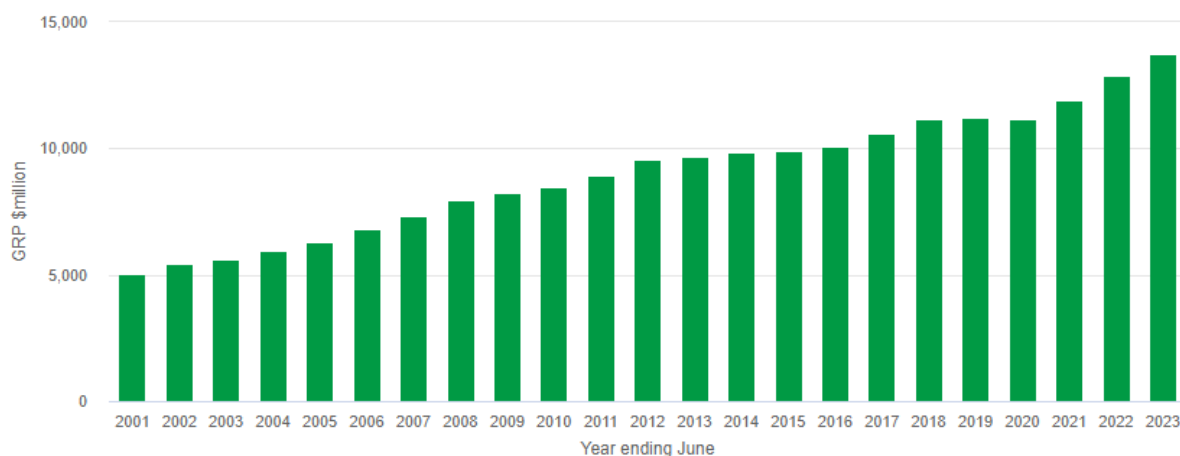
- Logan GRP (\$16.45 billion) grew by 3.5%

- Moreton Bay GRP (\$21.946 billion) grew by 3.28%
- Gold Coast GRP (\$45.38 billion) grew by 3.0%
- Cairns GRP (\$11.46 billion) grew by 5.0%
- Townsville GRP (\$15.11 billion) grew by 4.8%
- Queensland GRP (\$464.91 billion) grew by 2.4%.

Graph 1: City of Ipswich GRP 2001 to 2023

Gross Regional Product

City of Ipswich



Source: National Institute of Economic and Industry Research (NIEIR) ©2024. ©2023. Compiled and presented in economy.id by .id (informed decisions).

Exports

Exports are sales of goods and services to non-resident households, businesses and other organisations, outside the City of Ipswich boundaries.

In the 12 months ending 30 June 2023, Ipswich Exports reached \$7.2 billion. This represented a growth of 9.9% or \$721 million on the previous year.

An analysis of the total exports by industry sectors in the City of Ipswich in 2022-2023 shows the three largest industries were:

- Manufacturing (\$2.7 billion or 37.8%)
- Public Administration and Safety (\$2.053 billion or 28.5%)
- Transport, Postal and Warehousing (\$628 million or 8.7%)

In combination these three industries accounted for \$5.41 billion in total or 75.1% of the total exports by industry in the City of Ipswich. By comparison, the same three industries in

Queensland accounted for 15.2% in Manufacturing, 5.3% in Public Administration and Safety and 9.6% in Transport, Postal and Warehousing.

The major differences between the total exports by industries of the City of Ipswich and Queensland were:

- A larger percentage of total exports by Manufacturing (37.8% compared to 15.2%)
- A smaller percentage of total exports by Mining (0.8% compared to 31.5%)
- A larger percentage of total exports by Public Administration and Safety (28.5% compared to 5.3%)
- A smaller percentage of total exports by Agriculture, Forestry and Fishing (0.9% compared to 7.8%)

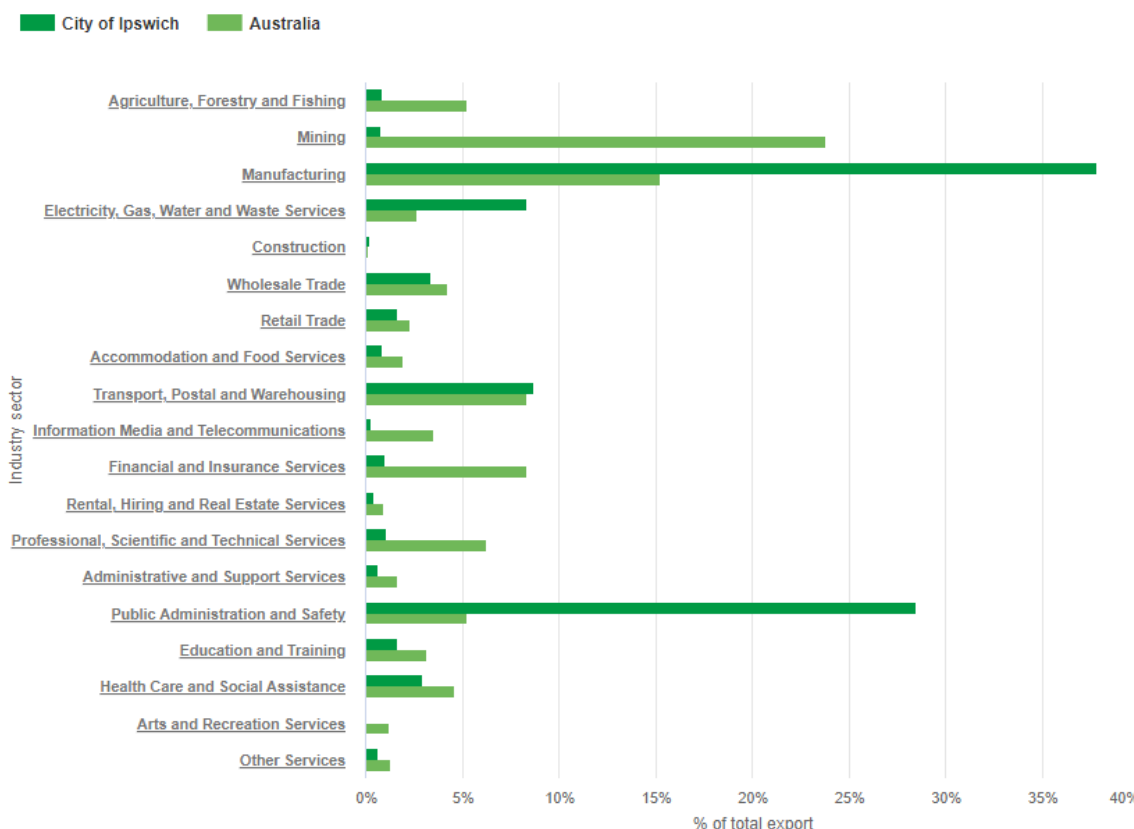
The largest changes in the total exports by industry between 2021-2022 and 2022-2023 in the City of Ipswich were for:

- Public Administration and Safety (+\$371 million)
- Manufacturing (+\$175 million)
- Electricity, Gas, Water and Waste Services (+\$67 million)
- Wholesale Trade (+\$60 million)

It is worth noting the Public Administration and Safety industry includes the Defence sector.

Graph 2: City of Ipswich Total Exports by Industry Sector 2022-2023

Total exports by industry sector 2022/23



Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions).

Local Employment

In the year 2022-2023 there were 93,189 local jobs in the City of Ipswich (an increase of 5.64% from the previous year):

The three largest industries by employment in the City of Ipswich in 2022-2023 were:

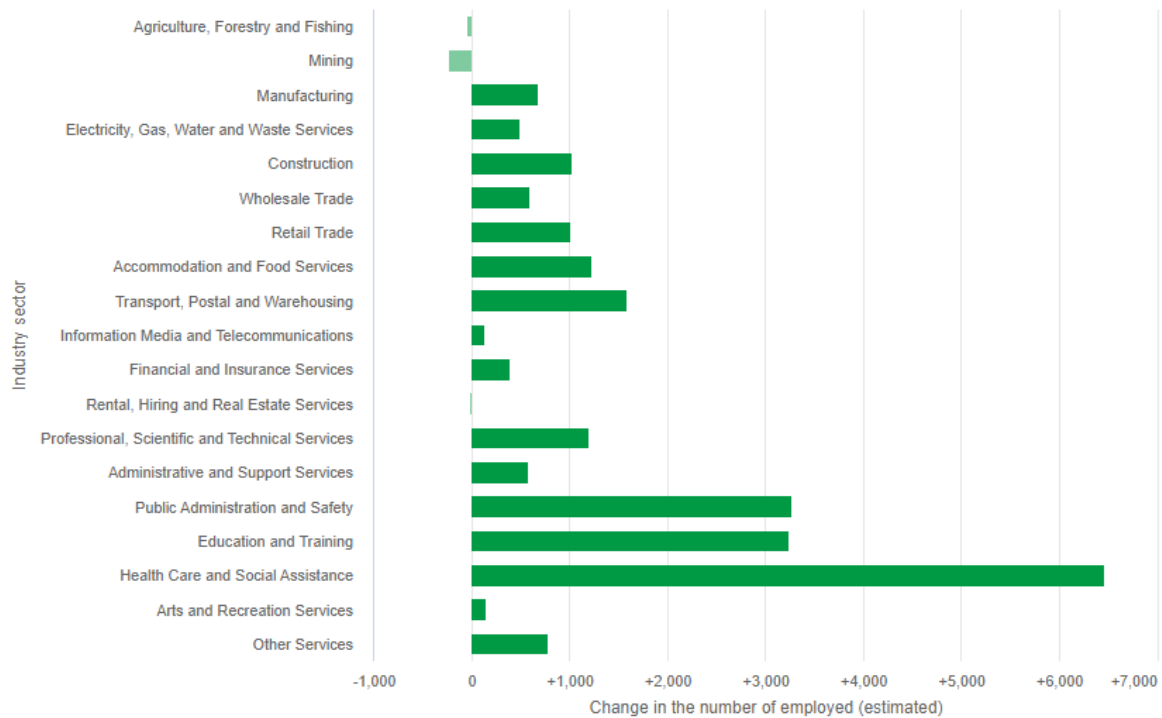
- Health Care and Social Assistance (17,050 people or 18.3%)
- Education and Training (10,717 people or 11.5%)
- Manufacturing (9,918 people or 10.6%)

A ten-year comparison of employment by industry in the City of Ipswich shows the number of local workers increased by 27,800 between 2012-2013 and 2022-2023:

- Health Care and Social Assistance (+8,004 local workers)
- Education and Training (+3,654 local workers)
- Public Administration and Safety (+3,549 local workers)

Graph 3: City of Ipswich Change in Employment (Total) by Industry 2012-2013 to 2022-2023

Change in employment (FTE), 2012/13 to 2022/23
City of Ipswich



Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions).

Overall, 20.0% of Ipswich local workers earned a high income (\$1,750 or more per week) and 13.8% earned a low income (\$500 or less per week) compared with 21.6% and 13.2% respectively for Queensland. Please note this dataset is for 2021-2022 and is yet to be updated for 2022-2023.

Businesses

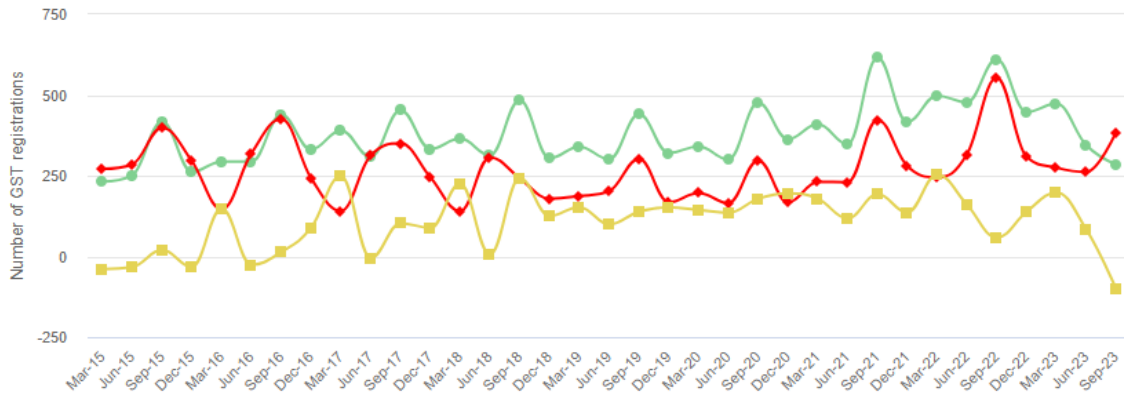
There were an estimated 12,041 total GST registered businesses in the September 2023 quarter. There were 285 new businesses and 384 business GST cancellations in the same quarter. The higher number of business GST cancellations than registrations is likely a symptom of the aggressive rate hikes over the past 18 months.

Graph 4: City of Ipswich Change in GST Registered Businesses March 2015 to September 2023.

Change in GST registered business

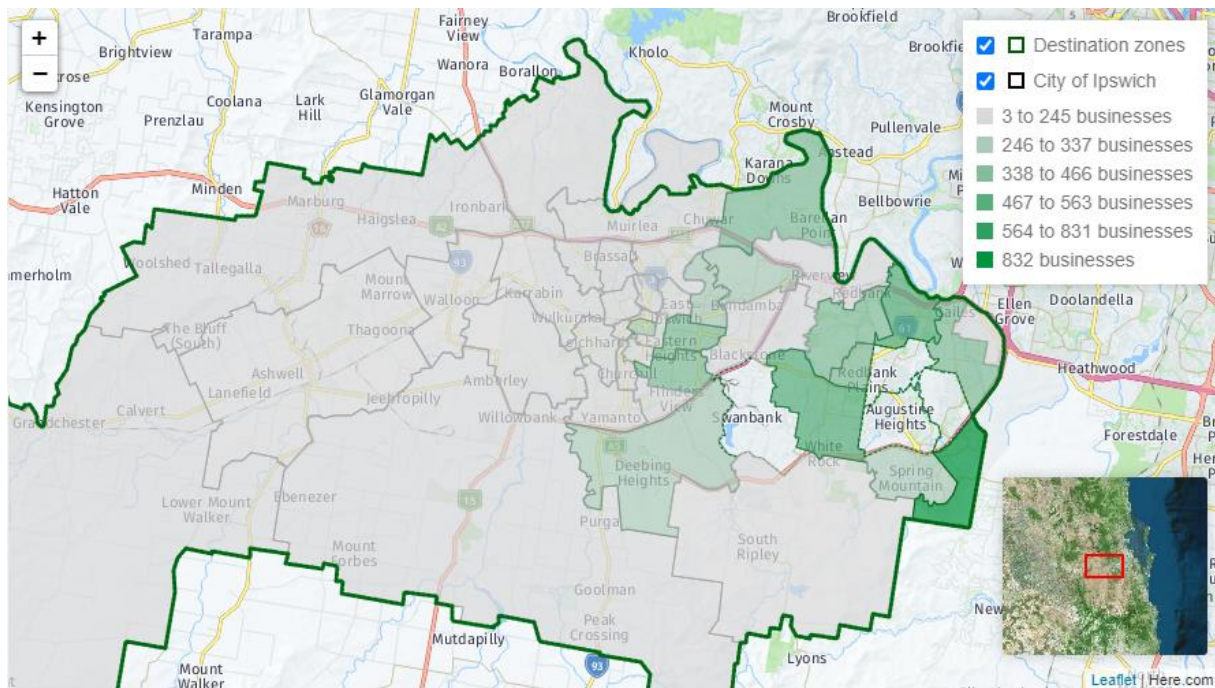
City of Ipswich - All industries

—●— New GST registrations —●— Cancelled GST registrations —■— Net change



Source: Australian Business Register. ©2024 Compiled and presented in economy.id by .id (informed decisions).

Graph 5: City of Ipswich Number of Businesses by Location as at October 2023



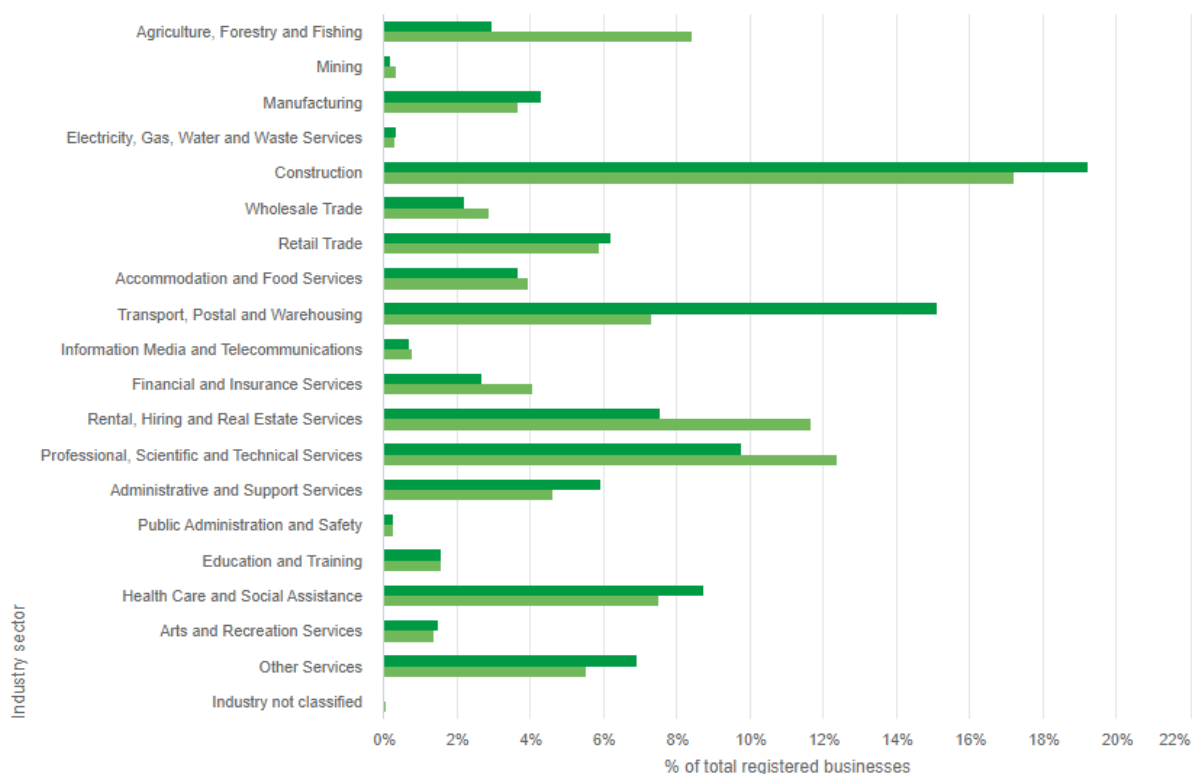
The Construction industry had the largest number of total registered businesses in City of Ipswich, comprising 20.8% of all total registered businesses, compared to 17.3% in Queensland.

Graph 6: City of Ipswich Change in GST Registered Businesses March 2015 to September 2023

Registered businesses by industry 2023

Total registered businesses

■ City of Ipswich ■ Queensland



Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits.

Overall, the release of updated key economic data illustrates positive growth across numerous indicators for the City of Ipswich. The Office of Economic Development remains focussed on driving forward initiatives that will enable the city to continue to grow and prosper as outlined in the Economic Development Strategy 2023-2027.

As we move into the new financial year the focus for the Office of Economic Development includes:

- A city positioning exercise that will define Ipswich’s competitive position within Southeast Queensland
- Continuation of the Ipswich Central Revitalisation project
- Proactive face-to-face engagement with local and small businesses across the city
- An advocacy campaign for the upcoming state and federal elections
- Continuing to review and identify opportunities for policy improvements that make it easier and more compelling to do business in Ipswich
- Working with all state and local stakeholders to identify and concierge new and existing business opportunities

- Supporting and partnering with the Ipswich Region Chamber of Commerce and the Greater Springfield Chamber of Commerce
- Progressing the implementation of the Leveraging 2032: Our Roadmap to the Olympic and Paralympic Games
- Deliver on the Hotel and Short Term Accommodation Action Plan
- Progressing due diligence, concept design and operational planning for the North Ipswich Sport and Entertainment Precinct Stage 1: Western Grandstand
- Progressing due diligence and concept design for the Civic Centre redevelopment

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

There are no discernible policy implications associated with this report and its recommendation. The priorities and deliverables for the Office of Economic Development are outlined within the Economic Development Strategy 2023-2027.

RISK MANAGEMENT IMPLICATIONS

There are no discernible risk management implications associated with this report and its recommendation.

FINANCIAL/RESOURCE IMPLICATIONS

There are no discernible financial or resource implications associated with this report and its recommendation. All potential activities of the Office of Economic Development outlined in the key issues section remain subject to the resolution of the 2024-2025 Council budget process.

COMMUNITY AND OTHER CONSULTATION

No community or internal consultation was undertaken in the development of this report.

Data has been collated from economy.id which is a subscription online economic tool that assembles information from a range of official sources for local areas. Currently more the 200 Councils across Australia subscribe to and utilise economy.id.

CONCLUSION

The release of updated key economic data illustrates positive growth across numerous indicators for the City of Ipswich.

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.

Dan Heenan
ECONOMIC DEVELOPMENT MANAGER

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: A10222467

ITEM: 2
SUBJECT: SPARK IPSWICH FESTIVAL 2024 PREVIEW
AUTHOR: MANAGER, MARKETING AND PROMOTIONS
DATE: 29 MAY 2024

EXECUTIVE SUMMARY

This is a report concerning the SPARK Ipswich Festival 2024, summarising the program which is expected to engage over 45,000 locals and visitors across the City of Ipswich over 11 days.

RECOMMENDATION/S

That the preview report for the SPARK Ipswich Festival 2024 be received and the contents noted.

RELATED PARTIES

There are no discernible related party conflicts of interest associated with this report and its recommendation.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Council's delivery of regionally significant festivals is a direct outcome and delivery action of the City Events Plan:

- Attract, support and produce a diverse program of annual events that engage the community, promote Ipswich as a destination, drive visitation and positively impact on business and industry.

Council's delivery of regionally significant festivals is a direct outcome and delivery action of the Ipswich Economic Development Strategy:

- Deliver the City Events Plan of annual events to promote Ipswich as a destination, drive visitation and maximise local expenditure.

SPARK Ipswich returns to the city from Thursday 04 to Sunday 14 July 2024 as part of council's annual City Events Plan. This 11-day city-wide festival celebrates the people, places, arts and culture of Ipswich with a curated program of events across the city.

In 2023, 82,000 attendances were recorded for the festival. 34% of the 44,000 attendees were from outside the city generating 1700 bed nights. Families (kids at home) made up 60% of these attendees.

The 2024 Program includes the popular Little Day Out, WOMI, deLight and Pixel as well as some new additions. The full festival program and event details are on the Ipswich Festivals website <https://www.ipswichfestivals.com.au/sparkipswich/>

A downloadable program for the festival is also available:

https://www.ipswichfestivals.com.au/wp-content/uploads/2024/05/Spark2024_PROGRAM_Run-on_A5_16pp_web-1.pdf

SPARK 2024 Feature Artist

Through an expression of interest of local, previously-engaged deLight artists, Renee Yates was selected to create the hero artwork for the 2024 Spark Ipswich Festival (low-res version of full artwork attached). With Renee's approval, this artwork and its individual elements will be used on various SPARK collateral including program cover. Animated interpretations of the artwork will be programmed throughout the festival on the façade of 1 Nicholas Street and Metro B Building, and a ground space of d'Arcy Doyle Place. Renee's artwork, 'Home', is a mixed-media artwork using coloured pencil drawings and cut paper collage that captures four different landscapes of the Ipswich region.

Common People Dance Project

Ipswich locals will be invited to join the Common People Dance Eisteddfod Team. These dance classes are for all ages and all abilities and no previous dance experience is necessary. There will be performance at SPARK Ipswich alongside teams from across South East Queensland.

deLight

This year's deLight project will once again light up the cultural heart of the city in the precinct surrounding d'Arcy Doyle Place. The work of local artists will be projected onto 143 Brisbane Street and St Paul's church across the 11 nights of the festival.

143 Brisbane Street Artists (one artist per night, except for the final night which will feature every artist):

- Thursday 4 July – Miss Gertrude
- Friday 5 July – Kirsty O'Brien
- Saturday 6 July – Shannon Nayler

- Sunday 7 July – Emily Kate Murray
- Monday 8 July – Jacob Lee Adlington
- Tuesday 9 July – Cynthia Copley
- Wednesday 10 July – Kaden Sutherland
- Thursday 11 July – Dave Reid
- Friday 12 July – Kate Douglas
- Saturday 13 July – Christopher Bentley

St Paul's Anglican Church is the canvas for projection of the diverse works of Ipswich First Nation artists (compilation of all artist's works shown all nights of the festival):

- Chenaya Bancroft-Davis
- Kacie Fahey
- Danielle Leedie Gray
- Kylie Hill
- Jennifer Kent
- Jacob Sarra
- Robin 'Tallman' Wakkajinda.

New additions to SPARK Ipswich Festival 2024:

Teddy Bears' Picnic

Children and their families are invited to celebrate SPARK Ipswich's inaugural Teddy Bears' Picnic, produced by Ipswich City Council in partnership with Queensland Museum Rail Workshops. There will be craft workshops, stage performances, roving entertainers and of course... A Bear Hunt.

Circuit – Music in Many Places

Produced as part of ICC's Live and Local – a Live Music Development program, two electrifying musical events transform Ipswich Central into a symphony of sound each Saturday of the festival. Imagine over 15 unique venues, each pulsating with its own rhythm, scattered throughout the city centre. From energetic pubs to trendy barbershops, art-filled spaces, and aromatic Indian restaurants, the beats will echo through every corner.

In A World Of My Own

A RADF-funded project, this is an interactive fibre arts garden for children to play and learn, with fun reading, craft and play activities suitable for the whole family.

The Beryls Present The Pageant

Award-winning comedy duo The Beryls bring their interactive, unhinged, cracking character comedy to Ipswich. Backcomb that big hair, slip into your favourite 80's taffeta frock and prepare to snatch that crown! Your hosts Victoria Beauvoir and Roger Seahorse are hilarious in their satirical play set at a children's beauty pageant that goes terribly wrong. Past St. Edmund's College Ipswich student, Patrick Dwyer, forms one half of this comedic duo.

LEGAL IMPLICATIONS

There are no discernible legal implications associated with this report and its recommendation.

POLICY IMPLICATIONS

There are no discernible policy implications associated with this report and its recommendation.

RISK MANAGEMENT IMPLICATIONS

There are no discernible risk management associated with this report and its recommendation.

All of Council's major events are produced using an Event Management Plan developed and implemented by the City Events Section in consultation with the Workplace Safety and Wellbeing Section.

FINANCIAL/RESOURCE IMPLICATIONS

Spark Ipswich Festival 2024 is funded through the City Events Budget 2023-2024 – \$462,410 (including marketing campaign) has been allocated as expenditure and \$70,000 has been allocated as revenue.

COMMUNITY AND OTHER CONSULTATION

There are a range of event, media, education, support and programming partners for Spark Ipswich Festival 2024 including:

- Orion Springfield Central
- Queensland Museum Rail Workshops
- Queensland Government
- River 94.9
- Scenestr

- 4EB Radio
- SAE Creative Media Institute
- Imbibis Craft Distillery
- Ipswich Art Gallery
- Ipswich Civic Centre
- Studio 188
- Firestation 101
- Common People Dance Project
- Banshees Bar and Art Space
- St Pauls Anglican Church
- Live and Local
- 4 Hearts Bar and Brewery
- Art Time Gallery and Fine Art Supplies
- Arts Connect
- Queen’s Park Environmental Education Centre



CONCLUSION

SPARK Ipswich Festival 2024 is a key component of the Ipswich City Council City Events Plan which attracts, supports and produces a diverse program of annual events that engage the community, promote Ipswich as a destination, drive visitation and positively impact on business and industry.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
The Recommendation states That the preview report for the SPARK Ipswich Festival 2024 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.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Spark Ipswich 2024 Program  
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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”



SPARKIPSWICH.COM.AU



MAYOR'S MESSAGE

It's time to ignite your passion for the City of Ipswich.

The fourth annual SPARK Ipswich festival is set to light up the city once more with a diverse medley of music, art, culture and unique new experiences.

Ipswich's people and places will remain at the heart of the 2024 festival with another 11-day program full of arts and cultural events, activations and performances.

A Teddy Bear's Picnic is new to the packed program, with children and their families set to enjoy brunch on a picnic blanket alongside their favourite teddy.

Crowd favourite events Little Day Out and WOMI will return, while deLight will feature the works of 17 local artists projected across 143 Brisbane Street and St Paul's Anglican Church in spectacular light works.

An Ipswich team will again don sequins and spandex to take on other areas of South East Queensland in the Common People Dance Project and this will be the ultimate finisher for the SPARK Ipswich festival this year.

There will be plenty of hands-on workshops, live performance and visual SPARK-taculars to ignite the creativity of you, your friends and family, right across the region.

Join us as we celebrate all that our great city has to offer and discover your SPARK in 2024.

Mayor Teresa Harding
City of Ipswich



Front cover image creative direction by Renee Yates

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.



WELCOME

Our fourth citywide festival of arts and culture showcases local talent and creates unique audience experiences for all. We celebrate the cultural diversity of the region as **WOMI** returns to Orion Springfield Central with a bold line up of world music. **deLight** and **pixel** use cutting edge technology to shine a spotlight on local visual artists, and **d'Arcy Doyle Place** offers up a nightly program of local musicians. **Little Day Out** and the inaugural **Teddy Bear's Picnic** are bursting with cultural experiences for little people and their families. And there is much, much more!

The 2024 program is teeming with exhibitions, music, performances and hands on experiences across the city, revelling in the world class artists, musicians and performers that call Ipswich home. We invite you to dive deep into this year's program, to fill your diary with creative experiences, and adventure to new places and spaces.

FEATURE ARTIST **RENEE YATES**

For SPARK Ipswich 2024, local artist Renee Yates was commissioned to create *Home*, a mixed-media artwork using coloured pencil drawings and cut paper collage that captures four different landscapes of the Ipswich region. Elements of the work are featured throughout the festival program and through the light art installations at d'Arcy Doyle Place and pixel.

Renee has lived and worked in the Ipswich region for 16 years. Her practice focuses on storytelling using hybrid analogue and digital techniques, combining original coloured pencil drawings, cut paper collage, and digital media – including field recordings – to create representations of local landscapes. In addition to her arts practice, Renee is an award-winning educator and Media Arts teacher at a local high school.



A section of Renee Yate's work, *Home*.



Doc ID No: A10225017

ITEM: 3
SUBJECT: QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT
AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER
DATE: 30 MAY 2024

EXECUTIVE SUMMARY

This is a report concerning event sponsorship approved in the period of 1 January 2024 to 31 March 2024 as required under the Event Sponsorship Policy.

RECOMMENDATION/S

- A. That Council receive and note the following event sponsorship allocations during the 1 January to 31 March 2024 period:
1. Pink Flamingo Productions Pty Ltd \$10,000 (excl. GST) in cash support for Queerswich 2024
 2. Pacific Action Sports \$10,000 (excl. GST) in cash support for the 2024 Eastern Rumble; and \$8,000 (excl. GST) in cash support for the 2025 Eastern Rumble
 3. Ipswich Jets Rugby League Club Ltd \$14,990 (excl. GST) in cash support for the 2024 Gold Coast Titans vs Parramatta Eels Trial Match
- B. That Council receive and note that no event impact study support was confirmed during the 1 January to 31 March 2024 period.
- C. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 January 2024 to 31 March 2024 period.

RELATED PARTIES

- Pink Flamingo Productions Pty
- Pacific Action Sports
- Ipswich Jets Rugby League

There are no discernible related party conflicts of interest associated with the report or its recommendations.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Council's event sponsorship program is a direct outcome and delivery action of the City Events Plan:

- To attract, support and produce a diverse program of annual events that engage the community, promote Ipswich as a destination, drive visitation and positively impact on business and industry.

Council's event sponsorship program is a direct outcome and delivery action of the Ipswich Economic Development Strategy:

- Prioritise sporting partnerships to attract high quality events to the city
- Partner with national and international brands to identify promotional opportunities for the city

Under council's Event Sponsorship Policy, it is required that all sponsorships including sponsorships under \$15,000 excl. GST and all ticket allocations are recorded in a quarterly report to the Economic and Cultural Development Committee.

In the period 1 January to 31 March 2024, the following sponsorships were approved within delegation:

1. Pink Flamingo Productions Pty Ltd \$10,000 (excl. GST) in cash support for Queerswich 2024
2. Pacific Action Sports \$10,000 (excl. GST) in cash support for the 2024 Eastern Rumble; and \$8,000 (excl. GST) in cash support for the 2025 Eastern Rumble
3. Ipswich Jets Rugby League Club Ltd \$14,990 (excl. GST) in cash support for the Gold Coast Titans vs Parramatta Eels Trial Match

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

This report is required under the Event Sponsorship Policy.

RISK MANAGEMENT IMPLICATIONS

No risks have been identified. The report transparently outlines event sponsorships approved within delegation during the three-month reporting period.

FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support will be covered by dedicated event sponsorship funding allocated within the 2023-2024, and 2024-2025 City Events Budgets.

COMMUNITY AND OTHER CONSULTATION

Meetings have been held with representatives from the sponsored organisations prior to and following the submission of the event sponsorship applications.

CONCLUSION

Under council's Event Sponsorship Policy, it is required that all sponsorships including sponsorships under \$15,000 excl. GST and all ticket allocations are recorded in a quarterly report to the Economic and Cultural Development Committee.

This report details all event sponsorships approved within the 1 January 2024 to 31 March 2024 reporting period.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
Recommendations A, B and C, Event Sponsorship allocation during the period of 1 January 2024 to 31 March 2024 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.

Nikki Christian
EVENT SPONSORSHIP AND ATTRACTION OFFICER

I concur with the recommendations contained in this report.

Lauren Roche
CITY EVENTS MANAGER

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: A10212314

ITEM: 4

SUBJECT: NICHOLAS STREET PRECINCT - MAY 2024 RETAIL SUB-PROJECT STEERING COMMITTEE REPORT

AUTHOR: PRECINCT GOVERNANCE MANAGER

DATE: 27 MAY 2024

EXECUTIVE SUMMARY

This is a report concerning the May 2024 Retail Sub-Project Steering Committee focussing on the status of the leasing program and associated developments for the retail component of the Nicholas Street Precinct redevelopment.

RECOMMENDATION/S

That the May 2024 Retail Sub-Project Steering Committee Report be received and the contents noted.

RELATED PARTIES

Savills Australia – Program Management
Ranbury Management Group – Program Management
Colliers – Retail Leasing
Ranbury Property Services / CBRE – Commercial Leasing

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

The Retail Sub-Project Steering Committee (RSPSC) supports the Economic and Cultural Development Committee (and the former Ipswich Central Redevelopment Committee) in delivering the Nicholas Street Precinct redevelopment. The RSPSC generally reports monthly to the Economic and Cultural Development Committee (formerly the Ipswich Central Redevelopment Committee) on the planning, development, delivery and operations of the Nicholas Street Precinct's retail and commercial assets. The previous RSPSC update was sent directly to the Council meeting and provided an update for February, March and part of April. This report provides an update for the balance of April and part of May 2024.

The RSPSC met on 28 May 2024 and considered, amongst other matters, the status of retail and commercial leasing, progress of redevelopment works on the Venue and Commonwealth Hotel buildings and the legal status across approved leasing deals. The draft RSPSC 28 May 2024 meeting minutes are contained in Attachment 1.

The table below identifies the status of retail and commercial leasing as of 28 May 2024. Colliers are the Retail leasing agents and are speaking with many prospective tenants and Ranbury/CBRE are our Commercial leasing agents who are reviewing office tenants' requests for proposals for the area to understand any opportunities for the remaining commercial space.

The table below reflects the current status of lease documents and includes the lease (being prepared) for Tenancy T4 on Ground Level Eats which was approved by the Ipswich Central Redevelopment Committee and Council on 23 May 2024.

Deal Status	As at 28 May 2024	Change from 24 April 2024
Lease Documents Being/Or Prepared	1	1
Lease Documents Issued for Execution	1	0
Leases Executed by Lessee	15	0
Leases Pending Approval by Lessor (Council)	0	0
Leases Executed by Lessor (Council)	15	0

Works are continuing with the construction of the Nicholas Street Venue and Commonwealth Hotel developments. Given the delays reported in previous reporting periods, there has been a heightened focus on tracking the construction program for each development against progress on site, and on communications and readying for handover to key tenants for fit out works in the coming months.

April saw a major milestone in the Nicholas Street Venue development with permanent power connected to site on 17 April 2024. Noticeable progress on site during April has included completion of sheeting to the Hoyts kitchen, installation of the glazed shopfront to Hoyts, sheeting to the Hoyts amenities, installation of the ceiling in the Hoyts lobby corridor, flex duct installation, sheeting to the ceiling in the atrium, installation of toilet partitions, and amenities fit off.

Dedicated tenancy coordinator resources have now been brought on board to manage tenant fit out works, and the project team has a continued focus on leasing the remaining tenancies.

In the Commonwealth Hotel, April and May saw continued progress on construction activities on site and a focus both by the project team and Aus Hotels on readying for handover for fit out works. Notable on-site construction activities during April included continuation of internal wall lining and cladding, commencing wall and floor finishings and door frame installations, installation of the lifts and building services rough in and termination. Permanent power is expected to be connected in May and the project is tracking toward practical completion by late May to early June 2024, with the carpark completion to occur shortly thereafter. Handover to Aus Hotels for fit out works is expected to occur in June and we await the appointment of their fit-out contractor.

Refer Attachment 2 for the April 2024 Executive Report.

Brand and marketing activity in April and May 2024 focused on maintaining consumer brand awareness, tenant engagement, as well as leveraging potential leasing opportunities. Marketing activities also promoted several major events during April and May, including:

- Science Squad Easter school holidays activation from 8 to 12 April 2024, which included a dedicated photo and video shoot and a paid campaign that contributed heavily towards over 26,000 visitations to the event;
- Handmade Expo Market on 13 April 2024;
- Park and Pose on 4 May 2024;
- Mother's Day Mega-Markets on 12 May 2024; and
- Upcoming June events including Play On Winter school holidays activation and Ipswich Dog Day.

An advertorial was placed in the Shopping Centre News CBD Guns edition in April, with the content promoting leasing opportunities available within the Precinct. Ongoing social media activities via Facebook, Instagram, TikTok and LinkedIn, and monthly e-newsletter to subscribers continued to reinforce the Precinct as the heart of the Ipswich CBD. Meetings have also been held with HOYTS and General Public marketing teams to discuss promotional opportunities in the lead up to construction handover and to plan marketing activities in the lead up to the launch event. Ongoing NSP promotions incorporated HOYTS, General Public as well as Hotel Commonwealth as anchor tenants of the Precinct that will contribute heavily toward the night-time economy of the Ipswich CBD once open.

On Monday 20 May the Eats building opened its third tenancy with the Ipswich Medicare Mental Health Centre (formerly Head to Health). Located on the upper level they now allow the Ipswich community direct access to their mental health and wellbeing services. The event was widely reported across numerous media channels and formally opened by notable attendees including Elder Henry Thompson Jr, Kate Johnson (CEO, Open Minds), Dr Tony Bayliss (Chair, Darling Downs and West Moreton PHN), Hon Shayne Neumann MP, Dr Cathryn Hester (Chair, RACGP Qld Council), Hon Emma McBride MP (Assistant Minister for Mental Health and Suicide Prevention and Assistant Minister for Rural and Regional Health) and Mayor Teresa Harding.

LEGAL IMPLICATIONS

This report and its recommendations are consistent with the following legislative provisions:

Local Government Act 2009

Local Government Regulation 2012

POLICY IMPLICATIONS

Nil.

RISK MANAGEMENT IMPLICATIONS

Challenges continue with retail leasing including but not limited to COVID-19 impacts, the pace of the retail market rebound, the securing of anchor and other tenants and the attractiveness of the offer from the lessor (Council) in the current market conditions.

Achieving legally binding agreements for lease/sub-leases with prospective precinct tenants remains a critical outcome given the completion of the refurbishment works to the Eats and Tulmur Walk buildings and the status of works to the Venue and the Commonwealth Hotel buildings.

FINANCIAL/RESOURCE IMPLICATIONS

The retail precinct's short-term commercial success remains dependent on identifying, attracting, and securing a commercially viable tenancy mix through executed leases. Medium to longer term success will require a comprehensive and ongoing activation and management strategy to support tenants and deliver a revitalised and activated precinct.

COMMUNITY AND OTHER CONSULTATION

The contents of this report did not require any community consultation.



CONCLUSION

Recent leasing approvals reinforce market confidence in the Nicholas Street Precinct retail product and continue to strengthen the leasing campaign to secure tenants for the Venue and the wider precinct. The progress of current works to the Venue and Commonwealth Hotel buildings positively reinforces Ipswich Central's future and Council's commitment to its success.

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.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Draft RSPSC Meeting Minutes 28/05/2024 ↓ 
2.	Executive Report April 2024 ↓ 

Mitchell Grant

PRECINCT GOVERNANCE MANAGER

I concur with the recommendations contained in this report.

Sonia Cooper
CHIEF EXECUTIVE OFFICER

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

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ITEM: 5
SUBJECT: ADVOCACY ADVISORY COMMITTEE TERMS OF REFERENCE
AUTHOR: SENIOR POLICY AND COMMUNICATIONS OFFICER
DATE: 28 MAY 2024

EXECUTIVE SUMMARY

This is a report concerning adoption of a terms of reference for the Advocacy Advisory Committee.

RECOMMENDATION/S

A. That the membership of the Advocacy Advisory Committee be appointed as follows:

CHAIRPERSON	DEPUTY CHAIRPERSON	MEMBERS

B. That the Advocacy Advisory Committee Terms of Reference as detailed in Attachment 1, amended to reflect the detail in Recommendation A above, be adopted.

RELATED PARTIES

Nil

IFUTURE THEME

A Trusted and Leading Organisation

PURPOSE OF REPORT/BACKGROUND

At the Council Ordinary Meeting on 23 May 2024, Council resolved its standing and advisory committee meetings structure and the *Ipswich City Council Terms of Reference for Standing Committees* (Attachment 2).

The Advocacy Advisory Committee was formed with responsibility for Advocacy Services and Olympics and Paralympics Games, reporting to the Economic and Cultural Development Committee.

In accordance with *section 9. Advisory Committees of the Ipswich City Council Terms of Reference for Standing Committees* (Attachment 2), a terms of reference, approved by the overarching committee, will define the advisory committee’s role, membership, meeting arrangements and reporting.

LEGAL IMPLICATIONS

This report and its recommendations are consistent with the following legislative provisions:
Local Government Act 2009
Local Government Regulation 2012

POLICY IMPLICATIONS

This report is consistent with the requirements in the Ipswich City Council Terms of Reference for Standing Committees.

RISK MANAGEMENT IMPLICATIONS

N/A

FINANCIAL/RESOURCE IMPLICATIONS

N/A

COMMUNITY AND OTHER CONSULTATION

The Mayor, Deputy Mayor and all councillors considered various options for the formation of the standing and advisory committees, adopted by Council on 23 May 2024.

CONCLUSION



The proposed terms of reference for the Advocacy Advisory Committee will define the role, membership, meeting arrangements and reporting to the Economic and Cultural Development Committee.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	This report recommends: A. That the membership of the Advocacy Advisory Committee be appointed; That the Advocacy Advisory Committee Terms of Reference as detailed in Attachment 1, amended to reflect the detail in Recommendation A above, be adopted.
(b) What human rights are affected?	No human rights are affected.
(c) How are the human rights limited?	No human rights are limited.
(d) Is there a good reason for limiting	Not applicable

the relevant rights? Is the limitation fair and reasonable?	
(e) Conclusion	The decision is consistent with human rights.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Advocacy Advisory Committee Terms of Reference ↓ 
2.	ICC Terms of Reference for Standing Committees ↓ 

Linda Clayton
SENIOR POLICY AND COMMUNICATIONS OFFICER

I concur with the recommendations contained in this report.

Wade Wilson
MANAGER, EXECUTIVE SERVICES

I concur with the recommendations contained in this report.

Sonia Cooper
CHIEF EXECUTIVE OFFICER

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

