



City of  
**Ipswich**

## **AGENDA**

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### **ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE**

Tuesday, 16 July 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

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**ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(02)**

**16 JULY 2024**

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 CULTURAL DEVELOPMENT COMMITTEE NO. 2024(01) OF 11 JUNE 2024**

**RECOMMENDATION**

That the minutes of the Economic and Cultural Development Committee held on 11 June 2024 be confirmed.

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2. **CONFIRMATION OF MINUTES OF THE SPECIAL MEETING OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(02) OF 20 JUNE 2024**

**RECOMMENDATION**

That the minutes of the Special Economic and Cultural Development Committee meeting held on 20 June 2024 be confirmed.

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**OFFICERS' REPORTS**

3. **EVENT SPONSORSHIP - 2024 INDIGENOUS WILD FOOD AND CULTURAL FESTIVAL**

This is a report concerning an Event Sponsorship Application by We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated for \$30,000 ex GST financial support of the Indigenous Wild Food & Cultural Festival on Saturday 31 August 2024 at the Ipswich Turf Club.

**RECOMMENDATION**

That We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated receive \$21,500 excl. GST financial support for the 2024 Indigenous Wild Food & Cultural Festival.

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4. QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT

This is a report concerning event sponsorship approved in the period of 1 April 2024 to 30 June 2024 as required under the Event Sponsorship Policy.

RECOMMENDATION

- A. That Council receive and note the following event sponsorship allocations during the 1 April 2024 to 30 June 2024 period:

Major Community Event Sponsorship Category 1 up to \$15,000 excl. GST approved by the General Manager, Community Culture and Economic Development:

- Ipswich District Teacher-Librarian Network \$13,636 (excl. GST) in cash support for the StoryArts Festival Ipswich 2024

Event Sponsorship Category 2 over \$15,000 (excl. GST) endorsed by Council:

- Willowbank Raceway \$35,000 (excl. GST) in cash support for the 2024 Gulf Western Oil Winternationals

- B. That Council receive and note that no event impact study support was confirmed during the 1 April 2024 to 30 June 2024 period
- C. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 April 2024 to 30 June 2024 period

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5. IPSWICH CENTRAL REVITALISATION - SIX MONTHLY REPORT - JUNE 2024

This is a report concerning the Ipswich Central Revitalisation, a catalyst project identified in the iFuture Corporate Plan 2021-2026. This report highlights the progress that has been made since November 2023 and showcases key deliverables and case studies.

RECOMMENDATION

That the report concerning the Ipswich Central Revitalisation progress since November 2023 be received and the contents noted.

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6. NICHOLAS STREET PRECINCT - JUNE 2024 RETAIL SUB-PROJECT STEERING COMMITTEE REPORT

This is a report concerning the June 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 June 2024 Retail Sub-Project Steering Committee Report be received and the contents noted.

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NOTICES OF MOTION

MATTERS ARISING

**ECONOMIC AND CULTURAL DEVELOPMENT NO. 2024(01)**

**11 JUNE 2024**

MINUTES

**COUNCILLORS' ATTENDANCE:**

Councillor Pye Augustine (Chairperson); Councillors David Cullen, Mayor Teresa Harding, Deputy Mayor Nicole Jonic, Andrew Antonioli, Marnie Doyle (Observer) and David Cullen (Observer)

**COUNCILLOR'S APOLOGIES:**

Nil

**OFFICERS' ATTENDANCE:**

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Corporate Services (Matt Smith), General Manager Environment and Sustainability (Kaye Cavanagh), General Manager Asset and Infrastructure Services (Matt Anderson), Acting General Manager Planning and Regulatory Services (Alisha Connaughton), Chief Financial Officer (Jeff Keech), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Precinct Director – Nicholas Street Precinct (James Hepburn), Precinct Governance Manager - Nicholas Street Precinct (Mitchell Grant), Manager Media, Communications and Engagement (Mark Strong), Manager Community and Cultural Services (Don Stewart), Manager Marketing and Promotions (Carly Gregory), Economic Development Manager (Dan Heenan), Executive Services Manager (Wade Wilson), Senior Communications and Policy Officer (Jodie Richter) and Theatre Technician (Harrison Cate)

**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

Councillor Pye Augustine (Chairperson) invited Councillor David Cullen to deliver the Acknowledgement of Country

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

Nil

**BUSINESS OUTSTANDING**

Nil

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**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**

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

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

AFFIRMATIVE

Councillors:

Augustine

Cullen

Harding

Jonic

Antonioli

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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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**

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

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

AFFIRMATIVE

Councillors:

Augustine

Cullen

Harding

Jonic

NEGATIVE

Councillors:

Nil



Antoniolli

The motion was put and carried.

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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

Moved by Councillor Pye Augustine:

Seconded by Councillor David Cullen:

- 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.**

AFFIRMATIVE

Councillors:

Augustine

Cullen

Harding

Jonic

Antoniolli

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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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

Moved by Councillor Pye Augustine:  
Seconded by Councillor David Cullen:

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

AFFIRMATIVE

Councillors:  
Augustine  
Cullen  
Harding  
Jonic  
Antoniolli

NEGATIVE

Councillors:  
Nil

The motion was put and carried.

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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.

Councillor Pye Augustine proposed an amendment to the motion.

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

CHAIRPERSON	DEPUTY CHAIRPERSON	MEMBERS
Mayor Teresa Harding	Councillor Marnie Doyle	Councillor Pye Augustine Councillor David Cullen

- B. That the Advocacy Advisory Committee takes on the purpose and role of the existing Advocacy Steering Group.
- C. That the Advocacy Advisory Committee Terms of Reference as detailed in Attachment 1, amended to reflect the detail in Recommendation A and B above, be adopted.
- D. That the Advocacy for Regionally Significant Projects Policy be amended to reflect the revised governance arrangements.

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Mayor Teresa Harding:

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

CHAIRPERSON	DEPUTY CHAIRPERSON	MEMBERS
<b>Mayor Teresa Harding</b>	<b>Councillor Marnie Doyle</b>	<b>Councillor Pye Augustine Councillor David Cullen</b>

- B. **That the Advocacy Advisory Committee takes on the purpose and role of the existing Advocacy Steering Group.**
- C. **That the Advocacy Advisory Committee Terms of Reference as detailed in Attachment 1, amended to reflect the detail in Recommendation A and B above, be adopted.**
- D. **That the Advocacy for Regionally Significant Projects Policy be amended to reflect the revised governance arrangements.**

AFFIRMATIVE

NEGATIVE

Councillors:  
Augustine  
Cullen  
Harding  
Jonic  
Antoniolli

Councillors:  
Nil

The motion was put and carried.

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**NOTICES OF MOTION**

Nil

**MATTERS ARISING**

Nil

**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 11.16 am.

The meeting closed at 11.44 am.

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\*\*\* Refer Council Ordinary Meeting of 20 June 2024 for amendment

**SPECIAL MEETING OF THE ECONOMIC AND CULTURAL DEVELOPMENT NO. 2024(02)**

**20 JUNE 2024**

MINUTES

**COUNCILLORS' ATTENDANCE:**

Councillor Pye Augustine (Chairperson); Councillors David Cullen (Deputy Chairperson), Mayor Teresa Harding, Andrew Antonioli, Jim Madden (Observer), Marnie Doyle (Observer), Paul Tully (Observer) and Jacob Madsen (Observer)

**COUNCILLOR'S APOLOGIES:**

Deputy Mayor Nicole Jonic

**OFFICERS' ATTENDANCE:**

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Corporate Services (Matt Smith), Acting General Manager Planning and Regulatory Services (Alisha Connaughton), Precinct Director – Nicholas Street Precinct (James Hepburn), Leasing Manager – Nicholas Street Precinct (Melissa Annis), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Precinct Governance Manager (Mitchell Grant) and Theatre Technician (Harrison Cate)

**LEAVE OF ABSENCE – DEPUTY MAYOR NICOLE JONIC**

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

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

AFFIRMATIVE

Councillors:

Augustine

Cullen

Harding

Antonioli

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

Councillor Pye Augustine (Chairperson) invited Councillor David Cullen to deliver the Acknowledgement of Country

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

In accordance with section 150EQ of the *Local Government Act 2009*, Councillor Andrew Antoniulli informed the meeting that he has a declarable conflict of interest in Item 1 titled Nicholas Street Precinct – Approval of an Agreement for Lease for Tenancy T5 and Tenancy T6 Venue (37 Nicholas Street) and Item 2 titled Nicholas Street Precinct – Approval for Agreement for Lease for Tenancy MM2 Venue (37 Nicholas Street).

The nature of the interest is that Councillor Antoniulli is the holder of a real estate certificate issued under the Property Occupations Act. As the certificate cannot be enacted unless he is attached to a licenced principal agent, he cannot perform any duties as a real estate salesperson.

Councillor Andrew Antoniulli invited the other councillors to determine if he can continue to participate in the decision process.

It was moved by Mayor Harding and seconded by Councillor Cullen that Councillor Antoniulli does not have a declarable conflict of interest in the matters on the agenda 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 Andrew Antoniulli may participate in the meeting in relation to the matter, including by voting on the matter.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	
Cullen	
Harding	

Councillor Andrew Antoniulli did not take part in the vote.

The motion was put and carried.

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In accordance with section 150EQ of the *Local Government Act 2009*, Councillor Andrew Antoniulli informed the meeting that he may have a declarable conflict of interest in Item 1 titled Nicholas Street Precinct – Approval of an Agreement for Lease for Tenancy T5 and Tenancy T6 Venue (37 Nicholas Street).

The nature of Councillor Antoniulli's conflict of interest was relevant to two of his related persons. Councillor Antoniulli advised that as the attachment to the report was confidential, he invited the Chairperson to close the meeting to allow him to declare his conflict while protecting commercial in confidence information.

MOVE INTO CLOSED SESSION

RECOMMENDATION

Moved by Councillor Pye Augustine:  
Seconded by Councillor David Cullen:

**That in accordance with section 254J(3)(g) of the *Local Government Regulation 2012*, the meeting move into closed session to discuss Councillor Antonioli's declarable conflict of interest.**

**The meeting moved into closed session at 8.23 am.**

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	Nil
Cullen	
Harding	
Antonioli	

The motion was put and carried.

MOVE INTO OPEN SESSION

RECOMMENDATION

Moved by Councillor Pye Augustine:  
Seconded by Mayor Teresa Harding:

**That the meeting move into open session.**

**The meeting moved into open session at 8:29 am.**

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	Nil
Cullen	
Harding	
Antonioli	

The motion was put and carried.

It was moved by Mayor Harding and seconded by Councillor Cullen that Councillor Antonioli does not have a declarable conflict of interest in Item 1 titled Nicholas Street Precinct – Approval of an Agreement for Lease for Tenancy T5 and Tenancy T6 Venue (37 Nicholas

Street) 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 Andrew Antonioli may participate in the meeting in relation to the matter, including by voting on the matter.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	
Cullen	
Harding	

Councillor Andrew Antonioli did not take part in the vote.

The motion was put and carried.

### **BUSINESS OUTSTANDING**

Nil

### **OFFICERS' REPORTS**

#### **MOVE INTO CLOSED SESSION**

#### **RECOMMENDATION**

Moved by Councillor Pye Augustine:  
Seconded by Councillor David Cullen:

**That in accordance with section 254J(3)(g) of the *Local Government Regulation 2012*, the meeting move into closed session to discuss Item 1 titled Nicholas Street Precinct – Approval of an Agreement for Lease for Tenancy T5 and Tenancy T6 Venue (37 Nicholas Street) and Item 2 titled Nicholas Street Precinct – Approval of an Agreement for Lease for Tenancy MM2 Venue (37 Nicholas Street).**

**The meeting moved into closed session at enter 8.32 am.**

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	Nil
Cullen	
Harding	
Antonioli	

The motion was put and carried.



MOVE INTO OPEN SESSION

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

**That the meeting move into open session.**

**The meeting moved into open session at 9:07 am.**

AFFIRMATIVE

Councillors:

Augustine

Cullen

Harding

Antonioli

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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1. NICHOLAS STREET PRECINCT - APPROVAL OF AN AGREEMENT FOR LEASE FOR TENANCY T5 AND TENANCY T6 VENUE (37 NICHOLAS STREET)

This is a report concerning an Agreement for Lease for Council's consideration associated with Tenancy T5 and Tenancy T6 on Level 1 of the Venue building (at the corner of Brisbane and Ellenborough Street and running east along Brisbane Street) at 37 Nicholas Street, Nicholas Street Precinct, Ipswich.

"The attachment/s to this report are confidential in accordance with section 254J(3)(c), (g), (i) of the Local Government Regulation 2012."

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor David Cullen:

- A. That Council enter into an Agreement for Lease and associated documentation of the Agreement for Lease with the proposed lessee for Tenancy T5 and Tenancy T6 in Level 1 of the Venue Building (impacting part of Lot 1 on RP209886) ("Tenancy T5 and Tenancy T6") within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 14 June 2024).**
- B. That conditional upon Council satisfactorily executing the Agreement to Lease with the proposed lessee, (contained in recommendation A of this report), Council enter into a lease for Tenancy T5 and Tenancy T6 with the proposed**

**lessee (as detailed in the confidential report and attachments by the Leasing Manager dated 14 June 2024).**

- C. That Council note, in relation to Council’s disposal of its leasehold interest in the Tenancy T5 and Tenancy T6 to the proposed lessee, that the Ministerial exemption under s236 1(f) of the *Local Government Regulation 2012* applies to the disposal of Council’s interest in Tenancy T5 and Tenancy T6 (Ministerial exemption contained in Attachment 1 of this report).**
- D. That pursuant to Section 257(1)(b) of the *Local Government Act 2009*, Council resolve to delegate to the Chief Executive Officer the power to take “contractual action” pursuant to section 238 of the Regulation, in order to implement Council’s decision at Recommendation A and B.**
- E. That Council be kept informed as to the progress and outcome of the execution and publication of details.**

AFFIRMATIVE  
Councillors:  
Augustine  
Cullen  
Harding  
Antoniolli

NEGATIVE  
Councillors:  
Nil

The motion was put and carried.

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2. NICHOLAS STREET PRECINCT - APPROVAL OF AN AGREEMENT FOR LEASE FOR TENANCY MM2 VENUE (37 NICHOLAS STREET)

This is a report concerning an Agreement for Lease for Council’s consideration associated with Tenancy MM2 on the ground level of the Venue building at 37 Nicholas Street, Nicholas Street Precinct, Ipswich.

“The attachment/s to this report are confidential in accordance with section 254J(3)(c), (g), (i) of the Local Government Regulation 2012.”

RECOMMENDATION

Moved by Councillor Pye Augustine:  
Seconded by Mayor Teresa Harding:

- A. That Council enter into an Agreement for Lease and associated documentation of the Agreement for Lease with the proposed lessee for Tenancy MM1 of the Venue Building (impacting part of Lot 1 on RP209886) (“Tenancy MM1”) within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 14 June 2024).**

- B. That conditional upon Council satisfactorily executing the Agreement to Lease with the proposed lessee, (contained in recommendation A of this report), Council enter into a lease for Tenancy MM2 with the proposed lessee (as detailed in the confidential report and attachments by the Leasing Manager dated 14 June 2024).**
- C. That Council note, in relation to Council’s disposal of its leasehold interest in the Tenancy MM2 to the proposed lessee, that the Ministerial exemption under s236 1(f) of the *Local Government Regulation 2012* applies to the disposal of Council’s interest in Tenancy MM2 (Ministerial exemption contained in Attachment 1 of this report).**
- D. That pursuant to Section 257(1)(b) of the *Local Government Act 2009*, Council resolve to delegate to the Chief Executive Officer the power to take “contractual action” pursuant to section 238 of the Regulation, in order to implement Council’s decision at Recommendation A and B.**
- E. That Council be kept informed as to the progress and outcome of the execution and publication of details.**

AFFIRMATIVE  
Councillors:  
Augustine  
Cullen  
Harding  
Antoniolli

NEGATIVE  
Councillors:  
Nil

The motion was put and carried.

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### **PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 8.17 am.

The meeting closed at 9.13 am.

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Doc ID No: A10337429

ITEM: 3

SUBJECT: EVENT SPONSORSHIP - 2024 INDIGENOUS WILD FOOD AND CULTURAL FESTIVAL

AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER

DATE: 27 JUNE 2024

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### **EXECUTIVE SUMMARY**

This is a report concerning an Event Sponsorship Application by We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated for \$30,000 ex GST financial support of the Indigenous Wild Food & Cultural Festival on Saturday 31 August 2024 at the Ipswich Turf Club.

### **RECOMMENDATION/S**

**That We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated receive \$21,500 excl. GST financial support for the 2024 Indigenous Wild Food & Cultural Festival.**

### **RELATED PARTIES**

We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated.

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 Event Sponsorship Program 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.

The event has further alignment with Council's Corporate Plans and Strategies that value the history and culture of the Indigenous Australian community and ensures that the Indigenous people have a right to practice and preserve their unique culture and traditions. These include, although are not limited to:

In our Ipswich City Council Indigenous Accord 2020 – 2025 council commits to:

- Develop and implement capacity building initiatives that assist the development of Aboriginal and Torres Strait Islander businesses
- Continues to support community initiatives, including (but not limited to) sporting and cultural celebrations and skill development

In our Arts and Cultural Strategy council commits to:

- Provide opportunities for storytelling and the sharing of cultures and our histories
- Foster and actively support the inclusion of local content in festivals and facilities supported by council

In our Community Development Strategy council has a goal to:

- Increase connection, harmony and leadership in and between the Aboriginal and Torres Strait Islander communities in Ipswich

We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated has submitted an Event Sponsorship Application for the Indigenous Wild Food & Cultural Festival, to be held at the Ipswich Turf Club on Saturday 31 August 2024. This event will feature in the Galvanized – Festival of Heritage program.

This established event attracts more than 4,500 attendees and offers a unique opportunity for patrons to engage, learn and participate in First Nations culture. The event aims to enhance connections between all peoples and the land through traditional performances, workshops, ceremony, and cooking demonstrations of wild and traditional foods.

Traditionally held outside of Ipswich, the festival is produced by an Ipswich-based Indigenous business with the 2023 Rocklea-based event financially supported by Brisbane City Council. The event organisers are enthusiastic about relocating the event to Ipswich for the fifth year of the event, and for ICC it aligns strongly with our event attraction goals.

In line with Ipswich City Council's City Events Plan, first implemented in 2019, the City Events team has been actively collaborating with First Nations groups, artists, and event organisers. A key focus is to expand First Nations programming, particularly as part of the regionally significant festivals programmed by ICC. Ultimately, we aim to see First Nations-led events take precedence over ICC-produced cultural events within these festivals.

To support this goal, the team prompted discussions to attract the Indigenous Wild Food & Cultural Festival to Ipswich as part of Galvanized – A Festival of Heritage for 2024. In previous years, ICC teams produced Culture on Country at Hardings Paddock as part of Galvanized's First Nations programming, however, our objective is to transition to a

significant First Nations-led event that can replace this Council-produced activity. The Indigenous Wild Food & Cultural Festival's relocation to Ipswich represents a significant step towards achieving this vision, making it a strategic fit for our City Events Plan.

In line with the Event Sponsorship Policy, a panel assessment of the application was undertaken with the recommended outcome to provide \$21,500 ex GST in cash support to assist with cultural entertainment, workshops and staging expenses budgeted for the event.

The financial support assessment for this event reflects the projected number of attendees, the events potential for tourism visitation, and the increasing competitiveness of Event Sponsorship requests.

In addition to financial support, the recommendation includes in-kind support through the completion of an independent impact study by an industry-specific market research organization. This report will define the event's economic impacts and offer insights to enhance its future self-sustainability. Recognized by Federal and State Governments, the impact study will also be a valuable tool to help event organizers seek future funding.

Unique to Queensland, opportunity exists for the Indigenous Wild Food & Cultural Festival to find a permanent home in Ipswich, showcasing the cultural inclusivity and versatility of the city as a leading lifestyle, cultural and event destination.

#### **LEGAL IMPLICATIONS**

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.

#### **POLICY IMPLICATIONS**

The Event Sponsorship Application is processed in line with council's Event Sponsorship Policy. There are no discernible related party conflicts of interest associated with this report and its recommendation.

#### **RISK MANAGEMENT IMPLICATIONS**

If council did not support the 2024 Indigenous Wild Food & Cultural Festival the event may still proceed, but likely outside of the city and the scale of event delivery and offering would be impacted. The Galvanized – A Festival of Heritage program would be negatively affected could the event not proceed.

#### **FINANCIAL/RESOURCE IMPLICATIONS**

The outlined financial support will be covered by dedicated event attraction funding allocated within the 2024-2025 City Events budget.

## COMMUNITY AND OTHER CONSULTATION

- Consultation with representatives from We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated was conducted prior to the submission of the Event Sponsorship Application.
- ICC Community and Cultural Services Branch
- Indigenous Australian Community Development Officer

## CONCLUSION

The Indigenous Wild Food & Cultural Festival, organized by We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated, presents a unique opportunity to enrich the cultural landscape of Ipswich.

The event has strong alignment to Council’s strategic goals, and has potential to foster social cohesion, cultural inclusivity, and community pride while assisting to build our profile as a leading event destination in Queensland.

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	The Recommendation states that council support We Care Aboriginal and Torres Strait Islanders for Aged and Disabled Associated Incorporated for the Indigenous Wild Food & Cultural Festival with \$21,500 exc. GST.
(b) What human rights are affected?	No human rights are affected by this decision. The subject matter of the agreement will not impact on the human rights of any third parties.
(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.

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: A10348799

ITEM: 4  
SUBJECT: QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT  
AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER  
DATE: 1 JULY 2024

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### EXECUTIVE SUMMARY

This is a report concerning event sponsorship approved in the period of 1 April 2024 to 30 June 2024 as required under the Event Sponsorship Policy.

### RECOMMENDATION/S

**A. That Council receive and note the following event sponsorship allocations during the 1 April 2024 to 30 June 2024 period:**

**Major Community Event Sponsorship Category 1 up to \$15,000 excl. GST approved by the General Manager, Community Culture and Economic Development:**

- Ipswich District Teacher-Librarian Network \$13,636 (excl. GST) in cash support for the StoryArts Festival Ipswich 2024

**Event Sponsorship Category 2 over \$15,000 (excl. GST) endorsed by Council:**

- Willowbank Raceway \$35,000 (excl. GST) in cash support for the 2024 Gulf Western Oil Winternationals

**B. That Council receive and note that no event impact study support was confirmed during the 1 April 2024 to 30 June 2024 period**

**C. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 April 2024 to 30 June 2024 period**

### RELATED PARTIES

- Ipswich District Teacher-Librarian Network
- Willowbank Raceway

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 event sponsorships including Category 2 sponsorships above \$15,000 (approved by Council resolutions) and Category 1 under \$15,000 (approved under delegation by the General Manager Community, Cultural and Economic Development) and all ticket allocations are recorded in a quarterly report to the Economic and Cultural Development Committee.

In the period 1 April 2024 to 30 June 2024, the following sponsorships were approved within delegation:

Major Community Event Sponsorship Category 1 up to \$15,000 excl. GST approved by the General Manager, Community Culture and Economic Development:

- Ipswich District Teacher-Librarian Network \$13,636 (excl. GST) in cash support for the StoryArts Festival Ipswich 2024

Event Sponsorship Category 2 over \$15,000 (excl. GST) endorsed by Council:

- Willowbank Raceway \$35,000 (excl. GST) in cash support for the 2024 Gulf Western Oil Winternationals

## **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 April 2024 to 30 June 2024 reporting period.

### **HUMAN RIGHTS IMPLICATIONS**

<b>HUMAN RIGHTS IMPACTS</b>
<b>RECEIVE AND NOTE REPORT</b>
The Recommendations A, B and C, Event Sponsorship allocation during the period of 1 April 2024 to 30 June 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: A10283142

ITEM: 5  
SUBJECT: IPSWICH CENTRAL REVITALISATION - SIX MONTHLY REPORT - JUNE 2024  
AUTHOR: PLACE MANAGER - IPSWICH CENTRAL  
DATE: 13 JUNE 2024

### **EXECUTIVE SUMMARY**

This is a report concerning the Ipswich Central Revitalisation, a catalyst project identified in the iFuture Corporate Plan 2021-2026. This report highlights the progress that has been made since November 2023 and showcases key deliverables and case studies.

### **RECOMMENDATION/S**

**That the report concerning the Ipswich Central Revitalisation progress since November 2023 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**

In addition to being a catalyst project, the Ipswich Central Revitalisation is also a delivery action of Council's Economic Development Strategy 2023–2027:

Pillar 2: Place

Prioritise Placemaking outcomes in our centres:

- Deliver the Revitalising Ipswich Central: a prospectus to guide change
- Empower the community to drive change within their own communities
- Prioritise key elements that make Ipswich Liveable, including green and connected spaces, revitalised streets, to attract and encourage private investment

The progress made is outlined below and highlights activities to date, this is supported by:

- Attachment 1: Ipswich Central Visual Showcase
- Attachment 2: Ipswich Central Prospectus Measurement
- Attachment 3: Ipswich Central Place Plans Measurement

### Progress indicators

- 11 new business have opened in Ipswich Central since November 2023
- The Ipswich Central Revitalisation project was awarded:
  - 2023 Australian Street Art Award: Silver - Best Community Art for *Living Breathing Gallery* (March 2024)
  - 2024 Innovator of the Year in the Small Business Friendly awards for *Creating Places for People, not cars* (May 2024)
- An additional six trees on Brisbane Street have had bud lighting installed, three in November 2023 and three in June 2024, this improves walkability, connectivity and the safety on our streets at night
- Initial engagement was completed in December 2023 to January 2024 to inform the Preliminary Concept Design on the Cultural Heart project.
- The *Made You Look: How to Create Visual Impact* program was executed in February 2024 with 14 businesses participating and the Boosting Main Street Shopping event had 32 attendees.
- The pilot *Frame the Front Door* program was launched in April 2024 and has added an additional 43 plants to Ipswich Central streets in June 2024, supporting 26 businesses.
- The Ipswich Central Partnership (ICP) has supported two Eisteddfods in May and June with their *Drop off Zone* outside the Ipswich Civic Centre, resulting in increased foot traffic.
- The ICP has continued to advocate for their vision for Bell Street and continue to take a tactical urbanism approach to highlight the opportunities
- The Queensland Placemakers Network has grown and now has over 35 people from 15 councils in Queensland involved
- Four internal working group meetings have been held enabling continued collaboration across departments

### 1. A Cultural Destination

Ipswich Central is a favoured entertainment and cultural destination for the local community and visitors to the city - both day and night.

**Objective:** 1A Celebrate our Arts and Culture

**Case Study:** 2.07 Place Plans – Developing the Cultural Heart

*The strategic positioning of d’Arcy Doyle Place makes it a key connecting thoroughfare for the Centre Core and the perfect place to promote creative activation. Renew d’Arcy Doyle Place to enhance access and awareness of surrounding historical buildings, entry to the Ipswich Art Gallery and Ipswich Civic Centre.*

Community engagement was completed between December 2023 and January 2024 and is summarised in *Attachment 4 Community Engagement Report Cultural Heart*. Based on the feedback received during engagement a preliminary concept design has been completed for Cultural Heart.

Engagement will commence with the community on Shape your Ipswich in July to find out have we got it right? We will be asking the community to reflect on the preliminary concept design to see if it is on the right track. There will also be an opportunity to share any comments, concerns or ideas that should be considered before we finalise the preliminary concept design.

This goal of this project is to improve connectivity, raise awareness of our historical buildings and landmarks all while enhancing the entrances to the Ipswich Art Gallery, Ipswich Community Gallery, Ipswich Art Workshop and Ipswich Civic Centre.

## **2. Alive**

The streets of Ipswich are alive with activity. They are memorable places that prioritise the safety and comfort of pedestrians and cyclists all year round.

**Objective:** 2A Create great streets and public spaces that prioritise the needs of pedestrians and cyclists

**Case Study:** 2.06 Ipswich Central Activation - Frame the Front Door Program

Frame the Front door is a pilot program designed to add potted greenery to premises and improve and revitalise Ipswich Central. The addition of greenery contributes to increase the amount of Urban Greening in Ipswich Central, while creating a more comfortable and inviting walking environment.

The program was launched on 22 April and was open for three weeks. During this time 31 applications were received from businesses who wanted to participate.

The Ipswich Central Revitalisation team in collaboration with the Works and Field Services team (AIS) and Engineering, Health and Environment team (PRS) undertook assessments to determine suitability. The assessment took into consideration accessibility, footpath widths, outdoor dining and what size and type of plant would be best suited to the location. Following the assessments 26 businesses were successfully included as part of the program.

Installation commenced at the end of June and there are now 43 new potted plants in Ipswich Central. *Attachment 1 Ipswich Central Visual Showcase* has imagery of the beautifully installed potted plants.

Engagement will be undertaken with the businesses and the community to gather feedback after the plants have been in for a few months.

### 3. Green and Connected

Businesses, residents and visitors to Ipswich Central enjoy access to a connected network of shady green streets and public spaces that make it comfortable and easy to get around throughout the day and throughout the year.

**Objective:** 3B Create shady streets that prioritise the comfort and shade of pedestrians and cyclists

#### **Case Study:** 3.03 Green Walkable Streets – Stage 1: Urban Green Arbour

Following the collaborations with multiple State Government departments on the *Healthy Places, Healthy People Ipswich Central Pilot* and the *Ipswich Hospital Walking Network Plan*, Ipswich City Council was chosen as one of two Council's in Queensland to receive a grant to support and progress the implementation of the *Ipswich Hospital Walking Network Plan*.

Led by the Department of Transport and Main Roads (TMR) the 'Lighter Quicker Cheaper' (LQC) Pilot project is designed to be temporary in nature so we can test and trial and if successful look to implement permanently or scale them in the future. LQC provides an opportunity for projects to be delivered at a lower cost and through a shorter timeframe.

The LQC project has two stages:

Stage 1: Delivery of an **Urban Green Arbour** to be installed along East Street between Roderick and South Street in Ipswich Central. This is the first of its type, freestanding arbour and consists of planter boxes with a wicking bed to reduce watering requirements and connected into the planter via a steel frame is an arbour, enabling plants to grow up and over the top, resulting in a green shady canopy.

In the interim while the plants grow green shade cloth will be included down the centre of the structure to provide shade, along with festoon lighting to improve safety at night. *Attachment 1: Ipswich Central Visual Showcase* shows the concept design and engineering drawings.

The Urban Green Arbour is new bespoke design, not implemented anywhere else in Australia. A Road Corridor Permit has been issued by TMR and we are aiming for installation in September 2024.

Stage 2: **Pedestrian, Cycle and Road Safety Improvements** to the intersection of East and South Streets. Changes include narrowing of East Street in both directions to provide a refuge island for pedestrians and riders to cross safely. Improved lighting, lane markings and



the implementation of limited turning movements for vehicles on both sides of South Street. Attachment 6 shows the East and South Street Notification Sketch.

**Please note: Stage 2 is subject to budget allocation and TMR approvals.**

The project has been made possible by the implementation of the Vulnerable Road Users Program (VRUP) in May 2023. Lowering the speed limit to 40km/hr in some areas in Ipswich Central has not only supported pedestrian and road safety, but enables the use of the street patio, footpath dining, footpath trading, street performances, greenery and projects like the Urban Green Arbour.

This project connects back into *Creating Places for People, not cars* and the prioritisation of pedestrian activity in Ipswich Central.

#### **4. A Home**

Ipswich Central is home to a diverse community. The compact city centre is neighbourly, friendly and inclusive. It is a place where all generations are able to comfortably and affordably make a home.

**Objective:** 4C Provide opportunities in Ipswich Central that allow the community to live, work and play

**Case Study:** 2.07 Place Plans – Creating Places for People and Light up Ipswich Central

#### **Light up Ipswich Central**

An additional three trees have been adorned with bud lighting on Brisbane Street. Located outside Llewellyn Motors, KLV Beauty and Encore Hair the lighting was installed in late-June 2024.

The outcome of this project is that all but one of the large fig trees along Brisbane Street between Waghorn and East Street have been lit up with bud lighting providing a safer and more enjoyable walking experience both day and night.

#### **Creating Places for People, not cars**

*Explore opportunities for the reallocation of spaces currently designated for cars, to be places for people. This could include the reconfiguration of some car parking bays to create spaces for sitting and dining. It is recommended that a tactical urbanism approach is adopted to test and trial alternative configurations before investing in permanent infrastructure change.*

The Street Patio trial has now concluded after 12 months of activity. Initially it was outlined that it would be trialled for a period of 12 months (April 2023 - April 2024) at four different locations around Ipswich Central, however following a review with the Infrastructure Strategy team we were unable to reach an agreement from a speed, road safety and business perspective for a fourth and final location for the Street Patio in Ipswich Central.

All three locations outlined below have supported small business, community gathering, economic growth, and encouraged foot traffic in Ipswich Central and overall have been a highlight from a Small Business Friendly Council point of view.

1. Oikos Cafe, 61 Limestone Street, supported small business, walkability and community engagement through event activations
2. FourthChild Restaurant, 215 Brisbane Street, supported small business, community engagement through activations and night-time economy
3. Monte Lane Wine Bar and Mikes Pizzeria, 160 Brisbane Street, supported small business, community engagement through activations, walkability and night-time economy

Key data:

- 68% of people enjoyed using the street patio
- People like the outdoor seating/dining the most, closely followed by the plants and greenery
- Almost 90% of people would like to see more street patios in Ipswich
- Most people found out about the street patio by just stumbling across it
- 87% of people said it made sitting outside more appealing.

The full engagement report for the 12-month trial can be read at *Attachment 7 Engagement Report Street Patio trial wrap up June 2024*.

Next steps for the project is that it remains in the current location at 160 Brisbane Street (Monte Lane) while internally we work towards formalising the Street Patio Policy, Procedure and Guidelines in collaboration with Asset and Infrastructure Services, Planning and Regulatory Services and Corporate Services.

## 5. Prosperous

Ipswich is home to a prosperous business community that leverage economic benefit from their proximity, clustered within the distinctive historic fabric of the centre.

**Objective:** 5B Create opportunities for local business and trade to occupy the centre and nurture small business ventures.

5C Make business and employment opportunities in the centre vital, vibrant and visible.

### **Case Study:** 5.03 Small Business Friendly Council Conference

The inaugural Community of Practice workshops were held on Wednesday 29 May with Erin Marchant, Place Manager and Naomi George, Project Officer, Local Business and Investment from the Office of Economic Development leading the placemaking workshop.

60-minutes was allocated for the presentation, but due to positive interaction with the 40 people in the room and conversations on overcoming challenges and taking advantage of opportunities, the session ended up going for 75 minutes.

Positive feedback was received in relation to the presentation and there has been continued engagement from other councils, including an increase in the number of people and councils involved in the Queensland Placemakers Network. *Attachment 1 Ipswich Central Visual Showcase* includes imagery of Ipswich presenting and some positive feedback from a Queensland Council.

The Small Business Friendly Conference and Awards were held the following day on Thursday 30 May. Keynote speaker Ash Donaldson spoke about The Human Factor and focusing on keeping humans at centre of everything we do.

Dominique Lamb, Queensland Small Business Commissioner presented the research on *Understanding the life cycle and mindset of Queensland small business*. These documents can be read at Attachment 8 and 9.

The Small Business Friendly Awards were held during the conference and Ipswich City Council was awarded the 2024 Innovator of the Year for the *Ipswich Central Revitalisation - Creating Places for People, not cars*.

Presentations from other local governments included Townsville, Logan and Moreton Bay, all providing insights on their journey and learnings.

Other key takeaways from the event were:

- As leaders in our small business communities, staying connected to our purpose is crucial
- Bringing all stakeholder together to gather insights from everyone before devising solutions
- Experiment, refine, and repeat. Capture your journey and find ways to simplify processes for your target audience.
- Investment is required in resourcing and time to enable effective small business growth

## 6. Future Focused

The commercial and cultural vitality of Ipswich Central is strengthened due to the strong participation and presence of a diverse and engaged young community. Activity in the centre attracts and supports entrepreneurial ventures and fosters partnerships between business and the areas young people.

**Objective:** 6B Create places that support the needs of a diverse community – young and old.

**Case Study:** 2.07 Place Plans - Creating the enabling environment – Fire Station101

*Revise processes and barriers to better enable and support community-led initiatives. This includes opportunities to better facilitate temporary pop-ups and activations as well as more permanent infrastructure change including the refurbishment of heritage buildings for appropriate reuse.*

Following the Defence Hub moving out in 2023 and feedback from the community, an opportunity to *Create the enabling environment* with Fire Station101 for the creative industries sector was commenced.

Prompted by Notice of Motion submitted by Councillors Andrew Fechner and Marnie Doyle at Community, Culture, Arts and Sport Committee on 12 October 2023 and adopted at the Council Ordinary Meeting on 26 October 2023, a focus was on the establishment of a local arts hub for the Ipswich creative community.

Working collaboratively with the Coordinator, Creative Industries Development and the Venues and Performing arts Manager, Firestation101 has had undergone some permanent infrastructure upgrades to:

- Change the configuration of the meeting rooms/workshop spaces to enable multiple bookable spaces
- Creation of a streamlined corridor enabling better use of the main space and inclusion of a ticket booth
- Adding equipment to one of the rooms to enable it to be a Content Creation room for podcasting, interviewing and recording.

Ongoing management of this space will be the responsibility of Community Facilities, Community and Cultural Services Branch within CCED.

#### **LEGAL IMPLICATIONS**

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

#### **POLICY IMPLICATIONS**

Not applicable

#### **RISK MANAGEMENT IMPLICATIONS**

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

#### **FINANCIAL/RESOURCE IMPLICATIONS**

All activities undertaken are budgeted for as part of the FY2023-2024 departmental and capital works budget.

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## COMMUNITY AND OTHER CONSULTATION

### Community consultation

Ongoing community consultation has occurred across Ipswich Central on multiple projects with the majority of communication happening with business owners and landlords and online through [ipswichcentral.com.au](http://ipswichcentral.com.au).

Specific engagement activities over the last six months included:

- December 2023 – January 2024: *Cultural Heart* project had face to face and online engagement during the months of December and January.
- January 2024: Business engagement for the *Street Patio*
- January 2024: Business engagement for the *Made you Look* program
- February 2024: Business engagement for the Boosting Main Street Shopping – Embracing Consumer Behaviour event.
- April 2024: Business engagement for the *Frame the Front Door* program
- June 2024: Business engagement for the *Frame the Front Door* program installation

Shape your Ipswich (also referenced as [www.ipswichcentral.com.au](http://www.ipswichcentral.com.au)) showcases the projects and place plan recommendations in an open and transparent way. By *Digitising the Ipswich Central Place Plans* using an interactive communication tool allows the community to learn about what is happening in Ipswich Central and to track the Ipswich Central Revitalisation's implementation over time.

### Ipswich Central Partnership (ICP)

Taking a community-led approach, the Ipswich Central Partnership continues to deliver on their projects.

In May and June 2024, ICP led the *Drop off Zone* project outside the Ipswich Civic Centre. Working with the AIS and CCED, ICP turned five car parks into a loading zone during the Eisteddfod to support performers and their families to drop off out the front of the Civic Centre and then directed them to park in the Nicholas Street Precinct (NSP).

To support this activity, one free parking day has been offered during both Eisteddfods by the NSP team. The days chosen supported the busiest in the schedule with both primary schools and high schools competing from around Southeast Queensland. This resulted in an:

- increase of vehicles parking in NSP on the two free parking days
- increase in foot traffic in the precinct
- increase of vehicles parking in NSP on other days of the Eisteddfod

- increase in the number of people exposed to businesses in NSP and Ipswich Central

This is the second year ICP have undertaken this activity and for what might seem such a simple activity this has resulted in not only an increase in footfall and number of people parking in the precinct, but behaviour change, which supports the economics of Ipswich Central.

On 30 May 2024, ICP held a First Nations Symbol painting session in the Health Plaza on Bell Street. They invited the community to come along and learn how to paint First Nations Symbols, which were then photographed and will be used in the creation of a large mural to be installed on the West Moreton Health Plaza.

## CONCLUSION










The placemaking approach for the revitalisation of Ipswich Central recognises that everyone has a role to play, and that action is required from all levels - from Council to local businesses and the community.

This project has demonstrated that the best successes are achieved when we work collaboratively, both internally and externally, towards the vision for Ipswich Central – the cultural hub and beating heart of the Ipswich community.

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
<b>RECEIVE AND NOTE REPORT</b>
The Recommendation states that the report be received and the contents noted. The decision to receive and note the report does not limit human rights. Therefore, the decision is compatible with human rights.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Ipswich Central Visual Showcase <a href="#">↓</a> 
2.	Ipswich Central Prospectus Measurement <a href="#">↓</a> 
3.	Ipswich Central Place Plan Measurement <a href="#">↓</a> 
4.	Community_Engagement_Report_Cultural Heart_FINAL_Feb 2024 <a href="#">↓</a> 
5.	Preliminary Concept Design <a href="#">↓</a> 
6.	East and South Street - Notification Sketch <a href="#">↓</a> 
7.	Engagement Report Street Patio trial wrap up June 2024 <a href="#">↓</a> 
8.	Queensland Small Business Strategy 2024-27 <a href="#">↓</a> 
9.	Understanding the lifecycle and mindset of Queensland small businesses <a href="#">↓</a> 

Erin Marchant  
**PLACE MANAGER - IPSWICH CENTRAL**

I concur with the recommendations contained in this report.

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”*

Subject: Ipswich Central Revitalisation – six monthly report.  
Attachment 1 Ipswich Central visual showcase

# 1. A Cultural Destination

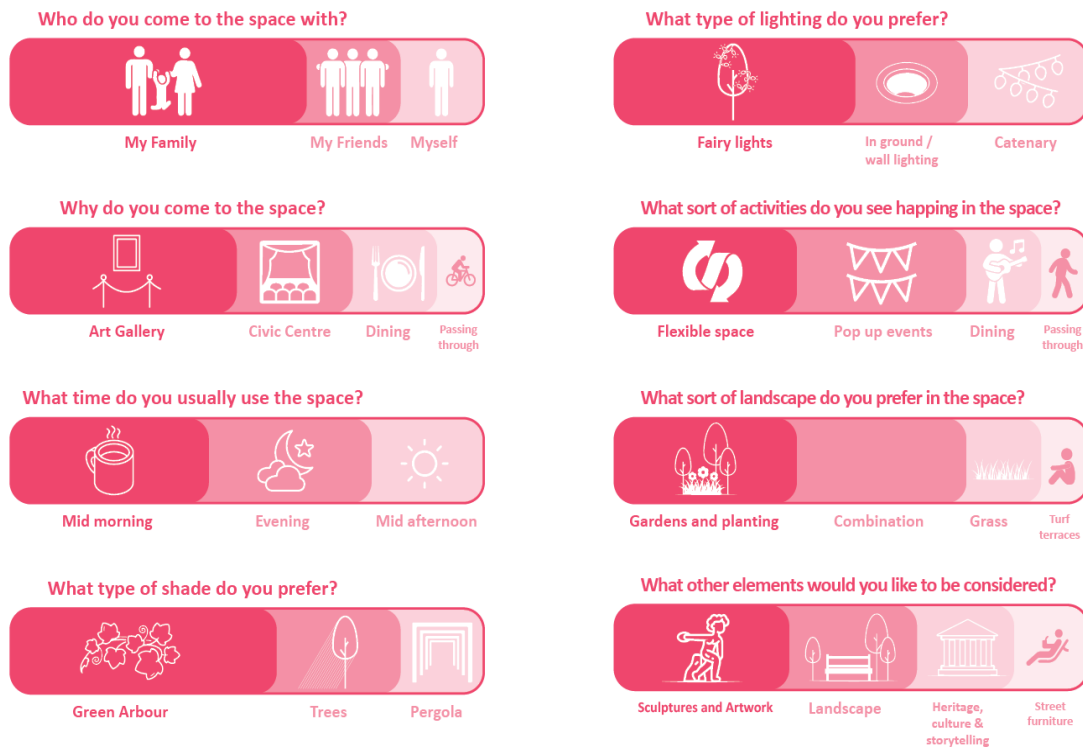
Ipswich Central is a favoured entertainment and cultural destination for the local community and visitors to the city - both day and night.

**Objective:** 1A: Celebrate our Arts and Culture

**Case Study:** 2.07 Place Plans – Developing the Cultural Heart



Community engagement activities in December 2023 and January 2024



Summary of feedback from engagement



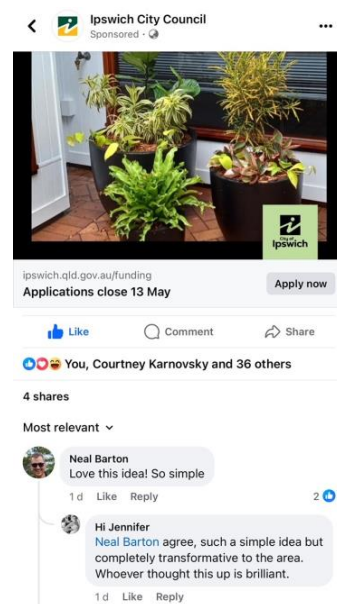
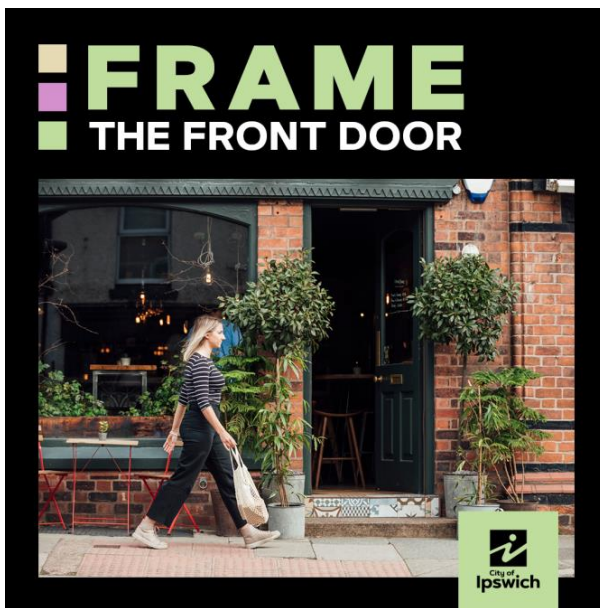
Subject: Ipswich Central Revitalisation – six monthly report.  
Attachment 1 - Ipswich Central visual showcase

## 2. Alive

The streets of Ipswich are alive with activity. They are memorable places that prioritise the safety and comfort of pedestrians and cyclists all year round.

**Objective:** 2A Create great streets and public spaces that prioritise the needs of pedestrians and cyclists

**Case Study:** 2.06 Ipswich Central Activation - Frame the Front Door program



Marketing of the program



The first pots are installed in a collaborative effort between Economic Development and Works and 2 Field Services

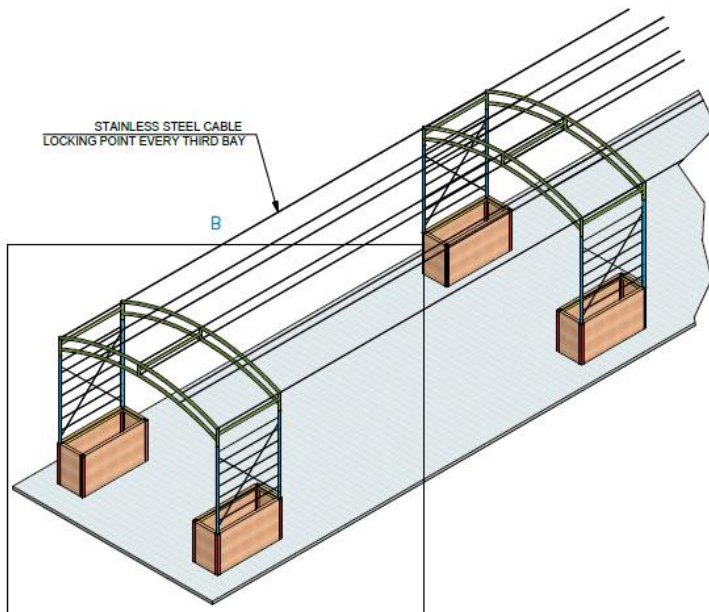
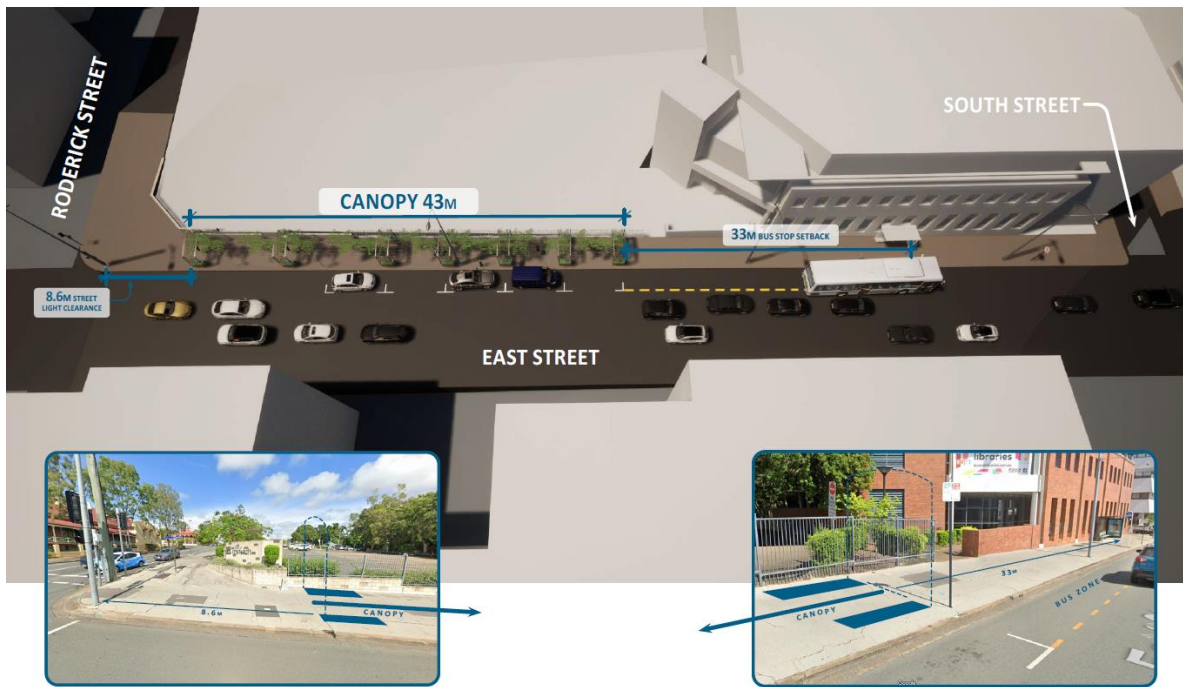
Subject: Ipswich Central Revitalisation – six monthly report.  
Attachment 1 - Ipswich Central visual showcase

### 3. Green and Connected

Businesses, residents and visitors to Ipswich Central enjoy access to a connected network of shady green streets and public spaces that make it comfortable and easy to get around throughout the day and throughout the year.

**Objective:** 3B Create shady streets that prioritise the comfort and shade of pedestrians and cyclists

**Case Study:** 3.03 Green Walkable Streets – Urban Green Arbour



Stage 1 of the Lighter Quicker Cheaper grant program from TMR – the Urban Green Arbour

Subject: Ipswich Central Revitalisation – six monthly report.  
Attachment 1 - Ipswich Central visual showcase

## 4. A Home

Ipswich Central is home to a diverse community. The compact city centre is neighbourly, friendly and inclusive. It is a place where all generations are able to comfortably and affordably make a home.

**Objective:** 4C Provide opportunities in Ipswich Central that allow the community to live, work and play

**Case Study:** 2.07 Place Plans – Creating Places for People and Light up Ipswich Central



Creating Places for People, not Cars – outside Monte Lane



Light Up Ipswich Central – Brisbane Street – the latest three trees installed in June 2024.

Subject: Ipswich Central Revitalisation – six monthly report.  
Attachment 1 - Ipswich Central visual showcase

## 5. Prosperous

Ipswich is home to a prosperous business community that leverage economic benefit from their proximity, clustered within the distinctive historic fabric of the centre.

**Objective:** 5B Create opportunities for local business and trade to occupy the centre and nurture small business ventures.

5C Make business and employment opportunities in the centre vital, vibrant and visible.

**Case Study:** 5.03 Small Business Friendly Council Conference



Presenting the Ipswich journey in the Communities of Practice (CoP) - Placemaking

**Subject:** Placemaking COP Workshop

Good afternoon fellow placemakers,

Thank you for sharing Ipswich's placemaking projects and experiences. You're really positioning Ipswich as a benchmark for placemaking in Queensland and arguably nationally.

Feedback from a Queensland Council following the CoP session

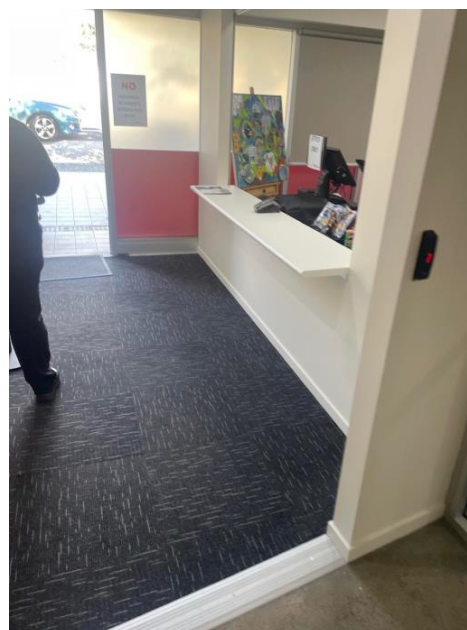
Subject: Ipswich Central Revitalisation – six monthly report.  
Attachment 1 - Ipswich Central visual showcase

## 6. Future Focused

The commercial and cultural vitality of Ipswich Central is strengthened due to the strong participation and presence of a diverse and engaged young community. Activity in the centre attracts and supports entrepreneurial ventures and fosters partnerships between business and the areas young people.

**Objective:** 6B Create places that support the needs of a diverse community – young and old.

**Case Study:** 2.07 Place Plans - Creating the enabling environment – Firestation101



Subject: Ipswich Central Revitalisation - Six Monthly Report - June 2024

Attachment 2: Ipswich Central Prospectus Measurement

			New	Open	In Progress	Significant progress	Completed
			Project has been identified, but not commenced	Initial planning and investigations are underway	Implementation has commenced	Implementation has commenced and some deliverables achieved	Implemented successfully, results accomplished
Prospectus project	Principle						
1.01	Civic Centre Redevelopment	A cultural destination					
1.02	Arts and Cultural Strategy (2018 - 2023) - Addendum (2021)	A cultural destination					
1.03	Public Art Strategy (2023 onwards)	A cultural destination					
1.04	North Ipswich Sport and Entertainment Precinct	A cultural destination					
1.05	North Ipswich Open Space Master Plan	A cultural destination					
1.06	DA Approval: Material Change of Use - Entertainment Use and Outdoor Recreation	A cultural destination					
1.07	New Planning Scheme	A cultural destination					
1.08	North Ipswich Railyards Vision Plan	A cultural destination					
1.09	Picture Ipswich website	A cultural destination					
1.10	Indigenous Accord	A cultural destination					
1.11	Woollen Mills	A cultural destination					
2.01	iGo Active Transport Action Plan	Alive					
2.02	iGo City of Ipswich Transport Plan	Alive					
2.03	Ipswich Central Second River Crossing (Norman Street Bridge)	Alive					
2.04	Nicholas Street Precinct Leasing Strategy	Alive					
2.05	Facade Improvement Program	Alive					
2.06	Ipswich Central Activation Strategy	Alive					
2.07	Place Plans (Ipswich Centre Core and Top of Town)	Alive					
2.08	Street Art Trail	Alive					
3.01	Limestone Park Upgrade	Green and Connected					
3.02	Ipswich Nature Centre and Discovery Hub Masterplan	Green and Connected					
3.03	Green Walkable Streets	Green and Connected					
3.04	Urban Heat Island Study	Green and Connected					
3.05	Urban Greening Plan	Green and Connected					
3.06	Ipswich Central to Springfield Central Public Transport Corridor (I2S)	Green and Connected					
3.07	Public transport timetabling, route updates & frequency	Green and Connected					
3.08	Ipswich Central Train Station and Bell St Transport Hub	Green and Connected					
3.09	Transit Centre Redevelopment	Green and Connected					
3.10	East Ipswich Station Accessibility Upgrade	Green and Connected					
3.11	Ipswich Central Wayfinding Strategy	Green and Connected					
4.01	Inner City Living Strategy	A home					
4.02	MID-1020-0455 - Residential Care Facility - Joyce Street, East Ipswich	A home					
4.03	Healthy Places, Healthy People (HPPH) Framework	A home					
4.04	Sustainable Ipswich	A home					
5.01	DA Approval: Material Change of Use - Temporary Accommodation (Motel - 147 rooms) with ancillary restaurant	Prosperous					
5.02	MID-1119-0386 - Ipswich Convention and Exhibition Centre (Show Society)	Prosperous					
5.03	Small Business Friendly Council	Prosperous					
5.04	West Moreton Health Precinct (AID-1019-0381 - Ipswich Hospital amendment)	Prosperous					
5.05	Local Jobs Program	Prosperous					
6.01	Study Ipswich Strategy (Schools and University Partnerships)	Future-focused					
6.02	Community Development Strategy (including Youth Employment)	Future-focused					
6.03	Youth entertainment & recreation facilities	Future-focused					
6.04	Ipswich Youth Advisory Council	Future-focused					

Subject: Ipswich Central Revitalisation - Six Monthly Report - June 2024

Attachment 3: Ipswich Central Place Plans Measurement

		New	Open	In Progress	Significant progress	Completed
		Project has been identified, but not commenced	Initial planning and investigations are underway	Implementation has commenced	Implementation has commenced and some deliverables achieved	Implemented successfully, results accomplished
<b>Place Plan Projects</b>	<b>Precinct</b>					
1 Creating a sense of arrival	Ipswich Centre Core					
2 Network of Living Boulevards	Ipswich Centre Core					
3 Develop the Cultural Heart of Ipswich	Ipswich Centre Core					
4 Activating the Bell Street Green	Ipswich Centre Core					
5 Community Ideas for catalyst development sites	Ipswich Centre Core					
6 Activating Ipswich's Laneways	Ipswich Centre Core					
7 Improving connectivity for active transport	Ipswich Centre Core					
8 Activating Vacant Storefronts	Ipswich Centre Core					
9 Sunday Farmers Market	Ipswich Centre Core					
10 Pop-Up Laneway Bar	Ipswich Centre Core					
11 Cycle and Scoot Ipswich	Ipswich Centre Core					
12 Night Markets	Ipswich Centre Core					
13 Picnic in the Park	Ipswich Centre Core					
14 Ipswich Eisteddford moves outdoors	Ipswich Centre Core					
15 Co-Designing Youth Events	Ipswich Centre Core					
16 Handmade Expo Markets	Ipswich Centre Core					
17 Christmas in Ipswich	Ipswich Centre Core					
1 Creating a sense of arrival	Top of Town					
2 Brisbane Street Refresh	Top of Town					
3 Creating a comfortable pedestrian environment	Top of Town					
4 Showcasing the local identity	Top of Town					
5 Facilitating temporary use and pop-ups	Top of Town					
6 Creating places for people, not cars	Top of Town					
7 Activating Ipswich laneways	Top of Town					
8 Exploring Top of Town	Top of Town					
9 Light up the Top of Town	Top of Town					
10 Build on works to date	Top of Town					
11 Pop-Up creative enterprise	Top of Town					
12 Local Business Showcase	Top of Town					
13 Twilight Wine and Dine Soiree	Top of Town					
14 Shop Front Competition	Top of Town					
15 Modern Flea Market + Good Exchange	Top of Town					
16 Long Table Event	Top of Town					
17 Car enthusiast meet-ups, Lapping	Top of Town					
18 Projection Festival to activate and showcase facades	Top of Town					
19 Historical Open House	Top of Town					
1 Digitise the Ipswich Central Plans	Precinct Wide					
2 Spending money locally	Precinct Wide					
3 New Business Incentives	Precinct Wide					
4 Shop-top living	Precinct Wide					
5 Creating the Enabling Environment	Precinct Wide					
6 Promoting Ipswich, Adventure Mapping	Precinct Wide					
7 Enabling Footpath Dining and Trading	Precinct Wide					
8 Explore Strategic Partnerships for Activations	Precinct Wide					
9 Measure the impact and change over time	Precinct Wide					
10 Exploring Public, Private Partnerships	Precinct Wide					
11 Community-led Placemaking Handbook	Precinct Wide					
12 Review events processes for Tulmur Place	Precinct Wide					



# Community Engagement Report

## Developing the Cultural Heart Ipswich Central Revitalisation

February 2024

Office of Economic Development

Community, Cultural and Economic Development Department







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## 1 EXECUTIVE SUMMARY

As part of the Ipswich Central Revitalisation, Developing the Cultural Heart of Ipswich was a recommendation from the community outlined in the *Top of Town and Centre Core Place Plans*, endorsed in 2021.

The strategic positioning of d’Arcy Doyle Place makes it a key spine connecting thoroughfare for the Centre Core and the perfect place to promote creative activation. Renew d’Arcy Doyle Place to enhance access and awareness of surrounding historical buildings, entry to the Ipswich Art Gallery and Ipswich Civic Centre.

The project is aligned with other council strategies including:

- [iFuture](#)
- [Economic Development Strategy 2023-2027](#) (Pillar 2 – Place)
- [Creative Industries Action Plan](#)
- [iGo Active Transport Plan](#)

To progress this project, community engagement was required to inform the preliminary concept design. Engagement occurred over an eight-week period from **Monday 4 December 2023 to Monday 29 January 2024** (engagement period).

### 1.1 REACH AND SCOPE

To maximise engagement the following communication channels were used to reach the community to inform them and make them aware of the project.

#### Ipswich City Council social media

Three organic social media posts from Ipswich City Council channels, were shared during the engagement period. The organic social media posts have been outlined below and social media tile used is shown in Appendix 7.1

Social Media Channel	Date of posting	Interactions
LinkedIn	11 January 2024	<ul style="list-style-type: none"> <li>• 2,409 impressions</li> <li>• 2 shares</li> <li>• 179 clicks</li> <li>• 8.88% engagement rate</li> <li>• 33 reactions</li> </ul>
Instagram	11 January 2024	<ul style="list-style-type: none"> <li>• 1,584 impressions</li> <li>• 1,324 reach</li> <li>• 39 engagements</li> <li>• 1 save</li> <li>• 37 likes</li> <li>• 1 comment</li> </ul>



Facebook	11 January 2024	<ul style="list-style-type: none"> <li>• 15,959 post reach</li> <li>• 9 shares</li> <li>• 90 link clicks</li> <li>• 1,830 engagements</li> <li>• 61 reactions</li> </ul>
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**Ipswich First**

An article was shared on Ipswich City Council’s channel, Ipswich First, on 9 January 2024. This article, [Help shape Ipswich’s Cultural Heart](#), was viewed by 392 times.

**Ipswichcentral.com.au (Shape your Ipswich)**

Two email campaigns were sent out via Shape Your Ipswich.

The first campaign went out 21 December 2023 and was sent out to Shape Your Ipswich members who follow ipswichcentral.com.au. This campaign was sent to a total of 384 members, of which 150 opened the email (41.6%).

The second campaign was sent out on 24 January 2024 and had a more general audience as it shared a variety of projects that were open for community engagement at the same time. This campaign was sent to a total of 3,357 members, of which 1,504 opened the email (44.9%).

During the engagement period **Developing the Cultural Heart** project page was viewed **461** times by **367** visitors.

**Campaign Monitor database**

Two email campaigns were sent out to the Ipswich Central business database using Campaign Monitor email marketing.

A project specific email was sent out on 8 December 2023, 311 emails delivered, 49.2% opened (153 recipients), 7.72% clicked (24 recipients)

A monthly Ipswich Central Revitalisation email was sent out on 29 January 2024, 308 emails delivered, 38.96% opened (120 recipients), 1.9% (6 participants) clicked on the Cultural Heart project piece.

**Ipswich Region Chamber of Commerce (IRCC)**

The Chamber shared the Cultural Heart engagement in their e-newsletter on 8 January 2024, reaching approximately 1300 recipients.



**Greater Springfield Chamber of Commerce (GSCC)**

GSCC shared the post on their Facebook page on 3 January, currently they have 2.6K followers, they also shared in in their e-newsletter on 11 January 2024.

**Ipswich Central Partnership**

The Ipswich Central Partnership shared the post on their Facebook page, currently they have 586 followers.

**Ipswich Community Gallery**

Shared the post on their Facebook page on 25 January 2024, currently they have 1K followers.

**Ipswich Art Gallery**

Shared the post on their Facebook page on 28 December 2023, currently they have 13K followers.

**St Paul’s Anglican Church Ipswich**

A meeting was held with Rev’d Selina McMahon to brief her on the project and engagement information was shared with her so she could share with the congregation.

**DL Flyers**

450 Flyers with a project description, QR code and website were printed for distribution in the community. An example is shown in Appendix 7.2.

Locations delivered to included Ipswich Art Gallery, Ipswich Civic Centre and businesses in Top of Town including The Mill and Short Black. This was in addition to handing them out during face to face pop up engagement sessions.

Having the flyers distributed at various locations allowed for additional awareness of the project and the opportunity for the community to participate in the engagement.

A total of 22 scans of the QR code were completed by 16 unique users.

Over the engagement period for the project, interest from the community aligned with the average engagement seen across other engagement campaigns. The following engagement channels captured contributions:

Engagement Channels	Contributions
Ipswichcentral.com.au (Shape Your Ipswich)	54
Face to Face pop up engagement sessions	169
Community Panel	17
Adjoining stakeholder conversations	1
General Enquiries (phone or email)	1
<b>Total Contributions Received</b>	<b>242</b>



## 1.2 FINDINGS

The community were asked to share how they currently use the area known as d’Arcy Doyle Place and what features they would like to see to inform the preliminary design concept. In addition to this, the community were asked to share their ideas for the Cultural Heart, from Brisbane Street to Roderick Street along Nicholas Street.

The outcomes of the engagement identified the following common themes:

- a. d’Arcy Doyle Place is a space used by a variety of people for different purposes, however it is underutilised in its current form.
- b. It is best known for supporting the arts, events and cultural facilities in the area, specifically the Ipswich Art Gallery, Ipswich Community Gallery and Ipswich Civic Centre.
- c. A very positive sentiment was captured from the community to lean into the area’s cultural elements, utilising the space to showcase arts, culture and entertainment with new activities, and raising awareness of facilities that already exist.
- d. There was a strong preference towards natural green elements and shade, in particular a green arbour was selected by more than 45% of participants.
- e. The focus should be on creating a space that helps improve city connections, accessibility, and showcasing historical elements of Ipswich.

The themes and stakeholder insights identified in this report will help inform the preliminary concept design of the Cultural Heart, which will then be shared with the broader community for a second phase of community engagement.

### Dotmocracy

A series of nine engagement boards were created to understand how people use the space currently and questions to gain feedback on design elements and ideas that would help shape the preliminary concept design.

Eight boards were created, each with a question around how they use the space currently, and what design elements they would like to see. Each board offered 6 options, which community members could respond to using sticky dots for their preferences.

In addition to the eight boards there was one board where people could tell us their big ideas for the space. All ideas captured through the face to face pop up engagement sessions can be found at Appendix 7.3.

The community engagement boards can be seen at Appendix 7.4.

The data below includes all data captured throughout the engagement period.

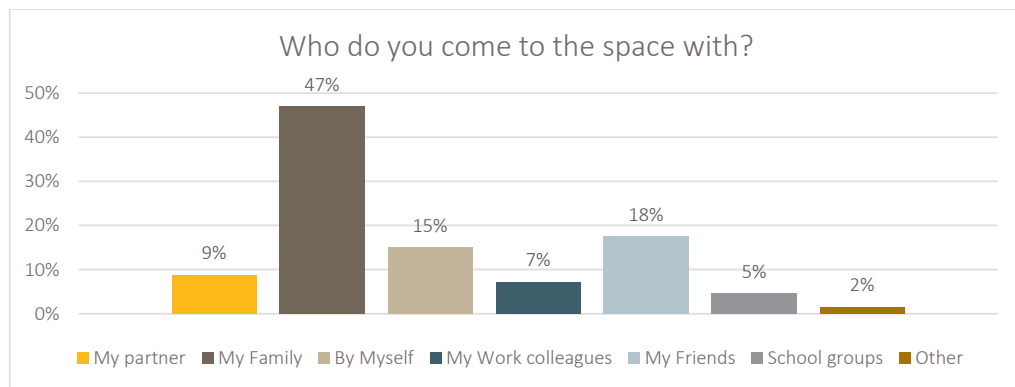


**Current use of space**

The community was asked about how the space is currently being used. A wide variety of responses were provided and are outlined below.

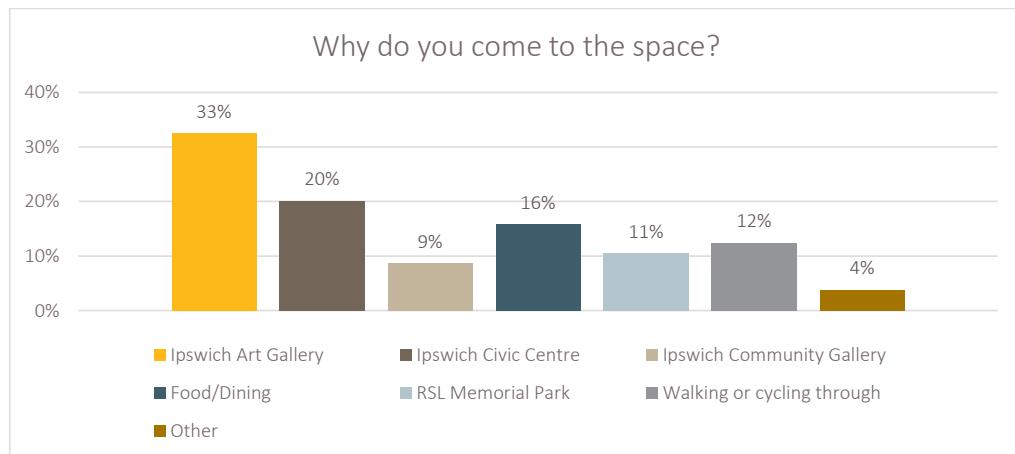
**Who do you come to this space with?**

There was a clear leading option with 47% of responses for My family. This was followed by the options My friends (18%), and By myself (15%). Of those who shared answers outside of the pre-selected options, comments centred around community groups including choir and prayer group.



**Why do you come to this space with?**

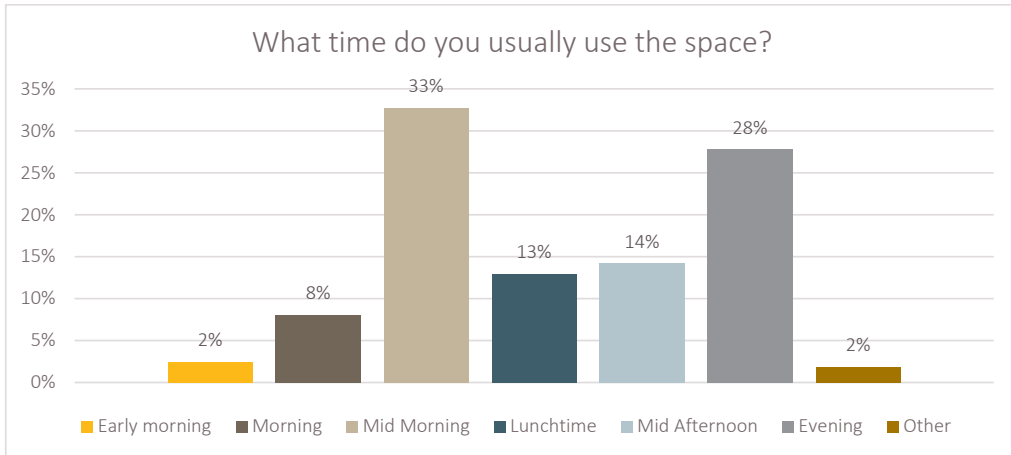
There was a clear preferred option, with Ipswich Art Gallery selected by 33% of respondents. This was followed by Ipswich Civic Centre (20%) and Food / Dining (16%). Other comments included Banshees Bar and Artspace, the library and retail shops in the area.





**What time do you usually use this space?**

There were two main preferences, Mid Morning (33%), closely followed by Evening (28%). Following this, Mid Afternoon (14%) and Lunchtime (13%) were relatively popular options.

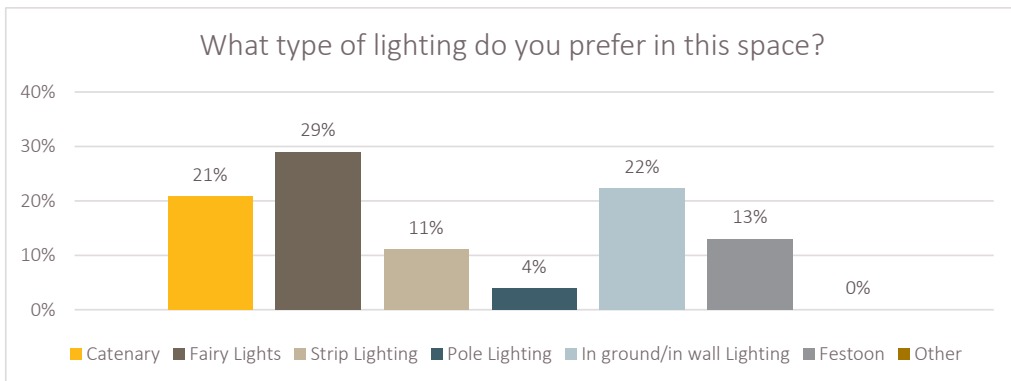


**Design Elements**

Questions on the community engagement boards were about design elements that will contribute to the preliminary design concept.

**What type of lighting do you prefer in this space?**

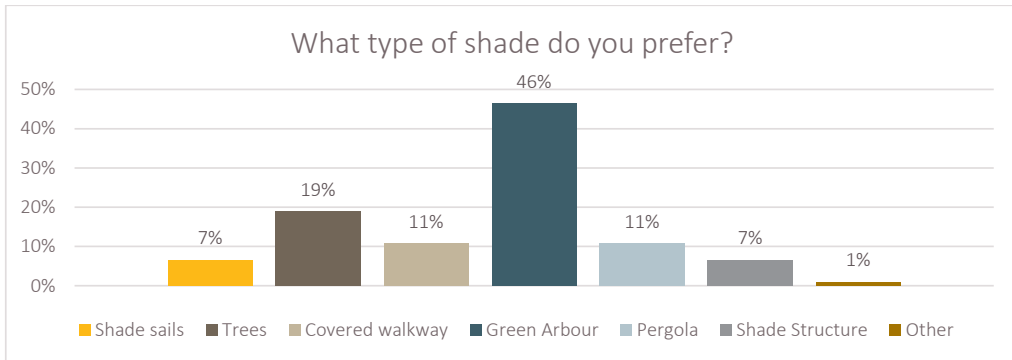
Almost 30% of responses indicated Fairy lights (29%) as their main preference for lighting. In ground / wall lighting (22%) and Catenary (21%) were other strong responses, additional suggestions were recorded.





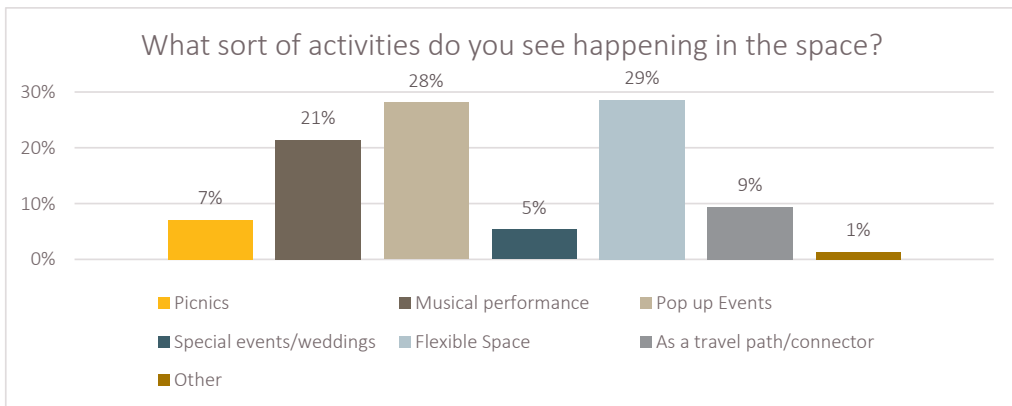
**What type of shade do you prefer?**

There was a strong preference for a Green arbour with 46% of respondents choosing this option. Trees was the second preference. Additional comments received reinforced the need for natural and green shading.



**What sort of activities do you see happening in the space?**

There were three responses that were all very close together Flexible space (29%), Pop up events (28%) and Musical performance (21%). One additional comment raised concerns around live entertainment not being suitable for this area.

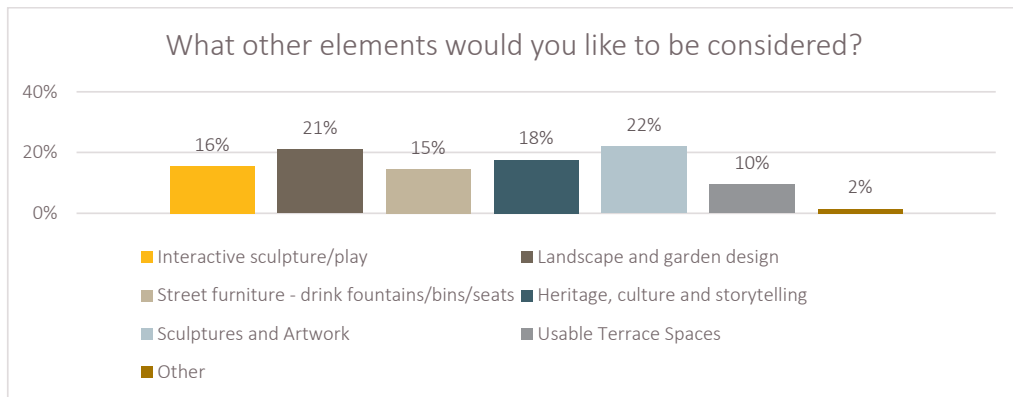






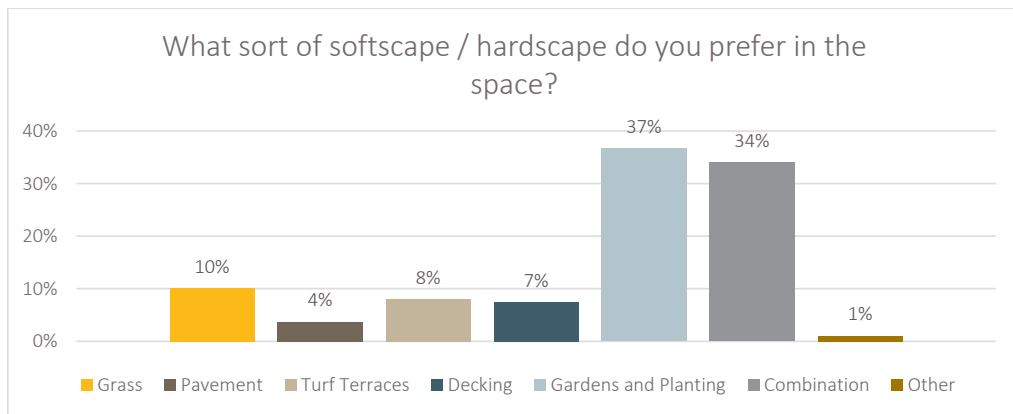
**What other elements would you like to be considered?**

The community identified Sculpture and artwork (22%), as the highest priority, closely followed by Landscape and garden design (21%) and Heritage, culture and storytelling (18%). Additional comments centred around providing infrastructure and facilities to encourage visitors to stay in the area such as food venues, an art gallery café and seating options.



**What sort of softscape / hardscape do you prefer in the space?**

Over a third of respondents identified Gardens and planting (37%) and another third identified a Combination (34%). Interestingly pavement was the least important softscape/hardscape option chosen, additional comments reinforced this and the need to focus on natural, green elements that will also keep the area cool.






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## 2 WHY WE ENGAGED

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As part of the Ipswich Central Revitalisation, Developing the Cultural Heart of Ipswich was a recommendation from the community outlined in the Centre Core and Top of Town Place Plans, endorsed in November 2021.

To progress this project, light touch engagement was originally undertaken during the Better Block event in August 2022. The engagement occurred in d’Arcy Doyle Place to understand community aspirations.

The same questions have been asked through this round of engagement to ensure consistency of information.

- Engagement for the Cultural Heart Project aimed to:
- Understand how the Cultural Heart is currently used (Between Brisbane Street and Roderick Street)
- Understand community design preferences
- Inform the preliminary concept design

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## 3 HOW WE ENGAGED

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A number of methods were used during the engagement period including:

- One community panel session
- Four face to face pop up engagement sessions
- Online engagement through ipswichcentral.com.au (Shape your Ipswich)
- Distribution of DL Flyers

### Community Panel

One community panel workshop was held to discuss Developing the Cultural Heart.

As part of the session, panel members were invited to contribute to the community engagement boards.

Outside of the community engagement boards, comments captured from the community around the renewal of d’Arcy Doyle Place included:

Arts and Culture	Facilities and Services	Other Design Elements
<ul style="list-style-type: none"> <li>• Street art like Toowoomba ‘First</li> </ul>	<ul style="list-style-type: none"> <li>• More and diverse food outlets, cafes and an art gallery cafe</li> </ul>	<ul style="list-style-type: none"> <li>• Keep the heritage visible</li> </ul>



<p>Coat' Street Art Festival</p> <ul style="list-style-type: none"> <li>• Showcase Ipswich Art Gallery, local artists and other events</li> <li>• Large art sculptures and competitions</li> <li>• Freely available art supplies for all</li> </ul>	<ul style="list-style-type: none"> <li>• Pop up vendors with local produce / food market</li> <li>• Fandom events and conventions</li> <li>• Dog park</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainability features</li> <li>• Seamless and safe active transport connectivity to neighbouring locations</li> <li>• Sufficient seating</li> </ul>
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Images from the community panel can be seen at Appendix 7.5

**Face to Face pop up engagement sessions**

The community were able to contribute face to face during four pop up sessions held in Ipswich Central between December 2023 and January 2024. Five sessions were planned for, but one had to be cancelled due to inclement weather just prior to Christmas 2023 and one was rescheduled. Photographs of the engagement sessions can be seen at Appendix 7.6.

Date	Location	Number of Community engaged
14 December 2023	Ipswich Civic Centre	28
21 December 2023	Ipswich Community Gallery	37
10 January 2024	Ipswich Art Gallery	71
25 January 2024	d'Arcy Doyle Place	33
<b>Total community members engaged</b>		169

**Ipswichcentral.com.au (Shape your Ipswich)**

The community were able to contribute online if they were not able to attend a face to face pop up engagement session.

In addition to the dotmocracy, participants could share any big ideas they have for the space through text or imagery, plus community members could vote on these ideas.

A total of 16 contributions were made and summarised below. Verbatim responses and images supplied can be seen at Appendix 7.7.



Arts and Culture	Connection	Other
<ul style="list-style-type: none"> <li>• Incorporate First Nations/multicultural elements</li> <li>• Graffiti / mural practice wall</li> <li>• Sculpture park</li> <li>• Extend the Ipswich Art Gallery to outdoor space</li> <li>• Showcase local artists/kids artwork</li> <li>• Upgrade the Ipswich Civic Centre</li> <li>• Incorporate interactive elements for children</li> </ul>	<ul style="list-style-type: none"> <li>• Link Nicholas Street to d’Arcy Doyle Place</li> <li>• Tie in with parks (Queens Park, Limestone Park)</li> <li>• Encourage pedestrian traffic and slow down cars in the area</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritise green shaded space</li> <li>• A unique destination, specific to Ipswich, not copying other cities</li> </ul>

**DL Flyers**

At each engagement session DL Flyers were handed out to the community who didn’t have time to stop and complete the activity at the point in time.

The following DL’s were handed out and despite the event getting cancelled on 16 January due to the weather, the team were still able to engage with the community in a more simplified way.

Date	Location	Number of DL Flyers
14 December 2023	Ipswich Civic Centre	5
21 December 2023	Ipswich Community Gallery	14
10 January 2024	Ipswich Art Gallery	12
16 January 2024	d’Arcy Doyle/Top of Nicholas Street	27
25 January 2024	d’Arcy Doyle Place	11
<b>Total DL Flyers handed out at pop up engagement</b>		69

Throughout the engagement quantitative and qualitative data was collected from participants in accordance with council’s Information Privacy Policy.

Quantitative data was downloaded from the various digital platforms and/or transcribed into a master Excel database by project staff.



The data was cleaned, de-identified, aggregated and charted in the master database. Open thematic analysis of qualitative comments was carried out using Excel

## 4 WHAT THE COMMUNITY TOLD US

The community provided clear feedback on how they would like to see the space shaped and this information is summarised in the findings above.

The themes and stakeholder insights identified in this report will help inform the preliminary concept design of the Cultural Heart, which will then be shared with the broader community for a second phase of community engagement.

## 5 WHO ENGAGED

### Face to Face pop up engagement sessions

The following demographic information was collected during the face to face pop up engagement sessions.

Date	Location	Female	Male	Under 18
14 December 2023	Ipswich Civic Centre	12	6	10
21 December 2023	Ipswich Community Gallery	12	15	10
10 January 2024	Ipswich Art Gallery	36	9	26
25 January 2024	d'Arcy Doyle Place	18	13	2
<b>Total number</b>		78	43	48

### Ipswichcentral.com.au (Shape your Ipswich) and Community Panel

The following information was collated from community members who participated through ipswichcentral.com.au (Shape your Ipswich) or as part of the community panel.

#### Gender

A total of 71 contributions were received. 26 people (36.62%) identified as female, 20 people (29.57%) identified as male and 25 people (35.21%) did not specify.

#### Locality

51 respondents (approx. 71.83%) confirmed place of residence was in Ipswich. All other respondents preferred not to answer.



### Cultural Background

52 respondents (approx. 72.46%) identified as Australian. In addition, other confirmed cultural backgrounds represented in the engagement included American, English, Kenyan, New Zealander, South African and Welsh.

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## 6 CONCLUSION AND RECOMMENDATIONS

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The outcomes of the engagement identified the following common themes:

- a. d’Arcy Doyle Place is a space used by a variety of people for different purposes, however it is underutilised in its current form.
- b. It is best known for supporting the arts, events and cultural facilities in the area, specifically the Ipswich Art Gallery, Ipswich Community Gallery and Ipswich Civic Centre.
- c. A very positive sentiment was captured from the community to lean into the area’s cultural elements, utilising the space to showcase arts, culture and entertainment with new activities, and raising awareness of facilities that already exist.
- d. There was a strong preference towards natural green elements and shade, in particular a green arbour was selected by more than 45% of participants.
- e. The focus should be on creating a space that helps improve city connections, accessibility, and showcasing historical elements of Ipswich.

The light touch community engagement undertaken in 2022 and the engagement undertaken in December 2023 and January 2024 were quite consistent.

The information will be used to inform the preliminary concept design of d’Arcy Doyle Place, while taking into consideration the entire stretch of the Cultural Heart, Brisbane Street to Roderick Street along Nicholas Street and the potential Ipswich Civic Centre redevelopment.

The next stage of this project will be to come back to the community with a preliminary concept design.



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## APPENDIX

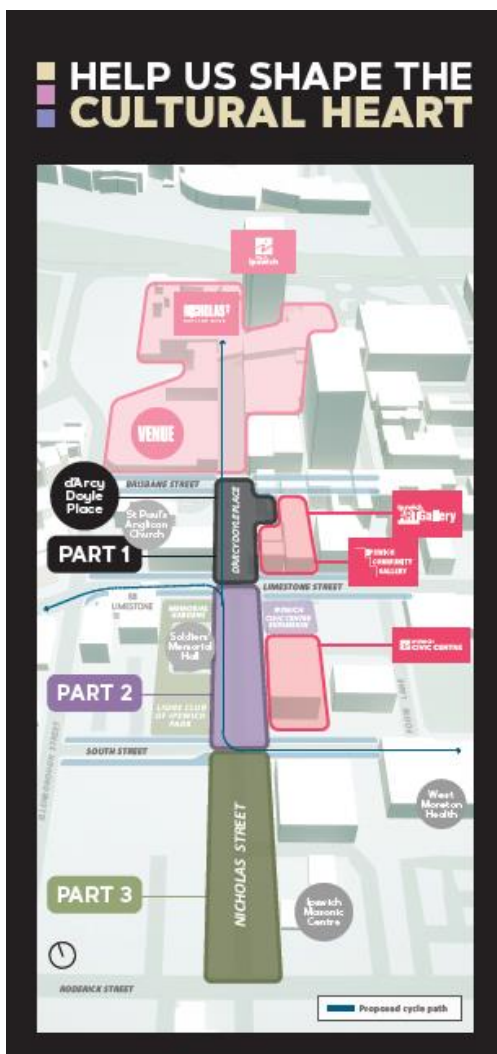
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### 7.1 SOCIAL MEDIA TILE





7.2 DL FLYER



**HELP US SHAPE THE CULTURAL HEART**

As part of the *Ipswich Central Revitalisation*, we are seeking community feedback to create a concept plan that will shape the Cultural Heart of Ipswich.

Recognised as a crucial link through Ipswich Central, the revitalisation of d'Arcy Doyle Place and Nicholas Street aims to highlight Ipswich's rich heritage and culture. This initiative seeks to promote the area south of Brisbane Street as the vibrant Cultural Heart of Ipswich.

It will also help to:

- Improve connectivity and access
- raise awareness of our historical buildings and landmarks
- enhance the entrances to the Ipswich Art Gallery, Ipswich Community Gallery and Ipswich Civic Centre.



Share your ideas via  
[ipswichcentral.com.au](https://ipswichcentral.com.au)







**7.3 BIG IDEAS FROM THE FACE TO FACE POP UP ENGAGEMENT SESSIONS**

<b>What are your big ideas?</b>
More than one food outlet in the space - smaller footprints and more variety will attract more people
Shade needs to be over the accessible ramp as well as other areas
More seating, different types of seating
Active Pavement that generates electricity through foot movement and energy sustainability showcase and local attraction
Food venues - open late, not mass-produced food, not mass fast food offerings in the CBD
Café for the Art Gallery - fancy café with wine
Street Art - would like to see more street art in the top of town, like Toowoomba when they had an annual street art walkable festival with an app on your mobile with the street art walk
Giant Frog
Pop up food vendor in the space where Jamie's Kitchen was - local chefs to have it for a month to do community cooking classes and pop up multicultural food that you can't get in the Ipswich region with local produce
Ministry of Food site transformed into a test kitchen for 3 emerging restaurateurs on 6 month contracts
Cultural Heart an opportunity to capitalise more on Civic Centre and Art Gallery events. Walk from Nicholas Street car park e.g. Eisteddfods, Children's Concerts, big name acts like Kate Miller Hiedke
Exhibition/Art Gallery space in Civic Centre foyers, exhibitions run that compliment the play/performances. Collaboration between art disciplines
Big Art - annual competition invite 20 international artists
Musician in Residence or Artist in Residence - focus on 18-25 years old engagement
Bradfield Bridge - don't want it to be locked off, should be open 24/7 as it is public infrastructure. Should be used more as an arts event and community space. I feel that Riverlink dictate when and how this bridge is open/used It should be the community who dictates the use of public infrastructure, not a developer
The Cultural Olympiad will position Ipswich at the forefront of the international and national consciousness with our amazing local artists



The arts are more inclusive than sport. Mental Health is benefitted by taking part in art practice, well being supported by arts practice, highlight inclusion with art

Seamless pedestrian connectivity, pedestrian safety, 24 hour security cameras and guards

Cultural Symposium annual

Monthly a provincial food market, not produce, not flea market that brings non-regular attractions into the CBD

Creative space especially for the youth

Encouragement for new hospitality outlets that focus on the arts particularly the performing arts to locate in the precinct

Focus on quality and unique cafes and restaurants not just chains

E-trikes (3-wheeler/rickshaw style) for passengers

Fandom events/convention, essential for isolated youth or anyone who's different. Also bring in tourism, we don't have. The Fandom community told me they want it in Ipswich. They are sick of only having Brisbane events.

Creative space. Brings lonely, isolated adolescents together. In the Art Gallery have a permanent large table with free art supplies for anyone from any age groups to come and access the art supplies. People meet each other at this table. Reduced loneliness gets people out of their home. Inspired by Nordnorsk Kuntmuseum in Tromso, Norway.

You need to promote Ipswich more, you need billboards with flashing lights with images of everything you can do in Ipswich (Wynnum visitor)

Piped Music

More freedom for Street Art. Homeless interaction and shelters. More investment in galleries and exhibitions as the ones we have are great and more always welcome.

Keep it (the space) open, keep the heritage visible

Visiting family while at work, comes to the gallery

Dog Park would be good

Christopher Trotter sculpture or artwork



































































































































































































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ITEM: 6

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

AUTHOR: PRECINCT GOVERNANCE MANAGER

DATE: 1 JULY 2024

### **EXECUTIVE SUMMARY**

This is a report concerning the June 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 June 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 in providing high level oversight of the delivery of the Nicholas Street Precinct redevelopment. The RSPSC generally reports monthly to the Economic and Cultural Development Committee on the planning, development, delivery and operations of the Nicholas Street Precinct's retail and commercial assets. This report provides an update for part of May and June 2024.

The RSPSC met on 26 June 2024 and considered, amongst other matters, the status of retail and commercial leasing, progress of redevelopment works on the Venue and Commonwealth Hotel buildings, the legal status across approved leasing deals, and tenure management matters. The draft RSPSC 26 June 2024 meeting minutes are contained in Attachment 1.

The table below identifies the status of retail and commercial leasing as of 1 July 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 updates which relate to leases prepared and issued for the Car Park ancillary use and Tenancy T4 Eats building together with leases being prepared for Tenancy T5 and Tenancy T6 Venue and Tenancy MM2 Venue which were approved by the Economic and Cultural Development Committee and Council on 20 June 2024.

<b>Deal Status</b>	<b>As at 1 July 2024</b>	<b>Change from 28 May 2024</b>
Lease Documents Being Prepared	2	2
Lease Documents Issued for Execution	2	1
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 redevelopments, and have progressed well owing to substantial efforts from the construction and project management teams, with several key milestones achieved in May and June 2024.

Significant progress has been made on the Hoyts tenancy, including the completion of cinema boxes and shopfront, electrical and mechanical works. The Hoyts tenancy and set down were handed over to Hoyts on Thursday 20 June 2024, marking a huge milestone in the Venue redevelopment project.

Progress on the atrium zone (both high and low level) has slowed owing to the focus on the Hoyts handover. Notwithstanding, works to Brisbane and Ellenborough Street are well underway with the soffit, tiling and painting being completed.

The in-slab hydraulics for General Public (MM1) have progressed along with acoustic and mechanical works. The overall program for the MM1 works is still under review, and Council is yet to finalise a handover date to the tenant. The sequencing of subcontractors and availability of labour and materials remain a risk to the project. The appointment of a principal contractor for General Public remains outstanding with the tenant.

The NSP team are procuring directly supply items needed for opening including furniture, planting, compactors and atrium features. Preparations are also underway for common areas to be handed over and for the coordination of fit-out contractors coming to site for tenants and new lease deals.

The Commonwealth Hotel has made significant progress during May and June, with many key milestones achieved. Interior construction is substantially complete, including all walls, surfaces, doors, and building services. Additionally, lifts, dumbwaiters, and carpark line marking, bollards, and lighting have all been installed. Defect resolution is underway with tenant handover imminent.

Refer Attachment 2 for the June 2024 Executive Report.

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

- Play On winter school holiday activation from 24 to 28 June 2024, which included a dedicated photo and video shoot and a paid social media campaign;
- Ipswich Dog Day on 29 June 2024, which included social media marketing activities to promote the event and its sponsors; and
- Upcoming July events including Handmade Expo and Witches Night Markets, and Park and Pose.

An advertising campaign has been placed in an industry specific publication to promote the availability of leasing space within NSP, targeting a particular preferred use. The campaign included a website advertisement, page listing, an advertisement in an e-newsletter as well as a news article. The Tulumur Walk hoarding is currently in production with installation expected to be completed by mid-July, which will coincide with a paid social media campaign promoting leasing of these spaces.

#### **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 Tulumur 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

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HUMAN RIGHTS IMPACTS
<b>RECEIVE AND NOTE REPORT</b>
The Recommendation states that the report be received and the contents noted. The decision to receive and note the report does not limit human rights. Therefore, the decision is compatible with human rights.

### ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Draft RSPSC Meeting Minutes 26/06/2024 <a href="#">↓</a> 
2.	Executive Report June 2024 <a href="#">↓</a> 

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"*





















