



City of Ipswich

AGENDA

of the

ADVOCACY ADVISORY COMMITTEE

**Held in the Claremont Room
8th Floor, 1 Nicholas Street
IPSWICH QLD 4305**

**On Thursday, 21 November 2024
At 1:00 PM**

MEMBERS OF THE ADVOCACY ADVISORY COMMITTEE

Mayor Teresa Harding (**Chairperson**)
Councillor Marnie Doyle (**Deputy Chairperson**)

Councillor Pye Augustine
Councillor Jim Madden

ADVOCACY ADVISORY COMMITTEE AGENDA

1:00 PM on **Thursday, 21 November 2024**

in the Claremont Room , 8th Floor, 1 Nicholas Street, Ipswich

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** Item includes confidential papers

ADVOCACY ADVISORY COMMITTEE NO. 2024(03)

21 NOVEMBER 2024

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ADVOCACY ADVISORY COMMITTEE
NO. 2024(02) OF 3 OCTOBER 2024**

RECOMMENDATION

That the minutes of the Advocacy Advisory Committee held on 3 October 2024 be confirmed.

OFFICERS' REPORTS

2. **WE CAN'T WAIT STATE ELECTION POST CAMPAIGN REPORT**

This is a report providing a summary of the 'We can't wait' advocacy campaign as it related to the 2024 Queensland Government Election.

RECOMMENDATION

That the report be received and the contents noted.

3. **FEDERAL ELECTION ADVOCACY CAMPAIGN**

This is a report concerning the approach to advocate for Council's key advocacy priority projects in the lead up to the 2025 federal election campaign.

RECOMMENDATION

That the Advocacy Advisory Committee discuss the approach for the 2025 federal election advocacy campaign.

4. NEXT MEETING

The next meeting is to be advised.

5. GENERAL DISCUSSION (within the purpose and scope of the committee)

ADVOCACY ADVISORY COMMITTEE NO. 2024(02)

3 OCTOBER 2024

MINUTES

COUNCILLORS' ATTENDANCE:

Mayor Teresa Harding (Chairperson); Councillors Marnie Doyle, Pye Augustine (Deputy Chairperson) Jim Madden and Jacob Madsen (Observer) (via audio-link)

COUNCILLOR'S APOLOGIES:

Nil

OFFICERS' ATTENDANCE:

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), Executive Services Manager (Wade Wilson), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Manager Community and Cultural Services (Don Stewart) and Economic Development Manager (Dan Heenan)

EXTERNAL ATTENDANCE:

Blight Rayner Architects - Michael Rayner (Director) and Ashneel Maharaj (Senior Associate)

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ADVOCACY ADVISORY COMMITTEE NO. 2024(01) OF 5 SEPTEMBER 2024**

RECOMMENDATION

That the minutes of the Advocacy Advisory Committee held on 5 September 2024 be confirmed.

OFFICERS' REPORTS

2. **STATE ELECTION ADVOCACY CAMPAIGN UPDATE**

This is a report providing an update in relation to Council's 'We Can't Wait' 2024 state election advocacy campaign.

RECOMMENDATION

That the report be received and the contents noted.

DISCUSSION

The committee discussed the 'We Can't Wait' campaign and funding commitments from parties at the 2024 State Election.

ADJOURN MEETING

Moved by Mayor Teresa Harding

That the meeting be adjourned at 2.20 pm to reconvene at 2.30 pm.

The meeting reconvened at 2.27 pm.

3. **NORTH IPSWICH SPORT AND ENTERTAINMENT PRECINCT - WESTERN GRANDSTAND UPDATE**

This is a report providing an update in relation to the North Ipswich Sport and Entertainment Precinct Western Grandstand project.

External Attendees

Michael Rayner, Blight Rayner Architects

Ashneel Maharaj, Blight Rayner Architects

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

RECOMMENDATION

That the report be received and its contents noted.

DISCUSSION

The committee discussed the update on the North Ipswich Sport and Entertainment Precinct Western Grandstand project.

4. NEXT MEETING

The next meeting is scheduled for Thursday 21 November 2024 at 1.00 pm in the Claremont Room.

5. GENERAL DISCUSSION (within the purpose and scope of the committee)

Councillors in attendance discussed other possible advocacy opportunities within the next six (6) months. Councillor Marnie Doyle stated that Council should be also proactively focusing on Council's advocacy by continuing to communicate with State and Federal Members of Parliament.

Councillor Marnie Doyle queried if a dashboard of grants that council has been awarded that includes a timeline could be made available.

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 1.10 pm.

The meeting closed at 2.52 pm.

Doc ID No: A10936565

ITEM: 2
SUBJECT: WE CAN'T WAIT STATE ELECTION POST CAMPAIGN REPORT
AUTHOR: ECONOMIC DEVELOPMENT MANAGER
DATE: 14 NOVEMBER 2024

EXECUTIVE SUMMARY

This is a report providing a summary of the 'We can't wait' advocacy campaign as it related to the 2024 Queensland Government Election.

RECOMMENDATION/S

That the report be received and the contents noted.

RELATED PARTIES

There are no discernible conflicts of interest in relation to this item.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

The 'We can't wait' campaign is an Ipswich City Council initiative that aims to advocate on behalf of Ipswich residents, the urgent need for investment in our roads and public transport. As a voice for all residents, businesses, communities and groups within Ipswich, the campaign as it related to the 2024 Queensland Government election calls for critical funding required for the following key projects:

- Delivery of a mass transit solution in the Ipswich to Springfield Central (I2S) Public Transport Corridor connecting Ipswich to Springfield Central via Ripley and Redbank Plains
- Funds for critical upgrades to the Cunningham Highway (Yamanto to Ebenezer Creek section), including duplication and updates to the Amberley Interchange
- Funds for a business case required to progress the Ipswich Central Second River Crossing.

The campaign ran from 1 July 2024 to 26 October 2024 and this report and the sections below provide a summary of the campaign and its outcomes.

Marketing and Media Summary

Activity	Details
Waitlist registrations	1,561 people registered their support for the campaign (initial goal was 10,000 people). 1,225 people selected ‘Yes’ to receiving campaign updates showing high engagement from those that joined the waitlist.
Campaign reach	The campaign achieved a total of over 3.1 million engagements and exposures through owned, earned and paid channels.
Website	A total of 17,412 unique first-time website visits were achieved during the campaign period from 1 July – 26 October 2024. September recorded the highest traffic with 7,009 first-time visits.
Paid social	Paid social was the best performing channel in the campaign, with Facebook and Instagram ads achieving a total of 1,157,248 (number of times the ads were served/seen) reaching 628,520 people and driving a total of 14,210 clicks to the website.
Electronic Direct Mail (EDM)	Four EDM’s were distributed throughout the campaign period, achieving an average of 58% open rate (industry benchmark is 19.4%).
Media	Media coverage (8 July – 26 October 2024) achieved a cumulative potential reach of 1,123,401 people.

Campaign Results – Funding Commitments

Activity	Details
Funding Commitments	<p>The Liberal National Party (LNP) committed \$4 million to fund the business case for a second river crossing in Ipswich Central.</p> <p>The Australian Labor Party (ALP) committed \$146 million towards a second river crossing if elected. \$4 million to fund a business case, with the remaining \$142 million to be invested towards the construction of the bridge, following the business case, planning and design works.</p>

	<p>The Commonwealth and Queensland governments have jointly committed during the campaign period \$20 million for detailed planning on the Cunningham Highway, which will be used to undertake business cases on the Ipswich-Rosewood Road (Amberley) intersection and Ripley Road and Swanbank interchanges. The Australian Government is providing \$16 million towards the project, with the Queensland Government providing \$4 million. The project is also part of the Australian Government’s broader \$170 million investment in the Cunningham Highway.</p>
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The ‘We can’t wait’ Advocacy Campaign post campaign summary report is provided at attachment 1.

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

Advocacy for Regionally Significant Project Policy provides the policy framework for Council’s advocacy program. There are no policy implications in conjunction with this campaign summary report.

RISK MANAGEMENT IMPLICATIONS

Not applicable

FINANCIAL/RESOURCE IMPLICATIONS

The campaign was delivered within existing departmental resources and cost a total of \$63,458.60 (ex GST).

COMMUNITY AND OTHER CONSULTATION

Not applicable



CONCLUSION

This campaign represented the first time Council has advocated using a mix of public campaigns, advertising, community engagement, petitions, and advocacy to political candidates and parties. Based on the data presented and the election commitments received, the ‘We can’t wait’ advocacy campaign is considered to be successful.

HUMAN RIGHTS IMPLICATIONS

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

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	We Can't Wait Advocacy Campaign Post Campaign Report  
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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”

We can't wait campaign
Post campaign report

**We
can't
wait.**

Ipswich

Doc ID No: A10936580

ITEM: 3
SUBJECT: FEDERAL ELECTION ADVOCACY CAMPAIGN
AUTHOR: ECONOMIC DEVELOPMENT MANAGER
DATE: 14 NOVEMBER 2024

EXECUTIVE SUMMARY

This is a report concerning the approach to advocate for Council's key advocacy priority projects in the lead up to the 2025 federal election campaign.

RECOMMENDATION/S

That the Advocacy Advisory Committee discuss the approach for the 2025 federal election advocacy campaign.

RELATED PARTIES

There are no discernible conflicts of interest in relation to this report.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Under the Advocacy for Regionally Significant Projects Policy, Council is committed to undertaking advocacy in a coordinated and planned manner to support regionally significant projects to secure long term social, economic and environmental benefits to the community of Ipswich.

Despite the Advocacy for Regionally Significant Projects Policy providing a strong foundation, funding and investment from the Queensland State Government had not met organisational expectations, as evidenced by State Budget outcomes over the past four years.

The Advocacy Steering Group (ASG), at its meetings during 2023 supported a change of approach to advocacy with a view to elevating how council advocates to government. With there being a significant opportunity associated with the 2024 state election, there was support for a community-facing campaign. The ASG supported the engagement of a creative agency to assist in developing a bespoke campaign for the city which is underpinned through the five principals of the Advocacy Plan:

1. Common purpose
2. Coordinated communications
3. Unity of voice

4. Appropriate channels
5. Monitor results

The We Can't Wait campaign was the outcome of this 'elevated' approach. A post campaign report on the outcomes of the campaign is provided under separate cover to the November Advocacy Advisory Committee meeting. As reported, this state campaign was viewed as a success, in particular securing election commitments with a total value exceeding \$150 million.

Following this campaign, the advice of the Advocacy Advisory Committee is now sought in relation to the 2025 Federal Government Election, due by May 2025. Due to the momentum and success of the We Can't Wait campaign officers are recommending the continuation of this campaign through to the federal election.

Officers have provided a summary of the current regionally significant projects and the associated funding commitments received to date. With many regionally significant projects receiving funding commitments, advice is also sought in relation to the projects to take forward to the advocate for in the lead up to the federal election.

Officers have identified several project options to support the Advocacy Advisory Committee's discussion on this matter:

- Ipswich to Springfield Central Public Transport Corridor (Regionally Significant Project).
- Critical and Enabling Infrastructure – Centenary Motorway duplication through Springfield (Regionally Significant Project).
- Bell Street Revitalisation (Locally Significant Project).
- Civic Centre Redevelopment – Black Box Theatre (new project).
- Advocacy for social services or housing outcomes (new project – would require further scoping).
- Advocacy for national parks (new project – would require further scoping).

Following the advice of the Advocacy Advisory Committee, officers will develop an advocacy plan to further define the approach and actions relating to the identified priority projects.

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

Advocacy for Regionally Significant Project Policy provides the framework for the advocacy program.

RISK MANAGEMENT IMPLICATIONS

Advocating for state and federal funding commitments toward our regionally significant projects is considered a critical Council program, particularly in the context of the significant growth of the City of Ipswich over the next 20 years and beyond. Government funding is a highly competitive space with all Councils now strategically advocating for outcomes.

FINANCIAL/RESOURCE IMPLICATIONS

Subject to the advice of the Advocacy Advisory Committee on the preferred advocacy campaign approach for the federal election, officers will develop an advocacy plan and supporting budget. Any required budget will likely be funded from existing departmental allocations.

COMMUNITY AND OTHER CONSULTATION

Not applicable


CONCLUSION

The federal election represents another significant opportunity to secure funding commitments towards the advocacy priorities for the City of Ipswich. It is important for Council to put forward a strong case for investment in the lead up to the 2025 federal election.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
The Recommendation states that the Advocacy Advisory Committee discuss the approach for the 2025 federal election campaign. The decision to discuss the report does not limit human rights. Therefore, the decision is compatible with human rights.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Ipswich Advocacy Priority Projects - Update ↓ 
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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”

