



City of
Ipswich

AGENDA

COMMUNITY AND SPORT COMMITTEE

Thursday, 14 November 2024

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

Council Chambers, Level 8
1 Nicholas Street, Ipswich

MEMBERS OF THE COMMUNITY AND SPORT COMMITTEE

Councillor Jacob Madsen (**Chairperson**)
Councillor Pye Augustine (**Deputy Chairperson**)

Mayor Teresa Harding
Deputy Mayor Nicole Jonic
Councillor Jim Madden
Councillor Andrew Antonioli

COMMUNITY AND SPORT COMMITTEE AGENDA

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** Item includes confidential papers

COMMUNITY AND SPORT COMMITTEE NO. 2024(06)

14 NOVEMBER 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 COMMUNITY AND SPORT COMMITTEE NO. 2024(05) OF 15 OCTOBER 2024**

RECOMMENDATION

That the minutes of the Community and Sport Committee held on 15 October 2024 be confirmed.

OFFICERS' REPORTS

2. **CUSTOMER SERVICES REPORT CARD - 1 AUGUST 2023 TO 31 JULY 2024**

This is a report concerning the Customer Services Report Card 1 August 2023 to 31 July 2024.

RECOMMENDATION

That the Customer Services Report Card 01 August 2023 to 31 July 2024 be received and the contents be noted.

3. **2024 ACTIVE KIDS PROGRAM**

This is a report highlighting the 2024 Active Kids Program.

The Active Kids Program provides free and low-cost physical and outdoor recreation activities and nutrition workshops during the April, July, and September school holidays, and selected periods during the school term.

In 2024 the Active Kids program has seen participation grow to 5,085 over a total of 262 activities/events/workshops delivered. Of significance is the growth compared to the 2023 year – 218% increase in participation (1,598 participants in 2023) and 34% growth in the number of activities delivered to the community (79 additional activities) achieved. This increase is a direct result of the collaboration with the City Events Section and in particular the leveraging of access to Tulumur Place.

RECOMMENDATION

That the report concerning the Ipswich City Council 2024 Active Kids Program be received and the contents noted.

NOTICES OF MOTION

MATTERS ARISING

QUESTIONS / GENERAL BUSINESS

COMMUNITY AND SPORT COMMITTEE NO. 2024(05)

15 OCTOBER 2024

MINUTES

COUNCILLORS' ATTENDANCE:

Councillor Jacob Madsen (Chairperson); Councillors Pye Augustine (Deputy Chairperson), Mayor Teresa Harding, Deputy Mayor Nicole Jonic, Jim Madden, Andrew Antonioli and Marnie Doyle (Observer)

COUNCILLOR'S APOLOGIES:

Nil

OFFICERS' ATTENDANCE:

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Environment and Sustainability (Kaye Cavanagh), General Manager Planning and Regulatory Services (Brett Davey), General Manager Corporate Services (Matt Smith), General Manager Asset and Infrastructure Services (Matt Anderson), Manager Community and Cultural Services (Don Stewart), Community and Sport Manager (Melissa Dower), Coordinator, Creative Industries Development (Courtney Strow), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Manager, Marketing and Promotions (Carly Gregory), Senior Communications and Policy Officer (Jodie Richter), Manager, Libraries and Customer Service (Samantha Chandler), Coordinator Communications (Lucy Stone), Senior Media Officer (Darrell Giles), Resource Recovery Manager (David McAlister), Principal Officer (Sport and Recreation) (John Bolton) and Theatre Technician (Harrison Cate)

WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY

Councillor Jacob Madsen (Chairperson) delivered the Acknowledgement of Country

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. CONFIRMATION OF MINUTES OF THE COMMUNITY AND SPORT COMMITTEE NO. 2024(04) OF 3 SEPTEMBER 2024

RECOMMENDATION

Moved by Councillor Andrew Antonioli:

Seconded by Councillor Pye Augustine:

That the minutes of the Community and Sport Committee held on 3 September 2024 be confirmed.

AFFIRMATIVE

Councillors:

Madsen

Augustine

Harding

Jonic

Madden

Antonioli

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. COMMUNITY FUNDING AND SUPPORT ALLOCATIONS STATUS REPORT - 1 JULY TO 30 SEPTEMBER 2024

This is a report concerning the allocation of Council's Community Funding and Support Program from 1 July to 30 September 2024.

In the three (3) months from 1 July to 30 September 2024, Council approved 72 applications across 55 unique applicants, allocating a total of \$224,160.31 for a variety of community events and projects.

All successful applicants and projects are detailed in Attachment 1 and reported on the Transparency and Integrity Hub in accordance with Council's principle of transparency and the Community Funding and Support Policy.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Deputy Mayor Nicole Jonic:

That the report concerning the allocation of Council’s Community Funding and Support Programs from 1 July to 30 September 2024 be received and the contents noted.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Madsen	Nil
Augustine	
Harding	
Jonic	
Madden	
Antoniolli	

The motion was put and carried.

3. COMMUNITY AND CULTURAL SERVICES 2023-2024 REPORT CARD

Community and Cultural Services is a team focused on community, arts, sport, health, recreation, service support and activation, and sits within the department of Community, Cultural and Economic Development. Attachment 1 presents the annual Community and Cultural Services Report Card highlighting the goals, achievements and key deliverables for the 2023-2024 financial year. It clearly identifies the cohesive and collegiate approach undertaken by the diverse teams to deliver great outcomes for our community.

RECOMMENDATION

Moved by Councillor Pye Augustine:

*Seconded by Councillor Marnie Doyle:

That the Community and Cultural Services 2023-2024 Report Card be received, and the contents noted.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Madsen	Nil
Augustine	
Harding	
Jonic	
Madden	
Antoniolli	

The motion was put and carried.

4. CUSTOMER EXPERIENCE REPORT - 01 JANUARY TO 30 SEPTEMBER 2024

This is a report providing an update on the progress of the Customer Experience (CX) program of work including the CX Strategy Implementation Plan.

RECOMMENDATION

Moved by Councillor Jim Madden:

*Seconded by Councillor Marnie Doyle:

That the report of 01 January to 30 September 2024 concerning Council's Customer Experience Program of work be received and the contents noted.

AFFIRMATIVE

Councillors:

Madsen
Augustine
Harding
Jonic
Madden
Antoniolli

NEGATIVE

Councillors:

Nil

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 1.07 pm.

The meeting closed at 1.15 pm.

*Note: Items 3 and 4 were moved separately at the Council Ordinary Meeting of 24 October 2024 as Councillor Marnie Doyle was an observer at the committee meeting.

Doc ID No: A10828199

ITEM: 2

SUBJECT: CUSTOMER SERVICES REPORT CARD - 1 AUGUST 2023 TO 31 JULY 2024

AUTHOR: CUSTOMER STRATEGY AND EXPERIENCE MANAGER

DATE: 16 OCTOBER 2024

EXECUTIVE SUMMARY

This is a report concerning the Customer Services Report Card 1 August 2023 to 31 July 2024.

RECOMMENDATION/S

That the Customer Services Report Card 1 August 2023 to 31 July 2024 be received and the contents be noted.

RELATED PARTIES

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

IFUTURE THEME

A Trusted and Leading Organisation

PURPOSE OF REPORT/BACKGROUND

The purpose of this report is to provide an overview of volumes and information on Customer Services performance. The report provides commentary on data, highlights and high-level details of the focus for Customer Services for the remainder of the financial year. Attachment 1 of this report is the Customer Services Report Card 1 August 2023 – 31 July 2024.

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

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

FINANCIAL/RESOURCE IMPLICATIONS

There are no discernible financial or resource implications associated with this report or its recommendation. Customer Services is budgeted and resourced in accordance with the Council budget and business planning process.

COMMUNITY AND OTHER CONSULTATION

The following stakeholders have been consulted for this report:



- Ben Pole – General Manager CCED
- Samantha Chandler – Manager, Libraries and Customer Service
- Lauren Woodrow – Customer Services Coordinator

CONCLUSION

Statistics included in this report have been reviewed and refined to provide a simplified picture of performance using up to date and relevant customer data.

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.	Customer Services Report Card 1 August 2023 - 31 July 2024  
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Jennifer Gisler

CUSTOMER STRATEGY AND EXPERIENCE MANAGER

I concur with the recommendations contained in this report.

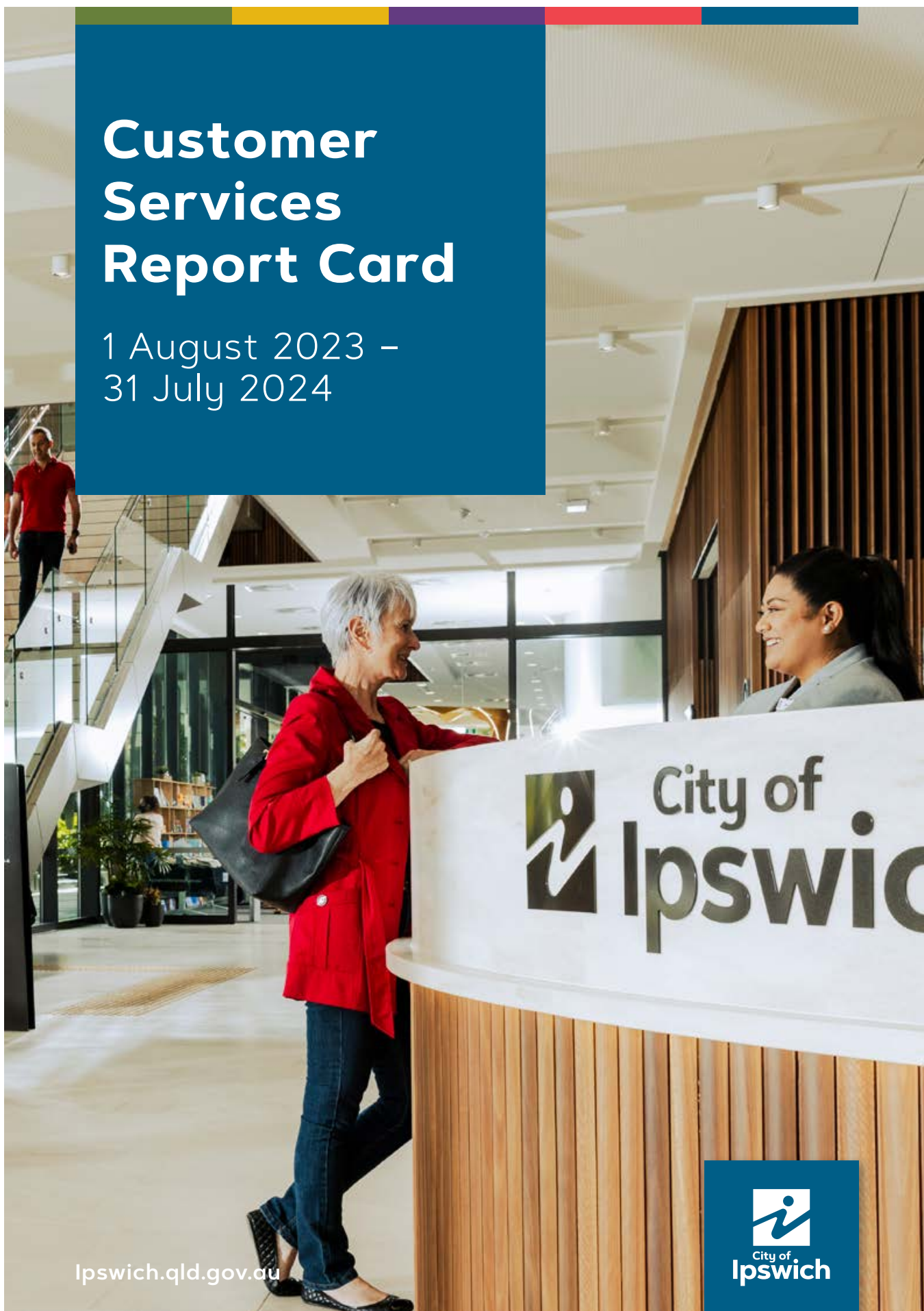
Ben Pole

GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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

Customer Services Report Card

1 August 2023 –
31 July 2024



ipswich.qld.gov.au



CUSTOMER SERVICES REPORT CARD

Ipswich City Council's (council) customer service teams are committed to providing interactions that are consistent, friendly, timely and efficient. Customer Strategy and Experience's four customer service teams – Contact Centre, Concierge and Support, Applications and Lodgements interact with the community via multiple channels – face-to-face, phone, online and via email.

The purpose of this report is to provide an overview of the performance of the Customer Service teams using relevant quantitative data. Qualitative data is also provided to highlight trends and insights into customer demand.

High volumes of interactions were experienced across all channels of customer contact in August 2023 – July 2024. Internal process improvements and investment in existing systems has had positive impacts, improving average call wait time, service response to emails and online service requests, as well as resulting in increased staff retention.

Contact Centre Optimisation was originally identified as a key initiative of the Customer Experience Immediate Action Plan. In December 2022, BBB Advisory was engaged to conduct an independent review of council's Customer Contact Centre to assess, analyse and identify opportunities to uplift capabilities to deliver high levels of customer experience, business efficiency and Contact Centre excellence. Progress on the implementation and achievements of this review are included within the report below.

ACHIEVEMENTS

In addition to the management of high customer demand, the Customer Services team has delivered the following key achievements since 1 August 2023.

CONTACT CENTRE QUALITY ASSURANCE TESTING LOCAL GOVERNMENT RANKING

CSBA, Customer Experience Experts, made multiple calls to Ipswich City Council between 1 April 2023 and 31 March 2024 as part of a benchmarking process against their Sense CX Quality Framework. They assessed our Contact Centre staff against a quality assurance framework based on the three pillars of best practice customer experience – success, ease and sentiment.

In April 2024, the standards and behaviours of council's Contact Centre staff ranked in the top 5 of Local Government Contact Centres in Australia.

Further, council's Contact Centre staff were the second highest performing Queensland Local Government, out of those that participated.

This is the second consecutive year that we have scored 10 per cent higher than the local government sector benchmark. Council was also ranked 30th out of 209 businesses across multiple sectors including Local Government, Superannuation and Finance, Water and Utilities, Education and Commercial businesses.

This achievement results from the ongoing success of the Contact Centre's internal quality assurance program. Overall quality has risen to 80 per cent in July 2024, from 73 per cent in June 2023.

WORKFORCE MANAGEMENT OPTIMISATION

Council's Customer Services, and Information and Communications Technology organised for a Telstra Senior Engineer to provide the Customer Services leadership team and Digital Experience team with onsite training focussed on optimising Genesys as a Workforce Management system. These three interactive workshops and subsequent learnings has enabled Customer Strategy and Experience staff to implement some key recommendations from the BBB Advisory External Contact Centre Review:

- the configuration of the Workforce Management module within Genesys and optimise functionality
- establish Workforce Management practices to resource effectively
- integration of council's Quality Assurance (QA) framework.

QUALITY ASSURANCE REVIEW

The Customer Services leadership team conducted an internal review of its Call Quality Assessment used to measure customer service quality. BBB Advisory had previously reported that council has 'sound quality evaluation criteria' but that this could be enhanced further by uplifting the criteria and integrating the framework within the Genesys Quality system, in addition to introducing side-by-side coaching activities to uplift staff capabilities. To achieve this, the Customer Services leadership team engaged in the following:

- four-week Coaching Fundamentals training program
- created and provided Customer Services staff with a CX Framework booklet
- reviewed and uplifted the existing QA framework, checklist and QA template
- collaborated with the Digital Experience team to integrate QA assessments with Genesys.

This review has delivered the following benefits:

- improved efficiency due to process improvement identification
- enhanced customer experience through consistent customer conversations
- boosted staff performance because of timely feedback and positive reinforcement
- improved employee experience due to ongoing coaching and training.

CONTACT CENTRE OVERVIEW

Council's Contact Centre is responsible for making customer connections every day through a range of available channels – phone, email and online. The Contact Centre team supports customers with care and empathy to resolve council related matters quickly and does this by understanding our community's evolving needs.

COMMENTARY

The Contact Centre experienced strong and consistent call demand across both service response and commercial waste queues in August 2023 – July 2024.

Changes implemented since the Contact Centre's external review findings that were presented in March 2023 has generated positive business results. This was reflected in the Contact Centre's overall average wait time at the end of this financial year.

The average wait time in June 2024 was 3 minutes and 11 seconds, compared to 9 minutes and 23 seconds in June 2023.

This is a notable improvement considering competing administration volumes are highest during this period due to dog registration renewals.

Genesys was used to initiate an Interactive Voice Response (IVR) to divert calls to the Handel Group; the organisation handling the On Demand Large Item Kerbside Collection initiative.

It was identified that the Contact Centre could add no value to these interactions, the subsequent diversion of 2,756 calls from February to July 2024 has meant that these customers have accessed this service more promptly and customers contacting about council related enquiries were not delayed.

Benefits of the introduction of Snap Send Solve in August 2023 have been fully realized during this period, with a decrease in CES-Incompletes volumes of 50 per cent. However, this has been off-set by e-Pathway volumes which have increased by 40 per cent over the same period. This highlights the continued desire of the community to have access to efficient and accessible self-service options.

NB. CES-Incompletes are online service requests requiring Customer Service assessment and triage.

e-Pathway requests are online requests specific to properties and animals.

CONTACT CENTRE CALL VOLUMES

	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
General enquiries (07) 3810 6666													
Offered*	12,181	9,264	9,798	10,166	7,259	11,633	11,720	10,362	10,938	10,405	11,259	10,819	125,804
Answered**	11,126	8,700	9,125	9,081	6,173	9,995	9,943	8,320	8,931	9,204	9,925	9,517	110,040
AWT***	3m 8s	1m 51s	2m 32s	3m 28s	4m 29s	5m 7s	5m 41s	7m 20s	8m 6s	4m 27s	3m 48s	4m 27s	4m 31s
Ipswich Waste Services (07) 3810 8100													
Offered*	1,502	1,284	1,168	1,340	1,197	1,691	1,173	979	1,210	1,178	1,008	1,172	14,902
Answered**	1,325	1,145	1,018	1,095	939	1,461	989	829	1,007	996	863	930	12,597
AWT***	2m 49s	1m 17s	2m 8s	2m 19s	2m 54s	2m 49s	3m 16s	3m 30s	3m 58s	2m 51s	2m 34s	3m 34s	2m 49s

* Offered = Incoming calls

** Answered = Answered calls including call-backs

*** AWT = Average wait time for a call to be answered including call-backs in minutes (m) and seconds (s)

CONTACT CENTRE ADMINISTRATION VOLUMES

	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
Online service requests and emails													
CES Incompletes	737	772	708	741	952	1,137	1,244	963	825	914	694	734	10,421
E-Pathway	1,033	778	828	887	688	902	937	729	766	1,005	2,868	1,426	12,847
Emails	1,554	1,095	1,261	1,187	981	1,392	1,278	1,208	1,150	1,141	1,186	1,350	14,783

The most common reasons for customers to phone council in August 2023 to July 2024 were to discuss rates, animal management, domestic waste, and roads and footpaths. These enquiry types accounted for 48 per cent of inbound general phone enquiries.

Types of calls to main council number - general enquiries queue (07) 3810 6666 - August 2023 to July 2024.

TOP 5 TOPICS	TOTAL
Rates	17%
Animal Management	11%
Waste	10%
Roads/Footpaths	10%
Local Laws	5%

CONCIERGE AND SUPPORT OVERVIEW

The Concierge and Support team provides a welcoming, supportive and reassuring experience to visitors attending onsite meetings with council's employees, Mayor and Councillors. The team also handles complex and sensitive enquiries, tailoring support to meet customer needs.

COMMENTARY

The Concierge and Support team continues to experience increased foot traffic which is reflective of Ipswich's rising population and the value our customers place on receiving a holistic customer service approach. Data for January to June 2024 shows that 4,549 customers received face-to-face customer service by the team, this represents a 21 per cent increase in demand compared to January to June 2023.

This demand is expected to increase further due to the continued revitalisation of the Nicholas Street Precinct, and the rising need to contact council due to cost of living pressures.

The most common customer enquiries are rates and animal management for the second consecutive year. Quarterly rates cycles and annual license renewals drive notable seasonal peaks, and thereby increased workload, which is managed flexibly by the Customer Services team.

CONCIERGE AND SUPPORT FACE-TO-FACE VOLUMES

	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
Concierge*	295	270	289	270	171	211	318	261	310	374	292	361	3,422
Customer Support**	735	455	503	536	343	542	617	1,059	591	652	1,088	674	7,795

* Signed-in council visitors

** Face-to-face enquiries

Rates and animal management accounted for 39 per cent of our total face-to-face customer enquiries for this period. This data is consistent with the main drivers behind our customers contacting the Contact Centre.

TOP 5 TOPICS	TOTAL
Rates	21%
Animal Management	18%
Keys/Park Bookings	12%
Infringements	10%
Planning and Development	7%

CONCIERGE AND SUPPORT ADMINISTRATION VOLUMES

	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
Objective emails	567	260	257	187	94	149	175	119	115	111	1,318	470	3,822
Batch*	126	34	88	100	48	69	112	11	65	89	46	38	826

*Receipting of payments via mail; includes cheques and bank guarantees

APPLICATIONS OVERVIEW

The Applications team support a wide range of internal and external customer requests and their work is pivotal in sustaining the economic growth of Ipswich, in addition to providing opportunity for rate payers and their families. The team process a range of bookings including seasonal sport, food trucks, park and facility permits – commercial film, driveway, domestic animals, licenses – food business, entertainment and commercial use of roads.

COMMENTARY

All applications processed by the Applications team are submitted via email (except for Habitat Gardens Partnership requests). The most common permit types processed by the team relate to council-owned park bookings that are utilised by ratepayers for commercial, community and private events.

The Applications team do not have an external contact number however they answer a steady number of internal enquiries and make outbound calls to provide technical expertise and confirm bookings.

APPLICATIONS ADMINISTRATION VOLUMES

	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
Emails	1,342	1,239	1,455	1,572	860	1,304	1,296	1,270	1,181	1,423	1,355	1,623	15,920
Calls	156	146	148	179	90	131	108	98	136	132	138	166	1,628

LODGEMENTS OVERVIEW

The Lodgements team specialises in providing planning and development advice to external customers via phone and email. The team must meet strict legislative timeframes when lodging and processing a range of building, plumbing, development and operational works applications.

COMMENTARY

Applications processed by the Lodgements team are submitted via email and e-Pathway. The automation of decision notices in December 2023, a project initiated through the CX Program of work, generated efficiencies and improved customer experience for Private Certifiers.

The Lodgements team experienced consistent call demand across the planning development response queue from external customers and internal council staff.

LODGEMENTS ADMINISTRATION VOLUMES

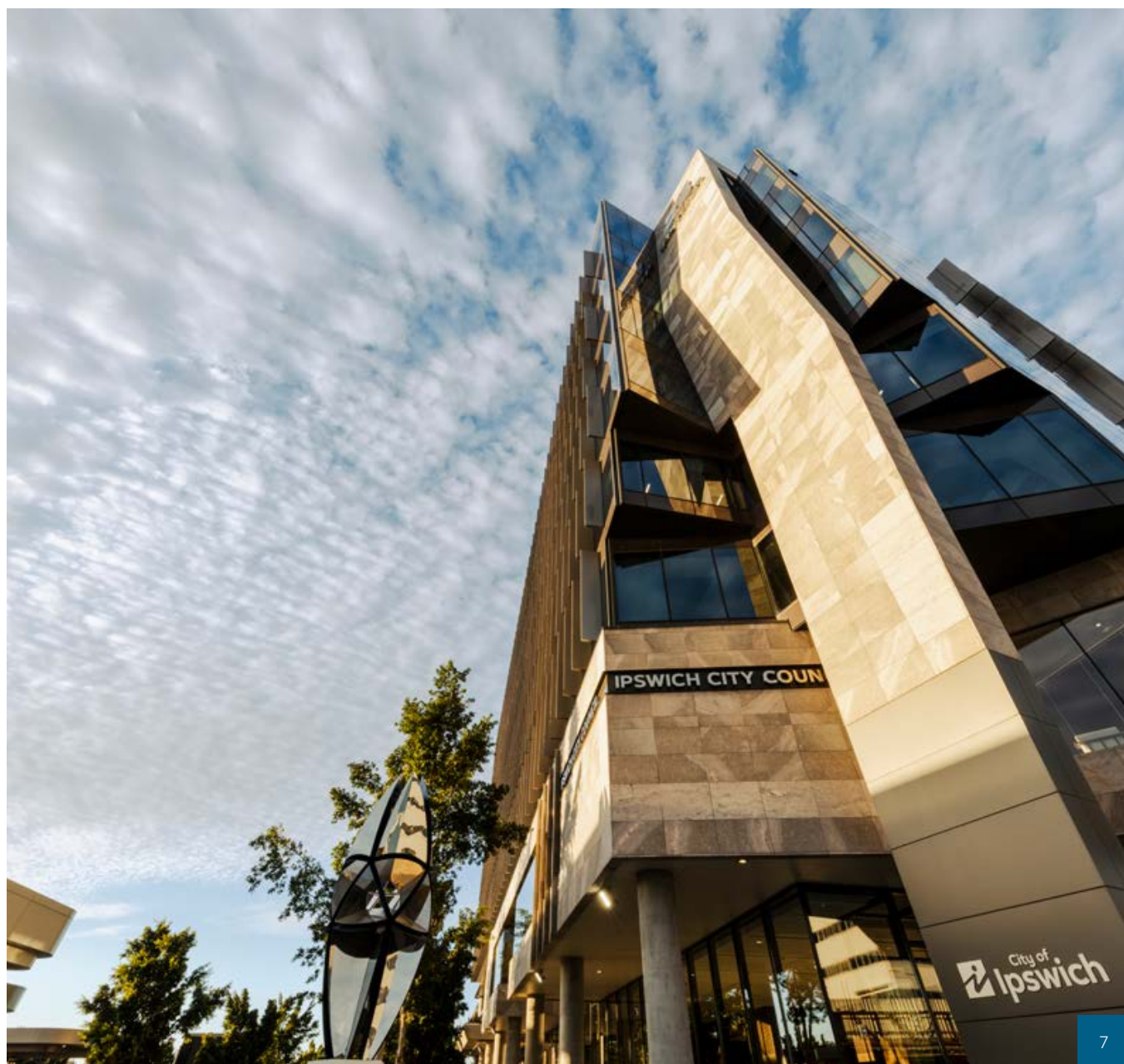
	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Total
Online applications	552	566	625	621	510	410	673	618	620	662	641	624	7,122
Emails and emailed applications	4,212	8,137*	4,350	4,365	3,359	3,429	3,866	3,713	3,663	4,250	3,698	4,565	51,607
Calls (07) 3810 6888	272	248	336	329	300	233	306	266	301	300	329	354	3,574

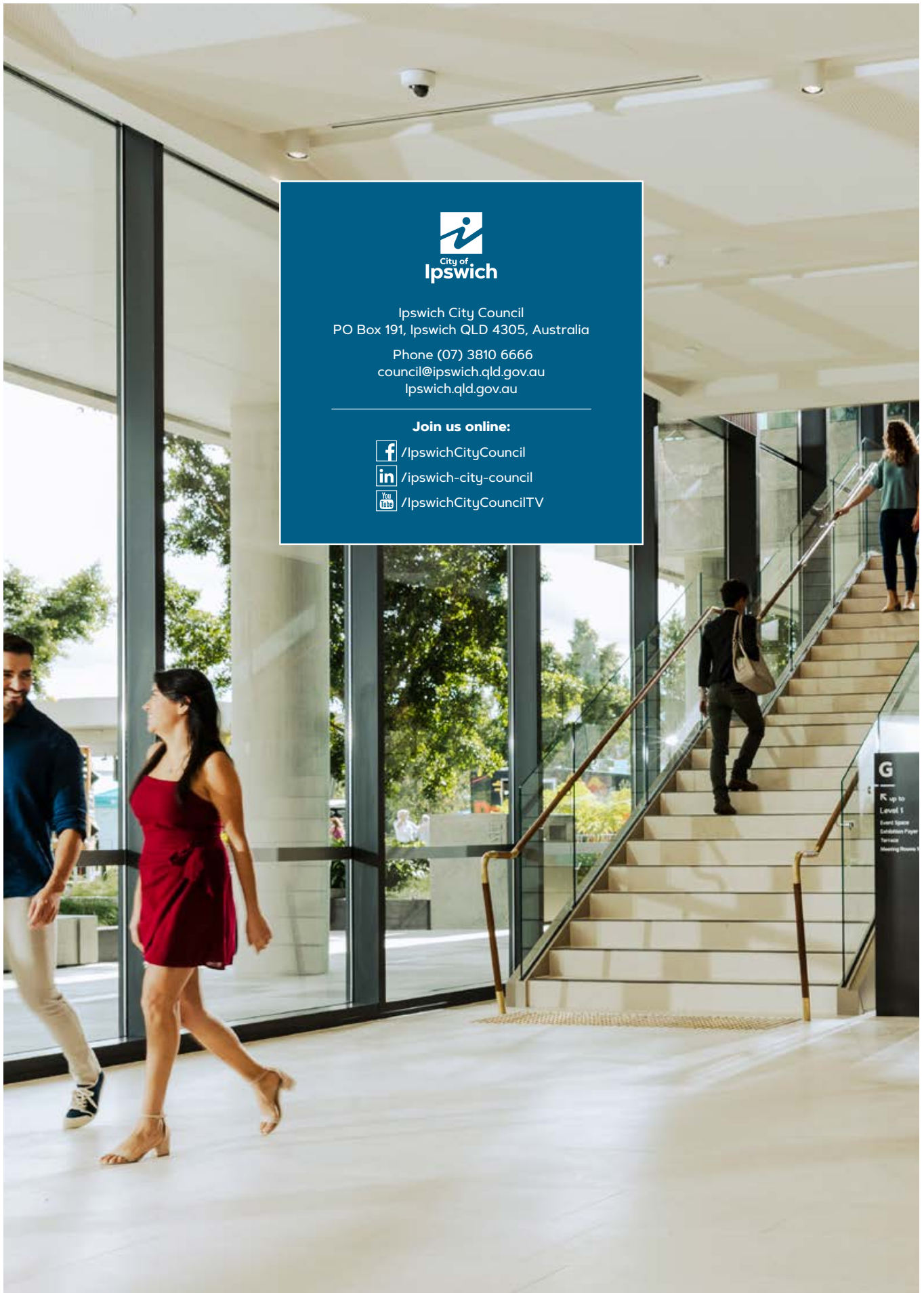
*Development application generated 3,980 objections received via email

FORWARD FOCUS AUGUST 2024 – JUNE 2025

In addition to managing business as usual workloads, Customer Services will be focusing on the following:

- providing exceptional customer experiences through the peak December/January period
- continuing to implement the recommendations of the BBB Advisory External Contact Centre Review, including an increased focus on knowledge management and supporting customer service staff to access information more easily
- continuing to upskill Team Leaders in workforce management and optimising Genesys capability as well as coaching and leadership
- continuing collaboration with the CX Program of Work, which is expected to increase in the new year with several high-profile Customer Journey Service Design projects and the implementation of a Knowledge Management System scheduled to be undertaken
- maintaining and improving the quality evaluation, management and coaching capabilities of Genesys with the team of Customer Service Officers.





City of
Ipswich

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G
K up to
Level 1
Event Space
Councillors' Office
Theatre
Meeting Rooms

Doc ID No: A10846513

ITEM: 3
SUBJECT: 2024 ACTIVE KIDS PROGRAM
AUTHOR: PROGRAM OFFICER (PHYSICAL ACTIVITY)
DATE: 21 OCTOBER 2024

EXECUTIVE SUMMARY

This is a report highlighting the 2024 Active Kids Program.

The Active Kids Program provides free and low-cost physical and outdoor recreation activities and nutrition workshops during the April, July, and September school holidays, and selected periods during the school term.

In 2024 the Active Kids program has seen participation grow to 5,085 over a total of 262 activities/events/workshops delivered. Of significance is the growth compared to the 2023 year – 218% increase in participation (1,598 participants in 2023) and 34% growth in the number of activities delivered to the community (79 additional activities) achieved. This increase is a direct result of the collaboration with the City Events Section and in particular the leveraging of access to Tulumur Place.

RECOMMENDATION/S

That the report concerning the Ipswich City Council 2024 Active Kids Program 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

Safe, Inclusive and Creative

PURPOSE OF REPORT/BACKGROUND

Active Kids program is a direct outcome and delivery action of the City of Ipswich Community Development Strategy and the Active Ipswich Strategy 2031.

The program offers free and affordable physical and outdoor recreational activities for children. Its goal is to enhance access and eliminate obstacles to activities that promote health and well-being. Participants benefit from increased physical activity, reduced sedentary behaviour, learning essential skills, exploring new activities, and building self-confidence. Additionally, the program aims to activate Ipswich's parks, facilities, and natural

areas, boosting community confidence in utilizing council assets. A primary objective is to generate an interest and passion for physical activities, encouraging and supporting long-term engagement.

The table below highlights the 2024 activities and a breakdown of attendee numbers.

School Holiday Activity	Sessions	Attendees
AFL	5	48
All abilities (netball/basketball, gymnastics, and tee ball)	3	60
Animal Encounters	7	139
Athletics	5	198
Basketball	7	999
BMX Skills (Freestyle)	4	39
Birdwatching	1	0
Boxing	8	123
Bootcamp	3	123
Bushwalking (Nature at Night)	1	12
Camping Skills / Camp Cooking	1	9
Circus	3	46
Cricket	5	84
Fishing	4	79
Frisbee	3	31
Gymnastics	7	83
Healthy Lunchboxes	1	3
Learn 2 Skate	4	54
Learn to Ride	3	23
MasterChef Mini	1	18
MasterChef Teen	1	17
Mountain Biking	5	28
Nature Photography	1	12
Netball	4	61
NRL	6	91
Orienteering	2	55
Parkour	2	21
Redbank Plains Come and Try	10	223
Riverview Come and Try	6	88
Rosewood Come and Try	6	90
Rugby Union	3	10
Scooter Tricks	4	45
Silent Disco	1	335
Soccer	11	354
Softball	1	8
Springfield Come and Try	4	132
Tee ball	2	41
Teenage Health	1	6

Volleyball	4	76
Yoga	10	102
Zumba	11	312

There are also children’s activity sessions that are delivered outside of the school holidays on a regular term by term basis, as noted below:

Term Activity	Sessions	Attendees
1 st Fives Rugby 2-3.5 years	13	60
1 st Fives Rugby 3.5-5 years	11	40
Active Teens – Hip Hop / Dance Fit	2	2
Mini MasterChef	1	18
Multisports 2-5 years	27	333
Multisports 5+ years	27	329
Teen MasterChef	1	17

The above activities were held across the city in a range of locations, including Barellan Point, Brassall, Blackstone, Bundamba, Churchill, Chuwar, Eastern Heights, Goodna, Ipswich, Leichhardt, Muirlea, One Mile, Redbank, Redbank Plains, Ripley, Riverview, Rosewood, Spring Mountain, Springfield, Springfield Central, Springfield Lakes, and Walloon

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

There are no discernible risk management implications associated with this report or its recommendations.

FINANCIAL/RESOURCE IMPLICATIONS

The Active Kids Program is funded as part of our annual budgeting process. Opportunity exists for further development and delivery of classes / events / activities in this critical social space.

COMMUNITY AND OTHER CONSULTATION

Internal:

- Environment and Sustainability Education and Awareness team

- Marketing and Promotions Branch

External:

- AFL Queensland
- Gailes Community House
- Ipswich Hospital Foundation
- Ipswich Jets
- Police Citizen Youth Club (PCYC)
- Project Wear it With a Smile
- Queensland Fire and Emergency Services (QFES)
- Queensland Police Service (QPS)
- Reclink
- Rosewood Community Centre
- Scouts QLD
- Sporting clubs and physical activity providers across Ipswich
- The Neighbourhood (NBHD)
- Y2 Tribe
- YMCA Springfield Central

Some events were co-designed with community, generating a number of positive outcomes that will continue to be incorporated into future planning. Conversely program improvement and feedback were also received from participants and where possible will be implemented in future Active Kids programming.

Quantitative participation data was captured throughout the program, with qualitative feedback obtained from instructors and participants.

CONCLUSION

The Active Kids Program is a highly anticipated program which has gained substantial community recognition. Program activities were well attended. Co-designing with the community and industry has seen many benefits and will continue to be a useful model in the future. Opportunity exists for further development and delivery of classes / events / activities in this critical social space as well as ongoing cross functional engagement with other programming teams within Council.

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.

Dani Andlemac
PROGRAM OFFICER (PHYSICAL ACTIVITY)

I concur with the recommendations contained in this report.

Melissa Dower
COMMUNITY SERVICES MANAGER

I concur with the recommendations contained in this report.

Don Stewart
MANAGER, COMMUNITY AND CULTURAL SERVICES

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”