



City of  
**Ipswich**

## **AGENDA**

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

Thursday, 14 November 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

<b><u>MEMBERS OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE</u></b>	
Councillor Pye Augustine ( <b>Chairperson</b> ) Councillor Marnie Doyle ( <b>Deputy Chairperson</b> )	Mayor Teresa Harding Deputy Mayor Nicole Jonic Councillor Andrew Antonioli Councillor Jim Madden Councillor Jacob Madsen

## ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE AGENDA

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\*\* Item includes confidential papers

**ECONOMIC AND CULTURAL DEVELOPMENT 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 ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(05) OF 15 OCTOBER 2024

**RECOMMENDATION**

That the minutes of the Economic and Cultural Development Committee held on 15 October 2024 be confirmed.

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**OFFICERS' REPORTS**

2. REPORT - ADVOCACY ADVISORY COMMITTEE NO. 2024(02) OF 3 OCTOBER 2024

This is the report of the Advocacy Advisory Committee No. 2024(02) of 3 October 2024.

**RECOMMENDATION**

That Council adopt the recommendations of the Advocacy Advisory Committee No. 2024(02) of 3 October 2024.

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3. GREATER SPRINGFIELD CHAMBER OF COMMERCE PARTNERSHIP AGREEMENT FY2024-2025 AND FY2025-2026

This is a report concerning Council's partnership with the Greater Springfield Chamber of Commerce (GSCC) for the FY2024-2025 and FY2025-2026 at \$20,000 plus GST per annum.



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**RECOMMENDATION**

That Council approve the partnership with the Greater Springfield Chamber of Commerce for the FY2024-2025 and FY2025-2026 at \$20,000 plus GST per annum.

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4. **IPSWICH CENTRAL REVITALISATION - SIX (6) MONTHLY REPORT - NOVEMBER 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 June 2024 and tracks their progress against the vision and principles.

**RECOMMENDATION**

That the report concerning the Ipswich Central Revitalisation progress since June 2024 be received and the contents noted.

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**NOTICES OF MOTION**

**MATTERS ARISING**

**QUESTIONS / GENERAL BUSINESS**



**ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(05)**

**15 OCTOBER 2024**

**MINUTES**

**COUNCILLORS' ATTENDANCE:**

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

**COUNCILLOR'S APOLOGIES:**

Nil

**OFFICERS' ATTENDANCE:**

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Asset and Infrastructure Services (Matt Anderson), General Manager Corporate Services (Matt Smith), General Manager Planning and Regulatory Services (Brett Davey), General Manager Environment and Sustainability (Kaye Cavanagh), Manager, Resource Recovery (David McAlister), Economic Development Manager (Dan Heenan), Economic Policy and Strategy Lead (Gemma Rippon), Manager, Community and Cultural Services (Don Stewart), Manager Marketing and Promotions (Carly Gregory), City Events Manager (Lauren Roche), Precinct Governance Manager – Nicholas Street (Mitchell Grant), Leasing Manager (Melissa Annis), Precinct Director (James Hepburn), Chief of Staff, Office of the Mayor (Melissa Fitzgerald), Coordinator, Communications (Lucy Stone), Senior Communications and Policy Officer (Jodie Richter) and Theatre Technician (Harrison Cate)

**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

Councillor Pye Augustine (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 ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(04) OF 3 SEPTEMBER 2024**

**RECOMMENDATION**

Moved by Councillor Marnie Doyle:  
Seconded by Deputy Mayor Nicole Jonic:

**That the minutes of the Economic and Cultural Development Committee held on 3 September 2024 be confirmed.**

**AFFIRMATIVE**

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

Madsen

**NEGATIVE**

Councillors:

Nil

The motion was put and carried.

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**OFFICERS' REPORTS**

2. **IPSWICH ARTS ADVISORY GROUP - SUMMARY REPORT AND UPDATED TERMS OF REFERENCE**

This is a report concerning the first-term summary report for the Ipswich Arts Advisory Group (IAAG).

**RECOMMENDATION**

Moved by Councillor Marnie Doyle:  
Seconded by Mayor Teresa Harding:

- A. That Council receive and note the first-term summary report on the Ipswich Arts Advisory Group 2022 – 2024 as outlined in Attachment 1.**
- B. That Council receive and note the updated Terms of Reference 2024 - 2026 as outlined in Attachment 2.**

**AFFIRMATIVE**

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

**NEGATIVE**

Councillors:

Nil

Madsen

The motion was put and carried.

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3. QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT - 1 JULY TO 30 SEPTEMBER 2024

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

RECOMMENDATION

Moved by Councillor Marnie Doyle:

Seconded by Deputy Mayor Nicole Jonic:

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

**Major Community Event Sponsorship Category 1 up to \$15,000 excl GST endorsed by Council:**

- Tivoli Social Enterprises Ltd \$15,000 (excl. GST) in cash support for Celebrate '25 at the Tivoli Drive

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

- Rocky Trail Entertainment \$3,000 (excl. GST) in cash support for the 2024 Fox Superflow

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

- Queensland Netball Ltd \$25,000 (excl GST) in cash support and \$5,400 in-kind venue hire support for the 2025 Senior State Age Championships
- We Care ATSI for Aged and Disabled Association Inc. \$21,500 (excl. GST) in cash support for the 2024 Wild Foods and Cultural Festival

**B. That Council receive and note the following event impact study support confirmed during the 1 July 2024 to 30 September 2024 period:**

- We Care ATSI for Aged and Disabled Associated Inc. for the 2024 Wild Foods and Cultural Festival

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

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

Madsen

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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4. 2025 SPARTAN TRIFECTA WEEKEND EVENT SPONSORSHIP

This is a report concerning an Event Sponsorship application by Spartan AUS 3.0 Pty Ltd for \$20,000 excl. GST in financial support for the 2025 Spartan Trifecta Weekend to be held on Saturday 24 and Sunday 25 May 2025 at Ivory's Rock.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor Marnie Doyle:

**That Council resolve to provide Event Sponsorship of \$20,000 (excl. GST) financial support to Spartan AUS 3.0 for the 2025 Spartan Trifecta Weekend.**

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

Madsen

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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5. IPSWICH HOTEL INVESTMENT PROSPECTUS

This is a report concerning the Ipswich City Council Hotel Investment Prospectus, a deliverable of the Hotel and Short-Term Accommodation Action Plan.

Councillor Jacob Madsen left the meeting at 2.03 pm.

Councillor Jacob Madsen returned to the meeting at 2.08 pm.

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Councillor Marnie Doyle:

- A. That the Ipswich Hotel Investment Prospectus be received and noted.**
- B. That Council note the proposed 'Infrastructure Charges and Parking Incentive' and associated eligibility criteria as outlined in the report that is recommended to form the basis of a new Council Short-term Accommodation Infrastructure Charges and Parking Incentive Policy.**
- C. That Planning and Regulatory Services proceed to draft the policy for Council consideration.**

**AFFIRMATIVE**

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

Madsen

**NEGATIVE**

Councillors:

Nil

The motion was put and carried.

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6. **REPORT - ADVOCACY ADVISORY COMMITTEE NO. 2024(01) OF 5 SEPTEMBER 2024**

This is the report of the Advocacy Advisory Committee No. 2024(01) of 5 September 2024.

**RECOMMENDATION**

Moved by Mayor Teresa Harding:

Seconded by Councillor Marnie Doyle:

**That Council adopt the recommendations of the Advocacy Advisory Committee No. 2024(01) of 5 September 2024.**

Councillor Andrew Antoniolli left the meeting at 2.20 pm.

Councillor Andrew Antoniolli returned to the meeting at 2.21 pm.

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

The motion was put and carried.

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Deputy Mayor Nicole Jonic left the meeting at 2.21 pm.  
Deputy Mayor Nicole Jonic returned to the meeting at 2.26 pm.

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ADJOURN MEETING

RECOMMENDATION

Moved by Mayor Teresa Harding:  
Seconded by Councillor Marnie Doyle:

**That the meeting be adjourned at 2.30 pm to reconvene at 2.40 pm.**

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

The motion was put and carried.

**The meeting reconvened at 2.43 pm.**

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Councillor Jacob Madsen left the meeting at 2.45 pm.

MOVE INTO CLOSED SESSION

RECOMMENDATION

Moved by Councillor Pye Augustine:  
Seconded by Councillor Marnie Doyle:



**That in accordance with section 254J(3)(c, g and i) of the *Local Government Regulation 2012*, the meeting move into closed session to discuss Items 7 - 13 relating to Commercial in Confidence matters for the Nicholas Street Precinct as listed below:**

**Item 7** – Nicholas Street Precinct - October Nicholas Street Precinct Project Control Group

**Item 8** – Nicholas Street Precinct - Approval of a Lease for Tenancy 2B02 Tulmur Walk (8 Nicholas Street)

**Item 9** – Nicholas Street Precinct - Approval of an Agreement for Lease for Tenancy T1 Venue (37 Nicholas Street) Option 1

**Item 10** – Nicholas Street Precinct - Approval of an Agreement for Lease for Tenancy T1 Venue (37 Nicholas Street) Option 2

**Item 11** – Nicholas Street Precinct - Approval of an Agreement for Lease for Tenancy T2 Venue (37 Nicholas Street)

**Item 12** – Nicholas Street Precinct - Approval of an Agreement for Lease for Tenancy K2 Venue (37 Nicholas Street)

**Item 13** - Nicholas Street Precinct - Approval of a Lease for Tenancy 2BK2 Tulmur Walk (8 Nicholas Street)

**The meeting moved into closed session at 2.45 pm.**

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

NEGATIVE

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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Councillor Marnie Doyle left the meeting at 3.28 pm.  
Councillor Marnie Doyle returned to the meeting at 3.32 pm.

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MOVE INTO OPEN SESSION

RECOMMENDATION

Moved by Councillor Andrew Antoniolli:

Seconded by Councillor Jim Madden:

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

**The meeting moved into open session at 3.46 pm.**

AFFIRMATIVE

NEGATIVE

Councillors:

Councillors:

Augustine

Nil

Harding

Jonic

Antoniolli

Doyle

Madden

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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7. NICHOLAS STREET PRECINCT - OCTOBER NICHOLAS STREET PRECINCT PROJECT CONTROL GROUP

This is a report concerning the October 2024 Nicholas Street Precinct Project Control Group meeting focussing on the status of the leasing program and associated developments for the retail component of the Nicholas Street Precinct redevelopment.

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

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Deputy Mayor Nicole Jonic:

**That the October 2024 Nicholas Street Precinct Project Control Group Report be received and the contents noted.**

AFFIRMATIVE

NEGATIVE

Councillors:

Councillors:

Augustine

Nil

Harding

Jonic

Antoniolli

Doyle

Madden

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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8. NICHOLAS STREET PRECINCT - APPROVAL OF A LEASE FOR TENANCY 2B02  
TULMUR WALK (8 NICHOLAS STREET)

This is a report concerning a Lease for Council's consideration associated with Tenancy 2B02 within Tulmur Walk at 8 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 Andrew Antonioli:

- A. **That Council enter into a Lease (and associated documentation) with the proposed lessee for Tenancy 2B02, Tulmur Walk Building, 8 Nicholas Street (impacting part of Lot 1 RP157021) ("Tenancy 2B02") within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 4 October 2024).**
- B. **That Council note, that in relation to Council's disposal of its leasehold interest in the Tenancy 2B02 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 2B02 (Ministerial exemption contained in Attachment 1 of this report).**
- C. **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.**
- D. **That Council be kept informed as to the progress and outcome of the execution and publication of details.**

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antonioli

Doyle

Madden

NEGATIVE

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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9. NICHOLAS STREET PRECINCT - APPROVAL OF AN AGREEMENT FOR LEASE FOR TENANCY T1 VENUE (37 NICHOLAS STREET) OPTION 1

This is a report concerning an Agreement for Lease for Council's consideration associated with Tenancy T1 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 Deputy Mayor Nicole Jonic:

- A. **That Council enter into an Agreement for Lease and associated documentation of the Agreement for Lease with the proposed lessee for Tenancy T1 of the Venue Building (impacting part of Lot 1 on RP209886) ("Tenancy T1") within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 4 October 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 T1 with the proposed lessee (as detailed in the confidential report and attachments by the Leasing Manager dated 4 October 2024).**
- C. **That Council note, in relation to Council's disposal of its leasehold interest in the Tenancy T1 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 T1 (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

Harding

Jonic

Antoniolli

Doyle

Madden

NEGATIVE

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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10. NICHOLAS STREET PRECINCT - APPROVAL OF AN AGREEMENT FOR LEASE FOR TENANCY T1 VENUE (37 NICHOLAS STREET) OPTION 2

This is a report concerning an Agreement for Lease for Council's consideration associated with Tenancy T1 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 Councillor Jim Madden:

- A. **That Council enter into an Agreement for Lease and associated documentation of the Agreement for Lease with the proposed lessee for Tenancy T1 of the Venue Building (impacting part of Lot 1 on RP209886) ("Tenancy T1") within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 4 October 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 T1 with the proposed lessee (as detailed in the confidential report and attachments by the Leasing Manager dated 4 October 2024).**
- C. **That Council note, in relation to Council's disposal of its leasehold interest in the Tenancy T1 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 T1 (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

NEGATIVE

Councillors:

Councillors:

Augustine

Nil

Harding

Jonic

Antoniolli

Doyle

Madden

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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**11. NICHOLAS STREET PRECINCT - APPROVAL OF AN AGREEMENT FOR LEASE FOR TENANCY T2 VENUE (37 NICHOLAS STREET)**

This is a report concerning an Agreement for Lease for Council’s consideration associated with Tenancy T2 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 Councillor Andrew Antoniolli:

- A. That Council enter into an Agreement for Lease and associated documentation of the Agreement for Lease with the proposed lessee for Tenancy T2 of the Venue Building (impacting part of Lot 1 on RP209886) (“Tenancy T2”) within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 4 October 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 T2 with the proposed lessee (as detailed**

**in the confidential report and attachments by the Leasing Manager dated 4 October 2024).**

- C. That Council note, in relation to Council’s disposal of its leasehold interest in the Tenancy T2 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 T2 (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

Harding

Jonic

Antoniolli

Doyle

Madden

**NEGATIVE**

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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**12. NICHOLAS STREET PRECINCT - APPROVAL OF AN AGREEMENT FOR LEASE FOR TENANCY K2 VENUE (37 NICHOLAS STREET)**

This is a report concerning an Agreement for Lease for Council’s consideration associated with Tenancy K2 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 Councillor Jim Madden:

- A. That Council enter into an Agreement for Lease and associated documentation of the Agreement for Lease with the proposed lessee for Tenancy K2 on the Ground Level of the Venue Building (impacting part of Lot 1 on RP209886)**

**(“Tenancy K2”) within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 4 October 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 K2 with the proposed lessee (as detailed in the confidential report and attachments by the Leasing Manager dated 4 October 2024).**
- C. That Council note, in relation to Council’s disposal of its leasehold interest in the Tenancy K2 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 K2 (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

Harding

Jonic

Antoniolli

Doyle

Madden

**NEGATIVE**

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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**13. NICHOLAS STREET PRECINCT - APPROVAL OF A LEASE FOR TENANCY 2BK2 TULMUR WALK (8 NICHOLAS STREET)**

This is a report concerning a Lease for Council’s consideration associated with Tenancy 2BK2 within Tulmur Walk at 8 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 Jim Madden:

- A. That Council enter into a Lease (and associated documentation) with the proposed lessee for Tenancy 2BK2, Tulmur Walk Building, 8 Nicholas Street (impacting part of Lot 1 RP157021) (“Tenancy 2BK2”) within the Nicholas Street Precinct (under the commercial terms detailed in the confidential report and attachments by the Leasing Manager dated 4 October 2024).**
- B. That Council note, that in relation to Council’s disposal of its leasehold interest in the Tenancy 2BK2 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 2BK2 (Ministerial exemption contained in Attachment 1 of this report).**
- C. 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.**
- D. That Council be kept informed as to the progress and outcome of the execution and publication of details.**

#### AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

#### NEGATIVE

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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### NOTICES OF MOTION

Nil

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**MATTERS ARISING**

14. **APPOINTMENT OF DEPUTY CHAIRPERSON OF ECONOMIC AND CULTURAL  
DEVELOPMENT COMMITTEE**

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Mayor Teresa Harding:

**That Councillor Marnie Doyle be appointed as Deputy Chairperson of the  
Economic and Cultural Development Committee.**

**AFFIRMATIVE**

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

**NEGATIVE**

Councillors:

Nil

All Councillors except Councillor Jacob Madsen were present when the vote was taken.

The motion was put and carried.

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**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 1.25 pm.

The meeting closed at 3.50 pm.

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Doc ID No: A10810745

ITEM: 2

SUBJECT: REPORT - ADVOCACY ADVISORY COMMITTEE NO. 2024(02) OF 3 OCTOBER 2024

AUTHOR: ACTING MEETING COORDINATION MANAGER

DATE: 11 OCTOBER 2024

## INTRODUCTION

This is the report of the Advocacy Advisory Committee No. 2024(02) of 3 October 2024.

## RECOMMENDATION

That Council adopt the recommendations of the Advocacy Advisory Committee No. 2024(02) of 3 October 2024.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Advocacy Advisory Committee Report No. 2024(02) of 3 October 2024 <a href="#">↓</a> 
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3 OCTOBER 2024

ADVOCACY ADVISORY COMMITTEE NO. 2024(02)]

**ADVOCACY ADVISORY COMMITTEE NO. 2024(02)**

**3 OCTOBER 2024**

**REPORT**

**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.**

---

3 OCTOBER 2024

ADVOCACY ADVISORY COMMITTEE NO. 2024(02)]

## **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.**

3 OCTOBER 2024

ADVOCACY ADVISORY COMMITTEE NO. 2024(02)]

## **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.

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Doc ID No: A10821779

ITEM: 3

SUBJECT: GREATER SPRINGFIELD CHAMBER OF COMMERCE PARTNERSHIP AGREEMENT  
FY2024-2025 AND FY2025-2026

AUTHOR: PROJECT OFFICER

DATE: 15 OCTOBER 2024

### **EXECUTIVE SUMMARY**

This is a report concerning Council's partnership with the Greater Springfield Chamber of Commerce (GSCC) for the FY2024-2025 and FY2025-2026 at \$20,000 plus GST per annum.

### **RECOMMENDATION/S**

**That Council approve the partnership with the Greater Springfield Chamber of Commerce for the FY2024-2025 and FY2025-2026 at \$20,000 plus GST per annum.**

### **RELATED PARTIES**

- Greater Springfield Chamber of Commerce.

### **IFUTURE THEME**

Vibrant and Growing

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

Council's partnership with the Greater Springfield Chamber of Commerce is a direct delivery action of the City of Ipswich Economic Development Strategy 2023-2027:

Pillar 4 – Partnerships

- Continue to work collaboratively with the Greater Springfield Chamber of Commerce and Ipswich Region Chamber of Commerce.
- Deliver Small Business Friendly Council actions.

Pillar 3 – Prosperity

- Develop local business capacity through education, resilience and mentoring to drive business success and growth.

Ipswich City Council has a productive working relationship with the Greater Springfield Chamber of Commerce.

The renewal of Council's partnership with the Greater Springfield Chamber of Commerce for both the FY2024-2025 and FY2025-2026 will see that work continue in areas such as engagement, networking, business awards, workshops, and training. The Greater Springfield Chamber of Commerce Partnership Proposal 2024-2026 is provided at attachment 1.

A summary table of key deliverables is provided below:

- 1) Marquee Business Awards - ICC Award Category Sponsor
- 2) International Women's Day
- 3) Go Pink Luncheon
- 4) International Men's Day
- 5) Business Engagement (including ICC membership, tickets to networking events)

The current version of partnership with the Greater Springfield Chamber of Commerce has been in place for over three years. There is support from officers and the Greater Springfield Chamber of Commerce for this next partnership agreement to move from one financial year to an extended period of two financial years. The Office of Economic Development will continue to meet monthly with the Greater Springfield Chamber of Commerce to monitor progress and partnership deliverables.

#### **LEGAL IMPLICATIONS**

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

#### **POLICY IMPLICATIONS**

Collaboration with the Greater Springfield Chamber of Commerce is a deliverable of the Economic Development Strategy 2023-2027.

#### **RISK MANAGEMENT IMPLICATIONS**

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

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

Chambers of Commerce Partnerships have been allocated within the FY2024-2025 Budget.

#### **COMMUNITY AND OTHER CONSULTATION**

Mr Neil Coupland (President) and Ms Leila Stewart (Manager) from the Greater Springfield Chamber of Commerce attended the Councillor Briefing and Workshop Session on Thursday 19 September 2024.





## CONCLUSION

The signing of the Greater Springfield Chamber of Commerce Partnership Agreement for FY2024-2025 and FY2025-2026 will enable a productive partnership that continues and builds on work to support delivery of diverse activities to foster positive growth and development for the local business community.

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	Council is entering into a partnership with the Greater Springfield Chamber of Commerce for the FY2024-2025 and FY2025-2026 at \$20,000 plus GST per annum.
(b) What human rights are affected?	No human rights are affected by this decision.
(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.

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Greater Springfield Chamber of Commerce 2024-2026 Partnership Proposal <a href="#"></a> 
----	--

Naomi George  
**PROJECT OFFICER**

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”***

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# Annual and Awards Partnership 2024 - 2025



City of  
**Ipswich**



Web: [www.gsc.com.au](http://www.gsc.com.au)

Email: [mail@gsc.com.au](mailto:mail@gsc.com.au)

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Instagram: @greater\_springfield\_chamber

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## Who are we?

The Greater Springfield Chamber of Commerce is a vibrant group, consisting of 7 committee members and one full time employee, this small group of likeminded people working together for its members and the betterment of all business in the whole region.

We are turning 16 years old, but our journey has been one of growth and innovation, some 6 years ago we set out to make our Chamber strong and at the forefront of the local business community, we grew from 100 members to over 200. We had a new website build so business had a place to go and find the relevant information, we incorporated a booking system into the website, so it was a one stop shop for members, guests and the larger business community. This also gave members and partners a place to showcase their wares to the wider community.

We doubled the amount of events held to give real value for money to the membership and greater promotional value for all our partners, after all if there is no return or recognition then they will not return year on year.

We have grown some of our events from a hand full of people to upward of 100 people to most events, our Business After Hours (BAH) held on the third Wednesday of each month, has become renown throughout the region as the premier networking event for business. We now have added another monthly event, our Business Social Hour Coffee Catch Up, which was brought on to accommodate and provide value to those members not able to attend evening events. We have also developed a couple of Signature events like our International Women's Day Lunch that has grown from 30 people in year one to 200 now, our Marquee Business Awards is now coming into its 5<sup>th</sup> year, this is a huge success and grows each and every year.

We have a smaller event, "Christmas in July" where we insist our guests bring along a child's gift and donate them to a charity Kids Helpline last year we gave 2 cars full of gifts.

We are innovative and are in the process of installing a special software platform to assist in running the Chamber where we will have the ability to communicate better with members and the general business community. It will also give us the ability to monitor who attends events, who opens newsletters and target market to specific groups.

We are active in collaboration with other groups for the benefit of all parties, we are constantly looking at ways to improve our Chamber, and opportunities for our members and partners. The Greater Springfield Chamber is also active in lobbying Governments to get better outcomes for our region and for local businesses.



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## **Facilitate the growth of business through support, collaboration and open communication.**

The Greater Springfield Chamber of Commerce (GSCC) mission is to help facilitate the growth of business through support, collaboration and open communication.

Greater Springfield Chamber of Commerce (GSCC) relies on the support and partnership of local businesses of all sizes. It is through partnering with local businesses that we collectively grow and strengthen our members business acumen and resources, while adding to the Greater Springfield economy.

Where required the Greater Springfield Chamber of Commerce (GSCC) will lobby governments at all levels, foster strong corporate governance while continuing to deliver education and industry focussed events that create positive economic outcomes.

The purpose of this Partnership document is to highlight to you the opportunity that exists in partnering with the Greater Springfield Chamber of Commerce (GSCC) to enhance our members knowledge of your business, and for you to grow your business and networks through the facilitation of sponsored events.

## **Opportunities**

During the year Greater Springfield Chamber of Commerce (GSCC) holds approximately 36 events that range from Business Breakfasts, Business After Hours, Lunches, Dinners and Workshops and coffee catch ups.

The purpose of these events is to highlight opportunities for the local Greater Springfield business community and to foster networking amongst our business members.

These events are usually held in a variety of venues in and outside the Greater Springfield region and provide an opportunity for you as a local business to strengthen ties within the community as well as reaching a potential new audience to grow your brand.



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## 2 year offering

### Major Partner ICC

- Promote GSCC to new businesses to the region
- Offer GSCC the ability to market Ipswich City Council local business and investment team events
- Promote GSCC events via database, social media and Ipswich First where appropriate
- Liaise with GSCC on upcoming events to the region
- Notify GSCC of known opportunities to collaborate with businesses and other key stakeholders within the region
- Have the opportunity to be involved in local forums for the benefit of businesses



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## Major Partner GSCC

As a Major Partner of the Greater Springfield Chamber of Commerce (GSCC) Ipswich City Council will receive prominent space at each event with the Chamber. This opportunity maximises your reach and impact with our members, their guests as well as the wider business community and solidifies your business as the major partner of the Greater Springfield Chamber of Commerce (GSCC).

- The partnership agreement does not include annual membership fees, an invoice will be issued on 1 July for any membership fees due
- Ability to bring guests, Mayor, Councillors and department heads able to attend events
- Council Logo with backlink featured on the GSCC homepage as an annual partner
- MC acknowledgement at all events
- 2 x free tickets for council to use at every Business After Hours Event – these must be booked in advance, providing the attendees details to the Chamber at least one week prior to the event date
- Logo featured on all event PowerPoint presentations
- Minimum of 12 x social media call outs on the GSCC platforms per annum (Facebook / Instagram / LinkedIn)
- Council logo with backlink featured in the GSCC newsletter delivered electronically
- Council overview once a year in the newsletter
- Council logo featured in the GSCC electronic correspondence with members and non-members
- Council logo on letterhead
- Council logo on GSCC email signature
- Ability to hand out promotional materials at all events\*
- Trade table with your company representative at all events\*
- Promotional flyer included in the new member welcome packs each month\*
- Promotional flyer included in the prospective membership packs\*
- 1 x Co Host sponsorship for a Business After Hours or Breakfast event per year
- 1 x Naming Rights sponsorship for a Business After Hours or Breakfast event per year
- 2 x Ability for Councillors to give community updates at Business After Hours
- 2 x tickets to each BAH
- VIP Booking service if required
- VIP Event alert
- 12 email post of upcoming events Council maybe promoting
- Educational events run at various points throughout the year in partnership with council
- The Chamber will promote the Ipswich City Council as a business-friendly Council
- GSCC is open to adhoc events as and when opportunities arise throughout the term of this agreement and agreed to by both parties.



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**GSCC Marque Awards** (booked for 7<sup>th</sup> September 2024)

- Awards partner (GSCC Marque Awards in Partnership with ICC)
- Naming rights of one award (Outstanding Small Business Award)
- Logo on the sponsored award
- Logo on all awards collateral
- Logo on awards power point presentation
- Recognition at awards by MC
- 6 Free tickets to the Awards – One for the Mayor and 5 for council to use as they decide.

\*promotional materials to be paid for, supplied and distributed by client. + Limits may apply

Annual Partnership and Awards \$20,000 + GST per year

Total for 2024 - 2025 Partnership \$20,000 + GST

Total for 2025 – 2026 Partnership \$20,000 + GST

GSCC agrees to use Ipswich City Council's logo for events, newsletters, event emails, announcements and joint venture initiatives in good faith and will update the logo as and when Ipswich City Council provide new versions.



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## Terms and Conditions

1. All prices are exclusive of GST.
2. Behaviour: Greater Springfield Chamber of Commerce (GSCC) reserves the right to prohibit and eject any persons attending their events based on behaviour deemed to be inappropriate by the Greater Springfield Chamber of Commerce (GSCC) staff and/or its agents and others working under its authority.
3. You agree that the act of sponsoring an event is for the purpose of, not only promoting your business, but also enhancing the reputation and legitimacy of the Greater Springfield Chamber of Commerce (GSCC) and furthering the aims and mission of the Greater Springfield Chamber of Commerce (GSCC). Therefore, if at any time the committee of the Greater Springfield Chamber of Commerce (GSCC) forms the view, in its absolute discretion, that the sponsorship arrangement will be detrimental to the reputation of the Greater Springfield Chamber of Commerce (GSCC), or detrimental to its aims and mission, then the Greater Springfield Chamber of Commerce (GSCC) may elect to terminate the sponsorship agreement. Should the agreement be terminated after any money has been paid to the Greater Springfield Chamber of Commerce (GSCC) under this agreement, the sponsor will be entitled to a refund of the amount paid less any reasonable expenses incurred by the Greater Springfield Chamber of Commerce (GSCC) in the course of arranging the event.
4. Canvassing by delegates is strictly prohibited at any Greater Springfield Chamber of Commerce (GSCC) events and forums. Promotional material may not be distributed at any event/forum except by event sponsors. Delegates violating this policy will be asked to leave the event and the Greater Springfield Chamber of Commerce (GSCC) members may have their membership terminated. The exception to this is only when agreed upon under the negotiated sponsorship package and will be outlined in the full agreement.
5. Image Release: In registering for the Greater Springfield Chamber of Commerce (GSCC) events delegates grant permission to the Greater Springfield Chamber of Commerce (GSCC) its agents and others working under its authority to take and to have full free use of videos/photographs containing their image/likeness. It is understood that these images may be used for promotional, news, online/multi media, research and/or educational purposes by and for the Greater Springfield Chamber of Commerce (GSCC). Delegates agree that they are not entitled to remuneration, residuals, royalties or any payment from the Greater Springfield Chamber of Commerce (GSCC) in respect of their image/likeness or its use.
6. Invoices: When you complete and sign your copy of the sponsorship agreement form, you will be issued with a tax invoice in compliance with ATO requirements. This can be used to make payment by electronic funds transfer or credit card (via PayPal). Payment terms are strictly 7 days unless alternative arrangements are made in writing between the user and the Greater Springfield Chamber of Commerce (GSCC).
7. Program: The Greater Springfield Chamber of Commerce (GSCC) reserves the right to change the program at any time. Every effort will be made to ensure a program of equivalent standard will be provided.



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8. Privacy Notice: The Greater Springfield Chamber of Commerce (GSCC) is concerned with the protection of your privacy and the privacy of our members. We support the privacy principles contained in the Privacy Act 1988 (Privacy Act), as amended. Soliciting or contacting the Greater Springfield Chamber of Commerce (GSCC) members without prior written/verbal consent is prohibited. Our complete privacy agreement can be found at the conclusion of this document.
9. Communication from the Greater Springfield Chamber of Commerce (GSCC): The Greater Springfield Chamber of Commerce (GSCC) may use your details to promote an upcoming sponsored event in the form of email communications and/or other types of communication. If there is any specific information that needs to be shared with the Greater Springfield Chamber of Commerce (GSCC) members in relation to your sponsored event please ensure we have this via email ASAP to email: [mail@gsc.com.au](mailto:mail@gsc.com.au)
10. For the purposes of the event: Your details will be provided to parties directly related to the event including the registration manager, venues and accommodation providers for the purpose of room bookings, catering needs and other conference options.
11. Insurances: for the purposes of your sponsored event, the Greater Springfield Chamber of Commerce (GSCC) will require a certificate of insurance proving public liability coverage to the value of \$20 million. The Greater Springfield Chamber of Commerce (GSCC) take no responsibility for any injury or accident sustained during a sponsored event.
12. If the sponsor does not utilise the benefits of this agreement during its validity period, Greater Springfield Chamber of Commerce (GSCC) is not liable to provide any extension of the benefits unless agreed in writing with both parties.

#### Trademarks/Logos

Trademarks appearing on this website are trademarks of the Greater Springfield Chamber of Commerce (GSCC) and may not be copied, downloaded, reproduced, modified or distributed in any way or used as meta-tags for another website or to attract users to any other websites by any other means.



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### Privacy Notice – Greater Springfield Chamber of Commerce (GSCC)

As a small business, the Greater Springfield Chamber of Commerce (GSCC) is not required to comply with the **Privacy Act 1988**.

However, to the best of our ability, we do endeavour to protect our client information securely and per privacy principles and update our policy in accordance with changing legislation as it occurs. This policy letter makes clear the way that the Greater Springfield Chamber of Commerce (GSCC) handles data and information on behalf of our members.

1. We do not sell member information with any party unless a negotiated agreement is in place with that member
2. We will not make cold calls to any of our members except where they have opted-in to receiving correspondence through personal contact, website or other collection means.
3. We do not use lists that have been phished or scoured from yellow pages or other online methods and only purchase approved lists from professional list broking firms.
4. All member data is stored in a secure online cloud based program and is only available through password protected areas.
5. We do not share or sell data collected from our own website.

### Disclaimer

The Greater Springfield Chamber of Commerce (GSCC), its employees, representatives and associates provide the information and general information. The user accepts sole responsibility and all risk for using the information.

The Greater Springfield Chamber of Commerce (GSCC) does not accept any liability for any loss or damage whatsoever which may arise as a result of the event being held on any the premises, we hold an event.



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## Acceptance of Terms and Conditions

<b>On behalf of</b>	<b>Greater Springfield Chamber of Commerce (GSCC)</b>
I	Leila Stewart Executive Assistant
	<i>Accept the above Terms and Conditions and agree to be bound by them and will conduct our business within these terms and Conditions.</i>
	Signature: Leila Stewart      Date: 13 <sup>th</sup> May 2024
<b>On behalf of</b>	Ipswich City Council
I	Insert Name and Position
<b>Validity Period</b>	Start Date: 1 July 2024      End Date: 30 June 2026
	<i>Accept the above Terms and Conditions and agree to be bound by them and will conduct our business within these terms and Conditions.</i>
	Signature:      Date:



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Doc ID No: A10862359

ITEM: 4

SUBJECT: IPSWICH CENTRAL REVITALISATION - SIX (6) MONTHLY REPORT - NOVEMBER 2024

AUTHOR: PLACE MANAGER - IPSWICH CENTRAL

DATE: 25 OCTOBER 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 June 2024 and tracks their progress against the vision and principles.

### **RECOMMENDATION/S**

**That the report concerning the Ipswich Central Revitalisation progress since June 2024 be received and the contents noted.**

### **RELATED PARTIES**

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

### **IFUTURE THEME**

Vibrant and Growing

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

In addition to being a catalyst project, the Ipswich Central Revitalisation is also a delivery action of Council's Economic Development Strategy 2023–2027, supporting Pillar 2: Place through prioritising key elements that make Ipswich liveable, including green and connected spaces, revitalised streets and attracting and encouraging private investment.

The progress made on the endorsed documents are outlined below and report card provides an overview of the projects completed in the last six months in relation to these strategies.

- Attachment 1: Ipswich Central Report Card
- Attachment 2: Ipswich Central Prospectus Measurement
- Attachment 3: Ipswich Central Place Plans Measurement

## Progress indicators

- Seven new business have opened in Ipswich Central since June 2024
- *Preliminary Concept Design for the Cultural Heart* project was completed, and engagement was undertaken between July and August 2024.
- The *Shop Top Living program* was launched in August 2024 and closed in October 2024. Three applications were received. One applicant has received funding, the other two we have requested further information before a decision can be made.
- The *Green Urban Arbour* was installed on East Street promoting improved walking conditions in Ipswich Central including greenery, shade, lighting and additional seating enabling the community a place to stop and rest.
- The *Welcome to Ipswich Central: Business Incentive program* was launched in early September 2024.
- The Ipswich Central Partnership (ICP) has been advocating to state government for their vision for Bell Street, along with Council. In September 2024 State Government announced a commitment to the *Bell Street Masterplan*.

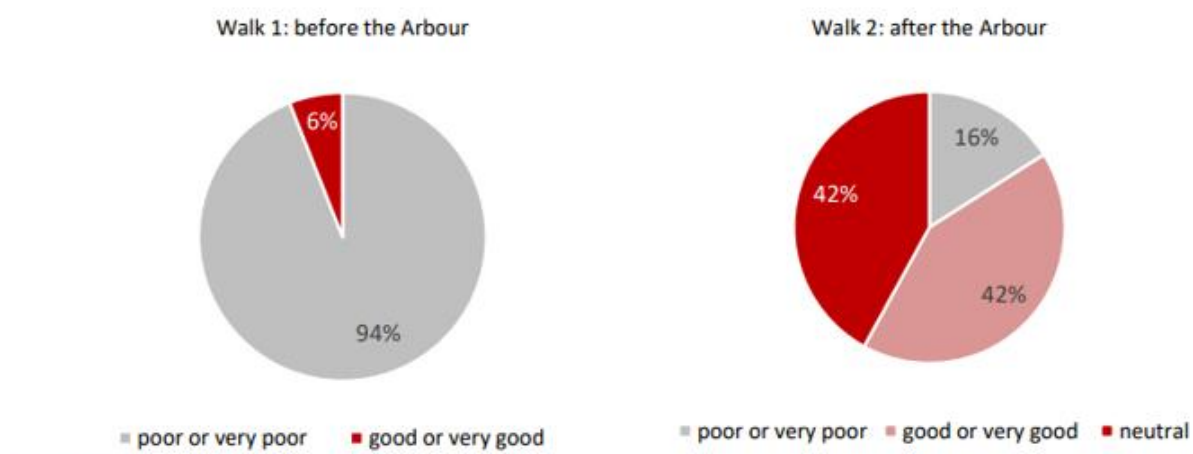
## Project Highlight

The Green Urban Arbour project has improved walkability and enhanced connectivity.

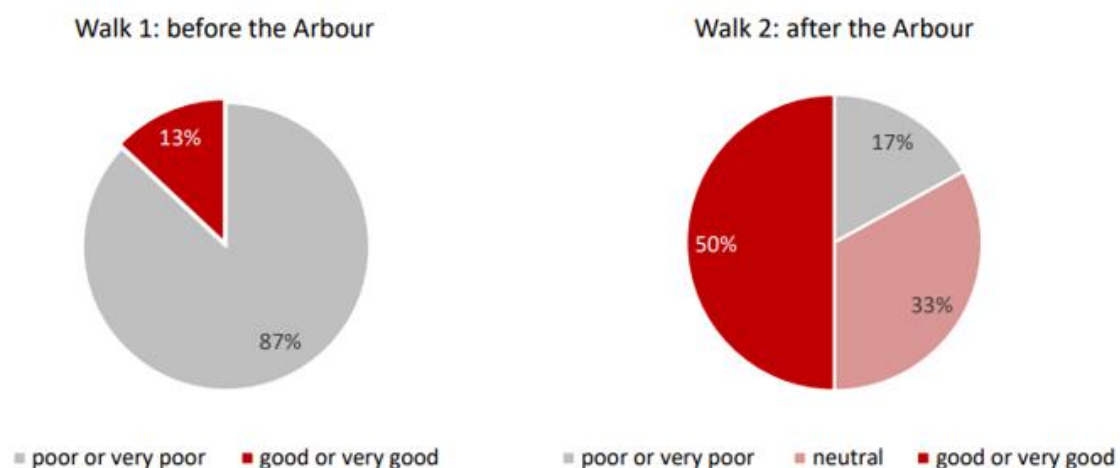
The project emphasised the strong collaboration with State Government through the *Healthy Places, Healthy People Ipswich Central Pilot*, which continued through to the *Ipswich Hospital Walking Action Plan*. This resulted in \$165,000 funding been offered through a pilot grant program from Queensland Government to only two Councils in Queensland – Ipswich City Council was one of those.

The project aimed to enhance walkability by providing more greenery, improving safety, adding shade and resting points, all while encouraging physical activity, leading to better overall health and wellbeing for the community.

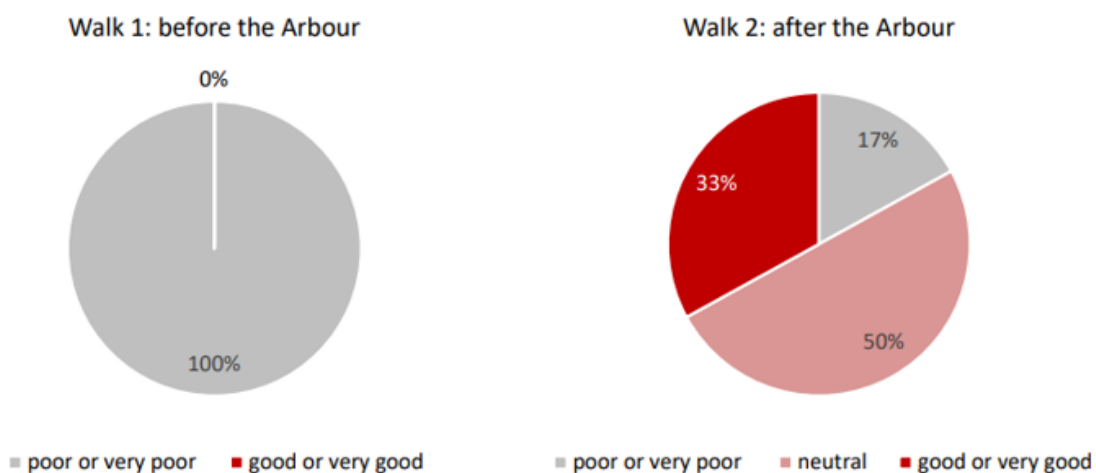
Two focus groups were held, one pre-installation and one post-installation and there was a significant improvement in the walking experience on East Street following the installation of the arbour. Before the arbour installation 94% rated the combined experience of safety and walking as very poor or poor.



Before the arbour installation 87% rated the experience as very poor or poor, after installation this fell to 17%.



Before the arbour installation 100% rated the **safety** as very poor or poor. After installation this fell to 17%.



All participants indicated that the arbour had improved the aesthetics of the street and increased the desirability of East Street as a place to walk and all participants would like to see the Arbour remain a permanent feature on East Street.

While we have seen positive feedback and an improvement in walking experience on this section of East Street, it is evident that the condition of the footpath is still an element of permanent infrastructure that needs to be addressed. Attachment 4 Walkability Along East Street Community Engagement Report October 2024 has all the data for this project.

### **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. Funding was received from the Queensland Government to deliver the Green Urban Arbour.

### **COMMUNITY AND OTHER 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](https://ipswichcentral.com.au).

Specific engagement activities over the last six months included:

- July – August 2024: Preliminary Concept Design - Cultural Heart project
- August 2024: Business engagement for Shop Top Living program
- August – September 2024: Two Community Experience groups were held for the Green Urban Arbour project. One before the arbour was installed and one after the arbour was installed.
- September 2024: External business engagement for the Welcome to Ipswich Central: Business Incentive program



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. Monthly email marketing of The Beating Heart newsletter continued to be delivered over the last six months.

CONCLUSION





The work undertaken through the Ipswich Central Revitalisation enhances liveability by creating vibrant, inclusive spaces that foster community engagement and promote health and wellbeing.

Through the prioritisation of pedestrian-friendly infrastructure, green spaces, and safety, placemaking activities results in more attractive, sustainable, and enjoyable environments for the whole community.

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.	Ipswich Central Report Card Summary November 2024 <a href="#">↓</a> 
2.	Ipswich Central Prospectus Measurement November 2024 <a href="#">↓</a> 
3.	Ipswich Central Place Plans measurement November 2024 <a href="#">↓</a> 
4.	Walkability along East Street - Community Engagement Report October 2024 <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.

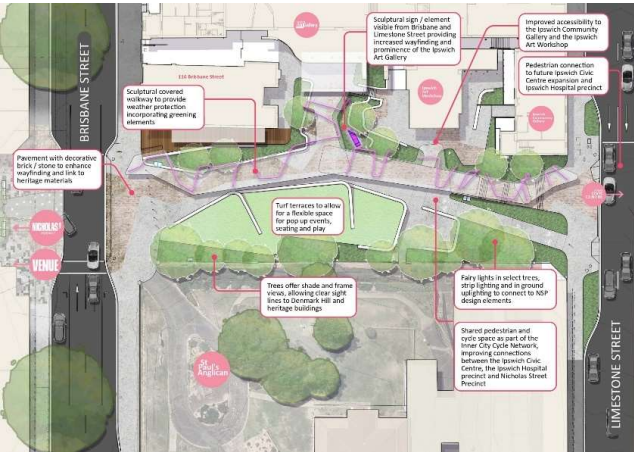
Ben Pole  
GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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

Ipswich Central Revitalisation: Six Monthly Report Card: July – November 2024

This project report card summarises the last six months progress and evaluates each activity against the six principles that support the vision for the Ipswich Central Revitalisation.

Principles →						
Projects ↓	1: A Cultural Destination	2: Alive	3: Green and Connected	4: A home	5: Prosperous	6: Future Focused
Developing the Cultural Heart	✓	✓	✓	✓	✓	✓
Shop Top Living		✓		✓		✓
Green Urban Arbour (East St)		✓	✓			✓
Welcome to Ipswich Central	✓	✓			✓	
Ipswich Central Train Station and Bell Street Transport Hub			✓	✓	✓	✓



Developing the Cultural Heart – Preliminary Concept Design



Shop Top Living Program



Green Urban Arbour – East Street



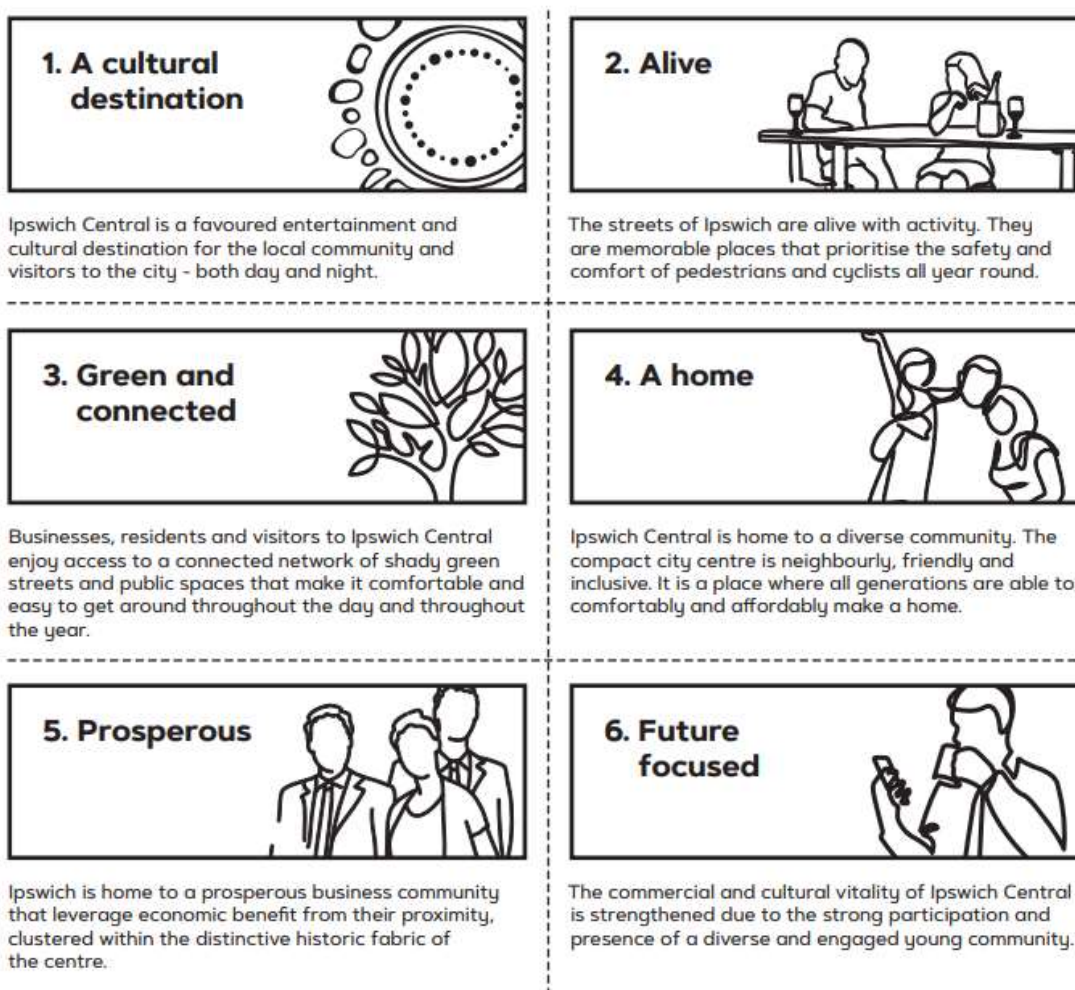
Welcome to Ipswich Central: Business Incentive Program



Bell Street Masterplan, driven by Ipswich Central Partnership and Advocacy from Council

Ipswich Central is the  
**CULTURAL HUB AND  
THE BEATING HEART**  
of the Ipswich community.

**Six principles** describe the place attributes and priority areas of focus required to achieve the vision for Ipswich Central.



Subject: Ipswich Central Revitalisation - Six Monthly Report - November 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 (I25)	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 (HHP) 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 - November 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 Tulumur Place	Precinct Wide					



City of Ipswich

# Walkability along East Street

Community Engagement Report  
Phase 1 and 2

October 2024







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*Disclaimer: Quantitative and qualitative data was collected from participants during the engagement phase, 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. For the purposes of this report, percentages are rounded to the nearest whole number, which may result in a total not equal to 100%.*





## EXECUTIVE SUMMARY

As part of the Ipswich Central Revitalisation Project and following the collaborations with the State Government 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 councils in Queensland to be offered a \$165,000 grant to support and progress the implementation of the Ipswich Hospital Walking Network Plan. Council used these funds for the installation of a Green Urban Arbour along East Street and planning for upgrade of the intersection on South and East streets.

This project received grant funding from Transport and Main Roads (TMR) under the Cycle Network Local Government Grants Program Lighter, Quicker, Cheaper (LQC) and considered two sub-projects:

- Stage 1: A Green Urban Arbour to be installed on the western verge of East Street between Roderick & South St.
- Stage 2: An upgrade of the South Street/East Street intersection utilising treatments such as rubber crossings and traffic islands.

Both projects aimed to encourage further pedestrian and economic activity along East Street, bringing vibrancy and life back onto the street and prioritising the comfort of people's movement around the Ipswich Central area. The intent is to improve walkability in Ipswich Central through streetscape improvements and greening, with the priority of pedestrian safety

and amenity. Projects including the Ipswich Central Revitalisation, iGO Active Transport Action Plan and TMR Ipswich Hospital Walking Network Plan, with the dedicated grant funding for the TMR LQC program have been key drivers of the project.

As part of the trial for stage 1, engagement was split into two phases. Phase 1 engaged the community before the installation of the arbour, while phase 2 engaged the community after the installation of the arbour.

When the experience and safety ratings are combined, participants indicated that the Green Urban Arbour had positively impacted experience and safety of walking along East Street. Before the Arbour installation 94% rated the combined experience and safety of walking along East Street as very poor or poor. After the installation of the Green Urban Arbour, there was an improvement by 78%.

The themes and stakeholder insights identified in this report will help inform approaches used to improve walkability in Ipswich.

Further engagement will occur if stage 2 progresses to installation, with budget allocation and TMR approvals.

Zwart Transport Planning and Leisa Prowse Consulting were commissioned by TMR to assist with communication and stakeholder engagement for pilot LQC projects in Ipswich and have supported the delivery and reporting of engagement activities outlined in this report.

## WHY WE ENGAGED

**Phase 1** engaged the community with aims to:

- Understand the current walking experience along East Street.
- Generate community awareness for the installation of the projects.
- Phase 1 was between 26 July and 31 August 2024.



**Phase 2** engaged the community with aims to:

- Understand how the installation of Stage 1: Green Urban Arbour have changed the walking experience.
- Understand community reaction to the installation.
- Phase 2 was between 1 September and 13 October 2024.

# Phase One

## Community Engagement



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## HOW WE ENGAGED

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Phase 1 of consultation was undertaken between 26 July 2024 and 31 August 2024. The community was able to contribute their feedback on their walking experience along East Street through:

- Shape Your Ipswich
- Community Experience Group (Focus Group)
- Email
- Phone

To maximise engagement for phase 1 of engagement, the following communication channels were used to reach the community and trigger awareness.

### Shape Your Ipswich

Two email campaigns were sent out via Shape Your Ipswich. The first was sent on 26 July 2024, and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest on their profile:

- Business and economy
- City design and planning
- Community, health and wellbeing
- Transport and movement

This first campaign was sent to a total of 889 members, of whom 332 opened the email (37.3%). This campaign focused on awareness and asking the community to be involved in the Community Experience Group.

The second email campaign was also sent on 26 July 2024 and had a 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 395 members, of whom 139 opened the email (35.2%).

### Ipswich Central business database

Two email campaigns were sent out through Campaign Monitor to Ipswich Central Businesses. It shared information about a variety of Ipswich Central Revitalisation projects, including this project.

- 26 July 2024 – 301 emails were sent, 144 recipients (48.48%) opened the email
- 30 August 2024 – 299 emails were sent, 138 recipients (47.10%) opened the email.



**Direct Mail**

A formal hard copy notification was hand delivered to nearby residents and businesses. The letter provided an overview of the upcoming works and directed recipients to Shape Your Ipswich for further details. The letter was distributed in August 2024 and was sent to approximately 55 households and businesses. See a copy of the distribution map at Appendix 1.

**Ipswich Youth Advisory Council**

Ipswich Youth Advisory Council (IYAC) comprises of young people aged between 13-18 years who are brought together by Ipswich City Council to raise issues and share ideas that affect young people. The project was shared at an IYAC meeting on 6 August 2024 to educate younger Ipswich audiences on the projects currently open for feedback. A total of 20 students aged from 13 – 18 years attended the meeting. See leaflet provided to all attending students at Appendix 2.

**Summary of Phase 1 of Engagement**

Overall, these activities led to 343 views of the Shape Your Ipswich page, and 27 contributions throughout phase 1 of the engagement. The table below details the engagement channel and number of contributions for phase 1 of the engagement.

Engagement Channels	Contributions
Shape Your Ipswich	19
Email	0
Phone	0
One Community Experience Group	8
Total Contributions Received	27





## WHAT THE COMMUNITY TOLD US

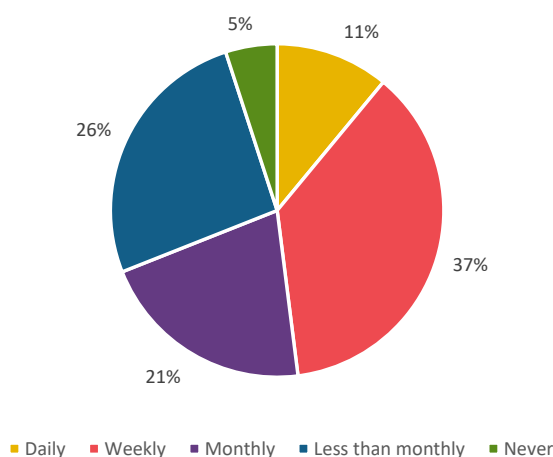
### Shape Your Ipswich

Feedback and commentary were captured via council's Shape Your Ipswich engagement tool, as seen in Appendix 3. Participants were specifically asked about their active commuting experience along East Street.

### Commuter Frequency

37% of survey respondents reported commuting along East Street on a weekly basis. Additionally, 11% of respondents commute via East Street daily, emphasising its importance as a commuting route within Ipswich Central. Other users commuted along East Street less frequently, with 21% using the street monthly, and an additional 26% less than monthly. 5% reported never commuting along East Street.

#### How frequently do you commute along East Street?



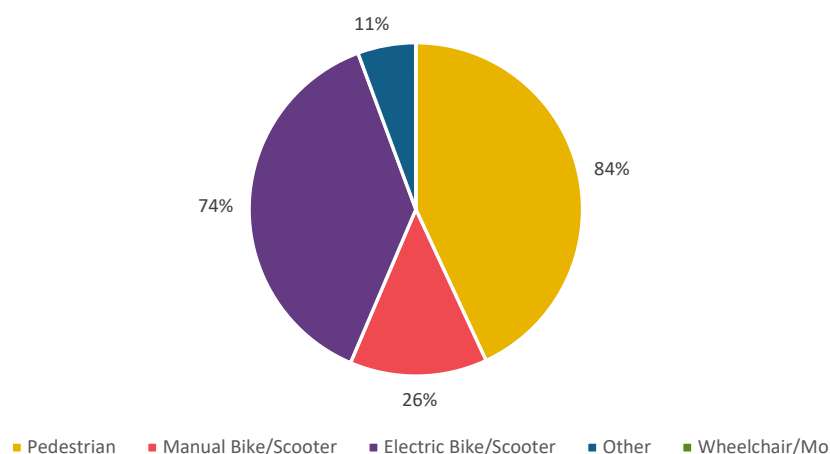
### Commuter Mode of Transport

Most respondents selected two options when selecting what active transport they use. 84% referenced commuting on foot, while 74% reported using electric bikes or scooters for their travel along East Street. 26% referenced use of a manual bike or scooter. No respondents referenced use of a wheelchair / mobility scooter. Of those who selected other, use of a car was referenced.

Item 4 / Attachment 4.

**When you were last commuting along East Street, what mode of transport were you using?**

*This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.*



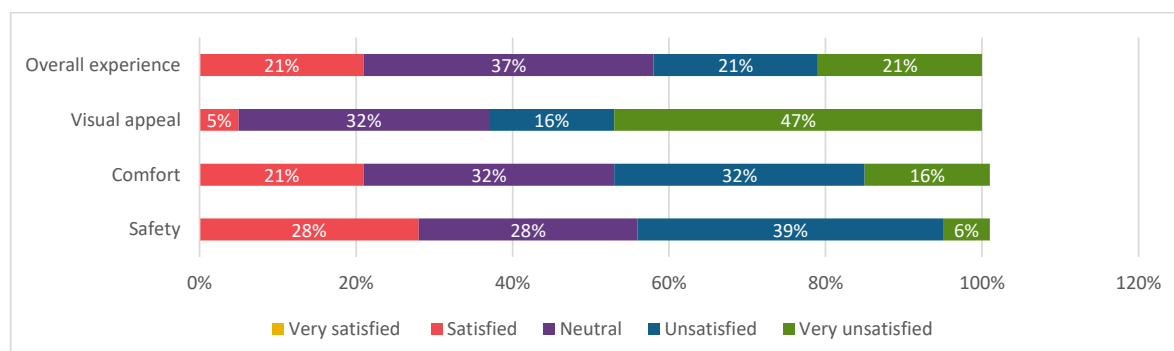
**Commuter Experience**

When asked about elements of the commute along East Street, mixed perspectives were shared, although they generally expressed a neutral or negative experience overall (79%).

It is noted that no respondents considered any of the elements of the walking experience as very satisfactory.

Visual appeal was considered by the community as the least satisfactory part of the walking experience, with 63% rating this as unsatisfied or very unsatisfied. Comfort was considered unsatisfactory by 48% of respondents, while safety was considered unsatisfactory by 45%.

**Rate your overall experience along East Street in terms of:**



### Community Comments

Comments gathered from the survey emphasise a strong desire to increase the number of trees and provide more shade along East Street, reflecting a clear focus on enhancing greenery, shading, and creating a more pleasant environment. However, a significant concern raised by the community is the poor condition of the footpath, which, although outside the scope and control of this specific project, remains a critical issue for many residents.

Additionally, there is a notable call for improvements in traffic management in the surrounding areas to ensure safer and more efficient movement for both pedestrians and vehicles. Some felt upgrades were not required at this stage and suggested alternative infrastructure upgrades.

Examples of comments included:

- “Remove car parking bays and put in shade trees like other streets in town”
- “Shade, greenery, water fountains, better flatter footpath”
- “Regular security or police patrols/presence would be good in the vicinity”
- “I noted the vision was to include some archways to help beautify the space and offer some shade. I think this is a great idea, especially for patients or visitors having to walk to the hospital along this street. Hospital staff walk up and down this street all day so maybe a bench seat would be nice to add. There are many options that could work, but the main work is the condition of the footpath itself”
- “Pedestrian traffic in East Street is generally very sparse, now that Council has left Roderick and South St properties. Apart from Centrelink, there really isn't any pedestrian traffic generator. Don't waste our money yet until Qld Health and Ipswich Hospital development is finished. This part of the City is dead. Fix Bell Street NOW as a priority”
- “Ipswich could really benefit from making it easier and more appealing to walk and bike around town. Right now, the setup isn't great, which makes people stick to their cars instead. Improving things like sidewalks, crosswalks, and adding more green spaces would not only make getting around safer but also encourage people to be more active. Plus, it would help local businesses and make the city a nicer place to live and visit. Making these changes could really boost the vibe and health of the community”

### Community Experience Group Session

In addition to Shape Your Ipswich, community members had the opportunity to submit an Expression of Interest to participate in a Community Experience Group session. This was a small focus group made up of community members who both lived and worked in Ipswich who were tasked with providing more detailed insights into this project and their walking experience along East Street.

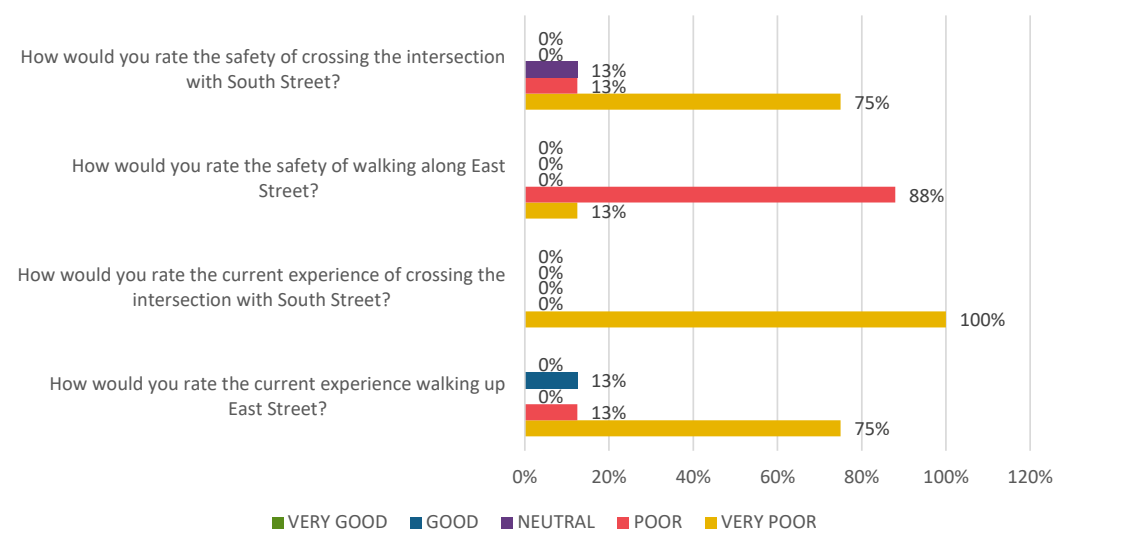
The first Community Experience Group was held on Thursday 21 August 2024 and participants completed a site visit, followed by a debrief session to share insights and feedback. A total of 8 community members attended the session.

Key themes identified by participants included uneven surfaces, poor aesthetic experiences, lack of safety when crossing roads, poor accessibility, and general footpath obstacles such as other users or infrastructure.

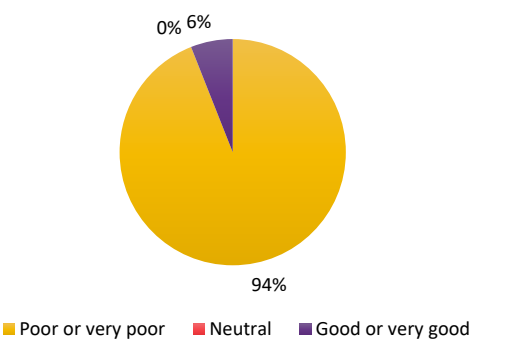


Item 4 / Attachment 4.

Participants were also asked to rate specific elements of the walking experience. Ratings indicated that 94% of respondents considered the overall experience to be poor or very poor, while only 6% rated it as good or very good.



Overall experience along East Street



Email

No emails were received in relation to phase 1 of this project’s engagement.

Phone

No phone calls were received in relation to phase 1 of this project’s engagement.

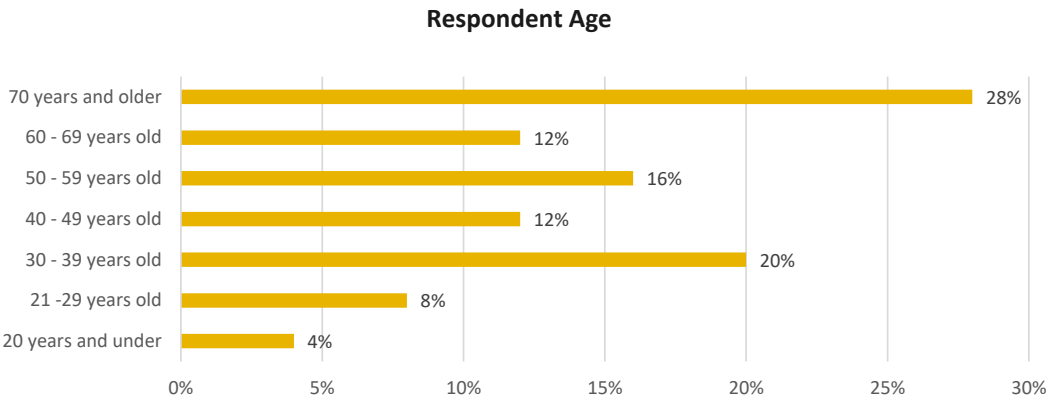


## WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities to understand the diversity of respondents.

### Age

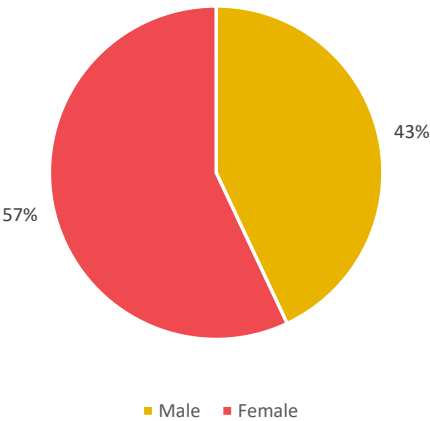
Phase 1 respondents represented all reported age brackets for diverse representation of the community by age groups.



### Gender

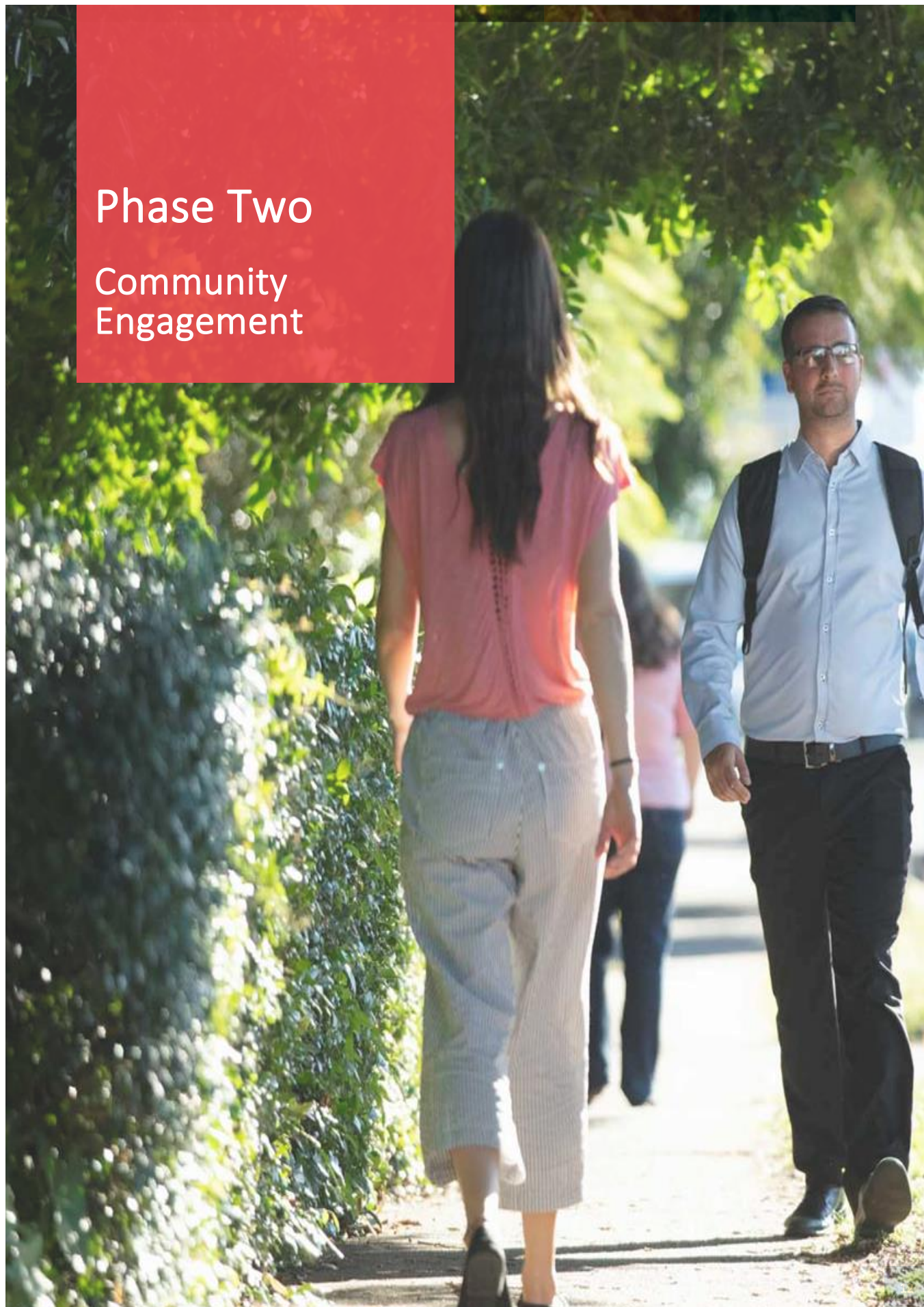
The survey results indicated that most respondents identified as female (57%), while the remaining 43% of respondents identifying as male.

### Respondent Gender



## Phase Two

### Community Engagement



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## HOW WE ENGAGED

---

Phase 2 of consultation was undertaken between 1 September 2024 and 13 October 2024. Community members were able to contribute their feedback on their walking experience along East Street through:

- Shape Your Ipswich
- Community Experience Group
- Email
- Phone

To maximise engagement for phase 2 of engagement, the following communication channels were used to reach the community and trigger awareness.

### Shape Your Ipswich

One email campaign was sent out via Shape Your Ipswich. The campaign was sent on 30 September 2024, and was sent out to Shape Your Ipswich members who follow the Ipswich Central project. This campaign was sent to a total of 429 members, of whom 184 opened the email (42.9%).

### Ipswich Central business database

One email campaign was sent out through Campaign Monitor to Ipswich Central Businesses. It shared a variety of Ipswich Central Revitalisation projects, including this project.

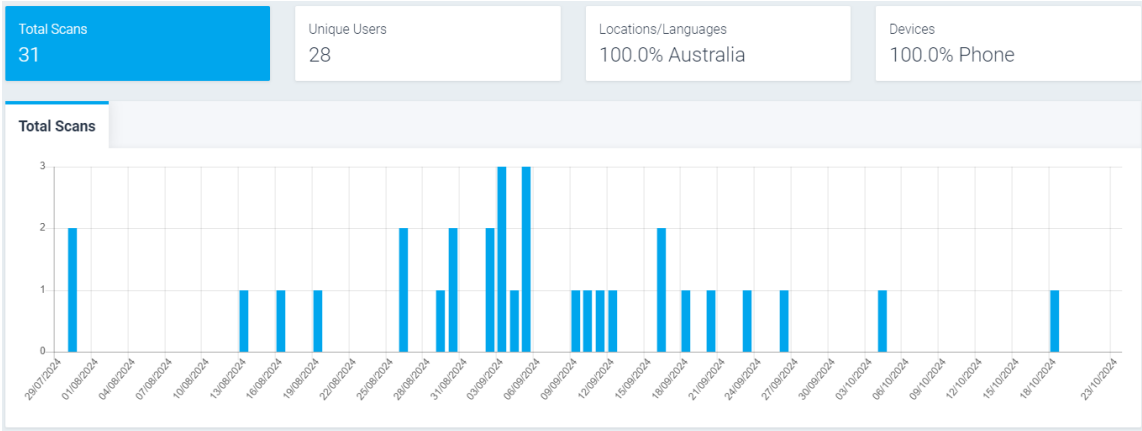
- 30 September 2024 – 296 emails were sent, 125 recipients (43.10%) opened the email.

### Ipswich First

An Ipswich First article, [Urban arbour to cool Ipswich streets in new trial](#), was distributed on September 4 2024. The article shared details of the newly installed arbour and received 1,342 views.

### Signage with QR Code

Signage was placed in multiple locations on the Green Urban Arbour for the duration of phase 2. Signage included a QR code to direct people to Shape Your Ipswich and encouraged community to share their feedback. 31 scans of the QR occurred, by 28 unique users.



Overall, these activities led to 220 views of the Shape Your Ipswich page, and 41 contributions throughout phase 2 of the engagement. The table below details the engagement channel and number of contributions for phase 1 of the engagement.

Engagement Channels	Contributions
Shape Your Ipswich	35
Email	0
Phone	0
One Community Experience Group	6
Total Contributions Received	41

In total, 68 contributions were received for phase 1 and 2 of this project’s community engagement.

## WHAT THE COMMUNITY TOLD US

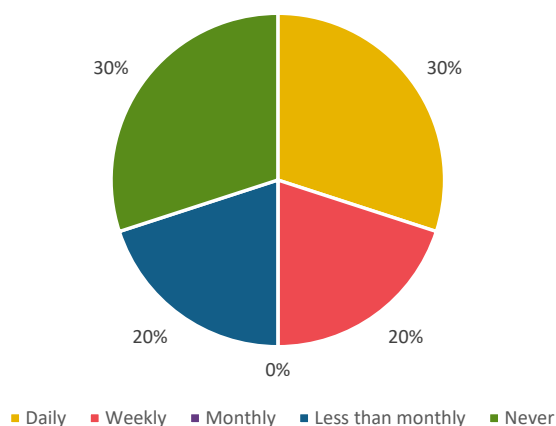
### Shape Your Ipswich

Comments were captured via two engagement tools on Shape Your Ipswich. The first tool was a survey, using the questions used in phase 1 to help understand how the commuting experience may have shifted since installation of the arbour. See a copy of the survey used at Appendix 3. An additional quick poll provided a general understanding of respondents' overall reaction to the arbour.

### Commuter Frequency

The survey responses indicate a diverse distribution of use of East Street, mostly aligning to patterns identified in phase 1 of the engagement, with half of respondents commuting along East Street regularly, on a weekly or daily basis. 20% of respondents commuted less than monthly. It is noted however, in this phase, a much larger portion of respondents (30%) stated they never commuted along East Street.

#### How frequently do you commute along East Street?



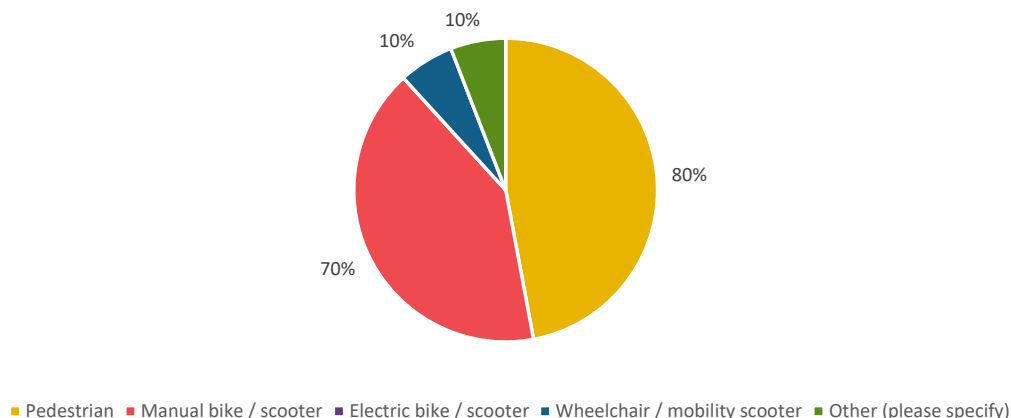
### Commuter Mode of Transport

Like phase 1, most respondents selected two modes of active transport for commutes, with majority (80%) selecting pedestrian. By contrast, manual bikes / scooters were selected as the second most popular mode of transport (70%), compared with electric bikes and scooters (0%). Users of wheelchairs or mobility scooters account for 10%. Of those who selected other, use of a car was referenced.

Item 4 / Attachment 4.

**When you were last commuting along East Street, what mode of transport were you using?**

*Select all that apply. This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.*



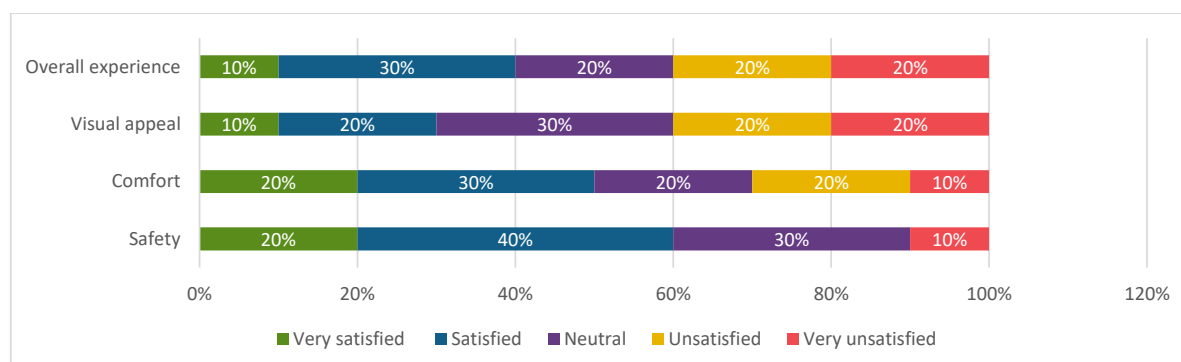
**Commuter Experience**

Comparing Phase 1 to Phase 2 reveals community sentiment improved across all surveyed elements of the walking experience, with 30% of respondents either satisfied or very satisfied with the overall experience, in contrast to only 21% in phase 1.

- Visual appeal was considered satisfactory by 30% of respondents, in contrast to 5% in phase 1.
- Comfort was considered satisfactory by 50% of respondents, in contrast to 21% in phase 1.
- Safety was considered satisfactory by 60% of respondents, in contrast to 28% in phase 1.

However, it is noted that many respondents remained neutral or dissatisfied with the commuting experience, suggesting further improvements may be required to continue to address community concerns around the walking experience along East Street.

**Rate your overall experience along East Street in terms of:**



**Community Comments**



When asked for any further comments on the project, respondents provided feedback directly on the new Green Urban Arbour. While comments noted features that improved the experience such as additional shading and seating, some comments felt that it was not visually appealing, or was not a priority.

Many comments offered additional suggestions for improving the experience, particularly focusing on accessibility, visual appeal and comfort.

Accessibility	Visual appeal and comfort
<ul style="list-style-type: none"> <li>Fixing and levelling pavement</li> <li>More bike infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Public artwork</li> <li>More shading</li> <li>More seating</li> </ul>

Comments included feedback on the arbour and on walking around the city in general:

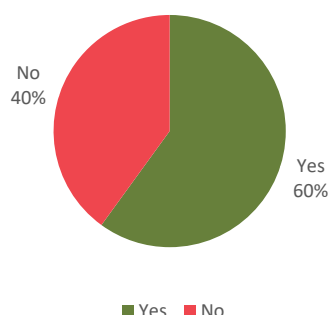
- “Welcome the additional shading that will come from the arbour and the chairs for rests along the walk towards the hospital”
- “The shading has made a big difference in terms of protection from the sun. Will look a lot better once the plants have grown over. Would like to see more arbours, but more permanent structures as this will look a lot nicer”
- “Fixing and levelling uneven pavement, [relocating] utility manholes where possible, considering the timing of traffic lights to make them more pedestrian-friendly, removing any rusty or outdated metal products”

Some comments referenced the commuting experience in a motor vehicle. While these comments are noted, this engagement focused specifically on active transport commutes, and therefore these comments are considered outside of the scope of this engagement.

### Overall Experience

Respondents had the opportunity to participate in a quick poll to share whether the arbour improved walkability along East Street. Most of respondents voted yes (60%), while 40% voted no.

**Quick Poll: Do you think the Green Urban Arbour improves walkability along East Street?**



### Community Experience Group Session

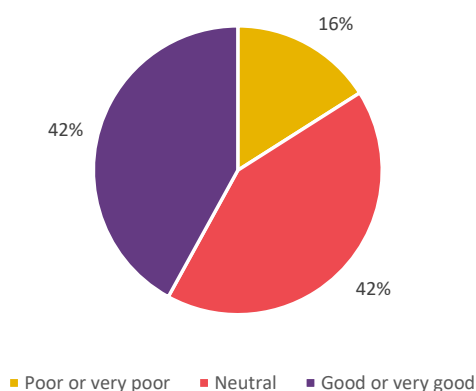


A second community experience group session was held with community members who participated in the session in phase 1 of engagement. Following a similar format, participants completed a site visit, followed by a debrief session to share insights and feedback.

The Community Experience Group was held on Thursday 12 September 2024 and the same participants completed a site visit, followed by a debrief session to share insights and feedback. A total of 6 of the original 8 participants attended the session.

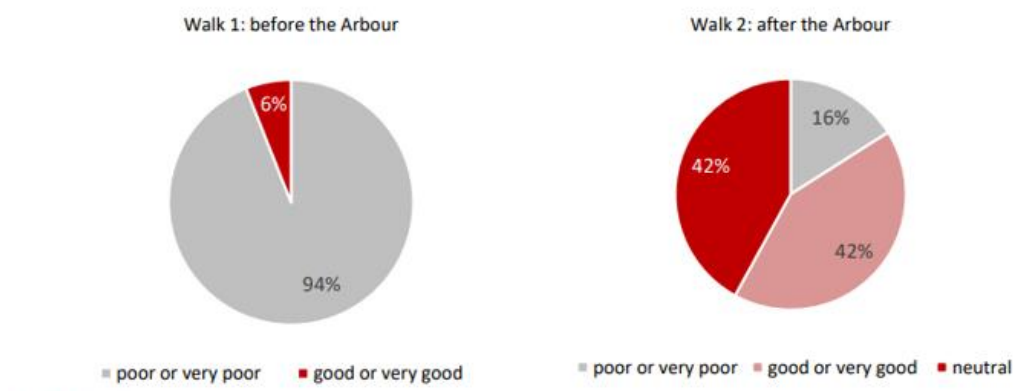
When the experience and safety ratings are combined, participants indicated that the Green Urban Arbour had positively impacted experience and safety of walking along East Street. Before the Arbour installation 94% rated the combined experience and safety of walking along East Street as very poor or poor. After the installation of the Green Urban Arbour, there was an improvement by 78%.

#### Overall experience along East Street



Participants were then asked about specific parts of the arbour installation and how it impacted the walking experience, with most areas having a perceived improvement. All participants indicated that the arbour had improved the aesthetics of the street and increased the desirability of East Street as a place to walk and all participants would like to see the Arbour remain a permanent feature on East Street.

Before the arbour installation 94% rated the combined experience of safety and walking as very poor or poor.

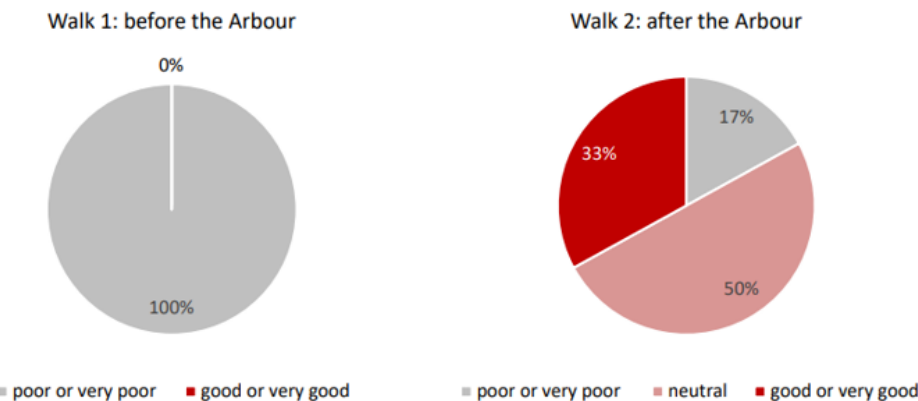




Before the arbour installation 87% rated the experience as very poor or poor, after installation this fell to 17%.



Before the arbour installation 100% rated the safety as very poor or poor. After installation this fell to 17%.



Comments captured from participants noted improvements in visual appeal, safety and shading. However, some participants raised concerns around narrowing of the footpath, and temporary look of materials.

Email

No emails were received in relation to phase 1 of this project’s engagement.

Phone

No phone calls were received in relation to phase 1 of this project’s engagement.



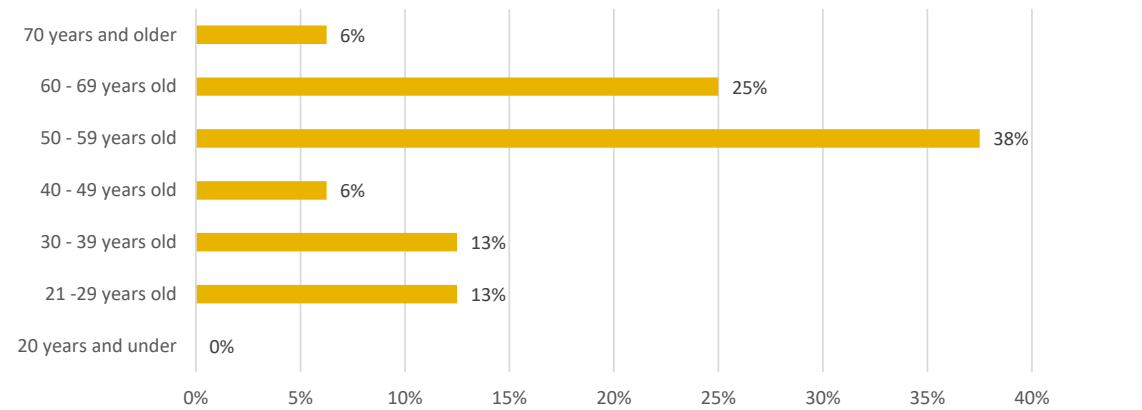
## WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities to understand the diversity of respondents.

### Age

Representation across all ages over 20 was obtained during phase 2, with most respondents between the ages of 50 – 69 years of age (63%).

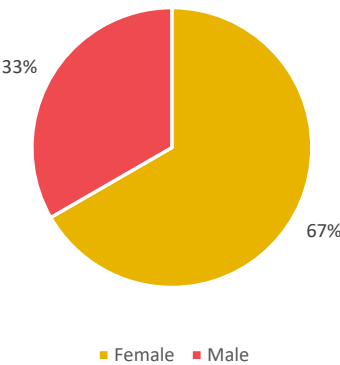
#### Respondent Age



### Gender

The survey results indicated that most respondents identified as female (67%), while the remaining 33% of respondents identifying as male.

#### Respondent Gender







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## FINDINGS

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Review and analysis of the data from all engagement activities identified the following key findings from the community.

Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community's feedback has shaped this project.

- Overall, community feedback indicated the installation of the arbour resulted in an improved commuting experience along East Street for active transport users, inclusive of visual aesthetic, comfort, and safety.
- Comments generally highlighted the added value of shaded seating and greenery and were looking forward to increased shading and aesthetics as the plants continue to grow.
- Some comments raised concerns around the temporary materials used for the arbour, and whether costs of installation should be used elsewhere.
- In addition to the Green Urban Arbour, respondents expressed a need for further works to be done to improve the safety of pedestrians and improve accessibility for all users.

The information will be used to inform next steps for improving walkability in Ipswich Central and will be shared with relevant stakeholders across the city.

APPENDIX

MAIL DISTRIBUTION MAP



IPSWICH YOUTH ADVISORY COUNCIL LEAFLET

### Open for

**Developing the Cultural Heart**  
The team has developed a primary concept design for the Cultural Heart, incorporating elements that reflect what the community told us.

Closes: 21 August

**Western Resource Recovery Centre Site Location**  
Make a submission to provide input into the criteria used to identify and rank potential site locations and suggest specific locations.

Closes: 26 August

**What's the GO with Organics?**  
We are working out the best ways to recover our organics with the new GO system. Help us understand how the community can get the most out of this service.

Closes: 15 September

**Walkability along East Street**  
We are working with the Department of Transport and Main Roads to improve connectivity in Ipswich Central, particularly along East Street. Tell us what you think.

Closes: 13 October



SHAPE YOUR IPSWICH SURVEY

We want to better understand your commuting experience along East Street. Let us know by completing this 2 minute survey.

01. How frequently do you commute along East Street? Required

This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.

Select one answer only
<input type="radio"/> Daily
<input type="radio"/> Weekly
<input type="radio"/> Monthly
<input type="radio"/> Less than monthly
<input type="radio"/> Other (please specify)
<div></div>

02. What date did you most recently commute along East Street? (e.g. 1 January 2024) Required

This should include any forms of transport used on the footpath or bike lanes. Please do not include transportation in motor vehicles.

03. When you were last commuting along East Street, what mode of transport were you using?

Required

Select one answer only
<input type="radio"/> Pedestrian
<input type="radio"/> Manual bike / scooter
<input type="radio"/> Electric bike / scooter
<input type="radio"/> Wheelchair / mobility scooter
<input type="radio"/> Other (please specify)
<div></div>

04. Rate your overall experience along East Street in terms of: Required

Please base your responses on your most recent commute along East Street

Safety
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<input type="radio"/> Very satisfied
<input type="radio"/> Satisfied
<input type="radio"/> Neutral
<input type="radio"/> Unsatisfied
<input type="radio"/> Very unsatisfied
Comfort
<input type="radio"/> Very satisfied
<input type="radio"/> Satisfied
<input type="radio"/> Neutral
<input type="radio"/> Unsatisfied
<input type="radio"/> Very unsatisfied
Visual appeal
<input type="radio"/> Very satisfied
<input type="radio"/> Satisfied
<input type="radio"/> Neutral
<input type="radio"/> Unsatisfied
<input type="radio"/> Very unsatisfied
Overall experience
<input type="radio"/> Very satisfied
<input type="radio"/> Satisfied
<input type="radio"/> Neutral
<input type="radio"/> Unsatisfied
<input type="radio"/> Very unsatisfied

05. If any, please share any changes you would make to improve your commute along East Street

06. Please share any further comments, concerns or ideas for this project





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