



City of
Ipswich

AGENDA

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE

Tuesday, 17 March 2026

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

Council Chambers, Level 8
1 Nicholas Street, Ipswich

MEMBERS OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE

Councillor Pye Augustine (**Chairperson**)
Councillor Marnie Doyle (**Deputy Chairperson**)

Mayor Teresa Harding
Deputy Mayor Nicole Jonic
Councillor Jacob Madsen
Councillor Andrew Antonioli
Councillor David Martin
Councillor Jim Madden

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE AGENDA

Item No.	Item Title	Page No.
	Attendance and Apologies	
	Welcome to Country or Acknowledgment of Country	
	Declarations of Interest	
	Business Outstanding	
	Confirmation of Minutes	
1	Confirmation of Minutes of the Economic and Cultural Development Committee No. 2026(01) of 17 February 2026	7
	Officers' Reports	
2	Event Sponsorship - 2026 OCR World Championships and Spartan Trifecta Weekend and 2027 and 2028 Spartan Trifecta Weekend	15
3	Quarterly Event Sponsorship and Ticket Allocation Report	19
4	**Nicholas Street Precinct - February 2026 Nicholas Street Precinct Project Control Group	24
	Notices of Motion	
	Matters Arising	
	Questions / General Business	

** Item includes confidential papers

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(02)

17 MARCH 2026

AGENDA

ATTENDANCE AND APOLOGIES

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. 2026(01) OF 17 FEBRUARY 2026**

RECOMMENDATION

That the minutes of the Economic and Cultural Development Committee held on 17 February 2026 be confirmed.

OFFICERS' REPORTS

2. **EVENT SPONSORSHIP - 2026 OCR WORLD CHAMPIONSHIPS AND SPARTAN TRIFECTA WEEKEND AND 2027 AND 2028 SPARTAN TRIFECTA WEEKEND**

This is a report concerning an Event Sponsorship application by Spartan AUS 3.0 Pty Ltd for \$70,000 excl GST in funding support over three years for the 2026 Obstacle Course Racing (OCR) World Championships and Spartan Trifecta Weekend, and 2027 and 2028 Spartan Trifecta Weekend.

RECOMMENDATION

That Council resolve to provide Event Sponsorship of \$50,000 excl GST financial support over three years to Spartan AUS 3.0 for the 2026 Obstacle Course Racing (OCR) World Championships and Spartan Trifecta Weekend, and 2027 and 2028 Spartan Trifecta Weekend.

3. QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT

This is a report concerning event sponsorship approved in the period of 1 October to 31 December 2025 as required under the Event Sponsorship Policy.

RECOMMENDATION

- A. That Council receive and note the following event sponsorship allocations during the 1 October to 31 December 2025 period:

Major Community Event Sponsorship Category 2 over \$15,000 (excl GST) approved by Council:

- Springfield Carols Inc \$50,000 (excl GST) cash support for the 2025, 2026 and 2027 Springfield Christmas Carols
- Ipswich Show Society \$90,000 (excl GST) cash support for the 2026, 2027 and 2028 Ipswich Show

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

- Pacific Action Sports \$20,000 (excl GST) cash support for the 2026 Eastern Rumble Pro Tour and AM Series Skateboard Event
- GTR Events \$75,000 (excl GST) cash support for the 2026, 2027 and 2028 Ipswich Outdoor Living, 4x4 and Caravan Expo

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

- Australian Karting Association Limited \$8,000 (excl GST) cash support for the 2026 Australian Kart Championship

- B. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 October to 31 December period.
-

4. **NICHOLAS STREET PRECINCT - FEBRUARY 2026 NICHOLAS STREET PRECINCT PROJECT CONTROL GROUP

This is a report concerning the February 2026 Nicholas Street Precinct (NSP) Project Control Group (PCG) meeting focussing on the status of the leasing program and the planning, development, delivery and ongoing management of the NSP.

RECOMMENDATION

That the February 2026 Nicholas Street Precinct Project Control Group Report be received and the contents noted.

NOTICES OF MOTION

MATTERS ARISING

QUESTIONS / GENERAL BUSINESS

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(01)

17 FEBRUARY 2026

MINUTES

COUNCILLORS' ATTENDANCE:

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

COUNCILLOR'S APOLOGIES:

Nil

OFFICERS' ATTENDANCE:

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Environment and Sustainability (Kaye Cavanagh), General Manager Planning and Regulatory Services (Brett Davey), General Manager Asset and Infrastructure Services (Seren McKenzie), Manager Marketing and Promotions (Carly Gregory), Economic Development Manager (Dan Heenan), Advocacy Lead (Kate Adams), Precinct Director – Nicholas Street Precinct (James Hepburn), Manager Media, Communications and Engagement (Mark Strong), Senior Media Officer (Darrell Giles) and Venue Technician (Thomas Haag)

WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY

Councillor Pye Augustine (Chairperson) invited Councillor Marnie Doyle to deliver the Acknowledgement of Country

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

In accordance with section 150EM of the *Local Government Act 2009*, Deputy Mayor Nicole Jonic informed the meeting that she has a prescribed conflict of interest in Item 2 titled Event Sponsorship – 2026 Ipswich Cup.

The nature of the prescribed conflict of interest is that Deputy Mayor Nicole Jonic is a member of the Executive of the Ipswich Turf Club.

Deputy Mayor Nicole Jonic advised that she will leave the meeting room (including any area set aside for the public) while this matter is being discussed and voted on.

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2025(11) OF 2 DECEMBER 2025

RECOMMENDATION

Moved by Councillor David Martin:

Seconded by Councillor Marnie Doyle:

That the minutes of the Economic and Cultural Development Committee held on 2 December 2025 be confirmed.

AFFIRMATIVE

Councillors:

Augustine

Doyle

Harding

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

Deputy Mayor Nicole Jonic left the meeting at 1.17 pm due to a previously declared interest in Item 2.

2. EVENT SPONSORSHIP - 2026 IPSWICH CUP

This is a report concerning an application for Event Sponsorship by the Ipswich Turf Club, requesting financial support of \$50,000 excl. GST for the Ipswich Cup, to be held on Saturday 20 June 2026.

RECOMMENDATION

Moved by Councillor David Martin:

Seconded by Councillor Marnie Doyle:

That Council provide the Ipswich Turf Club \$25,000 excluding GST financial support for the 2026 Ipswich Cup.

AFFIRMATIVE

Councillors:

Augustine

Doyle

Harding

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

All Councillors except Deputy Mayor Nicole Jonic were present when the vote was taken.

The motion was put and carried.

Deputy Mayor Nicole Jonic returned to the meeting at 1.20 pm.

3. EVENT SPONSORSHIP - CENTURY BATTERIES IPSWICH SUPER 440

This is a report concerning an Event Sponsorship application by Supercars for financial support of the 2026 Century Batteries Ipswich Super 440 at Queensland Raceway.

Supercars have requested Council's consideration of a multi-year sponsorship agreement for the 2026, 2027 and 2028 events.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor David Martin:

- A. That Council provide the 2026 Century Batteries Ipswich Super 440 (V8 Supercars Australia) with a potential total \$50,000 excluding GST Event Sponsorship financial support comprised of a \$30,000 base payment and a \$20,000 performance payment.**
- B. That Council undertake an Event Impact Report for the 2026 Century Batteries Ipswich Super 440 as in-kind support (valued at \$10,997.50 ex GST).**

AFFIRMATIVE

Councillors:

Augustine

Doyle

NEGATIVE

Councillors:

Nil

Harding
Jonic
Madsen
Antoniolli
Martin
Madden

The motion was put and carried.

4. REPORT - ADVOCACY ADVISORY COMMITTEE NO. 2025(04) OF 8 DECEMBER 2025

This is the report of the Advocacy Advisory Committee No. 2025(04) of 8 December 2025.

RECOMMENDATION

Moved by Mayor Teresa Harding:

Seconded by Councillor Marnie Doyle:

That Council adopt the recommendations of the Advocacy Advisory Committee No. 2025(04) of 8 December 2025.

Councillor Marnie Doyle left the meeting at 1.35 pm.

SUSPENSION OF MEETING PROCEDURES

Moved by Councillor Jacob Madsen:

Seconded by Councillor Andrew Antoniolli:

That meeting procedures be suspended to allow for Councillor Madsen to provide a right of reply.

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

All Councillors except Councillor Marnie Doyle were present when the vote was taken.

The motion was put and carried.

Mayor Teresa Harding left the meeting at 1.35pm.

Councillor Marnie Doyle returned to the meeting at 1.36 pm.
Mayor Teresa Harding returned to the meeting at 1.37 pm.

RESUMPTION OF MEETING PROCEDURES

Moved by Councillor Jacob Madsen:
Seconded by Councillor Andrew Antonioli:

That meeting procedures be resumed.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	Nil
Doyle	
Harding	
Jonic	
Madsen	
Antonioli	
Martin	
Madden	

The motion was put and carried.

4. **REPORT - ADVOCACY ADVISORY COMMITTEE NO. 2025 (04) OF 8 DECEMBER 2025**

This is the report of the Advocacy Advisory Committee No. 2025(04) of 8 December 2025.

RECOMMENDATION

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

That Council adopt the recommendations of the Advocacy Advisory Committee No. 2025 04 of 8 December 2025.

AFFIRMATIVE	NEGATIVE
Councillors:	Councillors:
Augustine	Nil
Doyle	
Harding	
Jonic	
Madsen	
Antonioli	
Martin	

Madden

The motion was put and carried.

1. CONFIRMATION OF MINUTES OF THE ADVOCACY ADVISORY COMMITTEE NO. 2025(03) OF 15 OCTOBER 2025

RECOMMENDATION

That the minutes of the Advocacy Advisory Committee held on 15 October 2025 be confirmed.

2. 2026-2027 STATE AND FEDERAL BUDGET SUBMISSIONS

This is a report concerning the 2026-2027 State and Federal Budget Submissions containing Councils advocacy priorities for the City of Ipswich.

RECOMMENDATION

That the Advisory Committee note the proposed 2026-2027 State and Federal Budget Submissions.

DISCUSSION

Chief Executive Officer (Sonia Cooper) arrived at the meeting at 2.42 pm.

The committee discussed the 2026-2027 State and Federal Budget Submission. Discussion included updates in relation to the following:

- *Elected Reps Working Group - Councillors provided feedback on their discussions with State and Federal Members*
- *Better Bus Network*
- *Critical and Enabling Infrastructure, including the Warrego, Cunningham and Centenary Highways*
- *Ebenezer Regional Industrial Area*
- *Ipswich Central Second River Crossing*
- *Ipswich to Springfield Central Public Transport Corridor*
- *Brisbane 2032 Olympic and Paralympic Games opportunities*
- *Inland rail*

3. SYNTHETIC ATHLETICS TRACK UPDATE

This is a report concerning activity to progress consultation and analysis on the most viable locations for a synthetic athletics track in the City of Ipswich.

RECOMMENDATION

That the report on the Synthetic Athletics Track Update be received and noted.

DISCUSSION

Dion Collins (Managing Director from ROSS Planning) attended the meeting to discuss the current considerations and options of the synthetic athletics facility site assessments.

GENERAL DISCUSSION

5.1 50-CENT CONNECTED REGION INITIATIVE

Mayor Teresa Harding tabled a joint letter from the Mayor of Toowoomba Regional Council and the Mayor of Lockey Valley Regional Council seeking support for progressing the 50-cent connected region initiative, and in particular, for advancing regional rail connectivity through a stages extension of passenger rail from Rosewood to Withcott.

ACTION

This matter to be discussed at a future councillor briefing session.

5.2. UPDATE ON THE NORMAN STREET BRIDGE

ACTION

Chief Executive Officer to advise next steps at a future meeting.

5. NICHOLAS STREET PRECINCT - DECEMBER 2025 NICHOLAS STREET PRECINCT PROJECT CONTROL GROUP

This is a report concerning the December 2025 Nicholas Street Precinct (NSP) Project Control Group (PCG) meeting focussing on the status of the leasing program and the planning, development, delivery and ongoing management of the NSP.

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

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Mayor Teresa Harding:

That the December 2025 Nicholas Street Precinct Project Control Group Report be received and the contents noted.

AFFIRMATIVE

Councillors:

Augustine

Doyle

Harding

Jonic

Madsen

NEGATIVE

Councillors:

Nil

Antonioli
Martin
Madden

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

QUESTIONS / GENERAL BUSINESS

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 1.14 pm.

The meeting closed at 1.45 pm.

Doc ID No: A12599588

ITEM: 2

SUBJECT: EVENT SPONSORSHIP - 2026 OCR WORLD CHAMPIONSHIPS AND SPARTAN TRIFECTA WEEKEND AND 2027 AND 2028 SPARTAN TRIFIECTA WEEKEND

AUTHOR: EVENTS AND ENGAGEMENT OFFICER

DATE: 20 FEBRUARY 2026

EXECUTIVE SUMMARY

This is a report concerning an Event Sponsorship application by Spartan AUS 3.0 Pty Ltd for \$70,000 excl GST in funding support over three years for the 2026 Obstacle Course Racing (OCR) World Championships and Spartan Trifecta Weekend, and 2027 and 2028 Spartan Trifecta Weekend.

RECOMMENDATION/S

That Council resolve to provide Event Sponsorship of \$50,000 excl GST financial support over three years to Spartan AUS 3.0 for the 2026 Obstacle Course Racing (OCR) World Championships and Spartan Trifecta Weekend, and 2027 and 2028 Spartan Trifecta Weekend.

RELATED PARTIES

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

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

Council's Event Sponsorship Program is a direct outcome and delivery action of the City Events Plan:

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

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

- Prioritise sporting partnerships to attract high quality events to the city

Spartan AUS 3.0 Pty Ltd submitted an Event Sponsorship application for a three-year agreement to encompass the 2026 OCR World Championships and Spartan Trifecta Weekend, as well as the 2027 and 2028 Spartan Trifecta Weekend.

The 2025 Spartan Trifecta Weekend was held in at Ivory's Rock with council providing \$20,000 excl GST cash support for the event attracting 2,627 attendees, 92% of them from outside the Ipswich region.

In 2026, the Spartan Trifecta Weekend will be held back-to-back with the 2026 OCR World Championships from the Thursday 21 to Sunday 24 May 2026 at Ivory's Rock, Peak Crossing. It is anticipated that the combined 2026 OCR World Championships and Spartan Trifecta Weekend will attract 4,000 competitors and 2,000 spectators. In 2027 and 2028, Spartan aims to continue delivering the Spartan Trifecta Weekend in Ipswich.

As per the Event Sponsorship Policy, a panel assessment of the application was undertaken, with the recommended outcome to provide total funding support of \$50,000 excl GST over three years, comprised of the following:

- \$25,000 excl GST in 2026 - 2026 OCR World Championships and Spartan Trifecta Weekend
- \$15,000 excl GST in 2027 - Spartan Trifecta Weekend
- \$10,000 excl GST in 2028 - Spartan Trifecta Weekend

This approach supports the event's delivery at an enhanced level in 2026 with the integration of the OCR World Championships, while progressively reducing Council support over time to reflect anticipated growth in participation and encourage greater financial self-sufficiency.

The recommendation is consistent with the Community Funding and Support Program Guidelines criteria and Event Attraction program, which support applications that can demonstrate significant economic benefit to the city.

Spartan AUS 3.0 Pty Ltd will utilise council's financial contribution to assist with cost of marketing to out of region participants, as well as venue hire.

Further to the event's economic benefit for the city, Spartan AUS 3.0 Pty Ltd propose to deliver marketing benefits to council such as website presence, social media coverage, program advertisements and course signage.

LEGAL IMPLICATIONS

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

Local Government Act 2009

Section 109 of the Local Government Act 2009 provides local governments with the ability to use discretionary funds in accordance with the requirements prescribed under the Local Government Regulation 2012.

Section 202 of the Local Government Regulation 2012 prescribes a number of requirements for a local government making discretionary funds available.

POLICY IMPLICATIONS

This report recommendation meets the principles of the Event Sponsorship Policy.

RISK MANAGEMENT IMPLICATIONS

The host venue, Ivory's Rock, has Material Change of Use of Premises 6179/2014/MCU for the establishment of Temporary Accommodation, Outdoor Recreation and Entertainment Uses on the Ivory's Rock Conference Centre to accommodate events such as the Spartan Trifecta Weekend. Ivory's Rock will need to apply to amend the MCU for the allowance of amplified sound to adequately support these events.

FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support would be covered within the dedicated event sponsorship funding allocated within the annual City Event budgets.

COMMUNITY AND OTHER CONSULTATION

- Pre-lodgement meetings and email communications with Spartan AUS 3.0 and Sports Marketing Australia.
- Liaison with internal stakeholders regarding the current status of the MCU
- Follow up conversations with Spartan AUS 3.0 and Sports Marketing Australia regarding MCU.
- Panel assessment completed

CONCLUSION

The multi-day 2026 OCR World Championships and Spartan Trifecta Weekend, and the 2027 and 2028 Spartan Trifecta Weekend events has alignment to Council's strategic goals and present strong economic benefits to Ipswich. The event supports an active and healthy city through sports participation in the City of Ipswich, as well as activating an established event facility.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	The recommendation states that council provide event sponsorship provide event sponsorship to the total financial support of \$50,000 excl GST over three years, comprised of \$25,000 excl GST in 2026, \$15,000 excl GST in 2027, and \$10,000 excl GST in 2028.

(b) What human rights are affected?	No human rights are affected by this decision. The subject matter of the agreement will not impact on the human rights of any third parties.
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable
(e) Conclusion	The decision is consistent with human rights.

Penny Radford
EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Lauren Roche
CITY EVENTS MANAGER

I concur with the recommendations contained in this report.

Carly Gregory
MANAGER, MARKETING AND PROMOTIONS

I concur with the recommendations contained in this report.

Ben Pole
GENERAL MANAGER (COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT)

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Doc ID No: A12597706

ITEM: 3
SUBJECT: QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT
AUTHOR: EVENTS AND ENGAGEMENT OFFICER
DATE: 20 FEBRUARY 2026

EXECUTIVE SUMMARY

This is a report concerning event sponsorship approved in the period of 1 October to 31 December 2025 as required under the Event Sponsorship Policy.

RECOMMENDATION/S

A. That Council receive and note the following event sponsorship allocations during the 1 October to 31 December 2025 period:

Major Community Event Sponsorship Category 2 over \$15,000 (excl GST) approved by Council:

- Springfield Carols Inc \$50,000 (excl GST) cash support for the 2025, 2026 and 2027 Springfield Christmas Carols
- Ipswich Show Society \$90,000 (excl GST) cash support for the 2026, 2027 and 2028 Ipswich Show

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

- Pacific Action Sports \$20,000 (excl GST) cash support for the 2026 Eastern Rumble Pro Tour and AM Series Skateboard Event
- GTR Events \$75,000 (excl GST) cash support for the 2026, 2027 and 2028 Ipswich Outdoor Living, 4x4 and Caravan Expo

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

- Australian Karting Association Limited \$8,000 (excl GST) cash support for the 2026 Australian Kart Championship

B. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 October to 31 December period.

RELATED PARTIES

- Springfield Christmas Carols Inc
- Ipswich Show Society
- Pacific Action Sports
- GTR Events
- Australian Karting Association Limited

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

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

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

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

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

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

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

In the period 1 October 2025 to 31 December 2025, the following sponsorships were approved within delegation:

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

- Springfield Carols Inc \$50,000 (excl GST) for cash support for the 2025, 2026 and 2027 Springfield Christmas Carols with the following allocation:
 - \$15,000 excl GST in cash support for 2025 event

- \$17,500 excl GST in cash support for the 2026 event
- \$17,500 excl GST in cash support for the 2027 event
- Ipswich Show Society \$90,000 (excl GST) cash support for the 2026, 2027 and 2028 Ipswich Show with the following allocation:
 - \$30,000 (excl GST) in cash support for the 2026 event
 - \$30,000 (excl GST) in cash support for the 2027 event
 - \$30,000 (excl GST) in cash support for the 2028 event

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

- Pacific Action Sports \$20,000 (excl GST) cash support for the 2026 Eastern Rumble Pro Tour and AM Series Skateboard Event
- GTR Events \$75,000 (excl GST) cash support for the 2026, 2027 and 2028 Ipswich Outdoor Living, 4x4 and Caravan Expo with the following allocation:
 - \$20,000 (excl GST) for the 2026 event [based on 15,000 attendees with 30% outside the region (OTR)]
 - \$20,000 (excl GST) plus performance bonus \$5,000 (based on 15,000 attendees and 30% OTR)
 - \$20,000 (excl GST) plus performance bonus \$10,000 (based on 18,000 attendees and 30% OTR)

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

- Australian Karting Association Limited \$8,000 (excl GST) cash support for the 2026 Australian Kart Championship

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

This report is required under the Event Sponsorship Policy

RISK MANAGEMENT IMPLICATIONS

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

FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support will be covered by dedicated event sponsorship funding allocated with the 2025-2026, 2026-2027, 2027-2028 City Events budgets.

COMMUNITY AND OTHER CONSULTATION

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

CONCLUSION

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

This report details all event sponsorships approved within the 1 October to 31 December 2025 reporting period.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
The Recommendation A and B 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.

Penny Radford

EVENTS AND ENGAGEMENT OFFICER

I concur with the recommendations contained in this report.

Lauren Roche

CITY EVENTS MANAGER

I concur with the recommendations contained in this report.

Carly Gregory

MANAGER, MARKETING AND PROMOTIONS

I concur with the recommendations contained in this report.

Ben Pole

GENERAL MANAGER (COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT)

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Doc ID No: A12632875

ITEM: 4

SUBJECT: NICHOLAS STREET PRECINCT - FEBRUARY 2026 NICHOLAS STREET PRECINCT
PROJECT CONTROL GROUP

AUTHOR: PRECINCT DIRECTOR

DATE: 27 FEBRUARY 2026

EXECUTIVE SUMMARY

This is a report concerning the February 2026 Nicholas Street Precinct (NSP) Project Control Group (PCG) meeting focussing on the status of the leasing program and the planning, development, delivery and ongoing management of the NSP.

RECOMMENDATION/S

That the February 2026 Nicholas Street Precinct Project Control Group Report be received and the contents noted.

RELATED PARTIES

CBRE – Precinct Manager and Leasing
Colliers – Retail Leasing
Studio Spillane – Retail Design Manager

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

The NSP PCG supports the Economic and Cultural Development Committee in providing governance and strategic direction for the planning, development, delivery and ongoing management of the NSP. The PCG generally reports monthly to the Economic and Cultural Development Committee on the planning, development, delivery and operations of the NSP assets.

The PCG met on 26 February 2026 and the draft PCG 26 February 2026 meeting minutes are contained in Attachment 1.

The table below identifies the status of retail and commercial leasing as at 2 February 2026. CBRE have been appointed as the new leasing agency which forms part of the wider precinct management transition. The changes to the table below relate to a proposed tenancy for K2 in Venue.

Deal Status	As at 24 Feb 26	As at 02 Feb 26
Lease Documents Being Prepared	0	0
Lease Documents Issued for Execution	0	0
Leases Executed by Lessee	31	1
Leases Pending Approval by Lessor (Council)	0	0
Leases Executed by Lessor (Council)	31	1

Cuppabara (K2) continue fitout works on site and plan to open in March 2026. Streetlights have been installed to Nicholas Street and further lighting works are planned for the coming months.

Placemaking and lease strategy work remains ongoing for the Nicholas Street Precinct with the team working closely with CBRE’s national agency.

Initial spatial planning and financial viability work has commenced for the Metro A opportunity site. Over the coming months a strategy will be formed to consider value release and its short to longer term role in the precinct and wider city.

MARKETING AND COMMUNICATION

Foot traffic continued its strong trend into February, with a count of 250,682 in February 2026, up from 152,332 in February 2025, representing a 64% year-on-year increase. Year-to-date foot traffic (January–February) reached 498,714, compared to 308,646 for the same period in 2025, marking a significant uplift in early-year centre performance. January alone delivered 248,032 foot traffic counts, up 37% from the previous year. Despite this increase, January recorded no activations, highlighting opportunities to develop stronger conversion and engagement moments across the centre.

Social media performance in January was mixed, with views down 41% year-on-year but engagement up 40%, while Facebook and Instagram followers continued to grow at 4.6% and 11% month-on-month respectively. Subscribers also increased from 4,025 to 4,182, strengthening the database and reach of owned channels.

February delivered an improvement in digital performance, driven heavily by the “Date Night on Us” digital campaign. Social media views surged to 203,599, a 347% increase, while engagement reached 14,000, up 428% from the previous month. Total followers grew a further 2%, reflecting strengthened audience interest. The Date Night on Us campaign alone generated 16,111 views, 1,251 engagements, 294 Facebook comments, plus 90 comments and 66 likes on Instagram demonstrating highly interactive and positive community response.

The Ed Sheeran social media campaign led by Mayor Teresa Harding was tapped into and delivered strong performance across both Facebook and Instagram, demonstrating high engagement and audience reach for the precinct and city. Surrounding his concerts in Brisbane and flying visit to Ipswich, NSP Facebook posts generated 528 likes, 33 comments, 26 shares and reached 28,793 views, reflecting good community interest and effective

visibility. Engagement on Instagram was also significant, with 1,393 likes and 12 comments, indicating strong resonance with followers and strong visual appeal. The post performed exceptionally well across platforms, reinforcing the precinct’s growing digital presence and its ability to capture audience attention through relevant and timely content.

Overall, strong precinct foot traffic combined with exceptional February digital performance highlights a positive start to 2026. The February campaign activity and Mayoral Ed Sheeran campaign played a key role in driving uplift, demonstrating the effectiveness of coordinated paid and organic strategy efforts.

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

Nil

RISK MANAGEMENT IMPLICATIONS

A copy of the consolidated Nicholas Street Precinct project risk register is included as confidential Attachment 2.

Challenges continue with retail leasing in the current market conditions. These conditions include the increased cost of goods, consumer caution in relation to spend and the ability for the retail and hospitality industry to absorb this over time.

Achieving legally binding agreements for lease and sub-leases with prospective precinct tenants remains a critical outcome given completion of the refurbishment works.

FINANCIAL/RESOURCE IMPLICATIONS

The table below summarises the current capital project budget and forecasts to finish. The final project cost is forecasted to be within budget.

	Project	Current Budget	Committed Contracts and Variations	Forecast Contracts and Variations	Forecast Final Cost
1	Civic Project	\$188,020,704	\$183,893,317	\$50,000	\$183,943,317
2	Commonwealth Hotel	\$16,652,052	\$16,554,005	\$97,611	\$16,651,616
3	Retail Project	\$34,407,196	\$35,947,904	\$2,532,937	\$38,480,842
4	Venue Project	\$71,935,639	\$67,816,263	\$4,123,552	\$71,939,816
	TOTAL	\$311,015,591	\$304,211,490	\$6,804,101	\$311,015,591

The civic and retail cashflow for recent months is captured in the table below:

Month	Monthly Expenditure	Project Cumulative Total
November 2025	Retail: \$51,879 Civic: \$0 Commonwealth Hotel: \$0 Venue: \$29,223	\$81,102
December 2025	Retail: \$93,955 Civic: \$0 Commonwealth Hotel: \$973 Venue: \$6,521	\$101,449
January 2026	Retail: \$458 Civic: \$46,168 Commonwealth Hotel: \$6,109 Venue: \$27,992	\$80,727
February 2026	Retail: \$16,456 Civic: \$0 Commonwealth Hotel: \$0 Venue: \$10,137	\$26,593**

**** The February results are pending finalisation and may be amended**

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

COMMUNITY AND OTHER CONSULTATION

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


CONCLUSION

Recent leasing executions and new openings reinforce market confidence in the Nicholas Street Precinct product and continue to strengthen the leasing campaign to secure tenants for the precinct. The completion of major works across the precinct and opening of anchor tenants positively reinforces Ipswich Central’s future and Council’s commitment to its success. The progressive opening of additional tenancies in the precinct, focus of the NSP branch and the ongoing investment strategy planning will continue to increase positivity and value enhancement outcomes in the precinct.

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

1.	NSP PCG Meeting Minutes ↓ 
	CONFIDENTIAL ATTACHMENT
2.	Risk Register

James Hepburn
PRECINCT DIRECTOR

I concur with the recommendations contained in this report.

Sonia Cooper
CHIEF EXECUTIVE OFFICER

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



IPSWICH CITY COUNCIL

Nicholas Street Precinct Project Control Group - Minutes

Meeting: Nicholas Street Precinct (NSP) Project Control Group
Venue: CEO Meeting Room
Date: Thursday, 26 February 2026
Time: 3:00pm to 4:00pm

ATTENDEES:			
Name	Role	Branch & Department	Attendance
Sonia Cooper	Chief Executive Officer (voting)	Office of the CEO (OCEO)	Yes
Matt Smith	General Manager (voting)	Corporate Services (CS)	Yes
Ben Pole	General Manager (voting)	Community, Cultural and Economic Development (CCED)	Apology
Brett Davey	General Manager (voting)	Planning and Regulatory Services (PRS)	Yes
James Hepburn	Precinct Director (voting)	Nicholas Street Precinct (OCEO)	Yes
Fiona McDougall	Senior Project Manager (non-voting)	Nicholas Street Precinct (OCEO)	Yes
Richard Oddo	Precinct Manager (non-voting)	Nicholas Street Precinct (OCEO)	Yes
Haiden Taylor	Branch Manager (observer)	Strategy, Governance and Performance (CS)	Yes
Brodie Lane	Principal Officer (observer)	Strategy, Governance and Performance (CS)	Yes
Distribution:	Via email to attendees on 02/03/2026		
Chair / Minutes:	Chair: Sonia Cooper Minutes: Brodie Lane		
No.	OFFICER	ITEM DESCRIPTION	
1.0	Chair	Opening Items <ul style="list-style-type: none"> Attendance and Apologies - Ben Pole is an apology. Confirmation of Minutes of Previous Meeting - accepted 	
2.0	Chair	Governance <ul style="list-style-type: none"> Review of the Project Governance Register has been deferred to a future meeting 	
		ITEMS FOR DECISION 3.1 NSP CIVIC WORKS UPDATE / STRATEGIC DIRECTION Discussion: <ul style="list-style-type: none"> There are ~12 capital works projects within the precinct (non-retail), each at varying stages. Current external funding is available that relates primarily to safety initiatives. Capital budgets are available this current FY and earmarked for next FY with grant funding opportunities that may influence project prioritisation. Safety related risk assessments could support prioritisation decisions. Decision: Matt Smith was supportive of the team engaging with the Property and Facilities Branch manager to brief on projects and discuss resourcing.	

IPSWICH CITY COUNCIL | Nicholas Street Precinct (NSP) Project Control Group

		<p>ACTION: James Hepburn to prepare a prioritisation list including consideration of alignment to grant funding opportunities.</p> <p>ACTION: James Hepburn to brief the new Property and Facilities Manager on all projects.</p> <p>3.2 TENANT LEASE PROVISION DISCUSSIONS</p> <p>Discussion:</p> <ul style="list-style-type: none"> Trading update and positive effect of Nicholas Street Precinct activations. <p>3.3 CBRE DRAFT MARKETING AND PLACE ACTIVATION PLAN (INCLUDING WHITE BOXING)</p> <p>Discussion:</p> <ul style="list-style-type: none"> Work has commenced in collaboration with Manager, Marketing and Promotions and Place Manager – Ipswich Central. These marketing and activation plans support the broader leasing strategy and includes success metrics that will be reported to the PCG. Work is underway to profile local retailer pop ups and support first time bricks and mortar entrants. Retailer sentiment must be actively monitored to manage perceptions of competition with nearby centres. <p>Decision: Supported.</p> <p>ACTION: Include post-event reporting in CBRE reporting framework.</p>
4.0	Chair	<p>CBRE PCG STATUS REPORT</p> <p>Discussion:</p> <ul style="list-style-type: none"> CBRE provided a demonstration of the new monthly reporting suite. The report is still a work in progress while the team continues to gather, tailor to Council and refine the data. Face to face engagement has been the primary focus with an emphasis on: <ul style="list-style-type: none"> Opening hours. Increasing direct communication between tenants and CBRE. Strengthening the CBRE-tenant relationship. <p>ACTION: CBRE to provide PCG with further updates.</p>
5.0	Chair	<p>METRO UPDATE</p> <p>Discussion:</p> <p>Informing Materials for Councillor Workshop Planning</p> <ul style="list-style-type: none"> Councillor workshop scheduled for Monday 23 March 2026. Proposed workshop content: <ul style="list-style-type: none"> Metro findings Consultant team recommendations EOI Options and Market Demand Building Condition Technical Report Detailed technical review scoped to be agreed. Condition report will also propose a 10-year CAPEX plan. <p>ACTION: Proceed with procurement for the building condition report (subject to Councillor input on scope).</p>

IPSWICH CITY COUNCIL | **Nicholas Street Precinct (NSP) Project Control Group**

		ACTION: <i>Once the Urbis report is received, PCG to reconvene to prepare options ahead of Councillor consultation.</i>
7.0	Chair	FORWARD AGENDA ITEMS: ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE <ul style="list-style-type: none"> Agenda reviewed prior to committee.
8.0	Chair	MONTHLY STATUS UPDATES <ul style="list-style-type: none"> All reports taken as read.
9.0	Chair	General Business <ul style="list-style-type: none"> NSP PCG meetings will be scheduled for 90 minutes going forward.
Next Meeting:		9 March 2026 1:00pm to 2:30pm Office of the CEO