



City of
Ipswich

AGENDA

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE

Thursday, 22 February 2024

10 minutes after the conclusion of the Community, Culture, Arts 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 INDUSTRY DEVELOPMENT COMMITTEE

Councillor Kate Kunzelmann (**Chairperson**)
Councillor Jacob Madsen (**Deputy Chairperson**)

Mayor Teresa Harding
Councillor Andrew Fechner
Councillor Marnie Doyle

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE AGENDA

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2

22 FEBRUARY 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 INDUSTRY DEVELOPMENT COMMITTEE NO. 2024(01) OF 1 FEBRUARY 2024**

RECOMMENDATION

That the Minutes of the Meeting held on 1 February 2024 be confirmed.

OFFICERS' REPORTS

2. **DESTINATION DEVELOPMENT - 2024 CAPACITY BUILDING PROGRAMS FOR IPSWICH TOURISM OPERATORS**

This is a report concerning Council's FY2023-2024 Capacity Building Programs for local tourism businesses.

RECOMMENDATION

That the report concerning Council's Destination Development Capacity Building Programs for local tourism businesses be received and its contents noted.

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2024(01)

1 FEBRUARY 2024

MINUTES

COUNCILLORS' ATTENDANCE: Councillor Kate Kunzelmann (Chairperson); Councillors Jacob Madsen (Deputy Chairperson), Mayor Teresa Harding, Andrew Fechner and Marnie Doyle

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 Corporate Services (Matt Smith), General Manager Asset and Infrastructure Services (Matt Anderson), Economic Development Manager (Dan Heenan), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Senior Communications and Policy Officer (Jodie Richter), Senior Media Officer (Darrell Giles), Senior Media Officer (Lucy Stone) and Theatre Technician (Trent Gray)

ACKNOWLEDGEMENT OF COUNTRY

Councillor Kate Kunzelmann (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 INDUSTRY DEVELOPMENT COMMITTEE NO. 2023(11) OF 28 NOVEMBER 2023**

RECOMMENDATION

Moved by Councillor Kate Kunzelmann:
Seconded by Councillor Andrew Fechner:

That the Minutes of the Economic and Industry Development Committee held on 28 November 2023 be confirmed.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Doyle

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. **2024-2025 STATE BUDGET PRE-BUDGET SUBMISSION**

This is a report concerning Council's 2024-2025 State Budget Pre-Budget Submission to the Queensland Government promoting the city's advocacy priorities.

RECOMMENDATION

Moved by Councillor Marnie Doyle:
Seconded by Councillor Andrew Fechner:

That the report concerning Council's 2024-2025 State Budget Pre-Budget Submission to the Queensland Government be received and the contents noted.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

NEGATIVE

Councillors:

Nil

Doyle

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.31 am.

The meeting closed at 11.38 am.

Doc ID No: A9813331

ITEM: 2

SUBJECT: DESTINATION DEVELOPMENT - 2024 CAPACITY BUILDING PROGRAMS FOR IPSWICH TOURISM OPERATORS

AUTHOR: MANAGER, MARKETING AND PROMOTIONS

DATE: 24 JANUARY 2024

EXECUTIVE SUMMARY

This is a report concerning Council's FY2023-2024 Capacity Building Programs for local tourism businesses.

RECOMMENDATION/S

That the report concerning Council's Destination Development Capacity Building Programs for local tourism businesses be received and its 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

Industry development, directly facilitated by council's Destination Development team or delivered via council's tourism industry associations and partnerships is a direct outcome and action of the current Destination Management Plan.

Council is committed to developing and growing the local tourism sector by establishing the region as an accessible day trip and short break destination within South-East Queensland. During FY2022-2023, Ipswich received 1.7m day trip visitors, 350,000 domestic overnight visitors staying a collective 1.5m visitor nights, generating record visitor expenditure of \$349 million.

Tourism industry cluster development is established as a key focus area within the Ipswich Destination Management Plan to support the continued development of the industry and visitor economy towards its greatest potential business and experience development.

In FY2023-2024, council has partnered with Brisbane Economic Development Agency (BEDA), the Regional Tourism Organisation (RTO) for the greater Brisbane tourism region, along with Logan City Council, Redland City Council, Moreton Bay City Council and Scenic Rim Regional Council to deliver a multi-faceted industry development program focussing on meeting consumer expectations and accessible tourism, with direct participation opportunities for Ipswich tourism businesses.

These programs deliver on the feedback and development priorities identified by our local operators in council's 2023 industry consultation. Business support was ranked the most important area for council to invest resources in, and 55 percent of our industry also ranked new experiences and consumer marketing as the areas they are most likely to invest additional resources in over the next four year period.

The following industry capacity building programs have been delivered or commenced since October 2023 with Ipswich tourism businesses actively participating in each.

Access Accelerator Program

Through our collaboration with BEDA and other greater Brisbane LGAs, two Ipswich businesses are participating in the Access Accelerator Program delivered by Spinal Life Australia. This Program aims to enhance the accessibility and inclusivity of the tourism industry across the greater Brisbane region, including the City of Ipswich. The program provides operators with one-on-one mentoring support over a six week period, equipping them with targeted knowledge, resources and support to enable the creation of environments that cater to the needs of individuals and disabilities, ensuring equal access to tourism experiences. Through participation in the program, operators will develop an ongoing Business Access and Inclusion Plan, the 2024 participants are:

- Ivory's Rock Events and Camping
- Queensland Pioneer Steam Railway

Best of Brisbane Region Experiences Support Program

The Best of Brisbane Region Experiences Support Program, developed in collaboration with Tourism and Events Queensland and BEDA's Local Government partners. This program enables businesses to work towards becoming identified as a Best of Queensland Experience by delivering exceptional visitor experiences to boost their bookings, sales and positive word of mouth through practical resources and mentoring support. This mentoring program has run for the past two years and was well received by the 12 Ipswich operators that received mentoring previously, the 2024 participants are:

- Banshees Bar and Art Space
- Monte Lane
- Rage Cage Smash Rooms and Rampage Axe Throwing

Transformational Experiences Mentoring Program:

Through our collaboration with Tourism and Events Queensland, Brisbane Economic Development Agency (BEDA) and other greater Brisbane LGAs, one Ipswich business is participating in the 2024 Transformational Experiences Mentoring Program. The Program runs over 12 weeks including one-to-one mentoring designed to empower participating operators to identify and implement actions to enhance their visitor experience in line with changing consumer expectations and to demonstrate this 'Travel for Good' ethos. This premium mentoring program ran for the first time in 2023 and was well received by local participants Floating Images and The Llama Farm, the 2024 participant is:

- Ivory's Rock Events and Camping

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

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

FINANCIAL/RESOURCE IMPLICATIONS

Local operator participation in these programs is covered under our memberships and associations with Brisbane Economic Development Agency and Tourism and Events Queensland.

COMMUNITY AND OTHER CONSULTATION

Brisbane Economic Development Agency – is the Regional Tourism Organisation for Greater Brisbane including Redlands, Scenic Rim, Moreton Bay, Logan and Ipswich.

Tourism and Events Queensland – is a statutory body of the Queensland Government and the state's lead marketing, tourism experience and destination development and major events agency.

Ipswich Tourism Operators' Network – established in July 2011 the Ipswich Tourism Operators Network (ITON) brings together council's Destination Development Team and local business engaged and invested in the development of the City of Ipswich as a destination for leisure, corporate and event visitors.

CONCLUSION

Industry development is a key focus area of the Ipswich Tourism Operators Network, council's Destination Development Team and Economic Development Section to support the continued development of the industry and visitor economy. Capacity Building Programs empower participating operators to identify and implement actions to enhance their visitor experience to boost their bookings, sales and positive word of mouth through practical resources and mentoring support.

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.

Carly Gregory

MANAGER, MARKETING AND PROMOTIONS

I concur with the recommendations contained in this report.

Ben Pole

GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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