



City of Ipswich

AGENDA

of the

ADVOCACY ADVISORY COMMITTEE

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

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

MEMBERS OF THE ADVOCACY ADVISORY COMMITTEE

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

Councillor Pye Augustine
Councillor Jim Madden

ADVOCACY ADVISORY COMMITTEE AGENDA

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

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

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	Business Outstanding	
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5	General Discussion (within the purpose and scope of the committee)	-

** Item includes confidential papers

ADVOCACY ADVISORY COMMITTEE NO. 2024(03)

21 NOVEMBER 2024

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

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

RECOMMENDATION

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

OFFICERS' REPORTS

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

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

RECOMMENDATION

That the report be received and the contents noted.

3. **FEDERAL ELECTION ADVOCACY CAMPAIGN**

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

RECOMMENDATION

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

4. NEXT MEETING

The next meeting is to be advised.

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

ADVOCACY ADVISORY COMMITTEE NO. 2024(02)

3 OCTOBER 2024

MINUTES

COUNCILLORS' ATTENDANCE:

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

COUNCILLOR'S APOLOGIES:

Nil

OFFICERS' ATTENDANCE:

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

EXTERNAL ATTENDANCE:

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

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

CONFIRMATION OF MINUTES

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

RECOMMENDATION

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

OFFICERS' REPORTS

2. **STATE ELECTION ADVOCACY CAMPAIGN UPDATE**

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

RECOMMENDATION

That the report be received and the contents noted.

DISCUSSION

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

ADJOURN MEETING

Moved by Mayor Teresa Harding

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

The meeting reconvened at 2.27 pm.

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

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

External Attendees

Michael Rayner, Blight Rayner Architects

Ashneel Maharaj, Blight Rayner Architects

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

RECOMMENDATION

That the report be received and its contents noted.

DISCUSSION

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

4. NEXT MEETING

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

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

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

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

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 1.10 pm.

The meeting closed at 2.52 pm.

Doc ID No: A10936565

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

EXECUTIVE SUMMARY

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

RECOMMENDATION/S

That the report be received and the contents noted.

RELATED PARTIES

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

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

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

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

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

Marketing and Media Summary

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

Campaign Results – Funding Commitments

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

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

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

Not applicable

FINANCIAL/RESOURCE IMPLICATIONS

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

COMMUNITY AND OTHER CONSULTATION

Not applicable



CONCLUSION

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

HUMAN RIGHTS IMPLICATIONS

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

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	We Can't Wait Advocacy Campaign Post Campaign Report  
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Dan Heenan
ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole
GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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

We can't wait campaign
Post campaign report

**We
can't
wait.**

Ipswich





Campaign summary

Overview

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

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

Objective

The 'We can't wait' campaign aims to:

- Garner mass support from Ipswich residents, the community, local businesses and groups by joining the waitlist via the online form at wecantwait.com.au
- Achieve maximum exposure via paid, owned and earned channels to ultimately receive funding from the State Government for the identified priority projects.

Campaign details

Live in market: 1 July – 26 October 2024

Main headline: A voice for fairer funding in the city we love.

Campaign website: wecantwait.com.au

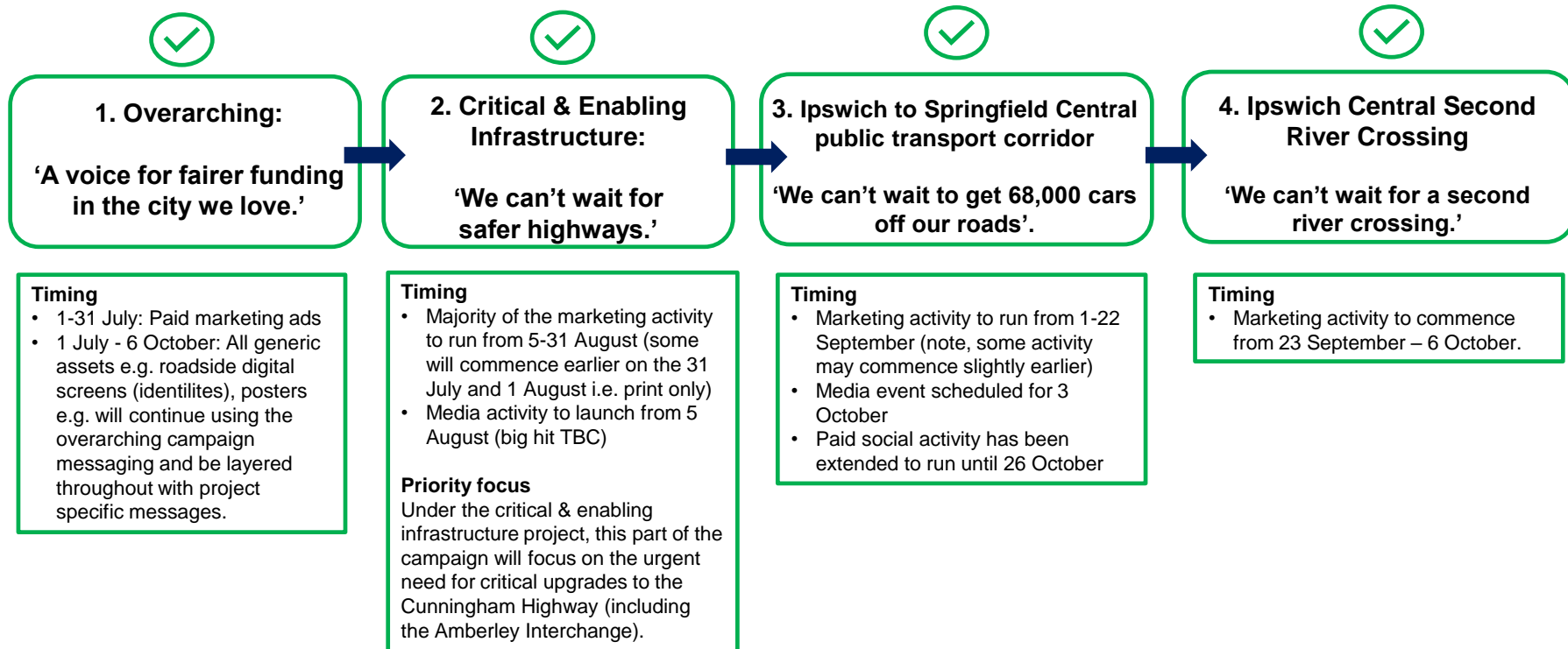
Call-to-action: Join the waitlist

Project specific messages

- We can't wait for safer highways
- We can't wait to get 68,000 cars off our roads
- We can't wait for a second river crossing.



Campaign messaging



A solid magenta rectangular box containing the text "Marketing summary" in white, bold, sans-serif font.

**Marketing
summary**





Marketing channels - Summary

'We can't wait' was live in market from July-October 2024 across the following channels:



OUT OF HOME

- **Billboards** – Digital and static large format across key locations in Ipswich e.g. Cunningham Highway (Willowbank), Brisbane Rd (Dinmore) etc.
- **Train station signage** – Large static signage positioned on the platforms at Springfield Central, Ipswich and Redbank stations.
- **Retail** – Large format digital panels in key shopping centres: Riverlink, Booval Fair, Redbank Plaza and Orion
- **Identilites** – Digital roadside panels across Springfield, Springfield Lakes, Redbank Plains, Augustine Heights, Brookwater, Collingwood Park and Camira.



SOCIAL

Digital ads across **Facebook, Instagram.**



TRANSIT

Full bus back advertising on buses travelling on routes across Ipswich.



RADIO

15sec ads (using 4x creative variations to support priorities and key messages), supported by 30sec live reads to run on **River 949.**

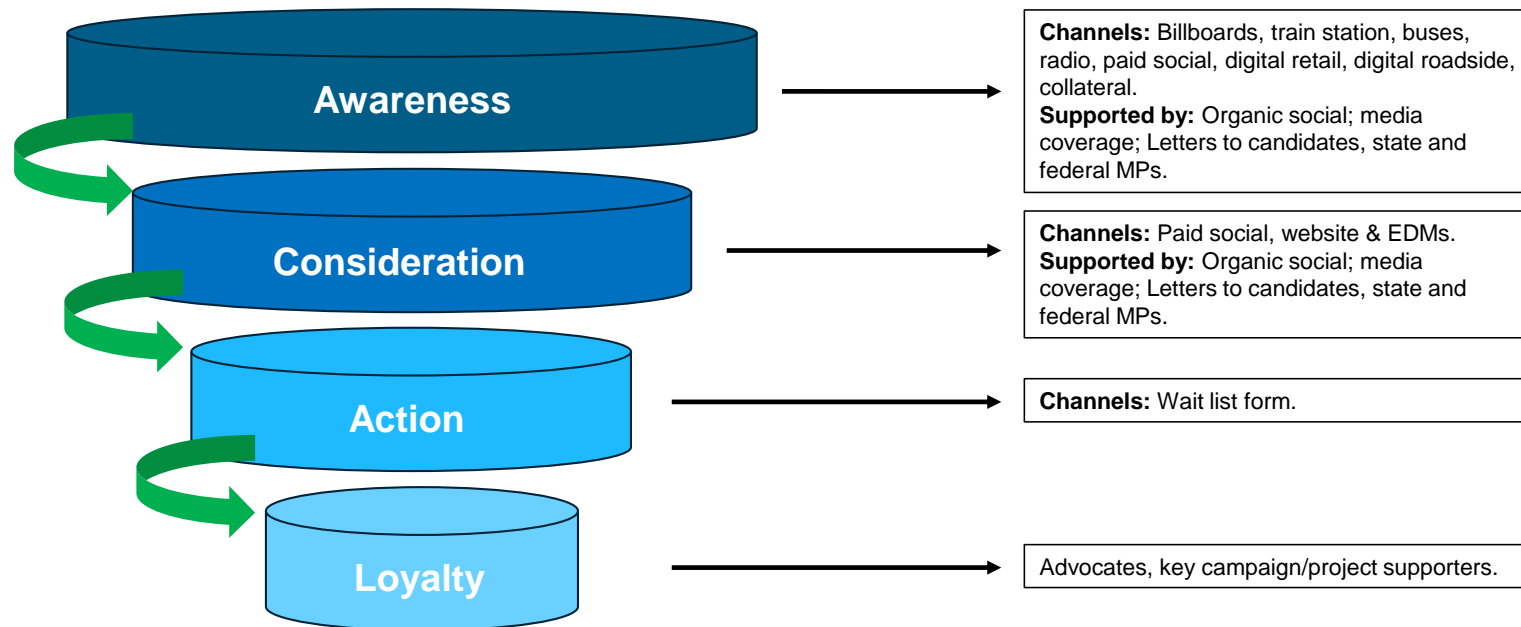


DISTRIBUTION & PRINT

- Distribution of flyers and posters to various businesses across Ipswich, Springfield and Rosewood
- Print advertising in local newspapers: Ipswich Tribune, Ipswich News Today and Ipswich Local News.



Marketing journey





Authorisation message

The following authorisation message is required from **1 October** for all campaign materials that will be live during the State election period:
Authorised by Sonia Cooper of Ipswich City Council, 1 Nicholas St Ipswich.

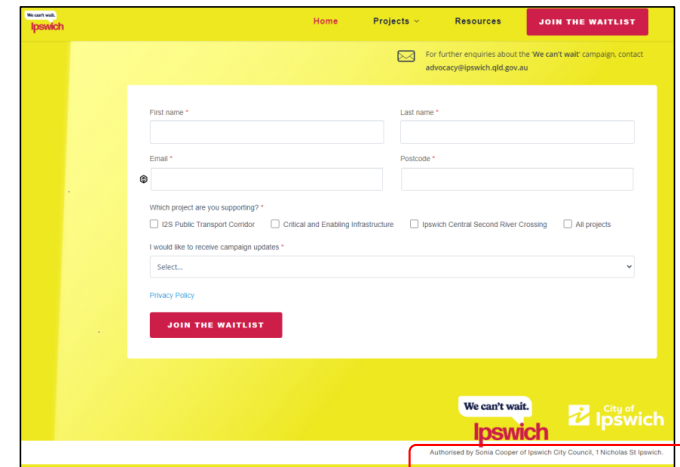
Due to the timings of the existing bookings for the 'We can't wait' campaign, all ads that launch on **23 September** will include this message. All existing campaign assets (live prior to the 23 September) will be updated to include the message by 1 October. For any materials that are live and cannot be updated e.g. train station artwork, these ads will be removed prior to 1 October.



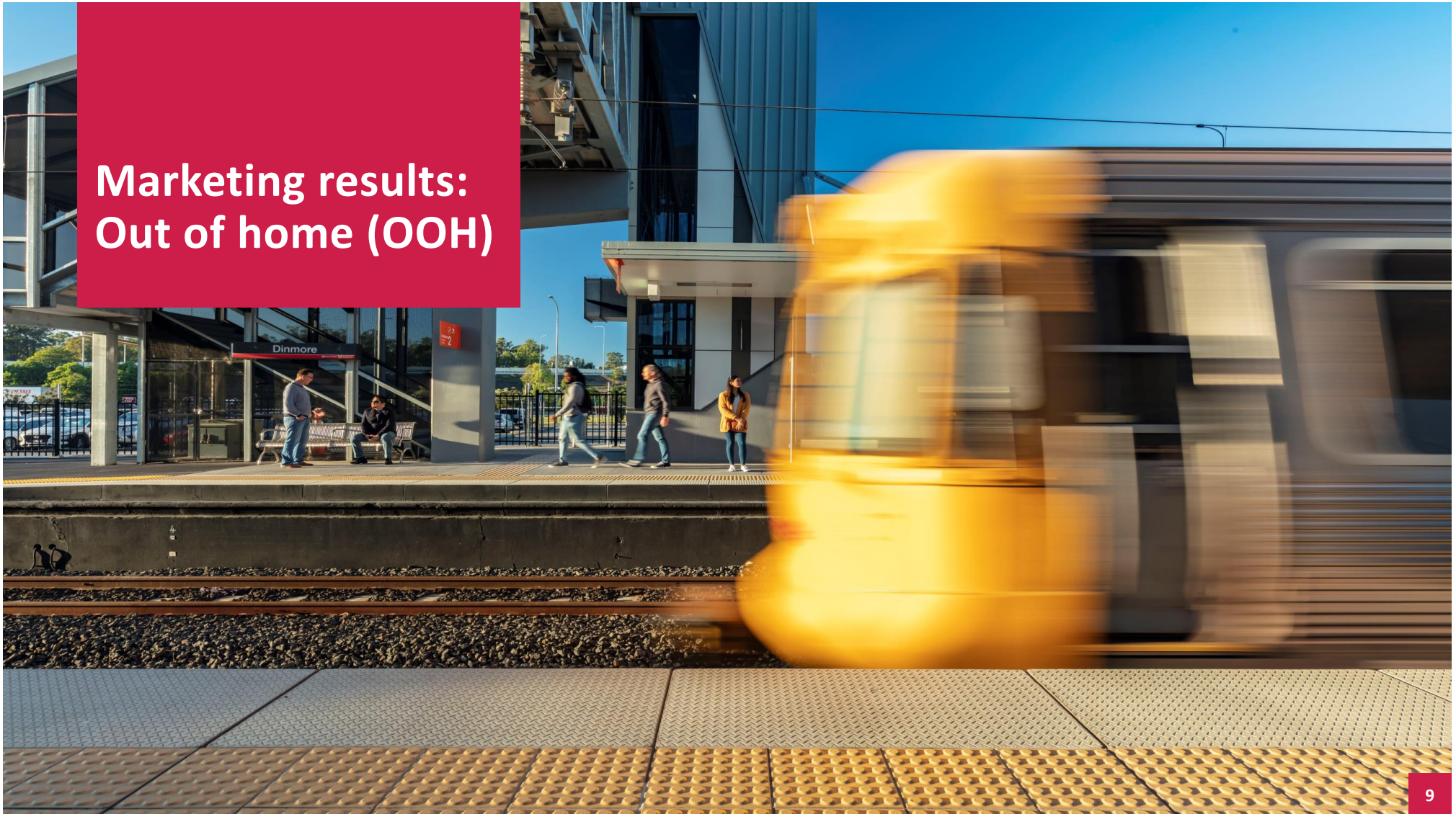
273 Brisbane Rd, Ipswich - billboard



Tulmur Pl, Ipswich – digital screen



Campaign website





OOH: Billboard results

Billboard location	Live in market	Budget spent (ex GST)	Results
Brisbane Rd, Dinmore	1-28 July (4 weeks)	\$6,500	<ul style="list-style-type: none"> Total reach: 83,198 Average frequency: 5
East St, Ipswich	8-14 July and 29 July – 4 August (2 weeks)	\$2,000	<ul style="list-style-type: none"> Total reach: 103,277 Average frequency: 7.6
Goodna, Ipswich Motorway	5-11 August and 19-25 August (2 weeks)	\$2,000	<ul style="list-style-type: none"> Total reach: 133,130 Average frequency: 2.5
Brisbane Rd, Bundamba	26 August – 22 September (4 weeks)	\$4,000	<ul style="list-style-type: none"> Total reach: 53,849 Average frequency: 3
273 Brisbane St, Ipswich	23 September – 5 October (2 weeks)	\$2,500	<ul style="list-style-type: none"> Total reach: 32,816 Total impressions: 115,623 Average frequency: 3.5
Willowbank, Cunningham Highway	26 August – 22 September (4 weeks)	\$1,390	<ul style="list-style-type: none"> Total reach: 5,763 Average frequency: 9.9
Bremer St, Ipswich	26 August – 22 September (4 weeks)	\$1,700	<ul style="list-style-type: none"> Approx. 11,500 cars per 7 day period (from TMR roadway review 2022)
Tulmur PI, Ipswich Central	1 July – 6 October (14 weeks)	Council owned asset – no cost.	<ul style="list-style-type: none"> Total of 265,873 people

Notes

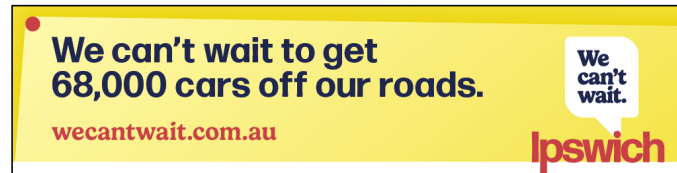
- *Billboard stats are based on a 'Likelihood to see' (LTS) audience of people aged 18+ (excluding Tulmur PI screen and Bremer St billboard)*
- *Reach figures are based on the total time period that the billboard was live in market for*
- *Average frequency = views per person*



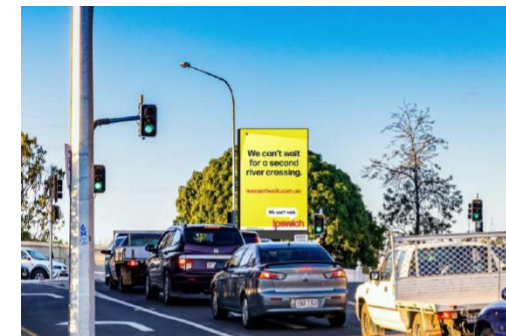
Billboard creative snapshot



Brisbane Rd, Dinmore



Bremer St, Ipswich



272 Brisbane St, Ipswich



Cunningham Hwy, Willowbank



OOH: Train station results

Details	Live in market	Budget spent (ex GST)	Reach
Signs displayed on platforms at Ipswich, Springfield Central and Redbank train station.	1 July – 30 September 2024	\$5,820	<ul style="list-style-type: none"> Ipswich station has 55,000 monthly visits Springfield Central station has 103,000 monthly visits Redbank station has 37,000 monthly visits



Ipswich train station



Springfield Central train station



Springfield Central train station



OOH: Buses results

Details	Live in market	Budget spent (ex GST)	Reach
<ul style="list-style-type: none"> 4x buses running across various Ipswich bus routes (note, buses are not allocated specific routes and can change daily) Ipswich depot: 46x bus routes 	5 August – 1 September <i>(we also received 1-2 weeks additional bonus)</i>	\$5,584	<ul style="list-style-type: none"> The 46x bus routes cover 294,615+ population.





Marketing results: Shopalives (digital retail screens)

Details	Live in market	Budget spent (ex GST)	Reach
<ul style="list-style-type: none"> 2x retail screens in Orion, Springfield Central shopping centre All artwork animated (different messaging for each burst) 	<ul style="list-style-type: none"> Burst 1 (Launch): 8-14 July Burst 2 (Highways): 5-11 August Burst 3 (I2S): 2-8 September Burst 4 (Second river crossing): 30 September – 6 October 	\$2,000	Results based on people aged 18+ over 4 weeks: <ul style="list-style-type: none"> Unique reach: 88,852 (potential audience who have been exposed to the ads) Footfall: 340,000 (total number of people moving within the centre) Average impressions: 4 (total times a person has walked past and seen the ad)
<ul style="list-style-type: none"> 2x retail screens in Riverlink, Booval Fair and Redbank Plaza All artwork animated (different messaging for each burst) 	4 weeks spread out from 8 July – 6 October 2024	\$5,400	Results based people 18+ living within Ipswich and Redbank sub-area, with a 'Likelihood to see' (LTS): <ul style="list-style-type: none"> Total potential audience: 154,041 Sub-area LTS reach: 76,108 LTS total impressions: 1,012,802





Digital roadside ads (IdentiLites) results

Details	Live in market
22x IdentiLites were used across Springfield, Springfield Lakes, Redbank, Redbank Plains, Augustine Heights, Brookwater, Collingwood Park, Camira areas only	1 July – 6 October
Reach	Budget spent (ex GST)
<ul style="list-style-type: none"> Supplier does not have any official traffic data for individual sign locations or reach figures Minimum impressions 1x sign (1x rotation) will receive per day is 180 – ICC generally will have 2x ads/campaigns that share the one rotation Based on the above, daily minimum impressions for the campaign is 1,980 Total minimum impressions received for the entire campaign is (14 weeks) is 194,040 	No cost (as per Council's agreement with supplier)







Paid social results - Summary

Budget: \$9,000

Cost: \$7,615.76

In market: 11 July - 26 October (15 weeks)

Channels: Meta

Audience targeting:

- Location - Ipswich (+50 mi)
- Age - 18 to 65+
- Interests - Road, Infrastructure, Commuting or Public Transport
- Behaviours - Commuters

- **Positive spikes in registrations** – paid social activity generated the highest amount of traffic to the 'We can't wait' website, driving phase-on-phase growth in registrations. The positive spikes indicate that the messaging effectively resonated with the target audience, motivating them to take action over time.
- **Reactive optimisation** – success was enhanced through proactive adjustments based on real-time data and engagement insights. Reactively optimising ad placements, targeting and messaging allowed for a tailored approach that maximised relevance to the target audience. This approach not only increased overall engagement but also ensured that each phase effectively addressed the audience's preferences.
- **Low cost-per-click (CPC) and strong frequency for market duration** – Paid social activity achieved a low CPC, allowing for efficient budget use and broader reach within the allocated spend. This, combined with frequency ensured that ads remained visible and top-of-mind without causing ad fatigue.

Overall
Results

14,210
Clicks

\$0.55
CPC

1,157,248
Impressions

628,520
Reach

1.09%
CTR

1.60
Frequency



Paid social results – Phase 1 (Launch)

PHASE 1 11 July – 9 August

Best performing

Ipswich City Council shared a link. Sponsored

Ipswich City Council Sponsored

We can't wait to secure critical funding to improve our roads and public transport in Ipswich. Support the voice for fairer funding in the city we love.

Results	2,550	\$0.68	280,022	132,550	0.87%	2.06
Clicks		CPC	Impressions	Reach	CTR	Frequency



Paid social results – Phase 2 (highways)

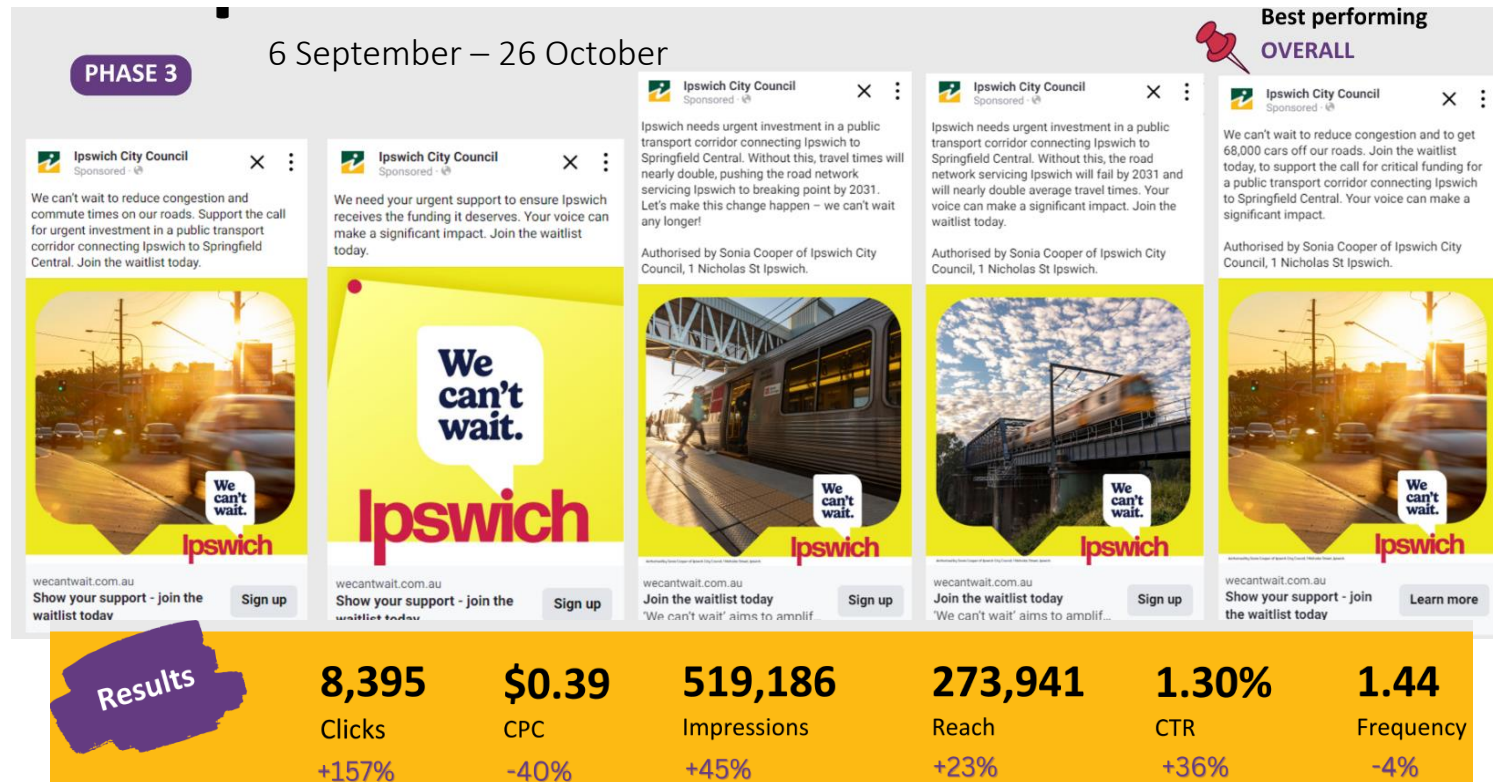
PHASE 2 9 August – 6 September

Best performing

Results	3,265	\$0.66	358,040	222,029	0.95%	1.50
	Clicks	CPC	Impressions	Reach	CTR	Frequency
	+28%	-2%	+27%	+67%	+9%	-27%



Paid social results – Phase 3 (I2S)



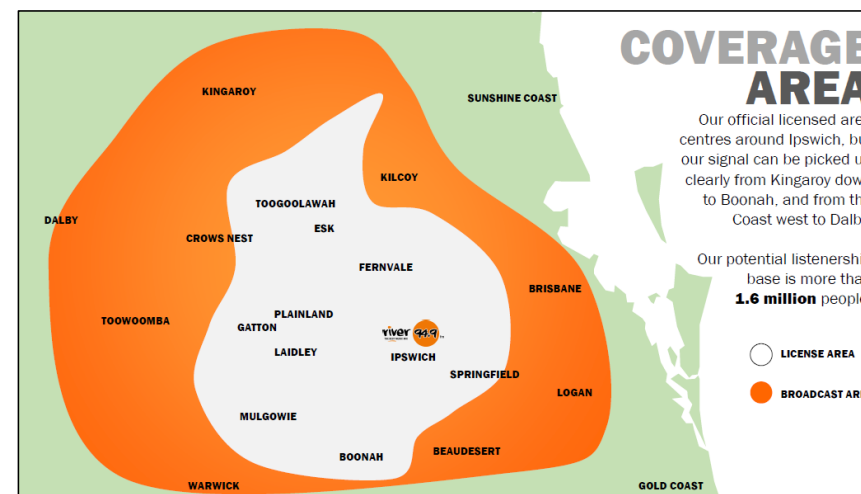
Marketing results: Other





Radio results

Details	Live in market
<p>Channel: River 94.9</p> <p>4x 15 sec ads and 3x 30 sec live reads ran in bursts throughout the campaign in the following dayparts:</p> <ul style="list-style-type: none"> • Breakfast (5-9am) Mon-Fri • Afternoon (12-3pm) Mon-Fri • BMAD (6am-6pm) Weekends <p>Campaign assets</p> <ul style="list-style-type: none"> • Burst 1 (Launch): 15 sec ad and live reads • Burst 2 (Highways): 15 sec ad and live reads • Burst 3 (I2S): 15 sec ad and live reads • Burst 4: (Second river crossing): 15 sec ad 	<p>Burst 1 Radio ads: 5-18 July + 29-31 July Live reads: 23 and 26 July</p> <p>Burst 2 Radio ads: 5-13 August Live reads: 19 and 22 August</p> <p>Burst 3 Radio ads: 26 August – 6 September Live reads: 13 and 19 September</p> <p>Burst 4 Radio ads: 23 September – 4 October</p>
Reach	Budget spent (ex GST)
<ul style="list-style-type: none"> • River 949 reaches more than 141,900 people each week <p>Highest cumulative audience breakdown by daypart:</p> <ul style="list-style-type: none"> • Breakfast has an audience of 105,100 • Afternoon has an audience of 86,700 • Weekends have an audience of 84,800 	<p>\$10,124</p>





Marketing results: Print

Channel	Details	Live in market	Budget spent (ex GST)	Reach
Local newspapers	4x print ads in the following print publications: <ul style="list-style-type: none"> Ipswich Tribune (IT) Ipswich News Today (INT) Local Ipswich News (LIN) 	IT and LIN: 10, 17, 24 and 31 July 2024 INT: 11, 18 & 25 July + 1 August	\$5,274.56	<ul style="list-style-type: none"> Ipswich Tribune: Weekly paid print readership 15,000 Ipswich News Today: Estimated readership of 15,472 (print and digital) Local Ipswich News: 15,000 printed copies weekly and a readership of 37,500 weekly

6 WEDNESDAY, JULY 24, 2024 **News & Politics**

Rob ready to race 20th fun run

Local Ipswich News Today

A voice for fairer funding in the city we love.
Join the waitlist at wecantwait.com.au

We can't wait.
Ipswich

Bridge plan a big secret

Local Ipswich News Today

A voice for fairer funding in the city we love.
Join the waitlist at wecantwait.com.au

We can't wait.
Ipswich

An overnight care service

Local Ipswich News Today

We can't wait for safer highways.
Join the waitlist at wecantwait.com.au

We can't wait.
Ipswich

Reproductive health leave aims for equity

Local Ipswich News Today

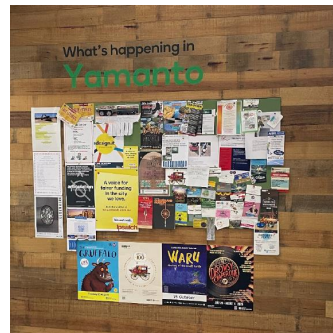
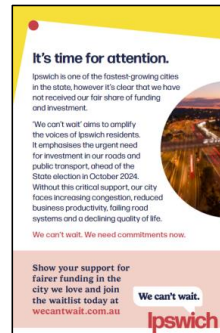
We can't wait for safer highways.
Join the waitlist at wecantwait.com.au

We can't wait.
Ipswich



Marketing results: Distribution

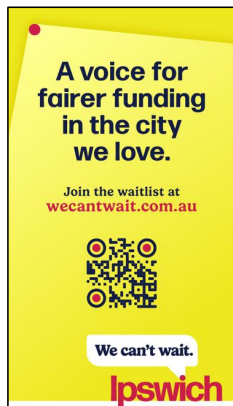
Channel	Details	Live in market	Budget spent (ex GST)	Reach
Posters and flyers	<ul style="list-style-type: none"> 200 A3 posters and 2,000 postcards were printed and distributed to approx. 70 businesses across Ipswich, Springfield and Rosewood. 	15 July – 30 September	\$1,340.28 (print and distribution)	<ul style="list-style-type: none"> No reach figures available from supplier Campaign collateral was placed in approx. 70 businesses across Ipswich, Springfield and Rosewood.



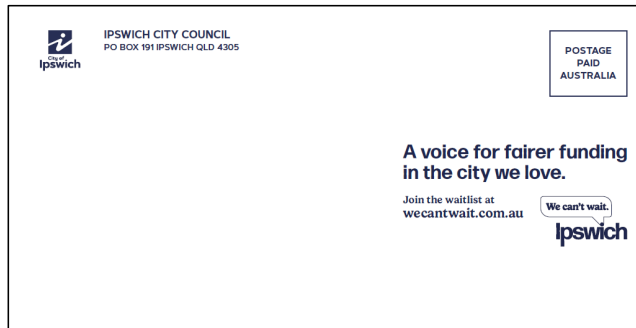


Council owned assets - Results

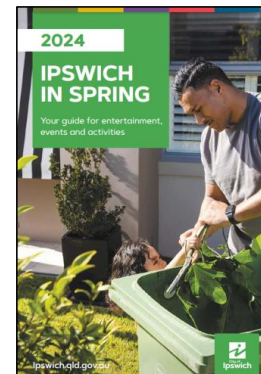
Channel	Details	Live in market	Budget spent (ex GST)	Reach
Ipswich in Spring	Full page ad in Ipswich City Council's quarterly guide.	Distributed from 12 August	Council owned asset – no cost.	<ul style="list-style-type: none"> Distributed to approx. 70,000 Ipswich residents
Rates envelopes	Campaign messaging placed on the front of Council rates envelopes	Distributed from 12 July	Council owned asset – no cost.	<ul style="list-style-type: none"> Rates notices distributed to 97,181 Ipswich residents
Library screens	Digital posters live on library screens in Rosewood, Redbank Plains, Redbank Plaza, Springfield, Ipswich Central and Children's Library		Council owned asset – no cost.	



Digital poster - libraries



Council rates envelope



Page 2 (inside front cover) of the Ipswich in Spring guide



Electronic direct mail (EDM)

20 AUGUST 2024

- First campaign update: Critical and Enabling Infrastructure (Highways) project was distributed to **862 people**
- **64% of recipients** opened the email, with 1,267 total opens to date

17 SEPTEMBER 2024

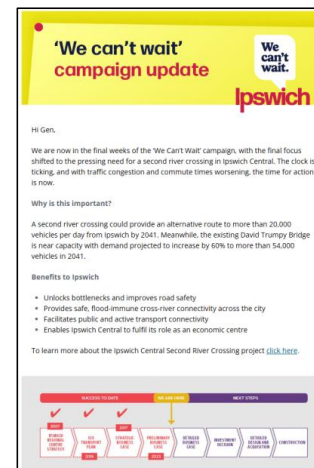
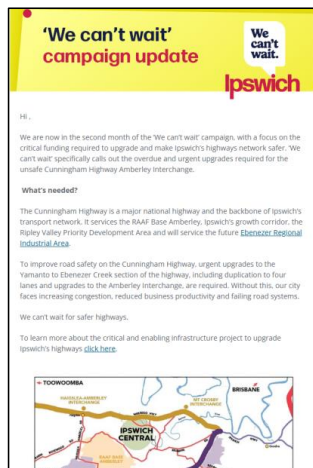
- Campaign update: Ipswich to Springfield Central Public Transport Corridor project was distributed to **1,069 people**
- **54% of recipients** opened the email, with 1,450 total opens to date

2 OCTOBER 2024

- Campaign update: Ipswich Central Second River Crossing project was distributed to **1,145 people**
- **58% of recipients** opened the email, with 1,309 total opens to date

11 OCTOBER 2024

- Campaign update: Ipswich Central Second River Crossing project was distributed to **1,176 people**
- **56% of recipients** opened the email, with 1,285 total opens to date



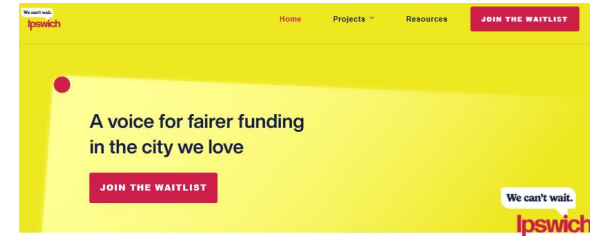
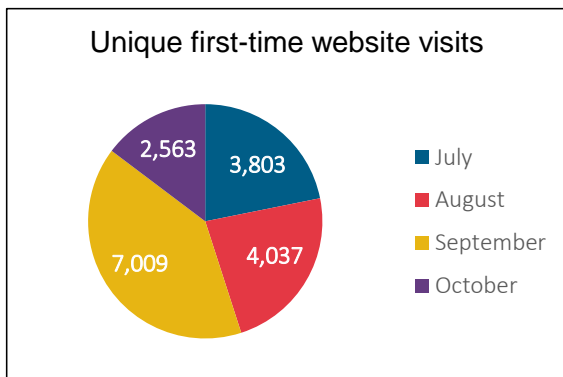




Website

Highlights

- A total of 17,412 unique first-time website visits were achieved during the campaign period from 1 July – 26 October 2024
- September recorded the highest traffic with 7,009 first-time visits
- Paid social (Facebook and traffic) drove the highest traffic, followed by direct (people using the exact URL to access the website).



1565+
have joined the waitlist

Ipswich is a vibrant and rapidly growing city at the epicentre of population growth in South-East Queensland.

However, despite being one of the fastest-growing cities in the state, it's clear that Ipswich has not received its fair share of funding and investment.

"We can't wait" is an Ipswich City Council initiative that aims to amplify the voices of Ipswich residents. It emphasises the urgent need for investment in our roads and public transport, ahead of the State election in October 2024. Without this critical support, our city faces increasing congestion, reduced business productivity, failing road systems and a declining quality of life.

Priority projects we are seeking funding for

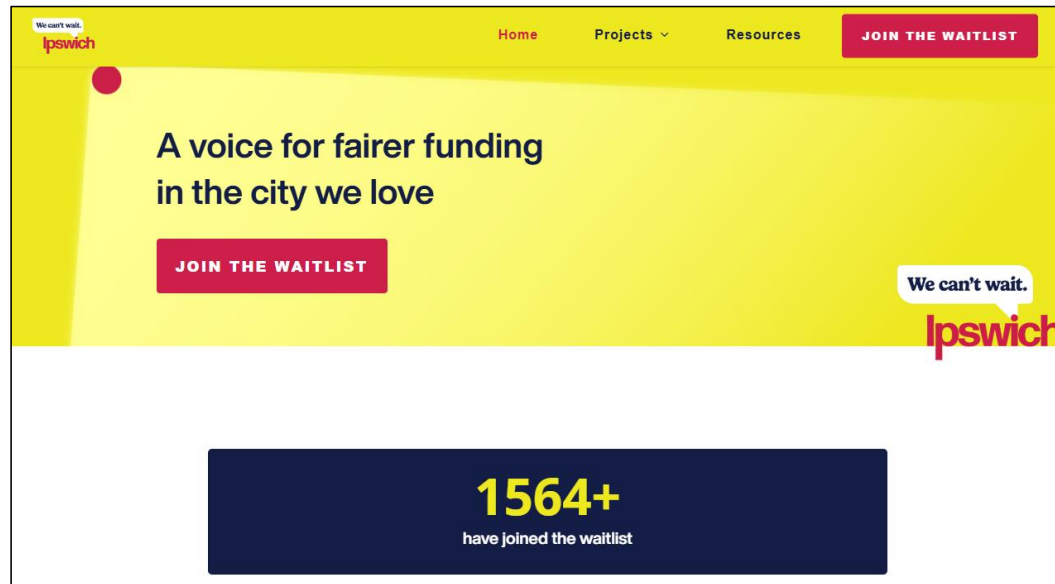


What happens if we do nothing

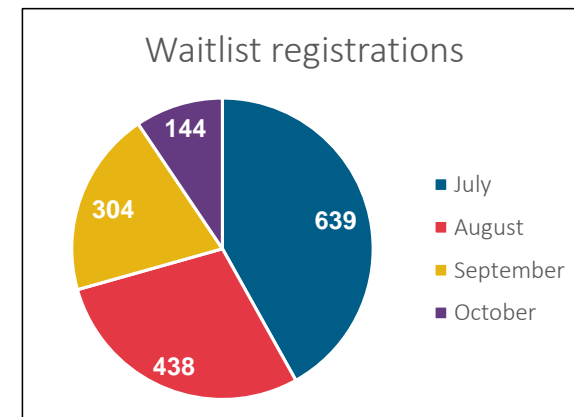




Waitlist registrations - Summary

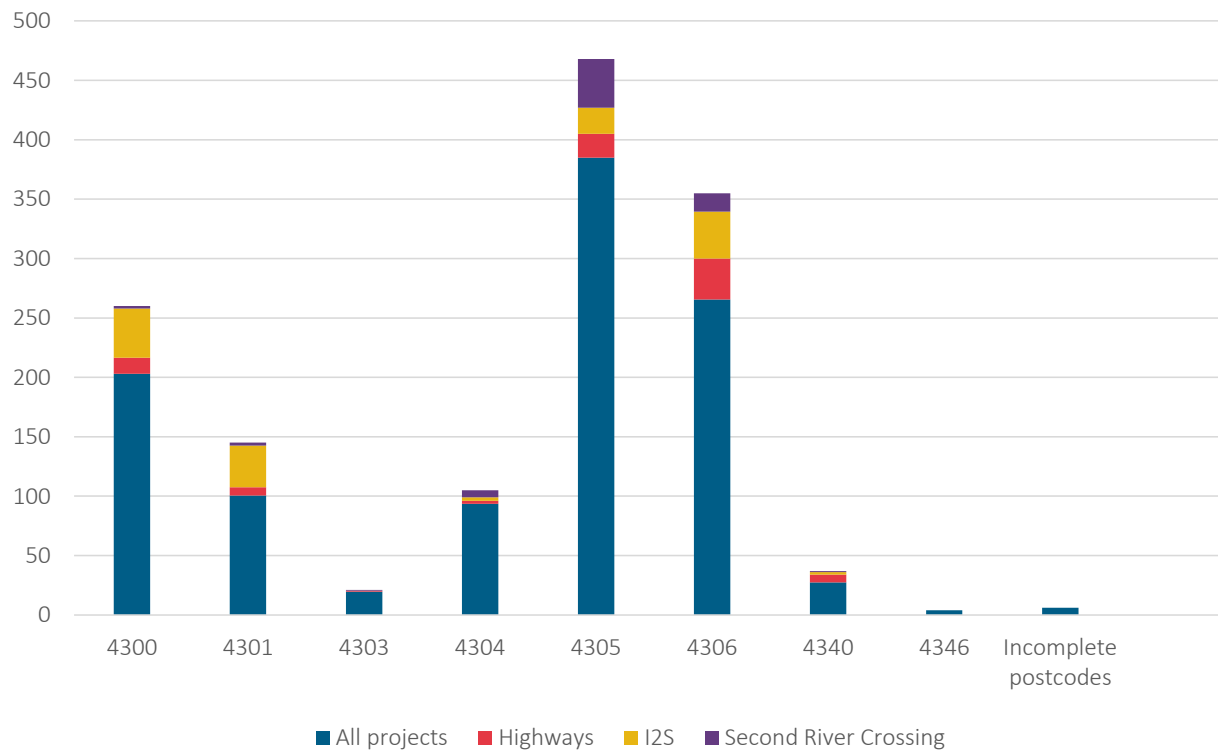


- **1,561 waitlist registrations** received as at 26 October 2024
- A further 3x registrations were received on 28 October 2024
- **1,225** people selected 'Yes' to receiving campaign updates
- **300 people** selected 'No' to receiving campaign updates
- **20 people** after selecting 'Yes', then went on to unsubscribe from receiving further campaign updates





Waitlist registrations - Ipswich



Top 3 postcodes:

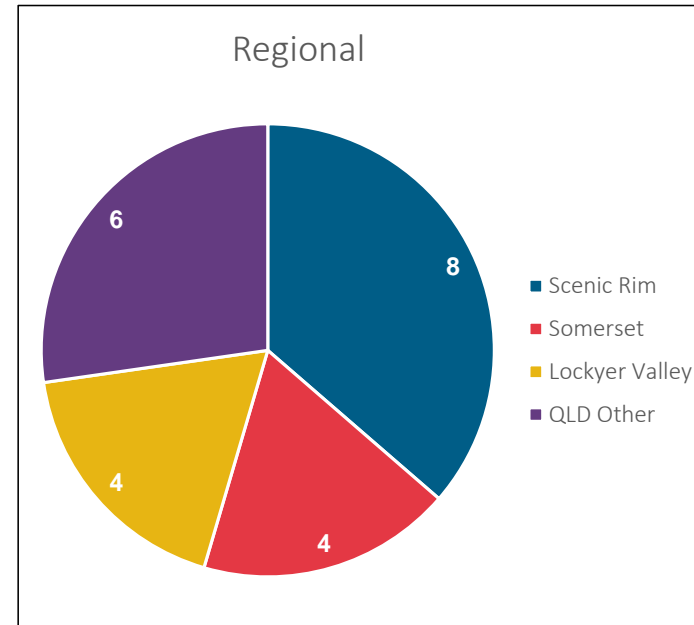
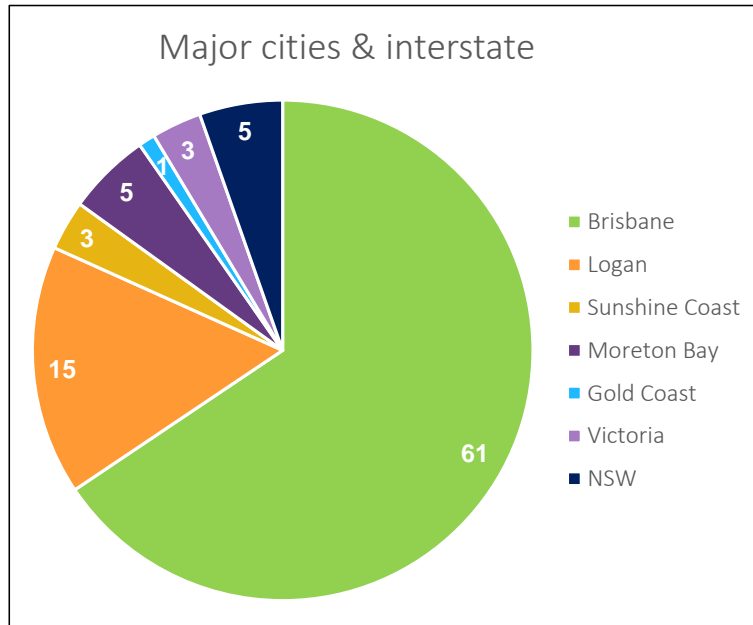
- 4305 = 468 registrations
- 4306 = 355 registrations
- 4300 = 260 registrations

Projects in order of priority
(as identified via waitlist registrations):

- 1,105 people selected 'All projects'
- 143 people selected 'I2S'
- 85 people selected 'Highways'
- 69 people selected 'Second river crossing'



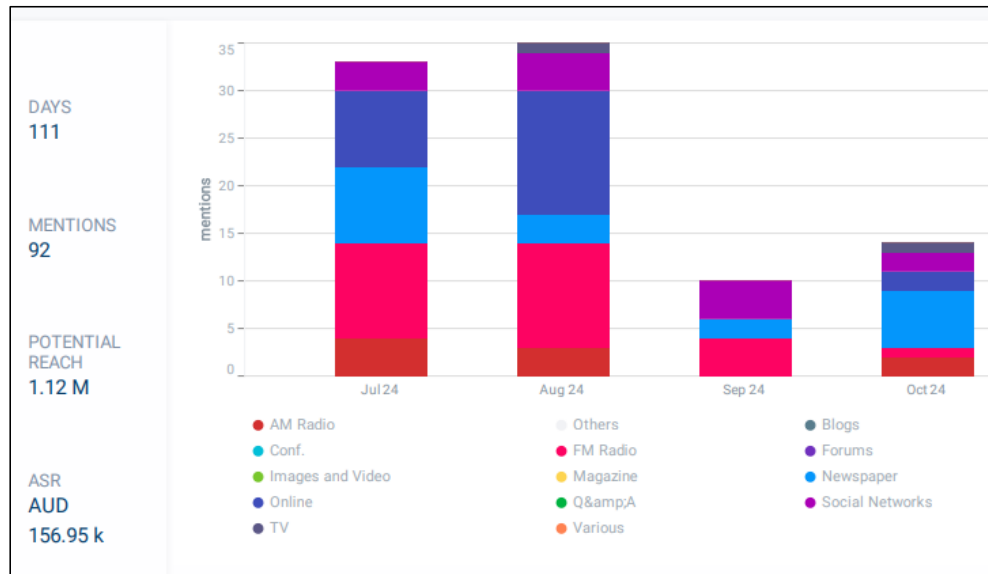
Waitlist registrations - Other







Media results - Summary



- Media coverage: 8 July – 26 October 2024**
- Media coverage reached a cumulative potential reach of 1,123,401 and an ASR of AUD 156,946
 - The highest volume occurred in August with a total volume of 35 mentions
 - The largest potential reach occurred in July with a potential reach of 595,052
 - The highest ASR rate occurred in August with a total ASR value of AUD 83,058
 - The media type with the highest volume was online with a total volume of 13 in August

MEDIA TYPE	MENTIONS	POTENTIAL REACH	ASR
AM Radio	9	177,000	34,544
FM Radio	26	0	4,088
Newspaper	19	801,015	44,329
Online	23	17,186	71,603
Social Networks	13	6,200	0
TV	2	122,000	2,382



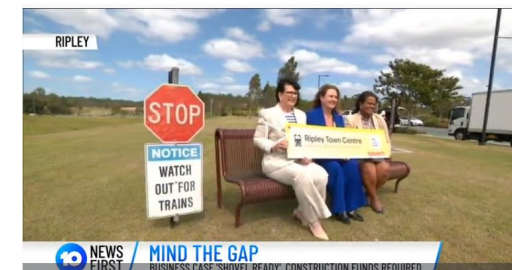
Media results

Channel	Activity	Details	Live in market
Courier Mail	Print coverage – Page 13.	Audience: 316,000 Messages achieved: wecantwait.com.au website shared; without funding travel times will blow out; significant investment needed to keep pace with the region's soaring population.	8 July 2024
News Ltd - online	Online campaign coverage	Courier Mail; Gold Coast Bulletin; Toowoomba Chronicle; Cairns Post. Unique daily visitors: 188, 316	
River 949	News bulletin	Campaign outcomes achieved: Ipswich will double in size by 2046; We can't wait any longer	
ABC radio	Mornings with Steve Austin	Hosted by Kate O'Toole Interview with Mayor Harding. 9min 30 sec. Audience 20,000 Campaign messages: If QTRIP for SEQ was \$1,000, on a per resident basis Ipswich would receive \$25. Three campaign projects mentioned.	
4BC radio	Drive with Peter Gleeson	Interview with Mayor Harding Audience: 19,000 Campaign messages: QTRIP as \$1,000 reference. Three projects outlined. Doubling of population referenced.	
Ipswich Tribune	Page 5 lead	Transport cash now says Mayor. Campaign messages: Three projects mentioned; Per capita share of QTRIP of all SEQ Councils listed.	10 July 2024
Ipswich News Today	Page 1 lead	Cash tin's empty. Campaign messages: Three campaign projects mentioned; Per capita share of QTRIP of all SEQ Councils listed.	11 July 2024



Media results (cont.)

Channel	Details	Live in market
Courier Mail	<u>Demands for deadly intersection upgrade after 25 years of fatalities</u>	w/c 19 th August
Channel 7	Interview with Mayor Harding, Willowbank residents on need to upgrade intersection	w/c 19 th August
ABC radio	Radio interview - Mayor Harding and Willowbank resident's group president	27 August
Media event	<p>Ipswich to Springfield Central public transport corridor: Ripley train station launch</p> <ul style="list-style-type: none"> • 4BC radio interview media coverage • 10 News First media coverage <p>Coverage between 1-8 October achieved:</p> <ul style="list-style-type: none"> • Total of 10 mentions and a cumulative potential reach of 637, 863 • Highest volume occurred on 3 October with 5 mentions • Highest potential total reach occurred on 5 October with 440,000 • AM radio achieved the highest volume with 8 mentions • The outlet with the highest volume was ABC Radio Brisbane with a total volume of 6 mentions • Newspaper had the highest potential reach of 409,000 • The outlet with the highest potential reach was Courier Mail with a total potential reach of 409,000 • The outlet with the highest ASR was ABC Online with a total ASR of AUD 214,72 	3 October





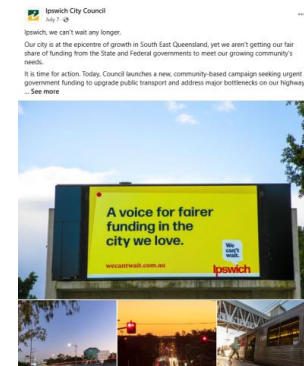
Media results (cont.)

Activity	Details	Date
Media coverage	<ul style="list-style-type: none"> Ipswich Tribune – Page 2 print article ‘Bus routes shake-up warmly welcomed’ and online article ‘Ipswich bus route shakeup brings new services’ 	9 October
	<ul style="list-style-type: none"> Ipswich News Today – Page 1 and 4 print article ‘Hailing rail action’ and ‘Calls for more train funds’ 	10 October
	<ul style="list-style-type: none"> River 949: Marnie & Campo breakfast show news story re: federal funding of \$20 million for the Amberley Interchange business case 	10 October
	<ul style="list-style-type: none"> 4BC radio: Councillor Paul Tully interview re: Ipswich to Springfield train line 	7 October
	<ul style="list-style-type: none"> Campaign heat, CEO sacked, and a fake train station’ – I2S coverage (referenced at 17:16) from Buzz Sprout in their ‘Local Government News Roundup’ (https://www.buzzsprout.com/1726495/episodes/15933335-campaign-heat-ceo-sacked-and-a-fake-train-station) 	16 October
	<ul style="list-style-type: none"> Rail call grows louder as Ipswich population skyrockets’ – I2S cover in The Urban Developer (https://www.theurbandevolver.com/articles/ipswich-springfield-rail-corridor-housing-queensland-i2s) 	16 October

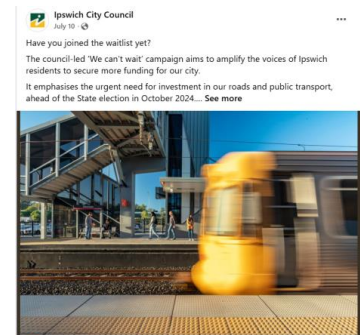


Organic social results

Channel	Activity	Details
Facebook	Organic post #1	7 July Reach: 5,832 Engagement: 1,066 Reactions: 59 Comments: 34 Link clicks: 62 Shares: 11
	Organic post #2	10 July Reach: 2,880 Engagement: 256 Reactions: 13 Comments: 5 Link clicks: 28 Shares: 3
	Organic post #3	“Add your voice” – 5 August Reach: 25,431 Engagement: 3,829 Reactions: 215 Comments: 186 Link clicks: 147 Shares: 30
	Organic post #4	“How was your commute this morning” – 7 August Reach: 10,239 Engagement: 920 Reactions: 41 Comments: 47 Link clicks: 39 Shares: 8
	Organic post #5	“Plenty of signs from community” – 16 August Reach: 12,485 Engagement: 1,754 Reactions: 104 (92 likes, 13 hearts) Comments: 56 Link clicks: 26 Shares: 8
	Organic post #6	1,000 sign ups milestone – 21 August Reach: 8,545 Engagement: 1,767 Reactions: 57 Comments: 99 Link clicks: 126 Shares: 6



Post 1



Post 2



Post 3

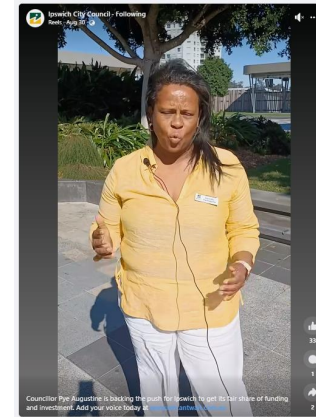


Post 4



Organic social results (cont.)

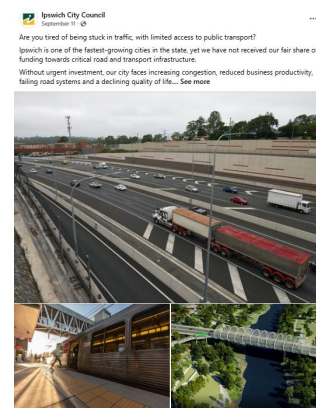
Channel	Activity	Details
Facebook	Organic post #7	Meg can't wait –29 August Reach: 1,900 Plays: 2,200 Likes 10 Shares: 1
	Organic post #8	Cr Augustine reel – 30 August Reach: 1,800 Plays: 1,900 Likes 21 Shares: 1
	Organic post #9	Cait can't wait – 6 September Reach: 3,200 Plays: 3,500 Likes 16 Shares: 2 Comments: 32
	Organic post #10	Tired of being stuck in traffic? – 11 September Reach: 5,444 Link clicks: 22 Interactions: 36 Shares: 1 Comments: 22
	Organic post #11	Would less traffic and improved access to public transport make your life better and easier? - 28 September



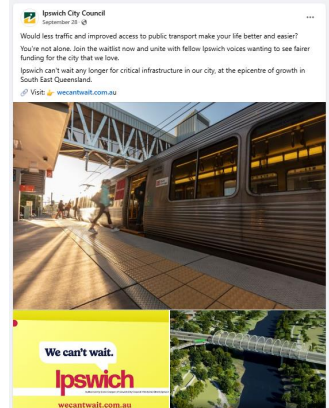
Post 8



Post 9



Post 10



Post 11

**Results:
Funding
commitments**

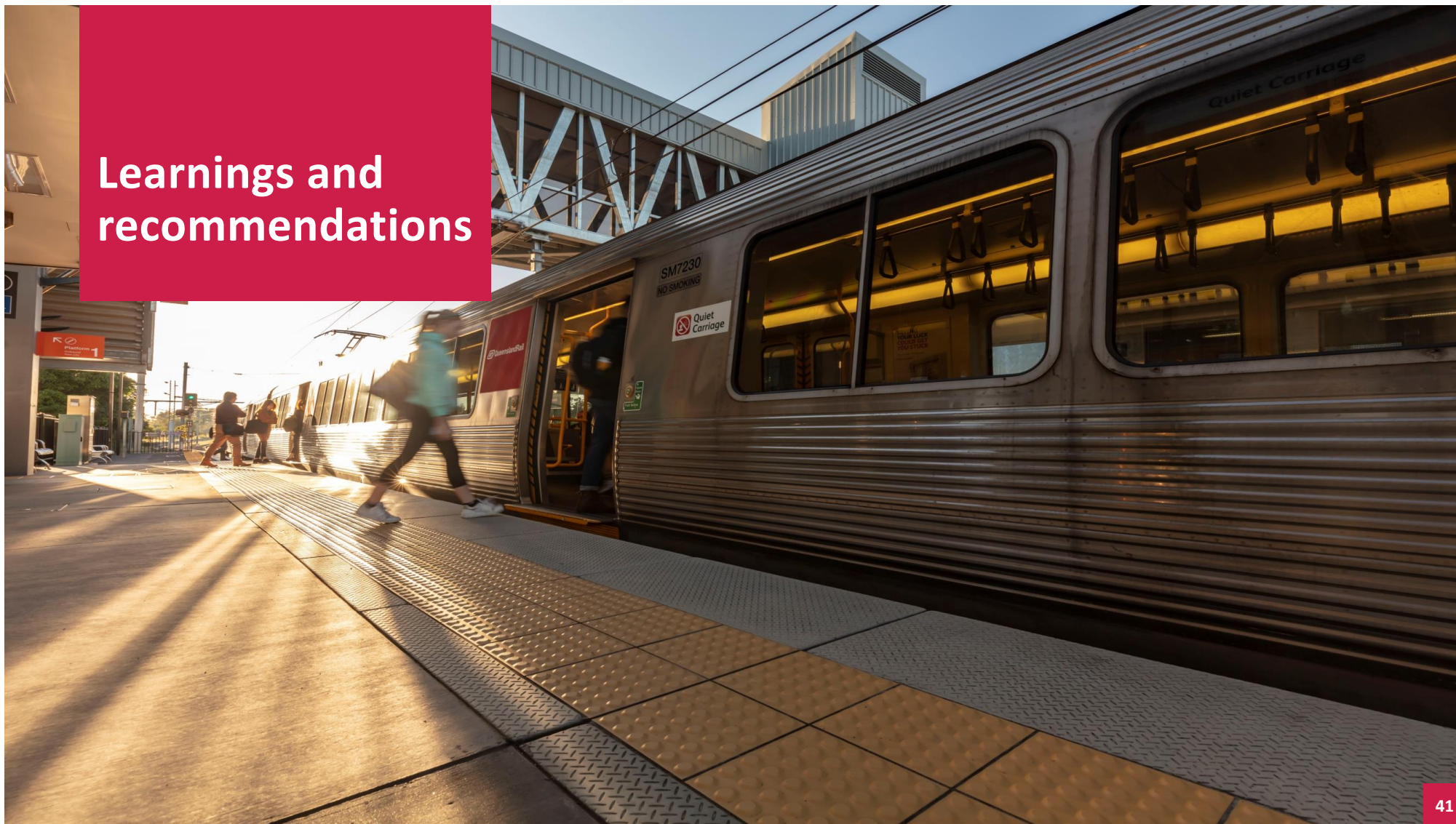




Campaign results – Funding commitments

Activity	Details
<p>Funding commitments</p>	<ul style="list-style-type: none"> • The <u>Liberal National Party (LNP)</u> have announced they will invest \$4 million to fund the business case for a second river crossing in Ipswich Central if elected. • The <u>Australian Labor Party (ALP)</u> have announced they will invest \$146 million towards a second river crossing if elected. \$4 million will fund a business case, with the remaining \$142 million to be invested towards the construction of the bridge, following the business case, planning and design works. • The <u>Commonwealth and Queensland governments</u> have jointly committed \$20 million for detailed planning on the Cunningham Highway, which will be used to undertake business cases on the Ipswich-Rosewood Road (Amberley) intersection and Ripley Road and Swanbank interchanges. The Australian Government is providing \$16 million towards the project, with the Queensland Government providing \$4 million. The project is also part of the Australian Government's broader \$170 million investment in the Cunningham Highway.

Learnings and recommendations





Learnings

- **Out of home** channels were successful in achieving high awareness (billboards, retail, roadside and train station), as seen by the consistently high traffic generated by people accessing the website using the direct URL (wecantwait.com.au). **Train station signs** were very cost-effective and would consider using this medium again and allow for additional budget to update creative during the go-live period.
- **Paid social activity** was crucial to this campaign, consistently generating the highest traffic to the 'We can't wait' website and ultimately driving sign ups to the waitlist. Budget was sufficient, however we can further improve engagement and results by implementing more motion creative (reels, videos) in future campaigns and well as increasing the organic content to support. Refer to full paid social PCR for further recommendations.
- **Wait list** – Sign ups peaked in the first month of the campaign, however dropped throughout the later months. The launch of new paid channels and media events/coverage positively impacted the growth of registrations, showing the importance of having a strong presence in market. Discuss if we move forward with a waitlist again or not.
- **Campaign website** – Having a dedicated campaign site that housed all the information (project info, resources, white papers, waitlist) was definitely beneficial. Continue to optimise and update as we move through to the next campaign.
- **Pop-up events/community engagement** – A few pop-ups were trialled during the campaign period with varying results. Discuss how we can improve and utilise pop-up events again.



Thank you



Doc ID No: A10936580

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

EXECUTIVE SUMMARY

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

RECOMMENDATION/S

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

RELATED PARTIES

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

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

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

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

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

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

4. Appropriate channels
5. Monitor results

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

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

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

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

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

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

LEGAL IMPLICATIONS

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

POLICY IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

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

FINANCIAL/RESOURCE IMPLICATIONS

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

COMMUNITY AND OTHER CONSULTATION

Not applicable


CONCLUSION

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

HUMAN RIGHTS IMPLICATIONS

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

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Ipswich Advocacy Priority Projects - Update ↓ 
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Dan Heenan

ECONOMIC DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Ben Pole

GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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

Advocacy Priority Projects Update

7 November 2024

Project	Ask	Commitment Received	Project Update
We Can't Wait Priorities			
Ipswich to Springfield Central Public Transport Corridor	We are seeking project delivery funding provision of \$2-3 billion* in the outer years of the State and Federal budget forward estimates.	No commitments beyond SEQ City Deal.	Preliminary Evaluation nearing completion. Detailed business case to commence in early-mid 2025, pending new state government support. Timeframe to complete DBC is approximately 18 months.
Ipswich Central Second River Crossing	\$4 million is required to progress the Ipswich Central Second River Crossing to shovel-ready status.	LNP: \$4 million towards a detailed business case. Labor: \$146 million (\$4m for a detailed business case and \$142m for project delivery)	Options analysis/Preliminary Evaluation complete. Work on the detailed business case to commence following signing grant deed for the election commitment.
Critical and Enabling – Amberley Interchange	Immediate action is required to undertake the planning, design and upgrades for the Centenary highway duplication including new and upgraded interchanges. Immediate action is also required for the planning of corridor duplication and the Centenary Highway /Augusta Parkway interchange.	The state and federal governments jointly committed \$20 million for detailed planning on the Cunningham Highway, which will be used to undertake businesses cases on the Ipswich-Rosewood Road (Amberley) intersection and Ripley Road and Swanbank Road interchanges. The federal government is providing \$16 million towards the project, with the state government providing the remaining \$4 million.	The commitment was a budget commitment, not an election commitment. Business cases to be progressed by DTMR – an update to be sought from DTMR officers.

Advocacy Priority Projects Update

7 November 2024

Regionally Significant Projects			
Better Bus Network for Ipswich	<p>A \$5 million annual commitment to fund the following priority bus expansion projects:</p> <ul style="list-style-type: none"> • A trunk bus route between Ipswich Central and Springfield Central (via Redbank Plains) • The expansion of bus services within Redbank Plains to improve local access to shops, employment, education, and amenities. 	<p>Stage 1 - 2025:</p> <p>The introduction of four new routes with two new services operating every 15 minutes at peak commuter times, increasing the number of residents within 400 metres of a bus service from about 37,000 people to 50,000 people:</p> <p>Stage 2 – 2025/26:</p> <p>While Stage 2 is still in the planning phase, it is proposed to include:</p> <p>Three new routes which will service Deebing Heights, Ripley and Karalee,</p> <p>Stage 3 – 2026/27:</p> <p>Stage 3 is also still in the planning phase and is proposed to include:</p> <p>A new route to respond to Spring Mountain and Springfield growth.</p> <p>New bus connections between Ripley, Redbank Plains and Goodna.</p>	<p>An update required from Translink on process for delivery of stage 1 services.</p>
Ebenezer Regional Industrial Area	<p>The realisation of an employment precinct at ERIA requires two related investments:</p>	<p>No commitments to date.</p>	<p>Awaiting a decision on the progression of the Inland Rail project.</p>

Advocacy Priority Projects Update

7 November 2024

	<ol style="list-style-type: none"> 1. Deliver catalytic trunk infrastructure to the Ebenezer Regional Industrial Area 2. Deliver the Ebenezer Intermodal Terminal. 		
Critical and Enabling Infrastructure – Warrego Highway	Several points along this highway, particularly at intersections and interchanges require urgent attention and upgrades in order to address safety and congestion concerns, including the Mt Crosby Road Interchange and the Haigslea-Amberley Interchange. An ultimate upgrade of the Warrego Highway to 6 lanes will also be required to ensure that the highway is safe, resilient and efficient for all road users.	<p>State and federal governments have jointly committed \$277 million towards the Mt Crosby interchange – noting that the scope for what this will be spent on is caveated as follows:</p> <p><i>Project scope, cost, timing and funding contributions under this program are subject to further consideration and negotiation with the Australian Government.</i></p>	Detailed design has commenced, taking into account community consultation feedback and technical and financial considerations and is expected to be completed in late 2024. (according to TMR)
Critical and Enabling Infrastructure – Centenary Motorway	Council is requesting immediate action on the planning of corridor duplication and the Centenary Motorway/ Augusta Parkway Interchange.	No commitments to date.	TMR is undertaking a corridor planning study – the first step in the TMR infrastructure planning process.
Critical and Enabling Infrastructure – Ripley PDA Catalytic Infrastructure	Urgent commitment is required from the State Government to forward plan the critical infrastructure in the Ripley Priority Development (PDA), including roads, water and wastewater, and transport infrastructure. Forward planning is also required for the State Controlled Road network surrounding and traversing the PDA, as well as the Ipswich to Springfield Central Transport Corridor.	<p>The state government has signed a \$24 million infrastructure agreement with Ipswich City Council for an upgrade of a section of Ripley Rd between the Cunningham Hwy and Montereia Rd.</p> <p>Another \$3.5 million agreement was signed with developers Stockland and Moremac for trunk sewer works in the southwestern precinct in Ripley Valley. Also see Cunningham Highway announcement above too.</p>	

Advocacy Priority Projects Update

7 November 2024

<p>Bell Street Revitalisation</p>	<p>The Ipswich Train Station, Transit Centre, Health Plaza, overhead walkway and awning are all in desperate need of renovation and upgrades and we would like for the State Government to expedite plans to address this</p>	<p>A concept masterplan is being prepared for the Bell Street Precinct in Ipswich to identify ways to revitalise the area and address key issues in Ipswich, including the need for expanded community facilities, new housing and key worker accommodation to support the fast-growing community.</p> <p>Being undertaken by Economic Development Queensland (EDQ), working with a number of key stakeholders, this planning aims to build on Ipswich City Council's revitalisation of the Nicholas Street precinct and continue the momentum for</p>	<p>Concept masterplan being finalised by EDQ – no timeframe provided.</p>
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