



City of  
**Ipswich**

## **AGENDA**

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

Tuesday, 3 December 2024

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

Council Chambers, Level 8  
1 Nicholas Street, Ipswich

**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 Andrew Antonioli  
Councillor Jim Madden  
Councillor Jacob Madsen  
Councillor David Martin

## ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE AGENDA

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\*\* Item includes confidential papers

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**ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(07)**

**3 DECEMBER 2024**

AGENDA

**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

**DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA**

**BUSINESS OUTSTANDING**

**CONFIRMATION OF MINUTES**

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(06) OF 14 NOVEMBER 2024**

**RECOMMENDATION**

That the minutes of the Economic and Cultural Development Committee held on 14 November 2024 be confirmed.

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**OFFICERS' REPORTS**

2. **DISCOVER IPSWICH EVERI EVENT PORTAL**

This is a report concerning the new Discover Ipswich Everi Event Portal, an initiative to improve visitor experience and better serve our event producers and promoters to meet Council's aspiration to become an Event Friendly Council. The new portal, which will be incorporated into the Discover Ipswich website, will enhance the 'What's On' section of the site promoting events across Ipswich that have the potential to attract visitors from outside the city. The new portal will be launched to industry and the public in late October 2024.

**RECOMMENDATION**

That the report concerning the integration of the new Everi Event Portal into the Discover Ipswich site be received and its contents noted.

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3. IPSWICH ECONOMIC DEVELOPMENT STRATEGY REPORT

This report provides an update on the past six months of outputs and outcomes related to the Ipswich Economic Development Strategy 2023-2027.

The Ipswich Economic Development Strategy outlines Council's plan for sustainable economic growth, outlining how Council resources can be aligned to build the economy of the future, attract and retain diverse and high value jobs for current and future generations, deliver a safe, efficient and sustainable transport network, ensure a healthy environment and foster an inclusive, society.

RECOMMENDATION

That the Ipswich Economic Development Strategy Report be received and the contents noted.

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4. \*\*NORTH IPSWICH SPORT AND ENTERTAINMENT PRECINCT STAGE 1 WESTERN GRANDSTAND CONCEPT DESIGN

This is a report presenting the outcomes of the due diligence and concept design for the North Ipswich Sport and Entertainment Precinct Stage 1 Western Grandstand.

RECOMMENDATION

That Council approve the finalisation of the submission to the Australian Government based on the current concept design for the North Ipswich Sport and Entertainment Precinct Stage 1 Western Grandstand.

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5. \*\*NICHOLAS STREET PRECINCT - APPROVAL OF A GROUND LEASE OVER 4 ELLENBOROUGH STREET, IPSWICH (LOT 7 ON SP288748)

This is a report concerning a ground lease for Council's consideration over associated Council-owned property at 4 Ellenborough Street, Ipswich (Lot 7 on SP288748) – see location plan in attachment 1.

RECOMMENDATION

- A. That Council enter into a Development Agreement, Construction Lease and Long Term Lease (and ancillary agreements), with the proposed lessee of 4 Ellenborough Street, Ipswich (Lot 7 on SP288748) within the Nicholas Street Precinct (substantially in accordance with the terms of the confidential heads of agreement attached).
- B. That Council note, in relation to Council's disposal of its leasehold interest in 4 Ellenborough Street, Ipswich to the proposed lessee, that the Ministerial exemption under s236 1(f) of the Local Government Regulation 2012 applies to the

disposal of Council's interest in 4 Ellenborough Street, Ipswich (Ministerial exemption contained in Attachment 1 of this report).

- C. That pursuant to Section 257(1)(b) of the Local Government Act 2009, Council resolve to delegate to the Chief Executive Officer the power to take "contractual action" pursuant to section 238 of the Regulation, in order to implement Council's decision at Recommendation A.
  - D. That Council be kept informed as to the progress and outcome of the execution and publication of details.
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### **NOTICES OF MOTION**

### **MATTERS ARISING**

### **QUESTIONS / GENERAL BUSINESS**

**ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(06)**

**14 NOVEMBER 2024**

MINUTES

**COUNCILLORS' ATTENDANCE:**

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

**COUNCILLOR'S APOLOGIES:**

Nil

**OFFICERS' ATTENDANCE:**

Chief Executive Officer (Sonia Cooper), General Manager Environment and Sustainability (Kaye Cavanagh), Acting General Manager Infrastructure Strategy, Capital Delivery (Tony Dileo), Acting General Manager Fleet, Works and Field Services (Darren Scott), Project Officer – Local Business and Investment (Naomi George), Place Manager – Ipswich Central (Erin Marchant), Precinct Governance Manager – Nicholas Street Precinct (Mitchell Grant), Leasing Manager – Nicholas Street Precinct (Melissa Annis), Economic Development Manager (Dan Heenan), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Senior Communications and Policy Officer (Jodie Richter), Coordinator Communications (Lucy Stone) and Theatre Technician (Trent Gray)

**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

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

**DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA**

Nil

**BUSINESS OUTSTANDING**

Nil

**CONFIRMATION OF MINUTES**

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2024(05) OF 15 OCTOBER 2024**

**RECOMMENDATION**

Moved by Councillor Marnie Doyle:

Seconded by Councillor Andrew Antonioli:

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

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antonioli

Doyle

Madden

Madsen

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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**OFFICERS' REPORTS**

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

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

RECOMMENDATION

Moved by Councillor Jim Madden:

Seconded by Councillor Marnie Doyle:

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

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antonioli

Doyle

Madden

Madsen

NEGATIVE

Councillors:

Nil

The motion was put and carried.



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

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

RECOMMENDATION

Moved by Mayor Teresa Harding:

Seconded by Deputy Mayor Nicole Jonic:

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

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

Madsen

NEGATIVE

Councillors:

Nil

The motion was put and carried.

4. IPSWICH CENTRAL REVITALISATION - SIX (6) MONTHLY REPORT - NOVEMBER  
2024

This is a report concerning the Ipswich Central Revitalisation, a catalyst project identified in the iFuture Corporate Plan 2021-2026. This report highlights the progress that has been made since June 2024 and tracks their progress against the vision and principles.

RECOMMENDATION

Moved by Councillor Marnie Doyle:

Seconded by Councillor Andrew Antoniolli:

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

AFFIRMATIVE

Councillors:

Augustine

Harding

NEGATIVE

Councillors:

Madsen (Abstain)

Jonic  
Antoniolli  
Doyle  
Madden

The motion was put and carried.

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5. NICHOLAS STREET PRECINCT - NOVEMBER NICHOLAS STREET PRECINCT PROJECT CONTROL GROUP

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

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

RECOMMENDATION

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

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

AFFIRMATIVE  
Councillors:  
Augustine  
Harding  
Jonic  
Antoniolli  
Doyle  
Madden  
Madsen

NEGATIVE  
Councillors:  
Nil

The motion was put and carried.

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NOTICES OF MOTION

Nil

**MATTERS ARISING**

6. **MEMBERSHIP OF ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE**

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Councillor Marnie Doyle:

**That pursuant to section 7 of the Ipswich City Council Terms of Reference,  
Councillor David Martin be appointed as a member of the Economic and  
Cultural Development Committee.**

**AFFIRMATIVE**

Councillors:

Augustine

Harding

Jonic

Antoniolli

Doyle

Madden

Madsen

**NEGATIVE**

Councillors:

Nil

The motion was put and carried.

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**QUESTIONS / GENERAL BUSINESS**

Nil

**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 1.10 pm.

The meeting closed at 1.24 pm.

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Doc ID No: A10730254

ITEM: 2  
SUBJECT: DISCOVER IPSWICH EVERI EVENT PORTAL  
AUTHOR: DESTINATION DEVELOPMENT LEAD  
DATE: 30 SEPTEMBER 2024

### **EXECUTIVE SUMMARY**

This is a report concerning the new Discover Ipswich Everi Event Portal, an initiative to improve visitor experience and better serve our event producers and promoters to meet Council's aspiration to become an Event Friendly Council. The new portal, which will be incorporated into the Discover Ipswich website, will enhance the 'What's On' section of the site promoting events across Ipswich that have the potential to attract visitors from outside the city. The new portal will be launched to industry and the public in late October 2024.

### **RECOMMENDATION/S**

**That the report concerning the integration of the new Everi Event Portal into the Discover Ipswich site 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**

Events are a key driver of visitation and play a key role in the development of the city as a destination, contributing significantly to the local economy, promoting our region and its attractions and delivering positive social outcomes.

The Discover Ipswich website (<https://www.discoveripswich.com.au/>) is Ipswich's dedicated destination marketing portal, promoting the city's attractions, tours, accommodation, destination restaurants and cafés, as well as tourism events. The primary objectives of the site are to motivate non-Ipswich residents to visit the city, provide visitors with the key information they need for their stay, and generate leads for local tourism and hospitality businesses.

In FY2023-2024, over 280,000 people used the site, with 18.3% of all pages viewed relating to promotion of tourism events, making it the most viewed content on the site. The current

what's on section of the site offers limited functionality for users. The launch of the new Discover Ipswich What's On Portal will enhance promotion of tourism events listed on the site. Users will be able to:

- Browse curated events collections with pages dedicated to categories and key precincts;
- Enjoy greater search functionality, including the ability to search by date, location, category and keyword;
- Create shortlists of events that interest them; and
- Set up event alerts to notify them when new events they may like are added.

As well as the Australian Tourism Data Warehouse (ATDW), from which the Discover Ipswich website currently draws events listings, the new Portal will also draw events from more key event platforms such as EventBrite, Humanitix and TryBoooking, making it easier for tourism events to be added.

To ensure that the Discover Ipswich What's On portal maintains its tourism focus, events will be required to meet one of the following criteria before being promoted via the portal:

- Events drawn from the Australian Tourism Data Warehouse (ATDW), which have passed Tourism & Events Queensland's quality assurance process;
- Council produced events;
- Council sponsored events; or
- Events held by businesses which are member of the Ipswich Tourism Operators Network (ITON).

While the Discover Ipswich website and the new What's On portal are primarily targeted at an audience outside of the city, it is estimated that approximately 30% of the Discover Ipswich audience is made up of Ipswich residents. These locals will also benefit from the enhanced functionality and are key advocates for the city when hosting visiting friends and relatives.

### **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**

An approximate purchase price of \$82,000 excluding GST over the entire term, being an initial term of three (3) years, with options for extension at the discretion of Council (as purchaser) of an additional two (2) X one (1) year terms. The costs for this tool are included in the 2023-2024 and 2024-2025 Destination Development operational budget and following years will be similarly factored into future budgets.

### **COMMUNITY AND OTHER CONSULTATION**

The Destination Development section consulted with the Marketing Services and City Events sections, who support the recommendations of this report, regarding the design, content and functionality of the Discover Ipswich What's On Portal.

The Destination Development section engages regularly with local tourism and hospitality businesses through the Ipswich Tourism Operators' Network (ITON), with many seeking support from council to help promote their events to potential visitors to the city.

### **CONCLUSION**

Events are a key driver of visitation to the City of Ipswich. Enhanced promotion of events via the Discover Ipswich website will see greater attendance at events coordinated by Council and the member businesses of the Ipswich Tourism Operators Network (ITON), and is consistent with Council's desire to become an Event Friendly Council.

### **HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS
<b>RECEIVE AND NOTE REPORT</b>
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.

Michael Williams

### **DESTINATION DEVELOPMENT LEAD**

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**

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

Doc ID No: A10878897

ITEM: 3  
SUBJECT: IPSWICH ECONOMIC DEVELOPMENT STRATEGY REPORT  
AUTHOR: ECONOMIC POLICY AND STRATEGY LEAD  
DATE: 30 OCTOBER 2024

### **EXECUTIVE SUMMARY**

This report provides an update on the past six months of outputs and outcomes related to the Ipswich Economic Development Strategy 2023-2027.

The Ipswich Economic Development Strategy outlines Council's plan for sustainable economic growth, outlining how Council resources can be aligned to build the economy of the future, attract and retain diverse and high value jobs for current and future generations, deliver a safe, efficient and sustainable transport network, ensure a healthy environment and foster an inclusive, society.

### **RECOMMENDATION/S**

**That the Ipswich Economic Development Strategy Report be received and the contents noted.**

### **RELATED PARTIES**

There are no discernible related party conflicts of interest arising as a result of this report and its recommendation.

### **IFUTURE THEME**

Vibrant and Growing

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

The Ipswich Economic Development Strategy 2023-2027 provides the direction for the economic development program and guides its activities, key priorities seek to:

- Competitively position Ipswich within South-East Queensland to attract investment
- Review and evolve the organisation's policy settings to ensure the organisation harnesses and supports appropriate economic development opportunities
- Promote the city as a desirable place in which to invest, live, learn, work and play



Implementation actions under the Strategy are categorised under four (4) pillars:

- People
- Place
- Prosperity
- Partnerships

An update on the progress of the Economic Development Strategy was provided to Council in November 2023 and an economic update was provided in June 2024.

### **People**

- Council supported Department of Employment, Small Business and Training and Jobs Queensland who engaged UniSC to deliver the Workforce Planning for Business Course in Ipswich
- Delivered on regional skills development by actively engaging in the Wivenhoe Jobs Taskforce, Greater Springfield Regional Jobs Committee, and Skilling Queenslanders for Work Advisory Committee to align workforce qualifications with growth industries, strengthen connections between jobseekers and employers, and drive a collaborative skills plan with key government and industry stakeholders

### **Place**

- Over the past six (6) months officers have worked with 72 local businesses to foster investment and growth
- Advanced transformational projects in partnership with federal and state agencies, including finalising the Ipswich to Springfield Central Public Transport Corridor Business Case with the Department of Transport and Main Roads. Also progressed the concept design for Stage 1 of the North Ipswich Sport and Entertainment Precinct Western Grandstand
- Continuing to prioritise placemaking through our Ipswich Central Revitalisation program, with the six monthly updates provided in the November 2024 Economic and Cultural Development Committee. Highlights include delivering the Green Urban Arbour, completing the Preliminary Concept Design for the Cultural Heart Project and introducing two new programs: Shop Top Living and Welcome to Ipswich Central
- Continuing to deliver on the Creative Industries Action Plan, as reported in the Community and Cultural Services Report Card in the October 2024 Community and Sport Committee
- Continuing to support the creative industries through the Ipswich Arts Advisory Group, with the last update provided in the October 2024 Economic Cultural Committee.

- The activation of the Nicholas Street Precinct continues with the opening of HOYTS, General Public and Hotel Commonwealth in November 2024
- An update on the Leveraging 2032: Our Roadmap to the Olympic and Paralympic Games was provided to the September 2024 Advocacy Advisory Committee, key deliverables of the roadmap have been to advance the UniSC Sporting Precinct and Tartan Track and boosting community health and sports access through partnerships, facility upgrades, and club capacity-building
- Released the Ipswich Hotel Investment Prospectus, which references infrastructure incentives aimed at attracting hotels and accommodations to our centres

### Prosperity

- Through the Local Business Concierge process the Office of Economic Development is actively supporting new business enquiries, tracking engagement and support offered to private and public sector investment enquiries
- Continuing to support local business capacity through program such as *Mentoring for Growth* in October 2024 and The Small Business, Home Business and Entrepreneurship Program held in Ipswich Libraries in November 2024
- The City Events Section continues to deliver on the City Events Plan of annual events, with an update on event sponsorship and ticket allocation reported in the October 2024 Economic and Cultural Development Committee
- In partnership with Tourism and Events Queensland and the Brisbane Economic Development Agency to continue to support the capacity of local tourism operators to provide the opportunity to participate in development mentoring programs such as Best of Brisbane Region Experiences Operator Support Program, Transformation Experiences Mentoring Program, Spinal Life's Accessibility Accelerator Program and VacayIt
- Officers are working with landowners, particularly in Ipswich Central, to support investment and attract new business to the region with seven new businesses opening in Ipswich Central in the past six months.
- Working with Planning and Regulatory Services to inform the development of an infrastructure incentives that will attract investment in our city, such as hotels and short-term accommodation
- Engaged with Council's Sustainability Section and Procurement Branch to begin encouraging businesses to operate more sustainably. Officers continue to encourage small and medium business to participate in the EcoBiz program to align with the 2032 Olympics and Paralympics climate positive mandate

### Partnerships

- Advocacy through the We Can't Wait state government election campaign:

- The Liberal National Party (LNP) committed \$4 million to fund the business case for a second river crossing in Ipswich Central
  - The Australian Labor Party (ALP) committed \$146 million towards a second river crossing. \$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.
  - The Commonwealth and Queensland governments 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.
- Continue to meet regularly with State Government agencies such Department of State Development, Department of Tourism, Department of Small Business and Training., Department of Treasury
  - Renewed the partnership arrangements with the Ipswich Region Chamber of Commerce and Greater Springfield Chamber of Commerce
  - A three-year partnership with Ipswich City Council and Brisbane Lions was signed bringing a range of social and economic benefits
  - Continuing to be an active member of the Small Business Friendly Program by introducing business friendly initiatives such as the Business Booth and Business Breakfast

## **Case Study**

### New Business Breakfast

On 11 July 2024 the Office of Economic Development held the first New Business Breakfast. The breakfast connected new businesses with available support, like-minded people and organisations to enable business growth in Ipswich.

The New Business Breakfast was supported by a new database that would enable Council to connect with newly registered businesses in Ipswich.

### Business Booth

The first two Business Booth events took place on Wednesday 16 October at Redbank Plains Library and on 13 November at Springfield Central Library. The Business Booth's provide support for businesses looking to expand or start up and are delivered in partnership with the Department of Small Business and Training, Regional Development Australia and Council's Office of Economic Development.

The participating businesses received information on topics such as self-employment, adding employees or apprentices, available resources, expanding on a budget, profit maximisation, launching, and marketing. A post-event survey indicated high satisfaction among attendees.

#### Ipswich Hotel Investment Prospectus

On the 25 October 2024 Council approved the Ipswich Hotel Investment Prospectus, which is a key outcome in the delivery of the Strategy's stated action 'Investigate options to attract hotels and accommodation to our centres'.

The development of the investment prospectus was the result of collaboration with the Destination Development Team and Planning and Regulatory Services Branch. The investment prospectus saw the approval of infrastructure charges reduction, to be adopted as part of the draft Ipswich Plan 2024.

#### **LEGAL IMPLICATIONS**

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

#### **POLICY IMPLICATIONS**

The initiatives outlined in this report are in line with the Economic Development Strategy 2023-2027.

#### **RISK MANAGEMENT IMPLICATIONS**

Based on the general nature of this report it is deemed that there are no risks associated with the recommendation.

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

The Strategy activities were delivered within budget and resource allocations provided in the Ipswich City Council 2024/25 budgets.

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

Throughout the reporting period, each initiative outlined in this report had its own engagement strategy, involving both internal and external stakeholders. The Office of Economic Development has conducted consultations with relevant branches within the organisation and community stakeholders, aligning with our strategic objectives to enhance partnerships.

#### **CONCLUSION**

The implementation of the Economic Development Strategy 2023-2027 is progressing well with key deliverables being achieved over the past six months.

**HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS
<b>RECEIVE AND NOTE REPORT</b>
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.

Gemma Rippon  
**ECONOMIC POLICY AND STRATEGY LEAD**

I concur with the recommendations contained in this report.

Dan Heenan  
**ECONOMIC DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole  
**GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT**

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

Doc ID No: A10941884

ITEM: 4

SUBJECT: NORTH IPSWICH SPORT AND ENTERTAINMENT PRECINCT STAGE 1 WESTERN GRANDSTAND CONCEPT DESIGN

AUTHOR: ECONOMIC DEVELOPMENT MANAGER

DATE: 15 NOVEMBER 2024

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### **EXECUTIVE SUMMARY**

This is a report presenting the outcomes of the due diligence and concept design for the North Ipswich Sport and Entertainment Precinct Stage 1 Western Grandstand.

### **RECOMMENDATION/S**

**That Council approve the finalisation of the submission to the Australian Government based on the current concept design for the North Ipswich Sport and Entertainment Precinct Stage 1 Western Grandstand.**

### **RELATED PARTIES**

The following organisations have been involved in the development of North Ipswich Sport and Entertainment Precinct concept design and due diligence:

- Blight Rayner Architecture
- Mott MacDonald
- RPS
- Burrundi Design Studio
- McKenzie Group
- Sporteng
- RLB
- Douglas and Partners

### **IFUTURE THEME**

Vibrant and Growing

## **PURPOSE OF REPORT/BACKGROUND**

### **General Project Overview**

Option 1 from the North Ipswich Sport and Entertainment Precinct Options Analysis provides a grandstand that could typically hold state and local level sporting competition games as well as be scaled up to host one-off tier-one sporting, recreational, cultural and entertainment events with a minimal outlay to achieve increased capacity and would also be a more attractive regional setting than the existing facility.

Council's brief to the design team was from this original options analysis work as well as to base the design on the State level NRL Facility Guidelines. The State level of the facility hierarchy is defined in the guidelines as follow:

#### State

*A high standard premier facility that is used for major events and second tier competitions below the NRL Premiership (i.e. NSW and QLD major competitions and representative fixtures). State facilities may also service the highest level of competition in the broader region and be a nominated venue for finals and/or marquee games (i.e. NRL Premiership games).*

The design was also reviewed in conjunction with the facility guidelines for football and rugby union and is compliant.

### **Concept Design**

Since being engaged, Council has been working with Blight Rayner to progress the design development process and to spatially locate the core components of the project within a new western grandstand on site (confidential attachment 1).

In terms of the approach, the majority of the core components that ensure sporting code compliance is achieved are housed on the ground floor of the new western grandstand. In addition to these core components, public amenities and a new food and beverage concessionaire outlet have also been included on this level. The current design proposes the North Ipswich Reserve Corporate Centre function rooms are re-purposed for a gymnasium and administration area. The view of the playing surface from the existing corporate centre would be obscured by the new grandstand so re-purposing this area for a gym is considered a pragmatic and cost-effective solution for this space.

There was support for the existing oval configuration to be reconfigured to a rectangle which would enable spectator experience to be improved by being closer to the field of play.

On the first level of the proposed grandstand structure, new corporate hospitality suites are proposed to replace the existing function facilities in the corporate centre. We have also incorporated coach's boxes, timekeepers' room, amenities and a finishing kitchen. Terraces at either end of the first level are proposed.

The existing corporate centre commercial kitchen is to be retained by Council to service the corporate facilities within the grandstand. The new finishing kitchen will allow for food prepared in the corporate centre kitchen to be finished prior to serving in the function space/corporate suites – this is a common food service practice.

At the time of finalising this report there remain several components of the design still being resolved, these items are summarised below.

- **Field Lighting:** Currently it is proposed to deliver a field lighting solution to 500lux (within the \$40 million budget allocation) which will enable night-time games to be played and also for the streaming of night time games but is not to the lux level for broadcasting of night time games (1400 lux). Officers are currently investigating costs associated with delivering temporary broadcast lighting to inform Council's final lighting decision.
- **Broadcast Camera Platform:** Broadcast camera platforms are not currently included in the design. There are two potential options being investigated for camera platforms to be incorporated into the design. A meeting with a broadcast technical consultant is taking place in December 2024, ahead of the committee meeting. Officers will be in a position to provide an update and recommendation in relation to broadcast camera platforms then. There is a design option for the broadcast camera platform within the existing design (at minimal additional capital cost) that officers are testing with the consultant ahead of making a recommendation.
- **Field Screen:** Officers are progressing two options for a field screen, the first being a replacement of the existing screen and the second being a new larger field screen. Officers are awaiting costings for these options. It should be noted that field screen is not currently incorporated within the allocated budget.

The field lighting and field screen elements will not materially impact the design for the proposed grandstand. In relation to the broadcast camera platform, there is a potential option that could be incorporated within the existing design with minimal additional cost. Officers are seeking technical advice on this option and will provide a further update in ahead of the committee meeting.

Under the funding agreement with the federal government, Council is required to finalise the concept design and due diligence on the western grandstand project by 31 December 2024.

The purpose of this committee report is to seek the Council's approval to proceed with the submission to the federal government under the funding agreement based on the current concept design for the western grandstand.

As the project progresses into the project delivery phase there will be further opportunities for design refinements and improvements by Council.

Officers will also provide Council with the operational overview and marketing and event opportunity reports which are also being finalised by mid-December 2024. These reports will



outline the operational implications and costs associated with the proposed facility, as well as the market and event opportunities that the city could pursue with this new facility.

### Next Steps

The next steps are as follows:

- Respond to the outstanding queries noted earlier in this report in consultation with Mayor and Councillors
- Work with the consultant team to finalise the concept design pack and technical reporting ahead of the federal submission due date – targeting 20 December 2024
- Public announcement of the preferred design – in conjunction with the state and/or federal governments as co-funders
- Federal government release of the remaining \$19,500,000 to Council for project delivery and also the signing of a grant deed with the state government, the project can then progress to the project delivery (design and construct) phase

### **LEGAL IMPLICATIONS**

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

### **POLICY IMPLICATIONS**

Not applicable

### **RISK MANAGEMENT IMPLICATIONS**

The concept design presented has been developed in conjunction with the following technical disciplines:

- Civil Engineering
- Structural Engineering
- Electrical Engineering
- Mechanical Engineering
- Hydraulic Engineering
- Fire Protection Services
- ESD Engineering
- Traffic Engineering
- Flood Assessment
- Vertical Transport
- Crowd Modelling
- Acoustic Engineering
- Digital Technology - AV and ICT
- Specialist Sports Lighting
- Landscape design
- Designing with country
- Building certification
- Field specialist

- Quantity surveyor
- Geotechnical engineer
- Venue management
- Sports marketing

This level of technical input and cost planning provides for a greater level of certainty in relation to the design solution proposed and the associated costs.

### **FINANCIAL/RESOURCE IMPLICATIONS**

The baseline design for the western grandstand presented in this report has been costed at \$40 million, noting that there are some design considerations that are still to be resolved.

The project budget was established through \$10 million commitment from Council in May 2019, an Australian Government commitment of \$20 million in April 2022 and a Queensland Government commitment of \$10 million in March 2024.

### **COMMUNITY AND OTHER CONSULTATION**

Consultation has taken place with the following external stakeholders:

- Ipswich Jets
- Rugby League Ipswich
- Queensland Rugby League
- Queensland Rugby Union
- Ipswich State High School
- Ipswich Girls Grammar
- Brisbane Lions
- Hon. Shayne Neumann MP

A briefing note on this project was circulated to all Councillors on 27 September 2024.

Council's Advocacy Advisory Committee received a presentation on the concept design on 3 October 2024 and provided feedback.

A Councillor briefing was provided to all Councillors on the concept design on 12 November 2024.

A further Councillor briefing was provided to all Councillors on 20 November 2024 offering responses to questions raised by Councillors.

Feedback from all stakeholders has informed the design development process.

The Hon. Shayne Neumann MP outlined indicative support for the concept design noting that there are some elements yet to be finalised through the further design stages.

Officers have been regularly engaging with the Queensland Department of Sport, Racing and Olympic and Paralympic Games during the design development process.

**CONCLUSION**

The concept design for the North Ipswich Sport and Entertainment Precinct, Stage 1 Western Grandstand project will provide a significant upgrade to the existing facilities, will enable new sporting and entertainment activation opportunities in the city and allow for a longer-term design to be developed for the broader precinct that will grow the capacity of the ground to an ultimate ~10,000 patrons. The concept design for stage 1 represents the first step in this journey.

**HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS	
<b>OTHER DECISION</b>	
(a) What is the Act/Decision being made?	The Recommendation states that Council approve a concept design for the NISEP Stage 1 Western Grandstand for the purpose of a submission to the federal government.
(b) What human rights are affected?	No human rights are affected by this decision. This is because the concept design approval is only for the purpose of a submission to the federal government.
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable
(e) Conclusion	The decision is consistent with human rights.

**ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS**

1.	CONFIDENTIAL North Ipswich Sport and Entertainment Precinct Concept Design
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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**

I concur with the recommendations contained in this report.

Sonia Cooper  
**CHIEF EXECUTIVE OFFICER**

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Doc ID No: A10941895

ITEM: 5

SUBJECT: NICHOLAS STREET PRECINCT - APPROVAL OF A GROUND LEASE OVER  
4 ELLENBOROUGH STREET, IPSWICH (LOT 7 ON SP288748)

AUTHOR: ECONOMIC DEVELOPMENT MANAGER

DATE: 15 NOVEMBER 2024

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### EXECUTIVE SUMMARY

This is a report concerning a ground lease for Council's consideration over associated Council-owned property at 4 Ellenborough Street, Ipswich (Lot 7 on SP288748) – see location plan in attachment 1.

### RECOMMENDATION/S

- A. That Council enter into a Development Agreement, Construction Lease and Long Term Lease (and ancillary agreements), with the proposed lessee of 4 Ellenborough Street, Ipswich (Lot 7 on SP288748) within the Nicholas Street Precinct (substantially in accordance with the terms of the confidential heads of agreement attached).**
- B. That Council note, in relation to Council's disposal of its leasehold interest in 4 Ellenborough Street, Ipswich to the proposed lessee, that the Ministerial exemption under s236 1(f) of the Local Government Regulation 2012 applies to the disposal of Council's interest in 4 Ellenborough Street, Ipswich (Ministerial exemption contained in Attachment 1 of this report).**
- C. That pursuant to Section 257(1)(b) of the Local Government Act 2009, Council resolve to delegate to the Chief Executive Officer the power to take "contractual action" pursuant to section 238 of the Regulation, in order to implement Council's decision at Recommendation A.**
- D. That Council be kept informed as to the progress and outcome of the execution and publication of details.**

### RELATED PARTIES

Auxilium Pty Ltd – Commercial Advisor  
Norton Rose Fulbright – Legal Advisor  
Savills – Independent Market Appraisal

## **IFUTURE THEME**

Vibrant and Growing

## **PURPOSE OF REPORT/BACKGROUND**

In 2019 Council was granted a ministerial exemption (initially to 30 June 2023), under section 236 (1)(f) of the Local Government Regulation 2012 (Regulation), for the disposal of valuable non-current assets (leases and sub-leases) associated with the Nicholas Street Precinct redevelopment. The exemption allows Council to efficiently and effectively implement its property disposal and retail strategy through the disposal of leases and State sub-leases (held by Council), by more appropriate, market accepted, transactional means other than by a tender or auction process mandated under section 227 of the Regulation. Due to the expiry of the initial exemption and to ensure Council has sufficient time to fully implement its retail strategy, on 18 May 2023, a new Ministerial Exemption was granted (end date of 30 June 2028).

This exemption is required as leasing for the proposed use is generally not undertaken through a tender or auction process. It is a specialised process that require developers and proposed tenants to partner with operators who have particular requirements and needs. These relationships allow conversations to explain a project and the opportunities tailored to each prospective developer.

Further, industry advice confirmed it would be highly likely that any tender or auction process for the opportunity would receive very limited responses and that any response would not contain the commercial terms sought by Council.

Correspondence from the Deputy Premier, Minister for State Development, Infrastructure, Local Government and Planning dated 18 May 2023 (refer Attachment 2) confirmed approval of a new exemption for both retail and commercial leasing. The conditions of the exemption require Council to adhere to the sound contracting principles detailed in section 104(3) of the Local Government Act 2009, specifically through a number of safeguards to ensure openness and transparency with regard to the related transactions.

The conditions require that each lease/sublease be approved by the Economic and Cultural Development Committee and then full Council prior to its execution. This process is to be replicated for each lease and sub-lease arrangement.

This paper is seeking Council's approval to enter into a development agreement, construction lease and long term ground lease (substantially in accordance with the terms of the confidential heads of agreement attached in confidential attachment 3) with a developer to deliver a significant development associated with the Nicholas Street Precinct redevelopment utilising the process detailed above.

A lease is a contract by which one party conveys land, property, services, etc. to another for a specified term, and in this instance in return for a periodic payment. The lease agreement outlines all of the aspects of the lease arrangement so that each party understands their rights and obligations under the lease. A heads of agreement, development agreement, construction lease and long term lease are all necessary due to the nature of the transaction,

in particular the potential risks to Council of having another party construct a building of significant capital value on its land.

#### Heads of Agreement

The heads of agreement sets out the terms that each of parties agree will be material to, and be recorded in the transaction documents (development agreement, construction lease and long term lease) for the development and the undertaking of the project.

The heads of agreement is not legally binding on the parties however, its terms will be restated in a legally binding development agreement. While such terms may be fuller or more precise – they will not be different in effect to the terms of the heads of agreement. The agreed template form of the construction lease and the long-term lease is annexed to the heads of agreement. An indicative development program (prepared by the Developer) is also included in the heads of agreement.

#### Development Agreement

Amongst other matters, the development agreement will address the process for preparing and lodging development applications and obtaining approvals, establishment and operation of the project control group, establishment, management and oversight of the development program, entry into the construction documents for all project works, specification of benchmark standards required in respect of the project (reflecting the approved design of the project per the Concept Plans) and the timing for grant of each of the construction lease and the long-term lease (including conditions precedent to grant of each lease)

The development agreement will specify the target and sunset date for milestones for the Project.

#### Construction Lease

This is the lease over the land to enable construction of the project works by the developer and its contractors. The lease will cover the period of construction only and has a range of specific provisions that seek to manage Council's (and the developer's) risks.

#### Long Term Lease

The grant of the long-term lease will occur as required by the development agreement when the project works achieve practical completion and the premises can be lawfully occupied for the purpose of the project. The development agreement will govern this process and the grant of the Long-Term Lease.

The parties have committed to ensuring the development opportunity remains confidential until the development agreement is signed (currently scheduled for early 2025). As a result, the lessee's details and agreed commercial terms to be reflected in the lease documentation are Commercial in Confidence.

Council engaged Savills to provide an independent market appraisal of the proposed lease arrangement's commercial terms as detailed in a Heads of Agreement. Savills' review of the commercial terms associated with the lease is currently being finalised and will be presented to the committee ahead of the meeting.

Also attached is:

- Letter of support for the draft heads of agreement from the developer (confidential attachment 4)
- Letter of support of the entity to occupy and manage the development (confidential attachment 5)
- Letter of support from Auxilium Pty Ltd for the commercial parameters of the leases (confidential attachment 6)
- Concept plans for the proposed development (confidential attachment 7)
- Auxilium's due diligence report on the proposed developer (confidential attachment 8)
- Summary of proposed commercial terms (confidential attachment 9)

This paper seeks approval for Council to enter into a ground lease over vacant land associated with the Nicholas Street Precinct redevelopment. The delegation to the Chief Executive Officer will enable Council's execution of the development agreement, leases and any ancillary documentation.

Post the execution of the lease documentation, officers will provide regular updates on progress in relation to the transaction and the development.

#### **LEGAL IMPLICATIONS**

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

#### **POLICY IMPLICATIONS**

Not applicable

#### **RISK MANAGEMENT IMPLICATIONS**

The medium to long-term success and viability of the precinct and the overall Ipswich Central Redevelopment is heavily dependent on delivering high-quality, commercially successful developments and tenants. The heads of agreement and leasing documents proposed will ensure Council's interests are protected and provide certainty and a clear pathway for the developer.

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

Funding for the commercial and legal advisors to support the progression of this transaction is being funded through existing departmental allocations.

Funding for the associated landlord contributions is incorporated into the project's budget, noting that officers will continue to work with relevant parties to further scope up these contributions.



## COMMUNITY AND OTHER CONSULTATION

The contents of this report did not require any community consultation. Detailed consultation has occurred with the Department of Housing, Local Government, Planning and Public Works on the both the conditioned process and the associated documentation to be provided to Council for AFL/lease approvals. Council’s Legal Services team have been consulted on the form and contents of leasing reports and their attachments.



## CONCLUSION

This transaction and the supporting documentation provide for a significant development opportunity to be realised in the Nicholas Street precinct. The package of legal documents to support project delivery will protect Council’s interests and provide a clear pathway for the developer to progress the proposed development opportunity.

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	Recommendation A relates to Council entering into a development agreement, construction lease and long term lease (and any ancillary documentation) for the commercial tenancy at 4 Ellenborough Street. Recommendation B outlines how Council will apply a ministerial exemption to the disposal of a leasehold interest in 4 Ellenborough Street. Recommendation C delegates to the CEO the power to execute related lease documentation. Recommendation D relates to the provision of an update to Council
(b) What human rights are affected?	No human rights are affected by this decision. This is because the prospective lessee is a company (only individuals have human rights).
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable.
(e) Conclusion	The decision is consistent with human rights.

**ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS**

1.	Location Plan <a href="#">↓</a> 
2.	Ministerial Exemption Letter <a href="#">↓</a> 
	CONFIDENTIAL
3.	Draft Heads of Agreement
4.	Developer Letter of Support
5.	Letter of Support from Entity to Occupy and Manager Development
6.	Letter of Support - Council's Commercial Advisor
7.	Development Concept Designs
8.	Auxilium Due Diligence Report in relation to the developer.
9.	Summary of proposed commercial terms

Dan Heenan

**ECONOMIC DEVELOPMENT MANAGER**

I concur with the recommendations contained in this report.

Ben Pole

**GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT**

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”***

Property details

<b>Address:</b>	4 Ellenborough Street IPSWICH 4305
<b>Property Number:</b>	292991
<b>Land Number:</b>	171177
<b>Lot on Plan:</b>	7SP288748
<b>Land Status:</b>	Current
<b>Land Area:</b>	4375 m2

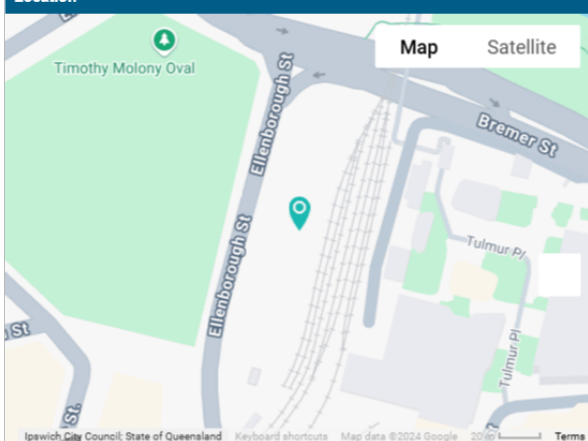
Applications Associated with this Property

Development.i can be used to find property made applications lodged with Council since **1 January 2005** where the Council is the Assessment Manager and holds the assessment record under the Planning Act.

This includes lodged and decided development applications within the Ripley Valley Priority Development Areas from **1 September 2013** where Council has assessed the application. For more information about the Ripley Valley Priority Development Area, visit [Economic Development Queensland](#).

No Associated Applications Found

Location



Important information

**Important: Development.i does not replace Council's official property searches.** If you are undertaking conveyancing, development or building certification, it is recommended that Council's property searches are undertaken. These property searches may include (but are not limited to) building information searches, planning and development certificates and flood information searches etc.

Disclaimer

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**Hon Steven Miles MP**  
Deputy Premier  
Minister for State Development, Infrastructure,  
Local Government and Planning  
Minister Assisting the Premier on Olympic and Paralympic Games Infrastructure

Our ref: MC23/375

18 May 2023

Councillor Teresa Harding  
Mayor  
Ipswich City Council  
mayor@ipswich.qld.gov.au

1 William Street  
Brisbane Queensland 4000  
PO Box 15009  
City East Queensland 4002  
**Telephone** + 61 3719 7100  
**Email** deputy.premier@ministerial.qld.gov.au  
**Website** www.statedevelopment.qld.gov.au

ABN 65 959 415 158

Dear Councillor Harding

Thank you for your letter of 2 February 2023 submitting a request for a ministerial exemption, under section 236(1)(f) of the Local Government Regulation 2012 (the Regulation), from compliance with the tender or auction requirements in section 227 of the Regulation for the disposal of the Ipswich City Council's interest in land within the Ipswich Central Business District (CBD) redevelopment project area.

Following an assessment of the council's request, I have approved an exemption under section 236(1)(f) of the Regulation subject to the following conditions:

- The exemption relates to the properties identified in Schematic 3 provided by the council in the Business Case accompanying its application.
- The exemption is for the period 1 July 2023 to 30 June 2028.
- When exercising the exemption, the council must address the sound contracting principles outlined in section 104(3) of the *Local Government Act 2009*, including by undertaking the activities proposed by the council to address the sound contracting principles as outlined in the council's Business Case accompanying its application (except in relation to the reporting requirements – see final dot point).
- In relation to the additional land coming under the exemption, referred to by the council as the Ellenborough Street site, the council is encouraged to consider using a similar expression of interest/request for tender process it used for the cinema where appropriate.
- For the period of the exemption, the council must provide a six-monthly report to me as Minister for Local Government detailing the exercise of this exemption. The report is to include details of the status of all lease arrangements, an independent market appraisal of the lease, reasons for any lease being under market value and details of any conflicts of interest (COI) held by any councillor or employee of the council in relation to each lease and how the COI was managed. This six-monthly report must also include information about the Ipswich CBD redevelopment project's overall implementation and achievements and its impacts on the wider Ipswich economy.

I have asked for Ms Rebecca McAnalen, Principal Region Advisor Southern, Local Government Division in the Department of State Development, Infrastructure, Local Government and Planning to assist you with any further queries. You may wish to contact Ms McAnalen on (07) 3452 6738 or by email at rebecca.mcanalen@dsdilgp.qld.gov.au.

Yours sincerely



**STEVEN MILES MP**  
**DEPUTY PREMIER**  
**Minister for State Development, Infrastructure,**  
**Local Government and Planning**  
**Minister Assisting the Premier on**  
**Olympic and Paralympic Games Infrastructure**

cc Ms Sonia Cooper  
Chief Executive Officer  
Ipswich City Council  
sonia.cooper@ipswich.qld.gov.au