



City of
Ipswich

AGENDA

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE

Tuesday, 19 August 2025

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

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

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE AGENDA

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	Declarations of Interest	
	Business Outstanding Economic and Cultural Development Committee 22 July 2025 <ul style="list-style-type: none">Matters on Notice – Road pavers and pavers on the road edge the Nicholas Street Precinct	
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** Item includes confidential papers

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2025(07)

19 AUGUST 2025

AGENDA

WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

Economic and Cultural Development Committee of 22 July 2025

4.1. **MATTERS ON NOTICE**

Councillor David Martin queried the rectification of the road pavers in the Nicholas Street Precinct as well as the dirt section near the waterplay area where grass seems difficult to grow.

Councillor Andrew Antoniolli queried the colours of the pavers on the road edges in the Nicholas Street Precinct in relation to safety as well as the visibility of the block seats in front of the council building and in front of Gelatissimo and whether possible design changes would improve visibility.

Chief Executive Officer to provide an operational update to Councillors in respect of the following matters in the Nicholas Street Precinct:

- **the rectification of pavers**
- **the dirt section near the waterplay area where grass seems difficult to grow**
- **options for improved visibility of the road edges and block seats.**

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2025(06) OF 22 JULY 2025**

RECOMMENDATION

That the minutes of the Economic and Cultural Development Committee held on 22 July 2025 be confirmed.

OFFICERS' REPORTS

2. **MAJOR COMMUNITY EVENT SPONSORSHIP - BRASSALL CHRISTMAS IN THE PARK**

This is a report concerning an application for Major Community Event Sponsorship by Brassall Christmas in the Park Inc. The application requests a multi-year agreement from 2025 (two (2) or three (3) years) to provide \$15,000 ex GST per event to support the delivery of an annual community Christmas carols event in Brassall.

RECOMMENDATION

That council provide Major Community Event Sponsorship of \$12,000 per event (excl. GST) to Brassall Christmas in the Park Inc. for the 2025, 2026 and 2027 Brassall Christmas in the Park events (total support of \$36,000 excl. GST across the multi-year agreement).

NOTICES OF MOTION

MATTERS ARISING

QUESTIONS / GENERAL BUSINESS

ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2025(06)

22 JULY 2025

MINUTES

COUNCILLORS' ATTENDANCE:

Councillor Pye Augustine (Chairperson); Deputy Mayor Nicole Jonic, Councillors Jacob Madsen, Andrew Antonioli, David Martin and Jim Madden

COUNCILLOR'S APOLOGIES:

Councillor Marnie Doyle (Deputy Chairperson) and Mayor Teresa Harding

OFFICERS' ATTENDANCE:

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Planning and Regulatory Services (Brett Davey), General Manager Asset and Infrastructure Services (Seren McKenzie), Acting General Manager, Environment and Sustainability (David McAlister), Precinct Director (James Hepburn), Manager, Community and Cultural Services (Don Stewart), Manager, Marketing and Promotions (Carly Gregory), Senior Media Officer (Darrell Giles), Manager Media, Communications and Engagement (Mark Strong), Economic Development Manager (Dan Heenan) and Theatre Technician (Max Moylan)

LEAVE OF ABSENCE

RECOMMENDATION

Moved by Councillor Andrew Antonioli:

Seconded by Councillor David Martin:

That a leave of absence be granted for Mayor Teresa Harding and Councillor Marnie Doyle for the Economic and Cultural Development Committee.

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY

Councillor Pye Augustine (Chairperson) delivered the Acknowledgement of Country

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

MATTER ON NOTICE – USE OF PROJECTOR ON BULKHEAD IN NICHOLAS STREET PRECINCT

Councillor Andrew Antoniolli queried the projected use of the bulkhead above Gelatissimo in Nicholas Street and requested confirmation that all traders have been offered this site as an advertising space.

That the Chief Executive Officer provide a response to the Mayor and Councillors.

RESPONSE:

Response provided via email from the Chief Executive Officer on 30 June 2025.

Nicholas Street Precinct team maintains communication with all Nicholas Street Precinct (NSP) tenants about current and upcoming promotional activities. From their initial 'Welcome to the NSP' meeting and through ongoing interactions, tenants are made aware of the various advertising platforms available to them. We actively encourage our tenants to take ownership of promoting their individual brands and offerings, and to keep us informed so that we can support and amplify their efforts through NSP channels. Tenants are provided with a welcome document at lease commencement which contains general information on marketing and advertising opportunities. There was no separate written document to advise of this particular opportunity. Note that many tenants are already represented on glass window vinyls facing Bell Street, precinct posters, lift lobbys, and the Tulmur Walk digital screen. At this time, only the tenants in Ipswich City Council owned tenancies are being supported with advertising by council. We are giving consideration to a separate flyer on marketing and advertising opportunities, including the projections on the building facades.

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2025(05) OF 10 JUNE 2025**

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor David Martin:

That the minutes of the Economic and Cultural Development Committee held on 10 June 2025 be confirmed.

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. **2026 IPSWICH SHOW HOLIDAY**

This is a report concerning a request received from the Ipswich Show Society for Ipswich City Council to submit an application to the Office of Industrial Relations for the 2026 Ipswich Show Holiday to be held Friday 15 May 2026.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor David Martin:

That Council accept the recommendation of the Ipswich Show Society for Ipswich City Council's Chief Executive Officer to apply to the Office of Industrial Relations for the Ipswich Show Public Holiday for Friday 15 May 2026.

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

3. QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT - APRIL TO JUNE 2025

This is a report concerning event sponsorship approved in the period of 1 April 2025 to 30 June 2025 as required under the Event Sponsorship Policy.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

A. That Council receive and note the following event sponsorship allocations during the 1 April 2025 to 30 June 2025 period:

- 1. Australian Karting Association Limited \$5,000 (excl. GST) in cash support for the 2025 Australian Kart Championships.**
- 2. AFL Queensland Limited \$5,000 (excl. GST) in cash support for the 2025 AFL Queensland Schools Cup – Quarter Finals; and \$5,000 (excl GST) in cash support for the 2026 AFL Queensland Schools Cup – Quarter Finals.**

B. That Council receive and note that no event impact study support was confirmed during the 1 April 2025 to 30 June 2025 period.

C. That Council receive and note that there were no event sponsorship ticket allocations made during the 1 April 2025 to 30 June 2025 period.

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

4. IPSWICH CENTRAL REVITALISATION - SIX MONTHLY REPORT - JULY 2025

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 November 2024 and tracks their progress against the vision and principles.

RECOMMENDATION

Moved by Councillor Pye Augustine:
Seconded by Deputy Mayor Nicole Jonic:

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

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

4.1. MATTERS ON NOTICE

Councillor David Martin queried the rectification of the road pavers in the Nicholas Street Precinct as well as the dirt section near the waterplay area where grass seems difficult to grow.

Councillor Andrew Antoniolli queried the colours of the pavers on the road edges in the Nicholas Street Precinct in relation to safety as well as the visibility of the block seats in front of the council building and in front of Gelatissimo and whether possible design changes would improve visibility.

Chief Executive Officer to provide an operational update to Councillors in respect of the following matters in the Nicholas Street Precinct:

- the rectification of pavers
- the dirt section near the waterplay area where grass seems difficult to grow
- options for improved visibility of the road edges and block seats.

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

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

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

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Deputy Mayor Nicole Jonic:

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

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

6. **RESPONSE TO NOTICE OF MOTION - A NEW SYNTHETIC ATHLETICS TRACK FOR IPSWICH**

This is a report in response to the Notice of Motion moved by Councillor Marnie Doyle at the 30 April 2025 Council Ordinary Meeting:

A. That Ipswich City Council:

1. Prepare a report that identifies appropriate Ipswich City Council council-owned properties where a synthetic athletics track could be located.
2. That the report be presented to a future meeting of the Economic and Cultural Development Committee, no later than the June 2025 meeting of that committee.

B. That Ipswich City Council prepare an advocacy campaign designed to attract State and/or Commonwealth Government grant funding to assist with the planning, design, and construction of a new synthetic athletics track for Ipswich.

C. That the Ipswich 2032 Legacy Roadmap be updated to reflect the above.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor Jim Madden:

- A. That the response to the *Notice of Motion – A New Synthetic Athletics Track for Ipswich* be received and its contents noted.
- B. That council continue the process of site identification and advocacy for a synthetic athletics track for Ipswich until a report and recommendation on the matter is brought to a future Committee and Council meeting for resolution.

Councillor Jim Madden proposed the following Recommendation C:

- C. That Council officers provide advice on the broad range of the possible funding pathway options.

The mover of the original motion agreed to the further recommendation.

*****RECOMMENDATION**

Moved by Councillor Jim Madden:

Seconded by Councillor David Martin:

- A. That the response to the *Notice of Motion – A New Synthetic Athletics Track for Ipswich* be received and its contents noted.**
- B. That council continue the process of site identification and advocacy for a synthetic athletics track for Ipswich until a report and recommendation on the matter is brought to a future Committee and Council meeting for resolution.**
- C. That Council officers provide advice on the broad range of the possible funding pathway options.**

AFFIRMATIVE

Councillors:

Augustine

Jonic

Madsen

Antoniolli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

QUESTIONS / GENERAL BUSINESS

Councillor Pye Augustine noted the following certificates presented to Council:

1. Ipswich Show Society appreciation certificate
2. Ipswich Region Chamber of Commerce Business Expo - Major Sponsor certificate

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.25 am.

The meeting closed at 11.54 am.

***** Refer Council Ordinary Meeting of 30 July 2025 for amendment**

Doc ID No: A11867243

ITEM: 2

SUBJECT: MAJOR COMMUNITY EVENT SPONSORSHIP - BRASSALL CHRISTMAS IN THE PARK

AUTHOR: MANAGER, MARKETING AND PROMOTIONS

DATE: 4 AUGUST 2025

EXECUTIVE SUMMARY

This is a report concerning an application for Major Community Event Sponsorship by Brassall Christmas in the Park Inc. The application requests a multi-year agreement from 2025 (two or three years) to provide \$15,000 ex GST per event to support the delivery of an annual community Christmas carols event in Brassall.

RECOMMENDATION/S

That council provide Major Community Event Sponsorship of \$12,000 per event (excl. GST) to Brassall Christmas in the Park Inc. for the 2025, 2026 and 2027 Brassall Christmas in the Park events (total support of \$36,000 excl. GST across the multi-year agreement).

RELATED PARTIES

Brassall Christmas in the Park Inc.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

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

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

Council currently supports a series of significant community Christmas events in the region through the Major Community Event Sponsorship Program. This funding program recognises the important contribution major community events make to the local economy and cultural ecosystem of the city. A key eligibility criterion is that the major community event has attracted 4,000 or more attendees when last held or demonstrate this potential.

Brassall Christmas in the Park Inc. has submitted a multi-year Major Community Event Sponsorship application to assist with the staging, fireworks and insurance costs associated with the delivery of the annual Brassall Christmas in the Park community carols event. The event has been running in various formats for 28 years, with this year's event to be held on Friday 28 November.

Council's most recent sponsorship arrangement with this group was a multi-year agreement with financial support for the 2022 (\$15,000 ex GST), 2023 (\$12,000 ex GST) and 2024 (\$10,000 ex GST) events. The organising committee were also successful in their in-kind support applications for this event over that period; 2022 - \$4,360.12, 2023 - \$4,689.90 and 2024 - \$4,860.85.

Their current request is for \$15,000 ex GST in financial support annually for three years (2025 – 2027) as well as a separate in-kind contribution. The organising committee has applied for in-kind assistance valued at \$4,834.29 for bins, toilets, cable ties, bollards, barrier mesh and traffic cones for the 2025 event.

As per the Event Sponsorship Policy, a panel assessment of the application has been completed recommending council endorse a 3-year agreement, committing \$12,000 ex GST per event to support the delivery of the 2025, 2026 and 2027 Brassall Christmas in the Park events.

While the panel was very supportive of council's continued support of this event, it did recommend a support amount below the requested level citing attendance numbers at previous events, scope of request and external funding.

Council's support of Brassall Christmas in the Park would be acknowledged by the organising committee through the following channels:

- Printed event collateral (banners, flyers, promotional material)
- Social media posts to promote the event (Facebook and Instagram)
- Council promotional video to be screened during the event
- Opportunity for a council representative to address the event

LEGAL IMPLICATIONS

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

Local Government Act 2009

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

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

POLICY IMPLICATIONS

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

RISK MANAGEMENT IMPLICATIONS

While the event may still proceed without council support, it would impact the scale of event able to be produced.

FINANCIAL/RESOURCE IMPLICATIONS

Brassall Christmas in the Park has secured financial support through the Gambling Community Fund Round 123 (\$18,000) and continues to work with other local businesses to secure sponsorship for the event.

The outlined, Major Community Event Sponsorship support will be covered by dedicated Event Sponsorship funding allocated within the 2025-2026 City Events budget.

This multi-year agreement for the duration of three years, would be allocated to the Major Community Event Sponsorship budget for FYs:

- 2025-2026 - \$12,000 (excl. GST)
- 2026-2027 - \$12,000 (excl. GST)
- 2027-2028 - \$12,000 (excl. GST)

COMMUNITY AND OTHER CONSULTATION

A pre-lodgement meeting was held the president of Brassall Christmas in the Park Inc.

- Panel assessment through SmartyGrants
- Marketing and Promotions Branch
- Community and Cultural Services Branch

CONCLUSION

Brassall Christmas in the Park has been a fixture on the local Christmas event calendar for 28 years. Council's continued support of Brassall Christmas in the Park acknowledges the important contribution major community events make to the local economy and cultural ecosystem of the city.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	Section 109 of the Local Government Act 2009 provides local governments with the ability to use discretionary funds in accordance with the requirements prescribed under the Local Government Regulation 2012.
(b) What human rights are affected?	The proposed decision for event sponsorship does not affect the Human Rights pertaining to Council, the sponsor or attendees.

(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.

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”