



City of  
**Ipswich**

## **AGENDA**

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

Tuesday, 19 May 2026

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

Council Chambers, Level 8  
1 Nicholas Street, Ipswich

**MEMBERS OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE**

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

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

## ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE AGENDA

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\*\* Item includes confidential papers

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**ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(06)**

**19 MAY 2026**

AGENDA

**ATTENDANCE AND APOLOGIES**

**WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY**

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

**BUSINESS OUTSTANDING**

**CONFIRMATION OF MINUTES**

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(05) OF 21 APRIL 2026**

**RECOMMENDATION**

That the minutes of the Economic and Cultural Development Committee held on 21 April 2026 be confirmed.

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**OFFICERS' REPORTS**

2. **EVENT SPONSORSHIP - 2026 GULF WESTERN OIL WINTERNATIONALS**

This is a report concerning an Event Sponsorship application by Willowbank Raceway Incorporated, for \$35,000 financial support of the Gulf Western Oil Winternationals, to be held from Thursday 4 June to Sunday 7 June 2026.

**RECOMMENDATION**

- A. That Willowbank Raceway Incorporated receives \$25,000 excl. GST financial support for the 2026 Gulf Western Oil Winternationals
  - B. That Council undertake an Event Impact Report for the 2026 Gulf Western Oil Winternationals as in-kind support (valued at \$10,997.50 ex GST).
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3. EVENT SPONSORSHIP - LET'S GO IPSWICH CARAVAN AND RV EXPO

This is a report concerning an Event Sponsorship application by Caravan Trade and Industries Association of Queensland (Caravanning Queensland) for \$15,000 financial support of the Let's Go Ipswich Caravan and RV Expo to be held 28-30 August 2026.

RECOMMENDATION

- A. That Caravan Trade and Industries Association of Queensland (Caravanning Queensland) receives \$4,500 excl GST financial support for the Let's Go Ipswich Caravan and RV Expo.
- B. That Council undertake an Event Impact Report for the 2026 Let's Go Ipswich Caravan and RV Expo as in-kind support (valued at \$9,500 excl. GST).

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4. QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT

This is a report concerning event sponsorship approved in the period of 1 January to 31 March 2026 as required under the Event Sponsorship Policy.

RECOMMENDATION

- A. That Council receive and note the following event sponsorship allocations during the 1 January to 31 March 2026 period:

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

- V8 Supercars Australia Pty Ltd as trustee for the Avesco Unit Trust - cash support of \$50,000 (excl GST) for the 2026 Century Batteries Ipswich Super 440.
- Spartan AUS 3.0 Pty Ltd - cash support of \$50,000 (excl GST) for the 2026 OCR World Championships and Spartan Trifecta Weekend and the 2027 and 2028 Spartan Trifecta Weekends.
- Ipswich Turf Club - cash support of \$25,000 (excl GST) for the 2026 Ipswich Cup

- B. That Council receive and note the following event sponsorship ticket allocations made during the 1 January 2025 to 31 March 2025 period:

- 2026 CMC Rocks, 35 tickets for corporate hospitality for advocacy and capacity building purposes

- C. That Council receive and note the following event impact study support was confirmed during the 1 January to 31 March 2026 period:

- 2026 Century Batteries Ipswich Super 440, Friday 21 – Sunday 23 August, Queensland Raceway

5. **\*\*NICHOLAS STREET PRECINCT APRIL 2026 REDEVELOPMENT PROGRESS REPORT**

This is a report concerning the April 2026 Nicholas Street Precinct (NSP) Redevelopment Progress Report focussing on the status of the leasing program and the planning, development, delivery and ongoing management of the NSP.

**RECOMMENDATION**

That the April 2026 Nicholas Street Precinct Redevelopment Progress Report be received and the contents noted.

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**NOTICES OF MOTION**

**MATTERS ARISING**

**QUESTIONS / GENERAL BUSINESS**

**ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(05)**

**21 APRIL 2026**

MINUTES

**COUNCILLORS' ATTENDANCE:**

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

**COUNCILLOR'S APOLOGIES:**

Councillor Marnie Doyle (Deputy Chairperson)

**OFFICERS'S ATTENDANCE:**

Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Environment and Sustainability (Kaye Cavanagh), General Manager Planning and Regulatory Services (Brett Davey), Precinct Director – Nicholas Street Precinct (James Hepburn), Chief of Staff – Office of the Mayor (Melissa Fitzgerald), Manager Media, Communications and Engagement (Mark Strong), Economic Development Manager (Dan Heenan), Advocacy Lead (Kate Adams), Senior Media Officer (Darrell Giles) and Technical Services Officer (Harrison Cate)

**LEAVE OF ABSENCE**

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Councillor David Martin:

**That a leave of absence be granted for Councillor Marnie Doyle for the Economic and Cultural Development Committee meeting of 21 April 2026.**

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Madsen

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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**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**

Nil

**CONFIRMATION OF MINUTES**

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(02) OF 17 MARCH 2026**

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

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

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Madsen

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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2. **CONFIRMATION OF MINUTES OF THE SPECIAL MEETING OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(03) OF 26 MARCH 2026**

**RECOMMENDATION**

Moved by Councillor Pye Augustine:

Seconded by Councillor David Martin:

**That the minutes of the Special Economic and Cultural Development Committee meeting held on 26 March 2026 be confirmed.**

AFFIRMATIVE

Councillors:  
Augustine  
Harding  
Jonic  
Madsen  
Antoniolli  
Martin  
Madden

NEGATIVE

Councillors:  
Nil

The motion was put and carried.

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3. CONFIRMATION OF MINUTES OF THE SPECIAL MEETING OF THE ECONOMIC AND CULTURAL DEVELOPMENT COMMITTEE NO. 2026(04) OF 9 APRIL 2026

RECOMMENDATION

Moved by Councillor Pye Augustine:  
Seconded by Councillor David Martin:

**That the minutes of the Special Economic and Cultural Development Committee meeting held on 9 April 2026 be confirmed.**

AFFIRMATIVE

Councillors:  
Augustine  
Harding  
Jonic  
Madsen  
Antoniolli  
Martin  
Madden

NEGATIVE

Councillors:  
Nil

The motion was put and carried.

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OFFICERS' REPORTS

4. URBAN PRECINCTS AND PARTNERSHIPS PROGRAM – PROGRESS UPDATE

This is a report providing an update on the urban Precincts and Partnerships Program progress outlining activity to date and the key milestones for forthcoming stages.

RECOMMENDATION

Moved by Councillor Pye Augustine:

Seconded by Councillor Andrew Antonioli:

**That the report providing an update on the urban Precincts and Partnerships Program progress be received and noted.**

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Madsen

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Nil

The motion was put and carried.

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5. NICHOLAS STREET PRECINCT - MARCH 2026 NICHOLAS STREET PRECINCT PROJECT CONTROL GROUP

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

“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 Pye Augustine:

Seconded by Councillor Jim Madden:

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

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Madsen

The motion was put and carried.

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6. REPORT - ADVOCACY ADVISORY COMMITTEE NO. 2026(01) OF 24 MARCH 2026

This is the report of the Advocacy Advisory Committee No. 2026(01) of 24 March 2026.

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

RECOMMENDATION

Moved by Mayor Teresa Harding:

Seconded by Councillor David Martin:

**That Council adopt the recommendations of the Advocacy Advisory Committee No. 2026(01) of 24 March 2026.**

AFFIRMATIVE

Councillors:

Augustine

Harding

Jonic

Antonioli

Martin

Madden

NEGATIVE

Councillors:

Madsen

The motion was put and carried.

1. CONFIRMATION OF MINUTES OF THE ADVOCACY ADVISORY COMMITTEE NO. 2025(04) OF 8 DECEMBER 2025

RECOMMENDATION

*That the minutes of the Advocacy Advisory Committee held on 8 December 2025 be confirmed.*

2. IPSWICH LEADERS FORUM

*This is a report concerning the planning for the Ipswich Leaders Forum in late 2026.*

RECOMMENDATION

A. *That the Advocacy Advisory Committee receive and note the progression of the Ipswich Leaders Forum planning.*

B. *That the Advocacy Advisory Committee provide input on the preferred date, guest list and facilitator.*

*DISCUSSION*

*Advocacy Lead, Kate Adams provided an overview on the Ipswich Leaders Forum report and the potential dates for the forum.*

*Feedback was provided on the potential guest list and once this has been decided a date claimer will be sent out.*

*Potential facilitators for the forum were discussed.*

*ACTIONS*

1. *Once date claimer is sent, seek feedback on the agenda for the Ipswich Leaders Forum.*
2. *Member for Moggill to be included on the invitees list in light of proposed electoral boundary changes that Karalee/Barellan Point and Chuwar would be part of that electorate.*
3. *GROWING IPSWICH: KEY PRIORITIES FOR INFRASTRUCTURE INVESTMENT*

*This is a report concerning the development of a public facing advocacy document Growing Ipswich: Key Priorities for Infrastructure Investment proposed to be launched at the Ipswich Leaders Forum. It includes the format and structure for what the document will include as well as a recommendation for supplementary engagement with community to understand how they prioritise council's key advocacy priorities.*

*RECOMMENDATION*

- A. *That the Advocacy Advisory Committee receive and note the development of the Growing Ipswich: Key Priorities for Infrastructure Investment to be released at the Ipswich Leaders Forum.*
- B. *That the Advocacy Advisory Committee receive and note that community engagement will be conducted through the existing Living in Ipswich annual survey to identify how the community ranks council advocacy priorities.*

*DISCUSSION*

*Mayor Harding invited Councillors to meet with the Advocacy Lead to discuss the key priorities.*

*ACTION*

1. *Advocacy lead to provide a report to a future Advocacy Advisory Committee around August after public consultation has been undertaken.*
4. *TEAM ATTRACTION BROCHURE UPDATE*

*This is a report concerning an update on the stakeholder engagement since the Team Attraction Brochure was released in December 2025. The report also includes Training Camp Investment Guidelines and proposed venue additions for a new version of the Team Attraction Brochure.*

*RECOMMENDATION*

- A. *That the Advisory Committee receive and note the stakeholder engagement on the Team Attraction Brochure.*
- B. *That the Advisory Committee receive and note the Training Camp Investment Guidelines and the proposed venue additions to a new version of the Team Attraction Brochure.*

DISCUSSION

*It was noted that the Team Attraction brochure is a living document that will be updated as new venues come on line.*

*The Criterium Track at Raceview was discussed and suggested to be added to the cycling offering so that a review and assessment can be undertaken when other venues are reviewed.*

5. ELECTORAL COMMISSION OF QUEENSLAND PROPOSED REDISTRIBUTION

*This is a report concerning the Queensland Redistribution Commission's (QRC) proposed redistribution of Queensland state electoral districts.*

RECOMMENDATION

*That the Advisory Committee note the QRC's proposed redistribution of the state electoral districts and the opportunity to provide objections to the proposals.*

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**NOTICES OF MOTION**

Nil

**MATTERS ARISING**

Nil

**QUESTIONS / GENERAL BUSINESS**

Nil

**PROCEDURAL MOTIONS AND FORMAL MATTERS**

The meeting commenced at 12.42 pm.

The meeting closed at 1.00 pm.

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Doc ID No: A12754854

ITEM: 2

SUBJECT: EVENT SPONSORSHIP - 2026 GULF WESTERN OIL WINTERNATIONALS

AUTHOR: EVENTS AND ENGAGEMENT OFFICER

DATE: 7 APRIL 2026

### **EXECUTIVE SUMMARY**

This is a report concerning an Event Sponsorship application by Willowbank Raceway Incorporated, for \$35,000 financial support of the Gulf Western Oil Winternationals, to be held from Thursday 4 June to Sunday 7 June 2026.

### **RECOMMENDATION/S**

- A. That Willowbank Raceway Incorporated receives \$25,000 excl. GST financial support for the 2026 Gulf Western Oil Winternationals**
- B. That Council undertake an Event Impact Report for the 2026 Gulf Western Oil Winternationals as in-kind support (valued at \$10,997.50 ex GST).**

### **RELATED PARTIES**

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

### **IFUTURE THEME**

Vibrant and Growing

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

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

- 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

The program is also a direct outcome and delivery action of the Ipswich Economic Development Strategy:

- Prioritise sporting partnerships to attract high quality events to the city
- Deliver the City Events Plan of annual events to promote Ipswich as a destination, drive visitation and maximise local expenditure.

Willowbank Raceway Incorporated has submitted an Event Sponsorship application for the Gulf Western Oil Winternationals to be held from Thursday 4 June to Sunday 7 June 2026. The Winternationals is currently the largest drag race meet outside of the United States of America and is the final round in the National Drag Racing Championships (NDRC).

A panel assessment has recommended to maintain the same value of support as 2025 (at the requested \$35,000 excl. GST level). The panel does recommend that this support is provided in two parts; financial support and the provision of an Event Impact Report.

An event impact report will measure the success of the new marketing and programming approach, but will also equip the organisation with the data required to secure additional and alternative funding streams. The financial support will underwrite family-friendly programming and assist Willowbank Raceway to market and promote the event to an extended out-of-region audience base, with a focus on engaging the family market. Willowbank Raceway is supportive of a sponsorship package structured in this way.

Noteworthy details:

- 2026 attendance is expected to be similar to 2025 results:
  - Attendance of 38,315
  - 86% (30,960) of attendees from outside the Ipswich region
  - Competitors and race teams contribute total around 2000 attendees
- The Winternationals features as part of Ipswich City Council's Festival of Horsepower, a month-long, citywide leveraging campaign of regionally significant events including Ipswich Cup and Round 5 of the Australian Superbike Championship at Queensland Raceway
- In addition to the Top Fuel Funny and Nitro burning cars, the event program provides family-friendly offerings including interactive art workshops and face painting, family picnic areas, merchandise traders and direct access to racers and teams
- The 2025 event introduced onsite camping options for participants and ticket holders. This year the venue will offer 120 camp sites for 4-day event pass holders. These sites are expected sell out.

## 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 council’s Event Sponsorship Policy.

## RISK MANAGEMENT IMPLICATIONS

If council decided not to support the Winternationals the event would still proceed with a restricted marketing campaign.

## FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support would be covered by dedicated Event Sponsorship funding allocated within the 2025-2026 City Events budget.

## COMMUNITY AND OTHER CONSULTATION

- Pre-lodgement conversations/correspondence with Willowbank Raceway Incorporated
- Panel assessment completed

## CONCLUSION

The Gulf Western Oil Winternationals continues as the largest national drag racing event delivering significant economic benefit to the city. The event assists to increase the profile of Ipswich and position the Ipswich Motorsport Precinct as a leading event destination in Queensland.

## HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	That Willowbank Raceway receive \$35,000 excl. GST financial support of the 2026 Gulf Western Oil Winternationals.
(b) What human rights are affected?	No human rights are affected by this decision.
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable
(e) Conclusion	The decision is consistent with human rights.

Penny Radford  
**EVENTS AND ENGAGEMENT OFFICER**

I concur with the recommendations contained in this report.

Lauren Roche  
**CITY EVENTS MANAGER**

I concur with the recommendations contained in this report.

Carly Gregory  
**MANAGER, MARKETING AND PROMOTIONS**

I concur with the recommendations contained in this report.

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

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

Doc ID No: A12830325

ITEM: 3  
SUBJECT: EVENT SPONSORSHIP - LET'S GO IPSWICH CARAVAN AND RV EXPO  
AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER  
DATE: 28 APRIL 2026

### **EXECUTIVE SUMMARY**

This is a report concerning an Event Sponsorship application by Caravan Trade and Industries Association of Queensland (Caravanning Queensland) for \$15,000 financial support of the Let's Go Ipswich Caravan and RV Expo to be held 28-30 August 2026.

### **RECOMMENDATION/S**

- A. That Caravan Trade and Industries Association of Queensland (Caravanning Queensland) receives \$4,500 excl GST financial support for the Let's Go Ipswich Caravan and RV Expo.**
- B. That Council undertake an Event Impact Report for the 2026 Let's Go Ipswich Caravan and RV Expo as in-kind support (valued at \$9,500 excl. GST).**

### **RELATED PARTIES**

- Caravan Trade & Industries Association of Queensland
- Willowbank Raceway

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**

The Let's Go Ipswich Caravan and RV Expo is the newest addition to Caravanning Queensland's event portfolio. Established in 1964, Caravanning Queensland (CQ) is the peak industry body representing the caravan, camping and manufactured housing sectors across Queensland.

The Let's Go Ipswich Caravan and RV Expo is being introduced using a proven event model that CQ has successfully delivered across multiple regions for decades, demonstrating strong long-term viability.

The Expo will present a comprehensive display of RVs, off-road products, and accessories, within a large-scale outdoor exhibition environment. The event is designed to attract motivated buyers and outdoor enthusiasts seeking to explore, compare, and engage directly with industry suppliers.

Willowbank Raceway has been confirmed as the venue for the Expo, offering a flexible site layout and the capacity to scale as the event grows. The location also supports the large vehicle displays and outdoor activations central to the Expo concept. A defining feature will be on-site caravan camping for the duration of the event, encouraging multi-day attendance and deeper engagement by allowing visitors to experience the lifestyle while interacting with exhibitors. The program will combine the caravan and RV retail tradeshow with educational presentations and hands-on demonstrations, children's activities, cooking demonstrations, a daily motocross show and a custom-built off-road track, complemented by live music and evening entertainment to extend activity beyond standard show hours.

Proposed key benefits to the city and Ipswich community:

- 12,000 anticipated attendees
- Local Supplier participation
- SME Exposure
- Industry networking
- Family friendly programming
- Education and safety awareness through presentations and demonstrations
- Encourages exploration and regional travel

The application submitted requested the amount of \$15,000 (excl. GST) for their 2026 event.

The application was panel assessed and based on 2026 being the inaugural event, Council is suggesting the event be supported to the value of \$15,000 excl GST with financial support of \$4,500 excl GST and in kind support for the provision of an Event Impact Study, (valued at \$9,500 excl GST), to be carried out for their inaugural event.

The event will deliver strong regional returns by boosting visitor spend and strengthening Ipswich's long-term tourism position, supported by a targeted marketing strategy and the inclusion of "Ipswich" in the event title to enhance destination recognition, visibility and long-term promotional value.

Sponsorship provided by council will enhance the event by enabling the following:

- Increase marketing reach for greater out of region attraction
- Improve visitor experience enhanced family-friendly entertainment, activations and infrastructure
- Event Impact Study for future funding opportunities and marketing strategies to encourage repeat and growth for visitation in future years.

Proposed key benefits to the council include:

- Destination branding
- Acknowledgement on website, social posts, event scrim, guides and signage
- Post Event Report
- Destination marketing content supplied by council to be pushed out to exhibitors and attendees
- Proposed dedicated Ipswich tourism business precinct

### **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**

If council decided not to support the Let's Go Ipswich Caravan and RV Expo it is likely the event would still proceed for 2026 but may seek an alternate location in the future.

### **FINANCIAL/RESOURCE IMPLICATIONS**

The Event Sponsorship for the 2026 Let's Go Ipswich Caravan and RV Expo would be allocated to the Event Attraction Sponsorship budget for the 2026-2027 financial year.

### **COMMUNITY AND OTHER CONSULTATION**

- Pre-lodgement meetings and email communications event operators and venue
- Panel assessment completed

### **CONCLUSION**

The Let's Go Caravan and Camping Shows are well-established, highly regarded events, strongly marketed as a major city attraction. Hosting this event in Ipswich will reinforce the city's position as a leading destination for large-scale, high-profile events. The multi day format expects to deliver a significant economic stimulus to the local economy.

**HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS	
OTHER DECISION	
(a) What is the Act/Decision being made?	That Council resolve to approve Event Attraction Sponsorship for the 2026 Let's Go Ipswich Caravan & RV Expo up to a total support value of \$15,000 excl GST
(b) What human rights are affected?	Not applicable
(c) How are the human rights limited?	Not applicable
(d) Is there a good reason for limiting the relevant rights? Is the limitation fair and reasonable?	Not applicable
(e) Conclusion	The decision is consistent with human rights.

Penny Radford

**EVENT SPONSORSHIP AND ATTRACTION OFFICER**

I concur with the recommendations contained in this report.

Lauren Roche

**CITY EVENTS MANAGER**

I concur with the recommendations contained in this report.

Carly Gregory

**MANAGER, MARKETING AND PROMOTIONS**

I concur with the recommendations contained in this report.

Ben Pole

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

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

Doc ID No: A12818690

ITEM: 4  
SUBJECT: QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT  
AUTHOR: EVENTS AND ENGAGEMENT OFFICER  
DATE: 24 APRIL 2026

### **EXECUTIVE SUMMARY**

This is a report concerning event sponsorship approved in the period of 1 January to 31 March 2026 as required under the Event Sponsorship Policy.

### **RECOMMENDATION/S**

**A. That Council receive and note the following event sponsorship allocations during the 1 January to 31 March 2026 period:**

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

- **V8 Supercars Australia Pty Ltd as trustee for the Avesco Unit Trust - cash support of \$50,000 (excl GST) for the 2026 Century Batteries Ipswich Super 440.**
- **Spartan AUS 3.0 Pty Ltd - cash support of \$50,000 (excl GST) for the 2026 OCR World Championships and Spartan Trifecta Weekend and the 2027 and 2028 Spartan Trifecta Weekends.**
- **Ipswich Turf Club - cash support of \$25,000 (excl GST) for the 2026 Ipswich Cup**

**B. That Council receive and note the following event sponsorship ticket allocations made during the 1 January 2025 to 31 March 2025 period:**

- **2026 CMC Rocks, 35 tickets for corporate hospitality for advocacy and capacity building purposes**

**C. That Council receive and note the following event impact study support was confirmed during the 1 January to 31 March 2026 period:**

- **2026 Century Batteries Ipswich Super 440, Friday 21 – Sunday 23 August, Queensland Raceway**

## RELATED PARTIES

- V8 Supercars Australia Pty Ltd as trustee for the Avesco Unit Trust
- Spartan AUS 3.8 Pty Ltd
- Ipswich Turf Club

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

## IFUTURE THEME

Vibrant and Growing

## PURPOSE OF REPORT/BACKGROUND

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

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

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

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

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

In the period 1 January to 31 March 2026, the following sponsorships were approved within delegation:

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

- V8 Supercars Australia Pty Ltd as trustee for the Avesco Unit Trust – cash support of \$50,000 (excl GST) for the 2026 Century Batteries Ipswich Super 440
- Spartan AUS 3.0 Pty Ltd - cash support of \$50,000 (excl GST) for the 2026 OCR World Championships and Spartan Trifecta Weekend and the 2027 and 2028 Spartan Trifecta Weekends
  - Year 1, \$25,000 excl GST in 2026 - 2026 OCR World Championships and Spartan Trifecta Weekend

- Year 2, \$15,000 excl GST in 2027 - Spartan Trifecta Weekend
- Year 3, \$10,000 excl GST in 2028 - Spartan Trifecta Weekend
- Ipswich Turf Club cash support of \$25,000 (excl GST) for the 2026 Ipswich Cup

Event impact study support confirmed during the 1 January to 31 March 2026 period:

- 2026 Century Batteries Ipswich Super 440, 21-23 August, Queensland Raceway

### **LEGAL IMPLICATIONS**

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

### **POLICY IMPLICATIONS**

This report is required under the Event Sponsorship Policy

### **RISK MANAGEMENT IMPLICATIONS**

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

### **FINANCIAL/RESOURCE IMPLICATIONS**

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

### **COMMUNITY AND OTHER CONSULTATION**

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

### **CONCLUSION**

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

This report details all event sponsorships approved within the 1 January to 31 March 2026 reporting period.

### **HUMAN RIGHTS IMPLICATIONS**

<b>HUMAN RIGHTS IMPACTS</b>
<b>RECEIVE AND NOTE REPORT</b>
The Recommendations state that the report be received and the contents noted. The decision to receive and note the report does not limit human rights. Therefore, the decision is compatible with human rights.

Penny Radford  
**EVENTS AND ENGAGEMENT OFFICER**

I concur with the recommendations contained in this report.

Lauren Roche  
**CITY EVENTS MANAGER**

I concur with the recommendations contained in this report.

Carly Gregory  
**MANAGER, MARKETING AND PROMOTIONS**

I concur with the recommendations contained in this report.

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

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Doc ID No: A12839272

ITEM: 5

SUBJECT: NICHOLAS STREET PRECINCT APRIL 2026 REDEVELOPMENT PROGRESS REPORT

AUTHOR: PRECINCT DIRECTOR

DATE: 30 APRIL 2026

### **EXECUTIVE SUMMARY**

This is a report concerning the April 2026 Nicholas Street Precinct (NSP) Redevelopment Progress Report focussing on the status of the leasing program and the planning, development, delivery and ongoing management of the NSP.

### **RECOMMENDATION/S**

**That the April 2026 Nicholas Street Precinct Redevelopment Progress Report be received and the contents noted.**

### **RELATED PARTIES**

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

### **IFUTURE THEME**

Vibrant and Growing

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

The purpose of this report is to provide a progress report on the Nicholas Street Precinct (NSP) Redevelopment. A Nicholas Street Precinct Project Control Group (NSP PCG) was approved by the Council as part of the governance for the redevelopment. The NSP PCG supports the Economic and Cultural Development Committee in providing governance and strategic direction for the planning, development, delivery and ongoing management of the NSP. The PCG generally reports monthly to the Economic and Cultural Development Committee on the planning, development, delivery and operations of the NSP assets.

The PCG met on 13 April 2026 and the draft PCG 13 April 2026 meeting minutes are contained in Attachment 1.

The table below identifies the status of retail and commercial leasing as at 30 April 2026. CBRE have been appointed as the new leasing agency which forms part of the

wider precinct management transition. The changes to the table below relate to a proposed tenancy for 2B05 in Tulumur Walk.

<b>Deal Status</b>	<b>As at 30 April 26</b>	<b>As at 02 April 26</b>
Lease Documents Being Prepared	1	0
Lease Documents Issued for Execution	0	0
Leases Executed by Lessee	31	1
Leases Pending Approval by Lessor (Council)	0	0
Leases Executed by Lessor (Council)	31	1

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

The installation of clocktower lights and coloured uplighting are currently being installed with a projected completion date of the end of May 2026. This includes the repainting of the clocktower. Council officers are working with the CBRE marketing team to create banners to promote their upcoming events and initiatives within the precinct.

## **MARKETING AND COMMUNICATION**

April 2026 delivered a strong trading and engagement outcome, supported by a comprehensive school holiday program and family focused activations that successfully drove visitation, foot traffic and dwell time.

Total foot traffic counts for April 2026 reached 267,046, representing a +1.6% increase on March 2026 foot traffic of 262,858. This result reflects steady organic growth despite challenging global economic market conditions and more localised cost-of-living pressures.

Year on year performance showed a significant uplift of +86.9%, increasing from a foot traffic count of 142,903 in April 2025, highlighting the positive impact of school holiday timing and the activation strategy.

The calendar of activities supported this growth, commencing with a Roving Easter Bunny on 4 April, distributing mini-Easter eggs and creating a strong festive atmosphere. From 7–10 April the Bluey and Bingo Stage Show at Tulumur Place delivered three live performances alongside a meet-and-greet experience, acting as a major drawcard for families during the school holiday period.

To further enhance engagement, free children’s activities ran concurrently from 7–10 April, including face painting, glitter tattoos, crazy hair spray, a balloon artist, and the distribution of 400 branded Nicholas Street Precinct Show Bags. These bags incorporated retailer offers and branded giveaways, supporting both precinct promotion and retailer exposure.

The activation program concluded with the Scentorium Workshops from 13–17 April, offering a different hands-on activity each day, including body lotion, body mist, lip balm,

bath salts, and potpourri bags. This rotating workshop model helped encourage repeat visitation across the week and reinforced Nicholas Street Precinct as a destination for experiential, family-friendly programming.

Overall, April's results demonstrate the continued effectiveness of strategically timed, high-quality activations in driving foot traffic, repeat visitation, and positive customer sentiment across the precinct.

During May we can expect a Mother's Day Campaign from Friday 1 May to Thursday 7 May followed by Snow, Fire & Light Winter Nights activation in June. These activations take place weekends of 12 /13 June, 19 / 20 June including snow globes, Snow Fairies and Fire Dancers as roving children's entertainment.

### LEGAL IMPLICATIONS

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

### POLICY IMPLICATIONS

Nil

### RISK MANAGEMENT IMPLICATIONS

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

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

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

### FINANCIAL/RESOURCE IMPLICATIONS

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

	Project	Current Budget	Committed Contracts and Variations	Forecast Contracts and Variations	Forecast Final Cost
1	Civic Project	\$188,020,704	\$183,983,472	\$50,000	\$184,033,472
2	Commonwealth Hotel	\$16,652,052	\$16,547,896	\$104,156	\$16,652,052
3	Retail Project	\$34,407,196	\$36,002,032	\$2,392,397	\$38,394,429
4	Venue Project	\$71,935,639	\$67,812,638	\$4,123,001	\$71,935,639

<b>TOTAL</b>	<b>\$311,015,591</b>	<b>\$304,346,037</b>	<b>\$6,669,554</b>	<b>\$311,015,591</b>
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The civic and retail cashflow for recent months is captured in the table below:

<b>Month</b>	<b>Monthly Expenditure</b>		<b>Monthly Total</b>
January 2026	Retail:	\$458	\$80,727
	Civic:	\$46,168	
	Commonwealth Hotel:	\$6,109	
	Venue:	\$27,992	
February 2026	Retail:	\$16,275	\$65,350
	Civic:	\$40,304	
	Commonwealth Hotel:	(\$8,247)	
	Venue:	\$17,018	
March 2026	Retail:	\$7,489	\$63,096
	Civic:	\$49,850	
	Commonwealth Hotel:	\$2,137	
	Venue:	\$3,619	
April 2026	Retail:	\$46,820	\$32,694
	Civic:	\$0	
	Commonwealth Hotel:	\$0	
	Venue:	(\$14,126)	

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

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

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


#### **CONCLUSION**

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

**HUMAN RIGHTS IMPLICATIONS**

HUMAN RIGHTS IMPACTS
<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.

**ATTACHMENTS**

1.	Nicholas Street Precinct Project Control Group - 13 April 2026 Minutes <a href="#">↓</a> 
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**CONFIDENTIAL ATTACHMENTS**

2.	NSP PCG Risk Register April 2026
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James Hepburn  
**PRECINCT DIRECTOR**

I concur with the recommendations contained in this report.

Sonia Cooper  
**CHIEF EXECUTIVE OFFICER**

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



IPSWICH CITY COUNCIL

**Nicholas Street Precinct Project Control Group - Minutes**

**Meeting:** Nicholas Street Precinct (NSP) Project Control Group  
**Venue:** CEO Meeting Room  
**Date:** Monday, 13 April 2026  
**Time:** 1:00pm to 2:30pm

**ATTENDEES:**

Name	Role	Branch & Department	Attendance
Sonia Cooper	Chief Executive Officer (voting)	Office of the CEO (OCEO)	Yes
Matt Smith	General Manager (voting)	Corporate Services (CS)	Apology
Ben Pole	General Manager (voting)	Community, Cultural and Economic Development (CCED)	Yes
Brett Davey	General Manager (voting)	Planning and Regulatory Services (PRS)	Yes
James Hepburn	Precinct Director (voting)	Nicholas Street Precinct (OCEO)	Yes
Fiona McDougall	Senior Project Manager (non-voting)	Nicholas Street Precinct (OCEO)	Yes
Richard Oddo	Precinct Manager (non-voting)	Nicholas Street Precinct (OCEO)	Yes
Haiden Taylor	Branch Manager (observer)	Strategy, Governance and Performance (CS)	Yes
Brodie Lane	Principal Officer (observer)	Strategy, Governance and Performance (CS)	Yes

**Distribution:** Via email to attendees on 14/04/2026

**Chair / Minutes:** Chair: Sonia Cooper | Minutes: Brodie Lane

No.	OFFICER	ITEM DESCRIPTION
1.0	Chair	<b>Opening Items</b> <ul style="list-style-type: none"> <li>Confirmation of Minutes of Previous Meeting - Confirmed</li> </ul>
2.0	Chair	<b>Governance</b> <ul style="list-style-type: none"> <li>Review out of session.</li> </ul>
3.0	Chair	<b>Items For Decision</b> <ul style="list-style-type: none"> <li>Nil</li> </ul>
4.0	Chair	<b>Discussion Items:</b> <b>Eats Lessees and Leasing Update</b> <ul style="list-style-type: none"> <li>Current trading performance and leasing opportunity discussion</li> </ul> <b>ACTION:</b> JH to prepare an email for SC to communicate with key stakeholders.  <b>Placemaking Strategy/ EOI for "NSP Loves Local" Retailers</b> <ul style="list-style-type: none"> <li>Request for Quote underway with procurement for white boxing of one location (adjacent to Terry White within Tulumur Walk). Target commencement: July 2026, subject to procurement outcomes.</li> <li>Model: Incubator program targeted at local small business for temporary low-cost accommodation (~4-6 months) with EOI to be advertised via NSP website and CBRE's Casual Mall Leasing (CML) platform.</li> </ul>

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

		<ul style="list-style-type: none"> <li>Recognition that Ipswich has a high proportion of home-based small businesses and this program could be a pathway to scale and permanent tenancy.</li> </ul> <p><b>ACTION:</b> NSP to engage with CCED to discuss learnings from existing EOI approaches (e.g. community gallery workshops, Frame the Front Door program, Activate Ipswich program etc.)</p> <p><b>Anzac Day Activation - Overview</b></p> <ul style="list-style-type: none"> <li>NSP and CCED working with RSL on proposed activation in Tulmur Place.</li> </ul> <p><b>ACTION:</b> NSP to confirm with RSL the poppy theme (poppies typically are associated with Remembrance Day and Rosemary is traditionally aligned with ANZAC Day)</p> <p><b>Investment Management Workshop Strategy</b></p> <ul style="list-style-type: none"> <li>Proposed workshop to focus on financial performance and investment management options planning and forecasting.</li> </ul> <p><b>ACTION:</b> JH to prepare presentation on analytics for May workshop.</p> <p><b>Metro Workshop – Feedback and Next Steps</b></p> <ul style="list-style-type: none"> <li>Tenders for the building condition survey due to close. Instruction and findings aimed to inform the July workshop discussion.</li> <li>Continue developing shopfront options, including temporary activation.</li> </ul> <p><b>ACTION:</b> NSP to prepare a Metro status update and next steps briefing note for key stakeholders.</p>
5.0	Chair	<p><b>Monthly Status Updates</b></p> <ul style="list-style-type: none"> <li>All reports taken as read.</li> </ul>
6.0	Chair	<p><b>General Business</b></p>
<b>Next Meeting:</b>		<p><b>Monday, 11 May 2026</b> 9.00am to 10.00am Office of the CEO Meeting Room</p>