



City of
Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

IPSWICH CENTRAL REDEVELOPMENT COMMITTEE

**Held in the Council Chambers
2nd floor – Council Administration Building
45 Roderick Street
IPSWICH QLD 4305**

**On Thursday, 15 April 2021
At 10 minutes after the conclusion of the Environment and Sustainability Committee**

<u>MEMBERS OF THE IPSWICH CENTRAL REDEVELOPMENT COMMITTEE</u>	
Deputy Mayor Marnie Doyle (Chairperson) Councillor Nicole Jonic (Deputy Chairperson)	Mayor Teresa Harding Councillor Kate Kunzelmann Councillor Russell Milligan

IPSWICH CENTRAL REDEVELOPMENT COMMITTEE AGENDA
10 minutes after the conclusion of the Environment and Sustainability
Committee on Thursday, 15 April 2021
Council Chambers

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** Item includes confidential papers

IPSWICH CENTRAL REDEVELOPMENT COMMITTEE NO. 3

15 APRIL 2021

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE IPSWICH CENTRAL REDEVELOPMENT COMMITTEE NO. 2021(02) OF 11 MARCH 2021**

RECOMMENDATION

That the Minutes of the Meeting held on 11 March 2021 be confirmed.

OFFICERS' REPORTS

2. **RETAIL SUB-PROJECT STEERING COMMITTEE REPORT NO. 9 - MARCH 2021**

This is a report concerning Report No. 9 (March 2021) from the Retail Sub-project Steering Committee on the status of the leasing program and associated developments with the retail component of the Nicholas Street Precinct redevelopment

RECOMMENDATION

That the Retail Sub-project Steering Committee Report No. 9 for March 2021 be received and the contents noted.

3. **NICHOLAS STREET PRECINCT EXECUTIVE REPORT NO. 26 MARCH 2021**

This is a report concerning Executive Report No. 26 on the Nicholas Street Precinct Program of Works for March 2021.

RECOMMENDATION

That the Nicholas Street Precinct Executive Report No. 26 for March 2021 be received and the contents noted.

4. NICHOLAS STREET PRECINCT COMMUNICATIONS, ENGAGEMENT AND ACTIVATION
MONTHLY REPORT

This is a report concerning the communications, engagement and activation activity undertaken and planned for the Nicholas Street Precinct from February to the end of March 2021.

RECOMMENDATION

That the Nicholas Street Precinct: Communications, Engagement and Activation Monthly Report be received and the contents noted.

NOTICES OF MOTION

MATTERS ARISING

IPSWICH CENTRAL REDEVELOPMENT COMMITTEE NO. 2021(02)

11 MARCH 2021

MINUTES

COUNCILLORS' ATTENDANCE: Deputy Mayor Marnie Doyle (Chairperson); Mayor Teresa Harding, Councillors Kate Kunzelmann, Russell Milligan and Nicole Jonic (Deputy Chairperson)

COUNCILLOR'S APOLOGIES: Nil

OFFICERS' ATTENDANCE: Chief Executive Officer (David Farmer), Acting General Manager Infrastructure and Environment (Sean Madigan), General Manager Planning and Regulatory Services (Peter Tabulo), General Manager Corporate Services (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), Chair – Retail Sub-Project Sub Committee (James Hepburn), Engagement Manager (Allison Grant), Manager Procurement (Richard White), Chief Financial Officer (Jeff Keech), Manager Economic and Community Development (Cat Matson), Media and Communications Manager (Darrell Giles) and Theatre Technician (Harrison Cate)

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **REPORT - IPSWICH CENTRAL REDEVELOPMENT COMMITTEE NO. 2021(01) OF 11 FEBRUARY 2021**

This is the report of the Ipswich Central Redevelopment Committee No. 2021(01) of 11 February 2021.

RECOMMENDATION

Moved by Councillor Russell Milligan:
Seconded by Councillor Nicole Jonic:

That the report of the Ipswich Central Redevelopment Committee No. 2021(01) held on 11 February 2021 be received and noted.

AFFIRMATIVE

Councillors:

Doyle

Harding

Kunzelmann

Milligan

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. TENDER CONSIDERATION PLAN - RETAIL LEASING AGENT

This is a report concerning the procurement of a retail leasing agent for the Ipswich Central CBD Transformation Project, without first inviting written quotes or tenders. Section 230 of the *Local Government Regulation 2012* allows a local government to enter into medium and large contractual agreements, through the preparation and adoption of a Tender Consideration Plan.

"The attachment/s to this report are confidential in accordance with section 275(1)(g) of the *Local Government Regulation 2012*."

RECOMMENDATION

Moved by Councillor Nicole Jonic:

Seconded by Councillor Kate Kunzelmann:

- A. That Council resolve to prepare a Quote or Tender Consideration Plan for Retail Leasing Services in accordance with section 230(1)(a) of the *Local Government Regulation 2012*.**
- B. That Council resolve to adopt the Quote or Tender Consideration Plan for Retail Leasing Services as outlined in the report by the Acting Goods and Services Category Manager dated 23 February 2021 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.**
- C. That Council resolve to enter into a contract with Ranbury Property Services Pty Ltd for the provision of retail leasing agent services on the terms described in the report by the Acting Goods and Services Category Manager dated 23 February 2021.**

- D. That the Chief Executive Officer be authorised to negotiate and finalise the terms of the contract with Ranbury Property Services Pty Ltd to be executed by Council and to do any other acts necessary to implement Council's decision in accordance with section 13(3) of the *Local Government Act 2009*.**

AFFIRMATIVE

Councillors:

Doyle

Harding

Kunzelmann

Milligan

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

3. TENDER CONSIDERATION PLAN - PROGRAM MANAGEMENT SERVICES

This is a report concerning the procurement of Program Management Services for the delivery of the remaining scope of the works in the Ipswich Central CBD Transformation Project, including the defects liability period, without first inviting written quotes or tenders.

Section 230 of the *Local Government Regulation 2012* allows a local government to enter into medium and large contractual agreements, through the preparation and adoption of a Tender Consideration Plan.

A Tender Consideration Plan has been prepared, setting out the background to this matter, the options considered, market and supplier capability analysis, risk analysis and the preferred option recommended to the Council.

The report recommends that Council resolve to adopt the Tender Consideration Plan for Program Management Services for Ipswich Central CBD Transformation and enter into a contract with Ranbury Management Group Pty Ltd for a period of two (2) years for an estimated total cost of one million, seven hundred and nine thousand, eight hundred and thirty two dollars (\$1,709,832.00).

"The attachment/s to this report are confidential in accordance with section 275(1)(g) of the *Local Government Regulation 2012*."

RECOMMENDATION

Moved by Councillor Nicole Jonic:

Seconded by Councillor Russell Milligan:

- A. That Council resolve to prepare a Tender Consideration Plan for Program Management Services for the Ipswich Central CBD Transformation in accordance**

with section 230(1)(a) of the *Local Government Regulation 2012*.

- B. That Council resolve to adopt the Tender Consideration Plan for Program Management Services as outlined in the report by the Acting Goods and Services Category Manager dated 22 February 2021 in accordance with section 230(1)(b) of the *Local Government Regulation 2012*.
- C. That Council enter into a contract with Ranbury Management Group Pty Ltd for Program Management Services for a period of two (2) years for an estimated total cost of one million, seven hundred and nine thousand, eight hundred and thirty two dollars (\$1,709,832.00), details provided in the report by the Acting Goods and Services Category Manager dated 22 February 2021.
- D. That under s257 (1) of the *Local Government Act 2009*, Council delegate the power to the Chief Executive Officer to be authorised to negotiate and finalise the terms of the contract with Ranbury Management Group Pty Ltd to be executed by Council (including authorisation to exercise any annual options) and to do any other acts necessary to implement Council's decision.

AFFIRMATIVE

Councillors:

Doyle

Harding

Kunzelmann

Milligan

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

4. NICHOLAS STREET PRECINCT EXECUTIVE REPORT NO. 25 TO 28 FEBRUARY 2021

This is a report concerning Executive Report No. 25 on the Nicholas Street Precinct Program of Works to 28 February 2021.

RECOMMENDATION

Moved by Councillor Russell Milligan:

Seconded by Mayor Teresa Harding:

That the Nicholas Street Precinct Executive Report No. 25 to 28 February 2021 be received and the contents noted.

AFFIRMATIVE

Councillors:

Doyle

Harding

NEGATIVE

Councillors:

Nil

Kunzelmann
Milligan
Jonic

The motion was put and carried.

5. RETAIL SUB-PROJECT STEERING COMMITTEE REPORT NO. 8 - FEBRUARY 2021

This is a report concerning Report No. 8 (February 2021) from the Retail Sub-project Steering Committee on the status of the leasing program and associated developments with the retail component of the Nicholas Street Precinct redevelopment.

RECOMMENDATION

Moved by Councillor Russell Milligan:
Seconded by Mayor Teresa Harding:

That the Retail Sub-project Steering Committee Report No. 8 for February 2021 be received and the contents noted.

AFFIRMATIVE
Councillors:
Doyle
Harding
Kunzelmann
Milligan
Jonic

NEGATIVE
Councillors:
Nil

The motion was put and carried.

6. NICHOLAS STREET PRECINCT COMMUNICATIONS, ENGAGEMENT AND ACTIVATION MONTHLY REPORT

This is a report concerning the communications, engagement and activation activity undertaken and planned for the Nicholas Street Precinct between January and February 2021.

RECOMMENDATION

Moved by Councillor Nicole Jonic:
Seconded by Councillor Russell Milligan:

That the Nicholas Street Precinct: Communications, Engagement and Activation Monthly Report be received and the contents noted.

AFFIRMATIVE

Councillors:

Doyle

Harding

Kunzelmann

Milligan

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 1.29 pm.

The meeting closed at 1.48 pm.

Doc ID No: A6818240

ITEM: 2

SUBJECT: RETAIL SUB-PROJECT STEERING COMMITTEE REPORT NO. 9 - MARCH 2021

AUTHOR: PROJECT MANAGER

DATE: 25 FEBRUARY 2021

EXECUTIVE SUMMARY

This is a report concerning Report No. 9 (March 2021) from the Retail Sub-project Steering Committee on the status of the leasing program and associated developments with the retail component of the Nicholas Street Precinct redevelopment.

RECOMMENDATION/S

That the Retail Sub-project Steering Committee Report No. 9 for March 2021 be received and the contents noted.

RELATED PARTIES

Ranbury Management Group - Program Management Partner Ranbury Property Services – Retail Leasing Agent

Councillor Fechner may have a potential conflict of interest in relation to this matter.

Councillor Madsen may have a potential conflict of interest in relation to this matter.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

The Retail Sub-project Steering Committee (RSPSC) supports the Ipswich Central Redevelopment Committee (ICRC) in delivering the Nicholas Street Precinct redevelopment. The RSPSC reports monthly to the ICRC on the planning, development, delivery and operations of the Nicholas Street Precinct's retail and commercial assets.

The March 2021 meeting of the RSPSC discussed the progress of retail leasing, the timing of works associated with the retail variation, the cinema Expression of Interest (EOI) and preparations for the upcoming councillor workshop (refer Attachment 1 for draft minutes).

As at 24 March 2021, thirteen non-legally binding Heads of Agreement (HOA's) had been endorsed. Of the thirteen endorsed HOA's, legal documentation has been provided to seven (7) prospective tenants and documentation is currently under preparation for the remaining six (6) parties. All new HOA's have their commercial terms reviewed by council's

independent industry expert. Discussions also continued with other prospective tenants during the month.

On 28 January 2021 Council resolved to undertake an EOI/tender process for the management and operations of the precinct's cinema complex. Through this process Council is seeking to identify and engage a suitable operator through either a management or lease agreement. The EOI was released on 12 February 2021 and closed on 12 March 2021 with Council receiving submissions from several market participants.

Council has engaged an independent probity advisor to oversee the EOI/Tender process to provide a high-level of confidence on the equity of the procurement process. It is currently anticipated that the resulting lease or management agreement and associated documentation will be finalised and executed with the successful cinema operator as early as late October 2021. Execution of an AFL or management agreement for the cinema is the trigger for commencement of the retail refurbishment of the Venue building.

Queensland Treasury Corporation have been engaged to assist the precinct management team in formulating the total returns financial modelling. Their review and related report is due to completed in June 2021.

With the 2021 events calendar completed, the precinct activation team has been focused on the delivery of these events as well as the creation of a communications, engagement and activation framework. During the month, the team refined the 2021-2022 budget, created an events manual, progressed planning of communications relating to the upcoming closure of access through Metro B together with other content planning and support of the project's milestone events. A Marketing and Events Officer joined the team in March.

During March 2021, the following events were held in the precinct:

- Handmade Expo – the second Handmade Expo was held in Tulmur Place with an estimated 9,000 people attending (planned for the second Saturday of each month throughout 2021); and
- Future Flavours food trucks and markets – despite ominous skies more than 1,500 people attended the event (planned for the third Saturday of each month throughout 2021).

The following events are also planned to be held in the precinct in 2021:

- Paddock Markets (farmers' markets) – to be launched in May (date TBC) and planned for the second and fourth Sunday of each month – the activation team is considering the possibility of holding mid-week markets later in the year;
- Easter school holidays - activities have been finalised with week one featuring mini putt-putt (free) and week two featuring Bricks 4 Kids;
- Gin festival - with the proposed involvement of a number of local restaurants, cafes and not-for-profits;
- Domestic Violence Action Centre's (DVAC) remembrance march and candlelight vigil – scheduled for May;
- Opening of the new Children's Library; and
- The Secret laneway series in the new Cribb and Foote Lane.

On 30 March 2021, a third workshop in a continuing series is to be held relating to the Nicholas Street Precinct which will provide councillors with an overview of key precinct financial matters and future investment options. The first workshop in August 2020 considered the overall scheme and the projected financial commitments at that time to complete the project and the second in September 2020 focussed on a leasing strategy and status with Council's retail assets.

Given the completion of the civic component of the Nicholas Street Precinct, from May 2021 a single report is to be provided to the Ipswich Central Redevelopment Committee which will be an aggregate of the existing Executive Report and the existing Retail Sub-project Steering Committee Report.

LEGAL/POLICY BASIS

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

Local Government Act 2009

Local Government Regulation 2012

RISK MANAGEMENT IMPLICATIONS

The retail leasing program continues to face significant challenges including but not limited to COVID-19 impacts, the pace of the retail market rebound, the securing of anchor and other tenants and the attractiveness of the offer from the lessor (council) in the current market conditions. Given the upcoming commencement of refurbishment works on both the Eats and Metro B buildings, the conversion of endorsed HOA's into legally binding Agreements for Lease (AFL) remains a critical component in the precinct's success.

Council's activation program needs to meet community expectations and establish Tulumur Place as a 'must do' location.

FINANCIAL/RESOURCE IMPLICATIONS

The retail precinct's short-term commercial success is dependent on identifying, attracting and securing a commercially viable tenancy mix. Commercial success in the medium to longer term will require a comprehensive activation and management strategy to support tenants and deliver a revitalised and activated precinct.

The precinct management team have developed a draft operational budget to manage the precinct over the next financial year. This includes funding to support the precinct's activation program.

COMMUNITY AND OTHER CONSULTATION



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

CONCLUSION

Retail leasing continues to progress according to plan. The upcoming commencement of retail refurbishment works to the Eats and Metro B buildings (including façade and

streetscape works) will prepare both assets for tenant fit-out and reinforce council's commitment to precinct's completion.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Draft RSPSC Minutes 17 March 2021  
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Greg Thomas
PROJECT MANAGER

I concur with the recommendations contained in this report.

Sean Madigan
ACTING GENERAL MANAGER - INFRASTRUCTURE AND ENVIRONMENT

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



IPSWICH CITY COUNCIL RETAIL SUB-PROJECT STEERING COMMITTEE (RSPSC) MINUTES

Meeting: Retail Sub-Project Steering Committee – No 9.

Venue: Level 7 Conference Room, 2 Bell Street

Date: 17 March 2021 (11:00AM – 12:00PM)

Members:	James Hepburn (Chair RSPSC) (JH); Sean Madigan (Acting GM I&E) (SM); Greg Thomas (Project Manager) (GT)	
Observers:	Allison Grant, Nicole Denman, Brent McKay	
Apologies:	Councillor Marnie Doyle	
Chair / Minutes:	Chair – James Hepburn	Minutes – Nicole Denman
No.	OFFICER	DESCRIPTION
1.	JH	Attendance / Apologies
2.	JH	Previous Minutes & Actions Arising
3.	JH	Councillor Workshops Workshop 3 – Proposed agenda and format (30 March 2021) <ul style="list-style-type: none"> Leasing status – unit by unit update and review of deal legal status Costs to complete presented and strategic ICC approach discussed Precinct valuation noted Operational budgets awaiting ICC EOFY approval
4.	JH	Retail Leasing <ul style="list-style-type: none"> Retail PCG meeting outcomes 16.3.21 Update provided on the status of conversion of HOA's into legal documents (AFLs) Options for progressing the Tulumur Place tenancy Update on the Cinema EOI/Tender process
5.	JH	Retail Redevelopment <ul style="list-style-type: none"> Hutchinson Builders – status of retail variation and timing of works to Eats, Metro B, building facades and streetscape improvements Bottle Alley widening status Commonwealth Hotel status and options
6.	JH/AG	Precinct Management and Activation <ul style="list-style-type: none"> Activation resourcing moving forward Precinct management and resourcing
8.	GT	Procurement Activities <ul style="list-style-type: none"> Engagement of Dock Hand & Building Services Supervisor
9.	JH	Financials <ul style="list-style-type: none"> Costs to Complete – Draft worksheet presented
10.	JH	ICRC/Council Reports <ul style="list-style-type: none"> With PC achieved for the Administration Building, proposed aggregation of existing two ICRC reports into one commencing at the May 2021 Committee round
11.	GT	Ministerial Exemptions <ul style="list-style-type: none"> Next quarterly report due – late March 2021
12.	GT	General Business <ul style="list-style-type: none"> Cribb and Foote Lane – timing of proposed access improvement works 2 Bell, Metro B and Eats – Tenure strategy to be presented at Councillor workshop
13.	JH	Next Meeting – 21 April 2021

Doc ID No: A6818184

ITEM: 3

SUBJECT: NICHOLAS STREET PRECINCT EXECUTIVE REPORT NO. 26 MARCH 2021

AUTHOR: PROJECT MANAGER

DATE: 25 FEBRUARY 2021

EXECUTIVE SUMMARY

This is a report concerning Executive Report No. 26 on the Nicholas Street Precinct Program of Works for March 2021.

RECOMMENDATION/S

That the Nicholas Street Precinct Executive Report No. 26 for March 2021 be received and the contents noted.

RELATED PARTIES

Ranbury Management Group - Program Management Partner
Ranbury Property Services – Retail Leasing Agent
Councillor Fechner may have a potential conflict of interest in relation to this matter.
Councillor Madsen may have a potential conflict of interest in relation to this matter.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

PURPOSE OF REPORT/BACKGROUND

This is a status report on the construction of the civic component of the redevelopment of the Nicholas Street Precinct. The works are being delivered by Hutchinson Builders, the contract containing five (5) separable portions (SP) including the administration building, the library, Tulmur Place (the civic space), the car park upgrade and works to the existing lift in the Eats building. All five (5) separable portions have now achieved practical completion, with the administration building (SP1) achieving this status in mid-March 2021 (126 days ahead of schedule).

Internal fitout has commenced and it is currently scheduled that council staff will commence occupation of the administration building in the last two weeks of June 2021. The 12 month Defect Liability Period for all five portions will end on 11 March 2022. The Children's Library on the ground floor of the administration building will officially open on 28 June 2022.

During the month works continued on the restoration of the Commonwealth Hotel with the original components of the façade successfully re-integrated into the structure. Recent rainfall has impacted the project with practical completion now anticipated in mid-April 2021.

In February 2021, council executed a variation to the existing Design and Construct contract with Hutchinson Builders for the refurbishment of the Eats and Metro B buildings together the Metro A façade and adjoining streetscape works. On-site works associated with this variation will commence in April 2021. Due to the internal demolition of the Metro B building, from 14 April 2021 internal access through Metro B (formerly Ipswich City Plaza) will be closed. This will mean that access between Nicholas Street and Bell Street will be via Union Place, on the footpath in front of both the Commonwealth Hotel and the new administration building. New directional signage will be in place and new hoarding installed at the Bell Street end of Union Place in early-mid April to provide clear directions to pedestrians and commuters.

The final options and cost estimates to widen Bottle Alley between Nicholas and Ellenborough Streets have been received. A detailed briefing on the Bottle Alley options will form part of the agenda for a councillor workshop scheduled for 30 March 2021.

Given the completion of the civic component of the Nicholas Street Precinct, from May 2021 a single report is to be provided to the Ipswich Central Redevelopment Committee which will be an aggregate of the existing Executive report and the existing Retail Sub-project Steering Committee report.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

Refurbishment of the Venue building remains dependant on the securing of a key anchor tenant/operator.

FINANCIAL/RESOURCE IMPLICATIONS

The current budget for the CBD's redevelopment (including the retail project but excluding associated incentives) is \$239.1M. This budget includes funding for the recently approved retail variation for the Eats and Metro B buildings.

On 30 March 2021, the third workshop of a continuing series relating to the Nicholas Street Precinct will provide councillors with an overview of key precinct financial matters and future investment options.

COMMUNITY AND OTHER CONSULTATION

No consultation was undertaken in the preparation of this report.

CONCLUSION

Overall the construction program remains on budget and on time with a minor delay in the completion of refurbishment works to the Commonwealth Hotel. The variation to undertake construction works associated with the retail redevelopment (excluding the Venue building) and streetscape works is forecast for completion in late 2021.

Greg Thomas

PROJECT MANAGER

I concur with the recommendations contained in this report.

Sean Madigan

ACTING GENERAL MANAGER - INFRASTRUCTURE AND ENVIRONMENT

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Doc ID No: A7162866

ITEM: 4

SUBJECT: NICHOLAS STREET PRECINCT COMMUNICATIONS, ENGAGEMENT AND
ACTIVATION MONTHLY REPORT

AUTHOR: ENGAGEMENT MANAGER

DATE: 1 APRIL 2021

EXECUTIVE SUMMARY

This is a report concerning the communications, engagement and activation activity undertaken and planned for the Nicholas Street Precinct from February to the end of March 2021.

RECOMMENDATION/S

That the Nicholas Street Precinct: Communications, Engagement and Activation Monthly Report be received and the contents noted.

RELATED PARTIES

The Acting General Manager of Infrastructure and Environment has declared a conflict of interest in relation to the Handmade Expo Markets due to being in a relationship with the owner of the markets. The conflict of interest was declared to the CEO and the General Manager has had no involvement in relation to this aspect of the program.

ADVANCE IPSWICH THEME

Strengthening our local economy and building prosperity

Caring for the community

PURPOSE OF REPORT/BACKGROUND

The purpose of this report is to provide an overview of activity in the February to late March period.

Highlights: Pillars of Communications, Engagement and Activation

Focus has been on delivering the Nicholas Street Precinct Activation and Events Plan for the 2021 calendar year, as well as finalising the first communications, engagement and activation budget for the precinct (2021-2022).

With Allison Grant and Rachel Vickary moving on from Council in early April, recruitment was a priority, with a new Precinct Team of three now in place:

- Karyn Sutton – Communications, Engagement and Events Manager (6-month contract)
- Tia Prasser – Events and Engagement Officer (6-month secondment)
- Patricia Kabamba – Marketing and Events Officer (6-month contract)

Allison and Rachel created a comprehensive briefing process (with supporting documentation) and events manual to ensure the new team has everything it needs to hit the ground running and continue to cement the Precinct's position as the city's leading lifestyle, leisure, entertainment and cultural destination.

Highlights achieved under the 12 program pillars (media and comms, events and activation, leasing and asset support, advertising, retail marketing, precinct marketing, stakeholder engagement and partnerships, digital and online, brand and reputation management, community engagement, council co-delivery program, and governance and delivery) during February and March were as follows:

1. Media and communications

- Ongoing delivery of the media plan – milestones and opening events/launch activities, including event-based publicity (Handmade Expo, first Future Flavours under new management), and milestone updates (eg. Commonwealth Hotel update, the launch of the cinema EOI etc).
- Ongoing internal communications support for events – eg inclusion on the Wire
- Ongoing stakeholder communications and impact updates, with focus on stakeholders in the Nicholas Street Precinct (eg Metro B construction impact)
- Liaison with industry press re upcoming project milestones
- Media plan draft – April to June (as part of handover for the new team)

2. Events and activation

Completed events:

Handmade Expo Market

The second Handmade Expo Market was held in Tulumur Place on Saturday 13 March, with approximately 9,000 people in attendance. It was an incredibly successful event with a smooth bump in and positive feedback from stallholders and market operators. A COVID Safe plan was in place for this event. A monthly feature on the Precinct's events calendar, this market will only grow in popularity.

Future Flavours Food Fair

This food truck and mini market event was held for the third time on March 20 in the Nicholas Street Precinct, (its second time in Tulumur Place). It was the inaugural event for new local event managers as it is now operated by the same organisation that runs the Ripley and Springfield markets. Ben "Dobbo" Dobbin emceed the event, with a stellar line-up of local entertainers, and the 1 Nicholas Street LED lighting display was "tested officially" for the first time. Approximately 1500 people attended the event (a COVID Safe plan was in place), which was extremely positive given the fact that rain had been set in for more than a week and the forecast was for severe storms that evening (these storms miraculously just

missed the Precinct). Despite this forecast, several food vendors sold out and Four Hearts did very well. It should be noted that Four Hearts can now welcome families (ie children with their parents) into the deck bar, which was a positive development for all. Feedback from event organisers and stallholders was again incredibly positive. This food truck event will only continue to grow, with the April line-up to feature a show from Circus Ipswich.

Faces of Ipswich – Harmony Week

The Nicholas Street Precinct is currently home to the Harmony Week “Faces of Ipswich” program, with stories from locals from all walks of life on display on the Eats building hoarding. This initiative was launched at Future Flavours and will remain in place until construction begins on Eats.

2021 Events Calendar

As noted, an events calendar for 2021 has been completed, with the following highlights planned from April to June (see Attachment).

- Paddock Markets – twice-monthly – May launch
- Handmade Expo Market – monthly
- Future Flavours– monthly
- Inclusion of the Ipswich Circus in the April food truck event
- School holiday activities (Easter and June/July)
 - o Mini Putt Putt – week one
 - o Bricks for Kids (Lego activities) – week two
- DVAC Remembrance Walk and Rally – May
- Nicholas Street Precinct events in support of the Anywhere Festival, and Planes, Trains and Automobiles
- Big screen events – ie State of Origin
- Official Children’s Library opening events and June/July school holiday activities

Beyond June, the following events will be delivered:

- Tulmur Tapas – to launch after the opening of the Admin Building
- Gin Festival with a series of supporting events
- Monthly Secret Laneway Series
- Support of the Spark Festival
- Opening of 1 Nicholas Street
- Creation and launch of a Heritage Walking Tour – in conjunction with Galvanised
- Opening of Eats
- The return of Kitch in the Swich
- School holiday activities
- The launch of Metro B
- Christmas events and involvements in Christmas in Ipswich City Council
- Launch of the Commonwealth Hotel and Tulmur Place deck bar / café
- Launch of a summer outdoor movies series
- Extension of other community partnerships
- Extension of city-wide events
- Christmas festivities
- School holiday events

Third Party Contractor Engagement:

- Handmade Expo Markets
- Four Hearts Brewing Company
- Bremer Cleaning
- Ben Dobbin (Dobbo)
- Ipswich Hospital Foundation
- Ipswich City Orchestra
- Flower Lovers
- Vicki Martin – local food truck operator
- Rhino café operators
- Candytime
- Dee Bradley – musician
- Taleena Peck – musician
- DJ Nex
- DJ Gavs
- 1300 Medics
- Nigel Coates (Sparky Do Dah)
- Triangle House
- Tahlitha Rice Photography
- Carlos Tacos
- Stowe Electrical
- Ipswich Local Magazine
- Limelight Cinemas
- Ben Ruhland Videography
- Verifact (Traffic Management)
- The Pool Shop
- West Moreton Health
- Ipswich City Orchestra
- Top Office Personnel
- IZIT EntertainmentThose Tap Guys
- Parker Music Co
- Kaydee Promotions
- TBM Cleaning
- Ipswich Civic Centre
- Ig and Char – local musicians
- Gling Hunt – local musician
- Taylor Wilton – local musician
- Premier Artists – Jack Jones and Bob Evans
- Bethany Fisher
- Ipswich Nissan
- Old Girls on the Road car club
- NSP stakeholders – Bill and Andy Rawlings, Mike Swantston, Mary Smith
- NSP business owners – Terry White Chemmart, Dominique’s Bakery
- Trottie Becke
- BUPA – pop-up NSP service
- DVAC

- The Gin Birds
- Dovetails
- Bakehouse Steakhouse
- Fourthchild
- The Cottage
- Ipswich Central Hotel
- St Shoebill's Café
- Dominique's Bakery
- Mini Golf Hire
- Bricks4Kids
- Danibelle's Musicadium
- Anywhere Festival
- Vee Design – AILA Awards
- QT Online
- Moreton Border News
- Fassifern Guardian
- River 94.9FM
- West Bremer Radio

Events Manual Creation

- An extensive events manual was created for handover to the new team, including processes, checklists, templates and briefs on planned events

3. Leasing and asset support

- Ongoing liaison with potential leasing leads
- Creation of new/updated collateral to support the leasing team
- Cinema EOI marketing support

4. Advertising

- First half of 2021 – marketing and advertising campaign created for delivering (focus on online, print and radio)

5. Retail marketing

- 2021 retail calendar and campaign – work in progress (supporting events calendar)

6. Precinct marketing

- Signage and hoarding production assistance (wayfinding, directional signage)
- Training on how to use the new LED lighting function completed – process for booking and regulated use currently being created
- Discussions underway in regards to packaging the Precinct's key digital properties – eg LED lighting, big screens etc

7. Stakeholder engagement and partnerships

- Creation of not-for-profit program for 2021 – tied in with Laneway Series – work in progress
- Ongoing liaison with key Precinct stakeholders – address key issues, impact communications etc
- Arrange meetings with landlords and project partners
- Liaison with Ipswich Show Society – representation at Ipswich Show 2021
- Supported Ipswich Hospital Foundation with access to equipment

8. Digital and online

- Plan for 2021 website update to make the website more customer and precinct focussed – new structure drafted and awaiting approvals and content drafted for review
- Ongoing social media campaign (earned, shared and paid)

9. Brand and reputation management

- Ongoing liaison with WMH in regards to COVID checklists and plans
- Plan for extension of brand positioning work
- Ongoing liaison with WMH in regards to COVID checklists and plans

10. Community engagement

- Final places and spaces named – loop to be closed on Shape Your Ipswich after Ipswich First story has run

11. Council co-delivery program

- New team to meet with all council stakeholders and partners
- Start work on a program to support the operation of the LED panels on the new Council Administration Building

12. Governance and delivery

- Creation of strategic framework and handover documents for new team
- Liaison re bookings, permits and licences – working group meeting arranged to discuss best way forward
- 2021-2022 budget drafted and awaiting approval
- Participate in and/or chair working groups, as required
- Prepare and present reports, as required
- EOI drafted for external agency support, as the Precinct moves towards the delivery of several key milestones

LEGAL/POLICY BASIS

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

Local Government Act 2009

RISK MANAGEMENT IMPLICATIONS

There are several risks associated with activation of the Nicholas Street Precinct, as follows (please note, this list has not been updated as it's still current):

RISK	MITIGATION
COVID-19: adhering to current (and new) restrictions, potential outbreak/lockdown, new restrictions (should there be another outbreak)	<p>COVID-19 plans will be in place for all events, with West Moreton Health to approve these plans. In addition to this, the Precinct Guidelines and Conditions of Use references social distancing, COVID-19 plans and that Council has the right to cancel an event due to COVID-19. Registration tables will be set up at all events with both app and hard copy options. The Precinct team will stay up-to-date with new restrictions and regulations as they are rolled out by the state government.</p> <p>Should there be an outbreak or lockdown, the Precinct Team will be guided by WMH in regards to actions.</p>
Storms, severe rain or dangerous weather	The Precinct Guidelines and Conditions of Use notes that Council has the right to cancel any event in the precinct due to weather. As such, the decision was made to cancel or postpone several events due to weather. The Precinct team is currently liaising with procurement and legal to look at adding new clauses to contracts with entertainers and suppliers to cover off cancellations due to government restrictions.
Precinct-based issues and crises	A basic issues and crisis plan was drafted for the precinct, to support the emergency management plan. This plan covered such issues as a lost child, accident or injury etc. Note, 1300 Medics has been engaged to attend the major events.
Electrical, AV or maintenance issues during an event	There will be an electrician and ops officer onsite at all key events, as well as an experienced AV technician, in case of electrical issues or problems with the AV system.
Anti-social behaviour	Additional security will be present at all events.
The perception that local businesses and organisations cannot	Any local organisation or business can register their interest in using the precinct for events and activations (via the website). However, it is not a bookable space, and approval from the

partner with or work in the NSP space.	Precinct Team will be needed. Considerable communications will be put out via all Council channels over the next 12 months to reinforce this message to ensure NSP has the local community at its heart. That said, to ensure the ultimate success of the precinct, securing events, festivals and partner organisations from across the country will be crucial to its successful activation. Council will list all “engaged” organisations in this monthly report to ensure complete transparency.
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FINANCIAL/RESOURCE IMPLICATIONS

A budget for 2021-2022 for the delivery of the communications, engagement and activation program has been drafted.

COMMUNITY AND OTHER CONSULTATION

A considerable amount of internal and external consultation has taken place during February and March.


- Ongoing consultation has taken place with key precinct stakeholders (landlords and business owners), project partners and contractors (Ranbury, Hutchinsons, event organisers etc), potential tenants, other councils (for research purposes), potential community and corporate partners, event partners etc.
- Internally, the following functions have been consulted on the creation and delivery of the Communications, Engagement and Activation program over the last month: Property Services, City-Wide Events, Ipswich Civic Centre, Marketing, Economic Development, Safe City, the Nicholas Street Precinct Project Team, Planning and Regulatory Services, Compliance, all relevant working groups, Libraries and Studio 188.

CONCLUSION

This report features a summary of the communications, engagement and activation activity undertaken throughout the months of February and March in support of the Nicholas Street Precinct, with the goal of encouraging as many people as possible to “come and explore” their new city heart.

Allison Grant and Rachel Vickary would officially like to thank Mayor Harding and all Councillors for their unwavering support of the communications, engagement and activation/events work delivered since the opening of the Precinct in 2020. They look forward to attending future events and to supporting the fabulous new team from the sidelines.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Current 2021 Events Calendar - Internal Use 
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Allison Grant
ENGAGEMENT MANAGER

I concur with the recommendations contained in this report.

Sean Madigan
ACTING GENERAL MANAGER - INFRASTRUCTURE AND ENVIRONMENT

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

2021 EVENTS AND ACTIVATIONS CALENDAR

MARCH	13	Handmade Expo 9am to 1pm
	20	Future Flavours Food Fair 4pm to 9pm
	21-26	Faces of Ipswich
APRIL	6-9	School holiday activities – Pop up mini golf
	10	Handmade Expo Markets
	12-16	School holiday activities – Pop up Bricks4Kids
	17	Future Flavours Food fair with special guests, Circus Ipswich
MAY	8	Handmade Expo Markets
	9	Paddock Farmers' Markets – Mother's Day
	15	Future Flavours Food Fair
	16	Ipswich Show pop up
	23	Paddock to Precinct Farmers' Markets
JUNE	7	State of Origin on the Tulumur Screen
	12	Hand Made Expo Markets / Anywhere Festival pop up
	13	Paddock Farmers' Markets
	19	Future Flavours Food Fair
	27	Paddock / State of Origin on the Tulumur Screen
	28	OPENING Children's Library
JULY	29-2/7	School holiday activities
	2	Tulumur Tapas
	5-9	School holiday activities
	10	Handmade Expo Markets
	11	Paddock Farmers' Markets
	14	State of Origin game 3 on the Tulumur Screen
	17	Future Flavours Food Fair featuring SPARK FESTIVAL acts
	23	OPENING Administration Building
	25	Paddock Farmers' Markets
	31	#GINSWICH – Ipswich's Inaugural Gin Festival & laneway speakeasy event launch
AUGUST	6	Tulumur Tapas
	8	Paddock Farmers' Markets
	14	Handmade Expo Markets
	21	Future Flavours Food Fair
	22	Paddock Farmers' Markets
	28	Galvanized Heritage event and laneway speakeasy historic event
SEPTEMBER	3	Tulumur Tapas
	5	Father's Day / Heritage Bike event
	11	Handmade Expo Markets
	12	Paddock Farmers' Markets
	18	Future Flavours Food Fair and EATS opening
	20-24	School holiday activities
	25	Laneway speakeasy event
	26	Paddock Farmers' Markets
OCTOBER	27-1/10	School holiday activities
	1	Tulumur Tapas
	2	NRL Grand Final on the Tulumur screens
	9	Handmade Expo Markets, 9am to 1pm
	10	Paddock Farmers' Markets
	16	Kitsch in the Swich @ Future Flavours Food Fair, 4pm to 9pm
	24	Paddock Farmers' Markets
NOVEMBER	30	Halloween Speakeasy Laneway Event 'Welcome to Spookeasy'
	5	Tulumur Tapas, 5pm to 9pm
	13	Handmade Expo Markets, 9am to 1pm
	14	Paddock Farmers' Markets
	20	Future Flavours Food Fair, 4pm to 9pm
	27	Speakeasy Laneway Event
	28	Paddock Farmers' Markets
DECEMBER	3	Tulumur Tapas
	4	Opening of Metro B / Christmas Carols
	11	Opening of Commonwealth Hotel
	13-18	School holiday activities
	19-24	School holiday activities