



City of
Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

**ECONOMIC AND INDUSTRY DEVELOPMENT
COMMITTEE**

**Held in the Council Chambers
8th floor – 1 Nicholas Street
IPSWICH QLD 4305**

On Thursday, 2 September 2021
At 10 minutes after the conclusion of the Community, Culture, Arts and Sport
Committee

<u>MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE</u>	
Deputy Mayor Nicole Jonic (Chairperson) Councillor Jacob Madsen (Deputy Chairperson)	Mayor Teresa Harding Councillor Kate Kunzelmann Councillor Andrew Fechner

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE AGENDA
*10 minutes after the conclusion of the Community, Culture, Arts and
Sport Committee on **Thursday**, 2 September 2021*
Council Chambers

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 8

2 SEPTEMBER 2021

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(07) OF 5 AUGUST 2021**

RECOMMENDATION

That the Minutes of the Meeting held on 5 August 2021 be confirmed.

OFFICERS' REPORTS

2. **2020-2021 IPSWICH EXCEPTIONAL EXPERIENCES PROGRAM REPORT**

The 2020-2021 Ipswich Exceptional Experiences Program was designed as a cooperative funding initiative to stimulate the creation or enhancement of Ipswich tourism experiences as part of a broader program to generate growth in the visitor economy, particularly in response to the industry impacts of COVID-19.

This program was reviewed by the Economic and Industry Development Committee before being endorsed by council in October 2020. The Program established a \$50,000 fund from the approved 2020-2021 CCED Operational Budget for Ipswich businesses to access up to \$10,000 as a matched investment in the creation or enhancement of local tourism experiences. The Ipswich Exceptional Experiences program closed on 30 June 2021.

Nine approved applications contributed \$170,223 (a benefit-cost of \$3.20 for every \$1 invested by council) to a total investment of \$222,724 in local tourism experiences. The works applied for include refurbishments of accommodation facilities, station refurbishment, new product and/or experience development, new infrastructure, acquisition of new equipment and ecommerce booking engine capability.

As part of the original recommendations from October 2020, council requested a follow-up report (being provided here) concerning the performance of the program in 2020-2021 and consideration of its extension in 2021-2022.

RECOMMENDATION

That the 2020-2021 Ipswich Exceptional Experiences Program report be received and the contents noted.

3. **CHAMBERS OF COMMERCE - 2021-2022 PARTNERSHIP AGREEMENTS**

This is a report concerning the partnership agreements between council and the region's two Chambers of Commerce, the Greater Springfield Chamber of Commerce and the Ipswich Region Chamber of Commerce.

Council has committed \$18,000 to its partnership with the Greater Springfield Chamber of Commerce and \$22,000 to its partnership with the Ipswich Region Chamber of Commerce for the 2021-2022 financial year.

These partnerships follow on from successfully executed partnership arrangements between both Chambers and council in the 2020-2021 financial year.

Last year both Chambers collaborated with council's Office of Economic Development on business education, industry events, business engagement and outreach support to the Ipswich business community.

This year's partnership agreements reflect the current economic and business landscape with a focus on local business needs to best navigate impacts of COVID-19.

RECOMMENDATION

That the Chambers of Commerce 2021-2022 Partnership Agreements report be received and the contents noted.

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(07)

5 AUGUST 2021

MINUTES

COUNCILLORS' ATTENDANCE: Deputy Mayor Nicole Jonic (Chairperson); Councillors Jacob Madsen (Deputy Chairperson), Mayor Teresa Harding, Kate Kunzelmann and Andrew Fechner

COUNCILLOR'S APOLOGIES: Nil

OFFICERS' ATTENDANCE: Acting Chief Executive Officer (Sonia Cooper), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Planning and Regulatory Services (Peter Tabulo), Acting General Manager Infrastructure and Environment (Sean Madigan), Executive Services Manager (Wade Wilson) and Theatre and Production Supervisor (Nicholas Burke)

This meeting was held virtually and streamed publicly in accordance with the COVID provisions of sections 277 B, C and D of the *Local Government Regulation 2012*.

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2021(06) OF 8 JULY 2021**

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:

Seconded by Mayor Teresa Harding:

That the minutes of the Economic and Industry Development Committee No. 2021(06) held on 8 July 2021 be confirmed.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. **COUNCIL OF MAYORS SOUTH EAST QUEENSLAND 2021-2022 MEMBERSHIP**

This is a report concerning Council's membership of the Council of Mayors South East Queensland for the 2021-2022 financial year at a cost of \$122,101.80.

RECOMMENDATION

Moved by Deputy Mayor Nicole Jonic:

Seconded by Mayor Teresa Harding:

That Council endorse membership of the Council of Mayors South East Queensland for the 2021-2022 financial year at a cost of \$122,101.80.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

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 10.18 am.

The meeting closed at 10.32 am.

Doc ID No: A7360553

ITEM: 2

SUBJECT: 2020-2021 IPSWICH EXCEPTIONAL EXPERIENCES PROGRAM REPORT

AUTHOR: INDUSTRY DEVELOPMENT OFFICER

DATE: 18 AUGUST 2021

EXECUTIVE SUMMARY

The 2020-2021 Ipswich Exceptional Experiences Program was designed as a cooperative funding initiative to stimulate the creation or enhancement of Ipswich tourism experiences as part of a broader program to generate growth in the visitor economy, particularly in response to the industry impacts of COVID-19.

This program was reviewed by the Economic and Industry Development Committee before being endorsed by council in October 2020. The Program established a \$50,000 fund from the approved 2020-2021 CCED Operational Budget for Ipswich businesses to access up to \$10,000 as a matched investment in the creation or enhancement of local tourism experiences. The Ipswich Exceptional Experiences program closed on 30 June 2021.

Nine approved applications contributed \$170,223 (a benefit-cost of \$3.20 for every \$1 invested by council) to a total investment of \$222,724 in local tourism experiences. The works applied for include refurbishments of accommodation facilities, station refurbishment, new product and/or experience development, new infrastructure, acquisition of new equipment and ecommerce booking engine capability.

As part of the original recommendations from October 2020, council requested a follow-up report (being provided here) concerning the performance of the program in 2020-2021 and consideration of its extension in 2021-2022.

RECOMMENDATION/S

That the 2020-2021 Ipswich Exceptional Experiences Program report be received and the contents noted.

RELATED PARTIES

Recipients of the 2020-2021 Ipswich Exceptional Experiences Program funding were:

- Ewe Nique Hobby Farm
- Ghost Tours Pty Ltd
- Obsession Shoes Boutique Ipswich

- Oikos Café
- Peters Motorsport Pty Ltd
- QLD Pioneer Steam Railway Co-op Ltd
- Quest Ipswich
- The Soul Nook Collective
- The Llama Farm

There are no discernible conflicts of interest or related party implications associated with the endorsement of this report and its recommendation.

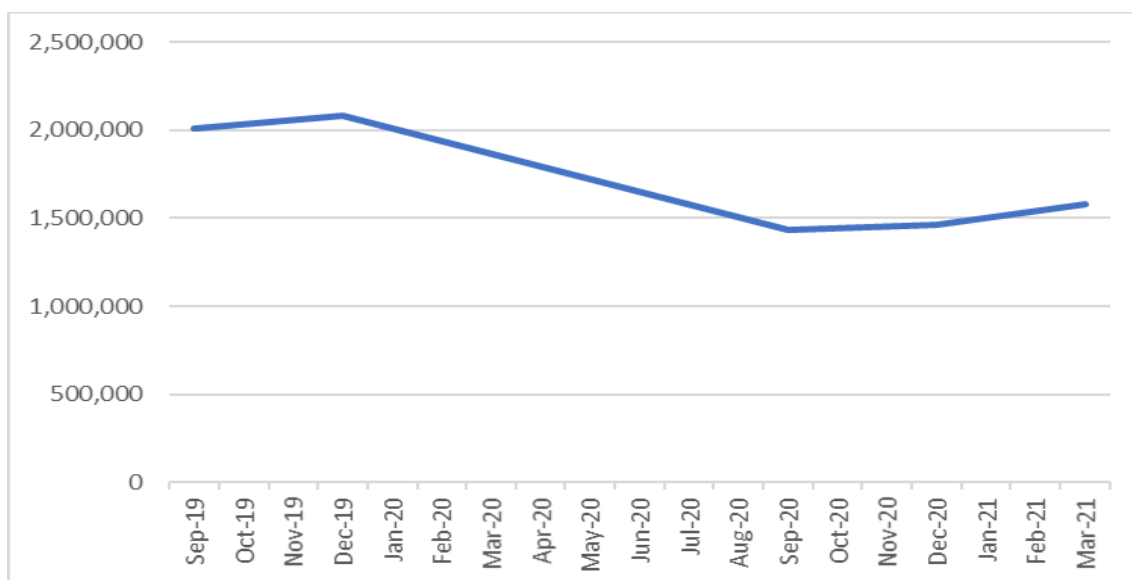
IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

In 2021 the Ipswich visitor economy generated \$290 million in direct local economic impact and employed more than 15,392 people in the Ipswich region. The impacts of COVID-19 have been detrimental to the national, state and local tourism industries, with Ipswich registering a decline of approximately 500,000 annual visitor arrivals since 2019 – see trend table below:

Total Visitor Arrivals to Ipswich - 2019 to 2021



Source: Tourism Research Australia – Domestic and International Visitor Survey

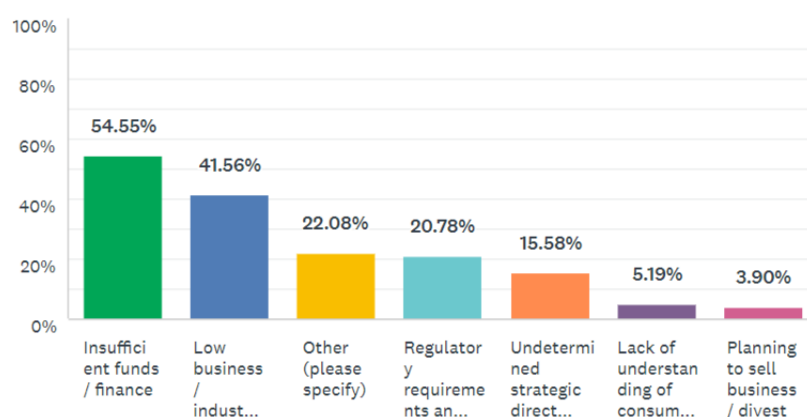
The 2021 Industry Barometer Survey is provided as Attachment 2 and the areas of focus requested by operators include:

- 1 - Continue to promote the city and the experiences
- 2 - Support the development of new experiences
- 3 - Secure events that support overnight visitation
- 4 - Industry capability and collaboration
- 5 - Attract new investment

Council's goal is to grow market share, visitor arrivals and expenditure by continually working with the Ipswich Tourism Operators Network (ITON) of businesses to grow their capability to increase the destination product offering through industry development, effective marketing to support driving demand, visitor servicing and the development of new infrastructure.

Business operators identified the top three impediments to investment as insufficient funds, low business confidence and COVID-19 restrictions as barriers to growth.

What barriers / impediments exist to investing in your business during 2021? Please tick all that apply.



Source: Ipswich City Council – 2021 Industry Barometer Survey

The 2020-2021 Ipswich Exceptional Experience Program delivered the following outcomes:

- Sixteen applications for a total \$95,642 funding support
- Nine applications assessed to proceed for funding support totalling \$52,501
- \$170,223 investment by businesses across the nine projects (3.2 to 1 benefit-cost ratio)
- Seventeen Ipswich businesses were used as suppliers across the nine projects
- Seven other businesses expressed an interest to participate in future programs

Detail on the nature of the funded projects is provided in Attachment 3 of this report – *2020-2021 Ipswich Exceptional Experiences Program Summary*.

The continuation of the Ipswich Exceptional Experiences Program in 2021-2022 is being considered as part of a larger review of Council's Destination Development program of work.

The mechanisms to deliver the program – such as guidelines and assessment and acquittal procedures – have been established because of its successful implementation in 2020-2021.

Therefore, council can stand the program up quickly if it is decided to proceed in the near future.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

There are no discernible risk management implications associated with the endorsement of this report and its recommendation.

HUMAN RIGHTS IMPLICATIONS

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

FINANCIAL/RESOURCE IMPLICATIONS

There are no financial or resource implications associated with the endorsement of this report and its recommendation.

COMMUNITY AND OTHER CONSULTATION

The Ipswich Tourism Operators Network were consulted in the development of the 2020-2021 Ipswich Exceptional Experiences Program.




The Ipswich Tourism Operators Network and the Ipswich City Council Development Planning Branch were consulted in the preliminary considerations for amendments to the program if it was to be delivered in 2021-2022 or 2022-2023.

CONCLUSION

The 2020-2021 Ipswich Exceptional Experiences Program was designed and delivered as a direct response to the needs of the Ipswich tourism industry.

It was well received and achieved its primary objective of stimulating investment by Ipswich tourism businesses in the creation or enhancement of Ipswich tourism experiences using local suppliers.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	City of Ipswich Destination Management Plan 2019 - 2023 ↓ 
2.	Industry Barometer Survey Results - Feb 2021 ↓ 
3.	2020-2021 Ipswich Exceptional Experiences Program Summary ↓ 

Michael Williams

INDUSTRY DEVELOPMENT OFFICER

I concur with the recommendations contained in this report.

Alistair Tavares

DESTINATION DEVELOPMENT MANAGER

I concur with the recommendations contained in this report.

Carly Gregory

MANAGER, MARKETING AND PROMOTION

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”

City of Ipswich **Destination Management Plan**

2019 – 2023



A large crowd of people is gathered at a night concert. In the background, a stage is illuminated with bright, colorful spotlights. Two large screens on either side of the stage show a performer wearing a cowboy hat and a denim vest. Above the stage, the words "ROCKS" and "PEEL STAGE" are visible. The sky is dark, and there are fireworks or light trails in the background.

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INTRODUCTION >>

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The Tourism economy is an increasingly significant industry cluster for the City of Ipswich.

In 2018 there were over 1.5 million visitors to the region, an increase of around 35% or 400,000 visitors since the first Ipswich Destination Management Plan was established in 2015.¹

The Tourism and Hospitality industry employs more than 15,392 people in the Ipswich region.²

With a clear destination plan and an achievable set of action items, Ipswich will continue to see growth in the visitor economy and support for a sustainable tourism industry cluster.

This Destination Management Plan has identified and detailed ten priority actions and a framework of performance measures to guide the efforts and resources of council.

The Ipswich proposition highlights experiences in the areas of tangible history, nature-based recreation, challenge-based adventure, food encounters and distinctive spectator and participation events.

Ipswich has established a complimentary positioning in the South East Queensland destination mix.

These experiences and Ipswich's accessibility make it an ideal daytrip, weekend and short-break destination for residents and visitors in the South East Queensland region.

The Ipswich Destination Management Plan is based on the most current and best available industry analysis and data, and focusses on objectives and actions which are realistic and achievable within Ipswich City Council resources and responsibilities.

It is integrated and aligned with the Ipswich Economic and Workforce Development Plan and the Advance Ipswich Strategic City Plan.

Through the development and implementation of this Destination Management Plan, council also acknowledges the association of our partners Brisbane Marketing and Tourism and Events Queensland.

¹ Source: Tourism Research Australia, National and International Visitor Survey September 2018

² Source: Economic. ID – Ipswich, March 2019



The City of Ipswich Destination Management Plan aligns with the Tourism and Events Queensland goal of achieving \$33.1b in overnight expenditure per annum by 2025.

The City of Ipswich Destination Management Plan aligns with the complimentary development of attractions and activities as described in the Brisbane Visitor Economy 2014–2020 of doubling the value of tourism by 2020.

The Destination Management Plan is a critical part of the overarching Economic and Workforce Development Plan which prescribes the path to deliver quality corporate services, profiling the growth for the City of Ipswich and measure development of key industries.

Key industries:

1. Advanced Manufacturing
2. Defence
3. Property and Construction
4. Food and Agribusiness
5. Transport, Postal and Warehousing
6. Traded Health and Education
7. Tourism and Events
8. Smart City and Transport connectivity

All activity must be planned to support and extend its own objectives and those parallel objectives of the overarching plan.

FUTURE GROWTH

“Ipswich over the next 10 years will be a destination that champions its heritage, and offers regionally significant leisure, sporting and cultural experiences that grow local employment opportunities for the community.”



**LEISURE
DAY TRIP**



VISITING
friends and family



EVENTS



**RECREATIONAL
TOURISM (RV)**



**OVERNIGHT
SHORT-BREAK**



**BUSINESS AND
EDUCATION**



**SPORTING
CARNIVALS**



**INDIGENOUS
TOURISM**



**CRUISE SHIP
AND DAY TOURS**

VISITOR MARKET »



The Ipswich region is well placed to continue to improve its position in the South East Queensland visitor market by enhancing its profile and developing its experiences.

The South East Queensland visitor market is valued at approximately \$14 billion per annum and is forecast to reach \$20 billion in 2020.¹

In terms of total visitor arrivals, Ipswich holds a 3.5% share of the South East Queensland visitor market.²

Daytrip visitors are the most common arrivals to Ipswich, accounting for almost 77% of total visitation. Domestic Overnight visitors account for 24% of Ipswich visitation and International Overnight visitors make up the remaining 1% of arrivals.³

Of the total visitors to Ipswich in 2018, approximately 83% came from South East Queensland.⁴

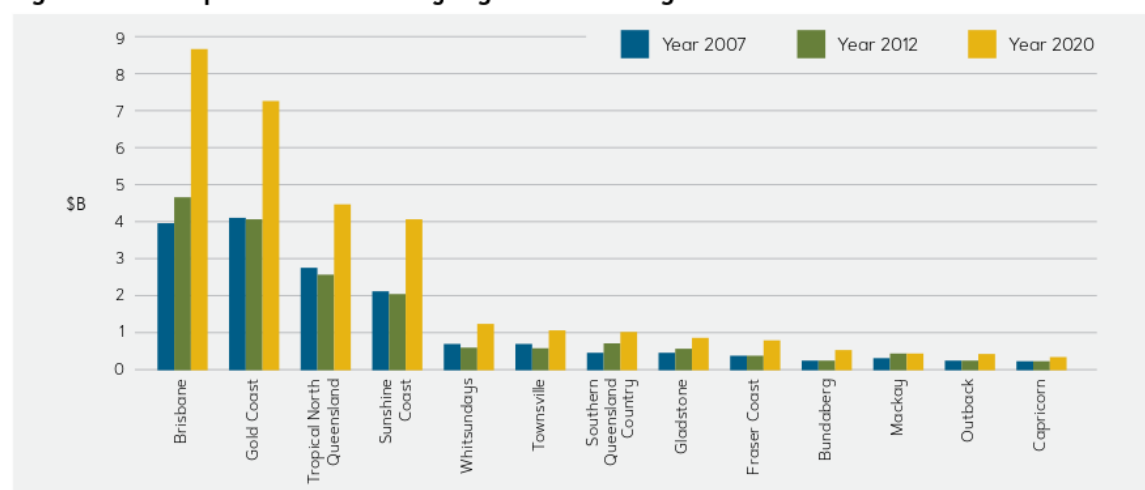
Visitors to Ipswich are predominantly visiting friends and relatives, eating out, socialising, perusing nature and active experiences.⁵

This Destination Management Plan is primarily focused on increasing Daytrip and Domestic Overnight arrivals from South East Queensland residential population catchment.

Another priority is to leverage the significant interstate and international visitation of Brisbane, Gold Coast and Sunshine Coast. Attracting visitors to those regions into Ipswich for a daytrip or potentially overnight stay whilst they are in the South East Queensland catchment.



Figure 1: Visitor Expenditure Estimates by Regional Tourism Organisation 2007 to 2020



Source: Tourism and Events Queensland, 2020 Strategic Marketing Plan

1 Source: Tourism and Events Queensland, 2020 Strategic Marketing Plan

2 Source: Tourism and Events Queensland, Regional Snapshots December 2017

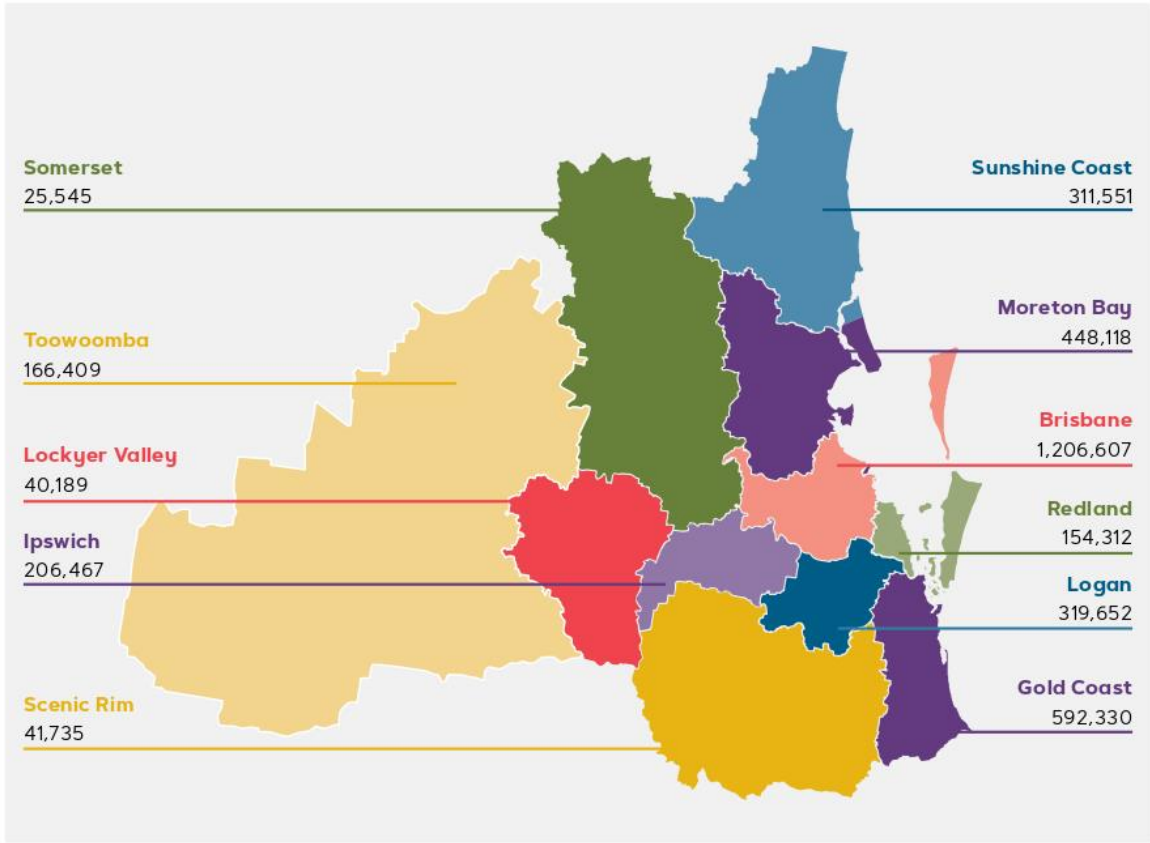
3 Source: Tourism Research Australia, National and International Visitor Survey September 2018

4 Source: Tourism Research Australia, National and International Visitor Survey September 2018

5 Source: Tourism Research Australia, National and International Visitor Survey September 2018

Figure 2: 2017 Resident population estimates for SEQ

South East Queensland Resident Population
by Region Estimated Population 2017

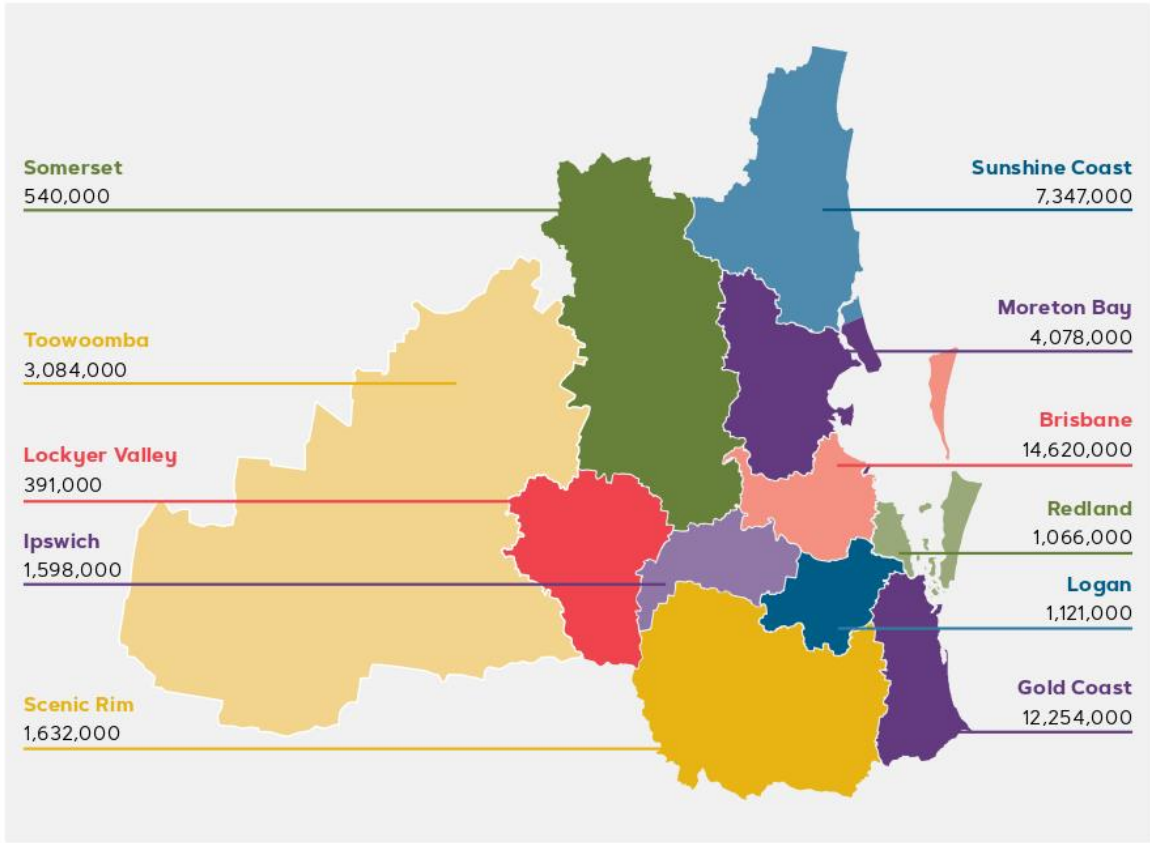


Source: Economy id, 2017 resident population estimates



Figure 3: Total visitors to SEQ, September 2018

South East Queensland Total Visitor Markets by Region
Domestic and International Totals September 2018



Source: Tourism Research Australia, National and International Visitor Survey September 2018



DESTINATION POSITIONING »

Ipswich has been developing its profile and positioning as South East Queensland's richest heritage region, full of new intrigue and surprises.

Destination Attributes	Roles of Positioning	Hero Experiences	Core Target Market
<ul style="list-style-type: none"> > Old culture, new energy. > Surprising contrasts – old and new, nature and culture, adventure and heritage. > Deep heritage, deep connections, deeply rich experiences. > Revitalisation in action. 	<ul style="list-style-type: none"> > Making old, cool again. > Not a town, a region Inject some playful energy into a quick getaway. > A deeper, more meaningful story. > Take people beyond hero experiences – different, interesting. > Galvanise industry. 	<ul style="list-style-type: none"> > Nature-based recreation. > Challenge-based adventure. > Tangible history. > Distinctive spectator and participation events. > Food experiences. 	<ul style="list-style-type: none"> > Couples. > Families.



PRIORITY ACTIONS FIVE YEAR PLAN »



The following action items are the key focus areas identified to facilitate the implementation of the Destination Management Plan for the City of Ipswich.

Each of the action items will enable the City of Ipswich to create the environment to develop products and experiences targeted at the visitor economy.

It is imperative that the demand driving activity is considerate of and aligned with the capacity of the destination to deliver at a product and experience level. We must not only ensure that our market positioning is matched by the destination experience

but furthermore we must support and/or lead the continued development of the industry towards its greatest potential.

Short-term is defined as the next three years (2019–2021), medium are those within the following five years (2022–2026) and long-term are five or more years (2027 onwards) but which will need to commence in the medium term.

Action	Task	Timeframe
Investment, Planning and Advocacy		
Planning	Ensure the Ipswich Planning Scheme facilitates positive tourism outcomes through the appropriate protection, development, servicing and activation of relevant facilities, sites and areas.	Short-term
Advocacy	Continue to advocate for Ipswich opportunities with the state and commonwealth governments ensuring awareness and engagement on priority projects.	Short-term
Attractions and Experiences		
Council Land	Support the strategic enhancement and provision of key nature based facilities on council land to improve and increase sustainable activation.	Medium-term
	Facilitate the Ecotourism Investment Prospectus and secure partners to improve and increase sustainable activation on council land.	Medium-term
	Lead the introduction of appropriate tour activities by relevant certified operators with a focus on nature, heritage, culture and food experiences.	Medium-term
Ipswich Central	Extend the positioning and activation of Ipswich Central as a regionally significant economic and activity precinct.	Short-term
	Enhance the events and activations delivered within Ipswich Central ensuring they reach audiences in the greater South East Queensland marketplace.	Short-term
North Ipswich	Support the progression of the North Ipswich Open Space Master Plan as the strategic direction for a key area of recreation, events and tourism related opportunities.	Medium-term
Springfield Central	Maximise the Springfield Central Sports Complex and Springfield Stadium as key assets able to attract regional, state and national sporting and entertainment events.	Short-term
Ipswich Nature Centre	Contribute to the successful delivery of the Ipswich Nature Centre Master Plan improving and enhancing the facility and wider Queens Park precinct as an attraction of regional significance.	Short-term

Item 2 / Attachment 1.

Action	Task	Timeframe
Tourism Industry Cluster Development		
Industry development	Council to continue to work with the Ipswich Tourism Operators Network (ITON) to develop the visitor economy.	Short-term
	Ongoing enhancement of the tourism partner program to support increased operator marketing activity, increased customer service levels and support employment in the city.	Short-term
	Audit of Ipswich product representation in all major traditional and online domestic and key international travel trade channels leading to a program of industry trade-readiness development and ongoing trade engagement.	Short-term
	Support industry in the development of packages targeted at domestic and international trade distribution.	Short-term
	Progressing on the findings of the tourism infrastructure audit to deliver a prospectus for targeted investment and development in the city.	Short-term
	Support the progression of the Ipswich Motorsport Precinct Master Plan as the strategic direction for a key area of tourism related opportunity.	Short-term
	Work with Brisbane Marketing and Tourism and Events Queensland to maximise opportunities with Cruise, and Airport passengers for when they arrive in Brisbane.	Short-term
	Work with Tourism and Events Queensland to maximise opportunities related to Outback and Southern Queensland country marketing activity.	Short-term
	Identify opportunities for industry to benefit from regional investment in tourism and transport infrastructure taking place in Brisbane, Gold Coast and the Sunshine Coast.	Short-term
	Facilitate regional product packaging opportunities for half and full day tour operator itineraries.	Short-term
	Industry state of play barometer annual survey developed to measure the health of the tourism industry in Ipswich.	Short-term
Events		
Event calendar	Grow sporting carnivals and events positioning Ipswich as a regional capital attracting participatory, niche and major events.	Short-term
	Creation of an event operator working group to support growing event operator capability.	Short-term
	Continue to develop the Ipswich Festival as an event of regional significance generating increased economic impact from intrastate visitation and dispersal.	Short-term
	Continue to improve council's Event Sponsorship Program with a focus on events which deliver community, cultural, visitation, economic and positioning outcomes for the city.	Short-term



Action	Task	Timeframe
Marketing		
Brand Ipswich	Undertake a city brand positioning review.	Short-term
	Maintain a network of best-practice owned digital assets which increase awareness, engagement, or conversion for target consumers and the Ipswich tourism industry.	Short-term
	Implement a proactive destination publicity plan to increase awareness of destination Ipswich and its hero experiences amongst the identified target audiences.	Short-term
	Put into practice an always-on, targeted, omni-channel seasonal campaign plan which drives awareness, engagement, leads to Ipswich tourism industry.	Short-term
	Continue to enhance the quality of the city's destination magazine and increase distribution to target markets.	Short-term
Transport and Access		
Transport	Identify and encourage improved accessibility and connectivity between key attractions across the region facilitating increased visitation, visitor experience and dispersal.	Long-term
	Ensure that access to key attractors and tourism facilities in Ipswich is safe, appropriate for the intended land use and considers access via more sustainable forms of transport where possible.	Long-term
	Facilitate improved visitor and tourism operator accessibility across the region through support and advocacy for the transport intent outlined in the <i>City of Ipswich Transport Plan</i> .	Long-term
Wi-Fi	Support council's Public WiFi and Sensor Network Program as a factor for improved visitor experience and digital engagement.	Short-term
Way-finding	Draft a way-finding strategy integrating council signage guidelines and new industry standards to improve and enhance the visitor experience and dispersal.	Short-term
	Maintain a nationally recognised standard of in-destination visitor services through the Visitor Information Centre facility and other strategic touch-points around the region.	Short-term
Ambassador Program	Continue to develop the Discover Ipswich Ambassador program to enhance and support visitor servicing.	Short-term

Item 2 / Attachment 1.





Ipswich Tourism Industry Barometer 2021

ipswich.qld.gov.au

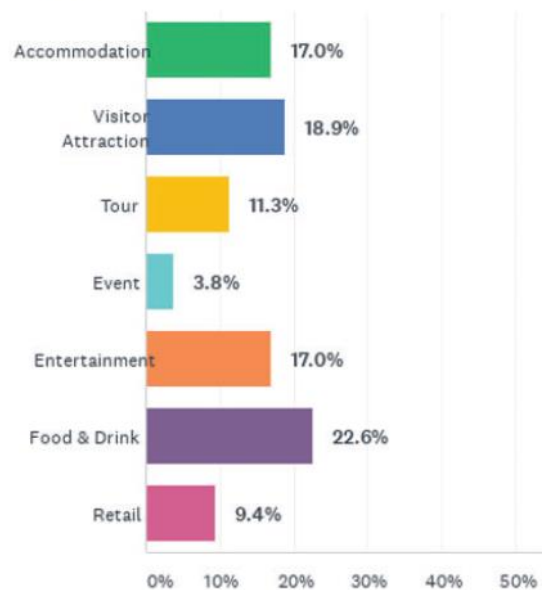


Introduction

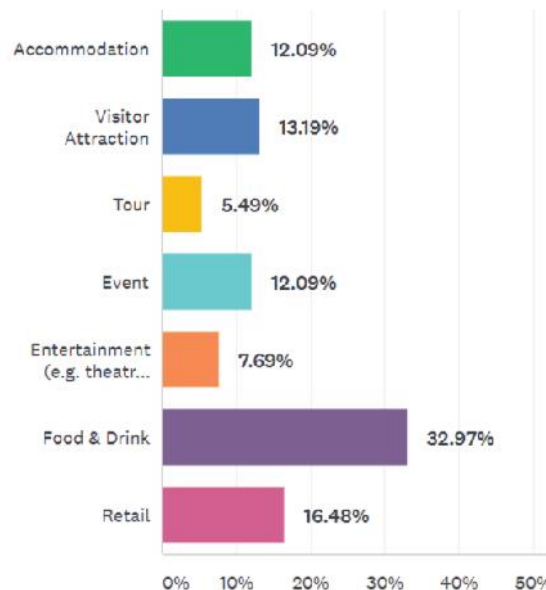
- The Ipswich Tourism Industry Barometer 2021 aims to measure sentiment and the changing landscape in the tourism cluster of businesses in the City of Ipswich.
- The Barometer survey was run from 19 January – 17 February 2021 allowing the Ipswich Tourism Operators Network a base of 136 tourism cluster of businesses to provide their feedback.
- Total responses received in this survey were from 91 business operators (67% of ITON members).



What category of tourism activity best describes your primary business activity?



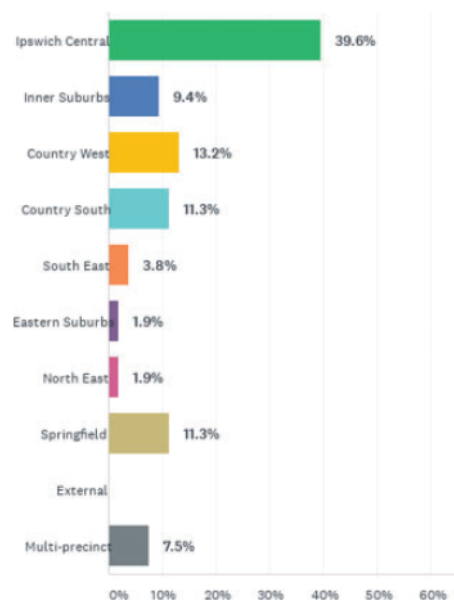
January 2020



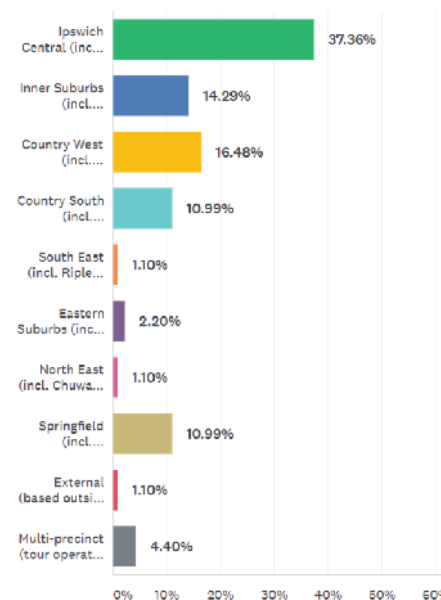
January 2021



Which geographic precinct of Ipswich is your tourism activity primarily-based?



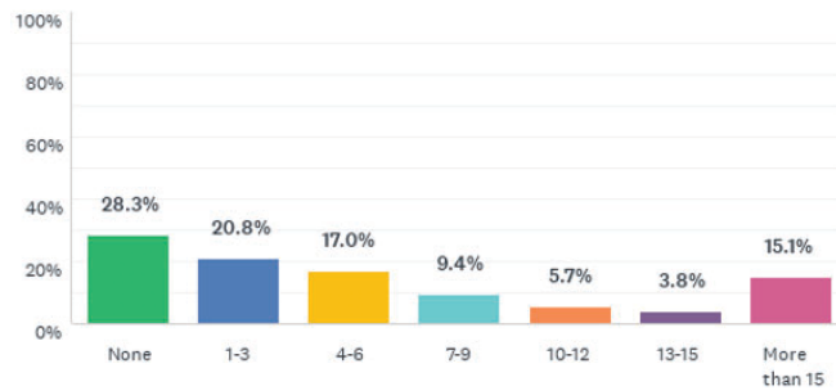
January 2020



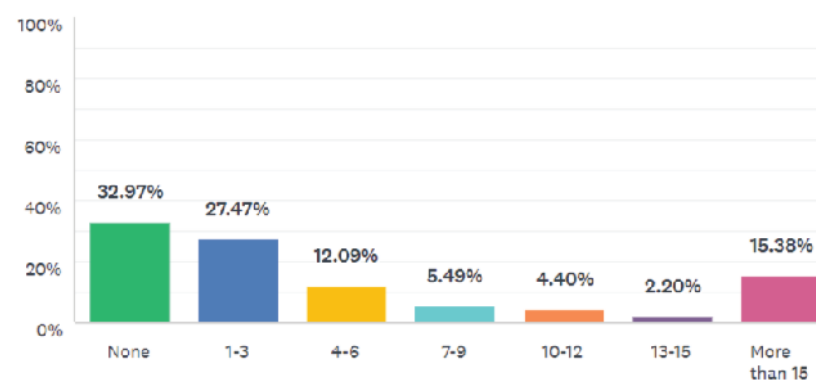
January 2021



Excluding owners, what is the total number of paid full time equivalent (FTE) employees in your business? [Click here for instructions on how to calculate FTEs.](#)



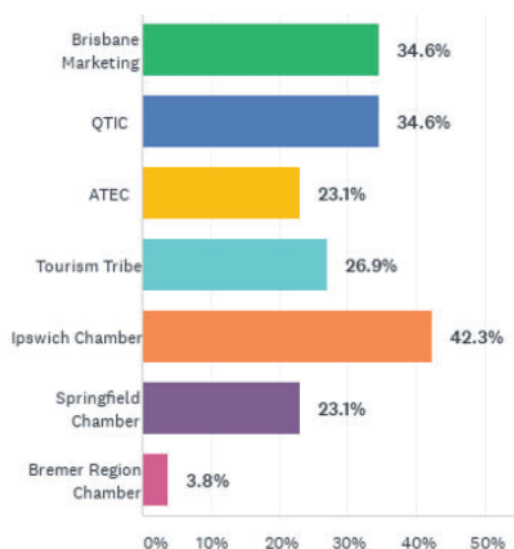
January 2020



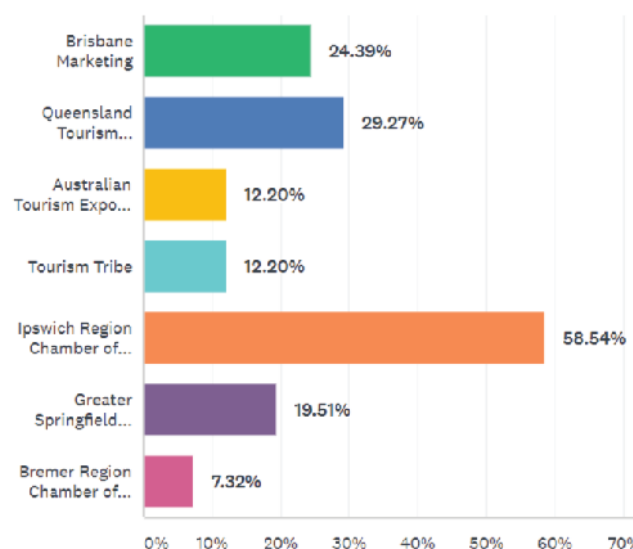
January 2021



Is your business a member of any of the following tourism/industry organisations? Please tick all that apply.



January 2020



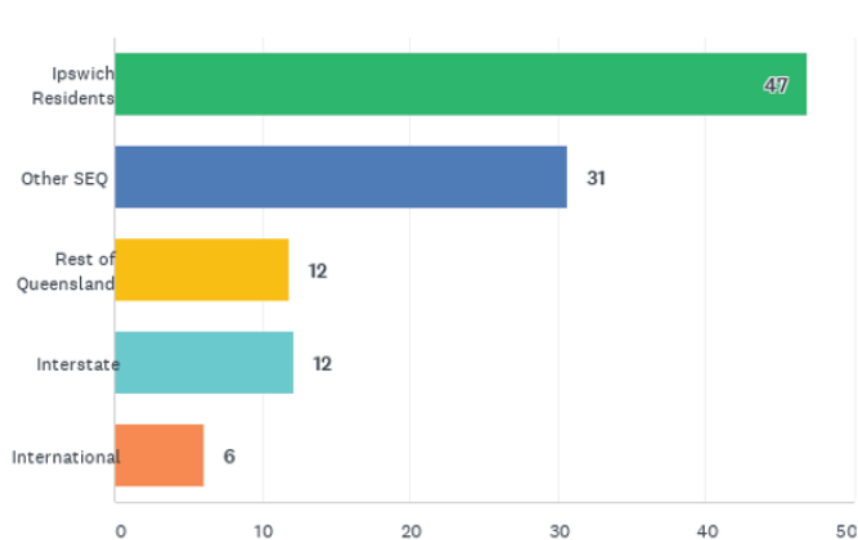
January 2021

ipswich.qld.gov.au

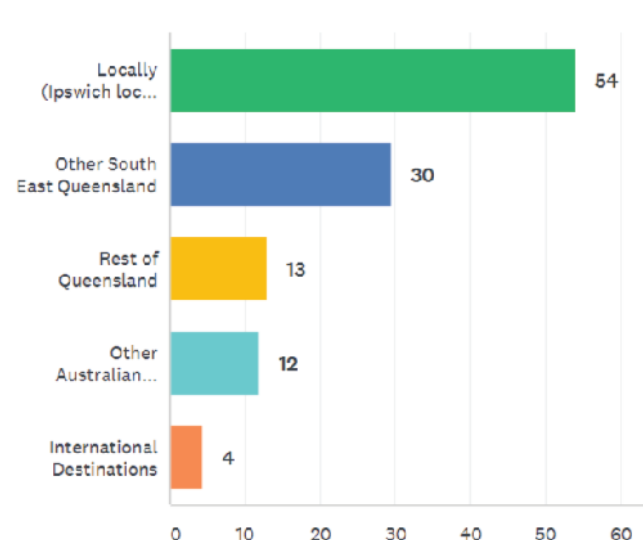




Please indicate what percentage of your visitors are attracted from the following areas (Total = 100%).



January 2020



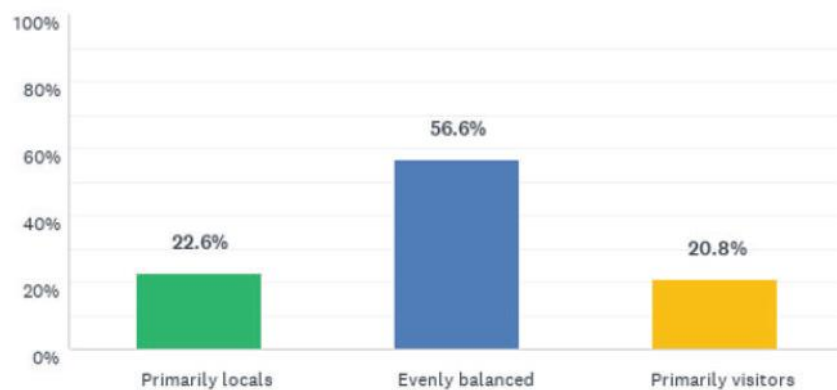
January 2021

ipswich.qld.gov.au

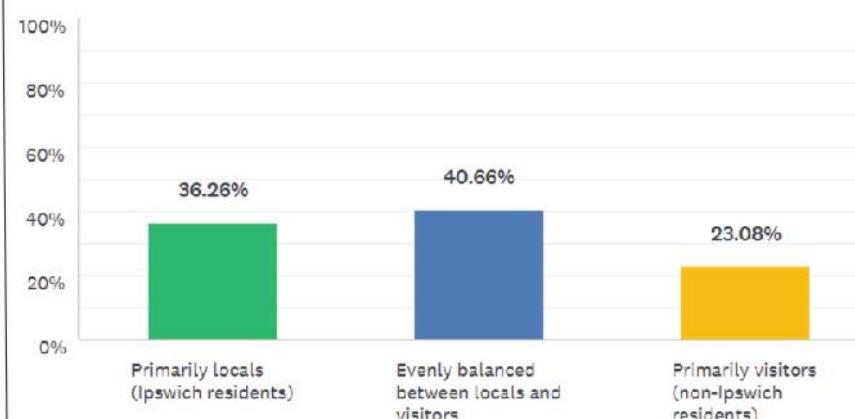




Please indicate whether your marketing budget is targeted primarily at locals (Ipswich residents) or visitors from outside Ipswich (non-Ipswich residents)?



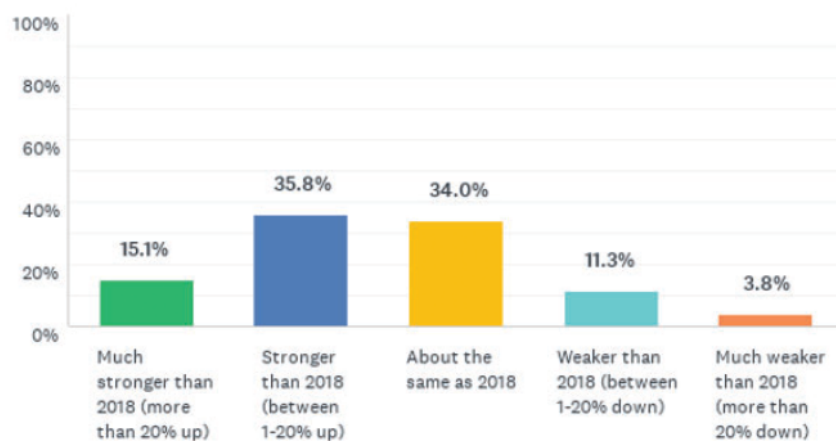
January 2020



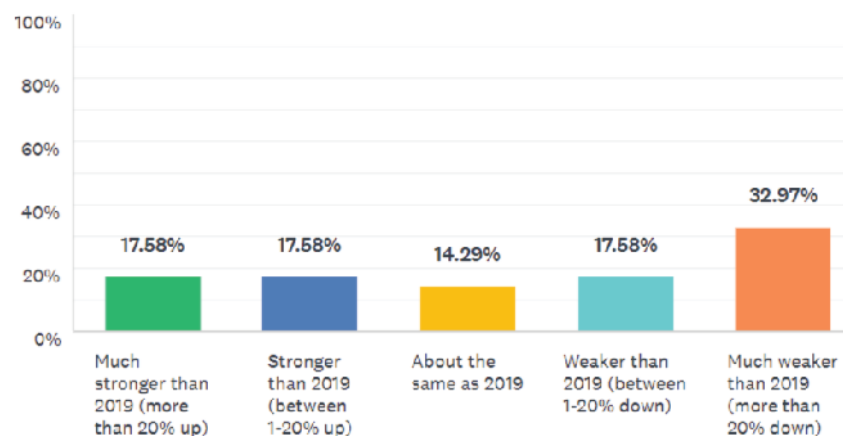
January 2021



Looking at your business performance



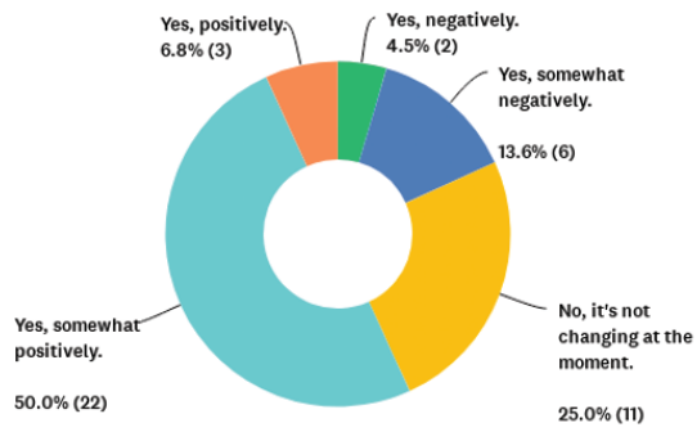
How did 2019 compare to 2018



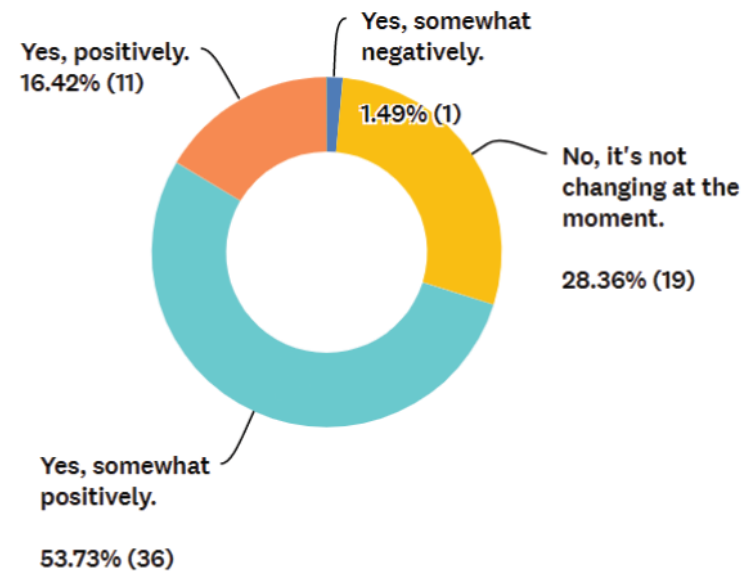
How did 2020 compare to 2019



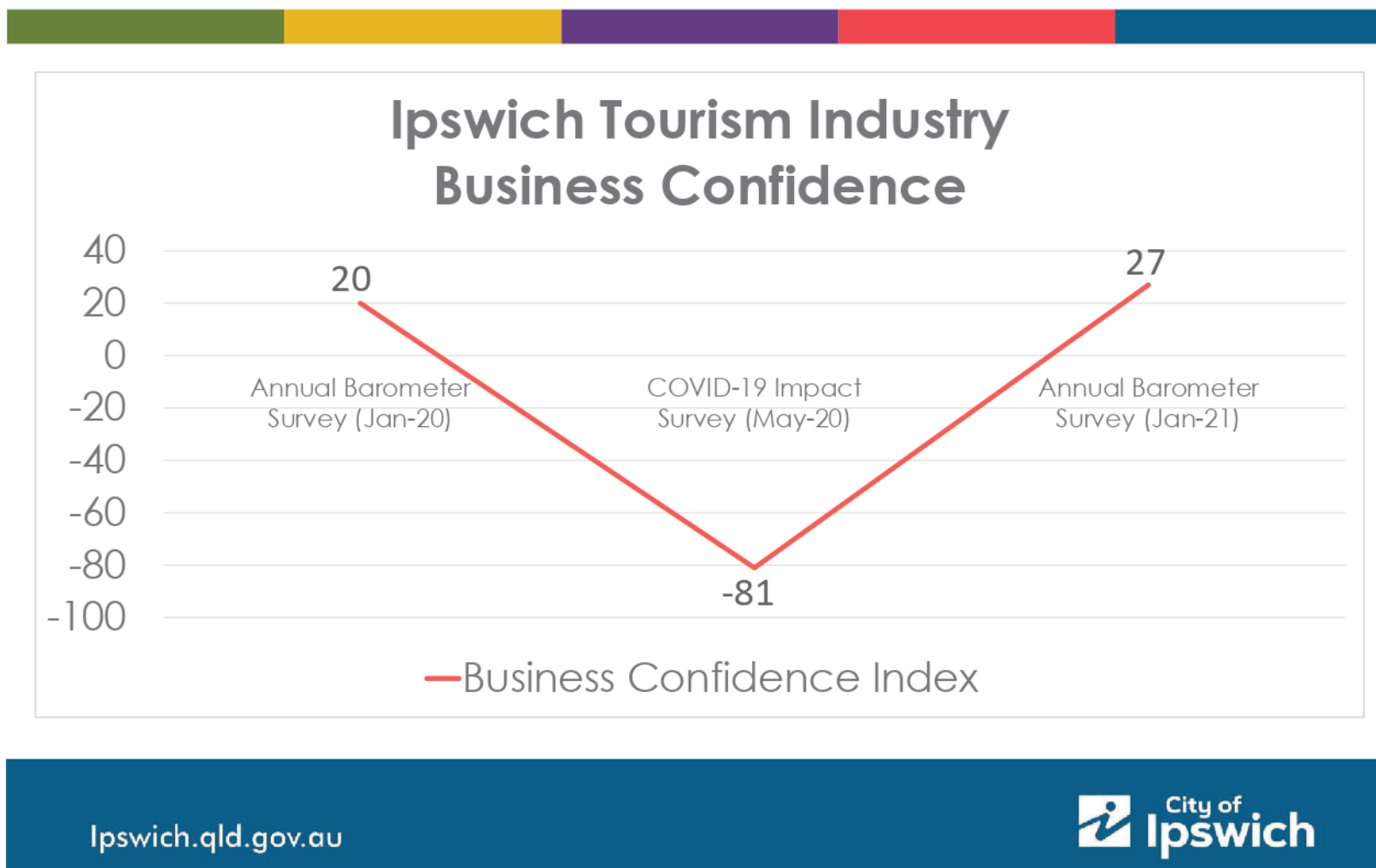
Please use the scale below to indicate whether you believe the perception of Ipswich is changing, and if so in what way.



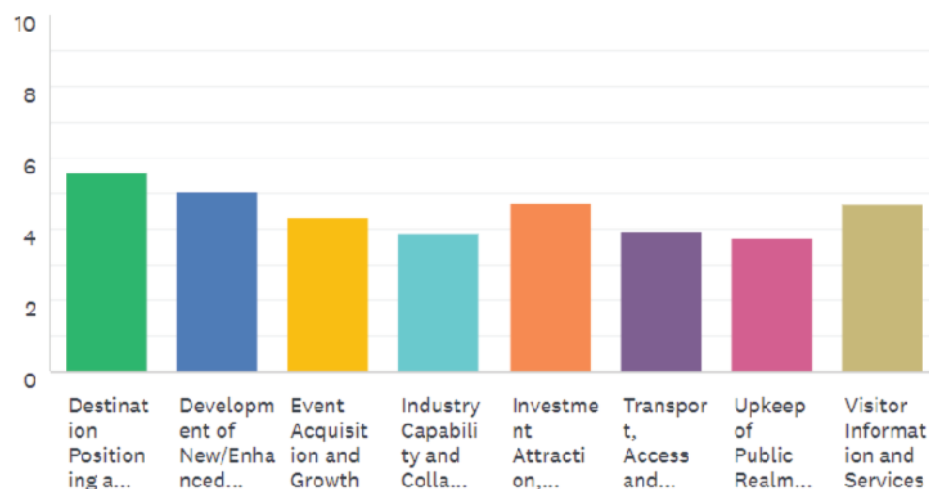
January 2020



January 2021



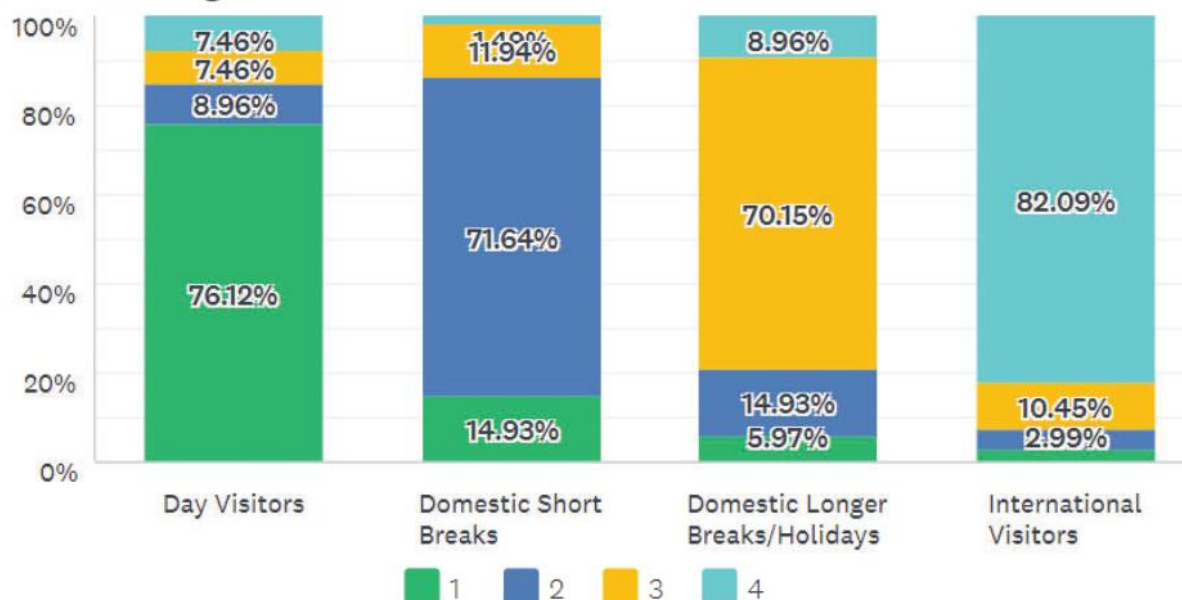
Ipswich's current Destination Management Plan details action items relating to the key focus areas listed below. Please rank order the following focus areas in order of importance (1 being the most important). You can do this by either allocating a number to each indicating its relative position, or by dragging and dropping them into the right order.



Priorities:

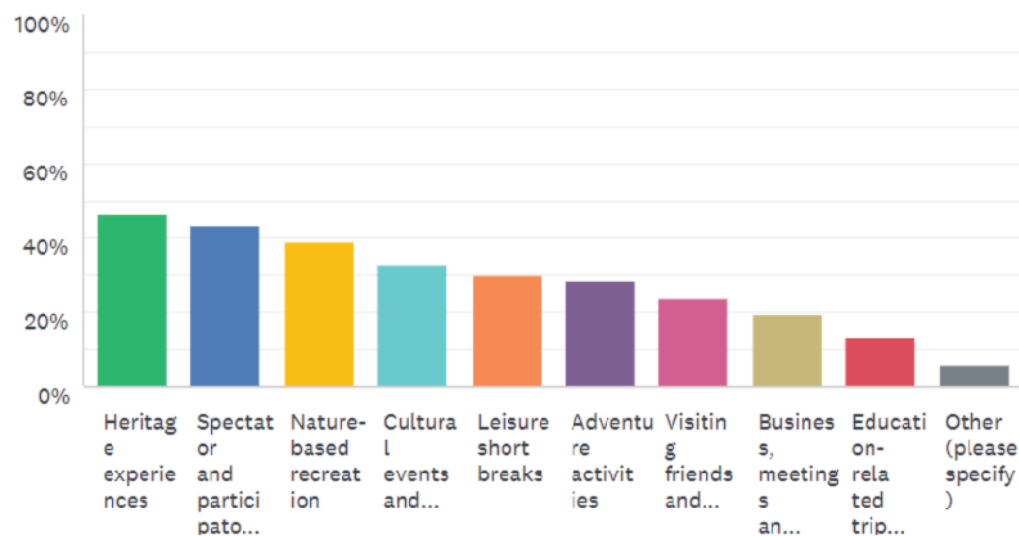
- 1 - Continue to market the city and the experiences;
- 2 - Support the development of new experiences;
- 3 - Secure events that support overnight visitation;
- 4 - Industry capability and collaboration;
- 5 - Attract new investment.

Please rank order the following visitor markets in order of importance to Ipswich (1 being the most important). You can do this by either allocating a number to each indicating its relative position, or by dragging and dropping them into the right order.

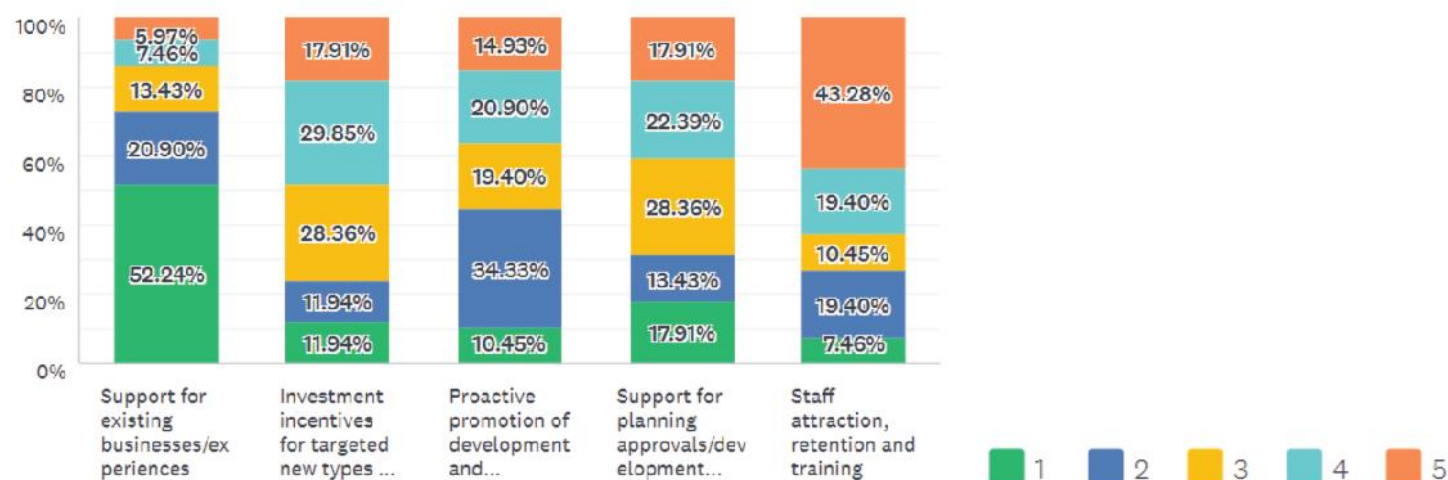




Based on the current strengths of Ipswich, which areas of the visitor economy do you think provides the best growth opportunities for Ipswich? Please identify a maximum of three areas that you feel provide the best growth prospects for Ipswich.

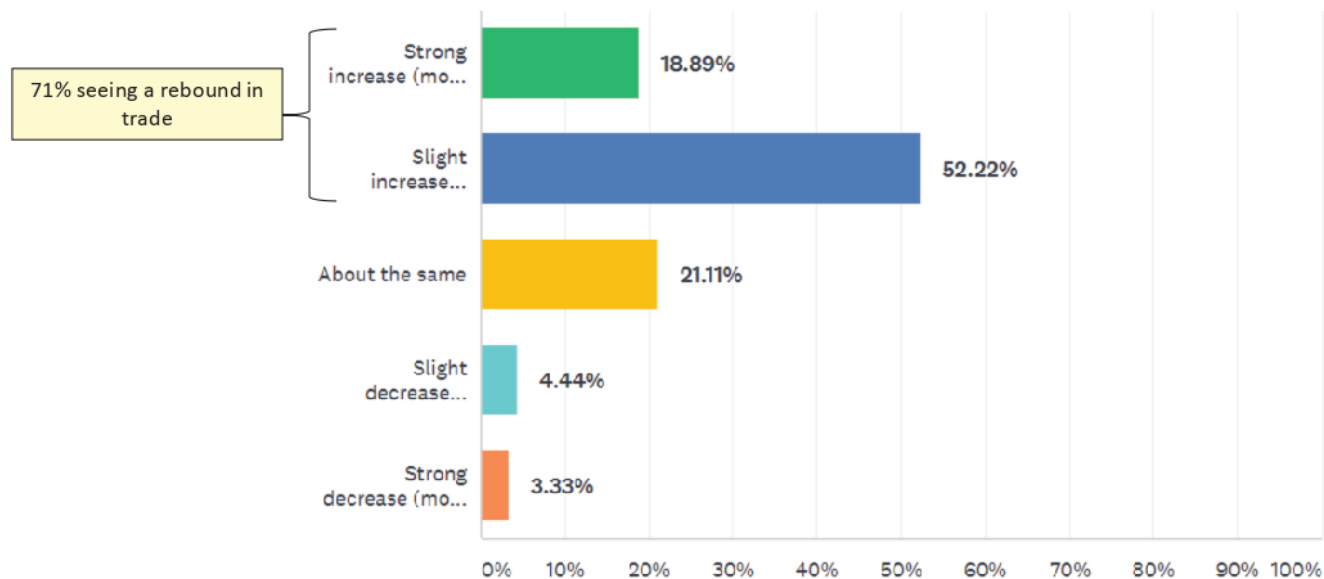


In attracting new tourism investment and encouraging tourism development, what actions and initiatives do you think should be investigated or prioritised? Please rank order the following actions and initiatives in the order of importance (1 being the most important). You can do this by either allocating a number to each indicating its relative position, or by dragging and dropping them into the right order.



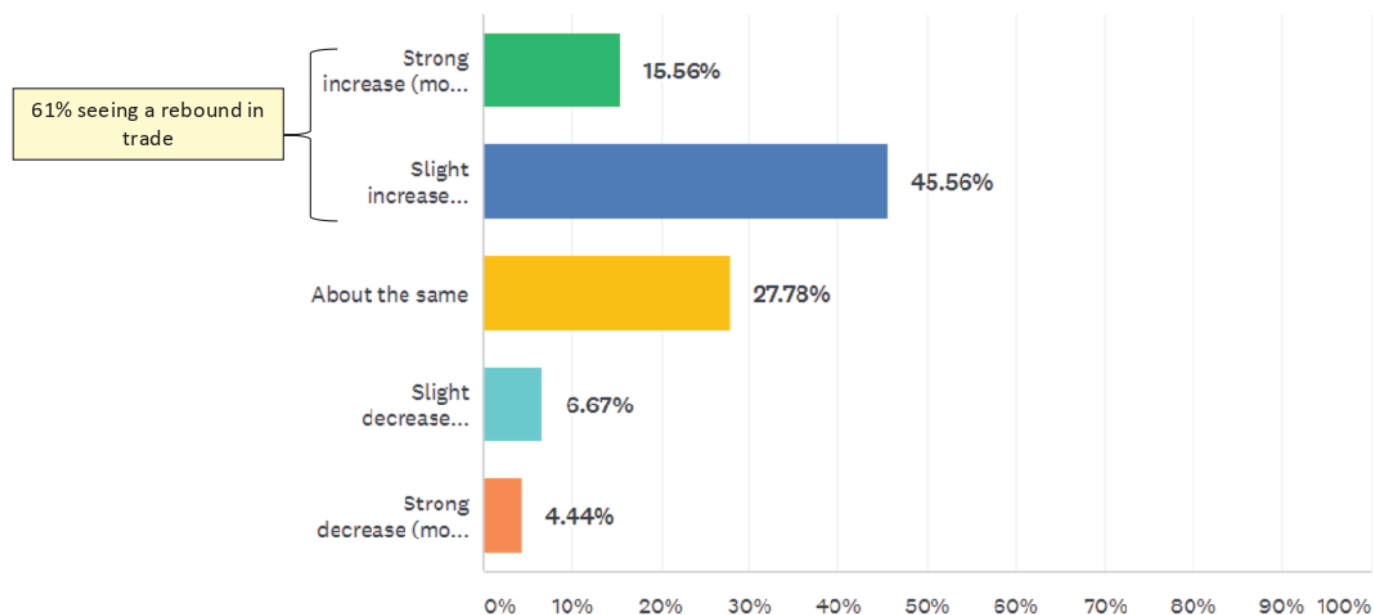


Compared to 2020, do you expect your business's TRADE to increase, stay the same or decrease during 2021?



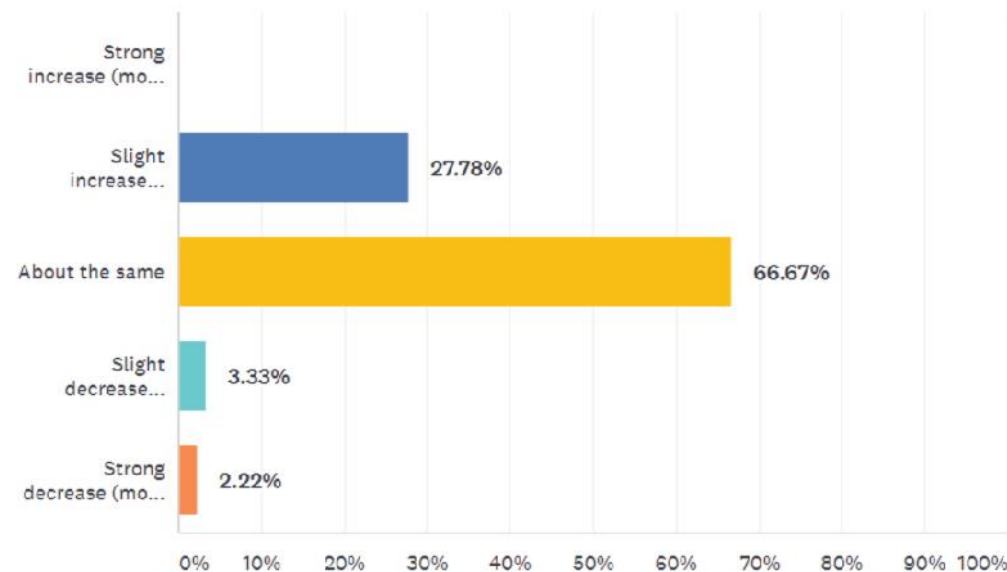


Compared to 2020, do you expect your business's PROFITABILITY to increase, stay the same or decrease during 2021?



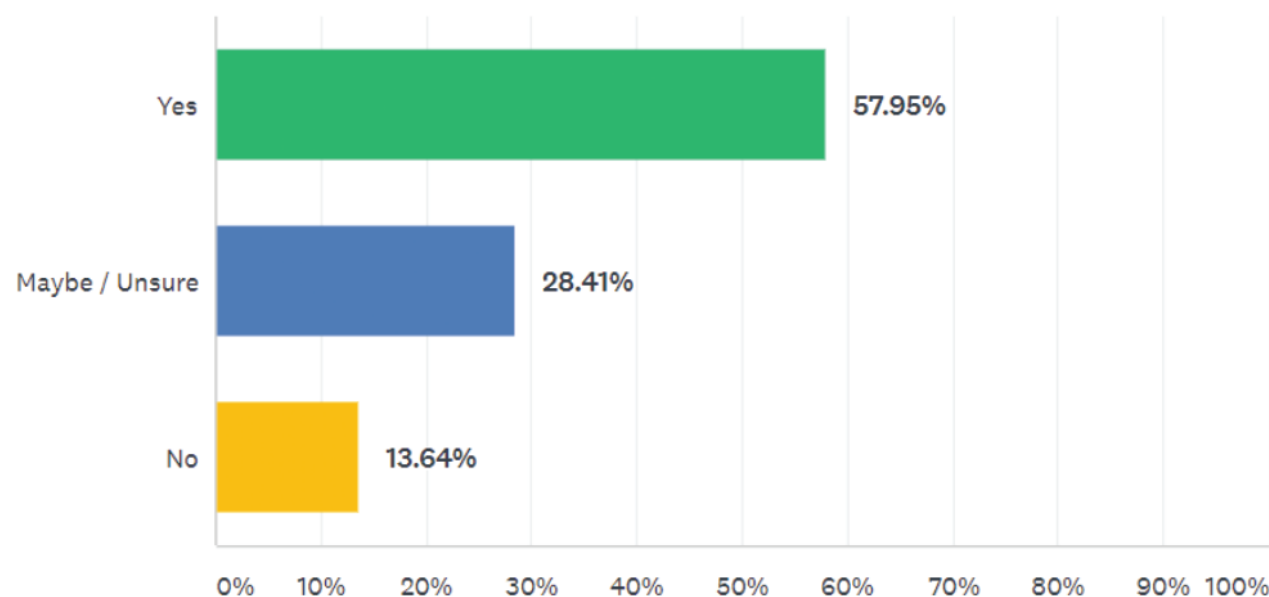


Compared to 2020, do you expect the number of paid full time equivalent (FTE) EMPLOYEES in your business to increase, stay the same or decrease during 2021?

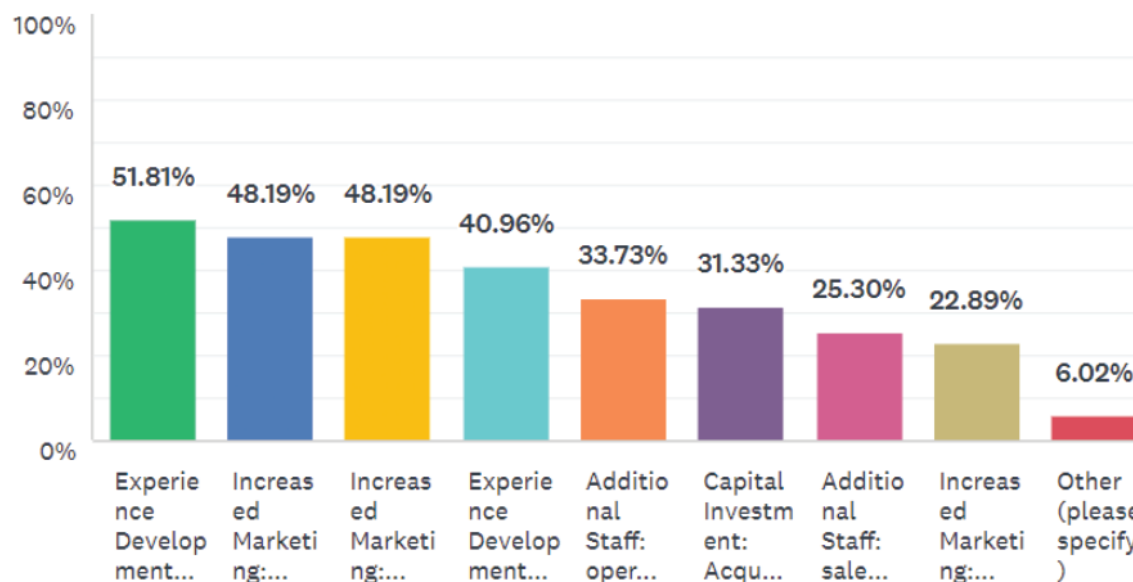




Do you intend to invest in growing your business during 2021?

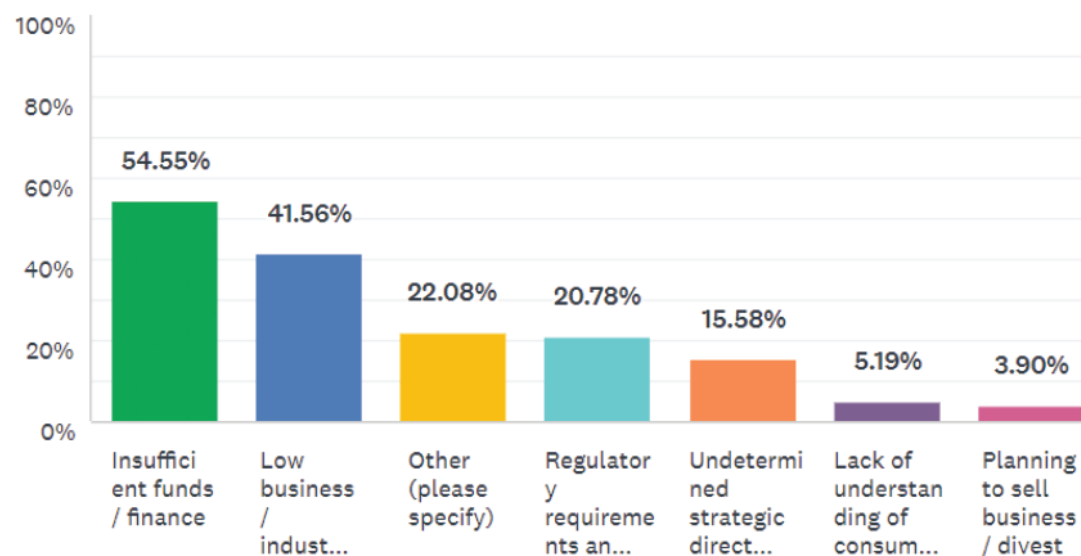


Which of the following activities are you likely to invest additional resources in during 2021? Please tick all options that apply.



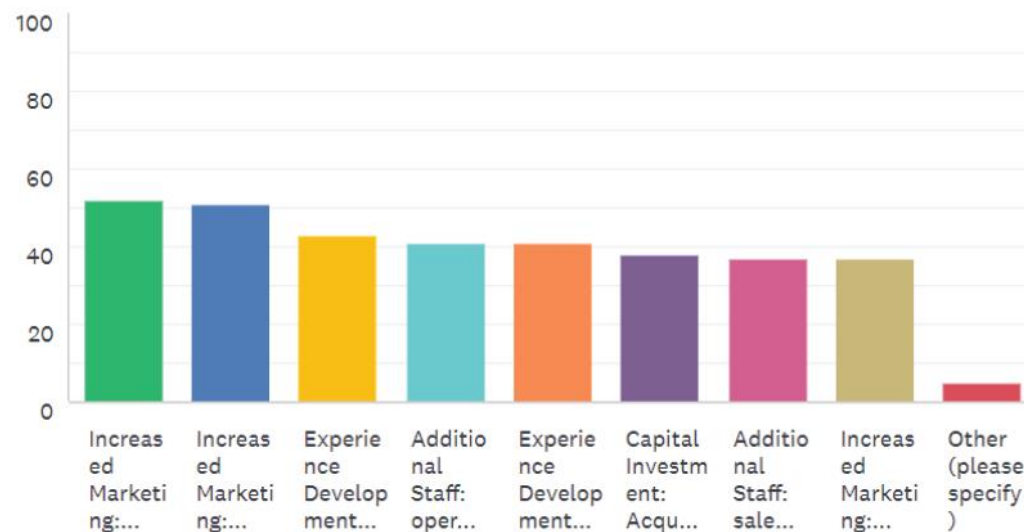


What barriers / impediments exist to investing in your business during 2021? Please tick all that apply.



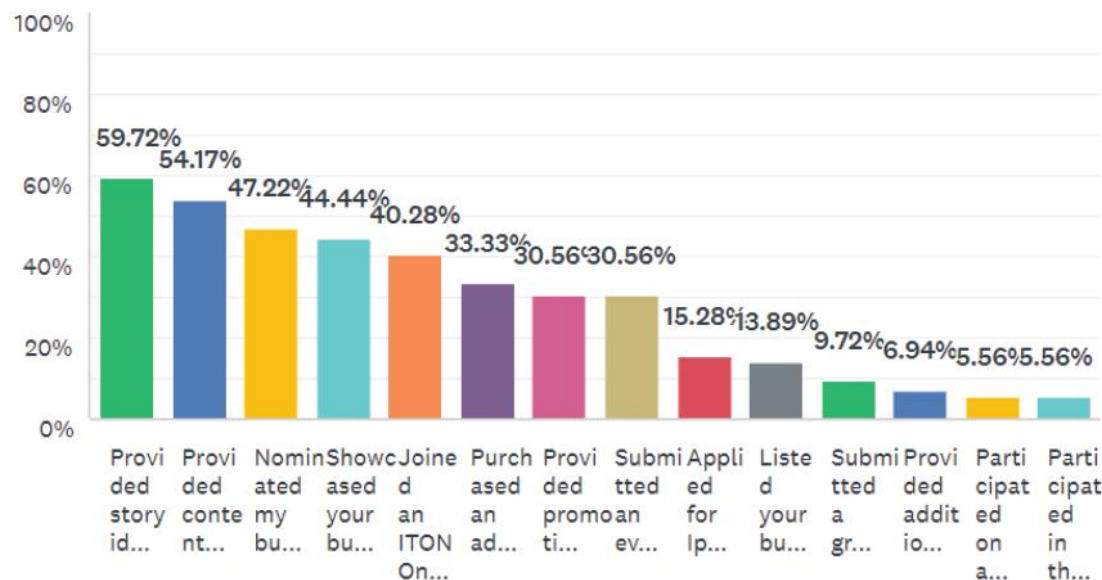


If there were no barriers / impediments to investing in your business, which of the following activities would you like to engage in during 2021? Please tick all options that apply.



Which of the following programs did your business actively engage in during 2020?

Answered: 72 Skipped: 19

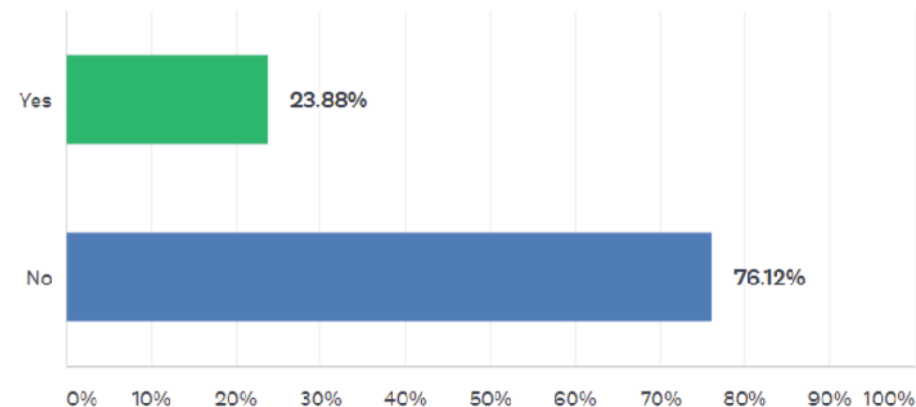


Which of the following programs did your business actively engage in during 2020?

ANSWER CHOICES	RESPONSES ▾
▼ Provided story ideas for promotion on Discover Ipswich and in media alerts.	59.72%
▼ Provided content for inclusion in a Seasonal Campaigns (e.g. school holidays, Christmas, Father's Day).	54.17%
▼ Nominated my business/venue for inclusion in Ipswich Trekker 2.0 (Google 360o photos).	47.22%
▼ Showcased your business/venue to film producers via the partnership with Screen Queensland.	44.44%
▼ Joined an ITON Online session held via Zoom.	40.28%
▼ Purchased an advertisement in the Discover Ipswich Magazine.	33.33%
▼ Provided promotional flyers/brochures to the Ipswich Visitor Information Centre (IVIC) for display.	30.56%
▼ Submitted an event to the Australian Tourism Data Warehouse (ATDW) for promotion on the Discover Ipswich website.	30.56%
▼ Applied for Ipswich Exceptional Experiences Program (IEEP) funding.	15.28%
▼ Listed your business on BookEasy for bookings via the IVIC and Discover Ipswich website.	13.89%
▼ Submitted a group experience to be promoted as part of the Group Experience Program.	9.72%
▼ Provided additional flyers/brochures to the IVIC for display through to their distribution network.	6.94%
▼ Participated on a Discover Ipswich display at a Consumer/Trade Show (e.g. QLD Outdoor Adventure Expo).	5.56%
▼ Participated in the Domestic Trade Ready program via the QLD Tourism Industry Council (QTIC).	5.56%



The current bulk of funding for city destination marketing activity is paid for by Ipswich residents. Should Council introduce an annual tourism levy on businesses to support increasing destination marketing activity and/or grow visitor events in the city to support day trip and overnight visitation?



Ipswich Exceptional Experiences Program FY2020-21 Program Summary



Ipswich Exceptional Experiences Program

The **Ipswich Exceptional Experiences Program (IEEP)** provides matched funding to support eligible Ipswich businesses to develop new or enhance an existing experience that actively increases visitor day-trip and/or overnight visitation to the City of Ipswich and in doing so increase employment in the city.

OBJECTIVES:

1. Boosting economic returns for the city
2. Developing new tourism experiences and attractions
3. Creating new sustainable jobs
4. Increasing visitor expenditure in the city
5. Building resilient businesses and communities

Ipswich Exceptional Experiences Program FY2020-21 Program Snapshot



PROGRAM METRICS:

- Total funding pool: \$50,000
- Applications submitted: 16
- Total funding applied for: \$95,642
- Applications awarded funding: 9
- Total funding allocated: \$52,501
- Total funded project value: \$222,724

SUCCESSFUL PROJECTS INCLUDED:

- New tour experiences
- Amenity refurbishments and renovations
- Accommodation room upgrades
- Soft infrastructure (e.g. booking platform)
- Capacity increasing activity

Ipswich Exceptional Experiences Program FY2020-21 Program Results

17 LOCAL SUPPLIERS / SERVICE PROVIDERS BENEFITED

- | | |
|---|--|
| 1. Amart Furniture (Yamanto) | 10. Eastern Suburbs Hardware (Eastern Heights) |
| 2. Barro Builders' Supplies (Ipswich) | 11. Lobb Street Sawmill (Churchill) |
| 3. Beaumont Tiles (Ipswich) | 12. Local Web Design (Tivoli) |
| 4. Bunnings Warehouse (West Ipswich) | 13. Mt Marrow Blue Metal Quarries |
| 5. Competitive Concrete (Churchill) | 14. RPQ Asphalt (Swanbank) |
| 6. Competitive Garages and Patios (Churchill) | 15. Sapar Landscaping (Chuwar) |
| 7. DENPAQ Pty Ltd (Goodna) | 16. The Bush Collective (Photographer) |
| 8. Direct Steel Supplies (Dinmore) | 17. The Good Guys (Booval) |
| 9. Dulux Trade Centre (Bundamba) | |

Source: Project Acquittal Reports submitted by successful applicants

Ipswich Exceptional Experiences Program FY2020-21 Successful Applicants and Projects

Applicant Organisation	Funded Project	Funding Allocation	Total Project Investment
Ewe Nique Hobby Farm	Design and development of an e-enable website, installation of seating in experience staging area and initial garden and plant establishment for new butterfly house experience (to launch late 2021).	\$5,000	\$12,383
Ghost Tours Pty Ltd	Support to launch two new Ipswich tour experiences (Goodna Cemetery Tour and Haunted Ipswich Ghost Tour), initially to be delivered on a monthly basis.	\$3,937	\$7,915
Obsession Shoes Boutique Ipswich*	Support to launch a new bus tour business, Tripswich Tours, which will offer tours featuring local business, attractions and producers (e.g. retail shopping, country pubs, heritage tours, etc.).	\$5,000	\$10,000
Oikos Cafe	Acquisition of equipment for use with a new facilitated workshop experience 'Café at Home', which guides participants how to create café quality coffee, food and atmosphere at home.	\$4,967	\$10,119
Peters Motorsport Pty Ltd	Support for the engine assembly costs for new vehicles to increase the capacity of visitors able to participate as part of the recently launched Mustang Race Experience at Queensland Raceway.	\$10,000	\$120,000
QLD Pioneer Steam Railway Co-op Ltd	Refurbishment of facilities at their Swanbank Station improved presentation and access to souvenir shop in historic Lamp Room, enhanced toilet and amenities and platform tarmac extension to improve mobility access.	\$5,000	\$16,214
Quest Ipswich	Upgrade of rooms and amenities to create a Families Stay and Play in Ipswich offering including installation of Smart TVs and gaming, fold out sofa beds, pool area furniture and toys, and development of stay and play packages.	\$10,000	\$21,157
The Soul Nook Collective	Acquisition of 3 deluxe tipi-style tents and stands to be used in delivery of new Picnic Pod experience at The Soul Nook Collective in Marburg targeting the couples market.	\$3,597	\$5,641
The Llama Farm	Construction of a covered concreted pavilion overlooking the Llama paddocks to be used for tour groups and party bookings.	\$5,000	\$19,295
		\$52,501	\$222,724

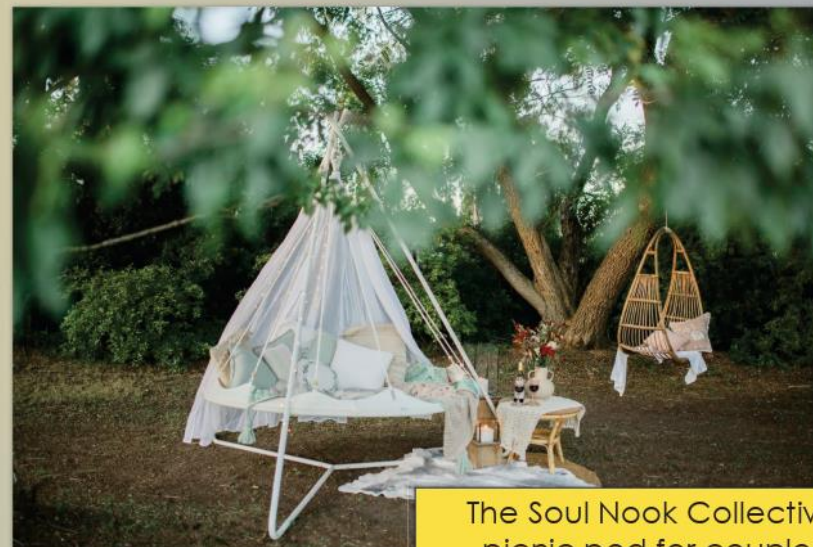
* Obsessions Shoes Boutique Ipswich granted extension to 31 August 2021 for project completion and acquittal.

Ipswich Exceptional Experiences Program FY2020-21 Program Assessment Criteria





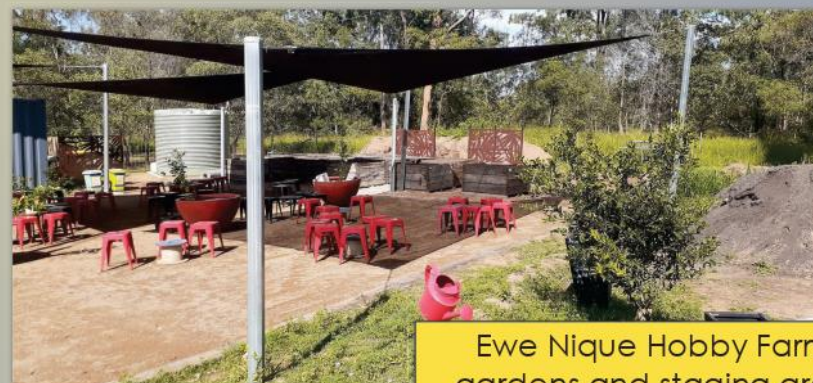
Assembly of third vehicle for
Mustang Race Experience



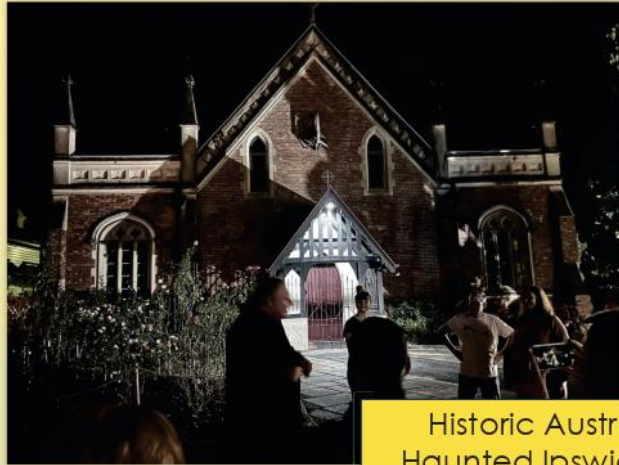
The Soul Nook Collective
picnic pod for couples



Llama Farm tour group
pavillion



Ewe Nique Hobby Farm
gardens and staging area



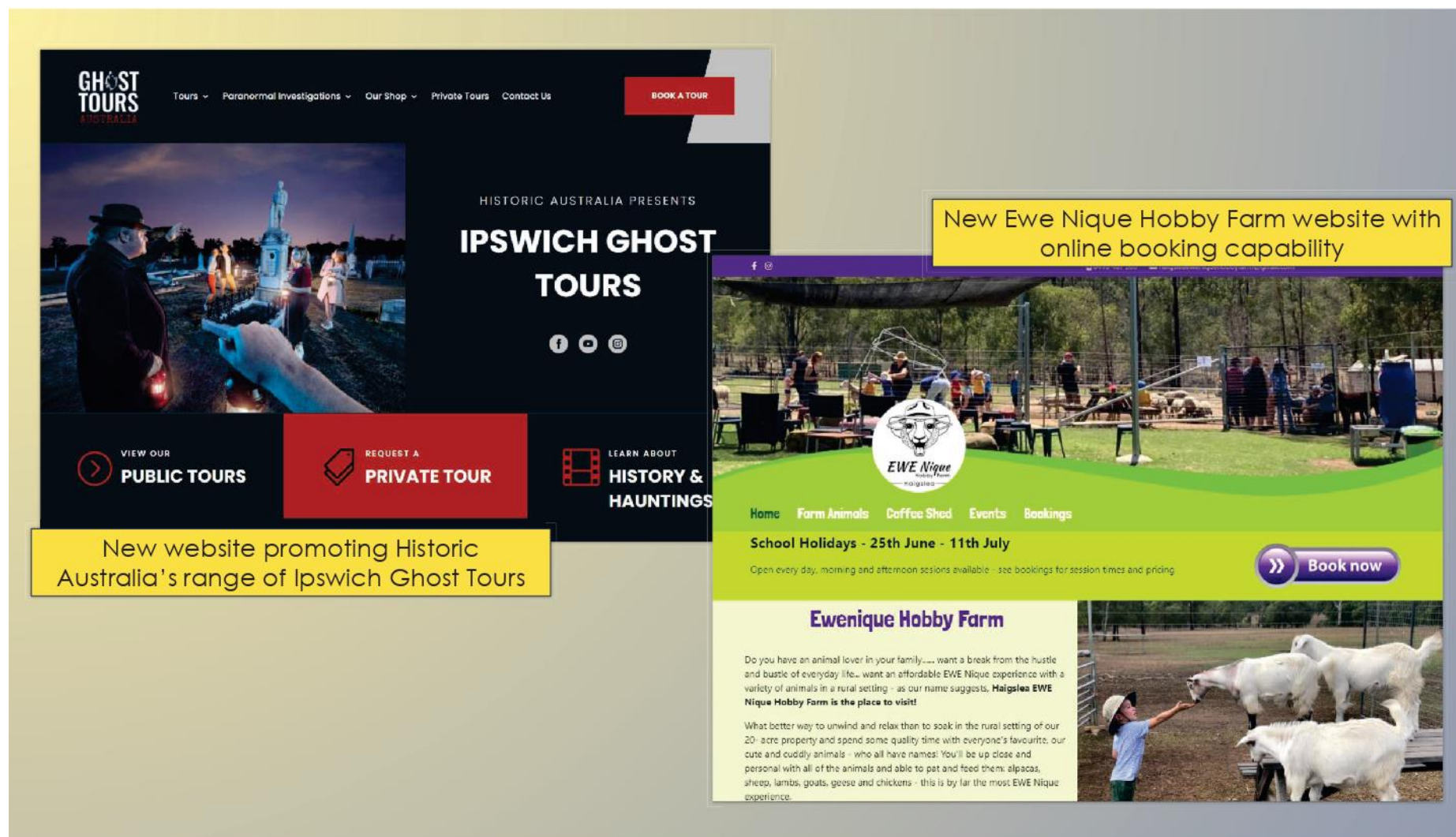
Historic Australia's new
Haunted Ipswich CBD tour



Refurbishment of QPSR's
historic Swanbank Station

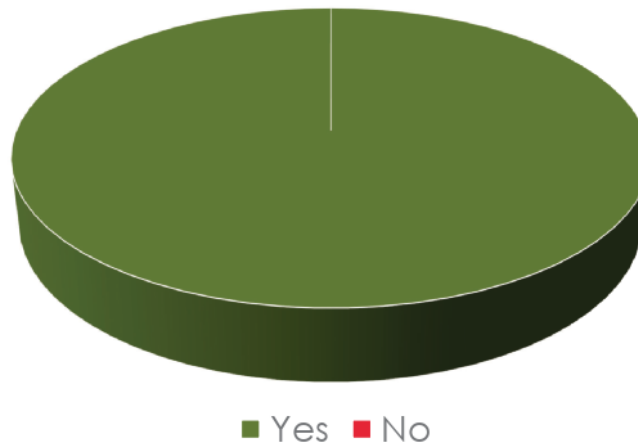


Oikos Café's new 'Café at
Home' experience



Ipswich Exceptional Experiences Program FY2020-21 **Successful Applicant Feedback**

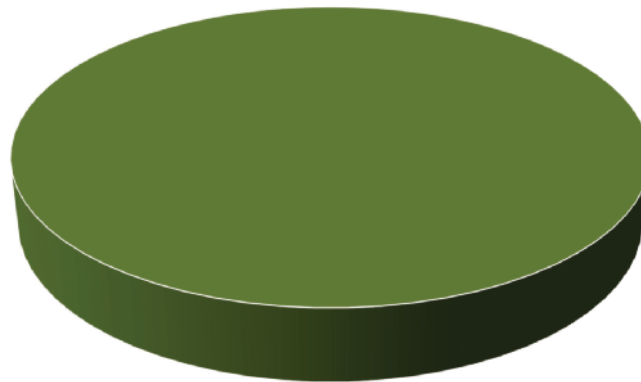
Would you consider applying for funding again, from a future round of the Ipswich Exceptional Experiences Program?



Source: Project Acquittal Reports submitted by successful applicants

Ipswich Exceptional Experiences Program FY2020-21 **Successful Applicant Feedback**

How likely is it that you would recommend the Ipswich Exceptional Experience Program to another business in the City of Ipswich?

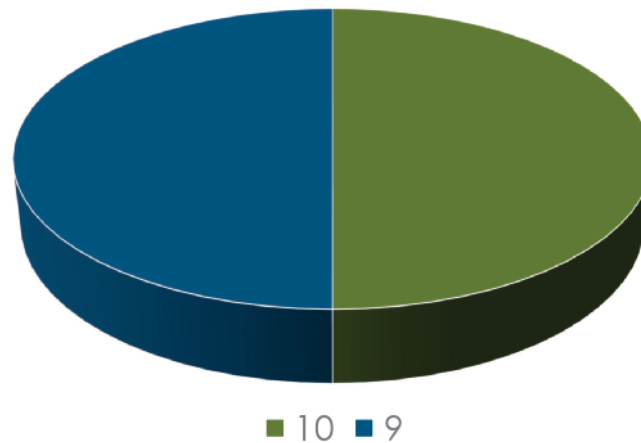


■ Very Likely

Source: Project Acquittal Reports submitted by successful applicants

Ipswich Exceptional Experiences Program FY2020-21 **Successful Applicant Feedback**

On a scale of 1 to 10 (with 10 being the best) how would you rate the Ipswich Exceptional Experiences Program (IEEP)?



Source: Project Acquittal Reports submitted by successful applicants

Ipswich Exceptional Experiences Program FY2020-21 **Successful Applicant Feedback**

Program Improvement Suggestions:

- Longer period of time for project delivery before acquittal is due.
- Stronger engagement with Development Planning Branch to identify any possible barriers to delivery of funded projects.

Source: Project Acquittal Reports submitted by successful applicants

Ipswich Exceptional Experiences Program FY2020-21 Successful Applicant Testimonials

"Grateful for Council Support as this project would not have been possible without."

- QLD Pioneer Steam Railway Co-op Ltd

"The process was easy to follow and very well laid out."

- Peters Motorsport Pty Ltd

"Big Thanks to Michael (Industry Development Officer) for all your support during this process. It made the process a lot easier having someone to talk to about the steps & procedures."

- The Soul Nook Collective

"The process has been very well managed and it has been possible to get support from those running the program easily."

- Ghost Tours Pty Ltd

Source: Project Acquittal Reports submitted by successful applicants

Ipswich Exceptional Experiences Program FY2020-21 Successful Applicant Testimonials

"I'd like to thank the Ipswich City Council for creating this opportunity for the tourism industry. It is a wonderful initiative and one that I'm sure the tourism operators in Ipswich are grateful for and one that I hope is replicated in the future."

- Quest Ipswich

"Appreciate council putting things like this on for us. And look forward to watching this initiative continue to grow."

- Oikos Café

Source: Project Acquittal Reports submitted by successful applicants

Doc ID No: A7473260

ITEM: 3

SUBJECT: CHAMBERS OF COMMERCE - 2021-2022 PARTNERSHIP AGREEMENTS

AUTHOR: COORDINATOR - LOCAL BUSINESS AND INVESTMENT

DATE: 12 AUGUST 2021

EXECUTIVE SUMMARY

This is a report concerning the partnership agreements between council and the region's two Chambers of Commerce, the Greater Springfield Chamber of Commerce and the Ipswich Region Chamber of Commerce.

Council has committed \$18,000 to its partnership with the Greater Springfield Chamber of Commerce and \$22,000 to its partnership with the Ipswich Region Chamber of Commerce for the 2021-2022 financial year.

These partnerships follow on from successfully executed partnership arrangements between both Chambers and council in the 2020-2021 financial year.

Last year both Chambers collaborated with council's Office of Economic Development on business education, industry events, business engagement and outreach support to the Ipswich business community.

This year's partnership agreements reflect the current economic and business landscape with a focus on local business needs to best navigate impacts of COVID-19.

RECOMMENDATION/S

That the Chambers of Commerce 2021-2022 Partnership Agreements report be received and the contents noted.

RELATED PARTIES

- Greater Springfield Chamber of Commerce
- The Ipswich Region Chamber of Commerce

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

The region's chambers of commerce play a vital role in delivering services, support and events to the local business community as well as advocacy for the city as a whole.

Council's 2020-2021 partnership agreements with the Chambers focused on providing support, education and networking opportunities for the region's businesses and has proven to be a productive relationship.

All parties are keen to continue working together to support the growth of local businesses and in turn the local economy.

The former Bremer Region Chamber of Commerce merged with the Ipswich Chamber of Commerce in 2019 and continues to serve the west regions of Ipswich as part of the Ipswich Region Chamber of Commerce

2020-2021 Highlights

Council's Local Business and Investment officers work closely with both Chambers to deliver economic development outcomes to support local businesses.

A key example of how this partnership benefitted local business was the delivery of the Small Business Expo in May.

Council officers worked side-by-side with the Ipswich Region Chamber of Commerce to deliver the inaugural two-day Small Business Expo. Over 1,000 people visited this large-scale event discovering the breadth and depth of local business talent.

It was the collaboration of Chamber and council financial and human resources that enabled the delivery of a successful event.

Another example of the productive partnerships with the Chambers was the Greater Springfield Chamber Pop-Up Stalls event at Orion Town Centre during Small Business Month. Council's partnership with the Greater Springfield Chamber of Commerce meant more local businesses were able to participate, showcasing their goods and services to Orion shoppers.

The renewal of the partnerships between council and the Chambers will maximum support for the local business community through and beyond the effects of the pandemic.

2021-22 Planned Activities

In addition to standard support of the region's businesses, the partnerships between council and the Chambers will contribute to specific events and activations, including:

Ipswich Region Chamber of Commerce

- Ipswich Business Excellence Awards
- Food and Agribusiness Network Conference

- Training and Education Workshops

Springfield Chamber of Commerce

- Greater Springfield Chamber of Commerce Marque Awards
- Business Breakfast Events
- Business After Hours Events
- Educational Events

Additional planned activities, that sit outside of the annual partnership agreement include:

- Ipswich Chamber of Commerce – Ipswich Business Expo
- Greater Springfield Chamber of Commerce – Shop Greater Springfield Campaign

LEGAL/POLICY BASIS

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

Not Applicable

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

HUMAN RIGHTS IMPLICATIONS

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

FINANCIAL/RESOURCE IMPLICATIONS

The total value of the two partnership agreements is \$40,000

- Greater Springfield Chamber of Commerce - \$18,000
- Ipswich Region Chamber of Commerce - \$22,000

This is the endorsed budgeted amount in 2021/22 Office of Economic Development budget for Chamber Partnerships.

COMMUNITY AND OTHER CONSULTATION

Both Chambers have co-designed the 2021-2022 partnership agreements.

The Chair of the Economic and Industry Development Committee, Deputy Mayor Nicole Jonic, has been involved in discussions with both Chambers.

CONCLUSION

The Greater Springfield Chamber of Commerce and the Ipswich Region Chamber of Commerce provide support to local businesses and promote the Ipswich region as a whole. Their efforts, and council's, are maximised and amplified when working in partnership.

Ipswich City Council has reviewed and developed partnership arrangements with both the region's Chambers of Commerce to maximise local business support and capability building.

Ralph Breaden

COORDINATOR - LOCAL BUSINESS AND INVESTMENT

I concur with the recommendations contained in this report.

Cat Matson

MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

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"