



City of
Ipswich

**IPSWICH
CITY
COUNCIL**

AGENDA

of the

ENVIRONMENT AND SUSTAINABILITY COMMITTEE

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

On Thursday, 4 November 2021
**At 10 minutes after the conclusion of the Economic and Industry Development
Committee**

<u>MEMBERS OF THE ENVIRONMENT AND SUSTAINABILITY COMMITTEE</u>	
Councillor Russell Milligan (Chairperson) Councillor Andrew Fechner (Deputy Chairperson)	Mayor Teresa Harding Councillor Jacob Madsen Councillor Kate Kunzelmann

ENVIRONMENT AND SUSTAINABILITY COMMITTEE AGENDA

*10 minutes after the conclusion of the Economic and Industry
Development Committee on **Thursday, 4 November 2021***
Council Chambers

Item No.	Item Title	Page No.
	Declarations of Interest	
	Business Outstanding	
	Confirmation of Minutes	
1	Confirmation of Minutes of the Environment and Sustainability Committee No. 2021(09) of 7 October 2021	7
	Officers' Reports	
2	Enviroplan 25 Years Campaign Highlights	11
	Notices of Motion	
	Matters Arising Ipswich Rivers Improvement Trust 2021-2022 Annual Precept Report from Environment and Sustainability Committee Meeting of 2 September 2021	

** Item includes confidential papers

ENVIRONMENT AND SUSTAINABILITY COMMITTEE NO. 10

4 NOVEMBER 2021

AGENDA

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ENVIRONMENT AND SUSTAINABILITY COMMITTEE NO. 2021(09) OF 7 OCTOBER 2021**

RECOMMENDATION

That the Minutes of the Meeting held on 7 October 2021 be confirmed.

OFFICERS' REPORTS

2. **ENVIROPLAN 25 YEARS CAMPAIGN HIGHLIGHTS**

Ipswich Enviroplan celebrated 25 years in 2021. The Enviroplan 25 Years campaign had two (2) major purposes:

- To coordinate an awareness campaign to celebrate Ipswich Enviroplan's 25th anniversary
- To encourage conservation and environment education and behaviour change.

This is a report concerning the Ipswich Enviroplan 25 years campaign highlights.

RECOMMENDATION

That Council receive and note the key highlights pertaining to celebrating 25 years of Ipswich Enviroplan.

NOTICES OF MOTION

MATTERS ARISING

Ipswich Rivers Improvement Trust 2021-2022 Annual Precept Report from Environment and Sustainability Committee Meeting of 2 September 2021

ENVIRONMENT AND SUSTAINABILITY COMMITTEE NO. 2021(09)

7 OCTOBER 2021

MINUTES

COUNCILLORS' ATTENDANCE: Councillor Russell Milligan (Chairperson); Councillors Andrew Fechner (Deputy Chairperson), Jacob Madsen, Kate Kunzelmann, Mayor Teresa Harding and Marnie Doyle (Observer)

COUNCILLOR'S APOLOGIES: Nil

OFFICERS' ATTENDANCE: Acting Chief Executive Officer (Sonia Cooper), Acting General Manager Infrastructure and Environment (Kaye Cavanagh), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Planning and Regulatory Services (Peter Tabulo), Acting General Manager Corporate Services (Sylvia Swalling), Acting General Manager Coordination and Performance (Barbara Dart), Manager Communications and Engagement (Laura Bos), Senior Digital Media and Content Officer (Jodie Richter), Manager Economic and Community Development (Cat Matson), Emergency Management and Sustainability Manager (Matthew Pinder), Acting Manager Environment and Sustainability (Phil A Smith), Project Manager (Greg Thomas), Chair – Retail Sub-Project Sub Committee (James Hepburn), Communications, Events and Engagement Manager (Karyn Sutton), Executive Services Manager (Wade Wilson) and Theatre Technician (Trent Gray)

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. CONFIRMATION OF MINUTES OF THE ENVIRONMENT AND SUSTAINABILITY COMMITTEE NO. 2021(08) OF 2 SEPTEMBER 2021

RECOMMENDATION

Moved by Councillor Andrew Fechner:

Seconded by Mayor Teresa Harding:

That the minutes of the Environment and Sustainability Committee No. 2021(08) held on 2 September 2021 be confirmed.

AFFIRMATIVE

Councillors:

Milligan

Fechner

Harding

Madsen

Kunzelmann

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICERS' REPORTS

2. BREMER CATCHMENT MANAGEMENT OFFICER - PROGRESS OF RECRUITMENT IN PARTNERSHIP WITH SCENIC RIM COUNCIL AND SOUTH EAST QUEENSLAND COUNCIL OF MAYORS

This is a report concerning the progress of recommendations from the report to the Environment and Sustainability Committee 11 March 2021 (Attachment 1) concerning The Bremer River Catchment Manager Role. Specifically, Ipswich City Council's partnership with Scenic Rim Regional Council and the South East Queensland Council of Mayors (CoMSEQ) through the Resilient Rivers Initiative (RRI) and supporting the establishment of a Bremer River Catchment Management Officer role.

RECOMMENDATION

Moved by Councillor Jacob Madsen:

Seconded by Councillor Kate Kunzelmann:

That the report be received and the contents noted.

AFFIRMATIVE

Councillors:

Milligan

Fechner

Harding

Madsen

Kunzelmann

NEGATIVE

Councillors:

Nil

The motion was put and carried.

3. REVIEW AND UPDATE OF THE LOCAL DISASTER MANAGEMENT SUB PLAN -
PUBLIC INFORMATION AND WARNINGS

This is a report concerning the review and amendments to the Local Disaster Management Sub Plan – Public Information and Warnings.

RECOMMENDATION

Moved by Mayor Teresa Harding:

Seconded by Councillor Kate Kunzelmann:

- A. That the Local Disaster Management Sub Plan – Public Information and Warnings, as detailed in Attachment 3 be approved.**
- B. That the Chief Executive Officer, in consultation with the Mayor, be authorised to make amendments deemed necessary based on further comment received from members of the Local Disaster Management Group, who form part of the governance arrangements for the adoption of this plan.**

AFFIRMATIVE

Councillors:

Milligan

Fechner

Harding

Madsen

Kunzelmann

NEGATIVE

Councillors:

Nil

The motion was put and carried.

4. 2021-2022 SEASONAL PREPAREDNESS

This is a report concerning council's preparedness activities in relation to the 2021-2022 severe weather season, which typically runs from October through April. In addition to an increasing chance of La Niña, which typically brings more

rainfall to Queensland, the Bureau of Meteorology forecast for October to December currently indicates that South East Queensland is likely to experience warmer than average nights and above average rainfall.

RECOMMENDATION

Moved by Mayor Teresa Harding:
Seconded by Councillor Kate Kunzelmann:

That the report be received and the contents noted.

AFFIRMATIVE

Councillors:

Milligan

Fechner

Harding

Madsen

Kunzelmann

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 11.13 am.

The meeting closed at 11.25 am.

Doc ID No: A7573957

ITEM: 2

SUBJECT: ENVIROPLAN 25 YEARS CAMPAIGN HIGHLIGHTS

AUTHOR: TEAM LEADER (ENVIRONMENT AND SUSTAINABILITY EDUCATION AND AWARENESS)

DATE: 17 SEPTEMBER 2021

EXECUTIVE SUMMARY

Ipswich Enviroplan celebrated 25 years in 2021. The Enviroplan 25 Years campaign had two (2) major purposes:

- To coordinate an awareness campaign to celebrate Ipswich Enviroplan's 25th anniversary
- To encourage conservation and environment education and behaviour change.

This is a report concerning the Ipswich Enviroplan 25 years campaign highlights.

RECOMMENDATIONS

That Council receive and note the key highlights pertaining to celebrating 25 years of Ipswich Enviroplan.

RELATED PARTIES

There are no related parties to this report.

IFUTURE THEME

Natural and Sustainable

PURPOSE OF REPORT/BACKGROUND

This report summarises the '25 Years of Enviroplan' campaign, its program of event and activities and highlights the reach and interaction of the campaign.

The Enviroplan Initiative is funded through an annual levy. The Levy was one of the first environment levies in Queensland and set a standard for many other Local Councils to follow. By committing to Ipswich Enviroplan, Council is able to deliver citywide conservation outcomes in four key areas; land acquisition, estate management, conservation planning and community partnerships. Twenty-five years of Enviroplan was celebrated through a

campaign of activities, promotional items and education messaging across the City for the community.

Campaign purpose

- To create understanding and awareness of the Ipswich Enviroplan, what it has done, is doing and will do in the future
- To improve the reputation of council in regard to conservation and the environment by developing the understanding of the board range of initiatives and historic investments
- To increase participation in Ipswich Enviroplan programs
- To provide community education opportunities that encourage behaviour change
- To strengthen or create new relationships with stakeholders and communities.

Corporate alignment

- iFuture Natural and Sustainable: We are proud of and enjoy our waterways, our bushland, our flora and fauna and our cultural landscapes
- Ipswich Enviroplan Program Policy and Procedure: create a healthy and vibrant natural environment, highly valued by, and connected to the community; community nature conservation engagement and support initiatives; and an increased level of awareness and engagement with regard to nature conservation issues
- Strategic documents including Nature Conservation Strategy, Sustainability Strategy, Waterway Health Strategy.

Campaign activities

Activities were free or low cost for participants.

Table 1 provides an overview of the number and types of events run as part of the campaign.

In-depth activity details can be found in Attachment 1.

Activities:	Digital promotions:	Printed/hardcopy promotions:
<ul style="list-style-type: none">• Great Restorations workshops• Ipswich EnviroForum• Ipswich Enviro Awards• Moonwalks with Experience Nature	<ul style="list-style-type: none">• Environment Matters e-newsletter (monthly)• Ipswich First stories and Media Releases	<ul style="list-style-type: none">• Printed program of events – A5 booklet• Environment Matters magazine• Ipswich in Winter

- Mount Grandchester Experience
- Ipswich Enviroplan 25 years calendar
- Natural Places of Ipswich coffee table book
- Kids Go Wild (June-July school holidays)
- Cribb Park community planting
- Peaks to Points Festival sponsorship
- Discover Ipswich blogs
- Ipswich Enviroplan webpage
- Digital marketing (social media and Google Network)
- E-newsletters to council databases
- Wire and WIRED, Depot screens
- Council email signature
- Signage at conservation estates
- Static display at Queens Park Environmental Education Centre
- Enviroplan 25 years calendar
- Natural Places of Ipswich coffee table book
- Enviroplan 25 years stickers

Connection to Enviroplan

Celebrating and highlighting Enviroplan-funded initiatives were the focus of the campaign. This included Landholder Conservation Partnerships Program, conservation visitor management (Experience Nature), EnviroForum and locations such as Hardings Paddock, White Rock – Spring Mountain Conservation Estate and Mount Grandchester Conservation Estate.

The Enviroplan 25 years logo was used as a consistent brand across multiple platforms, with digital and printed collateral all connecting to the Enviroplan webpage.

Key highlights

- Overall participation: 333 people at 8 events
- Paid digital promotion: Reach to 138,972 people
- Organic promotion: 30+ stories published
- Collateral: More than 10,000 items that included Enviroplan 25 Years logo and/or messaging

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

COVID 19 restrictions and snap lockdowns by the State Government created uncertainty over events and cancelled the Cribb Park community planting. Weather was also a concern for the outdoor events, as well as planned hazard reduction burns for three estates where events were being held.

All risks were managed effectively and communicated as soon as practical throughout the campaign.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
Recommendation A 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 campaign relied on budget from existing funded council initiatives and channels in FY 2020-2021. Additional budget of \$10,000 was received for FY 2021-2022 (halfway through the campaign).

- Total Cost: \$31,022.74 (program budget)*
- Total Cost: \$14,493.83 (Enviroplan budget)*
- Total Income: (ticket sales) \$1077.40
- *Cost is that charged against Environment and Sustainability, Education and Awareness budgets specifically for Enviroplan 25 Years activities and promotion. Does not include BAU or labour.

The total budget spread across FY19/20, FY20/21 and FY21/22.

COMMUNITY AND OTHER CONSULTATION

This campaign achieved collaboration across council to make it a success. Particularly, the Environment and Sustainability, Education and Awareness team supported each other with organising and delivering events. Stakeholder engagement was a vital component of campaign.

Natural Environment & Land Management	Council - other	Leadership	External
<ul style="list-style-type: none"> Strategic Catchment and Conservation Planning team Land Management and Natural Area Planning team Environment & Sustainability Education and Awareness team 	<ul style="list-style-type: none"> Comms & Engagement Marketing & Events Tourism Sport & Recreation Natural Areas Applications Community Development Finance Procurement 	<ul style="list-style-type: none"> Project Sponsor – Natural Environment & Land Manager Manager, Environment & Sustainability General Manager, Infrastructure & Environment CEO & ELT Mayor and Councillors 	<ul style="list-style-type: none"> Bushcare Peaks to Points Estate user groups Special interest groups such as Native Plants Qld, Spring Lakes Nature Care, Bremer Catchment Association Community such as LCPP partners

Across the campaign there was strong positive feedback from community and participants, ranging from those who received a free calendar to landholders on the property tour. This created an increased reputation for Ipswich regarding the environment.



The campaign had overall success in promoting Enviroplan-related initiatives and increasing participation. Regional participation was ensured via Peaks to Points Festival and the EnviroForum which attracted visitors from across South East Queensland. The campaign also engaged existing audiences such as landholder partners in new and special experiences that were greatly appreciated. New audiences were reached through various touchpoints including events, printed collateral and digital engagement.

CONCLUSION

The 25 Years of Enviroplan Campaign achieved its purpose to create an understanding and awareness of Ipswich Enviroplan and to provide community education opportunities that encourage behaviour change. New partnerships were fostered, and community engagement was strengthened through their participation in the various environmental activities.

The campaign highlighted the importance and value of the Ipswich Enviroplan Levy which helps to achieve citywide conservation outcomes in four key areas; land acquisition, estate management, conservation planning and community partnerships.

ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

1.	Enviroplan 25 Years Campaign Highlights  
----	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Stephani Macarthur

TEAM LEADER (ENVIRONMENT AND SUSTAINABILITY EDUCATION AND AWARENESS)

I concur with the recommendations contained in this report.

Tim Shields

TEAM LEADER (STRATEGIC CATCHMENT AND CONSERVATION PLANNING)

I concur with the recommendations contained in this report.

Kaye Cavanagh

MANAGER, ENVIRONMENT AND SUSTAINABILITY

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

Enviroplan 25 Years Campaign review

October 2021

ipswich.qld.gov.au



Table of Contents

1. About the campaign	pg 03
2. Overall campaign activity	pg 05
3. Enviroplan Calendar	pg 10
4. Natural Places of Ipswich coffee table book	pg 12
5. Estate promotion	pg 14
6. Marketing and paid promotion	pg 16
7. Media and organic promotion	pg 20
8. Environment Matters	pg 24
9. Kids Go Wild	pg 26
10. Great Restorations	pg 28
11. Peaks to Points Festival	pg 30
12. Moonwalks with Experience Nature.....	pg 32
13. Mount Grandchester Experience.....	pg 34
14. Cribb Park community planting.....	pg 36
15. EnviroForum	pg 38
16. Enviro Awards	pg 40

1. About the campaign

1.1 Enviroplan background

Ipswich Enviroplan celebrated 25 years in 2021.

The initiative is funded through a levy paid through household rates. By committing to Ipswich Enviroplan, council is able deliver citywide conservation outcomes in four key areas; land acquisition, estate management, conservation planning and community partnerships.

Currently, the Ipswich Enviroplan portfolio includes more than 6700 hectares of conservation land and broader community activities. It includes:

- Maintenance such as weed removal, hazard reduction burns, pest management
- Research and planning, including flora and fauna surveys, and masterplans
- Recreational facilities such as walking tracks, amenities, signage
- Community-facing initiatives such as EnviroForum, Experience Nature and the Landholder Conservation Partnerships Program to inspire community action.

1.3 Campaign purpose and objectives

The purpose of this project was to:

- Coordinate an awareness campaign to celebrate Ipswich Enviroplan's 25th anniversary
- Encourage conservation and environment education and behaviour change.

The objectives of this project were to:

- To create understanding and awareness of Ipswich Enviroplan
- To increase the reputation of council in regards to conservation and the environment
- To increase participation in Ipswich Enviroplan programs
- To provide community education opportunities that encourage behaviour change
- To strengthen or create new relationships with stakeholders and communities.

1.4 Corporate alignment

- iFuture Natural and Sustainable: We are proud of and enjoy our waterways, our bushland, our flora and fauna and our cultural landscapes
- Ipswich Enviroplan Program Policy and Procedure: create a healthy and vibrant natural environment, highly valued by, and connected to the community; community nature conservation engagement and support initiatives; and an increased level of awareness and engagement with regard to nature conservation issues
- Strategic documents including Nature Conservation Strategy, Sustainability Strategy, Waterway Health Strategy.

1.4 Timeline

- November 2020 - campaign plan approved
- January 2021 - final confirmation of activity dates and themes
- February 2021-May 2021 - development of collateral and event planning
- June 5 2021 - release of program on World Environment Day
- June 2021 - August 2021 - campaign and events
- September 2021-October 2021 - evaluation and reporting

2. Overall campaign activity

3.1 Background

Council already commits to numerous environment-related initiatives. The Enviroplan 25 Years campaign leveraged on existing opportunities to create a program of events and activities that aligned to environmental outcomes.

Activities were free or low cost for participants.

Activities:	Digital promotions:	Printed/hardcopy promotions:
<ul style="list-style-type: none"> • Great Restorations workshops • Ipswich EnviroForum • Ipswich Enviro Awards • Moonwalks with Experience Nature • Mount Grandchester Experience • Ipswich Enviroplan 25 years calendar • Natural Places of Ipswich coffee table book • Kids Go Wild (June-July school holidays) • Cribb Park community planting • Peaks to Points Festival sponsorship 	<ul style="list-style-type: none"> • Environment Matters e-newsletter (monthly) • Ipswich First stories and Media Releases • Discover Ipswich blogs • Ipswich Enviroplan webpage • Digital marketing (social media and Google Network) • E-newsletters to council databases • Wire and WIRED, Depot screens • Council email signature 	<ul style="list-style-type: none"> • Printed program of events – A5 booklet • Environment Matters magazine • Ipswich in Winter • Signage at conservation estates • Static display at Queens Park Environmental Education Centre • Enviroplan 25 years calendar • Natural Places of Ipswich coffee table book • Enviroplan 25 years stickers

3.2 How it connected to Enviroplan

Enviroplan-funded initiatives were the focus of the campaign. This included Landholder Conservation Partnerships Program, conservation visitor management (Experience Nature), EnviroForum and locations such as Hardings Paddock, White Rock – Spring Mountain Conservation Estate and Mount Grandchester Conservation Estate.

Other environmental initiatives were included in the campaign that are not funded through Enviroplan. These were used as opportunities to raise awareness of Enviroplan and cross-promote participation in Enviroplan initiatives.

The Enviroplan 25 years logo was used as a consistent brand across multiple platforms, with digital and printed collateral all connecting to the Enviroplan webpage.

2.5 Key facts

Overall participation: 333 people at 8 events

Paid digital promotion: Reach to 138,972 people

Organic promotion: 35 stories published (via council and third party channels)

Collateral: More than 10,000 items that included Enviroplan 25 Years logo and/or messaging

Have you heard of Enviroplan? 136 ticket purchasers said YES, 47 said NO in pre-event survey.

Budget: All activities leveraged existing budget from both Enviroplan and General Revenue.

An additional \$10,000 in General Revenue budget was allocated in FY21/22 for the Enviroplan 25 Years campaign.

2.1 Positives

This campaign achieved incredible collaboration across council to make it a success. Stakeholder engagement was a vital component of campaign.

Natural Environment & Land Management	Council - other	Leadership	External
Strategic Catchment and Conservation Planning team	Comms & Engagement	Project Sponsor – Natural Environment & Land Manager	Bushcare
Land Management and Natural Area Planning team	Marketing & Events	Manager, Environment & Sustainability	Peaks to Points
Environment & Sustainability Education and Awareness team	Tourism	General Manager, Infrastructure & Environment	Estate user groups
	Sport & Recreation	CEO & ELT	Special interest groups such as Native Plants Qld, Spring Lakes Nature Care, Bremer Catchment Association
	Natural Areas	Mayor and Councillors	Community such as LCPP partners
	Applications		
	Community Development		
	Finance, Procurement		

Across the whole campaign there was strong positive feedback from community and participants, ranging from those who received a free calendar to landholders on the property tour. This created an increased reputation for Ipswich regarding the environment.

The campaign had overall success in promoting Enviroplan-related initiatives and increasing participation. Regional participation was ensured via Peaks to Points Festival. The campaign also engaged existing audiences such as landholder partners in new and special experiences that were greatly appreciated. New audiences were reached through various touchpoints including events, printed collateral and digital engagement.



2.2 Challenges

The campaign relied largely on budget from existing funded council initiatives and channels in FY 2020/2021.

Ipswich Festivals had numerous major events during the key campaign period. While the two campaigns had little overlap in terms of audience, it did affect the amount of support council officers could provide each other.

The project was coordinated by the Environmental Education and Communications officer who is currently a part-time resource. Key positions (Environmental Education Officer and Partnerships and Events Officer) were vacant/under recruitment during the project. Generally, competing priorities of non-Enviroplan related programs and events impacted officer time and availability, eg Materials Recovery Plan engagement, Environmental Education review.

COVID 19 restrictions and snap lockdowns by the State Government created uncertainty over events and cancelled the Cribb Park community planting. Weather was also a concern for the outdoor events, as well as planned hazard reduction burns for three estates where events were being held.

Overall campaign activity calendar												
	Dec 2020	Jan 2021	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov
Calendar												
Coffee Table book												
Wildlife books												
A5 Program												
Great Restorations												
LCPP launch												
Experience Nature												
Enviro Awards												
Enviroforum												
E&S Grants												
Kids Go Wild												
EnviroMatters Magazine												
Enviroplan Annual report												

Item 2 / Attachment 1.



	Dec 2020	Jan 2021	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov
QPEEC display												
Wire & Depot												
Ips in Winter												
National tree day planting												
Email signature												
Webpage												
Estate signage												
Council rotator												
Digital promo												
Screen saver												
Ipswich Flrst												
Peaks 2 Points												
Discover Ipswich blog												
F-G master plan												
Hazard burns												

3. Enviroplan Calendar

FREE

3.1 Background

The former Enviroplan Calendar was an annual product connected to the former Enviroplan Photo Comp. It would feature winning and finalist photography entries submitted by the public. The last edition was in 2019.

A special edition calendar was produced for 2021 to celebrate 25 years of Enviroplan. Images were selected from 2014-2019 Photo Comp entries. Care was taken to ensure different photographers and different types of images were represented, and that images were not repeated from previous editions of the calendar.

The free calendars were distributed through local community centres, Mayor and Councillors, Ipswich Libraries and customer service points, Visitor Information Centre, Ipswich Art Gallery, Queens Park Environmental Education Centre and at the opening of Tulum Place.

Copies were also provided to council volunteers, council staff (via EOI), photographers whose images were featured and VCA members of the Landholder Conservation Partnerships Program.

3.2 How it connected to Enviroplan

The image and text content of the calendar was aligned to natural environment themes. Key messages about Enviroplan were shared throughout, including promotion of individual Enviroplan-funded initiatives. A media release on the calendar also contained key Enviroplan messages.

3.3 Key facts

Number printed: 4000

Delivered: November 2020

Out of stock: January 2021

3.4 Positives

The calendar was printed to be entirely recyclable or compostable. This was an important positive aspect for those who distributed the calendar.

The calendar was highly valued by the community centres who were eager for it to return.

"The calendars were a big hit, we do still have some left over though, so 200 was definitely enough. The community love free and useful items, and your calendars are that. Lots of comments about how beautiful the pictures were. I think if council continue to offer free calendars, that would be great!"

- Gailes Community House

3.5 Challenges

As the 2021 calendar was a special edition for Enviroplan 25 Years, Council will need to decide whether to commit resources to future calendars.

Without the annual Enviroplan Photo Competition to provide images, Council will need to consider other avenues to source high-quality local wildlife and landscape images.



Cover of
2021 special
edition
Enviroplan
Calendar

4. Natural Places of Ipswich

PAID

4.1 Background

The coffee table book project had been in development for some years. It reached its conclusion in late January/early February 2021, coinciding with Enviroplan 25 Years.

Copies of the book were provided to members of the Environment Community Reference Group, Ipswich Tourism Operators Network (ITON), Mayor and Councillors and Ipswich Libraries. Some copies were retained for official purposes, such as Enviro Award winners. The Visitor Information Centre and Art Gallery purchased copies to sell to the public.

4.2 How it connected to Enviroplan

Natural Places of Ipswich, a journey through the diversity of our local landscapes celebrates Enviroplan-funded conservation estates and reserves. It delves into the history, biodiversity and nature-based activities of each site.

Special silver stickers were printed with an Enviroplan 25 Years logo. These stickers were attached to the book covers to highlight the 2021 milestone. A media release on the coffee table book also contained key messages about Enviroplan.

4.3 Key facts

Number printed: 750

Delivered: February 2021

4.4 Positives

The book was well received with positive feedback about the content as well as quality of the product. Internally, it has become a valuable reference tool.

I am not sure who was responsible for delivering a simply beautiful book Natural Places of Ipswich to our property today. We will place it in one of our Pocket Retreat accommodation units so as to share the wonderful natural highlights in the area with our guests. – Pockets Retreat.

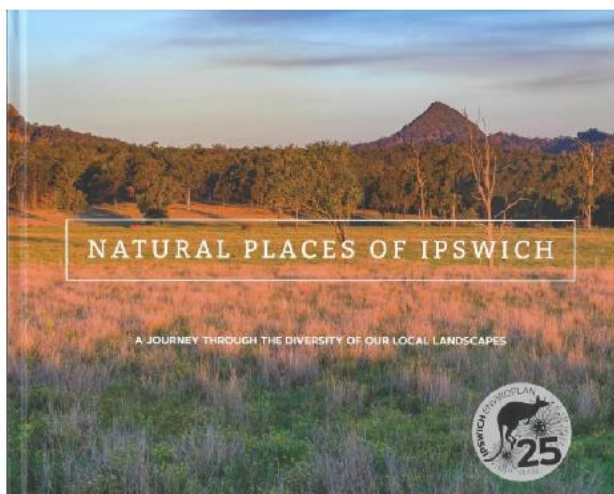
4.5 Challenges

There were a number of design changes over several years while the book was in development. However future reprints should only require minor changes.

Council would also need to renew image licencing agreements such as the cover image, should there be reprints after 3 years.

Remaining copies of the book are in storage. Council will need to consider avenues for distribution.

Item 2 / Attachment 1.



Cover of
*Natural
Places of
Ipswich*

5. Estate Promotion

5.1 Background

One of the most important touch points for engagement with Enviroplan is at Ipswich's conservation estates and reserves. Thousands of visitors pass through day-use areas each month, visiting estates where millions of dollars of Enviroplan Levy funds are invested each year.

There has been little public-facing recognition of Enviroplan at the conservation estates, other than one outdated poster in each multi-poster information bay. Those posters also made no reference to Enviroplan's specific involvement in the conservation estates.

As part of this campaign, temporary promotional material was created to display at conservation estate day-use areas aligned to current key messages and to promote Enviroplan's 25th anniversary. This included flags, corflute signs, fence banners and updated information posters.

5.2 How it connected to Enviroplan

The key message across all promotion material was 'this conservation area is funded through Enviroplan'. Every item included either the official Enviroplan logo, or the similar design created for Enviroplan 25 Years. Larger items also included the website ipswich.qld.gov.au/enviroplan.

5.3 Key facts

Number printed:

- 8 posters for info bays
- 20 x A1 corflute
- 5 x 3m fence banners
- 48 custom flags

Delivered: May 2021

5.4 Positives

The simple, bright green colour scheme used across the collateral was eye-catching and created a consistent look across the various promotional items. The same palette was used across other printed and digital Enviroplan 25 Years collateral to create consistency across the campaign.

The flags and corflute can be removed at the end of 2021, but the fence banners were designed to be an ongoing promotion item that can be used across various estates.

5.5 Challenges

Some technical issues were identified with fitting the A1 posters into information bays. A broader project is underway that will include finding a solution to these issues.



Artwork for estate promotion; fence banners, flags and corflute. Below – the collateral at the estates



6. Marketing and paid promotion

6.1 Background

One of the reasons for having an Enviroplan 25 Years campaign was to provide an overarching brand to connect multiple touchpoints.

Council's Marketing Services created a look and feel that created consistency across the campaign.

One of the goals was to create greater awareness of Enviroplan. A multi-faceted approach was taken that included printed and digital elements.

6.2 How it connected to Enviroplan

Enviroplan has an established logo, with the Brush-tailed Wallaby and Plunkett Mallee flower with the tagline 'A Plan for Our Future'. This logo is used on initiatives funded through Enviroplan.

By adjusting those elements into a circular design that included '25 Years' the campaign could use the logo broadly across collateral.

An effort was made to use images of Enviroplan conservation estates, and/or iconic species protected within those estates (rather than generic imagery).

6.3 Key facts

Number printed:

- 750 x A5 program
- 1 x 3m static display
- 250 x large jute bags
- 250 x small jute bags

Digital campaign figures:

- Facebook, Google Network and YouTube
- Reach to 138,972 people
- 8,999 clicks and 39,438 engagements
- Best performing ads were videos

Delivered:

- A5 program early May
- Static display early July
- Jute bags in July 2020
- Screen saver, email signature mid-July
- Ipswich in Winter early June

6.4 Positives

The bright green colour scheme was simple but eye-catching and effective. It enabled the various collateral to stand out from other campaigns and collateral.

6.5 Challenges

There were minor challenges in scheduling digital assets, particularly given the volume of digital marketing happening with other major council events and initiatives (such as Ipswich Festivals)



Artwork for
Enviroplan 25
Years stamp



Ipswich City Council
PO Box 151, Ipswich QLD 4305, Australia
Phone (07) 3610 6000
council@ipswich.qld.gov.au
ipswich.qld.gov.au

Join us online:
f /ipswichcitycouncil
in /ipswich-city-council
v /ipswichcitycounciltv

Celebrating 25 years of Enviroplan

2021 PROGRAM – Events | Activities | Promotions





Enviroplan

Celebrating 25 years of conservation achievements in 2021.



Enviroplan

Celebrating 25 years of conservation achievements.



Artwork for
Enviroplan 25 Years;
Cover of A5
program, internal
screen saver, email
signature, Ipswich in
Winter page and
static display.

ENVIROPLAN 25 YEARS

A season of events and activities will showcase Ipswich's environment and conservation achievements.

Find details at: ipswich.qld.gov.au/enviroplan

ENVIROFORUM

A special event in August will showcase innovation in conservation. Hear from expert guest speakers as they share valuable insight to environmental topics facing Ipswich and beyond.

ENVIRO AWARDS

Do you know an Environmental Hero, a Sustainable Leader, an Enviro Organisation or a Young Enviro Champion? Nominations are open during June and July!

GREAT RESTORATIONS

For the launch of the new Landholder Conservation Partnerships Program, gain exclusive access to workshops focused on land restoration techniques.

PEAKS TO POINTS FESTIVAL

Ipswich is proud to host a series of events 18 July – 1 August including a tree planting, property tour and exclusive bushwalking at an estate normally closed to public access.




In 1996 Ipswich City Council launched Enviroplan to protect land with significant conservation value.

Ipswich households pay an Enviroplan Levy that funds vital work in purchasing, researching and maintaining conservation areas. It also funds community-based programs to improve Ipswich's environment.

Each Ipswich household pays **\$45** per year to Enviroplan on their rates.

On average:

- \$13.95 helps buy Ipswich land for conservation
- \$4.50 goes towards supporting community initiatives and education
- \$7.65 aids citywide conservation planning and research
- \$16.80 pays for managing and improving Ipswich's natural areas

1650+ species of native plants and animals in Ipswich, including numerous rare and threatened species



43% of the city has registered open spaces including 38 different regional ecosystems



Enviroplan funds the management of conservation areas, including:

- Tracks and trails
- Visitor facilities
- Preservation of cultural heritage
- Pest control
- Fire management



Ipswich does not have a National Park, so council's conservation estates are **ESSENTIAL** for the protection of important natural areas



25 Years of conservation work is shown in 2021



Over **23 Years** **\$11.9+ million** invested to purchase **5877 hectares** of land for nature conservation



Through Enviroplan: Ipswich has **12 conservation estates** & reserves that cover more than **6700 hectares**



Enviroplan supports a range of community events, education and activities to promote conservation and land stewardship



Landholder Conservation Partnerships engage thousands of hectares of private land is managed and improved with the support of Enviroplan



7. Media and organic promotion

7.1 Background

The Communications and Media section are custodians of council corporate channels including Ipswich First, council social media and media releases, targeted at a local audience.

The Tourism team manage the Discover Ipswich blog and related social media, targeted at the visitor market in South-East Queensland and beyond.

Media and Tourism were provided story content, images and information about Enviroplan and the 25 Years campaign to run over 2021, and to share with 3rd party outlets.

7.2 How it connected to Enviroplan

Media and Tourism, and 3rd party media, published several stories connected to Enviroplan, and the Enviroplan 25 Years campaign. The stories were also shared on social media channels. This raised awareness of the initiative over 2021 and during the campaign period.

7.3 Key facts

Discover Ipswich blogs: 3

Wire Stories: 1

Ipswich First stories: 14

3rd party media: 17

7.4 Positives

Organic promotion has a strong reach, particularly on social media where it out-performs paid posts.

Council's corporate channels provided a significant audience and reach across local audiences and South-East Queensland.

7.5 Challenges

It was important to ensure clear key messages were shared with several areas within council. This supported a more consistent approach to communications.



Wire (internal):

- [Insight to Enviroplan](#). Published 24 May 2021

Discover Ipswich:

- [5 things you didn't know about Ipswich's most popular conservation estate](#). Published 1 July 2021
- [Kid friendly bushwalks that make nature exploration easy](#). Published 19 July 2021
- [Old-time photos give a glimpse of history in Ipswich's conservation areas](#). Published 9 August 2021

Ipswich First:

- [Get active in Ipswich's natural environment to celebrate 25 years of Enviroplan](#). Published 2 June 2021
- [Free calendar celebrating 25 years of Enviroplan](#). Published 18 November 2020
- [How Ipswich City Council is protecting koalas](#). Published 3 August 2021
- [Free planting event to mark National Tree Day](#). Published 28 July 2021
- [Unique trophies by local artist connect Ipswich Enviro Awards to the natural environment](#). Published 16 July 2021
- [Peaks to Points Festival showcases Ipswich's natural environment](#). Published 10 July 2021
- [Ipswich City Council announces strong and strategic budget with focus on bright future](#). Published 24 June 2021
- [Council and community invest in Ipswich's green future](#). Published 23 June 2021
- [Nominations open for 2021 Ipswich Enviro Awards](#). Published 5 June 2021
- [Stunning book offers a fascinating journey through Ipswich's natural places](#). Published 17 February 2021
- [Prime land acquired for extended conservation estate](#). Published 6 January 2021
- [Council to mark 25 years of Enviroplan with new facilities at Hardings Paddock](#). Published 6 August 2021
- [Picture Ipswich tracks changes to local landmarks](#). Published 10 August 2021
- [Winners announced for 2021 Ipswich Enviro Awards](#). Published 1 September 2021

Fassifern Guardian:

- [Levy rise funds Ipswich's green future](#). Published 23 June 2021
- [A new planning scheme for Ipswich but likely no new conservation estates](#). Published 23 June 2021
- [City celebrates 25 years of Enviroplan](#). Published 5 July 2021
- [Enviro Award wins for frontline workers](#). Published 1 September 2021

Moreton Border News

- [Awarded for service to the natural environment](#). Published 17 September 2021

Local Ipswich News:

- Help city celebrate greener efforts. Published 9 June 2021
- Hub to mark Enviroplan anniversary. Published 18 August 2021
- Awards recognise greener efforts. Published 8 September 2021
- Goodna great at going green. Published 15 September 2021

Ipswich News Today:

- Environmental initiatives for a liveable city into the future. Published 1 July 2021
- Going green for 25 years. Published 10 June 2021
- New Hardings facilities mark 25 years of Enviroplan. Published 19 August 2021
- Big steps to reduce our footprint (Enviro Awards). Published 2 September 2021
- Founded on sustainability – Down to Earth (Enviro Awards) Published 2 September 2021

Queensland Times:

- Hectares of protected land added to ICC's portfolio. Published 23 December 2020
- Ipswich City Council votes against purchasing 12-26 Eugene Street in Bellbird Park. Published March 29, 2021
- Ipswich's green spaces to benefit from \$1.3 million spending spree. Published 23 June 2021

Item 2 / Attachment 1.



Example organic
(unpaid) social
promotion

8. Environment Matters

FREE

8.1 Background

Environment Matters is an established council publication. There is a 6-monthly magazine and a monthly e-newsletter.

The printed product is on uncoated EcoStar Offset stock to reduce environmental impact. It is recyclable.

The magazine is distributed via Queens Park Environmental Education Centre, Visitor Information Centre, and a distribution run to local cafes and businesses. Copies are provided to Councillor Support Officers. A digital edition is also hosted on the ICC website.

8.2 How it connected to Enviroplan

The Autumn-Winter 2021 edition in particular contained Enviroplan-related stories and messaging. This included a double-page spread on Enviroplan 25 Years.

8.3 Key facts

Autumn-Winter print run: 3250

Magazine delivered: March 2021

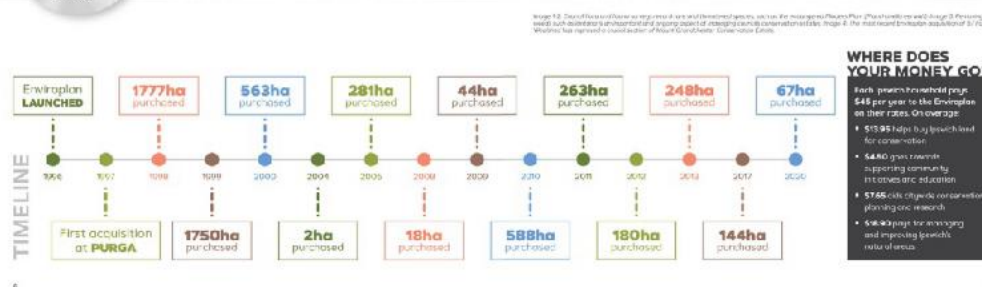
E-newsletter subscribers: 1250 (approx)

E-newsletter open rate: 30% (approx)

8.4 Positives

Environment Matters is council's only dedicated channel for environment and sustainability information. It provides a valuable means to share messaging with like-minded audiences.

Content is largely contributions from teams across Resource Recovery, Emergency Management, Waterway health, Natural Environment and Environmental Education. This showcases expert knowledge within council teams.

[illegible]

<https://newsletters.ipswich.qld.gov.au/t/ViewEmail/r/2BB2CE2982FE1D872540EF23F30FEDED>

<https://newsletters.ipswich.qld.gov.au/t/ViewEmail/r/DE849A053A8DA25D2540EF23F30FEDED>

<https://newsletters.ipswich.qld.gov.au/t/ViewEmail/r/B581C95D1ED833832540EF23F30FEDED>

<https://newsletters.ipswich.qld.gov.au/t/ViewEmail/r/97F4A367A5E139D42540EF23F30FEDED>

9. Kids Go Wild

FREE

9.1 Background

Kids Go Wild is an established program of free public workshops during school holidays. Sessions were cancelled in April 2021 due to COVID uncertainty and staff resourcing.

A commitment was made to the June-July holidays with a range of environment-themed outdoor events to connect to Enviroplan 25 Years celebrations.

9.2 How it connected to Enviroplan

One of the sessions was held at Hardings Paddock, within the Enviroplan-funded Flinders-Goolman Conservation Estate. This was purposefully organised as an estate activation. The remaining sessions were outdoors in various parks (Queens Park, Colleges Crossing, Kholo Gardens and Small Creek), encouraging nature-based adventure and environmental education.

Parents were offered Enviroplan 25 Years programs and encouraged to participate in other related events happening over winter. Environment Matters magazines, featuring Enviroplan 25 Years information, were also provided in take-home collateral bags that included a Nature Play passport, recycled content pencil, handball and yoyo/skipping rope.

9.3 Key facts

Total attendees: 84 children plus attending parents/guardians

Delivered June-July school holidays

9.4 Positives

Adults at various sessions remarked they had never visited these parks and natural areas before – even some that lived close by. They were impressed by the natural places in Ipswich. A number of families stayed after the session finished and had picnics while the children continued to explore and play. This showed strong benefit in hosting the winter Kids Go Wild in outdoor locations.

9.5 Challenges

A COVID lockdown happened in the first week of school holidays. One event was cancelled as a result. Bookings were able to be transferred to the same activity the following week. Uncertainty over lockdown and restrictions may have contributed to low turn-out numbers at some events.

Weather was also a challenge for hosting outdoor events. While winter has mild weather, events needed a back-up wet weather plan to be held at Queens Park Environmental Education Centre. Cold or windy weather was also a potential barrier.



10. Great Restorations

FREE

10.1 Background

The long-established Landholder Conservation Partnerships Program (LCPP) underwent a review, with a new program launched on 1 July 2021. This coincided with 25 years of Enviroplan.

The program regularly runs workshops for members. As a way of celebrating the new program it was decided to run special workshops with sessions also open to the general public. This series of workshops was called 'Great Restorations'.

10.2 How it connected to Enviroplan

The LCPP is funded through the Enviroplan Levy. The program is one of the cornerstones of Enviroplan, directly linked to Policy goals of community nature conservation engagement and support, and increased awareness and engagement with nature conservation.

The content of the Great Restorations workshops also aligned to these goals by engaging a range of landholders, from suburban to rural, on land restoration and conservation techniques. Officers also spoke about Enviroplan at the events, raising awareness of the Levy and initiatives.

10.3 Key facts

Great Restorations: Habitat Gardens

- Workshops at QPEEC
- Saturday 19 June
- Approx 60 participants

Pre-event survey - are you aware of Enviroplan?

- General community: 23 Yes, 14 No
- LCPP members: 45 Yes, 5 No

Great Restorations: Pine Mountain

- Private property tours
- Saturday 24 July
- 32 participants

Great Restorations: Little Liverpool Range

- Workshop and tour at Hidden Vale Nature Centre
- Thursday 26 August
- 8 participants

10.4 Positives

Great Restorations Habitat Gardens: Free basic worm farm kits were a bonus for current members. Attendees were interested in signing up to the program after the workshop. Expert Council officers were guest speakers.

Great Restorations Pine Mountain: This was a highlight of the overall program with positive feedback. Numerous LCPP members left the event highly inspired for their own properties.

It was very inspirational to see how the owner Chris has transformed his property part by part from weed overgrown land into a beautiful habitat. – Participant feedback

Great Restorations Little Liverpool Range: The event was rescheduled due to COVID lockdown. It included presentations and tour of the Hidden Vale Wildlife Centre.

The presentations were well arranged, very informative and I for one learned a lot and came away with a fair improved understanding of the initiative and what it is achieving. – Participant feedback

10.5 Challenges

The Pine Mountain event was a trial of hosting an event on private property. A thorough process including site visits and risk assessment led to a successful outcome.



Great Restorations
Pine Mountain

11. Peaks to Points Festival

FREE

11.1 Background

Peaks to Points Festival is a biennial event celebrating catchments south of the Brisbane River. Its 2021 dates coincided with the 25 Years of Enviroplan campaign period.

Council has both sponsored the Festival and provided events for the program in the past. A decision was made for ICC to be a 'Silver' sponsor in 2021.

11.2 How it connected to Enviroplan

The Festival enabled Enviroplan-related events, particularly Great Restorations Pine Mountain, Mount Grandchester Experience and Moonwalks with Experience Nature, to reach a broader South-East Queensland audience.

Enviroplan 25 Years programs were handed out at the Peaks to Points Family Day on Sunday 18 July. These contained information about Enviroplan and related initiatives.

11.3 Key facts

P2P Family Day attendance: 4000+

P2P social media: 60-day campaign with reach of 35,513 and 1900 post engagements. ICC-tagged posts had a reach of 2300.

11.4 Positives

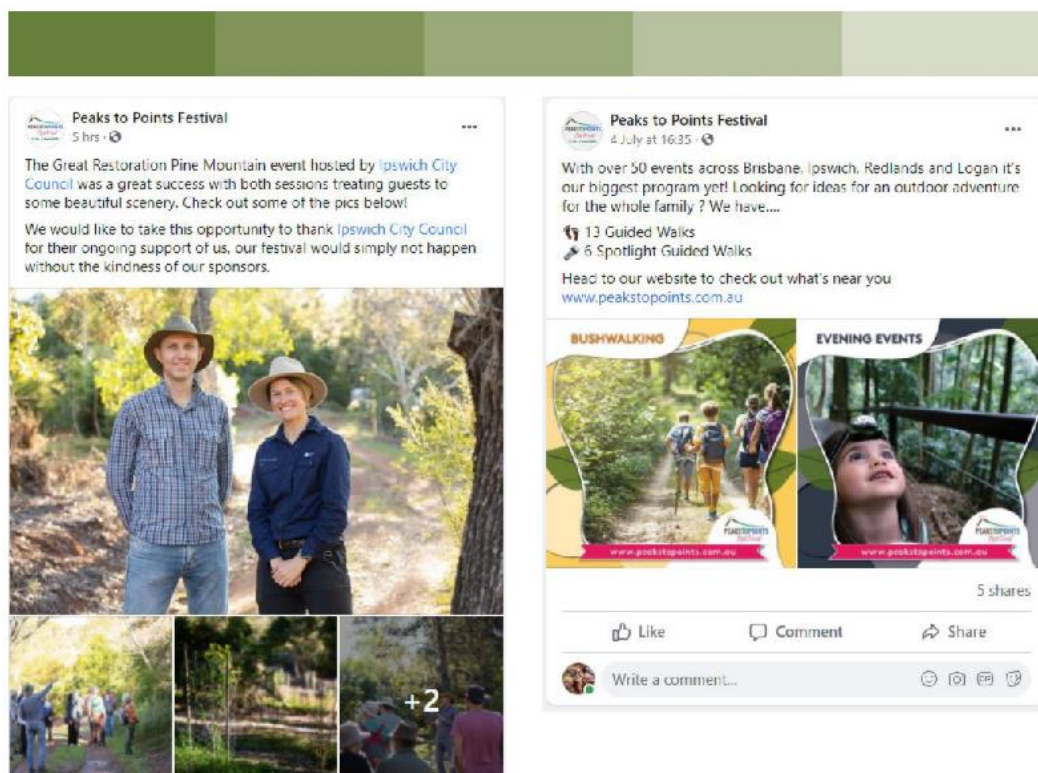
There was clear evidence of the benefit to promoting events through Peaks to Points with tickets to Council events selling quickly.

There was a perfect alignment between Enviroplan 25 Years and Peaks to Points Festival in 2021. Participants who found events through Peaks to Points Festival were engaged and interested in the environment. Many were from outside Ipswich. When it comes to conservation and the environment it is important to take a regional approach and share learnings across boundaries.

11.5 Challenges

Council had adopted a new 'Sponsorship Policy' which created a new process for council sponsorships. Working through a thorough process ensured a successful outcome that met the principles of the Policy.

Item 2 / Attachment 1.



Example promotions
for Peaks to Points
Festival: Facebook
posts and Family Day
poster

12. Moonwalks with Experience Nature

PAID

12.1 Background

Experience Nature previously held regular bushwalk tours in White Rock – Spring Mountain Estate.

The bushwalks had been on hold for some time while developing a solution to the high no-show rate. Two walks, at \$5 per ticket, were organised for the Enviroplan 25 Years campaign. One was promoted through the Peaks to Points Festival.

Future walks, also with paid tickets, will be organised by the Ipswich Visitor Information Centre.

12.2 How it connected to Enviroplan

Led by an expert council guides, the walks provided environmental education and promoted positive nature-based recreation. They were held in the Enviroplan-funded White Rock – Spring Mountain Conservation Estate.

For the two Enviroplan 25 Years moonwalks, the guides included additional information about Enviroplan and showcased examples of 'the levy in action'.

The income from the ticket sales was returned to the Enviroplan budget.

12.3 Key facts

Saturday 24 July walk:

- Paperbark Flats meeting point
- 19 attendees

Pre-event survey - are you aware of Enviroplan?

- 8 Yes
- 10 No

Sunday 25 July walk:

- Peter Tullett Park meeting point
- 23 attendees

12.4 Positives

The moon was sensational, particularly on the Saturday walk. It had been very windy during the day but by afternoon was a light breeze and warm evening. Additionally, it was a group of attendees that highly engaged with nature. The guide noted this was one of the best moonwalks she had run.

It was a great way to spend a Saturday afternoon/early evening. Wonderful to see nature literally on the doorstep of Brisbane. Having not visited that area before I was impressed by how well the reserve is being maintained even with the encroaching urban developments – Participant feedback.



12.5 Challenges

There were still a few ticket cancellations before the event, and some no-shows. The Saturday moonwalk had 30 tickets had sold but 19 attended on the night. Overall, though, those who attended were highly engaged and enjoyed the bushwalk.

The Sunday attendees were a mixed group, with some very experienced bushwalkers and some families who brought small children. This was the first time the event started from Peter Tullett Memorial Park. While the distance was roughly the same, the terrain was more difficult than Paperbark Flats.

13. Mount Grandchester Experience

PAID

13.1 Background

Mount Grandchester Conservation Estate is closed to public access, however there are future possibilities of opening it to nature-based recreation, particularly to help ease pressure on Flinders-Goolman Conservation Estate.

A special 'open day' with guided bushwalks was organised for Saturday 31 July as part of Enviroplan 25 Years and Peaks to Points Festival. Tickets were \$10 per attendee and included a 'snack pack'.

13.2 How it connected to Enviroplan

Mount Grandchester is an Enviroplan-funded conservation area. It showcases the ongoing work Enviroplan undertakes, such as revegetation, weed control and acquisitions.

The guided bushwalks were run by the Experience Nature initiative. The guides included education about Enviroplan and conservation on the tour.

All proceeds from tickets sales were returned to the Enviroplan budget.

13.3 Key facts

Saturday 31 July attendees: 37

- Morning session 22
- Afternoon session 15

Note: Sunset session cancelled with lockdown.

Pre-event survey - are you aware of Enviroplan?

- 15 Yes
- 9 No

13.4 Positives

One of the strongest positives from post-event feedback was that attendees valued the passion and knowledge of the three environment officers who guided the walks.

Participants enjoyed the special bushwalks and expressed a desire for future events at Mount Grandchester. Particularly, experienced bushwalkers were keen for a longer hike. The route for this event was an easier hike for safety reasons and to make the event more accessible.

13.5 Challenges

The site does not have visitor facilities, so council undertook additional work, including installing a walking gate, removing scrap metal and branches and clearing a walking track to the summit.

COVID lockdown cancelled the sunset walk. It was a snap lockdown announced less than 6 hours before it took effect.



14. Cribb Park community planting

FREE

14.1 Background

The Garden of Eden Bushcare group are progressively removing weeds and re-planting the banks of the Bremer River at Cribb Park, North Ipswich.

National Tree Day on Sunday, August 1 aligned with Peaks to Points Festival, and also a planned community planting event by the Bushcare Group.

14.2 How it connected to Enviroplan

Bushcare is not funded through Enviroplan, however as an environment-related initiative it was included in the overall Enviroplan 25 Years program of events.

Enviroplan 25 Years collateral including A1 signage and the A5 programs were to be displayed at the event to promote the Enviroplan initiative more broadly.

14.3 Key facts

Note: This event was cancelled because of COVID lockdown.

Pre-event survey - are you aware of Enviroplan?

- 13 Yes
- 6 No

14.4 Positives

It was set to be a good day – perfect weather, about 50 pre-registrations, community groups Native Plants Queensland, Bremer Catchment Association and Frogs Qld attending and the Mayor and the Waterway Officer organised to speak. Bushcare volunteers had prepared the site well.

14.5 Challenges

A COVID lockdown cancelled the event at short notice, and extension of the lockdown prevented the event from being rescheduled. This was disappointing for both the volunteer Bushcare group and the community, particularly Girl Guides who had organised to attend.

A flood in the Bremer River caused erosion and impacted the planting site. Late changes were required to make the steep site accessible for planting.



The flyer is titled "CRIBB PARK COMMUNITY PLANTING" in large, bold, white letters on a green background. Below the title, it says "SUNDAY 1 AUGUST 2021 (National Tree Day) 2.00 pm - 4.00 pm". The location is "CRIBB PARK, Norma Brown Street, North Ipswich". The flyer includes two circular images: one of a person planting a tree and another of a group of people planting trees along a riverbank. A decorative green leaf graphic is also present. The flyer mentions "Join the Garden of Eden Bushcare group planting activities to restore the banks of the Bremer River with native plants." and "Have a free coffee in the scenic Cribb Park. Learn about topics related to our waterway health." It also states "Registrations are required. For more information see ipswich.qld.gov.au/enviroplan". At the bottom, it says "To join the Garden of Eden project call Anthony on 0413 640 474 or email goegenbbpark@gmail.com". There are logos for "PEAKSTOPPOINTS Festival" and "City of Ipswich". A small note at the bottom left says "The planting activity includes loose and sloping surfaces. Enclosed shoes should be worn."

CRIBB PARK COMMUNITY PLANTING

SUNDAY 1 AUGUST 2021
(National Tree Day)
2.00 pm - 4.00 pm

CRIBB PARK
Norma Brown Street
North Ipswich

Join the Garden of Eden
Bushcare group planting activities
to restore the banks of the Bremer
River with native plants.

Have a free coffee in the scenic
Cribb Park. Learn about topics
related to our waterway health.

Registrations are required.
For more information see
ipswich.qld.gov.au/enviroplan

To join the Garden of Eden project
call Anthony on 0413 640 474 or
email goegenbbpark@gmail.com

The planting activity includes
loose and sloping surfaces.
Enclosed shoes should be worn.

PEAKSTOPPOINTS Festival
12 July - 1 August 2021

City of Ipswich

Example promotion:
flyer prepared
for event

15. EnviroForum

PAID

15.1 Background

EnviroForum has become an established annual event in the environment calendar. It brings together a special-interest audience to network and discuss topics relating to sustainability and the natural environment.

15.2 How it connected to Enviroplan

In 2021 the decision was made to hold EnviroForum at Hardings Paddock, in the Flinders-Goolman Conservation Estate. This special outdoor event would showcase a Enviroplan-funded estate to celebrate 25 years of Enviroplan. Conservation was firmly the focus for the 2021 event.

EnviroForum is funded through Enviroplan Levy. Proceeds from ticket sales were returned to the Enviroplan budget.

15.3 Key facts

Saturday 28 August attendees (total): 75

Note: There were 22 'non-attendees'. Most of these were Early Bird ticket holders.

- Award finalists (free) 10
- ICC staff (free) 8
- Councillors (free) 6
- Special guests (free) 2
- Volunteers (free) 9
- Early bird tickets (\$10) 15
- General admission (\$15) 20
- Other (suppliers) 5

Pre-event survey - are you aware of Enviroplan?

- 32 Yes
- 3 No

15.4 Positives

Everything aligned to make EnviroForum 2021 a special event that celebrated Enviroplan 25 Years but also conservation and our high-value estates and reserves. The 'Hardings Hut' was constructed in time for the event, and activities and speakers related to the environment.

I thought the whole afternoon was one great pleasure. The speakers were all very interesting, particularly Peter, of course. It was good to see such a young team so enthusiastic about the environment of Ipswich. The setting was beautiful - much more inspiring than the Ipswich Civic Centre. Great to have First Nations people involved. The eats were yummy. We were made to feel very welcome and I would certainly recommend attendance at this event next year. - Participant

15.5 Challenges

EnviroForum is normally held at the Civic Centre. Organising an outdoor event was a major logistical exercise. However, with EnviroForum as a flagship environment event, it was important to create a special event to mark the 25th anniversary of Enviroplan.

There were several potential issues that could impact or cancel EnviroForum – bad weather, bushfire, or COVID lockdown. Event planning had to include scenarios for each. In the end, the event was able to proceed with basic COVID requirements.



16. Ipswich Enviro Awards

FREE

16.1 Background

The Ipswich Enviro Awards have been held for several years to recognise outstanding environment and sustainability efforts in the Ipswich community. They were last held in 2019, and had a low number of entries, with the 'Sustainable Leadership' category not awarded.

The awards were held in 2021 to connect to 25 Years of Enviroplan. It was also considered that Ipswich had new programs, such as Bushcare, that would be eligible. Entries were open from 5 June 2021 (World Environment Day) to 31 July 2021. Awards were presented at EnviroForum on 28 August 2021.

16.2 How it connected to Enviroplan

The awards have a strong focus on initiatives that improve the natural environment, as well as sustainability initiatives. They are presented at the Enviroplan-funded Enviroforum event.

Special trophies were designed by Ipswich artist Donna Davis that depicted the leaves of four rare plant species that are protected in Enviroplan-funded conservation estates.

16.3 Key facts

Total number of entries: 12

- Enviro Organisation 2
- Enviro Hero 4
- Sustainable Leadership 3
- Young Champion 3

16.4 Positives

The custom trophies designed by artist Donna Davis were incredible. They exemplified what the awards, and the celebrations for Enviroplan 25 Years, were all about.

The nomination process was kept as simple as possible, using the same categories and form questions as 2019. However, if the awards were to be held in future it would be advisable to allow small groups (up to 10) to apply for the Young Enviro Champion.

16.5 Challenges

A relatively small number of nominations were received over the two months. However, there were strong entries in each category which ensured a successful awards presentation.



Environmental Hero Arnold
and Joyce Rieck



Young Environmental
Champion Darcy
Witherspoon



Sustainable Leadership
Goodna State School



Environmental
Organisation West
Moreton Landcare