



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, 15 September 2022
At 10 minutes after the conclusion of the Community, Cultural, Arts and Sport
Committee

<u>MEMBERS OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE</u>	
Councillor Nicole Jonic (Chairperson) Deputy Mayor 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, Cultural, Arts and
Sport Committee on **Thursday**, 15 September 2022*
Council Chambers

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** Item includes confidential papers

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 08

15 SEPTEMBER 2022

AGENDA

WELCOME TO COUNTRY OR ACKNOWLEDGEMENT OF COUNTRY

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

BUSINESS OUTSTANDING

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(07) OF 11 AUGUST 2022**

RECOMMENDATION

That the Minutes of the Meeting held on 11 August 2022 be confirmed.

OFFICERS' REPORTS

2. **COMMUNITY SERVICES WORKFORCE SUMMIT**

This is a report concerning a Community Services Workforce Summit that will be hosted by Council in November 2022. The goal of the summit is to develop a shared agenda, within the industry ecosystem, for growing and developing the local community services workforce.

RECOMMENDATION

That the report on the Community Services Workforce Summit be received and noted.

3. **QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT**

This is a report concerning event sponsorship approved in the period 1 April 2022 to 30 June 2022 as per the Event Sponsorship Policy.

RECOMMENDATION

- A. That Council receive and note the following event sponsorship allocations funding the 1 April 2022 to 30 June 2022 period:

Event Sponsorships above \$15,000 (excl. GST) that were endorsed by Council:

- CMC Rocks
 - 2022 - Base payment of \$100,000 (excl. GST) and performance payment of \$50,000 (excl. GST)
 - 2023 - Base payment of \$100,000 (excl. GST) and performance payment of \$55,000 (excl. GST)
 - 2024 - Base payment of \$100,000 (excl. GST) and performance payment of \$60,000 (excl. GST)
 - 2025 - Base payment of \$100,000 (excl. GST) and performance payment of \$65,000 (excl. GST)
- Ipswich Show Society \$45,000 (excl. GST) cash support for the '2022 Ipswich Show'.
- Willowbank Raceway Inc. \$35,00 (excl. GST) cash support for the '2022 Gulf Western Oil Winternationals.

- B. That council receive and note that the following ticket allocations were endorsed by Council:

- CMC Rocks ticket allocation within the multi-year sponsorship agreement, where ticket allocation use has been and to be signed off by CEO.
 - 2022 - 50 x General Admission tickets for the day of the headline act incl. parking, plus
 - Non-Headline Day 1: 10 x General Admission tickets
 - Non-Headline Day 2: 10 x General Admission tickets
 - Headline Day 3: 10 x General Admission tickets
 - The sponsored Organisation will provide the City Events team (11 people) with a behind the scenes tour on agreed day for developmental purposes.
 - 2023 - 50 x General Admission tickets for the day of the headline act incl. parking, plus
 - Non-Headline Day 1: 10 x General Admission tickets
 - Non-Headline Day 2: 10 x General Admission tickets

- Headline Day 3: 10 x General Admission tickets
- The sponsored Organisation will provide the City Events team (11 people) with a behind the scenes tour on agreed day for developmental purposes.
- 2024 - 50 x General Admission tickets for the day of the headline act incl. parking, plus
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- 2025 - 50 x General Admission tickets for the day of the headline act incl. parking, plus
 - Non-Headline Day 1: 10 x General Admission tickets
 - Non-Headline Day 2: 10 x General Admission tickets
 - Headline Day 3: 10 x General Admission tickets
 - The sponsored Organisation will provide the City Events team (11 people) with a behind the scenes tour on agreed day for developmental purposes.

NOTICES OF MOTION

MATTERS ARISING

ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(07)

11 AUGUST 2022

MINUTES

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

COUNCILLOR'S APOLOGIES: Nil

OFFICERS' ATTENDANCE: Chief Executive Officer (Sonia Cooper), General Manager Planning and Regulatory Services (Peter Tabulo), General Manager Community, Cultural and Economic Development (Ben Pole), General Manager Infrastructure and Environment (Sean Madigan), General Manager Corporate Services (Matt Smith), Chief Financial Officer (Jeff Keech), Senior Policy and Communications Officer (David Shaw), Senior Digital Media and Content Officer (Jodie Richter) and Theatre Technician (Harrison Cate)

WELCOME TO COUNTRY/ACKNOWLEDGEMENT OF COUNTRY

Councillor Nicole Jonic (Chairperson) delivered the Acknowledgement of Country.

DECLARATIONS OF INTEREST IN MATTERS ON THE AGENDA

Nil

BUSINESS OUTSTANDING

Nil

CONFIRMATION OF MINUTES

1. **CONFIRMATION OF MINUTES OF THE ECONOMIC AND INDUSTRY DEVELOPMENT COMMITTEE NO. 2022(06) OF 14 JULY 2022**

RECOMMENDATION

Moved by Councillor Nicole Jonic:
Seconded by Councillor Kate Kunzelmann:

That the Minutes of the Economic and Industry Development Committee held on 14 July 2022 be confirmed.

AFFIRMATIVE

Councillors:

Madsen

Harding

Kunzelmann

Fechner

Jonic

NEGATIVE

Councillors:

Nil

The motion was put and carried.

OFFICER'S REPORTS

Nil

NOTICES OF MOTION

Nil

MATTERS ARISING

Nil

PROCEDURAL MOTIONS AND FORMAL MATTERS

The meeting commenced at 11.07 am.

The meeting closed at 11.09 am.

Doc ID No: A8250250

ITEM: 2

SUBJECT: COMMUNITY SERVICES WORKFORCE SUMMIT

AUTHOR: MANAGER, ECONOMIC AND COMMUNITY DEVELOPMENT

DATE: 23 AUGUST 2022

EXECUTIVE SUMMARY

This is a report concerning a Community Services Workforce Summit that will be hosted by Council in November 2022. The goal of the summit is to develop a shared agenda, within the industry ecosystem, for growing and developing the local community services workforce.

RECOMMENDATION/S

That the report on the Community Services Workforce Summit be received and noted.

RELATED PARTIES

There are no conflicts of interest identified in the preparation of this report.

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

On 17 November 2022, Council is hosting a Community Services Workforce Summit at North Ipswich Reserve Corporate Centre. The need for such a summit was articulated in Council's Community Development Strategy 2021-2026 under the Capacity Building and Resilience and Wellbeing Pillars. In particular, the summit helps to deliver on the following goals:

- Community and charitable groups, services, businesses and agencies are working together to achieve goals that are driven by community aspirations (capacity building and resilience pillar);
- Our community is progressive, innovative and community stakeholders are empowered and supported to address the social and economic issues and together we collaborate for positive change (wellbeing pillar);
- The barriers to employment in Ipswich are understood and possible solutions and avenues for advocacy are explored (wellbeing pillar).

The goal for the summit is to develop a shared agenda for growing and developing the local community services workforce. The summit will achieve this goal by bringing together stakeholders from across the community services workforce ecosystem to share information, hear lived experience of users and workers in the system and establish priorities for local workforce initiatives.

The Healthcare and Social Assistance industry is Ipswich's largest employer, accounting for 14.48% of the region's jobs, or 12,095 in real terms in 2020-2021. Further, the sector in Ipswich is growing faster than any other region, with projected employment growth in Ipswich at 5.4% compared to 2.4% in the rest of the state by 2025 (National Institute of Economic and Industry Research via .id).

(For completeness, the second and third largest employing industries in Ipswich are Manufacturing (14.47%) and Retail Trade (12.4%) respectively. Combined, the Healthcare and Social Assistance, Manufacturing and Retail Trade employ 41.3% of local jobs (National Institute of Economic and Industry Research via .id)).

The region's population growth is a key contributor to Healthcare and Social Assistance sector growth, however Ipswich is competing against neighbouring areas for graduates, for example social workers, psychologists and allied health workers, who are choosing Gold Coast, Sunshine Coast, Logan and Brisbane over Ipswich.

It's vital, both for effective delivery of healthcare and social services and for local economic growth that local residents have a substantive share of the jobs in this industry. Health and community services are best delivered when they are contextualised to the local community. Workers who live in the community they serve will have a better understanding of the social needs of the community while building relationships, both professional and personal, with that same community. From an economic growth perspective, it's beneficial that a large proportion of workers in such a significant industry dwell in the region.

There are three main themes the summit will address:

1. Grow your own workforce; supporting local people into entry level roles;
2. Developing higher skills: supporting development of professionals and higher level roles;
3. Becoming a city of choice: attracting and keeping a skilled workforce.

The work of effectively developing the Community Services workforce is a collaboration with Council's Economic and Community Development team, representatives from the Regional Child, Youth and Family Committee – West Moreton Region and the Department of Small Business and Training. The summit itself will include, both in the pre-planning and engagement and the summit itself, a wide range of stakeholders to effectively realise the goal of a shared agenda for growing and developing the local community services workforce.

Stakeholder groups include:

- Residents and workers

- People with lived experience (customers and users of the sector)
- Community Services organisations, representing workforce demand
- Workforce pipeline
- Educational institutions
- Government (including council, state and federal agencies)
- Other supporting groups, such as the Chambers of Commerce, Regional Development Australia and peak bodies such as Volunteering QLD.

It is hoped that by the end of the summit there will be clear, shared priorities across the workforce ecosystem for workforce development initiatives and strengthened relationships across the industry ecosystem.

LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:
Not Applicable

RISK MANAGEMENT IMPLICATIONS

The following risks were considered in the development of the Community Services Workforce Summit:

Strategic: the summit may not deliver on its strategic intent of shared agenda for growing and developing the local community services workforce. This is mitigated by the engagement of a professional organisation in this area.

Reputational: if the summit doesn't deliver desired outcomes, or neglects to include key stakeholders, there could be reputational damage to the organisation. This is mitigated by the engagement of a professional and reputable organisation who has demonstrated history in delivering similar projects.

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 cost of the summit is \$30,000 (including facilitators, venue and catering costs) and is included in the Economic and Community Development Branch budget for 2022-2023.

COMMUNITY AND OTHER CONSULTATION

Community Services Industry Alliance Ltd (CSIA) have been engaged to deliver the summit. CSIA is company limited by guarantee with charitable objectives (a social enterprise) and is an industry body for the Community Services Industry. As such, CSIA are well placed to articulate and communicate the views of the industry.

Consultation with the sector through the day-to-day interactions of the Economic and Community Development team regarding workforce planning needs and the summit itself have been met with loud support. As the date for the summit gets closer, engagement with all relevant stakeholders will increase.

CONCLUSION

As the largest employing industry of Ipswich, it's important for both local service delivery and economic growth that the Healthcare and Social Assistance workforce is as localised as possible with strong incoming talent streams and talent retention. The Community Services Workforce Summit will play a key role in codesigning priorities, empowering collaboration and strengthening the position of Ipswich to attract and retain the right workers for this vital, population-servicing industry.

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"

Doc ID No: A8230856

ITEM: 3

SUBJECT: QUARTERLY EVENT SPONSORSHIP AND TICKET ALLOCATION REPORT

AUTHOR: EVENT SPONSORSHIP AND ATTRACTION OFFICER

DATE: 12 AUGUST 2022

EXECUTIVE SUMMARY

This is a report concerning event sponsorship approved in the period 1 April 2022 to 30 June 2022 as per the Event Sponsorship Policy.

RECOMMENDATION/S

A. That Council receive and note the following event sponsorship allocations funding the 1 April 2022 to 30 June 2022 period:

Event Sponsorships above \$15,000 (excl. GST) that were endorsed by Council:

- CMC Rocks
 - 2022 - Base payment of \$100,000 (excl. GST) and performance payment of \$50,000 (excl. GST)
 - 2023 - Base payment of \$100,000 (excl. GST) and performance payment of \$55,000 (excl. GST)
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- Ipswich Show Society \$45,000 (excl. GST) cash support for the '2022 Ipswich Show'.
- Willowbank Raceway Inc. \$35,00 (excl. GST) cash support for the '2022 Gulf Western Oil Winternationals.

B. That council receive and note that the following ticket allocations were endorsed by Council:

- CMC Rocks ticket allocation within the multi-year sponsorship agreement, where ticket allocation use has been and to be signed off by CEO.

- 2022 - 50 x General Admission tickets for the day of the headline act incl. parking, plus
 - Non-Headline Day 1: 10 x General Admission tickets
 - Non-Headline Day 2: 10 x General Admission tickets
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 - The sponsored Organisation will provide the City Events team (11 people) with a behind the scenes tour on agreed day for developmental purposes.
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 - Headline Day 3: 10 x General Admission tickets
 - The sponsored Organisation will provide the City Events team (11 people) with a behind the scenes tour on agreed day for developmental purposes.

RELATED PARTIES

- CMC Rocks Pty Ltd and Chugg Entertainment
- Willowbank Residents Group

- QPS
- RFS
- Altus
- Ipswich Show Society
- Willowbank Raceway

IFUTURE THEME

Vibrant and Growing

PURPOSE OF REPORT/BACKGROUND

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

In the period of 1 April 2022 to 30 June 2022 the following event sponsorships were approved:

Category 2 Event Sponsorship for CMC Rocks QLD

- 2022 - Base payment of \$100,000 (excl. GST) and performance payment of \$50,000 (excl. GST)
- 2023 - Base payment of \$100,000 (excl. GST) and performance payment of \$55,000 (excl. GST)
- 2024 - Base payment of \$100,000 (excl. GST) and performance payment of \$60,000 (excl. GST)
- 2025 - Base payment of \$100,000 (excl. GST) and performance payment of \$65,000 (excl. GST)

In the period of 1 April 2022 to 30 June 2022 the following event ticket allocations were approved:

- CMC Rocks QLD allocation per event during the multi-year agreement from 2022 – 2025:
 - 50 x General Admission tickets for the day of the headline act incl. parking, plus:
 - Non-Headline Day 1: 10 x General Admission tickets
 - Non-Headline Day 2: 10 x General Admission tickets
 - Headline Day 3: 10 x General Admission tickets

- The sponsored Organisation will provide the City Events team (11 people) with a behind the scenes tour on agreed day for developmental purposes.

LEGAL/POLICY BASIS

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

RISK MANAGEMENT IMPLICATIONS

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

The small ticket allocation included in the multi-year Event Sponsorship contract with CMC Rocks is aligned with the guidelines outlined in council's Gifts, Benefits and Hospitality Policy (specifically point 16) and 6.9 of the Event Sponsorship Policy (including the Ticket Invitation Allocation Standards). These tickets have been approved by the CEO for advocacy and capacity building purposes and are not transferrable or refundable.

There are no tickets allocated through the Event Sponsorship agreements for the Ipswich Show Society or Willowbank Raceway.

HUMAN RIGHTS IMPLICATIONS

HUMAN RIGHTS IMPACTS
RECEIVE AND NOTE REPORT
Recommendation A and B 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 outlined support for the 2022 Ipswich Show, 2022 Gulf Oil Winternationals and the based payment for the 2022 CMC Rocks is included in the Event Sponsorship allocation within the 2021-2022 City Events Budget. The 2022 CMC Rocks performance payment, the 2023, 2024 and 2025 CMC Rocks Event Sponsorship will be paid out of future annual City Events budgets.

COMMUNITY and OTHER CONSULTATION

Meetings have been held with representatives from the sponsored organisations prior to and following the submission of the event sponsorship applications. Council has also engaged with relevant stakeholder groups where events have a potential impact (for example, traffic or noise) for local residents. This quarter's consultation includes:

Willowbank Residents Group (WAG), Queensland Police Service, Rural Fire Service, Queensland Raceways, Ti Tree Bioenergy and Altus.

CONCLUSION

Under council's Event Sponsorship Policy, it is required that all sponsorships including sponsorships under \$15,000 and all ticket allocation are recorded in a quarterly report to the Community, Culture, Arts and Sport Committee.

This report details all event sponsorships and ticket allocations approved within the 1 April 2022 to 30 June 2022 reporting period.

Natalie Weibel

EVENT SPONSORSHIP AND ATTRACTION OFFICER

I concur with the recommendations contained in this report.

Carly Gregory

MANAGER, MARKETING AND PROMOTIONS

I concur with the recommendations contained in this report.

Ben Pole

GENERAL MANAGER, COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

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