

City of Ipswich

Destination Development Activity Calendar

2023-2024



The Tourism economy is an increasingly significant industry cluster for the City of Ipswich. Ipswich City Council (Council) is committed to supporting the tourism cluster to sustainably grow visitor demand, arrivals, and expenditure. It is fulfilling that commitment through the implementation of the [City of Ipswich Destination Management Plan 2019 - 2023](#).

This Destination Development Activity Calendar 2023-2024 details the actions that Council will deliver from July 2023 to June 2024 to generate regionally significant awareness, engagement and visitation driving positive social and economic impact.

VISION

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.

MISSION

With a clear destination plan and an achievable set of action items, Ipswich will see post-Covid recovery and growth in the visitor economy, support for a sustainable tourism industry cluster and creation of an environment to develop products and experiences targeted at the visitor economy.

FOCUS AREAS AND OBJECTIVES

Tourism Industry Cluster Development:

1. Continue to work with the Ipswich Tourism Operators Network to develop the visitor economy.
2. Deliver/access programs to support experience development, increased customer service levels and support employment in the city.
3. Deliver/access programs to develop industry trade-readiness and support the development of packages targeted at key markets.

Visitor Services and Experiences:

1. Maintain a nationally recognised standard of in-destination visitor services through the Visitor Information Centre facility and other strategic touch-points around the region.
2. Lead the introduction of appropriate tour activities by relevant certified operators with a focus on nature, heritage, culture and food experiences.

Destination Marketing and Publicity:

1. Maintain a network of best-practice owned digital assets which increase awareness, engagement, and conversion for target consumers and the Ipswich tourism industry.
2. Implement a proactive destination publicity plan to increase awareness of destination Ipswich and its hero experiences amongst the identified target audiences.

City Events:

1. Attract, support and produce a diverse program of annual events that promote Ipswich as a destination, drive visitation and positively impact on business and industry.
2. Highlight the strengths of the City of Ipswich through destination led events, linking the event brand with the destination.
3. Raise the profile of the City of Ipswich as a destination and increase the region's appeal to potential visitors.
4. Offer quality regional tourism experiences linked to major events.

Other:

1. Council also supports infrastructure, cultural facilities, public spaces, nature spaces.

ASSETS AND RESOURCES

City of Ipswich Destination Management Plan 2019 - 2023:

Developed in collaboration with the Ipswich Tourism Operators Network, the [City of Ipswich Destination Management Plan 2019 - 2023](#) outlines the priorities and actions of Council's Destination Development team. The Destination Management Plan outlines 37 short, medium and long term actions to increase visitor demand, visitation and expenditure in the region via infrastructure investment and attraction, destination marketing, visitor servicing, events and industry capability and capacity development initiatives to support growing employment.

Ipswich Tourism Operators Network (ITON):

Established in July 2011, the Ipswich Tourism Operators Network (ITON) brings together local business engaged and invested in the development of the City of Ipswich as a destination for leisure, corporate and event visitors. The businesses making up ITON represent all sectors of the local tourism industry, including accommodation venues, attractions, tour operators, restaurants and cafes, entertainment venues and transport providers. ITON provides a forum for Ipswich tourism businesses and Council's Destination Development team to network, share information and collaborate.

Discover Ipswich:

Discover Ipswich is Council's suite of platforms for promoting Ipswich's leisure tourism experiences and services, including a dedicated website, e-newsletter database, social media, as well as themed collateral. Eligible businesses can partner with Council to promote their business on the Discover Ipswich platforms to gain exposure to our targeted audiences throughout Ipswich and south east Queensland.

Ipswich Visitor Information Centre:

The Ipswich Visitor Information Centre in Queens Park, colloquially referred to as 'the VIC', is Council's base for delivery of visitor services and experiences. The award winning visitor centre is supported by a team of passionate volunteers who have over 1,200 years combined experience living and working in Ipswich. They are available seven days a week to assist visitors to Ipswich. The centre displays collateral for local tourism business as well as distributing destination collateral to over 30 key locations around the City.

MEASURES OF SUCCESS

The following key performance indicators will measure the success of the 12 month Plan:

- 1,750,000 domestic visitor nights during FY2023-24, representing an approximate 8.5% increase on FY2022-23 and an increase of more than 50% on pre-Covid FY2018-19.
- 50 Ipswich tourism operators achieving Best of Queensland Experiences status in the 2024 assessment.
- Curation of 80 stories published on the Discover Ipswich website promoting Ipswich tourism experiences.
- \$1,500,000 in generated or contributed key media advertising value equivalence.
- Audit of Ipswich's calendar of events to identify opportunities for leveraging destination promotion and industry participation.

MORE INFORMATION AND SUPPORT

For more information regarding Council's Destination Development activities, please contact the Destination Development team via email to tourism@ipswich.qld.gov.au or by phoning (07) 3810 7448.

ACTIVITY CALENDAR 2023 - 2024*

Activity	Description / Time Period	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Industry Development and Engagement													
Australian Tourism Data Warehouse (ATDW) Operator/Event Listings	Support the creation and review of ATDW listings for tourism events and ITON member businesses.												
Industry Stakeholder Engagement	Ongoing engagement and advocacy with key industry bodies (e.g. TEQ, BEDA, QTIC, ATEC, etc.).												
ITON Industry Catch Ups	One-on-one meetings and site visits with ITON operators to discuss priorities and opportunities.												
Online Industry Toolkit	Web portal of key resources for local tourism businesses.												
Monthly Industry E- Newsletter	Sharing relevant industry news, events and opportunities with tourism and hospitality businesses.												
Industry Training and Capacity Building	Leveraging stakeholder relationships to access training and development opportunities for local tourism and hospitality businesses.												
Destination Development Plan 2023-2028 Consultation and Development	Consultation with local tourism businesses and key stakeholders for new tourism strategy development.												
ITON Industry Update	Bi-annual presentation of the Destination Development Activity Calendar for the financial year.												
ITON Networking Sessions	Opportunity for tourism and hospitality businesses to network with each other and key industry contacts.												
Event Opportunity Prospectus	Audit of opportunities available for tourism businesses to partner/leverage from major events.												
Industry Barometer Survey	Annual survey of industry sentiment and confidence.												

In Development
 Activity Live

ACTIVITY CALENDAR 2023 - 2024*

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Visitor Services													
Ipswich Visitor Information Centre	Daily delivery of visitor services via walk-in, telephone or digital enquiry.												
Brochure Distribution Network	Weekly distribution of industry / destination collateral to 30+ locations around Ipswich.												
Destination Collateral Distribution	Distribution of destination collateral to Queensland VICs, including Brisbane CBD and Airport VICs, Brisbane hotels and cafés.												
Information and Welcome Packs	Provision of information packs for visiting groups (e.g. health, schools, defence, events).												
Event Support Signage and Collateral	Provision of destination signage and collateral for display at events.												
Visitor Information Centre Staff Familiarisation Tours	Quarterly tours to improve staff knowledge of local tourism products and services.												
Monthly "What's On in Ipswich"	Distribution of a monthly events calendar graphic to industry.												

Visitor Experience Delivery and Development

City Heritage Tour	Event Partnership / Groups / Education												
City Lights White Rock	Consumer / Groups / Education												
Animal Encounters @ Nature Centre	Groups / Education												
VIP Animal Encounters	Consumer												
Nerima Gardens Tea Ceremony	Consumer / Groups / Education												
Christmas Lights Tour	Event Partnership												

In Development

Activity Live

ACTIVITY CALENDAR 2023 - 2024*

Activity	Details	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Destination Marketing and Publicity													
Always-On Content Curation	Producing and sourcing 80 stories promoting Ipswich’s tourism experiences.	■	■	■	■	■	■	■	■	■	■	■	■
	Capturing imagery and video promoting Ipswich tourism experiences and aesthetic.	■	■	■	■	■	■	■	■	■	■	■	■
Always-On Social Media	Organic social media to generate consumer engagements and website visits.	■	■	■	■	■	■	■	■	■	■	■	■
	Target advertising promoting themed stories featuring multiple tourism experiences.	■	■	■	■	■	■	■	■	■	■	■	■
Always-On Publicity Activity	Monthly summary of new product and industry news sent to targeted media outlets.	■	■	■	■	■	■	■	■	■	■	■	■
	Media famils and alerts to generate publicity for Ipswich tourism experiences.	■	■	■	■	■	■	■	■	■	■	■	■
Discover Ipswich Website	Maintenance of dedicated website as primary destination marketing and information source.	■	■	■	■	■	■	■	■	■	■	■	■
Discover Ipswich E-Newsletter	Weekly email promoting tourism experience and events to 32,500+ subscriber database.	■	■	■	■	■	■	■	■	■	■	■	■
	Quarterly competition to grow database.	□	■	■	□	■	■	□	■	■	□	■	■
2023 Ipswich Visitor Guide	City destination guide showcasing all the things to see, do, places to eat and stay.	■	■	■	■	■	■	■	■	□	□	□	□
2024 Ipswich Visitor Guide	City destination guide showcasing all the things to see, do, places to eat and stay.	□	□	■	■	■	■	■	■	■	■	■	■
Domestic Overnight Campaign (Pilot)	Pilot campaign re-targeting people actively seeking Queensland holiday information, backed with accommodation offers.	□	□	□	□	□	□	□	■	■	■	□	□

In Development
 Activity Live

ACTIVITY CALENDAR 2023 - 2024*

Activity	Details	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Destination Marketing and Publicity (continued)													
Channel 7 Travel Shows	4 episodes promoting Ipswich tourism experiences.												
SEQ Food Trails	Promotion of Ipswich foodie experiences on the SEQ Food Trails website.												
Precinct Guide: Ipswich Central	Brochure showcasing things to do in Ipswich Central precinct.												
Precinct Guide: Greater Springfield	Brochure showcasing things to do in the greater Springfield area.												
Precinct Guide: Rosewood and Surrounds	Brochure showcasing things to do in Rosewood township and surrounds.												
Precinct Guide: Marburg and Surrounds	Brochure showcasing things to do in Marburg township and surrounds.												
Ipswich Travel Map	Collation of regional and precinct maps into one publication provided for convenience of travellers.												
Ipswich City Council Seasonal Publication	Showcase seasonally relevant content promoting tourism experiences.												
Billboard: Cunningham Highway (Willowbank)	Secured site on southern Ipswich boundary to showcase tourism experiences.												
Billboard: Mt Crosby Road (Chuwar)	Secured site on northern Ipswich boundary to showcase tourism experiences.												
Billboard: Ipswich Motorway (Goodna)	Opportunity to showcase non-commercial tourism experiences as community messaging.												
Tulmur Place Screen (Nicolas St, Ipswich Central)	Opportunity to showcase non-commercial tourism experiences as community messaging.												

In Development	Activity Live

ACTIVITY CALENDAR 2023 - 2024*

Activity	Description / Time Period	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Destination Marketing and Publicity (continued)													
Google Local Guide	Publication of imagery, videos, lists, reviews, Q&As to Google platforms and Business listings.	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development
Group Experience Promotion	Advertorial features promoting group experiences in the Queensland Probian Magazine.	In Development	In Development	In Development	In Development			In Development	In Development		In Development	In Development	
	Targeted social media advertising promoting experiences available to school groups.							In Development	In Development	In Development	In Development		

Collaborative Content Opportunities

Winter School Holidays	July	In Development										In Development	In Development
Ekka	August	In Development	In Development										
Father's Day	September		In Development	In Development									
Spring School Holidays	September to October		In Development	In Development	In Development								
Christmas	December					In Development	In Development						
Summer School Holidays	December to January					In Development	In Development	In Development					
Australia Day	January						In Development	In Development					
Valentine's Day	February							In Development	In Development				
Easter / Autumn School Holidays	April									In Development	In Development		
Mother's Day	May										In Development	In Development	

 In Development	 Activity Live
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ACTIVITY CALENDAR 2023 - 2024*

Activity	Details	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Other Projects													
Film Ipswich	Supporting filming enquiries and encouraging industry to list their facilities in the Screen Queensland Locations Database.	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live	Activity Live
City Event Activation, Leveraging and Participation Opportunities													
SPARK Ipswich	July	Activity Live	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development
Galvanized	September	In Development	Activity Live	Activity Live	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development
Christmas in Ipswich	December	In Development	In Development	In Development	In Development	In Development	Activity Live	In Development	In Development	In Development	In Development	In Development	In Development
CMC Rocks QLD	March	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	Activity Live	In Development	In Development	In Development
Planes, Trains & Automobiles	April	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	Activity Live	In Development
Festival of Horsepower	June	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	In Development	Activity Live

* The Activity Calendar presented above is subject to change. Recent years have demonstrated the importance of the tourism industry remaining flexible in order to respond to environmental factors. It is vital we remain agile enough to both respond to unexpected challenges and take advantage of new opportunities as they emerge.