Ipswich Tourism Operator Partner Program 2018-19

Application Guidelines

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PART 1 - WHAT YOU NEED TO KNOW BEFORE YOU APPLY

It is highly recommended that businesses read these *entire* Application Guidelines before completing their application. Referring to each section these Guidelines while completing the online Ipswich Tourism Operator Partner Program (ITOPP) application will help ensure that all specific application instructions are followed and will allow you to better understand the questions asked in each section of the application.

Enquiries about the program may be directed to the Ipswich City Council's Industry Development Officer (Tourism), Michael Williams, at michael.williams@ipswich.qld.gov.au or (07) 3810 7448.

1.1 - PROGRAM INTRODUCTION AND BACKGROUND

As part of Ipswich City Council's Destination Marketing, Management and Events Plan, Council will assist in the marketing of Ipswich experiences to external (out-of-Ipswich) markets.

Ipswich City Council's participation in supporting external (out-of-Ipswich) campaigns will strengthen Ipswich's brand image, will help showcase experiences to consumers, and will encourage incremental visitation to Ipswich, thereby boosting the local economy and employment of local residents.

1.2 - PROGRAM OBJECTIVES

- Support Ipswich tourism amplify their presence via consumer marketing campaigns.
- Strengthen the dissemination of Ipswich destination messaging to key target markets/audiences.
- Encourage collaborative partnerships within the Ipswich tourism industry.
- Recognise and reward Ipswich tourism businesses offering a high standard of services and experiences to visitors.
- Support the economic stimulation and jobs growth that increases in visitation brings to the City of Ipswich.

1.3 – FUNDING LEVELS

The program will provide a maximum level of funding of up to $3,000 per quarter for eligible campaigns targeting external (out-of-Ipswich) consumers, with Ipswich City Council's contribution not exceeding 50% of the external (out-of-Ipswich) marketing costs.

1.4 – APPLICATION, PROCESSING AND NOTIFICATION TIMELINES

ITOPP funding allocated for 2018-18 is available for campaigns in market between 1 October 2018 and 30 September 2019. Applications will be assessed as they are received.

Applications open on 1 September 2018 and close on 31 August 2019. Eligible businesses can apply at any time during this period for funding for each quarter that they have eligible

campaigns in market. For the purposes of ITOPP 2018-19, a quarter refers to the following periods:

- 1 October to 31 December 2018
- 1 January to 31 March 2019
- 1 April to 30 June 2019
- 1 July to 30 September 2019

When you submit your application, you will receive a confirmation notice by e-mail. Once your application has been submitted and all the relevant documentation supplied, representatives from Ipswich City Council's Tourism Branch will assess the application against the ITOPP Guidelines and Eligibility Criteria. Applicants should receive a response or request for further information within 5 business days.

If you do not receive one within 24 hours, please contact Ipswich City Council's Industry Development Officer (Tourism), Michael Williams, at michael.williams@ipswich.qld.gov.au or (07) 3810 7448.

1.5 - DEFINITIONS

For program purposes Ipswich City Council defines:
- A **partnership** is a minimum of two or more entities with separate ownership or association structures. A partnership can consist of public and private sector organisations.
- A **visitor** as an individual who crosses the Ipswich local government boundary for leisure tourism purposes.
- A **package** is the linking of a number of individual products/services into a single experience, typically for a single price. It is a saleable item with a set price for a set period of time and may or may not include more than one product/service supplier.

1.6 - FUNDING CRITERIA

The program will provide a maximum level of funding of up to $3,000 per quarter for eligible campaigns targeting external (out-of-Ipswich) consumers, with Ipswich City Council's contribution not exceeding 50% of the external (out-of-Ipswich) marketing costs.

Applying organisations seeking funding to market an experience with a TripAdvisor, Google or Facebook rating of:
- 5 (out of 5), based on at least 50 reviews on the applicable rating platform, are eligible to apply for quarterly base funding up to $1,500 for campaigns targeting external (out-of-Ipswich) consumers, with Ipswich City Council's contribution not exceeding 50% of the external (out-of-Ipswich) marketing costs.
- 4.5 to 4.9 (out of 5), based on at least 50 reviews on the applicable rating platform, are eligible to apply for quarterly base funding up to $750 for campaigns targeting external (out-of-Ipswich) consumers, with Ipswich City Council's contribution not exceeding 50% of the external (out-of-Ipswich) marketing costs.

Organisations with a TripAdvisor, Google or Facebook rating of below 4.5 (out of 5), or with less than 50 reviews on either TripAdvisor, Google or Facebook are ineligible for ITOPP funding.

Applying organisations with their head office based within the City of Ipswich local government area and employing five(5) paid full-time equivalent (FTE) employees will have a 2x multiplier applied to their eligible quarterly base funding.

Here are some examples:

Business A has:
- An average TripAdvisor rating of 5 (out of 5), based on 50+ reviews
- 5+ paid FTE employees

Business A is eligible for quarterly base funding up to $1,500 with a 2x multiplier applied. A total of $3,000 is available per quarter.

Business B has:
- An average Facebook rating of 4.7 (out of 5), based on 50+ reviews
- 2 paid FTE employees

Business B is eligible for quarterly base funding up to $750, but not for the 2x multiplier. A total of $750 is available per quarter.

Business C has:
- An average Google rating of 4.3 (out of 5), based on 50+ reviews
- 5+ paid FTE employees

Business C is not eligible for funding as their average review score is below 4.5. While they are eligible for the 2x multiplier, based on their 5+ FTE employees, they are still ineligible for ITOPP funding.

Business D has:
- An average Google rating of 4.8 (out of 5), based on 23 reviews
- 5+ paid FTE employees

Business D is not eligible for funding as their average review score is based on only 23 reviews (not the minimum 5o required). While they are eligible for the 2x multiplier, based on their 5+ FTE employees, they are still ineligible for ITOPP funding.

Ipswich City Council's funding contribution will be provided to successful applicants following the implementation of the campaign and upon receipt and approval by Ipswich City Council of a Post-Campaign Report for each quarter that funding was approved for.

Funding is approved based on program criteria. Ipswich City Council may accept one application per quarter per operator.

Ipswich City Council cannot guarantee funding to all applicants, nor can Ipswich City Council ensure that the total amount requested by successful applicants will be granted. The decision to fund all or part of an applicant request will depend on its fit with ITOPP priorities, assessment criteria and the demand for funds in the program.

Funding will be given to ITOPP campaigns that demonstrate:
- Attracting leisure visitors and travellers from outside Ipswich to stimulate incremental economic growth.
- An opportunity to increase overnight visitation and visitor length of stay and spending in Ipswich.
- An ability to generate positive tourism exposure for Ipswich through the support of *Brand Ipswich* and the incorporation of destination messaging.
- Inclusion of private sector participation.
- Align with Ipswich City Council's tourism marketing campaigns, where relevant.
- A plan for reporting campaign results and outcomes.

1.7 – ELIGIBILITY REQUIREMENTS

Each application must confirm compliance with the Eligibility Requirements detailed below. Applications that fail to do so will be deemed ineligible.

1.7a – Eligible Campaigns

- To be eligible for ITOPP funding, the campaign must:
- Target external (out-of-Ipswich) consumers for the purpose of leisure tourism.
- Promote an Ipswich leisure tourism experience based wholly or in part within the Ipswich local government area.
- Promote an experience with an associated Australian Tourism Data Warehouse (ATDW) listing that is active for the duration of the campaign.
- Position the experience being promoted as an Ipswich experience.
- Provide an opportunity for destination messaging to be incorporated or supported via the campaign.

1.7b - Eligible Applicants

Applying organisations seeking funding to market an experience with a TripAdvisor, Google or Facebook rating of:
- 5 (out of 5), based on at least 50 reviews on the applicable rating platform, are eligible to apply for quarterly base funding up to $1,500 for campaigns targeting external (out-of-Ipswich) consumers, with Ipswich City Council's contribution not exceeding 50% of the external (out-of-Ipswich) marketing costs.
- 4.5 to 4.9 (out of 5), based on at least 50 reviews on the applicable rating platform, are eligible to apply for quarterly base funding up to $750 for campaigns targeting external (out-of-Ipswich) consumers, with Ipswich City Council's contribution not exceeding 50% of the external (out-of-Ipswich) marketing costs.

Organisations with a TripAdvisor, Google or Facebook rating of below 4.5 (out of 5), or with less than 50 reviews on either TripAdvisor, Google or Facebook are ineligible for ITOPP funding.

Applying organisations must be an active member of the Ipswich Tourism Operators Network (ITON), demonstrated through attendance at a minimum of three(3) ITON networking events/briefings over the 12 month period prior to lodgement of the application.

Each applying organisation must also confirm compliance with the following:
- Legal status of organisation applying (i.e., registered ABN and GST status).
- Applicant is not in default of the terms and conditions of any grant or loan agreement with any Ipswich City Council or other government organisation/industry body.
- Confirmation that all proposed costs will be used to carry out the proposed tourism marketing campaign and not to cover operating costs of any of the applying organisation/s.
- Confirmation of at least $10 million public liability insurance coverage for the duration of the project.
- Information provided in the application is true, correct and complete.

1.7c - Eligible and Ineligible Expenses

Eligible ITOPP funding requests must relate directly to specific media expenditures for external (out-of-Ipswich) campaigns.

Examples of <u>eligible expenses</u> for ITOPP applications include, but are not limited to:
- Placement of paid advertising: broadcast, electronic, or print advertising.
- Production and distribution costs for printed materials.
- Billboard and other out-of-home space purchase.
- Digital advertising.
- Registration costs and booth production for consumer and travel trade shows (includes booth space).
- Cost for engagement of Advertising or Media Agency services to implement/deliver marketing campaigns.
- Advertising creative costs.
- Website development and/or mobile application development targeted at improving promotion to the leisure tourism market.

The following expenses are <u>ineligible</u> for ITOPP funding:
- Capital and operating costs of a campaign or campaign organisation.
- Staff salaries and/or administrative costs.
- Legal, audit or interest fees.
- Capital costs related to permanent structures (e.g., materials, labour, motorised vehicles, land acquisition, etc.).
- Consulting services that support the development of a strategic or operational or marketing plan.
- Website development and/or mobile application development NOT targeted at the leisure tourism market.
- Promotional items and giveaways.

1.7d - Acknowledgement, Oversight and Reporting

Applications should be aware that Ipswich City Council will be required to collect your personal information for processing and administration of your application for funding support to the Ipswich Tourism Operator Partner Program (ITOPP). Your personal information will not be disclosed outside of Council unless required by law or you have given your consent. However, in order to perform the above functions, your personal information may need to be disclosed to relevant Council Committees.

Any information provided to Ipswich City Council in connection with their application will be handled in accordance with Council's <u>Privacy Statement</u> and <u>Personal Information Digest</u> which are accessible on Council's website (<u>www.ipswich.qld.gov.au</u>).

Successful applicants will be required to report back to Ipswich City Council within 30 business days following the completion of each allotment of quarterly funding that they are approved for. This report covers the use of funds, service deliverables and outcomes achieved. Applicants must use Ipswich City Council's Post-Campaign Report form to provide this information.

In addition to completing the Post-Campaign Report, successful applicants will be expected to provide the following additional material as part of the mandatory post-project reporting process:

- A summary of all invoices for costs associated with the project.
- Samples of all marketing materials (e.g., print, radio, television, digital banners, paid social posts, etc.).
- Any other details that may be requested by Ipswich City Council, including, but not limited to, qualitative and quantitative measures of campaign delivery and success.

Upon Ipswich City Council's approval of the Post-Campaign Report, provide Ipswich City Council with a tax invoice for the eligible funding amount.

Failure to provide a Post-Campaign Report may result in the retention of ITOPP funding and impact the eligibility for future ITOPP funding.

Applicants also:

- Permit Ipswich City Council to verify/audit information submitted (at the discretion of the Ipswich City Council) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended and for intended campaign time period.
- Agree that if the funds were not used, or will not be used, for the intended purpose(s), specified services were not delivered, or intended outcomes were not achieved, Ipswich City Council has the right at a future date to recover the funds transferred.
- Obtain Ipswich City Council's approval for any change to the proposed campaign plan (once funding is approved).
- Acknowledge Ipswich City Council's support with the prominent use of the word 'Ipswich' and/or the Discover Ipswich logo in the campaign's marketing deliverables and creative, where applicable.

Ipswich City Council expects that the proposed project will comply with all federal, state and municipal laws and regulations.

1.7e - Technical Requirements

Applicants will be scored based on a set of pre-determined Technical Requirements, which are described at length in the sections below.

ITOPP applicants' fit with these Technical Requirements will be assessed using applicants' answers to the questions posed in the online ITOPP application. "Part 2 - Submitting Your Application" of these Application Guidelines provides direction for answering these questions.

Section "1.7 - Evaluation Process" of these Application Guidelines presents the scoring grids that are used to assess the merit of ITOPP submissions against the stated Technical Requirements.

Campaign Plan and Deliverables

Applicants must describe their tourism campaign, including the following:
- A detailed campaign description, including marketing strategy, plan and costs, target markets, campaign targets and results reporting methods.

- A clear tourism-based rationale for the proposed tourism marketing strategy, including industry intelligence and linkages to any relevant local, regional and/or state tourism strategies.
- Opportunities for other operators to package or partner as part of the campaign.
- A budget identifying the eligible campaign expenses that ITOPP funding is being sought for.

Increasing Performance Measures

Applicants must describe how they plan to measure the success of their campaign and how it will lead to increased visitation to Ipswich.

Originality and Innovation

Applicants must describe if the proposed campaign is:
- The first time they have implemented this specific campaign.
- A repeat of a previous campaign, including the outcomes of the previous campaign.
- Similar to a previous campaign with new elements, explaining how the new elements will enhance campaign delivery or results.

Destination Messaging Compatibility and Opportunities

Applicants must describe how their proposed campaign will provide:
- Media or branding opportunities for Ipswich as part of the campaign.
- The capacity of the campaign to enhance Ipswich's brand as a leisure tourism destination.

1.8 - EVALUATION PROCESS

The application evaluation process will include a fair and consistent evaluation of the merit of submissions against the stated Eligibility Requirements and Technical Requirements to ensure that applications meet the program priorities.

Applications that fail to meet all of the Eligibility Requirements will not be considered.

Applications that meet all of the Eligibility Requirements will then be evaluated against the predetermined Technical Requirements (refer to section 1.6e) by representatives from Ipswich City Council's Tourism Branch:
- Successful applicants will be notified of the funding amount that they have been approved for.
- Unsuccessful applicants will be notified and will be given the opportunity to:
    i. Discuss why their application was unsuccessful; and
    ii. Submit an updated application for funding support.

1.9 - SUBMISSION CHECKLIST and APPLICATION SUPPORT

- Review the Ipswich Tourism Operator Partner Program (ITOPP) Application Guidelines.

- Consult with the program lead, Michael Williams, Industry Development Officer (Tourism) at michael.williams@ipswich.qld.gov.au or via (07) 3810 7448 for any questions about the program.
- Complete the Eligibility Self-Assessment and online Funding Support Application form following the detailed instructions in Part 2 of these Application Guidelines.
- Attach any relevant supporting material or documentation relevant to your application (e.g. media kits, advertising schedules, exhibitor packs, proposals, etc.).

Email or telephone enquiries about the program may be directed to Ipswich City Council's Industry Development Officer (Tourism):

Michael Williams
Ph: (07) 3810 7448 or *Email:* michael.williams@ipswich.qld.gov.au

PART 2 - SUBMITTING YOUR APPLICATION

This section of the Application Guidelines will support you through the process of submitting your Ipswich Tourism Operators Partner Program (ITOPP) application. It is advised that you refer to these Guidelines while submitting you application to ensure you submit all the necessary information and as your first reference point for any technical queries you may have.

Applying for ITOPP Funding Support is a 2-step process involving a simplified initial eligibility self-assessment, followed by the official funding application.

2.1 - ELIGIBILITY SELF-ASSESSMENT

This ITOPP Eligibility Self-Assessment is a simplified online form allows applicants to quickly assess if the campaign they are seeking funding for is eligible, without the need for lodging a full application.

Applicants whose complete the Eligibility Self-Assessment and are provisionally assessed as eligible should then lodge an official Funding Support Application (refer to sections 2.2 and 2.3).

Applicants provisionally assessed as ineligible should discuss their proposed campaign with program lead, Michael Williams, Industry Development Officer (Tourism) by calling (07) 3810 7448 or emailing michael.williams@ipswich.qld.gov.au before lodging an official Funding Support Application.

2.2 - FUNDING SUPPORT APPLICATION

The information provided in this section is to help you use SmartyGrants, the online grants application system used by Ipswich City Council to accept and process ITOPP applications.

If you need more help using this form, download the Help Guide for Applicants or check out the Applicant Frequently Asked Questions (FAQ's).

Navigating (Moving Through) the Application Form

On every screen (page of the form) you will find a Form Navigation contents box, this links directly to every page of the application. Click the link to jump directly to the page you want.

You can also click 'next page' or 'previous page' on the top or bottom of each page to move forward or backward through the application.

Saving Your Draft Application

If you wish to leave a partially completed application, press 'save' and log out. When you log back in and click on the 'My Submissions' link at the top of the screen, you will find a list of any applications you have started or submitted. You can re-open your draft application and start where you left off.

You can also download any application, whether draft or completed, as a PDF. Click on the 'Download' button located at the bottom of the last page of the application form.

Submitting Your Application

You will find a Review and Submit button at the bottom of the Navigation Panel. You need to review your application before you can submit it.

Once you have reviewed your application you can submit it by clicking on 'Submit' at the top of the screen or on the navigation panel. You will not be able to submit your application until all the compulsory questions are completed.

Once you have submitted your application, no further editing or uploading of support materials is possible.

When you submit your application, you will receive an automated confirmation email with a copy of your submitted application attached. This will be sent to the email you used to register.

If you do not receive a confirmation of submission email then you should presume that our submission has NOT been submitted.

Attachments and Supporting Documents

You may need to upload/submit attachments to support your application. This is very simple, but requires you to have the documents saved on your computer, or on a storage device.

You need to allow enough time for each file to upload before trying to attach another file. Files can be up to 25MB each; however, we do recommend trying to keep files to a maximum of 5MB – the larger the file, the longer the upload time.

Completing an Application in a Group/Team

A number of people can work on an application using the same log in details as long as only one person is working at a time. Ensure you save as you go.

Spell Check

Most internet browsers (including Firefox v2.0 and above; Safari; and Google Chrome) have spell checking facilities built in – you can switch this function on or off by adjusting your browser settings.

2.3 - COMPLETING THE APPLICATION

The information provided in this section contains instructions and suggestions for how to address each of the application form questions:

1. APPLICANT DETAILS

The business named in this section, will be the business that the application is assigned to and who funding will be paid to should the application be successful.

The contact name provided will be who all correspondence relating to the application is direct to.

In this section, you also supply the Quarterly Funding Amount that your campaign was provisionally assessed as eligible for by the Eligibility Self-Assessment form.

2. EXPERIENCE DETAILS

Campaigns promoting only certain types of experiences are eligible for ITOPP funding support. In this section, demonstrate that the experience is eligible.

2.1 Experience Description: *

Simply describe your experience and how it is of appeal to leisure tourism visitors to Ipswich. This does not need to be long, but does need to include what and where the visitors would be doing as part of the experience. For example: Hot air balloon flight, meeting and returning to Ipswich Central including a breakfast as Rosie's Café.

2.2 Australian Tourism Data Warehouse (ATDW) Listing: *

Confirm that the experience/s being featured in your campaign have active ATDW listings. These listings are how your experience is featured on the Discover Ipswich website, and allow Council's Tourism Team to support your marketing campaigns through additional promotional activity.

2.3 City of Ipswich Itinerary Proportion: *

Only experiences delivered within the City of Ipswich local government area are eligible for ITOPP funding support. If the itinerary for your experience crosses into other local government areas, ITOPP funding can only be provided for the proportion of the itinerary that is delivered in Ipswich. Use this space to indicate what proportion of the itinerary for your experience takes place within the City of Ipswich local government area.

3. CAMPAIGN DETAILS

This is the bulk of the application and where you tells us the what, where, when, why and how of your campaign. It is important that you provide enough information to demonstrate your campaign's eligibility for funding.

3.1 Campaign name: *

Give your campaign a unique name to allow us to easily identify and distinguish your campaign, e.g. Railway Motel Spring 2017 Radio Campaign. This name will be used throughout the application process and in all correspondence relating to your application.

3.2 Campaign description: *

This is your opportunity to explain your campaign in detail to ensure that we can easily assess its eligibility.

3.3 Campaign elements: *

Put a tick in the box beside any of the marketing activities listed that will form part of your campaign. If there is anything not included on the list, tick the 'Other' box and type in the additional marketing activity.

3.4 to 3.6 Campaign date/s *

This is the first and last dates that your campaign will be in market. For example:
- First/last day of consumer/trade show
- First/last day advertising will be in print, radio, TV, digital, etc.
- First/last day that collateral will be distributed.

This information will also determine the quarter that you are applying for ITOPP funding for. Applicants can submit one application for each quarter that they propose to have an eligible campaign in market.

3.7 Target audience: *

Describe the audience that your campaign will be targeted at. For example:
- Audience profile of attendees to consumer/trade show.
- Locations and profile of collateral distribution areas.

Audience profiles should include demographics (gender, age, location), sociographics (income, relationship status) and psychographics (interests and desires) where possible.

It is strongly recommended to include an estimated audience reach for your campaign in this section.

3.8 to 3.11 Brand Ipswich: *

ITOPP funding is available for marketing campaigns that actively support and promote 'Brand Ipswich' – Ipswich's destination leisure tourism messaging.

In Question 3.8, confirm that your proposed marketing campaign will position and promote your experience as an Ipswich experience.

In Questions 3.9 and 3.10, indicate whether you have a dedicated 'About Ipswich' that is linked from your website homepage. An 'About Ipswich' page showcases complementary things to

see & do, places to stay and eat in Ipswich (for example, see the Ipswich page on The Workshops Rail Museum website). Council's Discover Ipswich Promotional Toolkit contains copy and imagery that you can use for the development of an *About Ipswich* landing page. This is the easiest way to incorporate destination messaging into your campaign. It also demonstrates ongoing always-on support for 'Brand Ipswich' as well as positive industry collaboration.

In Question 3.11 describe any additional opportunities your campaign would provide for inclusion and promotion of leisure destination messaging. These could include:
- Distribution of destination collateral.
- Incorporation of destination branding, copy and/or imagery.
- Sharing of destination stories and content via social media and eNewsletters.

3.12 Performance measures: *

In this section, tell us how you plan to track the success of the campaign. The preference is for this to be a quantitative measure such as:
- Bookings received
- Collateral distributed
- Website visits

3.13 to 3.14 Supporting Information:

Is there any information that you can provide us with the support and value-add to your application? For example:
- Media Kits for advertising campaigns
- Exhibitor Packs for consumer/trade shows

If these are in document format you can upload them with your application. If these are available online, you can just enter the web link.

4. BUDGET AND FUNDING

This section breaks down your proposed campaign further into individual income and expense lines. It allows assessment that only eligible expenses are being funded. This is also where you indicate how much ITOPP funding support you are seeking.

4.1 Campaign budget: *

In this section, you will need to make the income and expense sides of the matrix balance.

On the Income side: Please include the amount of ITOPP funding support you are seeking, any sales/revenue that you anticipate the campaign to generate, and the funds that you and any other partners are contributing to the campaign.

On the Expense side: Breakdown all the costs associated with your proposed campaign by expenses type. This will help us to assess which expenses are eligible for ITOPP funding support. This should include all expenses, not just those that you are seeking funding for.

4.2 Budget Totals: *

This section should automatically updated as you complete the Campaign Budget section. If you have correctly balanced the Income and Expense sides of the budget table than the *Income – Expenditure* figure should be $0.00.

4.3 Total ITOPP Funding Support Sought: *

This is the amount of ITOPP funding you are seeking to support you campaign. This figure:

- Must not exceed 50% of the cost of eligible expenses from your campaign.
- Should not exceed the provisional assessment amount indicated by your Eligibility Self-Assessment.

You should then be able to lift the totals out for the fields below the matrix, specifically *Total Funding Support Sought* and *Total Project Cost*.
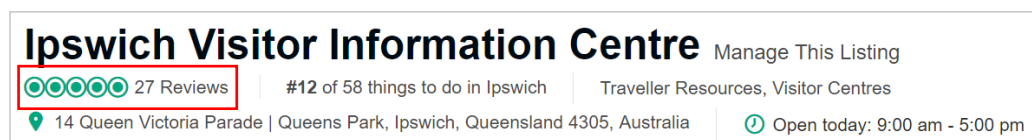
5. FURTHER INFORMATION

This section captures that additional information required to confirm your campaign's eligibility for ITOPP funding support, as well as the specific amount of funding that your campaign is eligible for.

5.1 Online Review Scores

In this question you enter your current TripAdvisor, Facebook and Google ratings and the applicable number of reviews that these ratings are based on for each site.
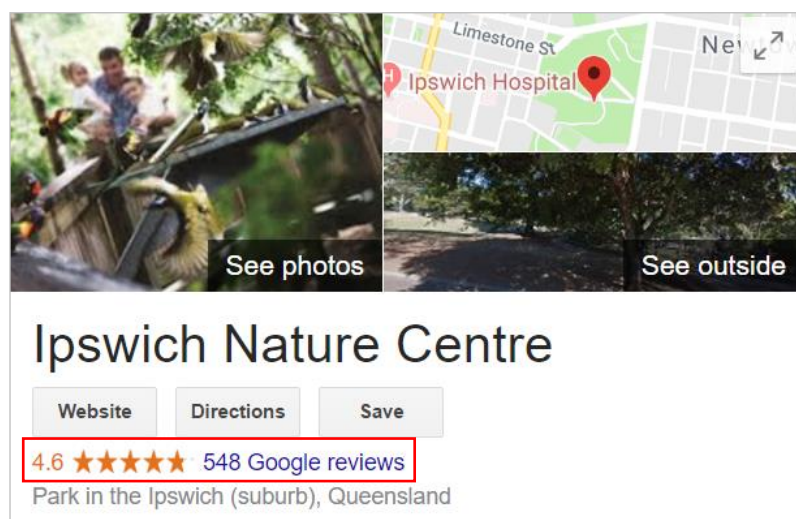
TripAdvisor:

The Ipswich Visitor Information Centre has an average rating of 5 bubbles on TripAdvsior, based on 27 reviews.

Google:

The Ipswich Nature Centre has an average rating of 4.6 stars on Google, based on 548 reviews.

Facebook:
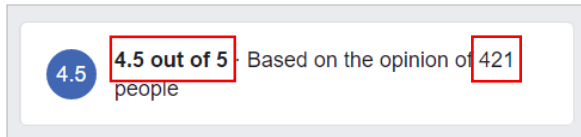
The Ipswich Art Gallery has an average rating of 4.5 on Facebook, based on 421 reviews.

5.2 Ipswich-Based Office *

In this question, indicate if your organisation has an office or premises within the City of Ipswich local government area, at which paid employees are based.

5.3 and 5.4 Paid Full-Time Equivalent Employees

If you do have an Ipswich-based head office or branch office, use this question to indicate how many paid full-time equivalent (FTE) employees that you have based at these offices/premises.

Full-Time Equivalent of FTE: This is concept that allows you to include your paid part-time and casual staff in your employment calculation.
To calculate your organisation's FTE:

- *For paid full-time employees:* Each of these count as 1.
- *For paid part-time and casual employees:* Add together the average number of hours worked each week by your paid part-time and casual employees, and then divide this by 38.
- These two figures added together are your organisations paid FTE.

You will also need to upload proof of this FTE figure at Question 5.4 – this may be in the format of a letter from your Certified Practicing Accountant (CPA).

6. DECLARATION

In this section, you declare that you have provide true and correct information and acknowledge what you will be required to do should your application be successful.