

# INFORMATION FOR EVENT ORGANISERS

## Obtaining council logos

The Ipswich City Council (council)/Discover Ipswich logo lock up for marketing or promotional material can be downloaded from the [Discover Ipswich Promotional Toolkit](#).



If the Ipswich City Council logo is required (without the Discover Ipswich Logo), please submit a request through the Ipswich City Council [website](#).



Ipswich City Council are required to view all artwork before going to print/production.

For approvals, please send artwork with logo to [marketingrequests@ipswich.qld.gov.au](mailto:marketingrequests@ipswich.qld.gov.au)

## Approval of a joint media release

Council's media team are required to review any joint media releases related to the event prior to issue.

For review and approval, please send media release information to [media@ipswich.qld.gov.au](mailto:media@ipswich.qld.gov.au)

## Inviting the Mayor and elected council representatives

Events sponsored by Ipswich City Council are generally required to offer the Mayor and Councillors the opportunity to participate in any opening, closing or formal event presentations.

Invitations can be sent directly to the Mayor and Councillor email addresses listed on the Ipswich City Council [website](#). Protocol suggests that the Mayor is invited to attend in the first instance, with secondary invitations extended to Councillors.

## Event Equipment

Discover Ipswich branded equipment such as marquees, tear drop flags, fencing scrim and brochures can be requested for use at sponsored events. These items are subject to availability, with collection and return generally the responsibility of the event organiser. The full catalogue of equipment can be found in the Event Equipment section of the [Discover Ipswich Promotional Toolkit](#) with requests to borrow items made via email: [tourism@ipswich.qld.gov.au](mailto:tourism@ipswich.qld.gov.au)

## Images and video content

Sponsored events are permitted to use destination images and video on the events website, social media or blog posts, in emails, ticketing, newsletters and other correspondence to competitors, event attendees, families or spectators.

Images and video can be accessed in the [Discover Ipswich Promotional Toolkit](#).



## What's On in Ipswich event listing

Sponsored events can advertise through the What's On section of the Discover Ipswich website, by creating an event listing on the Australian Tourism Data Warehouse website (ATDW).

The ATDW is a centralised national database that feeds information on tourism events to a network of up to 60 websites and apps. This means, by creating one listing with ATDW, your event will appear on multiple sites including [queensland.com](#), [visitbrisbane.com.au](#) and What's On Ipswich. Find out how to submit your event to the ATDW [here](#).

## Social Media Engagement

Increase the visibility of your event to wider social media audience using the following strategies.

Incorporate tags and hashtags in event posts:

@IpswichFestivals @DiscoverIpswich  
#IpswichFestivals #DiscoverIpswich

Add Ipswich Festivals and Discover Ipswich as co-hosts to your Facebook event. For more information on how to add a co-host click [here](#).



## Accommodation

### WHERE TO STAY IN IPSWICH

Whether you are visiting Ipswich for business or pleasure, coming for an event or visiting friends and family, there are multiple accommodation options available.

[Discoveripswich.com.au/where-to-stay-in-ipswich](https://discoveripswich.com.au/where-to-stay-in-ipswich)

### ACCOMMODATION OPTIONS FOR GROUPS

There are some places that are great for groups that wish to stay together. **Ivory's Rock Events + Camping** has camping as well as the ability to hire ready to go tents and units with private bathrooms. **Urban Getaway** has a house that can sleep 13 with a five-bedroom house and one-bedroom apartment underneath.

### BOARDING HOUSES

If you are visiting during the school holidays, enquire about Ipswich Grammar School and Ipswich Girls' Grammar School. They have dorms available for hire during times when students are staying with their families.

## Stories you can share

### THINGS TO DO IN THE REGION

#### FIND ADVENTURE IN IPSWICH



Get your thrills right here with axe throwing, gel blasters, V8 race cars and more...

[Discoveripswich.com.au/choose-your-own-adventure-in-the-swich](https://discoveripswich.com.au/choose-your-own-adventure-in-the-swich)

#### ANIMAL EXPERIENCES



Perfect for the young and young at heart!

[Discoveripswich.com.au/6-amazing-animal-experiences-to-check-out-this-weekend](https://discoveripswich.com.au/6-amazing-animal-experiences-to-check-out-this-weekend)

#### GREAT WALKS



Whether you are looking for a challenge, or a leisurely stroll, here is the best walks you can do in Ipswich.

[Discoveripswich.com.au/check-out-these-great-walks-in-ipswich](https://discoveripswich.com.au/check-out-these-great-walks-in-ipswich)

#### SPLASH PARKS



If you are visiting in the warmer months, you can cool off at these free splash parks.

[Discoveripswich.com.au/top-places-to-cool-down-in-ipswich](https://discoveripswich.com.au/top-places-to-cool-down-in-ipswich)

#### EXPLORE ON TWO WHEELS



Whether you are a beginner, intermediate or advanced rider, Ipswich has plenty of pathways and trails to suit people of all ages.

[Discoveripswich.com.au/best-places-to-explore-ipswich-on-two-wheels](https://discoveripswich.com.au/best-places-to-explore-ipswich-on-two-wheels)

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## RAINY DAY ACTIVITIES

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Here are 10 awesome indoor activities to bring joy to you and your family when the weather is a little gloomy.

[Discoveripswich.com.au/rainy-day-activities-in-ipswich-for-all-ages](https://discoveripswich.com.au/rainy-day-activities-in-ipswich-for-all-ages)

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## IPSWICH ITINERARY

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Spend a few days exploring Ipswich.

[Discoveripswich.com.au/how-to-spend-a-weekend-in-ipswich](https://discoveripswich.com.au/how-to-spend-a-weekend-in-ipswich)

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## SPRINGFIELD ITINERARY

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How to explore Springfield.

[Discoveripswich.com.au/how-to-spend-a-weekend-in-springfield-2](https://discoveripswich.com.au/how-to-spend-a-weekend-in-springfield-2)

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## 75 THINGS TO DO IN IPSWICH

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A huge overall list with so many great options.

[Discoveripswich.com.au/75-things-to-do-in-ipswich](https://discoveripswich.com.au/75-things-to-do-in-ipswich)

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## TOURS AND EXPERIENCES

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From hot air balloon experiences, ghost tours or steam train adventures, there is plenty to explore.

[Discoveripswich.com.au/things-to-do-tours](https://discoveripswich.com.au/things-to-do-tours)

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## 20 REASONS TO STAY A LITTLE BIT LONGER

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Fantastic experiences you can do while in town for an event or visiting family.

[Discoveripswich.com.au/20-reasons-to-stay-a-little-bit-longer](https://discoveripswich.com.au/20-reasons-to-stay-a-little-bit-longer)

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## 10 MUST DO THINGS IN IPSWICH

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Add these unique experiences to your Ipswich itinerary.

[Discoveripswich.com.au/10-must-do-things-in-ipswich](https://discoveripswich.com.au/10-must-do-things-in-ipswich)



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## DINING

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### WHERE TO EAT IN IPSWICH CENTRAL

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If you are out and about in Ipswich Central attending events here is where you can eat.

[Discoveripswich.com.au/where-to-eat-in-ipswich-central](https://discoveripswich.com.au/where-to-eat-in-ipswich-central)

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### WHERE TO EAT IN SPRINGFIELD

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Check out these places to eat in Springfield.

[Discoveripswich.com.au/where-to-eat-in-springfield](https://discoveripswich.com.au/where-to-eat-in-springfield)

For more destination information including accommodation, where to eat, tours and activities, contact the Ipswich Visitor Information Centre (07) 3281 0555.