



City of
Ipswich

Advocacy Lead Ipswich City Council

Success Profile | February 2025



Introduction

Thank you for your interest in the **Advocacy Lead** selection process.

OnTalent is thrilled to be leading the process of this appointment on behalf of **Ipswich City Council**. This briefing pack provides you with information regarding the organisation, the role and requirements.

Once you have reviewed this material, and if you haven't already, please visit www.ontalent.com.au/icc/ for details on how to apply.

I look forward to working with you through this process and invite you to contact me directly at anytime on 07 3305 5800.



Celia Jones
Senior Client Partner
OnTalent

About Us

Neighbouring Brisbane, Queensland's capital, Ipswich is the state's fastest-growing area and oldest provincial city. It is a dynamic blend of rich heritage, proud communities, diverse landscapes, and lively energy all contributing to a region full of liveability and opportunity.

Ipswich City Council employs more than 1,500 people and promotes a workplace culture built on our communication, collaboration, integrity, efficiency, and leadership values. Council teams operate across various industries delivering a wide range of services to the community.



About Us

Council provides a range of valued services and programs that impact the daily lives of Ipswich residents and ratepayers.

These include:

- providing and maintaining local parks
- providing and maintaining local roads, footpaths, bikeways and other infrastructure
- library services
- domestic waste services
- funding assistance for local community, art and cultural activities
- protecting and preserving the natural environment
- managing planning and development
- encouraging regional economic investment, development and activity
- emergency management
- community safety activities.





Our Purpose and Values

Our Purpose

Together we proudly enhance the quality of life for our community.

Our Values

Collaboration: We work together towards a common purpose and understand every employee plays a role in our success.

Communication: We communicate openly and ensure diverse voices are being heard and valued.

Integrity: We have a professional and respectful workplace and are motivated by public rather than private interests. We inspire others to act ethically.

Efficiency: We provide enhanced service to the people of Ipswich and we aim to get it right, first time.

Leadership: We engage the heads, hearts and hands of our people to achieve our purpose. Recognition is part of our every day.

Council History

Ipswich Municipal Council was formed in 1860 and became Ipswich City Council in 1904. The Shire of Ipswich was established in 1916 and the following year it was renamed Shire of Moreton. In June 1949 the Moreton Shire Council held its first meeting and in 1995, Ipswich City Council and Moreton Shire Council amalgamated.

In 2010 celebrations were held to commemorate the Sesqui-centenary (150 years) of local government in Ipswich. In 2024, Ipswich celebrates 120 years as a city.



Our Community

Ipswich is centrally located in the booming Southeast Queensland region of Australia.

To the east is the capital city of Brisbane, and to the west are the rural and agricultural areas of the Brisbane, Lockyer and Fassifern Valleys. The city is ideally positioned on the national road network - 40 minutes drive from Brisbane, an hours drive from the Gold Coast and 60 minutes drive from domestic and international air and seaports.

Ipswich comprises an area of 1090 square km and has a population of 210,000 people. Ipswich enjoys a subtropical climate and is a safe, friendly and multicultural city. Residents come from 163 different countries, speaking 152 languages.



As Queensland's oldest provincial city, Ipswich has a rich history. It is renowned for its architectural, natural and cultural heritage. Ipswich proudly preserves and still operates from many of its historical buildings and homes, with more than 6000 heritage-listed sites. Ipswich also has a range of charming townships within the western rural areas of the city, each with its own legitimate claims of historical significance.

Our Community



Ipswich is recognised as a city of great strengths drawn from the diversity and involvement of the people in our community.

Ipswich residents are drawn from 163 countries of origin, and over 152 different languages are spoken. Strong cultural influences throughout the City can be attributed to Indigenous Australian occupation of the Ipswich region (reportedly 40,000 years ago), European settlement in the 1800s, particularly Welsh, German and Dutch cultures, and more recently, immigration from Asia, the Pacific and Africa.

Throughout its history, the people of Ipswich have been proud supporters of community and voluntary organisations, from the provision of essential emergency services to the care of frail and vulnerable residents. People working together to solve common problems in Ipswich is a valued asset.

By valuing and celebrating the strengths of our diverse community, the people of Ipswich have developed partnerships and relationships that form an effective network of community services and infrastructure.



Mayor and Councillors

Ipswich is represented by a Mayor and eight Councillors (two per division), who were elected to a four-year term in 2024.



Mayor Teresa Harding

Mayor Teresa Harding was officially sworn in as the 51st Mayor of Ipswich in April 2020 and is the first female Mayor in the city's 163-year history.

She brings to Council more than 35 years of business, government and not-for-profit leadership, and more than 15 years of experience in leading large teams and managing complex projects within the public sector. Mayor Harding held senior roles in the private sector in the fields of information technology and sales.

A career highlight for Mayor Harding was working in the Department of Defence where she spent seven years working on the F111 fighter jets at RAAF Base Amberley. She was promoted to Director Strike Reconnaissance Systems Program Office and led the maintenance, and later decommissioning, of the fleet of F111 fighter jets. Mayor Harding was privileged enough to have had a flight in the F111 in 2010.

A passionate lifelong volunteer, Mayor Harding is an active Rotarian with the Ipswich City Club, was the president of the Co-ordinating Organisation for the Disabled in Ipswich, has been on the P&C committee for her children's schools and was the secretary and treasurer of a multicultural football club.

Mayor and Councillors



Councillor Pye Augustine – Division 1

Councillor Pye Augustine has been a resident of Ipswich for nearly two decades residing in the eastern suburbs and has raised three adult children.

Cr Augustine was born in South Africa, immigrating to Australia in 1980 and becoming an Australian citizen in 1984. Workplace inclusivity and diversity are very important to Cr Augustine, and she is very proud to be the first Ipswich Councillor of African heritage.

Cr Augustine has worked in the sporting sector for more than a decade as a Sports Administrator, starting up clubs like Springfield United and Western Pride Football Clubs. Cr Augustine also has 10 years' experience in the banking sector.

Representing the fastest growing area in Ipswich and being part of collaborative projects that can make a difference to the community is very important to Cr Augustine. Cr Augustine is a proud member of Zonta Ipswich.



Councillor Jacob Madsen – Division 1

Councillor Jacob Madsen has lived his entire life in Ipswich, moving between the suburbs of North Ipswich, Wulkuraka, Walloon, Silkstone and Ripley, where he now lives with his family.

Cr Madsen was first elected to Ipswich City Council in 2020, and in March 2022 was appointed Deputy Mayor, becoming the youngest person to serve in this role in Ipswich's history. Returning in 2024 for a second term, Cr Madsen's focus is on supporting a growing Ipswich population and ensuring Division 1 communities get the facilities they need.

Cr Madsen holds a Bachelor of Commerce and Arts Degree, majoring in political science and accounting. He is a passionate trade unionist, dedicated to ensuring all Ipswich residents have access to fair and equitable working conditions.

Mayor and Councillors



Deputy Mayor Nicole Jonic – Division 2

Deputy Mayor Nicole Jonic is a long-term local Ipswich resident who loves living in the eastern suburbs with her husband and two young children.

First elected as Councillor in 2020, Cr Jonic is serving her second term as Deputy Mayor after being appointed to the position by her fellow Councillors at the post-election Council Meeting on 11 April 2024.

Cr Jonic is a practicing accountant and registered tax agent and established and operated her own Goodna-based accounting firm prior to becoming a Councillor. Cr Jonic is a member of the Institute of Public Accountants, a fellow of the Tax Institute of Australia and a former Queensland operations manager of a Queensland-wide accounting firm.

Cr Jonic holds a number of board positions including Deputy Chairperson and Secretary for Regional Development Australia, Ipswich & West Moreton and Treasurer for Ipswich Turf Club Incorporated.



Councillor Paul Tully – Division 2

Councillor Paul Tully was first elected in March 1979 and has successfully contested 14 elections, representing Ipswich's eastern suburbs.

He is currently Queensland's longest-serving councillor and has come back with renewed energy for the 2024-2028 term.

Cr Tully has a Law degree from the University of Queensland and is a Justice of the Peace (Qualified).

He has a key focus on environmental matters and has a keen interest in keeping honeybees and native bees.

Mayor and Councillors



Councillor Marnie Doyle – Division 3

Councillor Doyle was born and raised in Ipswich and now resides in Sadliers Crossing. She is a St Mary's old girl and holds a Bachelor of Laws and Master of Laws.

Cr Doyle brings a wealth of corporate experience to council having worked for almost 25 years as a banking and finance lawyer. Cr Doyle has undertaken extensive work on projects including open data, privacy and digital transformation – important issues in Australia with a direct impact on local government.

Appointed in January 2022 as a member of the Queensland Heritage Council, the independent statutory body established by the Queensland Parliament principally to decide which places are entered in the Queensland Heritage Register, Cr Doyle is passionate about preserving Ipswich heritage and history for future generations.



Councillor Andrew Antoniolli – Division 3

Councillor Andrew Antoniolli has devoted both his professional career and personal life to serving the people and City of Ipswich. A true local, Andrew's roots in Ipswich run deep, having attended Ipswich North State School and Ipswich State High School, where he was elected prefect in 1988.

Before embarking on his political journey, Cr Antoniolli served as a police officer for over a decade, demonstrating a steadfast commitment to ensuring the safety and well-being of the Ipswich community. Having served solely in the Ipswich District, he specialised in crime prevention, community policing and crime intelligence roles as well as serving as the Officer in Charge of the Redbank Police Beat.

Cr Antoniolli brings 18 years' experience in civic leadership, including roles as both councillor and mayor of Ipswich, and a wealth of knowledge, leadership, and proven integrity to the table.

Mayor and Councillors



Councillor Jim Madden – Division 4

Councillor Jim Madden was born and raised in Ipswich.

His connection with the Ipswich area stretches back five generations to when his ancestors came to Queensland from Ireland in 1863.

Cr Madden holds a Degree in Applied Science (Horticulture) and a Graduate Degree in Agriculture (Plant Protection) and worked as an agronomist before later studying a Bachelor of Laws.

Cr Madden has previously served as a Councillor of the Somerset Regional Council from 2012 to 2015. He was elected to the Queensland Parliament in 2015, serving as Member for Ipswich West until 2024 when he was elected as Division 4 Councillor for the City of Ipswich.



Councillor David Martin – Division 4

Councillor David Martin is a born-and-bred Ipswich local and is deeply passionate about this city. Cr Martin was first elected to Ipswich City Council in October 2017 and was re-elected in 2024 as Councillor for Division 4.

Before becoming a Councillor for Division 4, Cr Martin has had a diverse career including as a youth worker at Ipswich Community Youth Service (ICYS), a local handyman business owner and in the rewarding role as a teacher at the Youth Detention Centre at Wacol.

Councillor Martin is committed to investing his energy into making Ipswich a city the community loves and are all proud to call home.

Key Role Information

Title	Advocacy Lead
Branch	Office of the General Manager
Department	Community, Cultural and Economic Development
Section	Economic Development
Reports to	Economic Development Manager
Purpose of the Position	To lead council's advocacy program to support the progression of our city's projects of regional significance. These projects are of a complex nature requiring substantial investment from state and federal government and/or large scale public private partnerships. They are also typically outside the financial and regulatory capabilities of Ipswich City Council to deliver.
Accountabilities	<ul style="list-style-type: none">• Develop innovative and contemporary advocacy campaigns that position Ipswich and its locally and regionally significant projects for government, business and community support and funding.<ul style="list-style-type: none">• Prepare tactical advocacy plans that are centred around the five principles of common purpose, coordinated communication, unity of voice, engaging all appropriate channels and systematic record keeping.• Coordinate and lead across the organisation and with stakeholders the implementation of advocacy campaigns and plans.• Monitor, evaluate and report on progress and outcomes of the advocacy plan and campaign delivery.• Engage and influence high-level decision-makers and advocacy targets, including government and key private sector stakeholders. This may be undertaken in conjunction with other Council representatives.

Key Role Information

Accountabilities Continued

- Develop and maintain strong networks with key business, community, and government stakeholders, to contribute, and in some instances lead efforts to advance the council's advocacy agenda.
- Collaborate and maintain strong relationships with officers across the organisation who are responsible for overseeing the progression and delivery of Regionally Significant Projects to ensure that the advocacy approach is consistently updated and remains relevant for each project.
- Perform the secretariat function for the Advocacy Advisory Committee and provide advice to Council and other stakeholders as required.
- Effectively identify sensitive issues and manage the risks associated to maintain positive stakeholder relationships and minimise negative impacts on projects and reputation of Council.

Qualifications

Mandatory

- Relevant tertiary qualification in a relevant field.
- Current 'C' Class Driver's License.

Desirable

- Demonstrated experience and success in the development and implementation of community campaigning plans, strategies, events and activities.

Knowledge and Skills

- Time management and the ability to manage competing priorities.
- Ability to be agile and work well under pressure.
- Strong communication and stakeholder engagement skills with the ability to support and influence business stakeholders.
- Ability to analyse data, identify trends and report these findings to Management.
- Political acumen.

Key Role Information

Selection Criteria

- Demonstrated superior interpersonal and communication skills and ability to successfully engage and partner with a broad range of stakeholders.
- Demonstrated high-level problem-solving and negotiation skills in consultation with the Economic Manager, decision-making ability, and proven ability to influence.
- Demonstrated understanding of the economic, social, technological, and political environment in which local government operates.
- Demonstrated experience in government operations or recognised national or state organisation, demonstrating an ability to connect and leverage government policy for the regional benefit. Political acumen and an understanding of legislative and parliamentary processes is also important.
- Knowledge and understanding of marketing, communication and media programs driving measurable awareness and engagement outcomes.
- Superior skills in producing written documentation of a high standard to a variety of audiences, including policies, correspondence, briefing notes, business cases, memorandums and a range of reports.
- Proven professional with the ability to work in a team-oriented environment, has excellent interpersonal ability, and who is self-motivated and positive.

Corporate Responsibilities

- Employees are expected to be familiar with and comply with the Code of Conduct and Council policies and procedures.
- Employees are expected to be familiar with and comply with the Human Rights Act 2019 and make decisions in a way that is compatible with Human Rights.
- Employees are expected to be familiar with and follow the spirit and content of Council's Diversity and Inclusion Strategy where people feel valued and respected and ideas and perspectives are sought out.

Key Role Information

Corporate Responsibilities continued

- The employee shall comply, so far as is practicable, with the Work Health and Safety Act, Regulations, Codes of Practice and Council's Workplace Health and Safety Policies and Procedures and shall comply with instructions given by his or her manager and/or supervisor in respect of the health and safety of themselves and the health and safety of other persons. Additionally, it is the responsibility of the incumbent to:
 - Participate in planning, hazard identification and risk assessment of work activities;
 - Report any new work hazard(s) to your supervisor;
 - Undertake work only for which you are competent and skilled;
 - Question any actions or decisions that you think are unsafe;
 - Follow documented work instructions, control measures and procedures;
 - Actively participate in all training provided;
 - Correctly use and maintain PPE provided;
 - Protect yourself, your colleagues and others;
 - Consider safety every day.

General

This position description reflects a summary of the key accountabilities of the position, it is not an all-inclusive list of duties, steps and tasks. Leaders may direct team members to perform other duties that are reasonably within the scope of the officer's skills, competence and training.

Get In Contact



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Join a collaborative and dedicated team that values integrity, leadership, and efficiency.

For information on how to apply visit www.ontalent.com.au/icc/