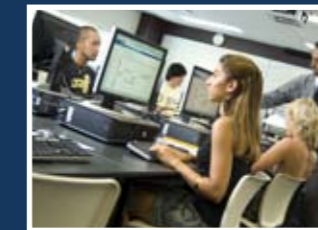


Objectives	Tasks	Outcomes, KPI's, Timing and Partners
6. Leading Global Partnerships	<ul style="list-style-type: none"> Identify programs and organisations that can provide leading and global partnerships. Establish partnerships with these programs and organisations with a focus on sharing: <ul style="list-style-type: none"> Information on activities and programs Case studies. Network and collaborative community links. Successful operational and management approaches. <p>Potential partners cover digital and IT companies, knowledge clusters, networks, international IT programs, education networks, social networks, Sister Cities and other groups.</p> <ul style="list-style-type: none"> Establish a partners program that provides six monthly updates on InfoCity. Implement a rolling program of discussion of key issues, challenges and opportunities for InfoCity - ensuring that InfoCity stays up to date with new developments. Establishing Ipswich City as a test site – actively working with leading software development firms to test new next generation applications and services. 	<p>Outcomes Partners that can assist InfoCity identified and partnerships formed. InfoCity informed by the work of others.</p> <p>Key Performance Indicators Strong partnership program supports InfoCity's development.</p> <p>Timing Commence in 2010/11.</p> <p>Partners Ipswich City Council Springfield Land Corporation Leading ICT providers Other lead programs</p>



INFOCITY PLAN

ECONOMIC DEVELOPMENT PLAN FOR

IPSWICH CITY

2009 - 2031



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1. INFOCITY ROLE AND VISION

1.1 Introduction

A 'digital innovation community' is one which encourages and succeeds in creating a high level of information uses, increased investment in innovation using information technology and a strong focus on information technology skills development.

In the mid 1990s an innovative City project was established to bring the Ipswich community to the forefront of information technology services. The Global Info Links project, established in 1994, sought to create an online City. Global Info Links focused on providing ICT services to local businesses, supported tourism and worked closely with the community to increase access to information and online services. The Global Info Links café was an effective hub – bringing many in the community together to explore the internet and benefit from better information access.

In 2009, Ipswich City seeks to reclaim a leadership role in driving the application of information and communication technology to the planning and management of the City. Providing a broad framework for this, the InfoCity Plan will act as the catalyst for creating a digital innovation community in the City - making a vital contribution to the City's long term competitiveness and supporting innovation and knowledge industry development.

Springfield's Polaris Data Centre is a major point of presence for internet connectivity and a leading data centre facility in Australia. Springfield is already attracting high quality ICT partners and will continue to attract this investment in the future.

Ipswich City and Springfield Land Corporation will partner on this InfoCity Plan.

Goals for the InfoCity Plan include:

- Establishing next generation broadband infrastructure throughout the City.
- Creating communities that use this infrastructure to its best advantage to create valued and innovative solutions.
- Through examples and case studies, encourage increased participation in digital solutions in the community, in business and in education.
- The InfoCity Plan aims to create a digital innovation community that uses next generation broadband infrastructure, supports creative communities and provides a hub for new digital content, ideas and innovation for business and community applications. The plan supports increased knowledge industry investment in City precincts.



1.2 Role of InfoCity in the Ipswich City Economic Development Plan

InfoCity Plan is one of 15 lead projects in the City's Economic Development Plan (EDP).

The EDP focuses on four main themes:

- **City Leadership** – re-establish leadership in information and communication technology, create a City Centre that attracts people and businesses, and create a base for sustainable and clean technology businesses.
- **Regional Leadership** – proactive leadership by Ipswich to support regional economic growth and development. This covers collaboration with Logan and Brisbane Cities and with Regional Councils including Lockyer Valley, Somerset and Scenic Rim.
- **City Growth** – build one of the largest employment and industry growth zones in Australia – supporting growth in precincts across the City and growth across a diverse range of industry sectors.

As one of the fastest growing cities in Australia, Ipswich must create a positive environment for business investment as well as residential areas that attract and retain workers to support this growth.

The City Growth theme is very much about diversification of the economy and providing an environment that attracts investment. Ipswich must be one of the most competitive destinations for new industry investment in Australia in order to achieve growth outcomes.

- **City Competitiveness** – maintain pathways to support investment, implement a Skilling Ipswich Program, provide competitive transport access (for industry, workers and community) and continue to build Ipswich as a leading business, visitor and employment destination.

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
4. Collaborative, Creative Communities	<ul style="list-style-type: none"> • Hold a six monthly meeting of groups to share ideas and experiences. • Work with Springfield Land Corporation, Sekisui House, Universities and developers of office precincts to establish clusters of firms that focus on knowledge industries. • Through these collaborative communities, develop a digital innovation community in Ipswich City that explores new and valued ways of communicating, work sharing, information and content creation that influences the broader community, businesses and education in the City. • Creating new content for the business community and for the wider community – using community and business networks, interest groups and the Library to support education and content development. 	<p>Timing Initial groups established in 2011.</p> <p>Partners Ipswich City Council Springfield Land Corporation Sekisui House Industry hubs and networks DET DEEDI Ipswich Education and Training Network Community networks and groups State and federal government</p>
5. Digital Innovation	<ul style="list-style-type: none"> • Encourage digital innovation and digital initiatives through case studies and examples, local champions and events that connect with others in the community and encourage participation. • Develop a communications program that links with other economic and community development activities to profile the benefits and opportunities that InfoCity can deliver. • Through an ongoing program of events, profile InfoCity and provide access to InfoCity for new participants – community and business. • Link InfoCity to small – medium and home based business development programs to build IT skills in the small business sector. • Re-launch the Smart Business program to incorporate 'IT Smart' – workshops that educate small businesses about the benefits of using information technology in their businesses. • Create a demonstration site on Ipswich City Council's website to promote the use of information technology and demonstrate the benefits to industry and to the community. This site will contain easy to use tools and guides for business and the community. The site will cover e-commerce, education in information technology, website applications and e-business applications. • Addressing telecommunications 'black spots' in the City and linking new telephony infrastructure to wireless broadband nodes throughout the City. • Creating online payment options for Ipswich City's ratepayers and customers and continuing to invest in online delivery of services. 	<p>Outcomes The City is a knowledge industry destination covering IT hubs, professional and technical services and other knowledge sectors. Strong community and business involvement in digital initiatives. Capacity building for small – medium enterprises through to larger firms.</p> <p>Key Performance Indicator City brand as a digital innovation community established. Effective communication on InfoCity developments and benefits.</p> <p>Timing 2010 and ongoing.</p> <p>Partners Ipswich City Council Springfield Land Corporation Leading ICT providers Industry hubs and networks Ipswich Education and Training Network Community networks and groups</p>

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
3. Establish the Infrastructure Network	<ul style="list-style-type: none"> Position Ipswich City and the Western Corridor for the initial rollout of the National Broadband Network in Queensland. Broadly map current broadband infrastructure in the City to identify gaps and the scale of new investment needed. Assess how Ipswich City can leverage off the Federal Government's planned broadband infrastructure strategy to fast track ICT infrastructure investment in Ipswich City. Identify commercial partners and other stakeholders that can assist in establishing high quality broadband infrastructure throughout the City. With suppliers and technical partners, develop a roll out plan for a next generation broadband infrastructure network that expands access throughout the City including links to key business and community growth nodes. Identify locations in the City that are suitable as hubs for the community and home based businesses – existing facilities or new facilities. Create hubs for home based businesses that provide access to very high quality information technology services. Use these hubs as a focus point for delivering information and services to this group. Investigate the enhanced design of these Hubs to act as modular Data Centres and Points of Internet connectivity. Develop a funding model for broadband infrastructure roll out for the City. Investigate the concept of incorporating next generation broadband infrastructure into all new developments (residential, commercial and industrial) and incorporating costs in project headworks. Investigate the concept of 'Green Grids' incorporating smart meter and sustainable energy management technologies, utilising next generation broadband infrastructure as the foundation. 	<p>Outcomes Roll out plan for infrastructure developed. Improved connectivity for the City's employment and growth centres. Hubs created.</p> <p>Key Performance Indicator Infrastructure roll out requirements identified. Funding model developed.</p> <p>Timing Requirements and funding model - 2010/11. First hubs created in 2011/12.</p> <p>Partners Ipswich City Council Springfield Land Corporation Broadband infrastructure providers State and federal governments DEEDI Ipswich Education and Training Network</p>
4. Collaborative, Creative Communities	<ul style="list-style-type: none"> Call for expressions of interest in collaborative, creative communities covering: <ul style="list-style-type: none"> e-business e-learning e-health e-community and social networking e-government Undertake initial meetings with interested groups in each of these 5 areas. Provide mentor support to establish collaborative, creative communities that can use broadband infrastructure to create new community and business applications, share work/innovation platforms and create new content for local and global use. Work with each group to establish objectives and monitor progress. 	<p>Outcome Clusters and knowledge precincts established in Ipswich City (City Centre, Redbank and the UQ precinct) and Springfield. Strong community and business involvement in digital initiatives. Capacity building for small – medium enterprises through to larger firms.</p>

1.3 Vision for Infocity

The vision for the InfoCity Plan:

Ipswich City will be a leading digital community in Australia. The InfoCity Plan will create a digital innovation community that involves and benefits the wider community and provides the base for innovation and industry leadership in digital technology.

1.4 Values Guiding the Plan

Several important values will guide the InfoCity Plan:

- Using the latest information technology applications.
- Encouraging creativity in the community and the business sector – innovation through the use of digital technology.
- Engaging with the widest possible spectrum of the community and involving as many as possible in InfoCity activities and associated skills development.
- Creating new content for the business community and for the wider community – using community and business networks, interest groups and the Library to support education and content development.
- Building industry capacity to use and benefit from information technology. This includes building on the leading capacity created by the Polaris Data Centre.
- Maintaining a leading edge focus on information technology use and applications to continue to update and inform InfoCity.
- Create a demonstration site on Ipswich City Council's website to promote the use of information technology and demonstrate the benefits to industry and to the community.
- Addressing telecommunications 'black spots' in the City and linking new telephony infrastructure to wireless broadband nodes throughout the City.
- Working with software developers to test new applications.
- Creating online payment and service delivery for Ipswich City.



2. INFOCITY PLAN

The InfoCity Plan covers these objectives:

- Creating the InfoCity concept and managing the project.
- Launch of InfoCity.
- Establish the infrastructure network.
- Collaborative, creative communities.
- Digital Innovation.
- Leading Global Partnerships.



Table 2.1 - InfoCity Action Plan

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
<p>1. Create the InfoCity Concept and Managing the Project</p>	<ul style="list-style-type: none"> Through InfoCity, establish Ipswich City among Australia's leading digital innovation communities with a focus on three key outcomes: <ul style="list-style-type: none"> - Access to next generation broadband infrastructure. - Creating communities that use this infrastructure to its best advantage. - Encourage digital innovation and new initiatives throughout the general and business community. Establish an InfoCity Advisory Team whose role is to: <ul style="list-style-type: none"> - Help create the detailed vision for the InfoCity Plan. - Provide expert advice (technical, community and business) that can inform InfoCity operations. - Act as a sounding board for the development of InfoCity products and services. <p>Members of the Advisory Team can be drawn from the Ipswich City business community, education community, tourism and hospitality sector, leading technology firms and advisors, Ipswich City Council, Springfield Land Corporation, key service providers that would use InfoCity and others.</p> Undertake a virtual study tour (internet, teleconference, phone and email) of innovative information technology programs operating in Australia and other countries. Examine: <ul style="list-style-type: none"> - Key features of leading programs. - Critical success factors. - Approaches that encouraged community and business involvement. - Barriers and challenges faced. - Operating budgets and income streams. Map and prioritise the potential activities that InfoCity can deliver to the community and to businesses through InfoCity covering improved infrastructure, collaborative communities and digital innovation. <p>This may include:</p> <ul style="list-style-type: none"> - e-business – collaborative and distributed business operations models, online sales and marketing, networking, and improving cost competitiveness through the use of information technology. - e-learning – new online content, online delivery of training, networking and collaboration as part of e-learning and professional development. - e-community – creating new services for the community, social networks and ways community and groups can benefit from and use information technology. - e-government – expanding online information and services access (for the community and businesses) from Ipswich City Council and other agencies. 	<p>Outcomes InfoCity learns from and builds on the experience of successful international programs. Detailed business case developed. Funding sources and partners identified. Ipswich City recognised as a leading city in digital innovation and creative communities using this infrastructure. Position Ipswich City in the Smart21 Intelligent Communities by 2012 (as determined by the Intelligent Community Forum - www.intelligentcommunity.org) Position Ipswich City in the Top Seven Intelligent Communities by 2014 (as determined by the Intelligent Community Forum - www.intelligentcommunity.org)</p> <p>Key Performance Indicators Advisory Team formed. Business case completed. Funding secured. Six monthly reports on InfoCity outcomes.</p> <p>Timing Advisory Team formed by June 2010. Virtual study tour and business case completed by November 2010.</p>

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
<p>1. Create the InfoCity Concept and Managing the Project</p>	<p>Consult with stakeholder groups to ensure that InfoCity priorities fit community and business expectations.</p> <ul style="list-style-type: none"> Work with Springfield Land Corporation to identify activities that the Polaris Data Centre, Australia's leading Tier III+ data centre, can facilitate, attract and enable as part of the InfoCity Plan. Work with the Property and Commercial Development sector to facilitate the introduction of Fibre to the Home (Premises) infrastructure and services in Greenfield and Brownfield developments. Prepare a business case for the operation of InfoCity outlining services, budget and resources required for initial and ongoing operation. Examine funding options - public and private sector - for the establishment and operation of InfoCity. Work with funding sources to secure establishment costs and operating costs for the first 5 years. Establish an ongoing process of monitoring developments in information technology and identify how new developments can best be used through InfoCity. This can be done through partnerships with other programs, through the Advisory Team and through ongoing research. Provide a six monthly report on InfoCity activities and achievements. 	<p>Partners Ipswich City Council Springfield Land Corporation Leading ICT providers Broadband infrastructure providers Industry hubs and networks DET DEEDI Ipswich Education and Training Network Community networks and groups</p>
<p>2. Launch InfoCity</p>	<ul style="list-style-type: none"> Prepare a communication plan using web and print information about InfoCity, its focus, its target audiences and the benefits that it can deliver. Prepare a program of events over a 6 month period that raise awareness of InfoCity and engage key stakeholder groups: <ul style="list-style-type: none"> - The wider community – children under 12, teenagers, young adults (18 to 24), families, single people, older age groups and retired people. - The education community – schools, TAFE, universities and private training providers. - Small – medium sized businesses and home based businesses. - Larger businesses. - Industry and community groups. Launch InfoCity to signal the commencement of a long term commitment by the City to create a digital innovation community in Ipswich City. Establish the Ipswich Digital Innovation Awards to recognise excellence in education, community and business applications of information technology. Annual awards highlight the progress and achievements of InfoCity. This covers a range of awards - community group or network award, education award, major individual contribution award, small – medium business award, home based business award and business award. Link these awards to the Chamber of Commerce Awards. 	<p>Outcomes Targeted and effective communication about services and benefits that InfoCity offers. Successful launch of InfoCity. Ipswich City regains a leadership position on information technology use.</p> <p>Key Performance Indicator City brand as a digital innovation community established. Ipswich Digital Innovation Awards established.</p> <p>Timing Launch by December 2010. Awards event in March 2011.</p> <p>Partners Ipswich City Council Industry hubs and networks Springfield Land Corporation DET DEEDI Ipswich Education and Training Network Community networks and groups Chamber of Commerce</p>