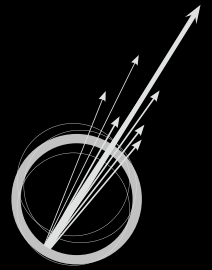


# IPSWICH2020 ANDBEYOND



## Ipswich Today

### Ipswich 2020 and Beyond

Ipswich City Council is ready to lead its community into the future. The aim of this project is to devise a roadmap for the future of Ipswich. This plan will define a Vision for the year 2020 and beyond and outline the actions that need to be undertaken over the next two decades to achieve the vision. *Ipswich 2020 and Beyond* has been designed to:-

- Provide a forum for community, business and government representatives to discuss the Vision for the City in 2020 and beyond
- Develop new partnerships with business, the community, our non-government sector and the stakeholders from other government agencies
- Determine actions which can provide a guide for the growth of Ipswich, Council corporate planning, and the strategic planning of other major stakeholder organizations.
- Inspire confidence across various sectors of the community as well as those considering investing in Ipswich.

There are four key questions to ourselves in planning for the future.

- Where are we? – what is the current profile of the City and what are the community's values?
- Where are we going? – what trends will occur if we do not prepare for the anticipated population growth?
- Where do we want to be? – what is our vision for the future?
- How do we get there? – what actions do we need to undertake to achieve our vision?

*Ipswich 2020 and Beyond* is your opportunity to shape how Ipswich will respond to the challenges that lay ahead.

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*Make no little plans;  
they have no magic to  
stir men's blood and  
probably themselves  
will not be realised.  
Make big plans; aim  
high in hope and work  
hard...*

Burnham, 1919

## Ipswich Today

Those of us who live, work or play in Ipswich value our lifestyle. Some of the key aspects we treasure include:-

- Our heritage and the legacy of historical buildings we've inherited
- Our sense of community and the support we show for those in need
- Our proximity to Brisbane without the pressures of City life
- The many cultures and backgrounds within our community
- Our strong eisteddfod and performing arts culture
- Our love of sport and outdoor activities
- Our wide open spaces and backdrops of forested ranges such as Flinders Peak and the D'Aguilars

Our City is changing rapidly in response to the anticipated population growth. Over the past two decades or so our population has grown from 109 669 (1986 Census) to 137 000 (based on Census 2001 and PIFU estimates to 2005). Fuelled by the strong migration to the region anticipated population growth for the next two decades will mean an additional 180 000 residents.

The recently released Draft South East Queensland Regional Plan identifies the Western Corridor as a key growth area. This validates what people in Ipswich have known for some time- that Ipswich is a great place to live, raise a family and do business. It is important that this continues to be the case despite the anticipated population growth.

## A City which has not forgotten its history

The beginnings of this city were forged during the 19th Century. The subsequent family livelihoods and fortunes of the wealthy of this city were made from:-

- serving the commercial needs of agriculture and rural families,
- the grease and grit of the railway yards,
- the determination of manufacturing, retail and freight businesses, and
- the courage of coal mining.

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.

## The Natural Environment we enjoy

Ipswich has 20% of its total area as greenspace – either public parks and Conservation areas or privately owned open space.

Over the past decade Ipswich City Council has added to the conservation areas through acquisitions funded by Enviroplan. These funds have secured the future of :-

- Flinders Peak/Goolman Conservation Estate
- White Rock/Spring Mountain conservation Estate
- Purga Nature reserve
- Camerons's Scrub Reserve
- Stirling Road Reserve
- Springfield Wildlife Corridor

Ipswich has cleaner air than many parts of SEQ and we are working towards cleaning up the Bremer.

The community contribution to maintaining and improving our environmental values is strong and includes:-

- Bushcare groups
- Land for Wildlife land owners
- Volunteers at the Queens Park Nature Reserve and Cottage
- Volunteer native animal carers.



*With growth comes choices*

*and challenges.*

*Ipswich can be currently*

*characterised as a diverse,*

*literate and employed*

*community... one which*

*welcomes visitors to do*

*business or to have fun.*

## What Business is doing

National and multi-national business people are bringing investment into our industrial areas and specific developments include:-

- The Swanbank paper plant
- Capral – Aluminium Plant
- Australian Meat Holdings
- Specialised steel manufacturing
- Ipswich Motor Precinct.

These businesses compliment the large number of small and medium businesses owned and operated by local people, some of which have been passed down through generations.

## Our Families can expect

Affordable homes with reasonable space available for growing families.

The education offered locally is of a very high quality and many students, both high school and university, travel from various parts of the world to attend these prestigious institutions. Primary education is critical during children's developmental years and Ipswich has several of Queensland's most innovative primary schools.

Education is also emerging as a growing sector in economy as we attract overseas students and our educational institutions cooperate to promote this sector under the banner of the Green Corner.

Recent investment in the Ipswich Hospital and the School of Nursing at University of Queensland Ipswich campus has meant world class health care. The current Ipswich Citizen of the Year, Margaret Armstrong has been recognised for her dedicated career in indigenous mental health.

## Ipswich City Council Provides for the Community

In addition to provision of the usual council services, there are things Council has done to support values and activities which are important to the people of Ipswich such as:-

- Implement the popular Enviroplan to secure important conservation areas
- Work with diverse ethnic communities to address important social issues
- Develop community strategies to counter public intoxication,
- Foster the innovative development of the Ipswich Motorsports Precinct,
- Support the visual and performing arts through provision of venues and grants
- Establish the Ipswich Aerospace precinct in conjunction with the RAAF and aerospace industries
- Engage very actively in the preparation of the Draft SEQ Regional Plan
- Prepare a new Planning scheme to guide development for the next seven years.

But this is only part of the story – community groups, State government departments, schools, universities, individual business owners and people employed all across the economy can through their efforts contribute to this City.

Let's share our vision for Ipswich, at an organisational, community and individual level.

**You have an opportunity to shape the future of your City.**





# What you need to know about Ipswich 2020 and Beyond

## What is Ipswich 2020 and Beyond?

This project will define a Vision for Ipswich in the year 2020 and beyond and outline the activities that need to be undertaken over the next two decades by Council, the community and other key stakeholders to see the vision achieved. This is the first plan of this kind for Ipswich and will place Ipswich in a strong position to address the future challenges to be faced by the City.

## Why prepare Ipswich 2020 and Beyond?

The population of Ipswich is anticipated to grow by an additional 180 000 people by 2026. *Ipswich 2020 and Beyond* is an opportunity to identify and build the kind of city we want, knowing Ipswich and our region are changing at an ever increasing rate. This project will assist in informing the State Government, investors, property developers, and the incoming population what the community's expectations are in terms of the investments required, the type of housing and urban form being sort, and the values held within the community that we wish to protect and enhance.

## Why is Council leading this project?

Ipswich City Council has embraced the challenge of planning for the next 20 years and the leadership this requires. However, it is intended that *Ipswich 2020 and Beyond* be embraced by the community. Council has recognised the importance of planning with the community and has dedicated the time and resources necessary to ensure that a vision for Ipswich is clearly articulated. All stakeholders are invited to get involved in the preparation and implementation of the plan. This is not the first nor the last plan to be prepared in Ipswich but it is the first Vision.

## How can the community get involved?

*Ipswich 2020 and Beyond* is being prepared by Council during 2005. During this time the community and other key stakeholders will have a range of opportunities to participate and provide feedback in community workshops, on the internet, and through letters to Council.

## How will the Vision affect me?

In 2005 Council will release *Ipswich 2020 and Beyond* to the public and key stakeholders. It can then be used for a range of purposes such as supporting material for funding requests and project proposals, marketing Ipswich City, demonstrate to State and Federal governments the expectations of the Ipswich community.

The Vision will be a used by the community, Council and other key stakeholders such as State Government, potential investors, local businesses, community groups, developers, as a guide for how to conduct their respective activities in the community.

*Ipswich 2020 and Beyond* will clearly articulate to those outside of the community the expectations of existing residents and what it means to be a part of Ipswich.