

# B

## Implementation Framework and Delivery Platforms



A plan such as this cannot be achieved through the actions of one single entity. It requires the commitment and cooperation of many partners and stakeholders.

The Implementation Framework of this plan identifies the Actions, suggested partners, and suggested timeframes for which the Actions can be undertaken. The range of suggested partners and stakeholders identified is extensive and does include:-

- Federal government departments;
- State government departments;
- Ipswich City Council;
- Local business owners and operators;
- Development industry;

- Community groups and service organisations;
- Local residents and landowners.

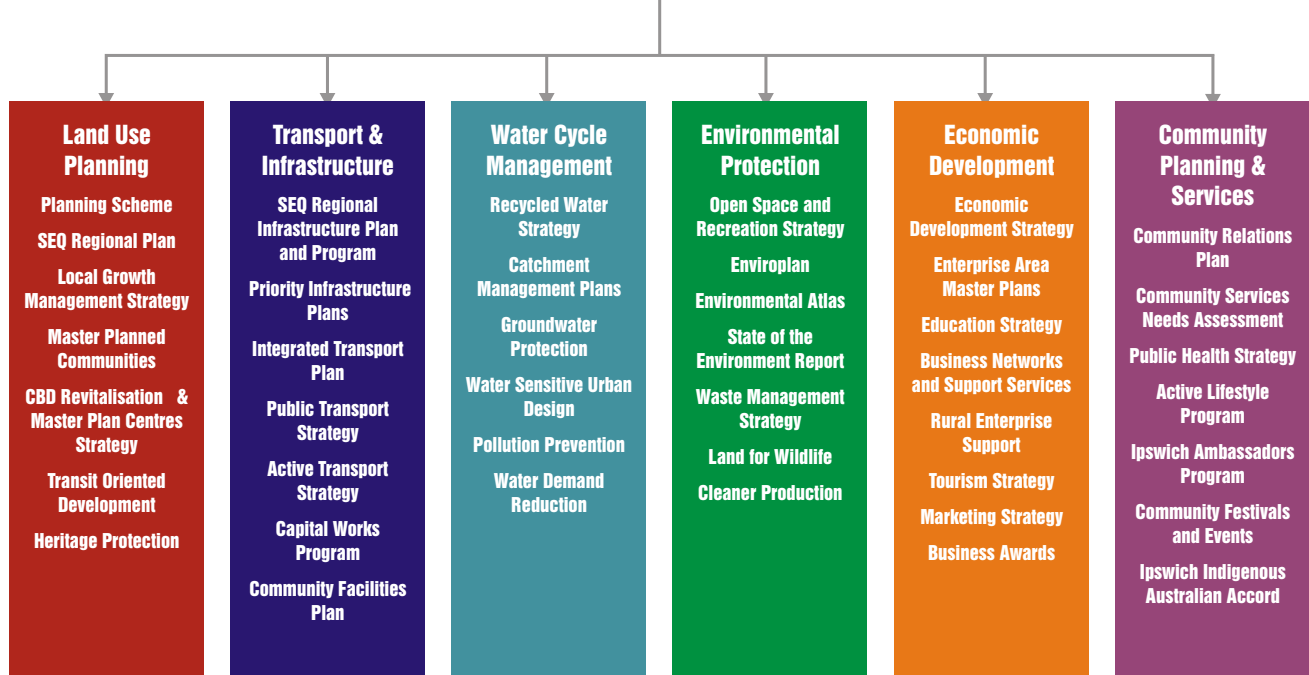
Each of the partners have different tools available to them to implement the intent of this Plan. For example, government agencies have plans and policies, local business operators have Business Plans, and community groups have Mission Statements and Objectives. The intent of this plan is to provide enough guidance for each of the suggested partners to incorporate the Strategies and Actions into their own activities.

There are more than 400 Strategies and Actions identified in this Plan. Some of these are already being undertaken and others are new initiatives designed to enhance current activities.

Ipswich City Council has been identified as a partner for a significant portion of the Strategies and Actions. The Ipswich 2020 and Beyond Plan will be used to inform the Ipswich City Council Corporate Plan. The Corporate Plan is a statutory requirement for local government. The Goals, Strategies and Actions of this plan can be reflected in the Corporate Plan and pave the way for the operational planning over a number of years.

There are a number of key delivery platforms by which the Ipswich 2020 and Beyond Plan can be implemented. Through these platforms many of the Actions and intentions of this Plan can be achieved simultaneously. The Vision and Implementation Framework should form the basis and be reflected in the plans and activities outlined below.

# IPSWICH2020ANDBEYOND



# 1. Land Use Planning

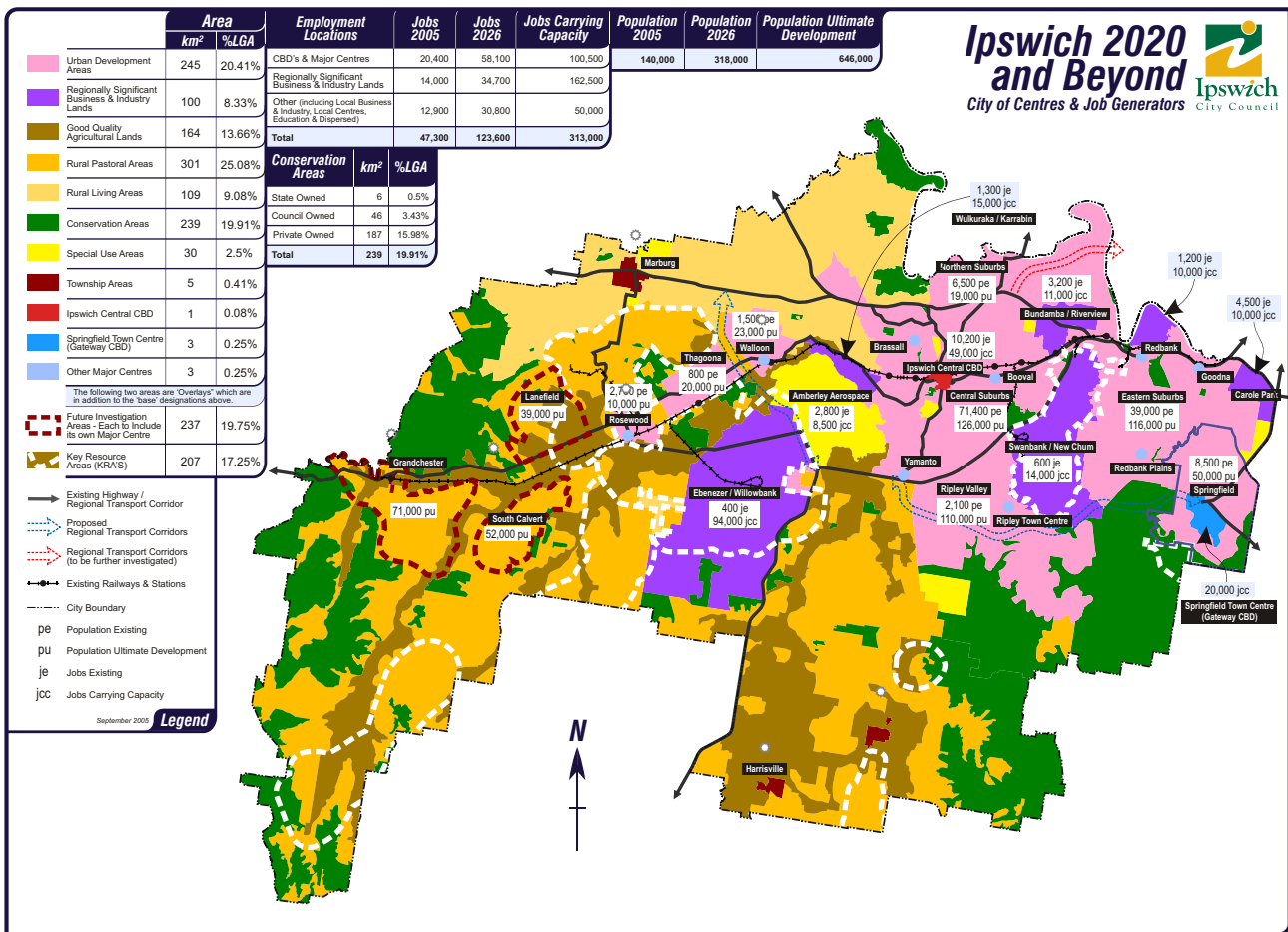
Land use planning strategies and frameworks are integral to the successful management of population growth pressures such as those predicted for Ipswich.

distribution of land uses across the local government area.

The Office of Urban Management, Department of Local Government Planning, Sport and Recreation recently released the **SEQ Regional Plan 2005 -2026**. The introduction of this layer of planning legislation has seen the introduction of measures such as **Local Growth Management Strategies** and **Structure Plans**,

**communities, design of buildings** and **proposals for development**.

Ipswich is already a City of Communities. There are many unique communities distributed throughout the City, each with their own character, role within the sub-region, and cultural features. The Ipswich CBD is the sentimental hub of Ipswich and in order for it to remain so it will be



The Ipswich Planning Scheme is a statutory mechanism that can deliver several of the Actions ranging from the strategic designation of land uses down to detailed building regulations for sustainable housing. Much of the strategic land use planning has been undertaken for Ipswich. Figure 1 illustrates the City's residential and employment potential and the general

as well as targets for the number of new dwellings to achieve and the indicative populations for local government areas. The Policies and Programs outlined in the regional plan are intended to guide land use planning in local government areas across the region. Other key land use planning activities that should incorporate the intent of this Plan include **master planned**

through the preparation and implementation of a **CBD Revitalisation and Master Plan**, a **CBD Streetscape and Civic Spaces Improvement Program** and **marketing the CBD as the heart of Ipswich**. There is a network of smaller centres distributed throughout the local government area. The character of each of these differs and should lead to a city of new centres



based on **Centres Concept Plans, transit oriented development, heritage precincts, rural townships and enterprise precincts**. It will be up to local neighbourhoods to determine what their *vision* is for their community and ensuring that this is reflected in the **design of centres, protection of heritage buildings and features** and incorporation of **cultural features**. The primary land use in Ipswich is Rural and this contributes significantly to the amenity of the City and the lifestyles that residents lead. It is important that these areas are not only retained but are also utilised for a variety of purposes which do not compromise their rural values.

## 2. Transport, Infrastructure and Services

The coordinated delivery of infrastructure and services is integral in planning for a population that is growing at the rate of Ipswich. With so much urban growth anticipated for the area, the sequencing and funding of infrastructure delivery has to be precise to ensure that new urban areas are adequately serviced from the time new residents are moving in.

The **SEQ Regional Infrastructure Plan and Program** outlines the items and sequencing of delivery of major infrastructure including transport, freight, water, energy, information and communication technology, and social and community infrastructure. However, the items identified in this program are those of State/Regional significance. It will be through the preparation of **Priority Infrastructure Plans (PIPs), Infrastructure Agreements** and other local planning tools that local infrastructure will be delivered.

There are many planning activities that need to be undertaken in order to determine the infrastructure requirements and delivery standards for the infrastructure and services. These include an **Integrated Transport Plan**, an **Active Transport Strategy**, a **Community Facilities Plan**, **strategic plans for trunk infrastructure and utilities**, an **Open Space and Recreation Strategy** etc.

## 3. Environmental Protection

Environmental assets can be very sensitive to the negative impacts of urban growth if measures are not introduced to protect these. Some of the strongest measures to protect environmental assets include **designation of land for conservation purposes** in the Planning Scheme and **public acquisition of significant habitat**. However, there are many environmental assets which exist on private land which can be just as easily protected through non-statutory measures such as **voluntary conservation agreements** and **Land for Wildlife**.

Considering the largest proportion of habitat in Ipswich is contained on private land, providing landholders with information regarding conservation and land management is key. **Landcare, natural resource management strategies and programs** and **land management advice** from authorities such as the Environmental Protection Agency and the Department of Natural Resources, Mines and Energy are just some of the methods that can be applied.

The area of environmental protection also extends to ensuring that the actions of residents do not have an indirect impact on ecosystem services and

natural assets. **Cleaner production, climate protection, greenhouse gas emission reductions, sustainable housing, waste management, use of advanced technologies and reduced car travel** are just some of the areas that the community can focus on to reduce the overall impact of the urban environments on the natural features of the City.

## 4. Water Cycle Management

Our water resources can be viewed in two lights- one being managing an integral environmental asset and secondly sustainably utilising a resource that sustains human life.

In terms of protecting an environmental asset, **catchment management plans** and **pollution prevention measures** are the primary mechanisms. Ipswich has a legacy of poor quality waterways and it will be through **improved information about waterways, stormwater management, Water Sensitive Urban Design** and **reduced point-source and diffuse pollution** that water quality may improve. There are many organisations and departments responsible for catchment management such as the Moreton Bay Partnership, Environmental Protection Agency, Department of Natural Resources, Mines and Energy and local catchment management groups. The cumulative effect of their respective efforts should see an improvement in the quality of Ipswich waterways.

In terms of water as a resource, it is about adequately managing the supply and demand of resources. Supply can be managed by more

efforts for **water recycling, waste water reuse, dual reticulation** and innovative measures such as **rainwater tanks** for local collection. The other side of managing the source is reducing demand through measures such as **water efficient industry and household appliances, public awareness campaigns and incentive programs** to encourage efficient water use.

## 5. Economic Development

Ipswich is a city that presents a wealth of opportunity and growth. An **Economic Development Strategy** for the city will provide guidance into the types of industries and enterprises to encourage and the infrastructure and services required to facilitate economic growth. Ipswich has the capacity to provide for 43% of South East Queensland's industrial land over the next 25 years. **Master plans and infrastructure plans** for regionally significant enterprise areas will ensure that well serviced land is provided in line with demand to facilitate sustained growth of the industrial sector. **Access to technology, co-location of like industries, shared resource use and employee-friendly environments** are characteristics that need to be employed in future enterprise districts.

The Ipswich economy of the future will be built upon the strengths of today. **Innovative rural enterprise**, expansion of the **aerospace industry** in Amberley, **medical precinct** surrounding the Ipswich Hospital, **legal professional services** around the court house, improved **retail services** throughout the city and capitalising on opportunities for a

**tourism industry** are just some of the economic opportunities that should be built upon within the city.

Moving towards a knowledge based economy is key to sustained growth in the economy. Establishing and enhancing **research centres, tertiary institutions and education facilities** will contribute to significant employment opportunities as well as enhancing the city's knowledge base. The preparation of an **Education Strategy** that will ensure that services can be delivered in a coordinated manner and in accordance with the needs of local employers and the workforce.

## 6. Community Planning and Services

The community spirit inherent in the Ipswich community is one of the most significant and unique characteristics of the City. This is the value that residents were most adamant to retain and ensure that the incoming population would enhance and foster the same level of community spirit.

Integral to fostering community spirit and wellbeing is making sure that residents have access to the facilities and services they need. An **assessment of the community needs** is important in determining the particular requirements of the larger Ipswich community and the individual suburbs spread throughout. **Monitoring the changes in demographics and population growth** is another important aspect of community planning. Considering the multi-cultural nature of Ipswich services should be delivered in a manner which respects cultural sensitivities.

A healthy community is a spirited community. A **Public Health Plan** and **Health Services Strategy** are mechanisms which can facilitate the delivery of health services that specifically address issues of importance to Ipswich such as mental health and substance abuse. Counselling and support services for priority health issues are important. **Preventative health** measures are also important in terms of **active lifestyle programs, distribution of health information, immunisation programs and health programs in schools**. Community safety is another issue that can be addressed through **improved services, crime prevention through environmental design**, and programs based on **community policing** principles.

A major element of keeping that spirit alive is by enabling it to be celebrated by residents. **Festivals and community events, sporting activities, community awards**, and acknowledgement of the achievements of residents and community groups are activities that enhance the community spirit. Community groups should also be fostered through a **community group web-site, building the capacity of groups** for long-term sustainability, **sponsorship by local businesses** and opportunities to **exchange knowledge and experience**.

Another important aspect of community planning is enabling for participation of the community in decision-making processes. There are many opportunities to initiate participation such as making **public meetings** accessible to all residents, **community councils, community consultative committees**, targeted **community surveys** and **consultation activities**.

Residents also need opportunities to express the pride they hold as Ipswich residents and activities that would enable that include and ***Ipswich Ambassadors*** program, enhancement of the ***Australia Day Awards, leadership programs*** such as Lead On, and active participation in the ***marketing the city***.

The suggested partners will be able to deliver the Strategies and Actions in this Plan through these delivery platforms. The Ipswich 2020 Vision will only be achieved if the partners involved work collaboratively to deliver the actions and achieve the desired outcomes.