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Ipswich  
Community  
Values

During community consultation activities, residents were asked what values they would like to see retained in the future. The following are the most common responses discussed by residents.

**Community Spirit** is one of the key aspects that people identified. Residents enjoy the fact that they bump into friends in the street and they feel safe in an environment where they are surrounded by friends. There are families who have been here for generations and will continue to do so because this is where their history resides.

The community is caring and there is a general sense of empathy and support for all groups. There is a level of pride within the residents of Ipswich, despite some of the negative perceptions held by those outside the community- perceptions that the community are keen to dispel.

The rich **Heritage and History** is the foundation of the character of Ipswich. Stemming right back to the first peoples, the Yuggera, Jagera and Ugarapul peoples have traditional cultural and sacred values in the landscape of Ipswich City. The built form and early industry base of the City developed over the last 160 years.

The integrated network of **Greenspace and Parklands** woven throughout Ipswich is an aspect which the community values and would not like to see compromised. From the formal parks of the stature of Queens Park, through to key sporting precincts such as Limestone Park, to the surrounding vegetated hills and valleys, to the waterways associated with the Bremer and Brisbane Rivers, the people of Ipswich inherently value the sense of wide open spaces and naturalness these spaces present. The fact that most residents have relatively easy access to rural landscapes and conservation areas still inhabited by koalas, kangaroos and endangered native flora is deeply valued.

There is a sense of **Opportunity and Growth** with regards to the future of Ipswich. Throughout the consultation there appeared a certain level of excitement about what the future holds for Ipswich. People seem to appreciate that the growth anticipated for Ipswich would provide opportunities. However, it is important that growth be accommodated in a manner that respects the existing community values, and reflects the character of Ipswich.

The **Lifestyle** is valued in Ipswich. There is the character of a country town with all the services of a major regional centre, all within close proximity to Brisbane. Ipswich residents have access to a range of employment opportunities, high standard educational institutions, affordable housing, and only a short drive to wide open spaces and their family and friends.

The community also provided suggestions on what they thought should be improved. The list was varied and included transport, particularly the Ipswich Motorway, the upgrading of the Ipswich CBD, local streetscapes, pollution levels in waterways, crime and safety, and the sense of pride residents feel for the City. These are all issues that can be addressed. Problems such as transport can be addressed by engineering, the CBD by a dedicated revitalisation program. However, Community Spirit cannot be manufactured. It is ingrained, and it is the strength of values such as these that will see Ipswich continue to evolve and the spirit retained.

These values are upheld in the vision for the future. Coordination and delivery of key actions and infrastructure by all agencies, private enterprise and the broader community will reinforce these values.