



F3

A Strong
Diverse
Economy

The strength of the Ipswich economy is attributed to the range of businesses operating, the investments that have been made to capitalise on the City's positive attributes and the synergistic relationships fostered by businesses.

3.1 Theme - A Strong Diverse Economy

Employment statistics for Ipswich indicate that there are a large number of jobs within the manufacturing, health and community services and education sectors. The Government and defence sector as well as transport and storage provide solid foundations for future growth industries.

These are the predominant sectors that the local community is looking to expand upon and as such it is important to foster some of the key enterprise areas around the City for these activities. Amberley, Carole Park, Redbank and Wacol are all well established hubs of economic activity. Amberley is seen as a significant Aeronautical Industry Precinct. Additional land has already been acquired by the State Government to further this opportunity.

The South East Queensland Regional Plan seeks to redirect significant population growth into the western sector of the region. This Plan proposes that 75 000 additional households be established in Ipswich City in the 2004-2026 period.

Recent publications indicate that the supply of industrial land will be a major problem in South East Queensland over the next 20 years. The majority of planned industrial land will be used up within the next 10 years. Ipswich has the potential to supply up to 43% of the total industrial land in South East Queensland over the next 20 years.

“Committed new industries providing huge extra job opportunities and the massive growth projected for Amberley Defense Force Base ensures Ipswich is a very strong and exciting future for the next twenty years”.

Ian Dore,
Managing Director,
Dore Property Corporation

In any significant urban community, about half the jobs are “population serving”. That is, they are jobs which provide services to the resident population: house construction, retailing, primary and secondary education, health and welfare services, local government and so on. These jobs are reasonably easy to create as they are driven by local market forces and, without undue interference, as they grow in step with population growth and household formation.

The remaining 50% of jobs are in “population supporting”

“I value the education I have received over the past twelve years and all the work experience opportunities that Ipswich has provided”.

Emma Lowry,
Lead On

occupations: those that earn or collect money sourced outside the City such as primary industry, manufacturing, defence, higher education, pensions and superannuation payments and businesses operating on a regional, statewide or national scale.

At the Census in 2001, the Ipswich City labour force was 55 855 of whom 4 714 were unemployed. Almost 39 000 people worked in the City and about 70% of these lived in the City.

Ipswich has the land, capacity and desire to support strong economic growth and jobs. This can only be possible through the adequate and timely provision of appropriate infrastructure. Priority should be placed on supporting existing business and accommodating new enterprise in the identified regionally significant enterprise areas at Swanbank/New Chum, Ebenezer/Willowbank, Bremer Business Park and Redbank Peninsula.

Ipswich is also home to a range of rural industries such as cattle grazing, equine, fodder production and small crops, in addition to new emerging industries such as wine and hydroponic vegetables and herbs. With more than 40% of the City's land area dedicated to these uses, it is important to identify economic strategies to keep the small family holdings functioning and viable.

3.2 Summary of Goals and Strategies - A Strong Diverse Economy

SDE Goal 1 - Major Employment Generator

Redirection of metropolitan population growth to the City of Ipswich by the Queensland Government will lead to a labour force growth of around 90 000 during the life of this plan. Encourage economic development within the City to achieve a high level of employment self-containment.

Strategy SDE 1.1

Enhance Enterprise Precincts: Protect, expand and establish enterprise precincts serviced with appropriate infrastructure to accommodate manufacturing and related industries in Carole Park, Redbank, Bundamba/Riverview, Wulkaraka/Karrabin, Swanbank/New Chum, Ebenezer/Willowbank, Amberley and other potential industrial areas.

- Prepare and implement an Economic Development Strategy for the City which takes account of the City's roles in SEQ.
- Identify opportunities for innovative investment to enable quick establishment of business in the City.

- Encourage co-location of businesses with similar infrastructure requirements and facilitate resource sharing.
- Establish monitoring program regarding supply, demand, value and infrastructure costs of industrial and commercial property.

Strategy SDE 1.2

Government and Administrative Functions: Expand government administrative office employment opportunities to Ipswich CBD (Regional Activity Centre SEQ Regional Plan).

- Relocate State Government 'back office' functions to Ipswich City.
- State Government departments to establish regional offices throughout Ipswich.
- Identify opportunities for new businesses to establish their head office premises in Ipswich.

Strategy SDE 1.3

Access to Information: Develop programmes to expand the information available to, and the capability of, existing businesses.

- Expand information networks to encourage and support new business in Ipswich.
- Increase exchange of knowledge and encourage partnerships between businesses.
- Encourage opportunities for local businesses to engage with local community groups.
- Establish and maintain a 'Business in Ipswich' website.
- Provide incentives for local people to shop in Ipswich.

Strategy SDE 1.4

Access to Advanced Technology: Provide access to the latest technologies and infrastructure that will improve the competitiveness of local businesses in the global market.

- Improve access to broadband and wireless technologies.
- Establish and implement demonstration projects for new technologies and telecommunication services.
- Encourage new industrial operators to adopt cleaner production techniques and renewable energy.

Strategy SDE 1.5

Markets of the Future: Focus marketing and develop incentive programs to encourage key future-oriented industries to establish in Ipswich.

- Establish water and waste management industries in Ipswich.
- Encourage accommodation providers, cafes, special events, attractions, theatre, sport and recreation, high quality restaurants, wineries and bed and breakfasts to enhance tourism in Ipswich.
- Prepare and implement a Tourism Strategy for the City.
- Identify and implement opportunities to expand the Amberley RAAF Base.
- Further develop the Ipswich Motorsport Precinct.
- Facilitate establishment of businesses related to the building industry.
- Establish a 'creative industries' sector in Ipswich.

SDE Goal 2 - A Strong and Stable Economy

Ipswich is known as an attractive location to invest and establish a business that is part of a strong local economy and supportive business environment.

Strategy SDE 2.1

Local Business Heroes: Promote the business success stories for Ipswich City and develop a "heroes" marketing campaign.

- Support and promote businesses that have existed in Ipswich for generations.
- Continue to promote the achievements of local businesses.

Strategy SDE 2.2

Strong Workforce Base: Businesses employ a large number of local residents within a range of employment opportunities.

- Provide flexible work environments that cater for different needs.
- Establish and implement programs and initiatives that encourage local residents to work locally.
- Establish a comprehensive work experience program for young people with local businesses.
- Enhance the Ipswich Business Incubator.

Strategy SDE 2.3

Promote the City: Develop a comprehensive marketing campaign to sell the economic, lifestyle and other advantages of the City regionally, nationally and internationally.

- Prepare and implement a Marketing Strategy to encourage new businesses to the area.

- Establish a business mentoring program.
- Promote a bi-annual Ipswich Business Expo.
- Facilitate international employee exchange programs.

SDE Goal 3 - A Knowledge-Based Economy

Continue to develop educational opportunities as a primary agent in shifting Ipswich from the 'Old Economy' to a 'Knowledge-Based Economy'.

Strategy SDE 3.1

Schooling for All: Provide high quality public and private school systems that are based on a variety of educational values and objectives.

- Prepare and implement an Education Strategy for the City.
- Foster networking opportunities between schools and educational institutions.
- Devise partnership between the various library and research facilities throughout the City.

Strategy SDE 3.2

World Class University Education: Provide world class university education that caters for Ipswich's educational needs and encourages research partnerships with local businesses.

- Identify the future needs for university education in the region.
- Establish research centres and facilities that directly cater to the needs of local businesses and residents.
- Foster the long term growth of the tertiary education sector in Ipswich.

Strategy SDE 3.3

Equitable Access to Relevant Vocational Training: Provide equitable access to innovative vocational training which is responsive to industry and business needs.

- Foster partnerships between local businesses and vocational training institutions to discuss the vocational needs of businesses.
- Establish apprenticeships / cadetships / traineeships in those professions most needed in the local area.
- Provide opportunities for local people to improve knowledge and skills in development related professions.
- Prioritise the provision of technology and telecommunication infrastructure to education facilities.
- Facilitate distance education services.

Strategy SDE 3.4

Export Education: Enhance and market the education facilities of Ipswich to encourage intrastate, interstate and international students to the City.

- Maintain and enhance the 'Green Corner' web site.
- Market education facilities in Ipswich regionally, intrastate, interstate, nationally and internationally.

SDE Goal 4 - Rural Assets

Make the best use of the City's rural assets.

Strategy SDE 4.1

Encourage Diversity in Rural Business: Raise awareness about the range of opportunities available to rural landholders for business activities.

- Develop local 'village hubs' for horticultural and home based productive effort.
- Provide advice and support programs for traditional rural business activities.

Strategy SDE 4.2

Facilitate Rural Innovation: Ensure rural landholders are encouraged to identify innovative uses and management regimes for rural land resources.

- Establish an event such as Culinary Festival or Farmers Market in Ipswich.
- Develop management structures for small rural land holdings.
- Devise and implement a Rural Enterprise Program.
- Encourage innovative rural industries such as eco-tourism, wineries, olives etc.

SDE Goal 5 - Key Role in the Western Corridor

Ipswich has a key role to play in the Western Corridor in promoting the development of rural industry, centres and broader economic development of the sub-region.

Strategy SDE 5.1

Desired Regional Outcomes: Ipswich plays a priority role in upholding the principles contained in the Desired Regional Economic Outcomes of the SEQ Regional Plan.

- Implement measures to maintain the size of rural properties for economically viable rural activities.
- Maintain buffers to protect rural land uses.
- Encourage rural landholders to undertake sustainable business activities.
- Identify and implement appropriate land uses in peri-urban areas.
- Provide necessary infrastructure, facilities and transport network to support economic activities in rural areas.

Strategy SDE 5.2

The Western Gateway: Ipswich plays a significant gateway function between urban areas of SEQ and Brisbane and the rural hinterland which extends into the Darling Downs.

- Provide facilities and services that enable processing and distribution of rural products.
- Establish Ipswich as a hub that provides goods and services to other parts of the subregion.
- Establish and distribute major infrastructure services in accordance with the needs of other communities in the region.

Strategy SDE 5.3

Distribution Facilities: Ebenezer and Purga are developed as key distribution facilities taking on the role of an inland port which complements activities at Bromelton and the Trade Coast facilities.

- Upgrade rail and road connections to Bromelton.
- Protect land suitable for major distribution / logistics facilities.

Strategy SDE 5.4

WESROC Economic Development: Ipswich is a key member of the WESROC Economic Development Forum.

- Contribute to the coordinated delivery of employment and economic development programs in the region.
- Identify and implement Sub-Regionally Significant Economic Development Programs.