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Suggested  
Implementation  
Framework

**The following tables articulate in more detail the options that contribute to the Vision and provide additional weight and rigour to the Goals and Strategies summarised in the previous section.**

**These tables are broken up under the six theme headings.**

# TABLE 1 - NATURAL ENVIRONMENT

## NE GOAL 1 - PROTECTION OF BIODIVERSITY

Ipswich has a rich, biologically diverse and attractive natural environment sustaining a broad range of fauna and flora and ecological systems across its many and varied landscapes.

### Strategy NE 1.1

**Identification, Protection and Enhancement of Environmental Assets: Identify and protect habitats and species that are important to the function of ecosystems in Ipswich.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.1.1</p> <p>Implement the Enviroplan program for the acquisition and long term conservation of land for the City's Conservation Estates and greenspace network.</p>	<p>Ipswich City Council, Office of Urban Management, Environmental Protection Agency and local landholders.</p>	<p>Ongoing</p>
<p>NE 1.1.2</p> <p>Compile an Environmental Atlas that provides information about the location and features of the City's natural assets.</p>	<p>Ipswich City Council, Environmental Protection Agency, local community groups with a particular interest in environmental issues, landholders and Department of Natural Resources and Mines.</p>	<p>Short Term</p> <p>Ongoing, update every 5 years</p>
<p>NE 1.1.3</p> <p>Assess, identify, prioritise and implement opportunities for environmental rehabilitation and revegetation throughout Ipswich.</p>	<p>Ipswich City Council, Environmental Protection Agency, SEQWCG and local environmental groups.</p>	<p>Short term, ongoing</p>
<p>NE 1.1.4</p> <p>Establish a regular process of State of the Environment reporting for the City.</p>	<p>Ipswich City Council, Environmental Protection Agency, SEQWCG and local environmental groups.</p>	<p>Short Term</p>
<p>NE 1.1.5</p> <p>Establish a regular process of auditing the environmental assets of Ipswich and use this information in State of the Environment Reporting and the preparation of environmental policies and programs.</p>	<p>Ipswich City Council, Environmental Protection Agency, SEQWCG, Office of Urban Management and local environmental groups.</p>	<p>Ongoing</p>

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.1.6</p> <p>Enhance the Flora and Fauna Database program and encourage community groups and local residents to assist in the identification of natural assets.</p>	<p>Ipswich City Council, Environmental Protection Agency and local community groups with a particular interest in environmental issues.</p>	<p>Ongoing</p>
<p>NE 1.1.7</p> <p>Undertake research and identify measures for the management and protection of urban biodiversity issues such as flying foxes and koalas.</p>	<p>Ipswich City Council, Environmental Protection Agency, local tertiary education and research institutions.</p>	<p>Ongoing</p>

## Strategy NE 1.2

**Environmental Values the Basis of Land Use Planning: Utilise land use planning instruments for the maintenance and enhancement of the environmental values of Ipswich.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.2.1</p> <p>Identify and implement land use planning measures to further protect environmental assets such as biodiversity and waterways.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>
<p>NE 1.2.2</p> <p>In the preparation of development proposals adopt a suitable methodology for identifying natural assets and measures for their protection.</p>	<p>Ipswich City Council and development industry.</p>	<p>Short term, ongoing</p>



## Strategy NE 1.3

**Integrated Management: Promote, enhance, review and adopt new integrated management measures to protect habitat and bushland under both public and private ownership.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.3.1</p> <p>Encourage local land owners to manage their land for conservation purposes through programs such as Voluntary Conservation Agreements and Land for Wildlife, etc.</p>	<p>Ipswich City Council, Environmental Protection Agency, SEQWCG, local residents and landholders.</p>	<p>Ongoing</p>
<p>NE 1.3.2</p> <p>Investigate the potential to develop and implement market-based instruments and incentives for the protection of ecosystem services and environmental assets such as carbon credits and tradeable permits for revegetation.</p>	<p>Ipswich City Council, Environmental Protection Agency, local environmental groups, local tertiary institutions and research centres.</p>	<p>Short term</p>
<p>NE 1.3.3</p> <p>Establish and implement new non-statutory measures and programs for the protection of environmental assets.</p>	<p>Ipswich City Council, Environmental Protection Agency and local environmental groups.</p>	<p>Ongoing</p>
<p>NE 1.3.4</p> <p>Expand the Bushland Care and Parkland Care program to include local environmental groups, schools, and other residents to sponsor and participate in the management of Bushland Reserve and parklands.</p>	<p>Ipswich City Council, local environmental groups and local schools.</p>	<p>Short term, ongoing</p>
<p>NE 1.3.5</p> <p>Implement and identify further opportunities for land management payments for rural landowners that protect greenspace and environmental assets on their property.</p>	<p>Ipswich City Council, Landcare, Department of Natural Resources and Mines, Department of Primary Industries and Fisheries and Regional NRM bodies.</p>	<p>Short term, ongoing</p>
<p>NE 1.3.6</p> <p>Provide private land owners with the knowledge and skills necessary to protect environmental assets on private land including Fire Management Plans, Pest Management Plans, Erosion Control, etc.</p>	<p>Ipswich City Council, Environmental Protection Agency, Queensland Fire Authority, Department of Natural Resources and Mines, local residents and landholders.</p>	<p>Ongoing</p>

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.3.7</p> <p>Undertake environmental impact assessment processes in determining the capacity of conservation areas to accommodate recreation activities.</p>	Ipswich City Council, Environmental Protection Agency.	Ongoing
<p>NE 1.3.8</p> <p>Investigate the potential for a Rural Greenspace sponsorship program whereby people contribute money and work-in-kind for the protection of greenspace and environmental assets on rural properties.</p>	Rural landowners and Ipswich City Council, Landcare groups, Department of Primary Industries and Fisheries, Environmental Protection Agency, Regional NRM bodies.	Short term

## Strategy NE 1.4

**Rehabilitation of Degraded Environments: identify and develop opportunities to rehabilitate degraded post-mining and rural lands.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.4.1</p> <p>Establish a Post Mining Lands Rehabilitation Centre of Excellence which provides leading edge research and applied practical experience in the rehabilitation of post coal mining sites.</p>	Universities, developers at Swanbank-New Chum, Ebenezer/Willowbank, Ipswich City Council, local community groups.	Short term, ongoing
<p>NE 1.4.2</p> <p>Identify opportunities to monitor the implementation of Environmental Management Overview Strategies and rehabilitation of sites associated with coal mines either in operation or recently closed.</p>	Department of Natural Resources and Mines, Environmental Protection Agency, mining companies, Ipswich City Council, local community groups.	Ongoing
<p>NE 1.4.3</p> <p>Ensure mining lease bonds are set based on the future cost of rehabilitation and encourage mining companies to undertake rehabilitation activities.</p>	Department of Natural Resources and Mines, Ipswich City Council, mining industry, Regional NRM bodies.	Short term
<p>NE 1.4.4</p> <p>Identify opportunities for the rehabilitation of those coal mines currently in operation to be undertaken to benefit the community eg. designed landforms which can be used by the community as recreation areas, waste treatment facilities, etc.</p>	Mining companies, Ipswich City Council, local community groups, Environmental Protection Agency.	Ongoing

Action	Suggested Partners	Suggested Timeframe
NE 1.4.5 Identify further opportunities to provide technical advice to rural landowners regarding the rehabilitation of environmental assets on rural properties.	Ipswich City Council and SEQWCG, Landcare groups, Department of Primary Industries and Fisheries and Environmental Protection Agency.	Ongoing
NE 1.4.6 Identify and support partnerships between community groups and authorities for the rehabilitation of degraded sites ie. post-mining, industrial or rural areas.	Ipswich City Council, local community groups, local mining and industrial operators	Short term, ongoing
NE 1.4.7 Investigate opportunities to remove mullock heaps from throughout the City.	Department of Natural Resources and Mines, Environmental Protection Agency, local mining and industrial operators.	Long term

## Strategy NE 1.5

**Local Knowledge of Environmental Assets: Enhance and harness the knowledge of the local community of the environmental assets in Ipswich and acknowledge the efforts of the local community in protecting environmental assets.**

Action	Suggested Partners	Suggested Timeframe
NE 1.5.1 Promote Awards for Environmental Excellence to acknowledge the efforts of community groups and individuals in the protection of environmental values.	Ipswich City Council.	Ongoing
NE 1.5.2 Create and regularly maintain a web-based database providing information such as contact details and areas of interest for local environmental groups.	Local environmental groups, SEQWCG, Ipswich City Council.	Short term, ongoing
NE 1.5.3 Identify and implement mechanisms such as the Flora and Fauna Database to capture the cumulative knowledge of local people regarding the environmental assets in Ipswich.	Ipswich City Council, local environmental groups.	Ongoing

Action	Suggested Partners	Suggested Timeframe
<p>NE 1.5.4</p> <p>Identify and implement further opportunities to enable local environmental groups to contribute to planning decisions/discussions and land management programs such as the Ipswich Conservation Consultative Group.</p>	<p>Ipswich City Council, local environmental groups, the development industry and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>
<p>NE 1.5.5</p> <p>Encourage local environmental groups to assist in reporting and auditing for State of the Environment reporting in Ipswich.</p>	<p>Ipswich City Council and local environmental groups.</p>	<p>Short term</p>
<p>NE 1.5.6</p> <p>Develop a process that incorporates Indigenous Land Management functions and techniques into the preparation of environmental protection policies and programs.</p>	<p>Ipswich City Council, Indigenous Australian Consultative Group, local indigenous elders and indigenous groups.</p>	<p>Short term, ongoing</p>
<p>NE 1.5.7</p> <p>Undertake local activities that improve the exchange of knowledge and skills regarding environmental protection by groups and individuals e.g. Landcare open days, Ipswich Show, Land for Wildlife field days etc.</p>	<p>Local environmental groups, Environmental Protection Agency, local residents and landholders, SEQWCG and Ipswich City Council.</p>	<p>Ongoing</p>
<p>NE 1.5.8</p> <p>Participate in local, national and international events such as World Environment Day, Plant a Tree Day, Clean Up Australia etc.</p>	<p>Local environmental groups, Environmental Protection Agency, local residents and landholders, SEQWCG and Ipswich City Council.</p>	<p>Ongoing</p>



## NE GOAL 2 - OPEN SPACE AND RECREATION

The City of Ipswich has an integrated network of open spaces that contribute to the attractiveness of the City, protects core habitat and environmental assets and caters for the recreational needs of the community.

### Strategy NE 2.1

**A Network of Open Space: The open space values of Ipswich are managed through a comprehensive and integrated planning approach and management of spatial needs.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 2.1.1</p> <p>Review the Open Space and Recreation Strategy to identify contemporary needs of the current and future local and regional populations.</p>	Ipswich City Council.	Every 2 years
<p>NE 2.1.2</p> <p>Participate in the planning activities for the protection of Regionally Significant Open Space.</p>	Office of Urban Management, Environmental Protection Agency and Ipswich City Council.	Ongoing

### Strategy NE 2.2

**Recreation in Open Spaces: Ensure that the recreational settings and opportunities in the City protect and promote a range of recreational activities and options.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 2.2.1</p> <p>Identify the recreational preferences of Ipswich residents and apply these to planning for future recreational facilities in the City.</p>	Ipswich City Council, Environmental Protection Agency, Department of Local Government Planning, Sport and Recreation.	Every 2-5 years
<p>NE 2.2.2</p> <p>Consider the recreational preferences identified in the SEQ Outdoor Recreation Study and other regional programs when undertaking recreation planning.</p>	Ipswich City Council and Environmental Protection Agency.	Ongoing

Action	Suggested Partners	Suggested Timeframe
<p>NE 2.2.3</p> <p>Identify opportunities to plan for motorised vehicle based recreational activities such as four-wheel driving and trail bike riding.</p>	<p>Ipswich City Council and Environmental Protection Agency.</p>	<p>Ongoing</p>
<p>NE 2.2.4</p> <p>Identify and implement opportunities to improve access to water-based recreational opportunities that do not negatively impact on the waterway environs.</p>	<p>Ipswich City Council, Environmental Protection Agency, Department of Natural Resources and Mines and development industry.</p>	<p>Ongoing</p>

## NE GOAL 3 - CLEAN AND HEALTHY WATERWAYS

The Bremer River, Brisbane River, and other major waterways that flow through Ipswich have improved water quality and increased biodiversity value and are appreciated by the community for their amenity values and through appropriate recreational use.

### Strategy NE 3.1

**Integrated Catchment Management: An integrated catchment approach is applied to the management, use and protection of waterways.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 3.1.1</p> <p>Implement and regularly review the Natural Resource Management Plan- <i>Healthy Land-Our Future</i>.</p>	<p>South East Queensland Western Catchment Group (SEQWCG), other catchment management groups and organisations, Moreton Bay Waterways and Catchments Partnership, Department of Natural Resources and Mines, Ipswich City Council, local Landcare groups, local environmental groups and interested residents.</p>	<p>Ongoing</p>
<p>NE 3.1.2</p> <p>Implement and regularly review Catchment Management Plans for local waterways.</p>	<p>SEQWCG, other catchment management groups and organisations, Moreton Bay Waterways and Catchments Partnership and Ipswich City Council.</p>	<p>Ongoing</p>
<p>NE 3.1.3</p> <p>Design and construct a signage program informing residents and visitors of the catchments and waterways present in the area.</p>	<p>SEQWCG, Ipswich City Council and Catchment management groups.</p>	<p>Ongoing</p>
<p>NE 3.1.4</p> <p>Prepare and implement programs and initiatives devised by the Moreton Bay Waterways and Catchments Partnership that are relevant to Ipswich catchments.</p>	<p>Moreton Bay Waterways and Catchments Partnership, SEQWCG, Ipswich City Council and local environmental groups.</p>	<p>Ongoing</p>

Action	Suggested Partners	Suggested Timeframe
<p>NE 3.1.5</p> <p>Implement and review Landcare projects and revegetation programs specifically for riparian corridor protection and rehabilitation. Coordinate with and utilise funding opportunities presented under the federal NRM program and the Regional NRM Plan.</p>	SEQWCG, Ipswich City Council, private landowners.	Ongoing
<p>NE 3.1.6</p> <p>Invest funding and technical assistance to implement natural resource management projects that utilise funding through the National Action Plan for Salinity and Water Quality (NAP), the Natural Heritage Trust 2 (NHT2), and the National Landcare Program (NLP).</p>	SEQWCG, Ipswich City Council, Landcare groups, industry groups and local environmental groups.	Ongoing
<p>NE 3.1.7</p> <p>Continue to implement planning scheme measures that address flood prone land and minimise the risk of damage to property and buildings from flood events.</p>	Ipswich City Council.	Ongoing

## Strategy NE 3.2

**Pollution Prevention in Waterways and Groundwater: Minimise point-source and diffuse pollution sources in the catchment.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 3.2.1</p> <p>Devise and implement best practice guidelines for groundwater protection.</p>	Ipswich City Council, Department of Natural Resources and Mines, development industry, environmental industries, Environmental Protection Agency.	Ongoing
<p>NE 3.2.2</p> <p>Prepare and implement a Waste Water Strategy with the aim of having 'zero waste discharge' by the year 2030, addressing issues such as the upgrade of public wastewater treatment plants and the emission of wastewater or other pollutants into waterways.</p>	Ipswich City Council, Environmental Protection Agency, local industry operators.	Short term, ongoing

Action	Suggested Partners	Suggested Timeframe
<p>NE 3.2.3</p> <p>Implement the existing <i>SEQ Water Quality Management Strategy</i> and the <i>Healthy Waterways Strategy 2006</i>, and the Council's <i>Urban Stormwater Quality Management Plan</i> to reduce the impact of hydrology and contaminated stormwater on waterways from diffuse urban land uses.</p>	<p>Catchment management groups, Ipswich City Council, Moreton Bay Waterways and Catchment Partnership and SEQWCG.</p>	<p>Ongoing</p>
<p>NE 3.2.4</p> <p>Undertake water quality monitoring with the Moreton Bay Waterways and Catchments Partnership to identify sources of waterway degradation, and identify and implement measures to decrease waterways pollution.</p>	<p>Environmental Protection Agency, Moreton Bay Waterways and Catchment Partnership, Ipswich City Council and local environmental groups.</p>	<p>Ongoing</p>
<p>NE 3.2.5</p> <p>Develop and implement pollution prevention strategies (eg. Environmental incident response plans) in the design and operation of industry.</p>	<p>Industrial owners and operators, Environmental Protection Agency, Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Ongoing</p>
<p>NE 3.2.6</p> <p>Use Decision Support Tools developed by the Moreton Waterways and Catchment Partnership to determine water quality objectives and priorities for water quality improvements in the Bremer catchment, in relation to point source and diffuse sources of pollution.</p>	<p>Moreton Bay Waterways and Catchments Partnership, Ipswich City Council, Bremer Steering Committee, SEQWCG, Environmental Protection Agency and local environmental groups.</p>	<p>Short term, ongoing</p>



## NE GOAL 4 - ENVIRONMENTAL RESPECT

The incidence of any form of pollution-noise, air, soil contamination is minimised and does not pose risks to the health of residents or the natural environment.

### Strategy NE 4.1

**Community Awareness of Polluting Activities: Improve community awareness of sources of pollution, the degradation this can cause to environmental assets and measures which can be adopted to reduce pollution.**

Action	Suggested Partners	Suggested Timeframe
NE 4.1.1 Conduct information sessions and community forums where the community can learn more about how to reduce pollution in the natural environment, particularly on issues such as water pollution and air quality.	Environmental Protection Agency, Ipswich City Council, catchment management groups and local environmental groups.	Ongoing
NE 4.1.2 Conduct training and awareness programs with local business operators and owners with regards to 'cleaner production' and pollution reduction measures.	Environmental Protection Agency, Ipswich City Council and other successful business operators.	Ongoing
NE 4.1.3 Continue to maintain and promote to the local community the National Pollutant Inventory.	Environmental Protection Agency and Ipswich City Council.	Ongoing

### Strategy NE 4.2

**Air Quality: Ensure air quality in Ipswich is of a high standard which does not pose any significant health risk or nuisance to residents.**

Action	Suggested Partners	Suggested Timeframe
NE 4.2.1 Identify and control the primary sources of odour problems throughout Ipswich, especially near residential areas.	Environmental Protection Agency, Ipswich City Council, local business and industrial operators.	Short term, ongoing
NE 4.2.2 Implement the <i>South East Queensland Regional Air Quality Strategy</i> (SEQRAQS) and ensure Ipswich is represented on the SEQRAQS Implementation Group.	SEQRAQS implementation group, Environmental Protection Agency, Ipswich City Council, local business and industrial operators.	Ongoing

## Action

## Suggested Partners

## Suggested Timeframe

NE 4.2.3

Prepare and implement a Cities for Climate Protection program to reduce local greenhouse gas emissions.

Ipswich City Council, Environmental Protection Agency and Australian Greenhouse Office.

Ongoing

## Strategy NE 4.3

**Noise Pollution: Ensure noise levels in Ipswich do not pose any significant health risk or nuisance to residents.**

## Action

## Suggested Partners

## Suggested Timeframe

NE 4.3.1

Maintain and protect buffers around the Amberley Air Base and major industrial areas to protect the uses from encroachment of incompatible uses or out-of-sequence development.

Ipswich City Council, Defence Force, Department of State Development, Trade and Innovation and Ipswich City Council.

Ongoing

NE 4.3.2

Implement planning scheme measures and design guidelines which recognise and prevent potential conflicts when residential and other uses are required to co-exist.

Ipswich City Council, development industry and Environmental Protection Agency.

Ongoing

## NE GOAL 5 - APPRECIATION OF ECOSYSTEM SERVICES

The residents of Ipswich understand and appreciate the full value of services provided by environmental assets and appreciate the importance of managing and enhancing these systems and processes.

### Strategy NE 5.1

**Community Awareness: Inform the community of the full breadth of benefits environmental assets such as bushland, waterways and biodiversity have on the quality of life in the City.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 5.1.1</p> <p>Increase knowledge and awareness of the indigenous cultural values attached to the natural environment throughout Ipswich.</p>	<p>Indigenous community, Ipswich City Council and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>
<p>NE 5.1.2</p> <p>Prepare and implement a public awareness campaign that outlines the benefits and opportunities offered by the environment in terms of economic and social wellbeing.</p>	<p>Ipswich City Council, Environmental Protection Agency and local environmental groups.</p>	<p>Short term, ongoing</p>
<p>NE 5.1.3</p> <p>Demonstrate the environmental, cultural, historical, social and economic values of conservation, parks management and environmental strategies.</p>	<p>Ipswich City Council and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>

## NE GOAL 6 - ECOSYSTEM INFRASTRUCTURE

The ecosystem services and open space values provided by the City's natural environmental assets are recognized as a fundamental component of the City's infrastructure network.

### Strategy NE 6.1

**Accounting for Environmental Costs: Ensure development proposals determine the full extent of environmental costs and benefits of the proposed activity.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 6.1.1</p> <p>Research methods to calculate the full environmental cost of development proposals in terms of loss of services.</p>	<p>Local universities and research centres, UDIA or similar development organisation, Ipswich City Council and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>

### Strategy NE 6.2

**Recognise Ecosystem Services: Identify and acknowledge the variety of services provided by the natural environment and ecosystems.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 6.2.1</p> <p>Implement the recommendations of the Rural Futures Program to protect ecosystem services such as pollination, climate control, etc.</p>	<p>Environmental Protection Agency, Ipswich City Council and local rural landholders.</p>	<p>Ongoing</p>
<p>NE 6.2.2</p> <p>Investigate the economic value of services provided by the Ipswich natural environment values.</p>	<p>Ipswich City Council, local tertiary education institutions and local community environmental groups.</p>	<p>Short term, ongoing</p>
<p>NE 6.2.3</p> <p>Identify opportunities to effectively manage and enhance the services provided by environmental assets.</p>	<p>Ipswich City Council, local tertiary education institutions and local community environmental groups.</p>	<p>Short term, ongoing</p>

## Strategy NE 6.3

**Equitable Distribution of Costs: Ensure that the costs associated with environmental protection are distributed equitably across the community.**

Action	Suggested Partners	Suggested Timeframe
<p>NE 6.3.1</p> <p>Identify mechanisms that can facilitate the equitable distribution of costs for protecting environmental assets.</p>	<p>Ipswich City Council, Environmental Protection Agency, local universities and research centres.</p>	<p>Short term, ongoing</p>
<p>NE 6.3.2</p> <p>Identify opportunities to provide rate rebates to incoming residents and existing residents that apply ESD principles to the building or redevelopment of their property.</p>	<p>Ipswich City Council, Environmental Protection Agency and Department of Housing.</p>	<p>Short term, ongoing</p>



## TABLE 2 - GROWTH MANAGEMENT

### GM GOAL 1 - SUSTAINABLE LAND USE

The City of Ipswich has been developed in a manner which has seen an efficient and sustainable use of available land and other resources.

#### Strategy GM 1.1

**Appropriate Land Use: Ensure land is used and developed in the most appropriate manner consistent with the needs of a changing community.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 1.1.1</p> <p>Implement and review as required the land use planning mechanisms contained in the Ipswich Planning Scheme.</p>	Ipswich City Council, Office of Urban Management and Department of Local Government, Planning, Sport and Recreation.	Ongoing
<p>GM 1.1.2</p> <p>Prepare and implement Local Growth Management Strategies and Structure Planning frameworks that facilitate opportunities for future development in Ipswich, both greenfield and infill, in accordance with the requirements of the <i>SEQ Regional Plan</i>.</p>	Ipswich City Council, Office of Urban Management and Department of Local Government, Planning, Sport and Recreation, development industry.	Ongoing
<p>GM 1.1.3</p> <p>Ensure that Council policies and programs acknowledge the anticipated population growth and consider the impacts this may have on planning for the future Ipswich community.</p>	Ipswich City Council.	Ongoing
<p>GM 1.1.4</p> <p>Identify and provide opportunities for local people to participate in land use planning processes such as Community Consultative Committees, public exhibitions and forums, etc.</p>	Ipswich City Council.	Ongoing
<p>GM 1.1.5</p> <p>Implement the Principles and Policies contained within the <i>SEQ Regional Plan 2005-2026</i> and inform the Office of Urban Management of any issues arising from implementation.</p>	Ipswich City Council, development industry, Office of Urban Management and Department of Local Government, Planning, Sport and Recreation.	Ongoing
<p>GM 1.1.6</p> <p>Monitor changes in demographics and population growth in Ipswich and its suburbs. Undertake research to identify the potential impact of the population growth on the demand for services and infrastructure.</p>	Ipswich City Council, Office of Urban Management, Department of Local Government, Planning, Sport and Recreation and local tertiary institutions.	Ongoing

Action	Suggested Partners	Suggested Timeframe
<p>GM 1.1.7</p> <p>Facilitate opportunities for Health Impact Assessments in planning processes to assess the impacts of a proposed development, program or policy on the health of the Ipswich community.</p>	<p>Queensland Health, Australian Government Department of Health and Ageing, Ipswich City Council and development industry.</p>	<p>Short term, ongoing</p>
<p>GM 1.1.8</p> <p>Encourage the development of master planned communities in urban growth areas that are planned through a collaborative process similar to that being undertaken by the Ripley Valley Master Planning Task Force and in Walloon Thagoona.</p>	<p>Ipswich City Council, development industry and Office of Urban Management</p>	<p>Ongoing</p>
<p>GM 1.1.9</p> <p>Identify and implement effective buffering requirements to minimise conflict between residential and other uses such as industrial, rural etc.</p>	<p>Ipswich City Council, Department of Local Government, Planning, Sport and Recreation, Environmental Protection Agency and Office of Urban Management.</p>	<p>Ongoing</p>

## Strategy GM 1.2

**Encourage Innovative Infill Development and Re-development: Identify opportunities for infill development and redevelopment, particularly around Ipswich CBD, which reflect the evolution of the local community and will contribute to a vibrant future.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 1.2.1</p> <p>Research innovative solutions and evaluate opportunities for infill development and redevelopment, particularly in and near the Ipswich CBD and on post-mining areas.</p>	<p>Ipswich City Council and development industry.</p>	<p>Ongoing</p>
<p>GM 1.2.2</p> <p>Research innovative solutions and evaluate opportunities for redevelopment, particularly of some of the existing buildings in the CBD, for other purposes such as residential and alternative commercial uses and in existing urban areas to provide better recreational linkages between communities and reduce the reliance on vehicle transport.</p>	<p>Ipswich City Council, development industry and Office of Urban Management.</p>	<p>Short term, ongoing</p>

## GM GOAL 2 - A NETWORK OF CENTRES AND UNIQUE COMMUNITIES

The City of Ipswich is a network of distinct urban and rural communities, each with their own character and vibrant centre that serves as the primary meeting place for residents and provides for general community needs.

### Strategy GM 2.1

**Placemaking: New development in existing and emerging areas is developed in a manner that reflects the key values of residents and respects the setting within which the community is placed.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 2.1.1</p> <p>Prepare a Community Profile and Social Atlas that identifies the demographic and social characteristics of the Ipswich community inclusive of migration patterns, family structure, household patterns, and related frameworks of analysis to inform both land use and service based planning.</p>	<p>Ipswich City Council, Queensland State and Australian Government agencies.</p>	<p>Short term, reviewed every 2 years</p>
<p>GM 2.1.2</p> <p>Use the internet, community newsletters, heritage trail brochures, and other communication mechanisms to tell the stories of the evolution of suburbs and communities in Ipswich.</p>	<p>Ipswich City Council and local community groups.</p>	<p>Short term, ongoing</p>
<p>GM 2.1.3</p> <p>Major development proposals (eg. greater than 250 dwellings or 6000m<sup>2</sup> commercial floorspace) undertake Social Impact Assessments.</p>	<p>Development industry, local community service organisations and interest groups.</p>	<p>Short term, ongoing</p>

## Strategy GM 2.2

**Centres to Serve Community Needs: Communities have a central hub whereby they can conduct the activities of recreation, socialising, shopping, and accessing community services in an attractive, vibrant and safe environment.**

Action	Suggested Partners	Suggested Timeframe
GM 2.2.1 Prepare and implement a Centres Improvement Program that focuses on improving the appeal and function of centres as the heart of service provision and identity for communities.	Ipswich City Council, local business owners and operators.	Short term, ongoing
GM 2.2.2 Prepare and implement Centre Concepts Plans for major developments in accordance with the Ipswich Planning Scheme provisions.	Ipswich City Council and development industry.	Ongoing
GM 2.2.3 Undertake consultation with key stakeholders, including traders, residents, community service providers, etc. in the redevelopment and improvement of centres.	Ipswich City Council.	Short term, ongoing

## Strategy GM 2.3

**Rural Townships: Protect and enhance the character of rural townships throughout the City of Ipswich such as Rosewood, Marburg, Peak Crossing and Harrisville.**

Action	Suggested Partners	Suggested Timeframe
GM 2.3.1 Implement Planning Scheme provisions that reflect the character of rural townships.	Ipswich City Council, development industry and Office of Urban Management.	Ongoing
GM 2.3.2 Conduct community consultation to confirm or determine the character of the rural townships and develop measures to protect the existing character, community spirit and economy.	Ipswich City Council and local community groups.	Short term, ongoing

## Action

## Suggested Partners

## Suggested Timeframe

GM 2.3.3

Encourage local townships to devise their own Vision for the future and marketing strategy of how the community wants to be perceived by other Ipswich residents and visitors to the area.

Ipswich City Council and local community groups.

Short term, ongoing

## Strategy GM 2.4

**Open Space Network: Provide a functional open space and recreational network that provides equitable access to a range of recreation and leisure opportunities.**

## Action

## Suggested Partners

## Suggested Timeframe

GM 2.4.1

Identify the Open Space network and implement protection measures through Local Growth Management Strategies and Structure Plan frameworks in the Ipswich Planning Scheme.

Ipswich City Council and Office of Urban Management.

Short term, ongoing

GM 2.4.2

Continue to apply and review standards and requirements when necessary for the provision of open space and recreational opportunities in both public and private realm in and around new medium to higher density developments.

Ipswich City Council, local recreation and sports clubs.

Short term, ongoing

GM 2.4.3

Provide and manage an integrated open space system that is adaptable for future use in accordance with changes in community needs.

Ipswich City Council.

Ongoing



## GM GOAL 3 - IPSWICH CBD - THE CIVIC HEART

The Ipswich CBD is the cultural, economic and civic heart of the western sub-region and showcases the unique qualities of the Ipswich community for both residents and visitors to enjoy.

### Strategy GM 3.1

**Ipswich CBD Planned and Designed: Prepare and implement a master planning framework for the Ipswich CBD to deliver on the Ipswich Central 2020 Vision, to revitalise it as a Regional Activity Centre.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 3.1.1</p> <p>Develop and implement an Ipswich CBD Revitalisation Program that is based on a community vision for the CBD.</p>	<p>Ipswich City Council, Department of Local Government, Planning, Sport and Recreation, Office of Urban Management, local business owners and operators, local residents and landholders.</p>	<p>Short term, ongoing</p>
<p>GM 3.1.2</p> <p>Develop and implement a CBD Streetscape and Civic Spaces Improvement Program which facilitates the development of pedestrian linkages to improve connectivity and reduce reliance on vehicular transport and to provide links to recreational nodes such as Denmark Hill, Queens Park and the Bremer River.</p>	<p>Ipswich City Council, local business owners and operators.</p>	<p>Short term</p>
<p>GM 3.1.3</p> <p>Implement measures in the Planning Scheme that facilitate mixed use development, reuse of heritage and character buildings, and increased urban density in the Ipswich CBD growth areas.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>
<p>GM 3.1.4</p> <p>Promote the Ipswich CBD as a location for businesses such as entertainment and restaurant services, community services, cultural activities, health services and retailing functions.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>
<p>GM 3.1.5</p> <p>Encourage development that focuses on the Bremer River and improves access to the waterway and associated Parklands within the River Heart program.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>

## Strategy GM 3.2

**A CBD with Purpose: Establish the Ipswich CBD as the cultural, economic and civic heart for local residents and visitors to the Western corridor of South East Queensland.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 3.2.1</p> <p>Determine the feasibility of creating a cultural precinct within the CBD that complements the existing cultural features such as the Art Gallery and Civic Hall.</p>	<p>Ipswich City Council, Ipswich Chamber of Commerce, Ipswich CBD business operators, Ipswich Art Gallery and Ipswich Civic Hall.</p>	<p>Short term</p>
<p>GM 3.2.2</p> <p>Establish a major Cultural and Entertainment Centre in Ipswich CBD where large exhibitions, conventions and conferences can take place with a capacity greater than 1000 people.</p>	<p>Ipswich City Council, Ipswich Civic Hall, Ipswich Chamber of Commerce, Ipswich CBD business operators and Ipswich Art Gallery.</p>	<p>Medium Term</p>
<p>GM 3.2.3</p> <p>Implement existing Planning Scheme measures that facilitate the development and consolidation of a Medical Services precinct/hub that around the existing Ipswich Hospital and St Andrews Private Hospital and encourages new health services to locate in that precinct.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>
<p>GM 3.2.4</p> <p>Identify and promote opportunities for the creation of clustering of legal and other higher order services near the Ipswich Courts.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>

## GM GOAL 4 - RANGE OF LIFESTYLE NEEDS ADDRESSED

A range of lifestyles are catered for in Ipswich with a diverse range of housing densities, styles and types throughout the City.

### Strategy GM 4.1

**Design Reflects Community Values: The design of the built form should reflect and respect the local character of the community, particularly cultural heritage, and its setting.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 4.1.1</p> <p>Implement local area development frameworks based on specific local area visions which complement the overall City Vision <i>Ipswich 2020 and Beyond</i>.</p>	Ipswich City Council.	Short term, ongoing
<p>GM 4.1.2</p> <p>Continue to implement the character protection and sympathetic infill design provisions contained in the Ipswich Planning Scheme.</p>	Ipswich City Council and development industry.	Ongoing
<p>GM 4.1.3</p> <p>Continue to implement and enhance the Heritage Advisor Service for residents seeking advice on the redevelopment and enhancement of heritage buildings.</p>	Ipswich City Council.	Ongoing

## Strategy GM 4.2

**Housing for All Needs: A range of housing types are provided for a range of household needs such as student accommodation, families, low income families, senior citizens, and rural lifestyles.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 4.2.1</p> <p>Undertake a Housing Needs Analysis comparing the type of existing housing with the needs of the current and projected population, including needs of groups such as older persons, people with disabilities, people from culturally diverse backgrounds, and young people. This should be undertaken as part in the preparation of Local Growth Management Strategies.</p>	<p>Ipswich City Council, Department of Housing and Office of Urban Management.</p>	<p>Short term</p>
<p>GM 4.2.2</p> <p>Prepare an Affordable Housing Strategy and develop incentives and opportunities working with the development industry for new residential developments to provide affordable housing solutions.</p>	<p>Ipswich City Council and Department of Housing.</p>	<p>Short term</p>
<p>GM 4.2.3</p> <p>Identify the services and facilities necessary to enable the elderly to reside in their homes and suburbs longer.</p>	<p>Department of Communities, Queensland Health, Ipswich City Council and local aged care service providers.</p>	<p>Short term, ongoing</p>

## Strategy GM 4.3

**Diversity in Densities: Provide a range of housing densities across the City. Higher densities to be focused in locations that are well serviced and supported by a range of transport options while respecting the local character of the area.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 4.3.1</p> <p>Implement existing Planning Scheme provisions for transit oriented development in the CBD, urban growth areas of Ipswich and centres transport nodes.</p>	<p>Ipswich City Council, development industry and Office of Urban Management.</p>	<p>Ongoing</p>
<p>GM 4.3.2</p> <p>Ensure that higher density developments across the City protect opportunities for the public to enjoy views to major landscape characteristics and do not negatively impact on the heritage characteristics of existing development.</p>	<p>Development industry, Ipswich City Council, planners and urban designers with clients in Ipswich, local architects and urban design professionals.</p>	<p>Ongoing</p>
<p>GM 4.3.3</p> <p>Ensure residential developments in the Ipswich CBD and other activity centres take account of local amenity issues such as noise and light pollution.</p>	<p>Development industry, Ipswich City Council, Environmental Protection Agency and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ongoing</p>
<p>GM 4.3.4</p> <p>Develop guidelines for the provision of recreational activities and leisure facilities for residents needs at different densities and for a variety of housing forms.</p>	<p>Development industry, Ipswich City Council and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ongoing</p>
<p>GM 4.3.5</p> <p>Establish public/private partnerships and development frameworks to encourage innovative urban development, that delivers the objectives in the SEQ Regional Plan, such as increasing urban density and Transit Oriented Development.</p>	<p>Queensland State Government, Ipswich City Council, Department of State Development, Trade and Innovation, Department of Housing and development industry.</p>	<p>Medium term</p>

## GM GOAL 5 - SUSTAINABLE DEVELOPMENT EMBRACED

The City of Ipswich is a leader in sustainable development in terms of the activities of residents, the application of new environmentally responsible technology, the provision of infrastructure and the design of the built form.

### Strategy GM 5.1

**Sustainable Buildings: Implement ESD and climate responsive design principles in the design and construction of new buildings.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 5.1.1</p> <p>Promote achievements of builders and developers that incorporate sustainable development principles in housing and commercial developments/ redevelopments eg. Open House weekends, ESD Awards for Excellence.</p>	<p>Development industry, Queensland State Government and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>GM 5.1.2</p> <p>Local builders and developers to design innovative housing options which reflect the character of Ipswich and accommodate local climate conditions.</p>	<p>Development industry, Ipswich City Council, local building associations and Department of Housing.</p>	<p>Short term, ongoing</p>
<p>GM 5.1.3</p> <p>Identify and foster partnerships between the public sector and private industry to develop demonstration products/programs for innovative urban development and housing products, particularly focusing on climate responsive design.</p>	<p>Department of Local Government, Planning, Sport and Recreation, Building Services, Department of Housing, Department of State Development, Trade and Innovation, Ipswich City Council, development industry and Office of Urban Management.</p>	<p>Ongoing</p>
<p>GM 5.1.4</p> <p>Research and devise guidelines and environmental performance specifications for buildings to apply climate responsive design principles specific to Ipswich and encourage architects and developers to use these when planning for new developments.</p>	<p>Universities and Research Centres, QUT Centre for Subtropical Design, Ipswich City Council, local development industry and Office of Urban Management.</p>	<p>Short term, ongoing</p>
<p>GM 5.1.5</p> <p>Design and implement a Sustainable Development Advisory Service which provides residents with advice on how to implement sustainable design principles in the construction, restoration, and extension of buildings.</p>	<p>Ipswich City Council and Department of Housing.</p>	<p>Short term, ongoing</p>

Action	Suggested Partners	Suggested Timeframe
<p>GM 5.1.6</p> <p>Devise and promote measures for households and businesses to monitor the use of energy, consumption of water, and production of waste, such as Smart Meters and ecobiz.</p>	<p>Environmental Protection Agency, Ipswich City Council, local universities and research institutions.</p>	<p>Ongoing</p>
<p>GM 5.1.7</p> <p>Undertake energy audits of buildings- commercial, industrial, public facilities, and residential- and implement suggested measures to reduce energy consumption.</p>	<p>Ipswich residents and local business owners and operators, Environmental Protection Agency, Department of Energy and Ipswich City Council.</p>	<p>Ongoing</p>
<p>GM 5.1.8</p> <p>Devise and publicise incentives and initiatives that encourage improved energy efficiency in homes and buildings such as investment in energy efficient appliances and installation of solar hot water, alternative energy sources, or improved insulation techniques.</p>	<p>Department of Housing, Environmental Protection Agency and Ipswich City Council.</p>	<p>Ongoing</p>
<p>GM 5.1.9</p> <p>Design and apply a 'performance based' test of 'sustainability' that is similar to existing programs elsewhere such as the BASIX Program in NSW that assesses the sustainability characteristics of development applications.</p>	<p>Environmental Protection Agency, Ipswich City Council and local building association.</p>	<p>Short term</p>
<p>GM 5.1.10</p> <p>Prepare and implement Water Sensitive Urban Design standards and guidelines for desired stormwater quality/quantity in residential and other urban developments.</p>	<p>Ipswich City Council, Moreton Bay Waterways and Catchments Partnership and development industry.</p>	<p>Short term, ongoing</p>
<p>GM 5.1.11</p> <p>Develop and implement a 'Sustainable Housing Code' based on the guidelines prepared by Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ipswich City Council and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Short term, ongoing</p>
<p>GM 5.1.12</p> <p>Design and implement a 'green labelling' program for residential and other forms of urban development which demonstrates the level to which ESD principles have been incorporated in the design.</p>	<p>Environmental Protection Agency, Ipswich City Council and development industry.</p>	<p>Short term, ongoing</p>

<p>GM 5.1.13</p> <p>Develop and implement building regulations that address ESD design principles in new buildings and major renovations.</p>	<p>Department of Housing, Environmental Protection Agency, Department of Local Government, Planning, Sport and Recreation and Ipswich City Council.</p>	<p>Short term, ongoing</p>
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**Strategy GM 5.2**

**Adapting to Change: Encourage design that is flexible and adapts to changes in communities such as technological advancements, population dynamics, and lifestyles.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 5.2.1</p> <p>Design community facilities to be constructed in stages that are developed as the community expands or changes.</p>	<p>Ipswich City Council and Development industry.</p>	<p>Short term, ongoing</p>
<p>GM 5.2.2</p> <p>Investigate mechanisms to accommodate housing products and property title configurations which provide opportunities to accommodate evolving households.</p>	<p>Development industry and Ipswich City Council.</p>	<p>Short term, ongoing</p>



## GM GOAL 6 - PROTECTION OF CULTURAL HERITAGE, ENVIRONMENTAL, LANDSCAPE AND RURAL VALUES

The City of Ipswich takes pride in protecting its key valuable features such as its scenic values, rural areas, environmental assets and cultural heritage.

### Strategy GM 6.1

**Protect Significant Cultural Heritage: Ensure that significant cultural heritage values of Ipswich such as historical architecture, indigenous cultural features, historic landscapes, and remnants of the rail and mining industries are protected and maintained in a manner which reminds residents where their City has come from.**

Action	Suggested Partners	Suggested Timeframe
GM 6.1.1 Protect culturally significant places through the Ipswich Planning Scheme.	Ipswich City Council and development industry.	Ongoing
GM 6.1.2 Establish an integrated and holistic approach to indigenous land use agreements that facilitates the development of land use management practices under the Native Title Act and the Aboriginal Cultural Heritage Act.	Queensland State Government, Ipswich City Council, representative indigenous organisations and community groups.	Ongoing
GM 6.1.3 Maintain heritage registers of significant local heritage buildings and features.	Ipswich City Council, Heritage Consultative Committee, and other local interest groups.	Ongoing
GM 6.1.4 Identify and implement mechanisms to protect key heritage precincts throughout Ipswich e.g. Designing buildings adjacent to heritage buildings.	Ipswich City Council, Environmental Protection Agency, Heritage Consultative Committee, and other local interest groups.	Ongoing

## Strategy GM 6.2

**Protect Landscape and Scenic Values: Maintain landscape and scenic values such as views to the D'Aguiar Ranges, Flinders Peak, White Rock-Spring Mountain, The Scenic Rim and vast rural landscapes for the benefit of the wider community.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 6.2.1</p> <p>Develop Denmark Hill and other elevated sites as lookout points that people can access and experience the views of the district and City.</p>	Ipswich City Council and Ipswich Tourism Association.	Medium term
<p>GM 6.2.2</p> <p>Investigate opportunities to develop a program for the undergrounding of power lines in visually prominent areas.</p>	Powerlink, energy generating companies and Ipswich City Council.	Ongoing
<p>GM 6.2.3</p> <p>Implement existing Planning Scheme measures to protect the crests of ranges and hillsides from vegetation removal and urban development that will have a major negative impact on the landscape values of the area.</p>	Ipswich City Council and Environmental Protection Agency.	Short term, ongoing
<p>GM 6.2.4</p> <p>Identify and implement Planning Scheme mechanisms to protect the key scenic features of Ipswich including Flinders Peak, White Rock and Spring Mountain.</p>	Ipswich City Council and WESROC.	Short term
<p>GM 6.2.5</p> <p>Require development applications for buildings greater than 5 storeys, particularly in existing urban areas, to undertake an assessment of visual impact of the structure on the existing urban form, the physical setting of the site and its surrounds, overshadowing, and local viewsheds.</p>	Ipswich City Council and development industry.	Ongoing

## Strategy GM 6.3

**Protect Environmental Values: Ensure that the environmental attributes of the City are protected for biodiversity conservation and protection of the functions served by the environment such as clean air, fresh water, and amenity.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 6.3.1</p> <p>Investigate and implement measures to protect existing environmental assets that reflect basic principles such as revegetation, no further loss of endangered or threatened species or significant vegetation communities, appropriate public access to conservation areas.</p>	<p>Ipswich City Council, Environmental Protection Agency, Department of Local Government, Planning, Sport and Recreation, Office of Urban Management and Department of Natural Resources and Mines.</p>	<p>Ongoing</p>
<p>GM 6.3.2</p> <p>Identify and implement design solutions for the protection of flora and fauna values in new developments such as wildlife corridors, environmental buffers and vegetation retention.</p>	<p>Ipswich City Council and development industry.</p>	<p>Ongoing</p>
<p>GM 6.3.3</p> <p>Identify and implement design measures that achieve successful incorporation of environmental features in subdivisions.</p>	<p>Development industry and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>GM 6.3.4</p> <p>Provide incentives and schemes to encourage the community and developers to invest in conserving habitats and increasing the natural environmental values of sites.</p>	<p>Ipswich City Council, Environmental Protection Agency and Department of Natural Resources and Mines.</p>	<p>Short term</p>
<p>GM 6.3.5</p> <p>Identify and implement mechanisms that enable the retention of flora in development of existing urban areas, these may include covenants, voluntary agreements, etc.</p>	<p>Ipswich City Council.</p>	<p>Short term, ongoing</p>

## Strategy GM 6.4

**Protect Rural Areas: Ensure that the rural areas throughout Ipswich are protected and available for appreciation by the broader Ipswich community and rural production.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 6.4.1</p> <p>Continue to implement Planning Scheme measures and regional planning initiatives that endeavour to protect rural areas e.g. Rural Lands Study.</p>	<p>Ipswich City Council, Office of Urban Management and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ongoing</p>
<p>GM 6.4.2</p> <p>Undertake a rural productivity study to identify the rural production capacity of areas designated for rural uses.</p>	<p>Ipswich City Council, Department of Primary Industries and Fisheries and Department of Natural Resources and Mines.</p>	<p>Ongoing</p>
<p>GM 6.4.3</p> <p>Investigate and implement a range of incentives to encourage rural producers to undertake business and property plans with a view to sustainable farm techniques.</p>	<p>Ipswich City Council</p>	<p>Ongoing</p>

## GM GOAL 7 - SIGNIFICANT ENTERPRISE DISTRICTS

The City of Ipswich protects and maintains precincts to foster the development of aerospace, motorsports, education, manufacturing and health, as well as encouraging innovative business and employment generators in the City.

### Strategy GM 7.1

**Available Land and Infrastructure: Provide serviced land and infrastructure to protect enterprise precincts from encroachment, or out of sequence development.**

Action	Suggested Partners	Suggested Timeframe
<p>GM 7.1.1</p> <p>Prepare and implement detailed Master Plans and Infrastructure Plans for the Regionally Significant Enterprise Areas in Ipswich such as Ebenezer-Willowbank, Swanbank- New Chum, Bremer, Redbank, Carole Park, Wulkaraka-Karrabin, Amberley and other potential industrial areas throughout the City.</p>	<p>Ipswich City Council, Department of State Development, Trade and Innovation, Ipswich Chamber of Commerce, local business owners and operators, land owners and development industry.</p>	<p>Short term, ongoing</p>
<p>GM 7.1.2</p> <p>Prepare Infrastructure Roll Out Plans for the Regionally Significant Enterprise Areas to guide and outline the associated sequencing and cost.</p>	<p>Ipswich City Council, Department of State Development, Trade and Innovation and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ongoing</p>
<p>GM 7.1.3</p> <p>Identify opportunities and develop a range of mechanisms to create and invest in major infrastructure solutions and delivery frameworks within Regionally Significant Enterprise Areas.</p>	<p>Department of State Development, Trade and Innovation, Department of Treasury and Cabinet and Department of Local Government, Planning, Sport and Recreation, Ipswich City Council.</p>	<p>Ongoing</p>

## GM GOAL 8 - A HUB OF SOUTH EAST QUEENSLAND

The City of Ipswich is a key regional hub which provides for a range of services and functions for the entire western sub-region.

### Strategy GM 8.1

**Alliances and Partnerships: Establish and maintain solid relationships with adjacent local governments.**

Action	Suggested Partners	Suggested Timeframe
GM 8.1.1 Engage and play a leadership role in the activities of the Western Region Organisation of Councils.	WESROC and Ipswich City Council.	Ongoing
GM 8.1.2 Identify opportunities to form partnerships with adjacent local governments to avoid duplication of services, utilise the strengths of adjacent local governments and develop common infrastructure such as trunk water, roads and recreation facilities.	WESROC and Ipswich City Council.	Ongoing
GM 8.1.3 Work with adjacent local governments to action Policies and Programs presented in the <i>SEQ Regional Plan</i> .	WESROC and Ipswich City Council.	Ongoing

### Strategy GM 8.2

**The Role of Ipswich in SEQ: Ensure that the development of Ipswich is recognised as a key element in the development of South East Queensland.**

Action	Suggested Partners	Suggested Timeframe
GM 8.2.1 Develop and foster an ongoing working relationship with the Office of Urban Management and actively participate in regional planning activities.	WESROC and Ipswich City Council.	Ongoing
GM 8.2.2 Monitor implications of the <i>SEQ Regional Plan</i> in so far as it relates to the City and Western Corridors.	Ipswich City Council, WESROC and Office of Urban Management.	Ongoing

# TABLE 3 - A STRONG DIVERSE ECONOMY TABLE

## 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 1.1.1</p> <p>Prepare and implement an Economic Development Strategy for the City of Ipswich that identifies the types of businesses to establish in the City, the infrastructure and services required to encourage this business, monitoring of business activity, and strategies to enable the City to be relatively self-contained in terms of employment provision and adjust to the changes in the economy.</p>	<p>Ipswich City Council, Ipswich Chamber of Commerce, local business owners and operators, Department of State Development, Trade and Innovation and Commonwealth Department of Transport and Regional Services.</p>	<p>Short term, ongoing</p>
<p>SDE 1.1.2</p> <p>Identify opportunities for innovative investment in infrastructure to enable businesses to establish quickly within the City.</p>	<p>Ipswich City Council, Department of State Development, Trade and Innovation and Qld Treasury.</p>	<p>Ongoing</p>
<p>SDE 1.1.3</p> <p>In preparing master plans for enterprise areas ensure that they include strategies for co-locating businesses with similar infrastructure requirements and facilitate sharing of resources ie. Industrial ecology.</p>	<p>Development industry, Ipswich City Council, Ipswich Chamber of Commerce, local business owners and operators, development industry and Department of State Development, Trade and Innovation.</p>	<p>Ongoing</p>
<p>SDE 1.1.4</p> <p>Establish research and monitoring functions capable of producing regular reports regarding supply, demand, value and infrastructure costs of industrial and commercial property in Ipswich and South East Queensland.</p>	<p>Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Short term, ongoing</p>

## Strategy SDE 1.2

**Government and Administrative Functions: Expand government administrative office employment opportunities to Ipswich CBD.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 1.2.1</p> <p>Relocate State government 'back office' functions to Ipswich City such as Office of State Revenue, Department of Housing, Electoral Commission, etc.</p>	<p>Queensland State Government and Ipswich City Council.</p>	<p>Ongoing</p>
<p>SDE 1.2.2</p> <p>Encourage government departments to establish regional offices throughout Ipswich in accordance with the needs of the local community eg. Department of Primary Industries and Fisheries in rural Ipswich.</p>	<p>Queensland State Government and Ipswich City Council.</p>	<p>Ongoing</p>
<p>SDE 1.2.3</p> <p>Identify opportunities for new businesses to establish their head office premises in Ipswich.</p>	<p>Queensland State Government and Ipswich City Council.</p>	<p>Ongoing</p>

## Strategy SDE 1.3

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

Action	Suggested Partners	Suggested Timeframe
<p>SDE 1.3.1</p> <p>Enhance and expand information networks that support the establishment of new businesses and development of existing business activities.</p>	<p>Department of State Development, Trade and Innovation, Austrade, local tertiary institutions and Ipswich Chamber of Commerce.</p>	<p>Ongoing</p>
<p>SDE 1.3.2</p> <p>Foster business networks such as the Ipswich Chamber of Commerce that increase exchange of knowledge and encourage partnerships between businesses.</p>	<p>Local business owners and operators, local community groups and Ipswich City Council.</p>	<p>Ongoing</p>



Action	Suggested Partners	Suggested Timeframe
<p>SDE 1.3.3</p> <p>Local businesses to foster and support local community groups and activities.</p>	<p>Ipswich City Council, business and industry groups, local community groups, business owners and operators.</p>	<p>Short term, ongoing</p>
<p>SDE 1.3.4</p> <p>Establish and maintain a 'Business in Ipswich' web-page that provides business owners and operators with advice on services available and support programs.</p>	<p>Ipswich City Council, Ipswich Chamber of Commerce, local business owners and operators.</p>	<p>Ongoing</p>
<p>SDE 1.3.5</p> <p>Provide incentive schemes for local people to shop in local businesses and reduce the amount of expenditure that is lost to centres outside of Ipswich.</p>	<p>Ipswich Chamber of Commerce, local business owners and operators.</p>	<p>Ongoing</p>

## 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 1.4.1</p> <p>Identify and implement opportunities to improve access to broadband and wireless technologies for business.</p>	<p>Department of State Development, Trade and Innovation, Ipswich City Council, Telstra and other ISP's.</p>	<p>Ongoing</p>
<p>SDE 1.4.2</p> <p>Establish and implement demonstration projects in Ipswich regarding the application of new technologies and innovation in telecommunication services.</p>	<p>Department of State Development, Trade and Innovation, Ipswich City Council, Telstra and other ISP's.</p>	<p>Ongoing</p>
<p>SDE 1.4.3</p> <p>Encourage new industrial operators to adopt cleaner production techniques and utilise renewable resources in production such as recycled water, renewable energy, and efficient resource (waste) management.</p>	<p>Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Ongoing</p>

## Strategy SDE 1.5

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

Action	Suggested Partners	Suggested Timeframe
<p>SDE 1.5.1</p> <p>Establish strong Water and Waste Management industries by encouraging businesses to Ipswich that produce and distribute technologies and products that are designed to improve sustainable water use and sustainable waste management.</p>	<p>Department of State Development, Trade and Innovation, Ipswich City Council, Telstra and other ISP's.</p>	<p>Ongoing</p>
<p>SDE 1.5.2</p> <p>Encourage accommodation providers, cafés, special events, attractions, theatre, sport and recreation, high quality restaurants, wineries, and bed and breakfast types of businesses to the City to encourage greater tourism.</p>	<p>Ipswich Tourism Association, Ipswich City Council and Queensland Tourism.</p>	<p>Short term, ongoing</p>
<p>SDE 1.5.3</p> <p>Prepare and implement a Tourism Strategy for the City of Ipswich that addresses issues such as the types of attractions the City can market, the tourism markets that the City can cater for, the investments required for a strong tourism industry and promotion strategies.</p>	<p>Ipswich City Council, Ipswich Tourism Association and Queensland Tourism.</p>	<p>Short term, ongoing</p>
<p>SDE 1.5.4</p> <p>Identify and implement opportunities to expand the Amberley RAAF Base, particularly in the areas of aerospace technology.</p>	<p>Australian Government Department of Defence, Ipswich City Council and Department of State Development, Trade and Innovation.</p>	<p>Short term, ongoing</p>
<p>SDE 1.5.5</p> <p>Further develop the Ipswich Motorsport precinct at Willowbank as a primary tourism and business activity centre.</p>	<p>Ipswich Motorsport Precinct Management Group and Ipswich City Council.</p>	<p>Ongoing</p>
<p>SDE 1.5.6</p> <p>Facilitate the establishment of businesses and professions related to the building industry e.g. Surveyors, engineers etc.</p>	<p>Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Short term</p>
<p>SDE 1.5.7</p> <p>Identify opportunities to establish a 'creative industry' sector in Ipswich.</p>	<p>Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Medium term</p>

## 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 2.1.1</p> <p>In marketing material for the City, support and promote local businesses that have been established in Ipswich for generations.</p>	Ipswich City Council.	Ongoing
<p>SDE 2.1.2</p> <p>Continue to promote the achievements of local businesses through events such as the Bendigo Bank Ipswich Business Awards.</p>	Queensland State Government and Ipswich City Council.	Ongoing

## Strategy SDE 2.2

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

Action	Suggested Partners	Suggested Timeframe
<p>SDE 2.2.1</p> <p>Provide flexible work environments that cater for different needs of the work force, for example work-from-home arrangements, part-time/casual, childcare facilities.</p>	<p>Local business owners and operators, Ipswich City Council and Department of State Development, Trade and</p>	<p>Ongoing</p>
<p>SDE 2.2.2</p> <p>Establish and implement programs and initiatives that encourage local residents to participate in the workforce and contribute to the local economy.</p>	<p>Department of State Development, Trade and Innovation, Department of Employment and Training, Ipswich City Council.</p>	<p>Ongoing</p>
<p>SDE 2.2.3</p> <p>Establish a program for young people to gain practical work experience, skills, and some form of accreditation which will increase opportunities to gain employment after school/TAFE/university.</p>	<p>Queensland Department of Employment and Training, Education Queensland, Ipswich Chamber of Commerce, local schools, local business owners and operators.</p>	<p>Short term, ongoing</p>
<p>SDE 2.2.4</p> <p>Enhance and further establish the existing Ipswich Business Incubator to be integral to workforce training and business development.</p>	<p>Aus Industry, Department of State Development, Trade and Innovation and Ipswich Chamber of Commerce.</p>	<p>Short term</p>

## 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 2.3.1</p> <p>Prepare a Marketing Strategy, in-line with the preparation of an Economic Development Strategy, and a targeted campaign specifically designed to encourage new business to the area.</p>	<p>Ipswich City Council and Department of State Development, Trade and Innovation.</p>	<p>Short term, ongoing</p>
<p>SDE 2.3.2</p> <p>Establish a mentoring / development program for new businesses with existing Ipswich businesses.</p>	<p>Ipswich Chamber of Commerce, Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Medium term</p>
<p>SDE 2.3.3</p> <p>Promote a bi-annual Ipswich Business Expo that enables local businesses and industries to exchange ideas and services.</p>	<p>Ipswich Chamber of Commerce, Department of State Development, Trade and Innovation and Ipswich City Council.</p>	<p>Medium term</p>
<p>SDE 2.3.4</p> <p>Facilitate international employee exchange programs within local businesses.</p>	<p>Business owners and operators.</p>	<p>Short term, ongoing</p>

## 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 3.1.1</p> <p>Prepare and implement an Education Strategy for the City which identifies the types of education facilities that are desirable for the City with respect to the needs of the community, including early childhood care to mature age learning.</p>	<p>Department of Education and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>SDE 3.1.2</p> <p>Foster networking opportunities between schools and other educational institutions such as the Ipswich Education Cluster.</p>	<p>Ipswich City Council and Department of Education and private education providers.</p>	<p>Ongoing</p>
<p>SDE 3.1.3</p> <p>Devise a partnership between the various library facilities and research facilities such as Ipswich City Library, TAFE, University of Queensland, that improve student access to information services.</p>	<p>Ipswich City Council and local research institutions.</p>	<p>Short term, ongoing</p>

### 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 3.2.1</p> <p>Monitor and research the future needs for tertiary education in the region.</p>	<p>Local tertiary institutions and Ipswich City Council</p>	<p>Ongoing</p>

## 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 4.1.1</p> <p>Through branding and marketing develop local 'village hubs' for horticultural and home-based productive effort ie Harrisville, Peak Crossing, Marburg, Rosewood, Grandchester.</p>	Local rural landholders and Ipswich City Council.	Ongoing
<p>SDE 4.1.2</p> <p>Provide advice and support programs for traditional rural activities such as grazing and cropping.</p>	Department of Primary Industries and Fisheries and Ipswich City Council.	Ongoing

### Strategy SDE 4.2

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

Action	Suggested Partners	Suggested Timeframe
<p>SDE 4.2.1</p> <p>Establish an event such as a Culinary Festival or Farmers Market in Ipswich whereby local producers can distribute local produce such as wines and fruit and vegetables.</p>	Local rural producers, Ipswich City Council, Ipswich Chamber of Commerce, local business owners and operators.	Medium term, ongoing
<p>SDE 4.2.2</p> <p>Develop management structures for small rural land holdings to convert land into productive enterprise and minimise adverse environmental outcomes.</p>	Department of Primary Industries and Fisheries, Ipswich City Council and local rural studies research institutions.	Ongoing
<p>SDE 4.2.3</p> <p>Devise and implement a "Rural Enterprise" program that enables land to be used for income generators and home based industry, which do not detract from the rural character.</p>	Ipswich City Council and Department of State Development and Trade and Innovation.	Short term, ongoing

## Action

## Suggested Partners

## Suggested Timeframe

SDE 4.2.4

Encourage innovative rural industries (eg. wines, olives, eco-tourism, sport/adventure tourism, nurseries) and other peri-urban activities.

Ipswich City Council,  
Department of State  
Development, Trade and  
Innovation

Short term,  
ongoing



Action	Suggested Partners	Suggested Timeframe
<p>SDE 3.2.2</p> <p>Establish research centres and facilities in Ipswich that directly cater to the needs of local businesses and residents.</p>	<p>Local tertiary institutions, Ipswich Chamber of Commerce, Ipswich City Council, Department of State Development, Trade and Innovation and Education Queensland.</p>	<p>Ongoing</p>
<p>SDE 3.2.3</p> <p>Foster the long term growth and development of the tertiary education sector by assessing options for complementary higher education provision in Ipswich, consistent with broader State government objectives.</p>	<p>Queensland State Government, Ipswich City Council, local tertiary institutions.</p>	<p>Short term, ongoing</p>

### 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.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 3.3.1</p> <p>Foster partnerships between local businesses and vocational training institutions to discuss the skills and knowledge levels required in the workforce and approaches to how the vocational institutions can provide for these.</p>	<p>Bremer Institute of TAFE, Ipswich Chamber of Commerce, local business owners and operators and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>SDE 3.3.2</p> <p>Establish and implement traineeships, apprenticeships, and cadetships in those professions most in need of improved skills.</p>	<p>Department of Employment and Training, Bremer Institute of TAFE and Ipswich Chamber of Commerce.</p>	<p>Ongoing</p>
<p>SDE 3.3.3</p> <p>Provide opportunities for local people to improve their skills and knowledge in development related professions necessary such as electrical, civil and mechanical engineering, surveying, town planning, architecture, urban design and tradespeople.</p>	<p>Local education providers such as TAFE, universities and local schools.</p>	<p>Ongoing</p>

Action	Suggested Partners	Suggested Timeframe
SDE 3.2.4 Prioritise the provision of technology infrastructure to education facilities.	Telecommunications providers.	Short term, ongoing
SDE 3.2.5 Facilitate distance education services for residents.	Local education providers, TAFE, universities and local schools.	Ongoing

### Strategy SDE 3.4

**Export Education: Enhance and market the education facilities of Ipswich to encourage intra-state, interstate and international students to the City.**

Action	Suggested Partners	Suggested Timeframe
SDE 3.4.1 Maintain and enhance the 'Green Corner' web-site to promote the educational facilities in Ipswich.	Ipswich Region Training and Education Cluster and Ipswich City Council.	Ongoing
SDE 3.4.2 Market all education facilities and course/opportunities in Ipswich regionally, intrastate, interstate, nationally, internationally.	Ipswich Region Training and Education Cluster and Ipswich City Council.	Ongoing

## 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 SEO Regional Plan.**

Action	Suggested Partners	Suggested Timeframe
<p>SDE 5.1.1</p> <p>Identify and implement measures to ensure that rural properties are maintained at sizes that enable for economically viable farming practices.</p>	<p>Ipswich City Council, Office of Urban Management and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ongoing</p>
<p>SDE 5.1.2</p> <p>Identify and maintain buffers between residential development and rural land uses protecting on-going rural usage.</p>	<p>Ipswich City Council, Department of Primary Industries and Fisheries and local rural studies research institutions.</p>	<p>Ongoing</p>
<p>SDE 5.1.3</p> <p>Investigate and implement a range of incentives to encourage rural producers to undertake a variety of sustainable business activities.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>
<p>SDE 5.1.4</p> <p>Identify and implement appropriate land uses in peri-urban areas, between intense urban development and rural activities such as recreational facilities, inter-urban breaks, conservation estates, etc.</p>	<p>Ipswich City Council, Office of Urban Management and Department of Local Government, Planning, Sport and Recreation.</p>	<p>Ongoing</p>
<p>SDE 5.1.5</p> <p>Provide the necessary infrastructure, facilities and transport network to support economic activities in rural areas.</p>	<p>Ipswich City Council and Queensland State Government.</p>	<p>Ongoing</p>

## 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.**

Action	Suggested Partners	Suggested Timeframe
SDE 5.2.1 Provide facilities and services that enable for the distribution/ logistics and processing of rural products.	Ipswich City Council, local business owners, operators and local rural entrepreneurs.	Ongoing
SDE 5.2.2 Research the needs of the sub-regional community and establish Ipswich as a hub that provides goods and services to other communities throughout the sub-region.	Ipswich City Council, other local governments in the WESROC region and Office of Urban Management.	Ongoing
SDE 5.2.3 Establish and distribute major infrastructure services in accordance with the needs of other communities throughout the region eg. Water, electricity, recycled water.	Ipswich City Council, Department of State Development, Trade and Innovation, Office of Urban Management, public and private infrastructure providers.	Ongoing

## 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.**

Action	Suggested Partners	Suggested Timeframe
SDE 5.3.1 Upgrade rail and road connections including rail to Bromelton and development of the Western Ipswich By Pass.	Queensland Rail and Queensland Transport, Department of Main Roads, Department of State Development, Trade and Innovation, Commonwealth Department of Transport and Regional Services and Ipswich City Council.	Medium term, ongoing
SDE 5.3.2 Protect land suitable for major distribution/logistics facilities.	Ipswich City Council and other local authorities in the WESROC region.	Ongoing

## Strategy SDE 5.4

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

Action	Suggested Partners	Suggested Timeframe
SDE 5.4.1 Contribute to the coordinated delivery of employment and economic development programs for the sub-region.	WESROC, Ipswich City Council, local business owners and operators and Ipswich Chamber of Commerce.	Ongoing
SDE 5.4.2 Identify and implement Sub-Regionally Significant Economic Development programs.	WESROC, Ipswich City Council, local business owners and operators.	Ongoing

## TABLE 4 - COMMUNITY SPIRIT AND WELLBEING CSW GOAL 1 - IDENTITY AND INCLUSION

The City of Ipswich has a unique sense of community' - celebrate the past, enhance the future' - fostered by residents and respected by visitors.

### Strategy CSW 1.1

**Inform Newcomers: Visitors and new residents of Ipswich are informed and share in the unique 'Ipswich' sense of community, Indigenous Australian heritage and other distinct qualities that are harboured in the individual neighbourhoods and suburbs throughout City.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 1.1.1</p> <p>Prepare and distribute a 'Welcome Pack' to new residents that contains items such as:</p> <ul style="list-style-type: none"> <li>♦ Local community groups and activities,</li> <li>♦ Ipswich City Council services such as Park Guides, heritage trails, etc and,</li> <li>♦ Referrals to information services/portals in regards to community service provision.</li> </ul>	<p>Ipswich City Council, local developers, local real estate agents, community service providers (Queensland State and Australian Governments) and peak community organisations.</p>	<p>Short term, reviewed annually</p>
<p>CSW 1.1.2</p> <p>Distribute a Heritage Education Kit to schools throughout the City.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>
<p>CSW 1.1.3</p> <p>Design and implement a program for the collection and exchange of oral histories and develop historic inventories of local people and groups.</p>	<p>Local Historical and Heritage societies and community organisations, schools and youth groups, aged services providers, community groups that address the needs of older people and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>CSW 1.1.4</p> <p>Identify and implement community development programs that encourage the military staff from Amberley to actively participate in Ipswich community activities and events.</p>	<p>Australian Government Department of Defence, local community groups and service organisations.</p>	<p>Ongoing</p>

## Strategy CSW 1.2

Market 'Ipswich': Ipswich sense of community is accurately depicted in the media and other marketing strategies for Ipswich.

Action	Suggested Partners	Suggested Timeframe
<p>CSW 1.2.1</p> <p>Gain community input in the preparation and review of Ipswich City-wide marketing and promotional material, particularly for the smaller communities and townships, so that the material accurately reflects the achievements and features of these communities.</p>	<p>Ipswich City Council, Ipswich Tourism Association, Ipswich Indigenous Australian Consultative Group, multi-cultural organisations and groups, local community groups and community service organisations.</p>	<p>Short term, ongoing</p>
<p>CSW 1.2.2</p> <p>Establish an Ipswich web based portal which provides information about the community groups and a forum for the exchange of ideas and formation of partnerships between groups.</p>	<p>Ipswich City Council, Department of Communities and Community service organisations and interest groups.</p>	<p>Short term, ongoing</p>

## Strategy CSW 1.3

**Community Networks: Create an environment and provide opportunities to foster social interaction, community and civic activities and enable residents to participate, celebrate and share at a variety of venues, places and events.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 1.3.1</p> <p>Promote new and enhance established events which celebrate the City including:-</p> <ul style="list-style-type: none"> <li>♦ The Festival of Theatre and the Ipswich Festival.</li> <li>♦ Civic functions including awards, balls, dinners, receptions, trade shows, conferences, seminars, fundraising, testimonials, street parties and community social events.</li> <li>♦ Significant celebratory events such as Youth Week, Seniors Week, Disability Action Week.</li> <li>♦ Celebrations of multicultural diversity.</li> <li>♦ Indigenous Australian diversity.</li> <li>♦ The Ipswich Show.</li> </ul>	<p>Ipswich City Council, Ipswich Tourism Association, local media, local residents and landholders.</p>	<p>Ongoing</p>
<p>CSW 1.3.2</p> <p>Build social capital of local groups to manage and develop localised neighbourhood celebrations and markets.</p>	<p>Ipswich City Council, Ipswich Civic Hall, local media, local community service organisations and community groups, local residents and landholders.</p>	<p>Ongoing</p>



## CSW GOAL 2 - PARTICIPATION AND COMMUNITY CAPACITY

Residents of Ipswich are valued and active citizens in informing and participating in local decision making processes that shape and improve the quality of life in Ipswich.

### Strategy CSW 2.1

**Active Community Spirit: Promote a diverse range of opportunities for residents to participate in local community activities and foster common citizenship.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 2.1.1</p> <p>Enhance capacity of community organisations through education and training programs to develop skills in administration and management including governance processes and tasks such as promotion, web-design, chairing a public meeting, etc which can be achieved through local businesses sponsoring groups and exchange of experience between community organisations.</p>	<p>Ipswich City Council, Queensland State Government agencies, local community groups and local business operators.</p>	<p>Ongoing</p>
<p>CSW 2.1.2</p> <p>Provide for access to public resources and facilities to administer the activities of local community groups. For example, photocopiers and printers in schools and electorate offices.</p>	<p>Ipswich City Council, Queensland State Government Departments and local community groups.</p>	<p>Ongoing</p>
<p>CSW 2.1.3</p> <p>Provide opportunities for groups to access avenues of funding assistance including partnerships, collaborative and co-operative arrangements.</p>	<p>Department of Communities, Ipswich City Council, local community service organisations and community groups.</p>	<p>Ongoing</p>
<p>CSW 2.1.4</p> <p>Community groups develop skills that improve their long-term viability such as attracting funding through sponsorship, donation and philanthropic activities, social entrepreneurial capacity, and innovative measures to increase membership.</p>	<p>Ipswich City Council, local businesses owners and operators, local community service organisations and community groups.</p>	<p>Ongoing</p>

## Action

## Suggested Partners

## Suggested Timeframe

### CSW 2.1.5

Promote the community activities that older persons are involved with in a manner which increases the respect for their contribution to the community. Incorporate intergenerational succession planning in including younger people in broad community based activities undertaken by these groups.

Ipswich City Council, local community service organisations and community groups, youth networks and service providers.

Short term, ongoing

## Strategy CSW 2.2

**Participate in Decisions: Provide equitable access and avenues for all residents of Ipswich to participate and contribute to decisions made in their community.**

## Action

## Suggested Partners

## Suggested Timeframe

### CSW 2.2.1

Establish an Ipswich 2020 and Beyond Taskforce to oversee and assist in the implementation of the Ipswich 2020 and Beyond Community Plan with diverse and equitable representation of the community.

Ipswich City Council, local residents, community organizations and interest groups.

Short term, ongoing

### CSW 2.2.2

Identify and implement innovative measures to gain feedback from the community about community values, priority issues in the community, and progress in achieving the desired Ipswich. Through mechanisms such as:

- ♦ Community Council
- ♦ Consultative Committees
- ♦ Community boards
- ♦ Citizen juries
- ♦ Local Area Planning teams

Ipswich City Council and State Government Departments.

Ongoing

Action	Suggested Partners	Suggested Timeframe
<p>CSW 2.2.3</p> <p>Communicate community activities and events through major media sources such as major local newspapers, Queensland Times and other community newspapers, local radio stations, television, internet, multilingual media, and indigenous media.</p>	<p>Local media, Ipswich City Council, ethnic and indigenous media.</p>	<p>Ongoing</p>
<p>CSW 2.2.4</p> <p>Identify and implement opportunities for fair representation of a broad range of age groups inclusive of youth 12-25 and older people to build current and future leaders of the Ipswich community, such as Lead On, Youth On Track, Seniors Consultative Committee.</p>	<p>Ipswich City Council, local schools and youth groups.</p>	<p>Ongoing</p>
<p>CSW 2.2.5</p> <p>Coordinate public meetings to encourage young families to attend eg. Childcare/creche provision, appropriate time and venue of meetings, and appropriate transport options for those isolated within the community.</p>	<p>Department of Local Government and Planning, Sport and Recreation, Ipswich City Council, local community service organisations and community groups.</p>	<p>Short term, ongoing</p>
<p>CSW 2.2.6</p> <p>Conduct activities that enable young people to discuss issues of most importance to them e.g. Youth Forum.</p>	<p>Local schools and education institutions, local community service organisations and groups and Department of Communities.</p>	<p>Short term, ongoing</p>

## Strategy CSW 2.3

**Inspire Leadership: Encourage and nurture leaders within the community who instil a sense of pride in other Ipswich residents.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 2.3.1</p> <p>Promote equitable access to leadership development, mentoring and support programs for youth that are also culturally and spiritually relevant and reflective of diversity such as Scouts, Girl Guides, SES Cadets, Lead On and active after school programs.</p>	<p>Ipswich City Council, local schools, local community service organisations and community groups.</p>	<p>Ongoing</p>
<p>CSW 2.3.2</p> <p>Create an Ipswich Ambassadors program whereby nominations are called for equitable representatives of all ages, cultures, religions, and genders to become representatives for the community and become involved in promotion activities for the City and attend functions as representatives for Ipswich.</p>	<p>Ipswich City Council, local community service organisations and community groups.</p>	<p>Short term, ongoing</p>

## Strategy CSW 2.4

**Lifelong Learning: Members of the community have equitable access to a comprehensive range of progressive education learning, training and enrichment opportunities.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 2.4.1</p> <p>Undertake research on community capacity building in Ipswich.</p>	<p>Local education providers, schools, TAFE, research centres, local community groups and organisations.</p>	<p>Ongoing</p>
<p>CSW 2.4.2</p> <p>Develop community programs which encourage the exchange of knowledge and skills between residents and community groups.</p>	<p>Local community organisations and community groups, Ipswich City Council and Ipswich Library information service.</p>	<p>Ongoing</p>
<p>CSW 2.4.3</p> <p>Provide public points of access to technology in community hubs across Ipswich that facilitate equitable access to learning through technology and uptake of higher level skills.</p>	<p>Ipswich City Council, schools, TAFE, university and other training organisations and local community groups.</p>	<p>Ongoing</p>
<p>CSW 2.4.4</p> <p>Establish a scholarship program for local universities to support equitable access and diverse representation of Ipswich residents.</p>	<p>Local universities, schools, TAFE, other training organisations, business and industry.</p>	<p>Ongoing</p>
<p>CSW 2.4.5</p> <p>Where appropriate implement bilingual support programs to enable the ongoing development of culturally appropriate curriculum and service provision including promotion of social harmony.</p>	<p>Education Queensland, local universities and TAFE.</p>	<p>Ongoing</p>

## Strategy CSW 2.5

**Promote Achievement: Promote and broadcast the major achievements and successes of the community within Ipswich.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 2.5.1</p> <p>Continue to conduct the Ipswich City Council Awards for Excellence and include categories that recognise the achievements of and contributions made by local community groups and volunteers and recognise productive diversity and social entrepreneurial innovation.</p>	<p>Ipswich City Council, local business owners and operators, local community service organisations and community groups.</p>	<p>Short term, ongoing</p>
<p>CSW 2.5.2</p> <p>Promote the achievements and activities of local community groups, acknowledging their efforts and encouraging others to participate eg. Good Sports.</p>	<p>Ipswich City Council, Local media sources, ethnic and indigenous media.</p>	<p>Short term, ongoing</p>
<p>CSW 2.5.3</p> <p>Enhance the Australia Day Awards in order to:-</p> <ul style="list-style-type: none"> <li>♦ encourage more community nominations reflective of the cultural diversity of Ipswich</li> <li>♦ ensure that all nominees are acknowledged in the local media and on the Council web-site, and</li> <li>♦ encourage the participation of nominees / winners in community consultation activities.</li> </ul>	<p>Ipswich City Council, local media, local community service organisations and community groups.</p>	<p>Ongoing</p>
<p>CSW 2.5.4</p> <p>Provide opportunities for business and community organisations to share their experiences in providing proactive responses to community needs such as the establishment of the Cabanda Aged Care Facility and Hostel in Rosewood.</p>	<p>Ipswich City Council, local community groups and service organisations, local residents, local business owners and operators.</p>	<p>Short term, ongoing</p>

## CSW GOAL 3 - SENSE OF BELONGING AND CULTURE

Residents of Ipswich communicate and demonstrate a sense of pride and belonging to their community that acknowledges and celebrates their culture and its contribution to community well-being.

### Strategy CSW 3.1

**Respect for Indigenous Australians: Promote community reconciliation, understanding, recognition, protection and preservation of indigenous history and culture, Native Title and indigenous issues. Respect Indigenous Australians as active contributors to local community identity and heritage.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 3.1.1</p> <p>Implement, regularly review and promote to the community the Ipswich City Council Indigenous Australian Accord aligned with contemporary reconciliation processes and practices.</p>	<p>Ipswich City Council, Ipswich Indigenous Australian Consultative Group and the Ipswich community.</p>	<p>Ongoing</p>
<p>CSW 3.1.2</p> <p>In collaboration with the indigenous community investigate the feasibility and potential for funding of a theatrical and performing arts centre to celebrate local Aboriginal culture.</p>	<p>Ipswich City Council and Ipswich Indigenous Australian Consultative Group.</p>	<p>Ongoing</p>
<p>CSW 3.1.3</p> <p>Promote activities to bring Indigenous Australians and others together such as Neville Bonner Golf Day etc.</p>	<p>Ipswich City Council and Ipswich Indigenous Australian Consultative Group.</p>	<p>Ongoing</p>

## Strategy CSW 3.2

**Diverse Cultures - One Ipswich: Encourage diverse cultural groups in Ipswich to celebrate their heritage and distinct cultural expression with others in the community.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 3.2.1</p> <p>Engage the local community in the creation of local projects and cultural events that promote and demonstrate the diverse representation of culture and ethnicity of the community and the local character.</p>	<p>Local residents, Ipswich City Council, Department of Housing, local community groups and service organisations.</p>	<p>Short term, ongoing</p>
<p>CSW 3.2.2</p> <p>Develop a Public Art Policy and Strategy for Ipswich which identifies funding opportunities to implement public art projects into streetscapes and public places such as the Art Built In program that provide for equitable representation and participation of all ethnic, cultural and indigenous Australians.</p>	<p>Ipswich City Council, local artists and Department of Communities.</p>	<p>Short term, ongoing</p>
<p>CSW 3.2.3</p> <p>Develop a Community Relations Plan that acknowledges and recognises the leadership by and contribution of ethno-specific sectors to the economic, social and environmental development and community well-being of Ipswich.</p>	<p>Queensland State and Australian Governments, Ipswich City Council, ethno-specific community groups and key leaders.</p>	<p>Short term, ongoing</p>



## Strategy CSW 3.3

**An Informed and Caring Community: Encourage residents to identify the needs of the community and provide a caring environment with particular attention to youth, families, people with a disability, older people and people from cultural linguistically diverse backgrounds.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 3.3.1</p> <p>Undertake monitoring and provide updates of the range of community service needs of the Ipswich community.</p>	<p>Department of Communities, Ipswich City Council, local community service providers and community organisations.</p>	<p>Ongoing</p>
<p>CSW 3.3.2</p> <p>Encourage community service groups and organisations to collaboratively plan for shared community facilities throughout Ipswich.</p>	<p>Community Service Groups, Ipswich City Council and local developers.</p>	<p>Ongoing</p>
<p>CSW 3.3.3</p> <p>Determine the needs of the City's various ethnic and cultural groups and implement strategies to address such as provision of community services that respect cultural needs, multi-lingual service provision, translation and interpreter services, distribution of material in multiple languages.</p>	<p>Ipswich City Council, Department of Communities, local cultural groups and elders.</p>	<p>Ongoing</p>
<p>CSW 3.3.4</p> <p>Establish attractive, multi-lingual and legible community group directory boards in prominent locations throughout Ipswich.</p>	<p>Ipswich City Council, community organisations and interest groups.</p>	<p>Short term</p>

Action	Suggested Partners	Suggested Timeframe
<p>CSW 3.3.5</p> <p>Foster community-based organisations and facilities for older persons in accordance with the interests and needs of older persons in the community.</p>	<p>Ipswich City Council, local community service organisations and community groups.</p>	<p>Ongoing</p>
<p>CSW 3.3.6</p> <p>Foster and promote community based networks of service providers to provide a range of outreach and treatment services responsive to the needs of the community, such as:-</p> <ul style="list-style-type: none"> <li>♦ Drug and alcohol</li> <li>♦ Young people</li> <li>♦ Older people</li> <li>♦ Disadvantaged members of the community</li> <li>♦ Crisis accommodation</li> </ul>	<p>Local outreach services, Ipswich City Council and Queensland State Governments.</p>	<p>Short term</p>

## Strategy CSW 3.4

**Creative Culture: Enable residents to have ready access to a range of cultural facilities, programs and initiatives to express and develop their creativity and cultural values through visual and performing arts.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 3.4.1</p> <p>Promote Ipswich as a venue for film festivals and encourage the showing of more art-house films in local venues.</p>	<p>Ipswich Arts Society, Ipswich City Council, local business owners and operators.</p>	<p>Short term</p>
<p>CSW 3.4.2</p> <p>Establish an annual program of outdoor events that maximises public spaces and historic buildings and includes festivals, community events, celebrations and public activities.</p>	<p>Ipswich City Council and community arts groups.</p>	<p>Short term</p>

Action	Suggested Partners	Suggested Timeframe
<p>CSW 3.4.3</p> <p>Develop local performing arts groups that stimulate community engagement in traditional and contemporary dance forms reflective of the diversity of the community.</p>	<p>Community dance groups, multicultural community organisations, local schools and Ipswich Eisteddfod Society.</p>	<p>Ongoing</p>
<p>CSW 3.4.4</p> <p>Develop partnerships in developing local music festivals and art festivals as signature events in the Ipswich Calendar.</p>	<p>Local community groups, Ipswich City Council, Ipswich Civic Hall, Ipswich Art Gallery and Ipswich Art Society.</p>	<p>Ongoing</p>
<p>CSW 3.4.5</p> <p>Promote Ipswich and its surrounds for use as sets for films and television production.</p>	<p>Local Community Arts Groups, Ipswich City Council and Department of Education and the Arts.</p>	<p>Ongoing</p>
<p>CSW 3.4.6</p> <p>Promote, develop and continue to support the development of local talent through eisteddfod, emerging and established cultural performance groups and individuals to progress to state, national and international standard.</p>	<p>Local schools, Ipswich Eisteddfod Society and Ipswich Civic Hall.</p>	<p>Ongoing</p>

## CSW GOAL 4 - HEALTHY COMMUNITY

Ipswich is home to a vibrant and healthy community.

### Strategy CSW 4.1

**Public Health: Ensure that all residents have ready access to health care, intervention and prevention services, and health education, services and facilities and utilise the services necessary to create and maintain a healthy living community.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 4.1.1</p> <p>Prepare and implement a Health Services Strategy which identifies the number and type of health facilities and services required for the existing and projected population of Ipswich.</p>	<p>Queensland Health, Ipswich Hospital, Ipswich health services providers and Ipswich City Council.</p>	<p>Short term</p>
<p>CSW 4.1.2</p> <p>Improve facilities and community services that provide counselling services that respond to a range of needs particularly in the areas of mental health, trauma, trans-cultural mental health, drug and alcohol induced and age-related mental health needs.</p>	<p>Queensland Health and local health service providers.</p>	<p>Ongoing</p>
<p>CSW 4.1.3</p> <p>Provide services and resources for the treatment of drug addiction and alcohol dependency such as residential rehabilitation centres.</p>	<p>Queensland Health, local outreach services and Ipswich City Council.</p>	<p>Ongoing</p>
<p>CSW 4.1.4</p> <p>Provide information and education programs and activities to enable residents equitable access to information regarding maintaining healthy lifestyles, physical activity, nutrition, diet and preventative health measures.</p>	<p>Queensland Health, public health facilities, general practitioners and local health service providers.</p>	<p>Ongoing</p>
<p>CSW 4.1.5</p> <p>Establish physical activity programs in association with local schools and childcare providers informing young people of the importance of good nutrition and the health risks associated with problems such as obesity, smoking and alcohol.</p>	<p>Queensland Health, local schools and childcare providers and local general practitioners.</p>	<p>Ongoing</p>

Action	Suggested Partners	Suggested Timeframe
<p>CSW 4.1.6</p> <p>Develop and implement a Public Health Plan that:</p> <ul style="list-style-type: none"> <li>♦ Establishes a set of Health and Wellbeing values</li> <li>♦ Identifies actions to manage and enhance the community's Health and Wellbeing values</li> </ul>	Ipswich City Council, Queensland Health, local health service providers.	Short term, ongoing
<p>CSW 4.1.7</p> <p>Report on the value and success of programs that target communicable diseases and vaccinate against preventable disease.</p>	Ipswich City Council and Queensland Health.	Ongoing
<p>CSW 4.1.8</p> <p>Continue to implement and promote immunisation services and programs.</p>	Ipswich City Council and Queensland Health.	Ongoing
<p>CSW 4.1.9</p> <p>Continue to provide businesses and residents with information regarding Health and Safety issues related to food preparation and distribution.</p>	Ipswich City Council, and Queensland Health.	Ongoing

## Strategy CSW 4.2

**Active Lifestyles, Healthy Communities: Promote healthy lifestyles that include keeping fit and active and involved in physical activities such as walking, cycling, tai chi, and organised sporting activities, and provision of a comprehensive range of recreational services and facilities.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 4.2.1</p> <p>Develop and promote Active Lifestyle Programs throughout Ipswich that include a range of paid and free activities such as guided walks, information sessions on nutrition, exercise classes, eg. ICC's Just Walk It program, Come and Try Sports Expo, Neville Bonner Indigenous Sports Day.</p>	<p>Ipswich City Council, Queensland Health, community outreach services, local community service organisation and groups.</p>	<p>Short term, ongoing</p>

## Strategy CSW 4.3

**Comprehensive range of recreation facilities and services: Ensure that all members of the community have ready access to a comprehensive range of recreational services and facilities which reflect the diversity and interests of the community.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 4.3.1</p> <p>Promote Ipswich City Council parks and reserves, in particular, those that offer infrastructure and opportunities to participate in physical activity.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>
<p>CSW 4.3.2</p> <p>Develop and market opportunities for active recreation pursuits in natural environment and conservation areas.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>

## CSW GOAL 5 - THE IPSWICH IDENTITY

Ipswich retains its own identity and is acknowledged as the interface between metropolitan Brisbane and the western region.

### Strategy CSW 5.1

**An Entity in its Own Right: Ipswich is identified and known as a City in its own right and is recognised for the respect the community holds for its heritage.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 5.1.1</p> <p>Include in the marketing and promotional material of all Ipswich government, non-government, business and community organisations that Ipswich is a City.</p>	<p>Queensland State and Australian Government agencies, non-government organisations, community service organisations and groups, Ipswich City Council and local media.</p>	<p>Ongoing</p>
<p>CSW 5.1.2</p> <p>Produce an Ipswich City brochure and guide which depicts Ipswich as a City and a relatively self-contained community.</p>	<p>Ipswich City Council and local media.</p>	<p>Short term, ongoing</p>
<p>CSW 5.1.3</p> <p>Include the smaller townships and communities such as Rosewood, Marburg, Peak Crossing and Harrisville in the promotion material for the City of Ipswich as a network of diverse communities.</p>	<p>Ipswich City Council and Ipswich Tourism Association.</p>	<p>Short term, ongoing</p>

## CSW GOAL 6 - A SAFE COMMUNITY

Ipswich is a safe place to live, work and play.

### Strategy CSW 6.1

**Design for Safety: Ensure the design, management and maintenance of public places, parks, and open spaces is undertaken with community safety as a priority.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 6.1.1</p> <p>Implement Crime Prevention Through Environmental Design (CPTED) principles in the design and construction of public spaces.</p>	<p>Ipswich City Council and development industry.</p>	<p>Ongoing</p>
<p>CSW 6.1.2</p> <p>Design and construct public spaces that respond to the needs of older people and people with a disability.</p>	<p>Ipswich City Council and development industry.</p>	<p>Ongoing</p>



## Strategy CSW 6.2

**Community Safety and Crime Prevention: Establish and maintain a range of programs and initiatives which ensure Ipswich is a community in which people are able to live, work and play, and move freely with due regard for their personal safety.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 6.2.1</p> <p>Establish appropriate levels of service provision to respond to the needs of the community in regards to crime and public safety including the provision of appropriate levels of staffing at Police Beats in central locations.</p>	<p>Ipswich Police and Ipswich City Council.</p>	<p>Ongoing</p>
<p>CSW 6.2.2</p> <p>Design and implement a Community Safety and Crime Prevention Strategy which is based on the principles of Community Policing and encourages active involvement of Council, community based organisations, Police and other relevant state government agencies recognising the culturally diverse needs of the specific community sectors.</p>	<p>Ipswich City Council, Ipswich Police, local community organisations and community groups.</p>	<p>Short term, ongoing</p>
<p>CSW 6.2.3</p> <p>Establish education programs regarding personal management of safety and delivered to all sectors of the community including business, schools, across age and cultural profiles.</p>	<p>Ipswich Police.</p>	<p>Ongoing</p>

## Strategy CSW 6.3

**Emergency Services and Disaster Management: Ensure Ipswich has the benefits of well-equipped, well-staffed essential and emergency services including both professional staff and volunteers.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 6.3.1</p> <p>Develop an Emergency Services and Facilities plan as part of an integrated and coordinated response by all relevant agencies including Fire, Ambulance, Police, State Emergency Service and community response.</p>	<p>Ipswich Police, State Emergency Services, Ipswich City Council, local community organisations and community groups.</p>	<p>Ongoing</p>
<p>CSW 6.3.2</p> <p>Prepare and review the City's Counter Disaster Plan and link with District Emergency Management Plan.</p>	<p>Ipswich Police, Ipswich City Council, local community organisations and community groups and Defence forces.</p>	<p>Ongoing</p>

## Strategy CSW 6.4

**Design for Equitable Access to Services: Ensure Ipswich facilities and services are designed for all Ipswich residents to access, inclusive of the specific needs of people with disabilities and their carers.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 6.4.1</p> <p>Establish a coordinated approach to equitable access to community facilities and public spaces throughout Ipswich.</p>	<p>Ipswich City Council, Disability Services Queensland, local community organisations and community groups.</p>	<p>Ongoing</p>
<p>CSW 6.4.2</p> <p>Establish employment and quality of life programs to support marginalised and isolated groups of people with disabilities to access mainstream services.</p>	<p>Ipswich City Council, Disability Services Queensland, local community organisations and community groups.</p>	<p>Ongoing</p>

## CSW GOAL 7 - A SPORTING CITY

Ipswich has a strong sporting culture and a wide range of active recreation activities are provided for within the local government area.

### Strategy CSW 7.1

**Sporting Champions: Acknowledge and promote the successes of Ipswich residents and teams in state, national and international competitions.**

Action	Suggested Partners	Suggested Timeframe
<p>CSW 7.1.1</p> <p>Promote the outstanding achievements of sports people and teams, particularly those that participate at national and international level.</p>	<p>Local media sources and Ipswich City Council.</p>	<p>Ongoing</p>
<p>CSW 7.1.2</p> <p>Attract high standard coaching staff to train local champions and teams.</p>	<p>Ipswich sports associations and clubs.</p>	<p>Ongoing</p>
<p>CSW 7.1.3</p> <p>Encourage leaders in sport to engage with the local community and encourage greater participation in sporting activities.</p>	<p>Ipswich sports associations and clubs, local sporting clubs and Ipswich City Council.</p>	<p>Ongoing</p>

## TABLE 5 - INFRASTRUCTURE AND SERVICES IS GOAL 1 - INTEGRATED INFRASTRUCTURE PLANNING AND PROVISION

Infrastructure leads development and through the collaborative planning efforts of a range of stakeholders, investment is directed towards delivering the desired outcomes of the Ipswich community and businesses in a timely manner.

### Strategy IS 1.1

**Community Participation: Consider the specific needs of the Ipswich community in determining infrastructure requirements.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.1.1.</p> <p>Engage the community to determine the expectations and desired standards of service in the delivery of infrastructure items across the City, including those within the Priority Infrastructure Plans.</p>	<p>Infrastructure providers both public and private.</p>	<p>Ongoing</p>
<p>IS 1.1.2</p> <p>Conduct community consultation activities in the planning and design phases of major infrastructure projects to engage the community and receive their input on issues such as phasing of projects.</p>	<p>Infrastructure providers both public and private.</p>	<p>Ongoing</p>
<p>IS 1.1.3</p> <p>Include a Community Awareness component in campaigns for the application of new technologies and infrastructure provision.</p>	<p>Ipswich City Council, Infrastructure providers both public and private.</p>	<p>Short term, ongoing</p>

## Strategy IS 1.2

**Plan and Review Provision of Infrastructure: Undertake strategic infrastructure planning and periodically review the provision of infrastructure and services.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.2.1</p> <p>Prepare and implement desired standards for infrastructure provision for issues such as design standards, staging, materials, construction methods, etc.</p>	<p>Ipswich City Council, infrastructure providers both public and private and Office of Urban Management.</p>	<p>Short term, ongoing</p>
<p>IS 1.2.2</p> <p>Prepare Planning Assumptions considering growth and demand to provide a basis for planning and design of infrastructure and review as required.</p>	<p>Ipswich City Council, infrastructure providers both public and private and Office of Urban Management.</p>	<p>Short term, ongoing</p>
<p>IS 1.2.3</p> <p>Prepare and implement Development Thresholds identifying timing for infrastructure provision.</p>	<p>Ipswich City Council, development industry and Office of Urban Management.</p>	<p>Short term, ongoing</p>
<p>IS 1.2.4</p> <p>Identify and protect corridors that may be required in the future for the provision of large-scale infrastructure such as powerlines, transport corridors, water pipelines, etc. Identify temporary land uses which can be accommodated within these corridors prior to their development.</p>	<p>Queensland State Government, infrastructure providers both public and private, Ipswich City Council and Office of Urban Management.</p>	<p>Short term, ongoing</p>
<p>IS 1.2.5</p> <p>Develop detailed plans for Trunk Infrastructure that identifies the type, location, size, and staging of trunk infrastructure to support developments.</p>	<p>Ipswich City Council, infrastructure providers both public and private.</p>	<p>Short term, ongoing</p>
<p>IS 1.2.6</p> <p>Identify and implement opportunities to provide utility services such as water, energy and waste disposal from local treatment/generation plants in urban growth areas.</p>	<p>Ipswich City Council, Development industry, infrastructure providers both public and private,</p>	<p>Ongoing</p>
<p>IS 1.2.7</p> <p>All major infrastructure projects and large-scale are planned in accordance with an Environmental Impact Assessment and Social/Community Impact Assessment.</p>	<p>Infrastructure providers both public and private.</p>	<p>Short term, ongoing</p>

## Strategy IS 1.3

**Partnerships for Infrastructure Delivery: Identify opportunities to form partnerships to deliver infrastructure requirements.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.3.1</p> <p>Develop local expertise to assess and review Public Private Partnerships (PPP) for infrastructure.</p>	<p>Infrastructure providers both public and private, development industry and Office of Urban Management.</p>	<p>Short term, ongoing</p>
<p>IS 1.3.2</p> <p>Actively seek technical and funding partners for Public Private Partnerships.</p>	<p>Development industry, Infrastructure providers both public and private.</p>	<p>Ongoing</p>

## Strategy IS 1.4

**Fund Infrastructure and Services: Identify funding opportunities to deliver infrastructure and services in a timely and co-ordinated manner.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.4.1</p> <p>Develop Capital Works Programs that provide clear accounting of future needs. Use legislative funding mechanisms such as:-</p> <ul style="list-style-type: none"> <li>♦ Infrastructure Charges Schedules</li> <li>♦ Federal/State subsidies</li> <li>♦ Public-private partnerships.</li> </ul>	<p>Ipswich City Council, development industry, Department of Local Government, Planning, Sport and Recreation and Department of Transport and Regional Services.</p>	<p>Ongoing</p>

## Strategy IS 1.5

**Provide Infrastructure: Infrastructure is delivered in accordance with priority infrastructure plans, in a manner that reflects community priorities and standards and does not pose significant risk to environmental assets or community values.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.5.1</p> <p>Implement major infrastructure plans such as:-</p> <ul style="list-style-type: none"> <li>♦ SEQ Regional Infrastructure Plan and Program</li> <li>♦ Queensland State Infrastructure Plan</li> <li>♦ Federal infrastructure plans such as Auslink</li> <li>♦ Ipswich City Capital Works Program</li> </ul>	<p>Ipswich City Council, development industry, Office of Urban Management and Department of Transport and Regional Services.</p>	<p>Ongoing</p>
<p>IS 1.5.2</p> <p>Prepare and implement Priority Infrastructure Plans in accordance with the SEQ Infrastructure Plan and Program.</p>	<p>Ipswich City Council and development industry.</p>	<p>Ongoing</p>
<p>IS 1.5.3</p> <p>Implement the recommendations of Environmental Impact Assessments and Social/Community Impact Assessments to ensure that infrastructure has minimal negative impacts on environmental and community values on the site.</p>	<p>Infrastructure providers both public and private.</p>	<p>Ongoing</p>

## Strategy IS 1.6

**Maintain Infrastructure: Ensure that current infrastructure is maintained and upgraded in accordance with the needs of the community.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.6.1</p> <p>Develop a comprehensive suite of Asset Management Plans and programs focused on protection of assets and not reactive repair.</p>	Ipswich City Council.	Short term, ongoing
<p>IS 1.6.2</p> <p>Develop a monitoring process and community surveys to determine the success of infrastructure items in delivering according to community standards.</p>	Ipswich City Council.	Ongoing

## Strategy IS 1.7

**Infrastructure Outcomes for the Present and the Future: Share the benefits and costs of infrastructure provision equitably within and across current and future generations.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 1.7.1</p> <p>Prepare operational and capital cost estimates and benchmark these against population growth and demand.</p>	Ipswich City Council, Infrastructure providers both public and private.	Short term, ongoing
<p>IS 1.7.2</p> <p>Demonstrate the projected financial and environmental implications of delaying large infrastructure decisions.</p>	Ipswich City Council, Infrastructure providers both public and private.	Short term, ongoing



## IS GOAL 2 - COORDINATED COMMUNITY SERVICES

The community services provided in the City of Ipswich are accessible, delivered in a co-ordinated manner and cater for the vast array of social issues that occur in the community.

### Strategy IS 2.1

**Integrated Service Approach: Ensure community services are delivered in a co-ordinated manner which provides accessible services and addresses community need.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 2.1.1</p> <p>Establish minimum essential standards of provision for both built and social networks of community service requirements and facilities necessary to respond to the needs of the community inclusive of cultural/spiritual requirements.</p>	<p>Ipswich City Council, Queensland State Government agencies, Department of Communities and community service providers.</p>	<p>Short term, ongoing</p>
<p>IS 2.1.2</p> <p>Audit and review of the level of service provision and forward provision to respond to population growth in Ipswich in consultation with the residents of Ipswich in response to changing socio-demographic and cultural needs.</p>	<p>Queensland Health, Ipswich City Council, local community service providers and Department of Communities.</p>	<p>Ongoing</p>
<p>IS 2.1.3</p> <p>Establish innovative funding models for the establishment, construction and on-going management and administration of community facilities that provide integrated community service provision. The funding models account for whole of life cost and service provision within the context of community needs.</p>	<p>Queensland Health, Ipswich City Council and local community service providers.</p>	<p>Ongoing</p>
<p>IS 2.1.4</p> <p>Undertake a Needs Assessment for the Ipswich community as a whole, as well as individual townships and suburbs within the City, to identify the infrastructure and community services they need.</p>	<p>Ipswich City Council and Department of Communities.</p>	<p>Short term, ongoing</p>
<p>IS 2.1.5</p> <p>Prepare a Community Facilities Plan based on community Needs Assessments with the purpose of identifying the programs and facilities that will support the required services.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>

Action	Suggested Partners	Suggested Timeframe
<p>IS 2.1.6</p> <p>Establish community service providers networks similar to the Youth Services Providers Network to exchange information and identify partnerships to improve service delivery and coordinate activities. These networks should be devised based on community service areas such as disability services, drug and alcohol use, aged care.</p>	<p>Ipswich City Council, community service providers public, private and non-profit organisations.</p>	<p>Short term, ongoing</p>
<p>IS 2.1.7</p> <p>Engage local communities in the planning and design of community facilities and programs.</p>	<p>Ipswich City Council and development industry.</p>	<p>Ongoing</p>
<p>IS 2.1.8</p> <p>Improve information regarding the respective service responsibilities of community service agencies and processes of customer service.</p>	<p>Department of Communities and community service providers.</p>	<p>Short term, ongoing</p>

## Strategy IS 2.2

**Health and Emergency Services: Ipswich residents have access to a range of quality health and emergency services in accordance with community expectations and national and international standards.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 2.2.1</p> <p>Improve the quality and number of facilities and health services provided specifically for infants, children and young people and aged.</p>	<p>Queensland Health, Australian Government Department of Health and Ageing, Qld Department of Child Safety and Ipswich City Council.</p>	<p>Ongoing</p>
<p>IS 2.2.2</p> <p>Increase the number of specialists in mental health and counselling such as psychiatrists and psychologists.</p>	<p>Queensland Health.</p>	<p>Short term, ongoing</p>

## Strategy IS 2.3

**Education and Childcare Services: Ipswich residents have access to a range of quality education facilities and child care services.**

Action	Suggested Partners	Suggested Timeframe
IS 2.3.1 Identify guidelines for the provision of education facilities through discussions with both public and private sector education providers.	Ipswich City Council and Department of Education and Training.	Short term, ongoing
IS 2.3.2 Undertake collaborative strategic planning for the location of both public and private education facilities in urban growth areas.	Ipswich City Council, Department of Education and private education providers.	Ongoing
IS 2.3.3 Plan for the provision of a network of child-care centres throughout Ipswich for both business hours and after-hours care.	Ipswich City Council, community service providers, - public, private and non-profit organisations.	Short term, ongoing

## IS GOAL 3 - WATER A VALUABLE RESOURCE

The City of Ipswich respects the value of its precious water resources and manages them in a manner to ensure their sustainable use.

### Strategy IS 3.1

**Water Supply: Provide infrastructure required to supply water to urban and rural residents, industry and business in accordance with community needs.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 3.1.1</p> <p>Establish and maintain discussions with key stakeholders throughout SEQ regarding the strategic management of water resources.</p>	<p>Ipswich City Council, Ipswich Water, Qld Department of State Development, Trade and Innovation and Department of Natural Resources and Mines.</p>	<p>Short term, ongoing</p>
<p>IS 3.1.2</p> <p>Establish an Excellence Award for Sustainable Water Use for local innovations in water treatment, products and management.</p>	<p>Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>IS 3.1.3</p> <p>Identify and implement opportunities to provide dual reticulation systems in new developments.</p>	<p>Ipswich Water and SEQ Water.</p>	<p>Short term, ongoing</p>

## Strategy IS 3.2

**Water Conservation to Minimise Demand: Implement water conservation measures including community, industry and business education campaigns to minimise demand.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 3.2.1</p> <p>Require all new residential and commercial buildings to install rainwater tanks through local laws, Planning Scheme, and other planning mechanisms.</p>	Ipswich City Council.	Short term, ongoing
<p>IS 3.2.2</p> <p>Identify opportunities to collect and treat stormwater and waste water for irrigation.</p>	Ipswich Water, Development industry and Ipswich City Council.	Short term, ongoing
<p>IS 3.2.3</p> <p>Establish a community-based Water Resources Taskforce which focuses on:-</p> <ul style="list-style-type: none"> <li>♦ devising new measures to increase community awareness about water resources.</li> <li>♦ assist in the identification of new demand management techniques.</li> <li>♦ undertaking a comprehensive Community Awareness Campaign.</li> <li>♦ assessing information about the technical solutions with the assistance of a technical committee.</li> </ul>	Ipswich Water, the plumbing industry, the development industry and local environmental groups.	Ongoing

## Strategy IS 3.3

Align water quality and source with use: Ensure potable and recycled waters are used 'fit for purpose'.

Action	Suggested Partners	Suggested Timeframe
<p>IS 3.3.1</p> <p>Provide incentive programs to businesses and industries (including agriculture) that use recycled water and treated wastewater rather than potable quality water for industrial purposes.</p>	<p>Ipswich City Council, Ipswich Water, Qld Department of State Development, Trade and Innovation and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>
<p>IS 3.3.2</p> <p>Investigate and implement opportunities to use recycled water and wastewater for the irrigation of open space.</p>	<p>Ipswich Water and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>IS 3.3.3</p> <p>Identify opportunities for industrial activities to co-locate and share water resources eg. One business uses water for cooling purposes and the tepid water that is emitted can be transferred to a nearby business with complementary needs.</p>	<p>Ipswich Water and Ipswich City Council.</p>	<p>Ongoing</p>
<p>IS 3.3.4</p> <p>Prepare and implement a Recycled Water Strategy for the City of Ipswich.</p>	<p>Ipswich Water, Environmental Protection Agency, development industry and Ipswich residents.</p>	<p>Short term, ongoing</p>
<p>IS 3.3.5</p> <p>Undertake a public awareness campaign to inform the community of the value of recycled water.</p>	<p>Ipswich Water and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>
<p>IS 3.3.6</p> <p>Prepare and implement a Sewer Strategy that addresses sewage catchment management to minimise the damage done to water prior to discharge to sewer.</p>	<p>Ipswich Water and Environmental Protection Agency.</p>	<p>Short term, ongoing</p>

## IS GOAL 4 - ENERGY SUPPLY

Ipswich has energy supplies to meet the needs of residents, industry and commerce and is a major user of energy generated from renewable sources.

### Strategy IS 4.1

**Provision of Energy: Ensure urban and rural residents, commerce and industry have access to the most appropriate energy in accordance with community needs.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 4.1.1</p> <p>Encourage the development of strategic planning mechanisms for energy provision and opportunities of partnerships between with energy and gas providers to prepare such plans.</p>	<p>Ipswich City Council, energy providers, Department of State Development, Trade and Innovation and Federal government.</p>	<p>Short term, ongoing</p>
<p>IS 4.1.2</p> <p>Ensure service standards are met and where there are failures negotiate with the appropriate authority to address shortfalls.</p>	<p>Ipswich City Council.</p>	<p>Ongoing</p>
<p>IS 4.1.3</p> <p>Monitor supply of energy to emerging industrial areas and where supply lags or constrains development negotiate with the appropriate authority to address these timing issues.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>
<p>IS 4.1.4</p> <p>Investigate the potential to provide street lighting reliant on renewable energy sources.</p>	<p>Energy providers, Ipswich City Council and Energex.</p>	<p>Medium term</p>
<p>IS 4.1.5</p> <p>Implement and further enhance programs focused on reducing demand of renewable energy.</p>	<p>Energy providers, Department of State Development, Trade and Innovation.</p>	<p>Ongoing</p>

## Strategy IS 4.2

**Encourage Renewable Energy Technologies: Encourage residents, industry, local businesses, and service providers to utilise renewable energy technologies.**

Action	Suggested Partners	Suggested Timeframe
IS 4.2.1 Implement more green energy projects such as the ReOrganic project by CS Energy, Whitwood Road Landfill, and Ti-Tree Bioenergy.	CS Energy and other energy companies, environmental industries, Ipswich Waste and Ipswich City Council.	Ongoing
IS 4.2.2 Research the viable opportunities to incorporate small-scale renewable energy generation plants in new developments.	Ipswich City Council, Department of Housing, renewable energy research centres and energy generation corporations.	Medium term



## IS GOAL 5 - TECHNOLOGICALLY ADVANCED COMMUNITY

Ipswich is a community well connected through telecommunications with the latest advancements in information and telecommunication technologies.

### Strategy IS 5.1

**Provision of Information and Communication Technologies: Ensure residents, commerce and industries have access to the most appropriate telecommunications technologies in accordance with community needs.**

Action	Suggested Partners	Suggested Timeframe
IS 5.1.1 Upgrade local telecommunications exchanges to be able to deliver ADSL services throughout all of Ipswich.	Telstra and other relevant telecommunication infrastructure providers.	Short term, ongoing
IS 5.1.2 Prepare and implement an Information and Telecommunications Strategy that identifies the capacity and potential of existing infrastructure, the communication needs of the community, the standards and phasing of delivery, and the potential future communication technologies that need to be accommodated.	Telstra and other relevant telecommunication infrastructure providers, Ipswich City Council, Department of State Development, Trade and Innovation.	Short term, ongoing
IS 5.1.3 Finalise and implement the Brisbane and South East Queensland Telecommunications Infrastructure Strategy.	Department of State Development, Trade and Innovation and Ipswich City Council.	Short term, ongoing
IS 5.1.4 Identify standards for infrastructure which prioritises fibre optical cabling in new developments to enable for the delivery of broadband services.	Ipswich City Council, Telstra and other relevant telecommunication infrastructure providers.	Short term, ongoing

## IS GOAL 6 - MANAGING WASTE AS A RESOURCE

Ipswich has taken on the challenge of managing waste as a resource, realising the positive potentials for the environment and where possible deriving the associated economic benefits.

### Strategy IS 6.1

**Provision of Waste Management Options: Ensure residents, visitors, commerce and industry have access to options for managing discarded resources and the beneficial disposal of waste.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 6.1.1</p> <p>Develop a Waste Management Infrastructure Master Plan and improve the standard of resource recovery and waste disposal facilities.</p>	<p>Ipswich City Council, Waste management industry and SEQ Local Governments.</p>	<p>Short term, ongoing</p>
<p>IS 6.1.2</p> <p>Develop and implement a Waste Management Strategy for Ipswich.</p>	<p>Ipswich City Council, Qld Environmental Protection Agency, SEQROC Waste and Recycling Working Group.</p>	<p>Short term, ongoing</p>
<p>IS 6.1.3</p> <p>Provide information on managing waste and resources through environmental education programs to schools, community groups, local business owners and operators and residents.</p>	<p>Ipswich City Council and local waste management companies.</p>	<p>Ongoing</p>
<p>IS 6.1.4</p> <p>Develop an Anti- littering and City Beautification strategy including the following:-</p> <ul style="list-style-type: none"> <li>♦ Enforce littering regulations pertaining to illegal disposal of litter along roadsides, particularly along the Ipswich Motorway.</li> <li>♦ Reintroduce the 'Keep Australia Beautiful' campaign in Ipswich and surrounds.</li> <li>♦ Enter the annual 'Australian Tidy Towns' awards and engage the community in beautifying the City.</li> <li>♦ Improve awareness of young people about litter and waste management through school programs and youth campaigns that are specifically designed by and for young people.</li> <li>♦ Implement a program to ban the use of plastic bags in locally owned businesses.</li> </ul>	<p>Ipswich City Council, Ipswich Chamber of Commerce, local business owners and operators, community service organisations and community groups.</p>	<p>Ongoing</p>

## Strategy IS 6.2

**Cutting Edge technology for City and Region: Identify and implement local and regional initiatives to capitalise on the environmental and economic potential of the region's waste.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 6.2.1</p> <p>Form partnerships to address issues related to resource recovery and waste disposal at a sub-regional level and determine the role of Ipswich in the management of the region's waste.</p>	<p>Ipswich City Council, Qld Environmental Protection Agency and SEQ Local Governments.</p>	<p>Ongoing</p>
<p>IS 6.2.2</p> <p>Investigate the potential to use the areas affected by mining activities for environmental industries such as landfill sites incorporating methane gas conversion for 'green' energy.</p>	<p>Waste management industry and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>IS 6.2.3</p> <p>Establish a regional-scale resource recovery and/or reuse facilities in Ipswich that converts waste into a resource.</p>	<p>Ipswich City Council, local waste management industry and SEQ Local Governments.</p>	<p>Medium term</p>

## IS GOAL 7 - RECREATION FACILITIES AND OPEN SPACE

The recreation services provided by the natural environment of Ipswich is recognized as a fundamental component of the City's infrastructure network.

### Strategy IS 7.1

**Access to Open Space: Ensure development proposals allow for adequate access to the City's open space and recreational activities.**

Action	Suggested Partners	Suggested Timeframe
IS 7.1.1 Develop and implement guidelines for determining the open space infrastructure requirements, standards and sequencing.	Ipswich City Council and Department of Local Government, Planning, Sport and Recreation.	Short term, ongoing
IS 7.1.2 Determine the most effective means of costing and funding open space provision eg. Priority Infrastructure Plans, Infrastructure Charges Schedules, Infrastructure Agreements.	Ipswich City Council.	Short term, ongoing

### Strategy IS 7.2

**Sport and Recreation Facilities: Provide facilities that can accommodate for a diverse range of sport and recreation activities.**

Action	Suggested Partners	Suggested Timeframe
IS 7.2.1 Design, implement and manage public sports grounds and facilities to cater for multiple uses including lighting for night activities and school access for sporting events.	Ipswich City Council and Department of Local Government, Planning, Sport and Recreation.	Ongoing
IS 7.2.2 Identify and plan for recreational facilities across a range of traditional and emerging sports and a range of lifestyles eg. young children, elderly, families. Provide major sport and recreation facilities such as an aquatic centre, a football stadium and indoor sports centres that comply with national standards and cater for multiple purposes.	Department of Local Government, Planning, Sport and Recreation, State Sporting Organisations and Ipswich City Council.	Ongoing
IS 7.2.3 Plan for sport and recreation in growth areas such as Ripley Valley and Springfield.	Ipswich City Council.	Ongoing

## Strategy IS 7.3

**Recreational Trails: Ensure that a network of trails and routes are provided to cater for the recreational and sporting needs of the Ipswich community.**

Action	Suggested Partners	Suggested Timeframe
<p>IS 7.3.1</p> <p>Establish regional-scale recreational trails in Ipswich that link major greenspace areas such as Greenbank down to the Scenic Rim that can accommodate a variety of modes such as horses, 4WDs, mountain bikes and bushwalkers (eg. Brisbane Valley Rail Trail).</p>	<p>Environmental Protection Agency, Ipswich City Council, Queensland Rail and Energex.</p>	<p>Ongoing</p>
<p>IS 7.3.2</p> <p>Utilise unused transport corridors as recreation opportunities and links to greenspace network.</p>	<p>Environmental Protection Agency, Ipswich City Council, Queensland Rail and Energex.</p>	<p>Ongoing</p>

## TABLE 6 - INTEGRATED TRANSPORT & MOVEMENT ITM GOAL 1 - CONNECTED COMMUNITIES

The Ipswich transport system connects communities and enables for easy access around the local community, throughout Ipswich and to other areas of South East Queensland.

### Strategy ITM 1.1

**Integrated Land Use and Transport Planning: Ensure that the transport needs of residents are considered early in land use planning processes.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 1.1.1</p> <p>Prepare and implement an Integrated Transport Plan for Ipswich which includes the provision of public transport services, safe road network, and pedestrian/cycle activities based on the needs of local residents and visitors to the area. This will form a key component of Local Growth Management Strategies.</p>	<p>Ipswich City Council, Queensland Transport, Department of Main Roads, Queensland Rail and public transport providers.</p>	<p>Short term, ongoing</p>
<p>ITM 1.1.2</p> <p>Establish a Transport Steering Committee which includes representatives from all of the major stakeholders involved in the planning and delivery of the transport network to determine a co-ordinated approach to transport provision including Federal, State and local government representatives.</p>	<p>Ipswich City Council, Queensland Transport, Queensland Rail, Australian Government Department of Transport and Regional Services and other major stakeholders involved in transport planning.</p>	<p>Short term, ongoing</p>
<p>ITM 1.1.3</p> <p>Identify public transport requirements for emerging areas in the early stages of the planning process in order to accommodate transport services in the first stages of construction.</p>	<p>Ipswich City Council and local developers.</p>	<p>Ongoing</p>
<p>ITM 1.1.4</p> <p>Identify opportunities for the construction of new schools adjacent to other uses which may have a large area of car-parking that can reduce the congestion on local roads during drop-off and pick-up peak periods.</p>	<p>Ipswich City Council, Department of Employment and Training, Department of Education and the Arts, Department of Main Roads and Queensland Transport.</p>	<p>Ongoing</p>
<p>ITM 1.1.5</p> <p>Identify and align the transport priorities and objectives for Ipswich of all stakeholders.</p>	<p>Ipswich City Council, Queensland Transport, Queensland Rail, Australian Government Department of Transport and Regional Services and other major stakeholders involved in transport planning.</p>	<p>Short term</p>

## Strategy ITM 1.2

**Connected Centres: Ensure that centres are connected and enable efficient movement between communities.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 1.2.1</p> <p>Provide a loop bus service that connects the major centres around Ipswich such as the Great Circle Line bus service in Brisbane.</p>	<p>Local bus companies, Queensland Transport-Translink and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>ITM 1.2.2</p> <p>Investigate and implement opportunities to expand public transport services to and from rural centres such as Rosewood, Harrisville, Peak Crossing and Marburg.</p>	<p>Queensland Transport-Translink, Ipswich City Council and local public transport providers.</p>	<p>Short term, ongoing</p>
<p>ITM 1.2.3</p> <p>Provide interactive touch screens at the transport hubs of major centres such as Ipswich CBD, Ipswich rail station, Booval, Springfield, Redbank Plaza to provide information on public transport services.</p>	<p>Queensland Transport-Translink and local public transport operators.</p>	<p>Short term</p>
<p>ITM 1.2.4</p> <p>Provide transport services after hours and on weekends to facilitate use of sport recreation and other community facilities.</p>	<p>Queensland Transport Translink, Local bus service providers and Queensland Rail.</p>	<p>Ongoing</p>
<p>ITM 1.2.5</p> <p>Provide coordinated transport services to enable efficient change-over and transfers between modes.</p>	<p>Queensland Transport-Translink, Local bus service providers and Queensland Rail.</p>	<p>Ongoing</p>

## Strategy ITM 1.3

**Transit Oriented Development: Identify and develop opportunities to create communities based on the principles of transit oriented development.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 1.3.1</p> <p>In the preparation of a Local Growth Management Strategy for Ipswich identify opportunities for transit oriented development in communities such as Ipswich CBD, Redbank, Goodna, Booval, and Springfield and future centres such as Ripley Valley, Walloon-Thagoona and Rosewood.</p>	<p>Ipswich City Council, Office of Urban Management and Queensland Transport.</p>	<p>Short term</p>
<p>ITM 1.3.2</p> <p>Enhance transport facilities and services at transit oriented communities.</p>	<p>Queensland Transport.</p>	<p>Ongoing</p>
<p>ITM 1.3.3</p> <p>Monitor the numbers of commuters that use the transport services at transit oriented communities over a period of time to identify changes in public transport use.</p>	<p>Ipswich City Council, Office of Urban Management and Queensland Transport.</p>	<p>Short term, ongoing</p>



## Strategy ITM 1.4

**A Safe Transport Network: Ensure that residents feel safe travelling throughout Ipswich.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 1.4.1</p> <p>Development and implement Bus Shelter Design Guidelines that include the provision of safe and comfortable bus shelters.</p>	<p>Queensland Transport.</p>	<p>Short term</p>
<p>ITM 1.4.2</p> <p>Provide 'real time display' timetables at major stops throughout the City that provide up-to-date information for arrival of bus services.</p>	<p>Local bus operators and Queensland Transport.</p>	<p>Short term</p>
<p>ITM 1.4.3</p> <p>Identify and implement safety measures around transport interchanges and rail stations.</p>	<p>Local public transport operators, Queensland Transport- Translink, Ipswich City Council and Ipswich Police.</p>	<p>Ongoing</p>
<p>ITM 1.4.4</p> <p>Improve security services on public transport, particularly train attendants on rail services.</p>	<p>Queensland Rail, Queensland Transport and Ipswich Police.</p>	<p>Ongoing</p>
<p>ITM 1.4.5</p> <p>Identify and implement opportunities to enable bikes to be taken on buses and trains and provide secure storage facilities at major transport interchanges.</p>	<p>Queensland Transport and local bus service providers.</p>	<p>Short term, ongoing</p>

## Strategy ITM 1.5

**A Legible and Permeable Transport Network: Ensure that residents and visitors are easily able to negotiate their way around Ipswich regardless of which mode of transport they are using.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 1.5.1</p> <p>Design and construct gateway treatments to major entry points of the City including the Ipswich Motorway, Mount Crosby Road, Fernvale Road, Warwick Road, Ipswich CBD, Cunningham Highway, Warrego Highway and the Ipswich Railway Station.</p>	Ipswich City Council and Department of Main Roads.	Medium term
<p>ITM 1.5.2</p> <p>Design and construct boulevard treatments along major approach routes and other key elements of the strategic road network to enhance 'way finding' and overall urban amenity.</p>	Ipswich City Council and Department of Main Roads.	Short term
<p>ITM 1.5.3</p> <p>Investigate the current flow of traffic through the Ipswich CBD and identify solutions to its efficiency and legibility.</p>	Ipswich City Council, Queensland Transport and Department of Local Government, Planning, Sport and Recreation.	Short term
<p>ITM 1.5.4</p> <p>Construct a large format map at the Tourist Information Centre that shows the main features of the Ipswich CBD core and surrounding inner suburbs.</p>	Queensland Transport and Ipswich City Council.	Short term
<p>ITM 1.5.5</p> <p>Prepare and implement design standards for transit interchanges to reinforce legibility and amenity.</p>	Queensland Transport and Ipswich City Council.	Short term

## ITM GOAL 2 - EFFICIENT AND AFFORDABLE ACCESS

The Ipswich transport system is designed to enable residents' access to a variety of transport modes and prioritises the effective and equitable movement of people and goods whilst encouraging innovation and flexibility.

### Strategy ITM 2.1

**Prioritise Public Transport: Provide an extensive and efficient public transport system.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 2.1.1</p> <p>Undertake research into the travel patterns of residents for the primary purpose of identifying the 'origin' and 'destination' points and analysing the travel behaviour of households.</p>	<p>Queensland Transport - Translink, Ipswich City Council, local universities and schools.</p>	<p>Short term</p>
<p>ITM 2.1.2</p> <p>Investigate and implement opportunities to use local taxi services to supplement public transport provision.</p>	<p>Queensland Transport-Translink, Ipswich Yellow Taxi service and Ipswich City Council.</p>	<p>Short term</p>
<p>ITM 2.1.3</p> <p>Implement and review the <i>SEQ Public Transport Network Plan</i> to consider the urban growth patterns of Ipswich and plan for early provision in urban growth areas.</p>	<p>Ipswich City Council, development industry, Queensland Transport, Office of Urban Management and local public transport operators.</p>	<p>Short term, ongoing</p>

## Strategy ITM 2.2

**A Safe and Functional Road Network: maintain an efficient and safe network of roads.**

Action	Suggested Partners	Suggested Timeframe
ITM 2.2.1 Design and construct a major upgrade of the Ipswich Motorway.	Department of Main Roads, Australian Government Department of Transport and Regional Services and Ipswich City Council.	Short term, ongoing
ITM 2.2.2 Implement the Strategic Road Network identify in the SEQ Regional Plan and Ipswich Planning Scheme.	Department of Main Roads, Ipswich City Council and Office of Urban Management.	Ongoing
ITM 2.2.3 Implement road design standards to accommodate bus traffic, light rail, pedestrians and cycles in residential areas.	Department of Main Roads, Australian Government Department of Transport and Regional Services and Ipswich City Council.	Short term, ongoing
ITM 2.2.4 Ipswich City Council and local residents to prepare a strong campaign to lobby State and Federal Government to contribute and begin construction of a major upgrade of the Ipswich Motorway.	Ipswich City Council, local residents and transport activist groups.	Short term

## Strategy ITM 2.3

**Active Personal Transport: Ensure the transport network is designed to cater for pedestrian and cycle movement.**

Action	Suggested Partners	Suggested Timeframe
ITM 2.3.1 Prepare and implement an Active Transport Strategy that identifies a strategic network of pedestrian and cycle pathways throughout Ipswich.	Ipswich City Council, Queensland Transport, Qld Department of Main Roads, local walking and cycling groups.	Short term, ongoing
ITM 2.3.2 Prioritise the provision of off-road cycle paths in new urban development and existing residential areas where possible.	Ipswich City Council and Queensland Transport.	Ongoing

Action	Suggested Partners	Suggested Timeframe
<p>ITM 2.3.3</p> <p>Implement existing provisions in the Ipswich Planning Scheme to mandate the provision of showers and bike storage facilities for public facilities, public buildings, and buildings of a certain scale.</p>	Ipswich City Council.	Short term, ongoing
<p>ITM 2.3.4</p> <p>Identify and implement opportunities to improve the provision of safe cycleways to schools.</p>	Ipswich City Council, Queensland Transport and Education Queensland.	Ongoing

## Strategy ITM 2.4

**Multi-use Transport Infrastructure for the Future: Develop a transport network today that can adapt to the potential changes in transport preferences in the future.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 2.4.1</p> <p>Investigate and deliver opportunities for transit lanes on major transport corridors, particularly when considering extensions to the road network such as the Centenary Highway and Ipswich Motorway.</p>	Department of Main Roads and Queensland Transport.	Short term
<p>ITM 2.4.2</p> <p>Design major transport corridors to cater for potential alternative modes of transport in the future.</p>	Department of Main Roads and Queensland Transport.	Ongoing

## ITM GOAL 3 - COLLABORATIVE TRANSPORT PLANNING

The Ipswich transport system and related investment decisions is a result of the collaborative efforts of a range of stakeholders including all levels of government, the private sector, and the Ipswich community and these decisions consider the preservation of options for future generations.

### Strategy ITM 3.1

**Transport Infrastructure Providers Deliver in Partnership: All stakeholders responsible for the delivery of transport infrastructure work in partnership to plan for and construct an integrated network.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 3.1.1</p> <p>Establish a rail corridor and express transit rail services between Springfield, Ripley, Swanbank, Ipswich and Brisbane.</p>	<p>Department of Transport, Queensland Rail, Office of Urban Management, Ipswich City Council and developers in the corridor.</p>	<p>Medium - long term</p>
<p>ITM 3.1.2</p> <p>Identify the public transport infrastructure requirements, including costs and sequencing of service provision, for greenfield development within Local Structure Plans and ensure that public transport is available in the early stages of construction.</p>	<p>Ipswich City Council, Queensland Transport-Translink, Department of Main Roads, Queensland Rail and public transport providers.</p>	<p>Short term, ongoing</p>
<p>ITM 3.1.3</p> <p>Incorporate the costs of infrastructure for the implementation of the Active Transport Strategy in major transport infrastructure planning activities.</p>	<p>Ipswich City Council, Queensland State Government and development industry.</p>	<p>Short term</p>

## Strategy ITM 3.2

**Funding Transport Infrastructure: Identify all options for funding transport infrastructure development and maintenance and invest this in the most economically viable manner.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 3.2.1</p> <p>Research and implement innovative measures to fund transport infrastructure.</p>	<p>Ipswich City Council, Queensland Transport, Australian Government Department of Transport and Regional Services, development industry and tertiary education institutions.</p>	<p>Ongoing</p>
<p>ITM 3.2.2</p> <p>Identify key partnerships and funding resources to fund transport infrastructure.</p>	<p>Ipswich City Council, Queensland Transport, Commonwealth Department of Transport and Regional Services, development industry and tertiary education institutions.</p>	<p>Ongoing</p>

## Strategy ITM 3.3

**Environmentally Responsible Network: Ensure the transport system and related infrastructure is provided in a manner which is environmentally responsible.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 3.3.1</p> <p>Establish and invest in the provision of public transport services that operate on 'environmentally friendly technology' such as buses on natural gas.</p>	<p>Local bus and rail operators.</p>	<p>Ongoing</p>

## Strategy ITM 3.4

**Strategic Decisions: Decision-makers demonstrate a culture of making decisions for the long-term in ensuring the benefits and costs of the transport system are equitably distributed across and within current and future generations.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 3.4.1</p> <p>Inform decision-makers of the projected financial, environmental and social costs of delaying investment in large transport infrastructure.</p>	<p>Queensland State Government and Ipswich City Council.</p>	<p>Short term</p>

## Strategy ITM 3.5

**Innovative Transport: Encourage innovation in the design and development of the transport network.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 3.5.1</p> <p>Install computer systems on buses to record the travel patterns of users and use this information to improve public transport delivery and advise of timetable movements.</p>	<p>Queensland Transport-Translink.</p>	<p>Short term</p>
<p>ITM 3.5.2</p> <p>Investigate opportunities to provide on-demand transport services.</p>	<p>Ipswich City Council, Queensland Transport and local public transport providers.</p>	<p>Short term</p>
<p>ITM 3.5.3</p> <p>Investigate opportunities to provide modes of transport currently not existing in Ipswich such as light rail.</p>	<p>Ipswich City Council, Queensland Transport-Translink.</p>	<p>Short term</p>



## Strategy ITM 3.6

**Public Participation: Encourage local residents to participate in the decision-making processes regarding the planning and delivery of the transport network and system.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 3.6.1</p> <p>Design road infrastructure in partnership with local residents to ensure that an aesthetically pleasing space is designed to enable views to special places and respect existing features and local character elements.</p>	<p>Main Roads, Ipswich City Council, local residents and community groups.</p>	<p>Ongoing</p>
<p>ITM 3.6.2</p> <p>Establish a Community-based Steering Committee to contribute to the expansion of the public transport network and as a consultation base to test new ideas and developments in the transport industry.</p>	<p>Ipswich City Council, local public transport providers, Queensland Transport groups, local residents and community groups.</p>	<p>Short term, ongoing</p>

## ITM GOAL 4 - TRANSPORT FOR THE ECONOMY

The Ipswich transport network supports the economic growth and functions of the City.

### Strategy ITM 4.1

**Transport of Freight: Develop Ipswich as a key freight hub that services the economic activities of the city and the western corridor of South East Queensland.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 4.1.1</p> <p>Identify how freight is transported throughout SEQ and the freight needs of the region that Ipswich can accommodate.</p>	<p>Queensland Transport, Ipswich City Council and Department of State Development, Trade and Innovation.</p>	<p>Ongoing</p>
<p>ITM 4.1.2</p> <p>Plan for the creation of a regionally significant freight hub in Ipswich that takes advantage of the existing transport infrastructure and the economic activities of Ipswich and other western centres.</p>	<p>Queensland Transport, Office of Urban Management, Ipswich City Council and Department of State Development, Trade and Innovation.</p>	<p>Medium term</p>
<p>ITM 4.1.3</p> <p>Investigate the potential of Ipswich to cater for more rail freight and reduce the need for large trucks to be using the local road network.</p>	<p>Queensland Transport and Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>ITM 4.1.4</p> <p>Provide incentives to minimise the movement of freight during commuter peak-hours, particularly on the Ipswich Motorway.</p>	<p>Queensland Transport and Ipswich City Council.</p>	<p>Short term, ongoing</p>

## Strategy ITM 4.2

**Transport to Employment: Each of the key employment nodes within Ipswich are serviced with efficient transport networks, catering for freight movement and employee access.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 4.2.1</p> <p>Identify options for providing transport in the Regionally Significant Business and Industry Enterprise Areas and major centres, specifically to cater for transport of freight and employees.</p>	Ipswich City Council.	Short term, ongoing
<p>ITM 4.2.2</p> <p>Provide incentives to companies with a large employment base that provide pick-up and drop-off services for employees to destinations such as rail stations, bus interchanges and centres in residential areas.</p>	Queensland Transport and Ipswich City Council.	Short term, ongoing
<p>ITM 4.2.3</p> <p>Encourage local businesses to provide incentive schemes for employees to use public transport such as monthly bus passes as part of salary packages.</p>	Queensland Transport and Ipswich City Council.	Short term, ongoing
<p>ITM 4.2.4</p> <p>Plan and provide for pedestrian and cycle links to key employment nodes.</p>	Ipswich City Council.	Ongoing

## ITM GOAL 5 - MINIMAL USE OF THE PRIVATE VEHICLE

The Ipswich community makes a concerted effort to minimize the use of the private vehicle and are informed of the opportunities and benefits of alternatives.

### Strategy ITM 5.1

**Travel Demand Management: Identify and implement travel demand management measures.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 5.1.1</p> <p>Determine which travel demand measures will be most effective in the various suburbs and townships of Ipswich in accordance with travel patterns of residents.</p>	<p>Queensland Transport, local bus and rail operators, Ipswich City Council and retail operators in centres.</p>	<p>Short term, ongoing</p>
<p>ITM 5.1.2</p> <p>Devise and develop incentives schemes that encourage people to use public transport for trips such as shopping eg. Free home-delivery when present a bus/rail ticket to the store, use shop-a-docket to provide free public transport rather than fuel discounts.</p>	<p>Queensland Transport, local bus and rail operators, Ipswich City Council and retail operators in centres.</p>	<p>Short term, ongoing</p>
<p>ITM 5.1.3</p> <p>Establish and implement a 'car pooling' program in Ipswich that assists residents in identifying opportunities to reduce the use of the motor vehicle to drive to work/school/major events, etc.</p>	<p>Queensland Transport and Ipswich City Council.</p>	<p>Short term</p>
<p>ITM 5.1.4</p> <p>Increase express train services on the Ipswich line.</p>	<p>Queensland Rail.</p>	<p>Short term, ongoing</p>
<p>ITM 5.1.5</p> <p>Investigate the control and provision of parking and bicycle parking/secure storage in the Ipswich CBD as a mechanism to reduce car travel in the CBD and Transit Oriented Developments.</p>	<p>Ipswich City Council.</p>	<p>Short term</p>
<p>ITM 5.1.6</p> <p>Identify and implement strategies to reduce the cost of public transport to the consumer.</p>	<p>Queensland Transport-Translink and local service providers.</p>	<p>Ongoing</p>

## Strategy ITM 5.2

**Reduce the Car Culture: Increase awareness, particularly of young people, on the opportunities and benefits of alternatives to the private motor vehicle for transport.**

Action	Suggested Partners	Suggested Timeframe
<p>ITM 5.2.1</p> <p>Identify and implement public awareness campaigns which demonstrate the total cost of car travel compared to other forms of transport including environmental, financial, community and economic costs.</p>	<p>Queensland Transport, Ipswich City Council.</p>	<p>Short term, ongoing</p>
<p>ITM 5.2.2</p> <p>Develop a schools campaign to increase knowledge of young people about the costs associated with car travel and the alternatives available. One example is the Public Transport Challenge that is conducted in Melbourne whereby schools compete in teams to travel to an assigned list of destinations utilising only public transport.</p>	<p>Queensland Transport-Translink, Ipswich City Council, local bus and rail operators,</p>	<p>Short term, ongoing</p>
<p>ITM 5.2.3</p> <p>Devise an innovative marketing campaign that informs the community about how easy it is to travel around Ipswich using public transport such as pocket guides for suburbs.</p>	<p>Local public transport operators, Ipswich City Council and Queensland Transport.</p>	<p>Short term</p>
<p>ITM 5.2.4</p> <p>Investigate the feasibility of initiatives and programs which have reduced the reliability on cars in Australia and overseas and that may work in Ipswich.</p>	<p>Ipswich City Council.</p>	<p>Short term, ongoing</p>