These four themes have a number of initiatives to achieve the city’s vision for growth.

CITY LEADERSHIP
1. **InfoCity Plan** – creating a digital innovation community that uses world class broadband infrastructure, supports creative communities and provides a hub for new digital content, ideas and innovation for business and community applications. The strategy supports increased knowledge industry investment in City precincts.
2. Establish a **City Centre** that creates vibrant living, work and entertainment options – sending a message about the quality of growth in Ipswich City.
3. Establish Springfield community and Ipswich City as a base for sustainable industries, clean technology and associated education and training.

REGIONAL LEADERSHIP
1. Regional advocacy and active participation in Invest West and SEQ West to support key regional projects, infrastructure and new investment.
2. Work with Logan City on common growth priorities for the Ipswich / Logan corridor and act as a lead agent in Western Corridor growth initiatives.
3. Work with Brisbane City to support shared and complementary economic growth priorities.

CITY GROWTH
1. Create one of the largest job and industry growth zones in Australia covering 20 growth and employment precincts in the City.
2. Target new investment from industries that export products and services from the City, build sector competitiveness or add capabilities to existing industry clusters.
3. Build competitive local supply chains and build industry capacity through technology uptake.

CITY COMPETITIVENESS
1. Promote a major investment pathway within Council that supports investment attraction in key sectors.
2. Continue to develop trade and export links to support long term competitiveness in the economy.
3. Proactive investment in transport and other infrastructure to meet industry and employee expectations and City growth targets.
4. Implement a Skilling Ipswich Program which covers community skilling, industry sector skills strategies, indigenous employment and expands the education and training sector in the City.
5. Create a ‘Welcome to Ipswich’ campaign that communicates the benefits that Ipswich City offers – key messages for residents and those outside the City.
6. Continue the City’s focus on liveability and lifestyle options. This includes retail, events, entertainment and housing options to meet a range of needs and expectations to build on the city’s role as a high quality destination.

Key performance indicators to track Plan performance include:
- % of people working and living in Ipswich.
- Value of new investment attracted.
- Qualifications profile in the city.
- Diversity and mix of industry investment.
- Employment levels.
- Project based KPI's.

COUNCILLOR CONTACT DETAILS:

<table>
<thead>
<tr>
<th>Councilor Name</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
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<td>Mayor Paul Pisasale</td>
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<td>Cr David Morrison (Div 1)</td>
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</tbody>
</table>

Acknowledgements

This Economic Development Plan has been prepared based on extensive consultation with stakeholders, industry and Ipswich City Council.

The plan reflects strong commitment to future growth in the city.

Thanks are due to contributors - industry, stakeholders, Ipswich City Councillors, Council managers - who provided input into the development of this plan.
Ipswich - planning tomorrow today.

Ipswich is thriving. Come and join us as we become internationally developed Ipswich will continue. Built on solid leadership and a committed council, the economic prosperous future. governments, and the private sector, we are planning for a ultimately be home to 120,000 residents.

Springfield Central, Brookwater and Augustine Heights. A tremendous example of our contribution includes the development of the region.

Ipswich is proudly playing its part in the sustainable development of south east Queensland and the region. Ipswich City Council maintains a strong commitment to support business success within the region through the Office of Economic Development. Ipswich has reinvented itself with a strong economy based on masterplanned communities, aerospace, technology, education, tourism and environmentally friendly industry.

The ups and downs of the global economy have kept us working hard to attract major new investment in Ipswich. The city is fortunate to have 43% of available industrial land in south east Queensland, much of which has excellent access to major highways and transport corridors to all points on the compass.

Ipswich City Council maintains a strong commitment to support business success within the region through the Office of Economic Development. Ipswich is now firmly centre stage in the development of south east Queensland and the region. Ipswich has reinvented itself with a strong economy based on masterplanned communities, aerospace, technology, education, tourism and environmentally friendly industry.

Ipswich City is a City of Centres with 20 employment and population growth centres. Growth to 2031 will bring an additional 292,000 people to the city, requiring an additional 120,000 jobs. The city has the ultimate capacity to provide 335,000 jobs.

Over the next two decades, Ipswich City will be:

1. Builds on the City’s success in attracting new investment.
2. Creates opportunities for future growth.
3. Works with existing businesses and stakeholders.
4. Creates a vibrant and growing City with a focus on liveability and lifestyle.

The economic development vision for the City...

Ipswich City will be a lead economy in South East Queensland – creating opportunities for residents and businesses through quality new industry investment, skills development and technology leadership.

This plan will focus on a program of actions under four themes that will achieve the city’s vision for growth.

City Leadership – re-establish leadership in information and communication technology, create a Centre that attracts people and businesses, and create a base for sustainable and clean technology businesses.

Regional Leadership – proactive leadership by Ipswich City to support regional economic growth and development. This covers collaboration with Logan and Brisbane Cities and with Regional Councils including Lockyer Valley, Somerset and Scenic Rim.

City Growth – build one of the largest employment and industry growth zones in Australia – supporting growth in 20 centres and precincts across the City and growth across a diverse range of industry sectors.

City Competitiveness – maintain pathways to support investment, implement a Skilling Ipswich Program, provide competitive transport access (for industry, workers and community) and continue to build Ipswich City as a leading business, visitor and employment destination.

Lead projects under these 4 themes create a program of action that will achieve the City’s vision for growth.

Manufacturing is the lead driver in the City’s economy and this sector will grow significantly in the future. Key manufacturing sectors in the City include:

- Aerospace and Defence base support
- Rail
- Food processing
- Advanced and high technology manufacturing
- Automotive and support businesses (motorsports)
- Building products
- A diverse range of light industry and specialist manufacturing capabilities

As well as supporting and attracting major firms, the City will continue to provide a welcoming environment for small-medium enterprises and home based businesses. Successful economic growth in Ipswich City will underpin the growth expectations of the SEQ Regional Plan.

The City will also focus on employment and investment in:

- Knowledge industries
- Sustainable industries
- Education
- Health and human services
- Rural industries
- Retail and hospitality

These lead projects link to an extended range of action plans to support economic and employment growth across 20 centres in the City and across a range of industry sectors.

The Ipswich City Economic Development Plan (EDP) aligns with existing Ipswich City Council (ICC) Strategies:

- Ipswich Regional Centre Strategy.
- Ipswich 2020 and Beyond and the City of Centres approach.
- Ipswich City Council Corporate Plan 2007-2012.
- Ipswich Planning Scheme, 2006.

The EDP also aligns with the Queensland Government’s South East Queensland Regional Plan 2009-2031.

The EDP aims to foster growth of an independent economy that:

1. Increases the exports of goods and services out of the City.
2. Participates actively in the development of knowledge industry jobs and businesses.
3. Adopts new and leading technology to maintain global industry competitiveness.
4. Creates strong local supply chains and opportunities for small and home based businesses in the economy.