

**2021-2031**

City of Ipswich

# **Active Ipswich Strategy**

Summary report



# IPSWICH PHYSICAL ACTIVITY TRENDS

Guiding the development of the AIS2031 is a comprehensive analysis of the city's health, physical activity needs and preferences. This analysis included extensive community engagement project (Analysis of Sport, Recreation and Physical Activity Levels and Trends in Ipswich City: Research report | 2020). This document provides the base community needs

data required to build a strong picture of the existing participation and evolving open space, physical activity, passive and active recreation trends within the city.

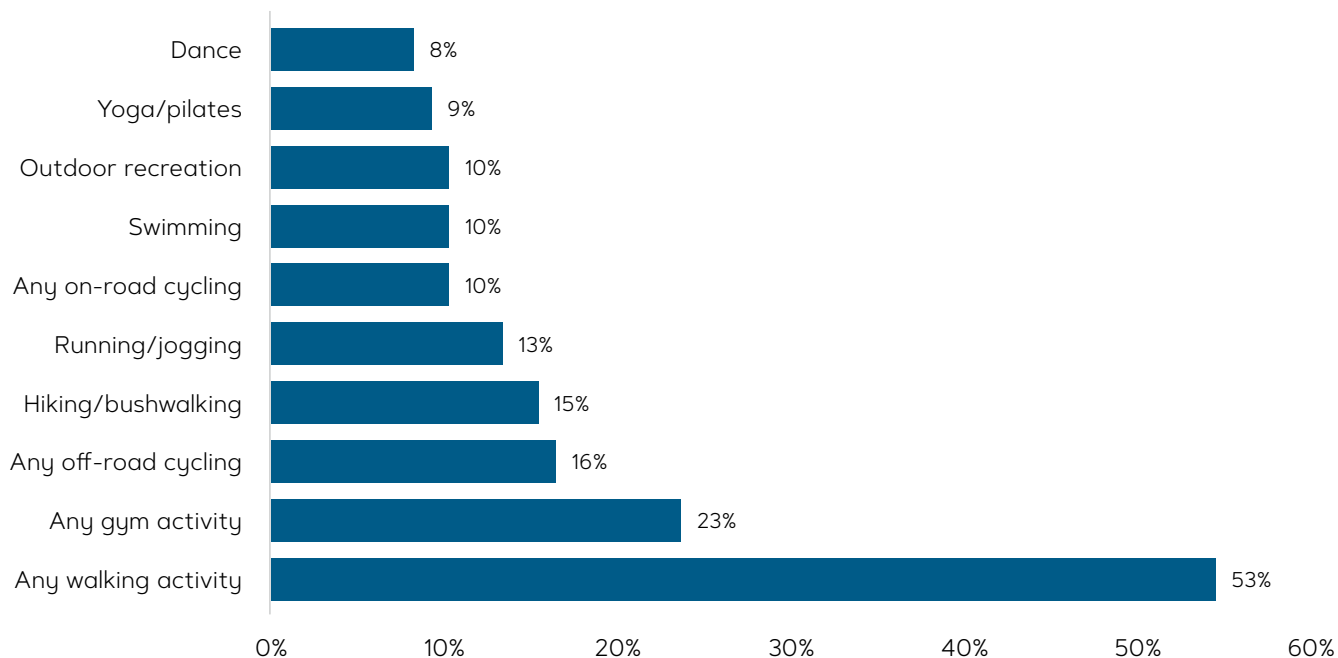
Within Ipswich, recent research has revealed a number of trends, issues or opportunities for sport, recreation and physical activity and a summary of these is provided below:

<b>ENABLERS</b>	<p>Key drivers for participation include:</p> <ul style="list-style-type: none"> <li>fitness</li> <li>stress relief</li> <li>weight management.</li> </ul>
<b>BARRIERS</b>	<p>Key barriers to participation include:</p> <ul style="list-style-type: none"> <li>too expensive</li> <li>lack of time</li> <li>physical constraints</li> <li>not interested.</li> </ul>
<b>SEDENTARY BEHAVIOUR</b>	<ul style="list-style-type: none"> <li>42% of adults reported sitting for 2-4 hours per day (exclusive of work time)</li> <li>2-4 hours of sedentary time per day was the most common for every age group.</li> </ul>
<b>ACTIVITY FREQUENCY</b>	<ul style="list-style-type: none"> <li>68% of adults are active, increasing from 2011, but still behind the Queensland average</li> <li>71% of children are active.</li> </ul>
<b>TYPES OF ACTIVITY</b>	<ul style="list-style-type: none"> <li>Walking, gym and off-road cycling are the most participated in activities for active adults, with walking being by far the most popular activities for active adults</li> <li>Adults engage in mostly informal/unorganised activities</li> <li>Walking, soccer (football) and swimming are the most popular activities for active children</li> <li>Children engage in mostly formal/organised activities.</li> </ul>

<p><b>MAJORITY OF ADULTS PARTICIPATE IN</b></p>  <p><b>UNORGANISED ACTIVITIES</b></p>	<p><b>MOST PARTICIPATED IN ACTIVITIES FOR ACTIVE ADULTS</b></p>  <p><b>WALKING, GYM AND OFF-ROAD CYCLING</b></p>	<p><b>KEY BARRIERS</b></p>  <p><b>LACK OF TIME, TOO EXPENSIVE AND PHYSICAL CONSTRAINTS (Injury, Disability or illness)</b></p>	<p><b>68% ADULTS ARE ACTIVE</b> (increased from 2011 but still behind Qld average)</p>
<p><b>MAJORITY OF CHILDREN PARTICIPATE IN</b></p>  <p><b>ORGANISED ACTIVITIES</b></p>	<p><b>MOST POPULAR ACTIVITIES FOR ACTIVE CHILDREN</b></p>  <p><b>WALKING, FOOTBALL AND SWIMMING</b></p>	<p><b>KEY BARRIERS</b></p>  <p><b>TOO EXPENSIVE, LACK OF TIME AND NOT INTERESTED</b></p>	<p><b>71% CHILDREN ARE ACTIVE</b></p>

## SUMMARY OF THE ACTIVITY PATTERNS IN THE IPSWICH COMMUNITY

### ADULTS: TOP TEN ACTIVITIES



### CHILDREN: TOP TEN ACTIVITIES

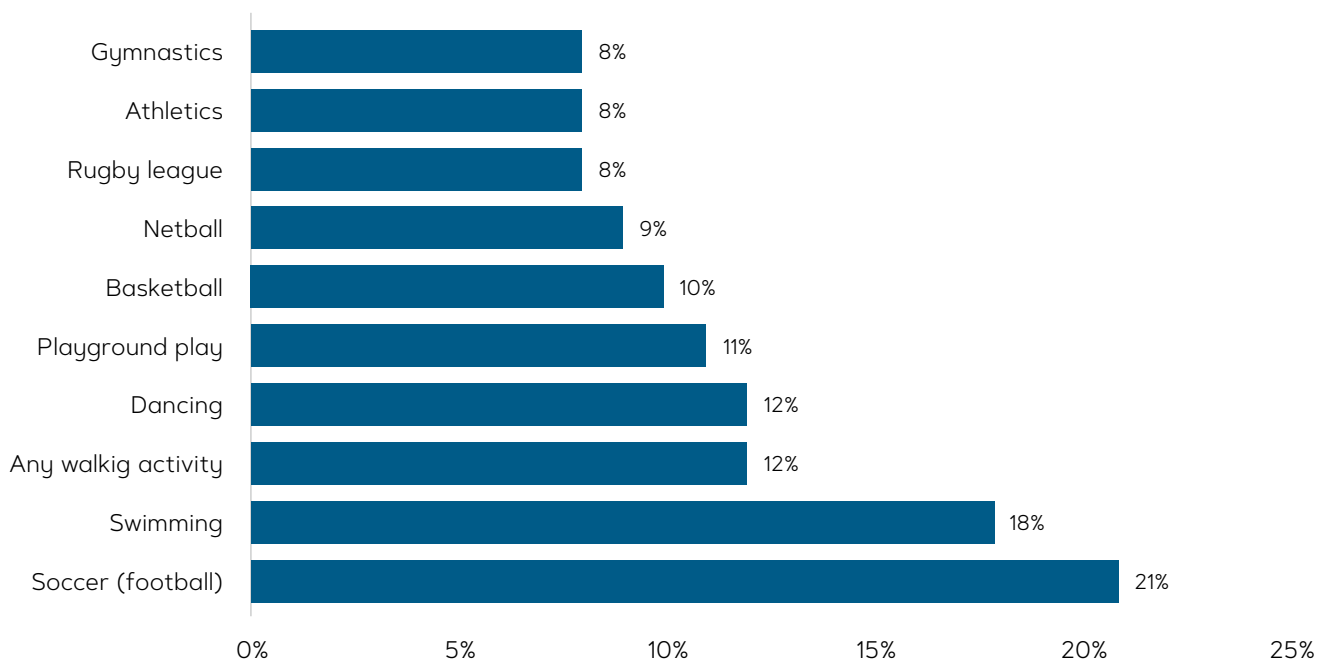


Figure 5: graphs illustrating the top 10 activities for adults and children (children = 5-17)

The AIS2031 recognises that integrated and collaborative planning processes are fundamental to increasing physical activity levels within the community. To meet the commitment of a more active city by 2031,

a strategic and multi-faceted approach is required and will need to integrate with all aspects of council, the community, development and government agencies.

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## VISION

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The AIS2031 has established the following vision for a more active Ipswich by the year 2031:

**Improving the quality of life and health of the community through greater access to passive and active recreation, sport and physical activity through the sustainable provision of land, infrastructure, facilities, services and opportunities.**

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## GOALS

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This strategy follows, and is in essence an extension to, council's Active City Policy which sets council's commitment to enhancing physical activity in Ipswich. To achieve this vision and corporate commitments, council has identified three strategic goals which will be delivered through the AIS2031:



**INCREASED PARTICIPATION**



**BETTER PLACES**



**STRONGER PARTNERSHIPS**

These strategic goals are complex and diverse and will require a significant commitment and time to achieve. To ensure council puts in place a coordinated and integrated strategy and investment plan to deliver upon these goals, four targeted elements and associated action plans have been developed. This approach has been developed to focus and prioritise council's energy, investment and resources and represents a renewed emphasis on governance, commitment and the need for community responsive planning and delivery.

At the core of this strategy's purpose is to be responsive to the current and future needs of the community. As such, the AIS2031 provides council with a blueprint to help ensure the city will:

- be more active by 2031
- prepare the city for a population over twice its current size in ten years
- help ensure that council continues to prioritise the city's health and wellbeing in council's services to the community.

## FOCUS ELEMENTS



Four focus areas have been identified to channel and prioritise council's efforts over the next 10 years. These four areas are identified as Elements and are as follows:





ELEMENTS		FOCUS
	Strategy, Governance and Management	Targeted initiatives aimed at recalibrating council's strategic direction, governance, monitoring and commitment to meeting our targets.
	Network Planning and Urban Design	Process improvements and actions for transferring strategic direction and analysis into meaningful planning and community responsive design and delivery.
	Informal Participation	Actions focussed on informal recreational land, infrastructure, facilities and services to support the increasing proportion of participation.
	Formal Participation	Maintaining the commitment needed for the continuation of formal recreation and supporting clubs, organisation and community groups.

Table 6: The four Elements of the Active Ipswich Strategy 2031.

# MAKING IT HAPPEN

## PRIORITY ACTIONS

The AIS2031 identifies 16 priority actions which are required by 2024.<sup>2</sup> These high priority actions are necessary to achieve the goals and objectives of the AIS2031 and support council's corporate objectives.

Action	Ref. No.	Description	High (2021–2024)	MEDIUM (2025–2028)	LOW (2029–2031)
1	E 1.1	Establish a regional 'Healthy, Active City' Alliance	■		
2	E 1.2	Establish a cross functional Active Ipswich Strategy Working Group	■		
3	E 1.3	Develop an Open Space Policy	■		
4	E 1.4	Develop an Open Space Planning Procedure	■		
5	E 1.5	Establish a new Program Coordinator and business capacity building	■	■	■
6	E 1.6	Monitoring and reporting	■		
7	E 2.1	Develop a new Open Space Strategic Plan (OSSP) to guide and prioritise the planning, design and delivery of the complete open space network	■	■	■
8	E 2.2	Sport and Recreation Facilities	■		
9	E 2.3	Sustainable water consumption	■		■
10	E 2.4	Urban Greening Action Plan	■		
11	E 2.5	Urban Design Framework for Ipswich	■		
12	E 3.1	Recreational Cycling and Walking Action Plan	■		
13	E 3.2	Aquatic Facilities Action Plan	■		
14	E 3.8	Mountain Biking Action Plan	■		
15	E 2.7	Strategic master planning	■		
16	E 4.2	Sustainable clubs and sporting industry	■		
17	E 1.7	Physical Activity Trends Study – minor review		■	
18	E 2.6	Natural Area Network Recreation Carrying Capacity review		■	
19	E 2.8	Conservation Estate Activation Action Plan		■	
20	E 3.4	Fitness Equipment Action Plan			■
21	E 3.7	Outdoor Recreation Action Plan		■	
22	E 4.1	Indoor Sport Action Plan		■	
23	E 3.6	Dog Off Leash Area Action Plan			■
24	E 3.9	Canoeing Action Plan			■
25	E 3.10	Rock Climbing Action Plan			■
26	E 3.5	Skate and BMX Action Plan			■
27	E 1.7	Physical Activity Trends Study – major review			■

Table 1: Priority Actions

■ Timeframe in which actions are required

■ Timeframe in which a recurring action is required

<sup>2</sup> Council's priorities are subject to council review, prioritisation and approval in accordance with council's annual budget development processes.

## AIS TARGETS

### TRENDS STUDY DATA SETS

KEY PERFORMANCE INDICATOR	WHERE ARE WE NOW?*	TARGET (To be re-evaluated in 2026)	PERCENTAGE CHANGE TARGET
<b>Overall participation in sport, recreation and physical activity</b>			
All adults	68%	73%	↑ 5%
Males	65%	70 %	↑ 5%
Females	69%	74%	↑ 5%
Young People (14–24 years)	76%	81%	↑ 5%
Seniors (60+ years)	52%	57%	↑ 5%
Aboriginal and Torres Strait Islander	49%	54%	↑ 5%
<b>Percentage of Ipswich population who are currently inactive</b>			
Adults	32%	27%	↓ 5%
<b>Percentage of Ipswich population who are active 5 or more times per week</b>			
Adults	21%	26%	↑ 5%
Male	21%	26%	↑ 5%
Female	21%	26%	↑ 5%
Young people (14–24)	20%	25%	↑ 5%
Seniors (60+)	23%	28%	↑ 5%
<b>Perceived barriers to participation in physical activity</b>			
Lack of time	51%	36%	↓ 5%
Too expensive	18%	15%	↓ 3%
Physical constraints	13%	10%	↓ 3%

\*Implementing these targets requires commitment to ongoing citywide surveying (this data is from Ipswich Physical Activity Trends Study data).

The AIS2031 has, in some respects, set itself an ambitious target of increasing regular participation in physical activity in Ipswich people by 5% over a 10 year period. This target aligns with current state wide health targets currently in place with the Queensland Government.

It is also worth noting that whilst it is accepted that as council, a limited role can be played indirectly influencing some perceived barriers such as a 'lack of time',

'expense' or 'physical constraints', it can play a role in ensuring services, programs and activities it provides to increase participation in physical activity are accessible to the vast majority of its population. Council can also play an instrumental role in creating a 'healthy culture' for physical activity within the city through various avenues including social marketing, and themed citywide events.



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