

# City of Ipswich **Destination Management Plan**

2019 – 2023





A large crowd of people is gathered at a night festival. In the background, a stage is illuminated with bright lights, and fireworks are exploding in the sky. The scene is festive and energetic.

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## The Tourism economy is an increasingly significant industry cluster for the City of Ipswich.

In 2018 there were over 1.5 million visitors to the region, an increase of around 35% or 400,000 visitors since the first Ipswich Destination Management Plan was established in 2015.<sup>1</sup>

The Tourism and Hospitality industry employs more than 15,392 people in the Ipswich region.<sup>2</sup>

With a clear destination plan and an achievable set of action items, Ipswich will continue to see growth in the visitor economy and support for a sustainable tourism industry cluster.

This Destination Management Plan has identified and detailed ten priority actions and a framework of performance measures to guide the efforts and resources of council.

The Ipswich proposition highlights experiences in the areas of tangible history, nature-based recreation, challenge-based adventure, food encounters and distinctive spectator and participation events.

Ipswich has established a complimentary positioning in the South East Queensland destination mix.

These experiences and Ipswich's accessibility make it an ideal daytrip, weekend and short-break destination for residents and visitors in the South East Queensland region.

The Ipswich Destination Management Plan is based on the most current and best available industry analysis and data, and focusses on objectives and actions which are realistic and achievable within Ipswich City Council resources and responsibilities.

It is integrated and aligned with the Ipswich Economic and Workforce Development Plan and the Advance Ipswich Strategic City Plan.

Through the development and implementation of this Destination Management Plan, council also acknowledges the association of our partners Brisbane Marketing and Tourism and Events Queensland.

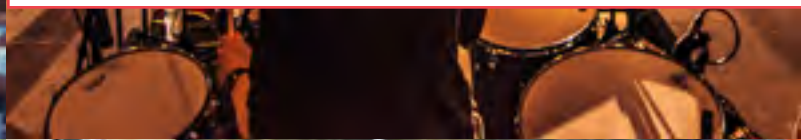
<sup>1</sup> Source: Tourism Research Australia, National and International Visitor Survey September 2018

<sup>2</sup> Source: Economic. ID – Ipswich, March 2019





# STRATEGIC ALIGNMENT >>





## The City of Ipswich Destination Management Plan aligns with the Tourism and Events Queensland goal of achieving \$33.1b in overnight expenditure per annum by 2025.

The City of Ipswich Destination Management Plan aligns with the complimentary development of attractions and activities as described in the Brisbane Visitor Economy 2014–2020 of doubling the value of tourism by 2020.

The Destination Management Plan is a critical part of the overarching Economic and Workforce Development Plan which prescribes the path to deliver quality corporate services, profiling the growth for the City of Ipswich and measure development of key industries.

Key industries:

1. Advanced Manufacturing
2. Defence
3. Property and Construction
4. Food and Agribusiness
5. Transport, Postal and Warehousing
6. Traded Health and Education
7. Tourism and Events
8. Smart City and Transport connectivity

All activity must be planned to support and extend its own objectives and those parallel objectives of the overarching plan.

## FUTURE GROWTH

“Ipswich over the next 10 years will be a destination that champions its heritage, and offers regionally significant leisure, sporting and cultural experiences that grow local employment opportunities for the community.”



**LEISURE  
DAY TRIP**



**VISITING**  
friends and family



**EVENTS**



**RECREATIONAL  
TOURISM (RV)**



**OVERNIGHT  
SHORT-BREAK**



**BUSINESS AND  
EDUCATION**



**SPORTING  
CARNIVALS**



**INDIGENOUS  
TOURISM**



**CRUISE SHIP  
AND DAY TOURS**



# VISITOR MARKET >>





## The Ipswich region is well placed to continue to improve its position in the South East Queensland visitor market by enhancing its profile and developing its experiences.

The South East Queensland visitor market is valued at approximately \$14 billion per annum and is forecast to reach \$20 billion in 2020.<sup>1</sup>

In terms of total visitor arrivals, Ipswich holds a 3.5% share of the South East Queensland visitor market.<sup>2</sup>

Daytrip visitors are the most common arrivals to Ipswich, accounting for almost 77% of total visitation. Domestic Overnight visitors account for 24% of Ipswich visitation and International Overnight visitors make up the remaining 1% of arrivals.<sup>3</sup>

Of the total visitors to Ipswich in 2018, approximately 83% came from South East Queensland.<sup>4</sup>

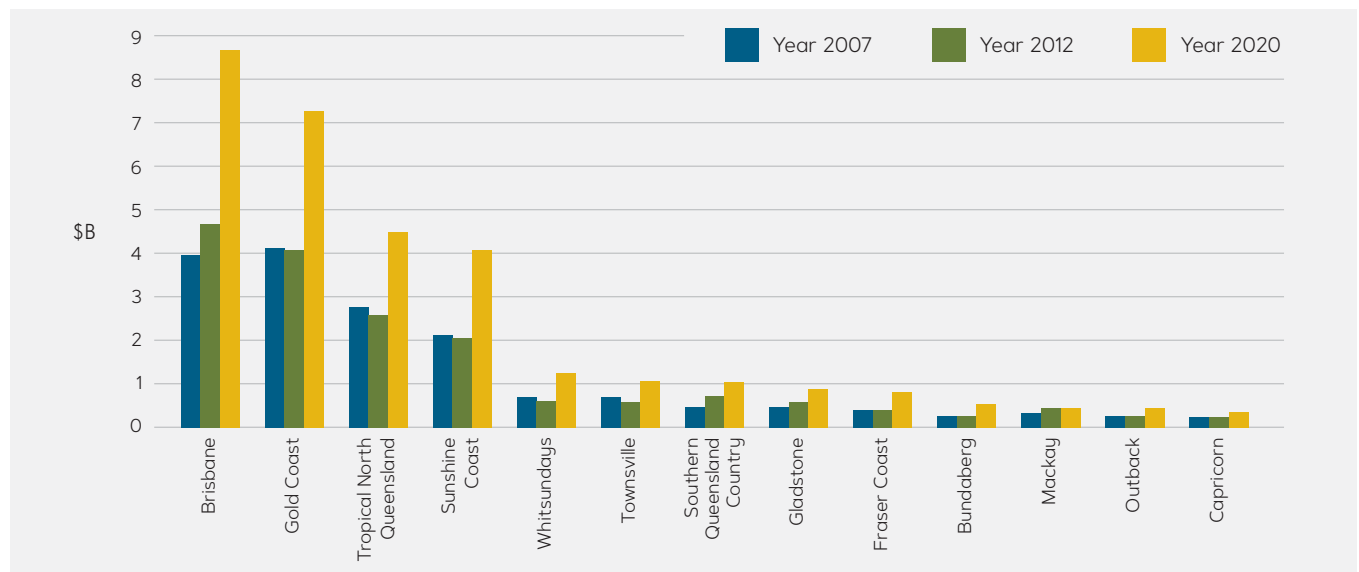
Visitors to Ipswich are predominantly visiting friends and relatives, eating out, socialising, perusing nature and active experiences.<sup>5</sup>

This Destination Management Plan is primarily focused on increasing Daytrip and Domestic Overnight arrivals from South East Queensland residential population catchment.

Another priority is to leverage the significant interstate and international visitation of Brisbane, Gold Coast and Sunshine Coast. Attracting visitors to those regions into Ipswich for a daytrip or potentially overnight stay whilst they are in the South East Queensland catchment.



**Figure 1: Visitor Expenditure Estimates by Regional Tourism Organisation 2007 to 2020**



Source: Tourism and Events Queensland, 2020 Strategic Marketing Plan

1 Source: Tourism and Events Queensland, 2020 Strategic Marketing Plan

2 Source: Tourism and Events Queensland, Regional Snapshots December 2017

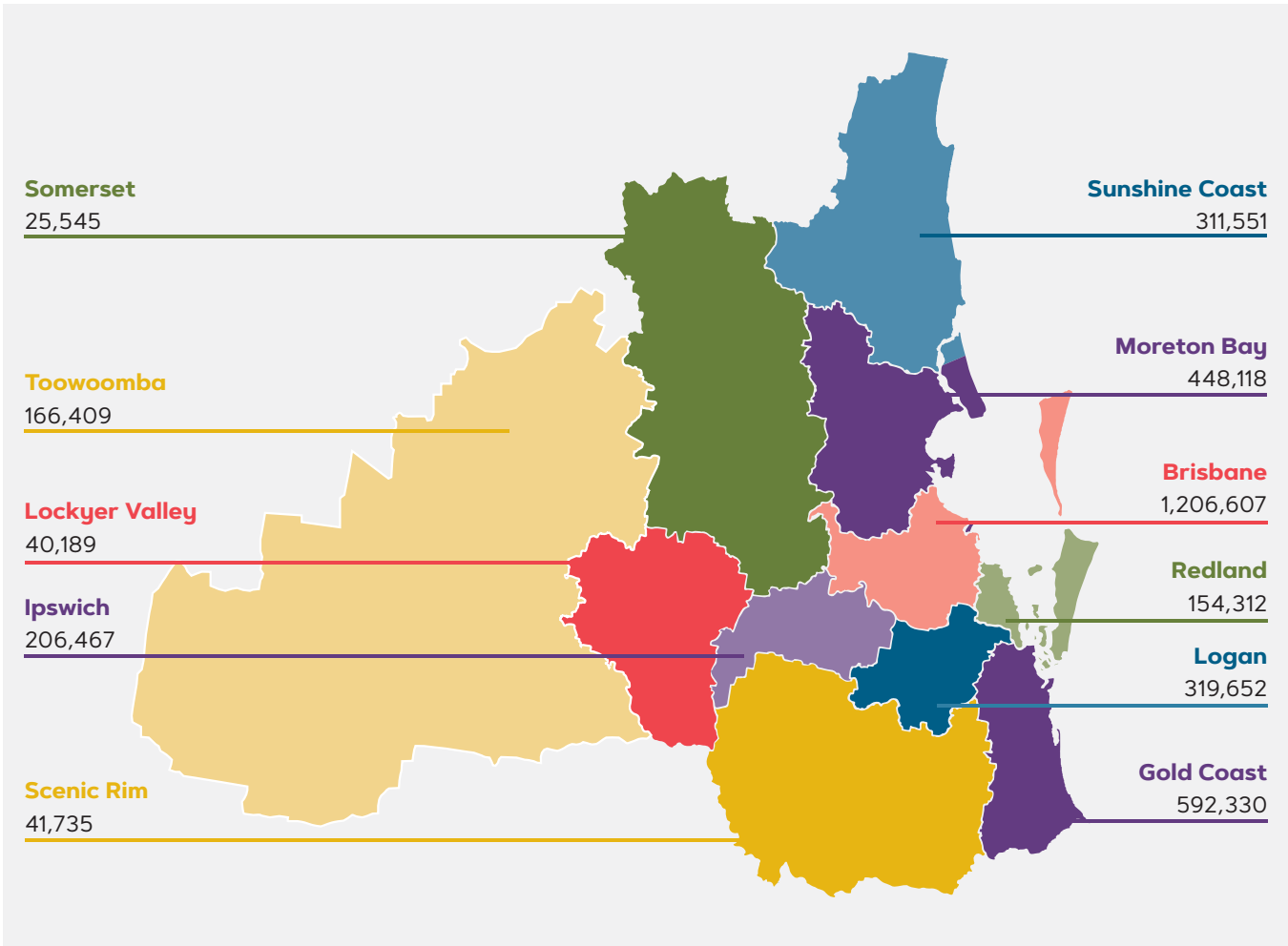
3 Source: Tourism Research Australia, National and International Visitor Survey September 2018

4 Source: Tourism Research Australia, National and International Visitor Survey September 2018

5 Source: Tourism Research Australia, National and International Visitor Survey September 2018

**Figure 2: 2017 Resident population estimates for SEQ**

South East Queensland Resident Population  
by Region Estimated Population 2017



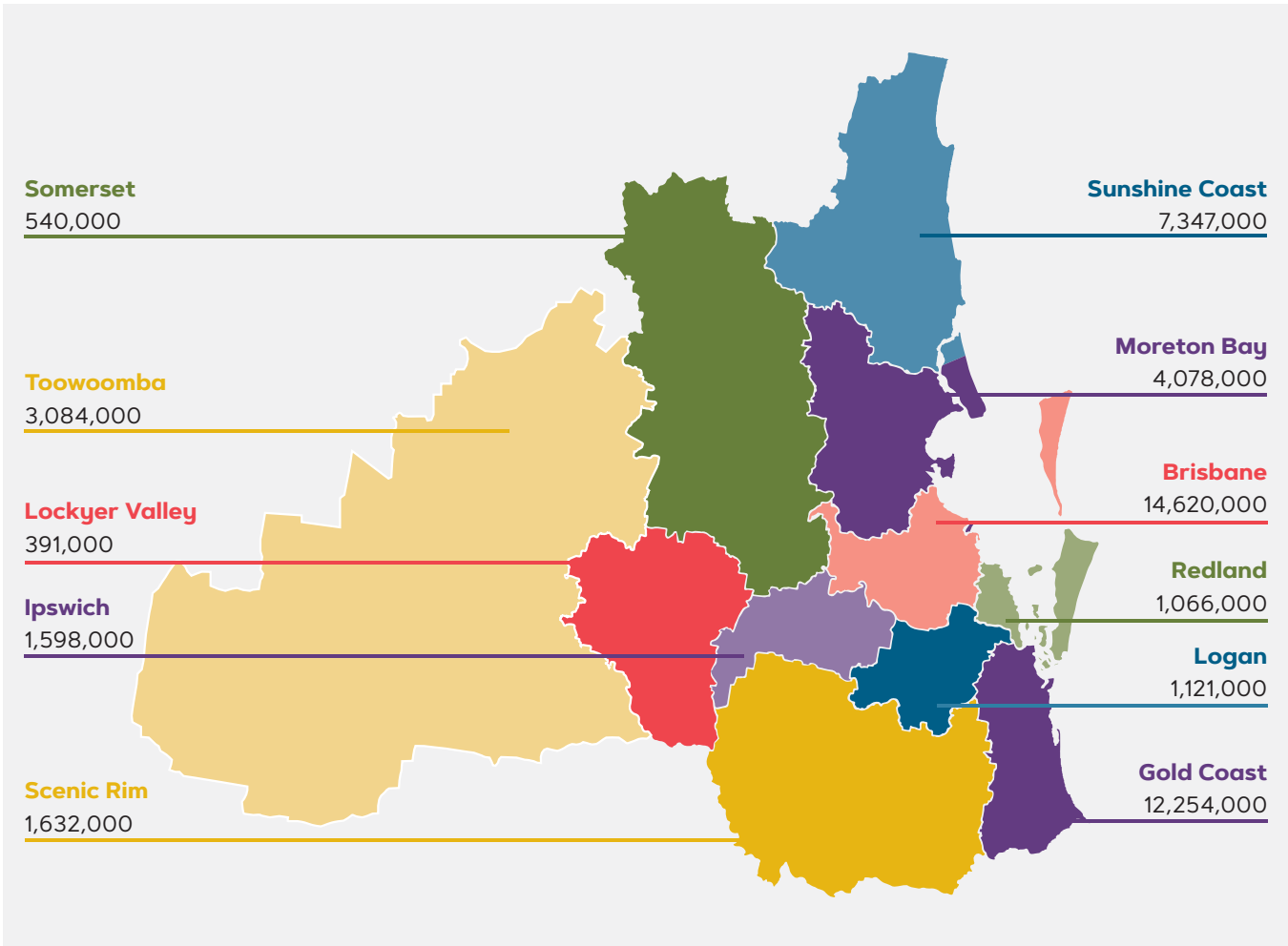
Source: Economy id, 2017 resident population estimates





**Figure 3: Total visitors to SEQ, September 2018**

South East Queensland Total Visitor Markets by Region  
Domestic and International Totals September 2018



Source: Tourism Research Australia, National and International Visitor Survey September 2018





# DESTINATION POSITIONING >>





Ipswich has been developing its profile and positioning as South East Queensland's richest heritage region, full of new intrigue and surprises.

Destination Attributes	Roles of Positioning	Hero Experiences	Core Target Market
<ul style="list-style-type: none"> <li>&gt; Old culture, new energy.</li> <li>&gt; Surprising contrasts – old and new, nature and culture, adventure and heritage.</li> <li>&gt; Deep heritage, deep connections, deeply rich experiences.</li> <li>&gt; Revitalisation in action.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Making old, cool again.</li> <li>&gt; Not a town, a region Inject some playful energy into a quick getaway.</li> <li>&gt; A deeper, more meaningful story.</li> <li>&gt; Take people beyond hero experiences – different, interesting.</li> <li>&gt; Galvanise industry.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Nature-based recreation.</li> <li>&gt; Challenge-based adventure.</li> <li>&gt; Tangible history.</li> <li>&gt; Distinctive spectator and participation events.</li> <li>&gt; Food experiences.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Couples.</li> <li>&gt; Families.</li> </ul>

## ACHIEVEMENTS

\*Since 2015 DMP

Town of  
**Rosewood**

recognised as an  
RV friendly Town



Avg total  
visitors to  
Ipswich/  
per year

**1,334,000\***



website  
pageviews



**+77,000\***  
Leads generated by

**+200** stories written by  
third-party travel  
writers and bloggers

PARTNERED WITH

Google

tripadvisor

Canon Collective

**+125k**

Discover Ipswich  
Magazines  
distributed annually

**2,101,069\***  
consumers engagements  
in social channels



**+59,000\***  
visitor  
enquiries



**+\$4m\***  
in publicity value generated



# PRIORITY ACTIONS FIVE YEAR PLAN »





## The following action items are the key focus areas identified to facilitate the implementation of the Destination Management Plan for the City of Ipswich.

Each of the action items will enable the City of Ipswich to create the environment to develop products and experiences targeted at the visitor economy.

It is imperative that the demand driving activity is considerate of and aligned with the capacity of the destination to deliver at a product and experience level. We must not only ensure that our market positioning is matched by the destination experience

but furthermore we must support and/or lead the continued development of the industry towards its greatest potential.

Short-term is defined as the next three years (2019–2021), medium are those within the following five years (2022–2026) and long-term are five or more years (2027 onwards) but which will need to commence in the medium term.

Action	Task	Timeframe
<b>Investment, Planning and Advocacy</b>		
Planning	Ensure the Ipswich Planning Scheme facilitates positive tourism outcomes through the appropriate protection, development, servicing and activation of relevant facilities, sites and areas.	Short-term
Advocacy	Continue to advocate for Ipswich opportunities with the state and commonwealth governments ensuring awareness and engagement on priority projects.	Short-term
<b>Attractions and Experiences</b>		
Council Land	Support the strategic enhancement and provision of key nature based facilities on council land to improve and increase sustainable activation.	Medium-term
	Facilitate the Ecotourism Investment Prospectus and secure partners to improve and increase sustainable activation on council land.	Medium-term
	Lead the introduction of appropriate tour activities by relevant certified operators with a focus on nature, heritage, culture and food experiences.	Medium-term
Ipswich Central	Extend the positioning and activation of Ipswich Central as a regionally significant economic and activity precinct.	Short-term
	Enhance the events and activations delivered within Ipswich Central ensuring they reach audiences in the greater South East Queensland marketplace.	Short-term
North Ipswich	Support the progression of the North Ipswich Open Space Master Plan as the strategic direction for a key area of recreation, events and tourism related opportunities.	Medium-term
Springfield Central	Maximise the Springfield Central Sports Complex and Springfield Stadium as key assets able to attract regional, state and national sporting and entertainment events.	Short-term
Ipswich Nature Centre	Contribute to the successful delivery of the Ipswich Nature Centre Master Plan improving and enhancing the facility and wider Queens Park precinct as an attraction of regional significance.	Short-term



Action	Task	Timeframe
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#### Tourism Industry Cluster Development

Industry development	Council to continue to work with the Ipswich Tourism Operators Network (ITON) to develop the visitor economy.	Short-term
	Ongoing enhancement of the tourism partner program to support increased operator marketing activity, increased customer service levels and support employment in the city.	Short-term
	Audit of Ipswich product representation in all major traditional and online domestic and key international travel trade channels leading to a program of industry trade-readiness development and ongoing trade engagement.	Short-term
	Support industry in the development of packages targeted at domestic and international trade distribution.	Short-term
	Progressing on the findings of the tourism infrastructure audit to deliver a prospectus for targeted investment and development in the city.	Short-term
	Support the progression of the Ipswich Motorsport Precinct Master Plan as the strategic direction for a key area of tourism related opportunity.	Short-term
	Work with Brisbane Marketing and Tourism and Events Queensland to maximise opportunities with Cruise, and Airport passengers for when they arrive in Brisbane.	Short-term
	Work with Tourism and Events Queensland to maximise opportunities related to Outback and Southern Queensland country marketing activity.	Short-term
	Identify opportunities for industry to benefit from regional investment in tourism and transport infrastructure taking place in Brisbane, Gold Coast and the Sunshine Coast.	Short-term
	Facilitate regional product packaging opportunities for half and full day tour operator itineraries.	Short-term
	Industry state of play barometer annual survey developed to measure the health of the tourism industry in Ipswich.	Short-term

#### Events

Event calendar	Grow sporting carnivals and events positioning Ipswich as a regional capital attracting participatory, niche and major events.	Short-term
	Creation of an event operator working group to support growing event operator capability.	Short-term
	Continue to develop the Ipswich Festival as an event of regional significance generating increased economic impact from intrastate visitation and dispersal.	Short-term
	Continue to improve council's Event Sponsorship Program with a focus on events which deliver community, cultural, visitation, economic and positioning outcomes for the city.	Short-term

Action	Task	Timeframe
<b>Marketing</b>		
Brand Ipswich	Undertake a city brand positioning review.	Short-term
	Maintain a network of best-practice owned digital assets which increase awareness, engagement, or conversion for target consumers and the Ipswich tourism industry.	Short-term
	Implement a proactive destination publicity plan to increase awareness of destination Ipswich and its hero experiences amongst the identified target audiences.	Short-term
	Put into practice an always-on, targeted, omni-channel seasonal campaign plan which drives awareness, engagement, leads to Ipswich tourism industry.	Short-term
	Continue to enhance the quality of the city's destination magazine and increase distribution to target markets.	Short-term
<b>Transport and Access</b>		
Transport	Identify and encourage improved accessibility and connectivity between key attractions across the region facilitating increased visitation, visitor experience and dispersal.	Long-term
	Ensure that access to key attractors and tourism facilities in Ipswich is safe, appropriate for the intended land use and considers access via more sustainable forms of transport where possible.	Long-term
	Facilitate improved visitor and tourism operator accessibility across the region through support and advocacy for the transport intent outlined in the <i>City of Ipswich Transport Plan</i> .	Long-term
Wi-Fi	Support council's Public WiFi and Sensor Network Program as a factor for improved visitor experience and digital engagement.	Short-term
Way-finding	Draft a way-finding strategy integrating council signage guidelines and new industry standards to improve and enhance the visitor experience and dispersal.	Short-term
	Maintain a nationally recognised standard of in-destination visitor services through the Visitor Information Centre facility and other strategic touch-points around the region.	Short-term
Ambassador Program	Continue to develop the Discover Ipswich Ambassador program to enhance and support visitor servicing.	Short-term





**discover  
ipswich** |  City of Ipswich

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