

City of Ipswich **Sport and Recreation Strategy**

2015–2020



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INTRODUCTION

What is the Sport and Recreation Strategy?

The Sport and Recreation Strategy 2015–2020 aims to provide Ipswich City Council with a five year strategy which provides a targeted action plan for Ipswich City Council to deliver, to provide for greater sport and recreation opportunities within the City.

The Sport and Recreation Strategy 2015–2020 will support the delivery of sport and recreation through the following:

- Delivery of a shared vision and direction for sport and recreation in Ipswich City.
- Encouraging collaborative action to achieve successful outcomes for its residents.
- Delivery of effective sport and recreation programs, facilities and services to diverse communities in Ipswich.
- Informing decisions, priorities and resources for sport and recreation in Ipswich.

The development of the Ipswich City Sport and Recreation Strategy 2015–2020 has been informed by relevant strategies and plans and supported locally through rigorous, multifaceted and inclusive community engagement.

Adopting and implementing the Sport and Recreation Strategy 2015–2020, will enable Ipswich City Council to lead the way in providing its community access to a range of vibrant, diverse, innovative and inclusive sport, recreation and physical activity opportunities to help improve the community's health and wellbeing. Furthermore, adopting and implementing the Strategy will bring Ipswich closer to achieving its vision, as directed through the Ipswich Futures Plan, including the five key themes of:

- Caring for our community
- Caring for our environment
- Strengthening our local economy and building prosperity
- Managing growth and delivering key infrastructure
- Listening, leading and financial management



Scope/Limitations of the Sport and Recreation Strategy

The Sport and Recreation Strategy 2015–2020 focuses specifically on physical activity, sport and active recreation within the Ipswich City Council boundaries. The Sport and Recreation Strategy 2015–2020 should be reviewed in conjunction with the several key Ipswich City Council documents, including the Open Space and Recreation Strategy and iGo (Ipswich Transport Plan). Whilst the Sport and Recreation Strategy 2015–2020 endeavours to touch on all aspects of sport and recreational pursuits within Ipswich, the following activities are covered in more detail under the above plans:

- | | |
|-------------------------------|---|
| ▪ Canoeing / Kayaking | ▪ Orienteering |
| ▪ Fishing | ▪ Boating |
| ▪ Rock climbing and abseiling | ▪ Bushwalking |
| ▪ Rogaining | ▪ Bird watching |
| ▪ Mountain bike riding | ▪ Horse riding |
| ▪ Camping | ▪ Walking and Cycling as a mode of transportation |



CURRENT AUSTRALIAN RECOMMENDATIONS AND GUIDELINES FOR PHYSICAL ACTIVITY

In 2014, the Commonwealth of Australia (Department of Health, 2014) released updated guidelines for the amount of physical activity all Australians should be participating in each week. For the first time, the physical activity guidelines now also include recommendations on sedentary behaviour.

CHILDREN (0–5 years)

Physical Activity Recommendations

- For health development in infants (birth to one year) physical activity – particularly supervised floor-based play in safe environments – should be encouraged from birth.
- Toddlers (1 to 3 years) and pre-schoolers (3 to 5 years) should be physically active every day for at least three hours, spread throughout the day.

Sedentary Behaviour Recommendations

- Children younger than 2 years should not spend any time watching television or using other electronic media (DVDs, computer and other electronic games).
- For children 2 to 5 years, sitting and watching television and using other electronic media (DVDs, computer and other electronic games) should be limited to less than one hour per day.
- Infants, toddlers and pre-schoolers (all children birth to 5 years) should not be sedentary, restrained, or kept inactive for more than one hour at a time, except when sleeping.



CHILDREN (5–12 years) and YOUNG PEOPLE (13–17 years)

Physical Activity Guidelines

- For health benefits, children aged 5–12 years should accumulate at least 60 minutes of moderate to vigorous intensity physical activity every day.
- Children's physical activity should include a variety of aerobic activities, including some vigorous intensity activity.
- Children should engage in muscle and bone strengthening activities at least three days per week.
- To achieve additional health benefits, children should engage in more activity – up to several hours per day.

Sedentary Behaviour Guidelines

- To reduce health risks, children aged 5–12 years should minimise the time they spend being sedentary every day. To achieve this:-
 - Limit electronic media use (e.g. television, seated electronic games and computer use) to no more than two hours a day – lower levels are associated with reduced health risks.
 - Break up long periods of sitting as often as possible.



ADULTS (18–64 years)

Physical Activity Guidelines

- Doing any physical activity is better than doing none. If you currently do no physical activity start by doing some and gradually build up to the recommended amount.
- Be active on most, preferably all, days every week.
- Accumulate 150 to 300 minutes (2 ½ to 5 hours) of moderate intensity physical activity or 75 to 150 minutes (1 ¼ to 2 ½ hours) of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week.
- Do muscle strengthening activities on at least two days each week.

Sedentary Behaviour Guidelines

- Minimise prolonged sitting.
- Break up long periods of sitting as often as possible



OLDER AUSTRALIANS (65 years and older)

- Older people should do some physical activity no matter what their age, weight, health problems or abilities.
- Older people should be active every day in as many ways as possible, doing a range of physical activities that incorporate fitness, strength, balance and flexibility.
- Older people should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days.
- Older people who have stopped physical activity, or who are starting a new physical activity, should start at a level that is easily manageable and gradually build up the recommended amount, type and frequency of activity.
- Older people who continue to enjoy a lifetime of vigorous physical activity should carry on doing so in a manner suited to their capability into later life, provided recommended safety procedures and guidelines are adhered to.



BENEFITS OF PHYSICAL ACTIVITY

The benefits of regular participation in physical activity have been well documented (U.S. Department of Health and Human Services, 1996). The *Analysis of Sport, Recreation and Physical Activity Levels and Trends in Ipswich City (2012)* provides an extensive account of the physical, mental, social, economic, and environmental health benefits of physical activity. Below is a summary of these benefits.



Physical Health

- Reduced risk of chronic diseases
- Reduced risk of developing and dying from a variety of cancers
- Prevention of weight gain (when coupled with healthy nutrition) and improved weight management
- Reduced risk of osteoporosis and osteoarthritis
- Increased energy
- Improved sleep quality
- Improved mobility, flexibility and functional ability
- Reduced risk of falling and fracturing bones



Mental Health

- Prevention and treatment of anxiety and depression
- Stress reduction
- Improved mood and sense of well-being
- Improved concentration, enhanced memory and learning and better performance
- Increased vitality, psychological well-being and improved body image
- Improved cognitive functioning (including motor function, cognitive speed, auditory and visual attention)
- Reduced risk of developing dementia



Social Benefits

- Increased social cohesion and social capital
- Improved family and community connectedness
- Development of communication, interpersonal, leadership and cooperation skills
- Creation of friendships
- Lessons in how to deal with winning and losing
- Better concentration at school and improved academic performance
- Reduction in unhealthy behaviours (such as tobacco smoking, drug use)
- Prolonged, independent living



Economic Benefits

- Creation of employment in the sport and recreation industries
- Attraction of tourism through active destinations and active transport options
- Reduction in household expenditure when choosing active transport options
- Support for local businesses when pedestrian and cyclist activity is improved through creation of spaces and places encouraging physical activity



Environmental Benefits

- Reduced air pollution and greenhouse gases through fewer cars on the road
- Reduced impacts on road infrastructure when short trips are walked or cycled instead of driven
- Improved local neighbourhood amenity when traffic is reduced

GLOBAL TRENDS IN SPORT AND RECREATION

The Sport and Recreation Strategy 2015–2020, whilst taking a local perspective, acknowledges the emergence of six key megatrends that may redefine the sport sector over the next 30 years. These megatrends, as identified by CSIRO (Hajkowicz, Cook, Wilhelmseder, & Boughen, 2014) include:

A PERFECT FIT

Personalised sport for health and fitness. Participation rates in non-organised activities such as aerobics, running, walking, gym and fitness have all risen sharply over the past decade, while participation rates for many organised sports have remained stable or declined.



FROM EXTREME TO MAINSTREAM

The rise of lifestyle, adventure and alternative sports are particularly popular with younger generations. These sports typically involve complex, advanced skills and have some element of inherent danger and/or thrill-seeking.



MORE THAN SPORT

The attainment of health, community and overseas aid objectives via sport. Increasingly, sport and physical activity is recognised as helping to improve mental and physical health, crime prevention and social development.



EVERBODY'S GAME

Demographic, generational and cultural change. Due to changing demographics with Australia's population ageing, there are indications Australians are embracing sport into their old age. To retain strong participation rates, sports of the future need to cater for senior citizens.



NEW WEALTH, NEW TALENT

Population and income growth throughout Asia will create tougher competition and new opportunities for Australia both on the sports field and in the sports business environment.



TRACKSUITS TO BUSINESS SUITS

Market pressures and new business models. Loosely organised community sports associations are likely to be replaced by organisations with corporate structures and more formal governance systems in light of market pressures. The cost of participating in sport is also rising and this is a participation barrier for many people.





OUR POPULATION AT A GLANCE

Ipswich City Council is one of Queensland's fastest growing Local Government Areas. The current estimated resident population of 188,047 (as at 30 June, 2014) is projected to grow by more than 532,646 residents by 2036 – an annual growth rate well above the projected Queensland rate (Queensland Government Statistician's Office, Queensland Treasury, 2015). Much of this growth will be in Ripley, Rosewood and the Ipswich eastern corridor (Bellbird Park-Brookwater, Springfield Lakes and Redbank Plains). This places Ipswich in a unique position demographically and care is needed to understand residents' requirements for healthy living, to inform future planning in sport and recreation.

The region has a comparatively younger age profile than Queensland with 22.3% of residents aged 0–14 years. The region has a median age of 34.4 years, which has increased since 2002.

The region has an Index of Relative Socio-Economic Disadvantage score of 976, meaning it is relatively socio-economically disadvantaged. More than 50% of the region's population fall into the two most disadvantaged quintiles (West Moreton-Oxley Medicare Local Ltd, 2014).

SUMMARY HEALTH STATUS

The Ipswich region has a high health risk factor profile; a comparatively high proportion of adults smoke daily and are overweight or obese. Some 61.3 per 100 people have at least one risk factor (smoking, harmful use of alcohol, physical inactivity or obesity).

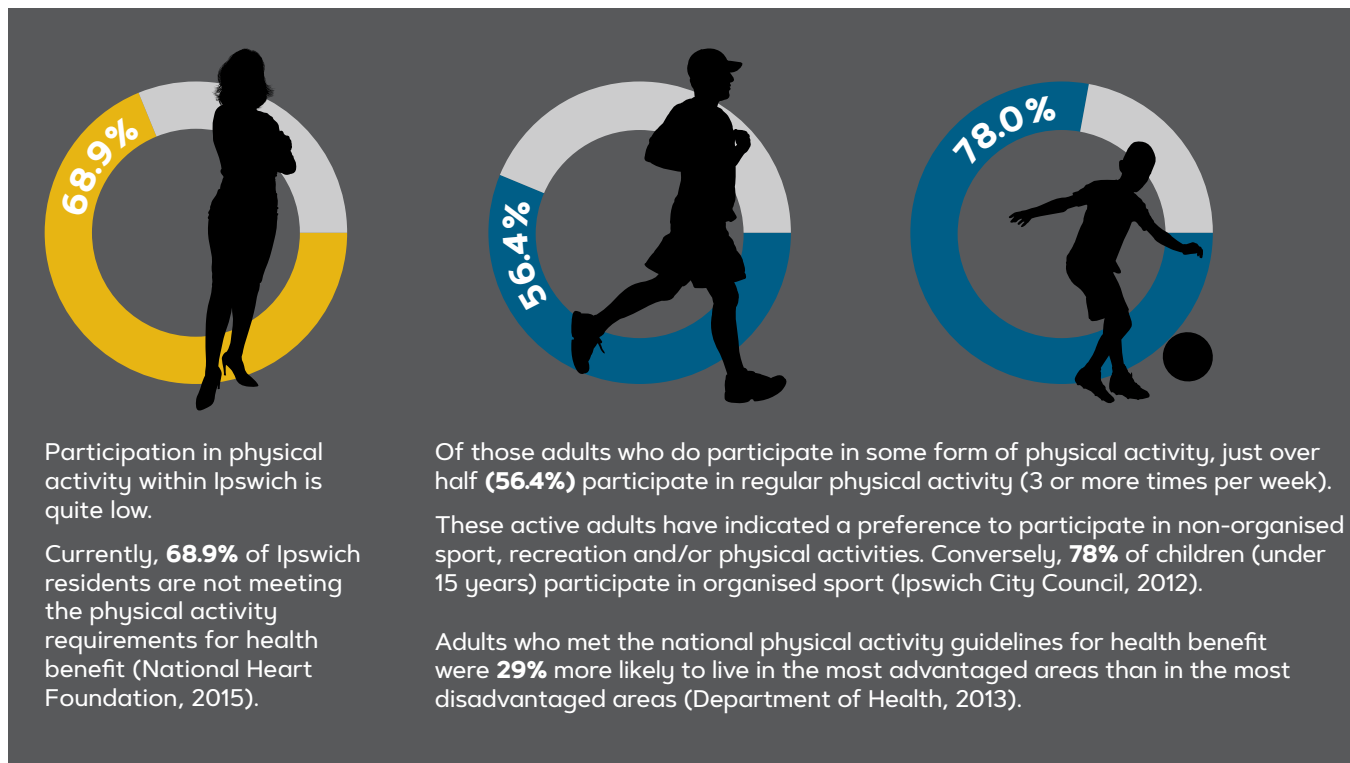
Obesity and physical activity have been identified as significant risk factors within Ipswich.

The Heart Foundation (2015) identified Ipswich as having the fourth highest prevalence of obesity and physical inactivity across all of Australia. Across Queensland, Ipswich is the second most obese and inactive City (National Heart Foundation, 2015).

Self-reported health status is also a concern for Ipswich's residents, with residents (15 years and over) more likely to assess their health status as either fair or poor (West Moreton-Oxley Medicare Local Ltd, 2014).

PHYSICAL ACTIVITY PROFILE

How active is Ipswich?



Top participation activities in Ipswich

Ranking	Adults (2011)	Children (2011)
1	Walking	Soccer/Football
2	Gym/Weights	Swimming
3	Cycling	Dancing
4	Running/Jogging	Netball
5	Aerobics/Fitness	Martial Arts
6	Golf	Rugby League
7	Swimming	Walking
8	Tennis	Rugby Union
9	Soccer/Football (outdoor)	Athletics
10	Netball	Tennis and Cycling

Source: Ipswich City Council 2012



UNDERSTANDING COUNCIL'S ROLE

Ipswich City Council has a multifaceted role in the delivery of a healthy, active community. At the forefront of council's responsibilities is setting and prioritising the City's vision and strategic direction. Alongside this, council delivers and supports the implementation of activities to help meet its vision. These are explored in more detail below.

Strategic Direction

- Master Planning
 - Open space
 - Transport network
 - Infrastructure and facilities
- Strategic planning and partnering
- Policy development

Funding

- Sport event sponsorship
- Financial bursaries for athletes
- Community donations

Partnerships and Advocacy

- Club development – strengthening the sustainability and building the profile of sport and recreation clubs throughout Ipswich
- Advocacy body for local clubs
- Professional stakeholder partnerships
- Advocating for a healthy community through social marketing of healthy messages
- Sponsorship of premier teams

Provider/Coordination

- Sport, recreation and physical activity-based programs
- Facilities
- Education – provider of education seminars for community
- Tourism services

Facilitation/Delivery Agent

- Community and customer service
- Healthy Active School Travel program
- Active Breaks school holiday program
- Kids Go Wild school holiday program
- Community events such as Ride to Work Day, NAIDOC celebrations, Ipswich Sport Excellence Awards

Research

- Social planning and demographics
- Community specific research

IPSWICH CITY COUNCIL'S PHYSICAL ACTIVITY ACHIEVEMENTS

Since the inception of the 2009 Active Ipswich: Physical Activity Strategy, Ipswich City Council has achieved many significant outcomes in physical activity, sport and recreation within the community. These achievements are recognised below:

PHYSICAL ACTIVITY, SPORT AND RECREATION PROGRAMS

- Active Breaks School Holiday Program
- Healthy Active People in Ipswich (HAPI Ipswich)
 - Heart Moves
 - Aust Cycle
 - Jamie's Ministry of Food
 - Stephanie Alexander Kitchen Garden
- Heart Foundation Walking Groups
- Park Fit
- Healthy Active School Travel Program (HAST), incorporating bike education
- Ageing Stronger, Active Longer
- Walk and Cycle Ipswich
- Fit and Fuelled Kids
- Self-defence and Personal Safety Workshops



FACILITIES

- Opening of 25ha of parkland, Robelle Domain, featuring ICON on GALAXY play equipment, an amazing children's water park including 700 litre tipping bucket and jet sprays, the creation of a 5,000m² lake and waterfall, a stage and amphitheatre that sits 10,000 people.
- Sporting infrastructure upgrades
- Re-opening of flood affected Colleges Crossing
- Major redevelopment of Tivoli Sports Complex
- Opening of River Heart Stage Two, including new walk and cycle paths
- Brassall Bikeway and Goodna Bikeway



FUNDING PROGRAMS SUPPORTING HEALTHY COMMUNITIES

- Sport Event Sponsorship
- Ipswich Sport Excellence Bursary program
- Sport Event Securement program

POLICIES, STRATEGIES AND LOCAL LAWS SUPPORTING HEALTHY COMMUNITIES

- Smoke Free Public Places Local Law
- Public and Environmental Health Policy
- Sport, Recreation and physical Activity Policy
- Leash Free Dog Area Policy
- Ipswich Planning Scheme, incorporating key components of the:
 - Supportive Environments for Physical Activity and Healthy Eating
 - Pedestrian and Cycling Facilities Code
- Ipswich Public Parks Strategy
- Streetscape Design Guideline
- Sustainable Development Strategy
- Physical Activity Strategy
- Open Space and Recreation Strategy
- Parking Strategy



CLUB DEVELOPMENT

- Professional development workshops
- Conferences
- Club development plan templates



ACTIVE TRANSPORT

- Development of the Ipswich Transport Plan (iGO)
- Appointment of an Active Transport Officer
- Commencement of the Healthy Active School Travel program



PHYSICAL ACTIVITY FOR EVERYONE

- Installation of two all abilities playgrounds in Ipswich parks
- Annual Pasifika Spring Festival showcasing healthy lifestyle activities
- NAIDOC Week Healthy Lifestyle Clinics
- In partnership with the Good Start Program, delivery of a Maori and Pacific Islander Fun Walk and Robelle Domain



CONTRIBUTING TO THE EVIDENCE BASE THROUGH RESEARCH

- Research undertaken on the local community, through the Analysis of Sport, Recreation and Physical Activity Levels and Trends in Ipswich (2012)
- Localised research on positive influence of Healthy Active School Travel Program



CREATING HEALTHY AND SUPPORTIVE ENVIRONMENTS

- Promotion of physical activity and active lifestyles through Ipswich City Council's seasonal booklets
- House Rules and The Chalkboard newsletters
- Green Legion supporter club



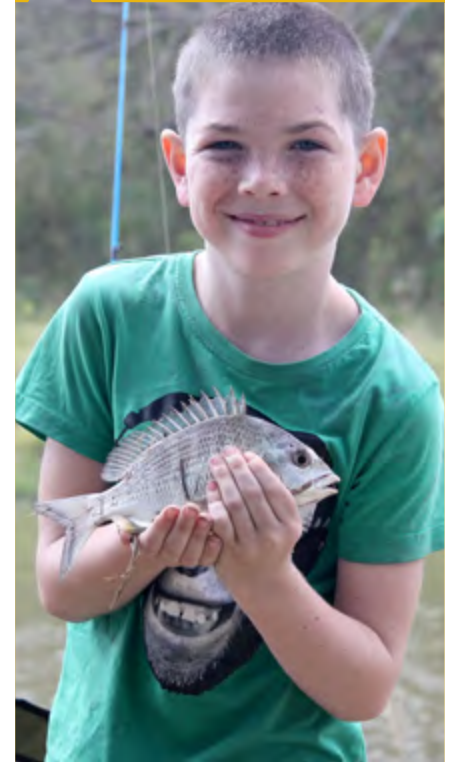
CELEBRATING ACTIVE RECREATION

- Fishing Fest
- Annual Enviroplan Photographic Competition
- Opening and promoting new campground facility at Hardings Paddock



AWARDS AND RECOGNITION

- High Commendation in the Heart Foundation's Healthy Community Awards in the category of council's with a population greater than 15,000.
- Finalist in the Australian National Preventative Health Agency Healthy Workplace Awards for Team Excellence in Workplace Health and Well-being - large workplace (200+ workers).
- Growth of the Annual Ipswich Sports Awards, celebrating the talent and achievements of the Ipswich sports community.



RISE OF THE WEEKEND WARRIOR - SUPPORTING ACTIVE COMMUNITY EVENTS

- Supporting the delivery of Adventure Races with activities for the whole family
- Supporting the delivery of numerous Fun Runs



COMMUNITY ENGAGEMENT

To support and guide the development and direction of the Sport and Recreation Strategy 2015–2020, community engagement was undertaken through several avenues within the Ipswich City community including:

- Sport and Recreation Stakeholder Consultation Forum, attended by 55 participants from the sport and recreation community, representing 33 sporting and associate organisations
- Sporting Club survey, which received 20 responses
- Broad level community surveying, which received 285 responses
- Targeted consultation of Ipswich City Council employees, which received 113 responses
- Undertaking a comprehensive literature review on sport, recreation and physical activity
- Data from the Analysis of Sport, Recreation and Physical Activity Trends and Levels in Ipswich (2012) has also been drawn upon to support and value add to consultation data
- Key informant interviews with sport and recreation stakeholder groups
- Key informant interviews with Ipswich City Council staff



Findings

Key Strengths of our Sport and Recreation Community

1. Strong relationships with Ipswich City Council are an enabling factor, with the community identifying council as “pro-active” and “supportive” and provide a high standard of service to the community.
2. The new bikeways, trails and pathways emerging across Ipswich
3. Local business support through sponsorship, and the support and coverage provided by the local newspaper.
4. A strong and dedicated volunteer community.
5. High satisfaction with the maintenance standard of council-owned facilities
6. Number of green spaces and parkland available to residents and visitors
7. The range and quality of sport and recreational facilities available to the community are described as “world class”.
8. Good range of organised and informal sports available for community participation
9. The Ipswich Hospital Foundation is a positive aspect in Ipswich for events and activities
10. Funding programs such as the Get Started/Get Going/ Get Playing are great initiatives for the local sports community.



SPORT AND RECREATION STRATEGIC ACTION PLAN

OVERARCHING VISION

“

Ipswich City leading the way in providing its community access to a range of vibrant, diverse, innovative and inclusive sport, recreation and physical activities, and paving the way from grassroots through to elite sporting opportunities.

”



PRIORITY AREA 1 – FACILITIES

Background

A key strength of Ipswich City, as recognised by its sport and recreation community, is the world class facilities that it provides to its community for use. Premier facilities such as North Ipswich Reserve and Briggs Rd Sporting Complex serve the sporting community at all levels, from children's programs through to professional teams, such as the Western Pride Football Club and Ipswich Jets Rugby League Club. The development and activation of new open spaces such as Robelle Domain, and Riverheart Stage Two has encouraged and allowed the community to explore new places and converge and participate in general recreation activities. More than 60% of community members indicate an overall high satisfaction with sport and recreation facilities. However, Ipswich City Council strives to improve satisfaction and access to the essential facilities and support opportunities for not only grassroots sports, but also elite sporting activities.

Strategic Intent

Informing the planning of the open space network to provide for the required infrastructure and facilities to encourage increased participation in sport, recreation, physical activity, and active transport.

Actions and Opportunities

Key Strategic and Operational Documents

1. Undertake the development of a Strategic Sports Facilities Provision Plan to determine the future provision of sport specific facility requirements for all sports within the City of Ipswich.
2. Prepare Sport Network Plans to ensure the appropriate current and future provision of high participation sports.
3. Undertake a State/National Headquarters Sport Facility Position Paper to explore real opportunities for either State or National Sporting Organisations or high profile National League Sports Teams to operate out of a headquarter facility within the City of Ipswich.
4. Due to high participation and demand within Ipswich, conduct an Aquatic Facilities Review.
5. Undertake a Sport, Recreation and Physical Activity Disability Facilities Gap Analysis to identify existing and required special needs facilities.
6. Develop an outdoor/nature-based recreation policy for council activation of the open space network.
7. Develop a suite of Open Space Precinct Plans to identify and confirm community needs and demands for physical activity to inform timing and embellishment of open space.
8. Develop a suite of Open Space Corridor Master Plans to provide detailed site planning for the identified corridors to develop and protect strategic corridors across the City for recreation, active transport, landscape and biodiversity connectivity as well as providing access to key community, cultural and visitor attractions.
9. In response to the development of the Local Government Infrastructure Plan, undertake a review of the Public Parks Strategy (2009).
10. Partner in the implementation of council's 'Securing Ipswich City's Open Space' Acquisition Program in order to secure sufficient 'open space' for the growing community to recreate in diverse landscape settings.
11. Develop a Citywide Walk/Cycle Plan that identifies strategic routes and destinations across the city.
12. Develop a Mountain Biking Strategy to identify sites and trails suitable for mountain biking activities.

Facility Feasibility Planning and Delivery

1. Upon the provision of appropriate funding programs, prioritise the criterium cycling track project to unify the cycling community and to provide a home for cycling in Ipswich.
2. Identify partners to deliver a synthetic track for the Ipswich athletics community.
3. Identify appropriate location, and assess the feasibility for development of an indoor sport facility.
4. Invite EOI's for the development and management of an indoor sport facility.
5. Identify appropriate sites and provide access points to the Brisbane and Bremer Rivers for land-based recreational fishing and general river access, including boat ramps and pontoons.

Facility Management and Maintenance

1. Develop strategic inter- and intra-sport partnerships with the view to pre-empt and manage issues around facility usage through:
 - a. Utilising partnerships models for the development of Facility Plans.
 - b. Building partnerships and relationships with sporting organisations and associations to create conversation regarding training and game scheduling to avoid "season creep".
2. Scope usage of LED lighting system and develop a priority roll-out with specific sports and fields.
3. Investigate methods to regulate access to sports field lighting to ensure appropriate and equitable usage by clubs.
4. Explore the use of synthetic surface alternatives to minimise damage to fields due to overuse.
5. Explore and develop strategic partnerships with schools and clubs to establish agreements for the usage of facilities.
 - a. Identify and prioritise sports access to indoor facilities.
 - b. Develop sports "districts" with schools located in close proximity of each other.
 - c. Encourage the use of indoor facilities as training grounds to free up usage of ovals and fields.
6. Ensure suitable funds are allocated for maintaining specialised facilities like aquatic centres.
7. Recognise the natural area network as an important city-wide asset and allocate appropriate maintenance budget for recreational areas.



PRIORITY AREA 2 – CLUBS

Background

In 2011, Ipswich City Council, in partnership with the Department of Communities (Sport and Recreation Services), established the Ipswich Sports House as part of a three year funding agreement. Ipswich Sports House aimed to establish a world class sport and recreational support and capacity building service, creating opportunities to build self-sufficient and sustainable sport and recreation organisations. Furthermore, Ipswich Sports House established itself as an education and training provider to better support clubs.

Ipswich sporting clubs had good relationships with Ipswich Sports House and placed a high value on the resources it provided. Unfortunately, recurrent funding was unattainable and Ipswich Sports House transitioned into a reduced model, under the banner of Sport Ipswich. Despite the reduced model, Ipswich City Council continues to strive towards building better clubs through developing strong partnerships with sporting clubs, and remaining the primary information source for the sport and recreation community.

Strategic Intent

The development of a strong and sustainable network of sport and recreation clubs which nurture the talent of our city's athletes.

Actions and Opportunities

Sport and Recreation Development and Capacity Building

1. Develop a strategic plan for the unification of the Ipswich Cycling Community to enable a collaborative approach to planning and the development of a (future) multi-disciplinary cycling precinct.
2. Encourage and assist clubs to develop club development plans
3. Continue to support Ipswich City athletes through Sport Excellence Bursaries and expand the current scope of the Sport Excellence Bursaries to include appropriate outdoor recreation athletic opportunities.
4. Continue to recognise the achievements of our City through the Annual Ipswich Sports Award program.
5. Coordinate alternating winter and summer "open days" for all sports, giving community members the chance to try a sport and become members of a club.
6. Partner with a range of outdoor recreation clubs (such as YMCA, Guides/Scouts and mountain bike clubs) and external agencies to facilitate and promote nature-based and outdoor recreation opportunities using existing facilities and human resources/ expertise within the natural area estate.

Professional Development

1. Identify needs and provide appropriate professional development opportunities for sporting clubs.
2. Link clubs with organisations able to assist with grant writing processes and applications.
3. Support clubs to apply for funding initiatives like the Get Started, Get Playing, Get Going funding programs.

Volunteers

1. Utilise Ipswich City Council's current volunteer program to include sport and recreation.
2. Build partnerships with organisations such as Volunteering QLD and universities to expand the existing volunteer base in Ipswich.
3. Work with sport and recreation clubs to better utilise social media to attract volunteers.
4. Create or link into existing online jobs portals to encourage commitment from new volunteers.
5. Seek to provide professional development opportunities to improve volunteers' skill base.
6. Develop a series of online tools and resources, such as position description templates, to better support volunteers within sport and recreation clubs.
7. Continue to recognise Ipswich volunteers' extraordinary work and commitment through the Sports Awards program and the Ipswich City Council Volunteer Recognition Awards.

Communication and Partnerships

1. Strengthen and formalise partnerships with relevant sporting and community organisations to better support club development.
2. Develop a strategic sport and recreational consultative committee to act as a reference group for sport and recreational issues across the City.
3. Develop the Ipswich City Council 'Sport Ipswich' webpage and connected social media accounts to become a centralised "home of sport". Sport Ipswich will offer the community a comprehensive database of Ipswich sport and recreation clubs, a host of resources for community and club use, information about upcoming events and activities, promotion and advertising of professional development opportunities and all the latest sport and recreation news across the city.
4. Identify and raise awareness of grant funding sources for sport and recreation clubs to access.
5. Partner with DisabilityCare Australia to help position sports clubs to become all abilities and inclusive clubs and raise awareness about the National Disability Insurance Scheme.
6. Conduct a bi-annual club survey to assess clubs' requirements, satisfaction and key issues.
7. Conduct an annual club forum to encourage networking and ensure council and clubs have the opportunity share information.



PRIORITY AREA 3 – SPORT, RECREATION AND PHYSICAL ACTIVITY PROGRAMS

Background

Latest release research shows an alarming trend in the health status of Ipswich residents. The Ipswich region ranks 4th nationally as the most physically inactive and overweight, with 68.9% of residents within Ipswich not meeting the requirements for physical activity for health benefit. Targeted physical activity programs are required more than ever. Whilst encouraging participation, and more frequent participation in physical activity, it is also important to understand the City's participation trends. Nationally there is a trend towards moving away from organised sport to more informal participation activities such as walking, running and gym and weights-based exercise. In this case, the Ipswich community follows similar trends. Understanding participatory barriers is also necessary to ensure physically active opportunities are equitable and accessible to all residents. Ipswich residents cite issues including expense, time, lack of facilities and lack of childcare options as key considerations in participating in physical activity.

Strategic Intent

Activation of the city's open spaces and indoor facilities to promote and deliver sport, recreation and physical activity programs that are embraced by the city.

Actions and Opportunities

Informal Physical Activity Programs

1. Explore partnership models and opportunities to implement more free/low cost community physical activity sessions.
2. Explore opportunities to promote non-mainstream sports to increase their profile and accessibility to the community.
3. Continue to deliver the Ageing Stronger, Active Longer program, and explore the delivery of complimentary programs for seniors.
4. Ensure adequate coverage of "Mums and Bubs" physical activity options are available to the community.
5. Focus on delivering family fun physical activity events and programs, including family friendly school holiday programs.
6. Build community partnerships to encourage the development of free walking and running programs.
7. Build upon and strengthen the existing network of Heart Foundation Walking groups in Ipswich.
8. Activate and build community awareness of new and existing urban trails located across Ipswich through physical activity programs.
9. Continue to work with identified networks and support organisations to develop specific and targeted physical activity and healthy lifestyle programs that are culturally relevant, gender specific and all abilities inclusive.
10. Continue to deliver a range of programs and activities at council owned aquatic facilities and other specialised facility venues.

Sport and Recreation Programs

1. Continue to encourage children's participation through "come and try" type activities, such as the Active Breaks School Holiday Program.
2. Investigate the potential of "skill-based" physical activity programs, which incorporate key elements of sports, with a fun, social and flexible drop-in, drop-out program delivery (eg Skate Fit, Cardio Tennis).
3. Investigate an Ipswich-based social sport model similar to the Sports Ups, or Footballr programs.
4. Promote active and nature-based recreation opportunities for families throughout the City via a 'Naturally Wild' school holiday program, incorporating activities such as bushwalking, nature based photography and fishing.
5. Establish an Ipswich 'Green Gym' whereby participants undertake physical activity through volunteer led activities (such as land care groups)
6. Continue to deliver active recreation community events such as the Fishing Fest and Annual Enviroplan Photographic Competition.
7. Support large scale community active recreation events.
8. Ensure adequate canoe/kayak opportunities are included within council's physical activity programs

Active Transport Programs

1. Seek funding for the continuation of the Active Transport Officer
2. Expand the role of the Active Transport Officer to include the delivery of broad scale community active travel planning, programs and partnerships.
3. Continue to deliver and extend the reach of the Active School Travel program to increase confidence, road safety skills and physical activity levels of school aged children, and consider extending the program to include high school aged children.
4. Develop a Green Travel Plan encouraging workplaces to advocate and employ active transportation and ensure active travel options are the easy choice for employees.
5. Improve community confidence with the use of active travel, including bicycle maintenance and education workshops; provision and promotion of walk and cycle path maps; and provision of supporting infrastructure such as way finding signage, shade and water taps.



PRIORITY AREA 4 – SPORTS TOURISM

Background

The City of Ipswich has a robust cultural heritage, and is widely regarded as a city built upon sport. In the current day, this rich sporting culture is an undercurrent to life in the City. Ipswich is home to not only premier sporting facilities, and unique open spaces, but is also increasingly opening up natural estates for residents and visitors to explore. The national trends in sports participation show a rise in participation in adventure sports and races. This trend puts the City of Ipswich in good stead to promote its ability to successfully host these types of events, with its wondrous natural area estates all accessible within a few minutes' drive from the heart of the city.

Strategic Intent

Promoting Ipswich as a destination for premier sporting, recreation and physically active community events.

Actions and Opportunities

Sport, Recreation and Physical Activity Events

1. Actively pursue strategic partnerships to deliver large scale, physically active community events which showcase Ipswich and bring visitors to the City.
2. Expand the Sport Event Sponsorship program to include events and activities promoting physical activity and nature-based recreation, including adventure races and fun runs.
3. In close partnership with State and National Sporting Organisations, continue to deliver the Sport Event Securement program, to deliver large scale sport and recreation events for the Ipswich community.
4. Identify locations across Ipswich that could potentially be activated as spaces for large scale events.

Sport, Recreation and Physical Activity Tourism Development

1. Pursue identified eco-tourism opportunities specifically related to sports tourism.
2. Find partners to continue to deliver the Green Legion supporter club model to encourage spectatorship at Ipswich sporting fixtures, along with building social capital amongst City residents.
3. Encourage commercial activity in open space to generate interest and activity, whilst providing a supporting service to open space (eg bike hire, canoe hire services).



Marketing and Communication

1. Utilise the Sport Event Capacity and Capability Assessment resource to develop Sport Facility Profiles for all Ipswich sport and recreation facilities, to be used as a tool to support and attract events to the City.
2. Link with internal and external agencies to cross promote events, accommodation and dining options and other local businesses and tourism packages in Ipswich City.
3. Promote Ipswich through the development of a “Best For” series of brochures and e-maps – outlining areas in Ipswich for cycling, hiking, walking, canoeing etc.
4. Actively market Ipswich’s parks and open space to encourage residents and visitors to discover the area’s diversity and to utilise open space facilities.
5. Actively market and promote Ipswich City’s niche activities:
 - Motor sport
 - Nature-based tourism
 - Sport tourism



PRIORITY AREA 5 – TECHNOLOGY AND INNOVATION IN SPORT, RECREATION AND PHYSICAL ACTIVITY

Background

The increasing integration of everyday life with technology is undisputable. The rise of health and fitness-related wearable technology alone is expected to be worth \$50 billion by 2018. This trend is reflected in Ipswich, with more than 40% of residents using some form of technology when participating in physical activity. This ever growing industry provides Ipswich City Council with new and novel ways to relate and engage with its community.

Strategic Intent

Supporting and activating the integration of physical activity with the latest technology available to help achieve positive participation outcomes.

Actions and Opportunities

Programs

1. Identify and deliver new programs encouraging physical activity, sport and recreation through integration with health and fitness technologies.
2. Investigate expanding the Park Fit program with a mobile application instructing and providing users with specific programs and guidance for outdoor gym equipment.
3. Explore the opportunity and benefit of extending the “Map My Fitness” pilot program in Springfield Lakes to other Ipswich City districts.
4. Explore the opportunity to install signage on tracks and trails which link in and promote GPS mapping applications, as a means to enhance the community’s experience while participating in physical activity.

Resources

1. Investigate the opportunity to create a mobile application for a park, facility and physical activity program neighbourhood search tool.
2. Promote the use of GPS mapping applications as a tool for mapping/identifying bicycle usage routes for all cyclists to assist in planning infrastructure.

Community Capacity Building

1. Deliver social media and technology-based workshops to the sporting club community to increase productivity and streamline practices.
2. Work closely with Ipswich City Council libraries to deliver community education workshops focused on up skilling residents in the use of technology such as tablets, and social media.

APPENDICES

1.0 Definitions

2.0 Prioritised Implementation and Action Plan

3.0 Works Cited



1.0 Definitions

Active Transport	<p>Active transport refers to travel between destinations using non-motorised transport involving physical activity, such as walking and cycling. It also includes public transport for longer distance trips, as public transport trips generally include walking or cycling components as part of the whole journey.</p> <p>Active transport provides tangible benefits by increasing daily physical activity levels and reducing greenhouse gas emissions through a reduction in cars on the road. Other benefits include improved social well-being and a greater sense of community.</p>
Active Recreation	<p>Active recreation activities are those engaged in for the purpose of relaxation, health and wellbeing or enjoyment with the primary activity requiring physical exertion, and the primary focus on human activity. Examples of active recreation include bushwalking, boating, mountain bike riding, rock climbing, trail horse riding, swimming, jogging, surfing and water-skiing (Commonwealth of Australia, 2011).</p>
Physical Activity	<p>Physical activity for exercise, recreation or sport. It includes activities organised by a club, association or other types of organisation, and those activities that were non-organised, but excludes those activities that are part of household or garden duties, or are part of work.</p>
Club-based Physical Activity	<p>Physical activity for exercise, recreation or sport organised in full or in part by a sport or recreation club or association that required payment of membership, fees or registration. This is distinct from fitness, leisure or sports centres that require payment for participation. Excludes all aerobic/fitness participants.</p>
Incidental Physical Activity	<p>Incidental activities are physical activities performed as part of carrying out normal daily tasks. These can include cleaning, walking the dog and walking or cycling instead of driving short distances (to the school or the local shopping centre).</p>
Non-organised Physical Activity	<p>Physical activity for exercise, recreation or sport that is non-organised in full or in part (that is, not fully organised by a club, association, or other type of organisation).</p>
Organised Physical Activity	<p>Physical activity for exercise, recreation, or sport organised in full or in part by:</p> <ul style="list-style-type: none">▪ a fitness, leisure or indoor sports centre that required payment for participation▪ a sport or recreation club or association that required payment of membership, fees or registration▪ a workplace▪ a school or▪ any other type of organisation.
Sport	<p>A human activity involving physical exertion and skill as the primary focus of the activity, with elements of competition where rules and patterns of behaviour governing the activity exist formally through organisations and generally recognised as a sport (Commonwealth of Australia, 2011).</p>

Source: Australian Institute of Sport 2010



2.0 Prioritised Implementation and Action Plan

1. FACILITIES

Strategic Intent

Informing the planning of the open space network to provide for the required infrastructure and facilities to encourage increased participation in sport, recreation, physical activity, and active transport.

	Overview	Action/Outcome/Comment	Priority
1.1	KEY STRATEGIC AND OPERATIONAL DOCUMENTS		
1.1.1	An outcome of a gap analysis of Ipswich City Council strategies and position papers shows a requirement for strategic planning and direction setting across several facets of sport and recreation facilities.	Undertake the development of a Strategic Sports Facility Provision Plan to determine the future provision of sport specific facility requirements for all sports within the City of Ipswich.	High
		Prepare Sport Network Plans to ensure the appropriate current and future provision of high participation sports	High
		Undertake a State/National Headquarters Sport Facility Position Paper to explore real opportunities for either State/National Sporting Organisations or high profile National League Sports Team to operate out of a headquarter facility within the City of Ipswich.	High
		Develop an outdoor/nature-based recreation policy for council activation of the open space network.	High
		Develop a suite of Open Space Precinct Plans to identify and confirm community needs and demands for physical activity to inform timing and embellishment of open space.	High
		Develop a suite of Open Space Corridor Master Plans to provide detailed site planning for the identified corridors to develop and protect strategic corridors across the City for recreation, active transport, landscape and biodiversity connectivity as well as providing access to key community, cultural and visitor attractions.	High
		In response to the implementation of the Local Government Infrastructure Plan with a review of the Public Parks Strategy (2009).	High
		Partner in the implementation of council's 'Securing Ipswich City's Open Space' Acquisition Program in order to secure sufficient open space for the growing community to recreate in diverse landscape settings.	Medium
		Develop a Mountain Biking Strategy to identify sites and trails suitable for mountain bike activities.	High
		Develop a Citywide Walk/Cycle Plan that identifies links to provide connections to strategic routes and destinations across the city.	Medium
	Undertake a Sport, Recreation and Physical Activity Disability Facilities Gap Analysis to identify existing and required special needs facilities.	Medium	
	Due to high participation and predicted future demand within Ipswich, conduct an Aquatic Facilities Review.	Medium	
1.2	FACILITY FEASIBILITY PLANNING AND DELIVERY		
1.2.1	Requirement for a criterium track to provide cycling with a home in Ipswich.	On the provision of appropriate funding programs, prioritise criterium track project to provide a home for cycling in Ipswich.	High

1. FACILITIES

Strategic Intent

Informing the planning of the open space network to provide for the required infrastructure and facilities to encourage increased participation in sport, recreation, physical activity, and active transport.

	Overview	Action/Outcome/Comment	Priority
1.2.2	Athletics have identified their requirements for a synthetic track. A synthetic track will encourage major school meets to be held in Ipswich and could be a training facility for athletes in the lead up to the Commonwealth Games.	Identify partners to deliver a synthetic track for athletics.	High
1.2.3	Requirement for an indoor multi-use facility.	Identify appropriate location, and assess the feasibility for development of an indoor sport facility. Invite EOI's for the development and management of an indoor sport facility	Medium Medium
1.2.4	Residents have identified the lack of fishing facilities and river access points.	Identify appropriate sites and provide access points to the Brisbane and Bremer Rivers for land-based recreational fishing including boat ramps and pontoons.	Low
1.3 FACILITY MANAGEMENT AND MAINTENANCE			
1.3.1	Whilst most clubs have expressed satisfaction with the standards of their facilities, many clubs have raised the issue of the limited access they receive to playing areas due to competing interests from clubs and codes, particularly due to "season creep".	Development of strategic inter and intra sport partnerships (eg previous incorporation of the Limestone Park User Association; Motorsport Precinct) with the view to pre-empt and manage issues around facility usage through: <ul style="list-style-type: none"> ▪ Utilising partnerships when developing Facility Plans. ▪ Building partnerships and relationships with sporting organisations and associations to create conversation regarding training and game scheduling to avoid "season creep". Floodlighting on more fields to maximise space: <ul style="list-style-type: none"> ▪ LED lighting: scope usage and develop a priority roll-out with specific sports and fields. Investigate methods to regulate access to sports field lighting to ensure appropriate and equitable usage by clubs Develop strategic partnership agreements with schools and clubs to activate facilities, with a particular focus on activating school halls for multi-use purposes: <ul style="list-style-type: none"> ▪ Identify and prioritise sports to access indoor facilities. ▪ Develop sport "districts" with schools located in close proximity of each other. ▪ Encourage the use of indoor facilities as training grounds to free up ovals. Explore the use of synthetic surfaces as an alternative to minimise overuse and damage to fields.	High High High High Medium
1.3.2	Due to high participation, and predicted future trends, aquatic centres will need to be maintained to manage expected public demand.	Ensure suitable funds are allocated for maintaining specialised facilities such as aquatic centres.	High
1.3.3	In alignment with the development of the nature-based recreation portfolio within Ipswich City Council; appropriate budgetary allocation for the maintenance for these areas will need to be attributed.	Recognise the natural area network as an important city-wide asset and allocate appropriate maintenance budget for recreational areas.	High

2. CLUBS

Strategic Intent

The development of a strong and sustainable network of sport and recreation clubs which nurture the talent of our city's athletes.

	Overview	Action/Outcome/Comment	Priority
2.1	SPORTS AND RECREATION DEVELOPMENT AND CAPACITY BUILDING		
2.1.1	Develop sport and recreational clubs within Ipswich to encourage participation and build membership.	Develop a strategic plan for the unification of the Ipswich Cycling Community to enable a collaborative approach to planning and the development of a (future) multi-disciplinary cycling precinct.	High
		Encourage and assist clubs to develop club development plans	High
		Sport Ipswich will continue to support Ipswich City athletes through the Sport Excellence Bursaries. The current scope of the Sport Excellence Bursaries will be expanded to include appropriate outdoor recreation athletic opportunities.	High
		Continue to recognise the City's sporting achievements through the Annual Ipswich Sports Award program.	Ongoing
		Sport Ipswich will coordinate an annual "open day" for all sports, whereby the community will be given the chance to try a sport and become members to a club.	Low
		Partner with a range of outdoor recreation clubs (such as YMCA, Guides/Scouts and mountain bike clubs) and external agencies to facilitate and promote nature-based and outdoor recreation opportunities using existing facilities and human resources/expertise within the natural area estate.	Low
2.2	PROFESSIONAL DEVELOPMENT		
2.2.1	Access and increase capacity for clubs to apply for funding, grants and sponsorships.	Sport Ipswich will seek to provide professional development opportunities for clubs.	High
		Link clubs with organisations to help with grant writing.	High
		Support clubs to apply for funding through the Get Started, Get Playing, Get Going funding initiatives.	High
2.3	VOLUNTEERS		
2.3.1	Declining volunteers was identified as a key issue facing sporting club development.	Utilise Ipswich City Council's current volunteer program to include sport and recreation.	High
		Create or link into existing online jobs portals to encourage commitment from new volunteers.	Medium
		Sport Ipswich will seek to build partnerships with organisations like Volunteering QLD and universities to build upon the existing volunteer base in Ipswich.	Medium
		Work with sport and recreation clubs to better utilise social media to attract volunteers.	Medium
		Sport Ipswich will seek to provide professional development opportunities to improve volunteers' skill base.	Medium

2. CLUBS

Strategic Intent

The development of a strong and sustainable network of sport and recreation clubs which nurture the talent of our city's athletes.

Overview	Action/Outcome/Comment	Priority
	Develop a series of online tools and resources, such as position description templates, to better support volunteers within sport and recreation clubs.	Low
	Continue to recognise Ipswich volunteers' extraordinary work and commitment through its Sports Awards program and the Ipswich City Council Volunteer Recognition Awards.	Ongoing
2.4 COMMUNICATION AND PARTNERSHIPS		
2.4.1 The assistance provided to clubs through Ipswich Sports House will be missed throughout the community.	<p>Although club development will continue through Sport Ipswich, it will be at a reduced capacity. Sport Ipswich is seeking to develop partnerships with State Sporting Organisations and community organisations such as Sports Community, which will further provide the resources and expertise to assist Ipswich Clubs.</p> <p>Sport Ipswich will build, strengthen and formalise partnerships with relevant sporting and community organisations.</p> <p>Develop a strategic sport and recreational consultative committee to act as a reference group for sport and recreational issues across the city.</p> <p>Develop the Ipswich City Council 'Sport Ipswich' webpage and social media accounts to become a centralised "home of sport". This will offer the community a comprehensive database of Ipswich sport and recreation clubs, a host of resources for community and club use, information on upcoming events and activities, promotion and advertising of professional development opportunities and all the latest sport and recreation news across the city.</p> <p>Identify and raise awareness of grant funding for sport and recreation clubs to access.</p> <p>Conduct a bi-annual club survey to assess the requirements, satisfaction and key issues affecting clubs.</p> <p>Partner with DisabilityCare Australia to help position sports clubs to become all abilities and inclusive clubs and to raise awareness of the impacts of the NDIS.</p> <p>Conduct an annual club forum to encourage networking and to ensure council and clubs have the opportunity to share information.</p>	<p>High</p> <p>High</p> <p>High</p> <p>High</p> <p>High</p> <p>High</p> <p>Medium</p> <p>Medium</p>



3. SPORT, RECREATION AND PHYSICAL ACTIVITY PROGRAMS

Strategic Intent

Activation of the city's open spaces and indoor facilities to promote and deliver sport, recreation and physical activity programs that are embraced by the city.

	Overview	Action/Outcome/Comment	Priority
3.1	INFORMAL PHYSICAL ACTIVITY PROGRAMS		
3.1.1	63% of survey respondents indicated they have never participations in a community healthy lifestyle program. 77% of respondents indicated they'd like to see more free exercise programs offered; and 59% wanted to see more "come and try" days.	Explore partnership models and opportunities to implement more free/low cost community physical activity sessions.	High
		Explore opportunities to promote non-mainstream sports to increase profile and accessibility to the community.	High
		Continue to deliver the Ageing Stronger, Active Longer program, and explore complimentary programs for seniors.	Ongoing
3.1.2	Child care arrangements can be a barrier to participation in physical activity.	Ensure adequate coverage of "Mums and Bubs" physical activity options are available to the community.	High
		Focus on delivery of family fun physical activity events and programs, including family friendly school holiday activities.	High
3.1.3	Only 18% of survey respondents indicated there are sufficient activities for multicultural groups	Continue to work with identified networks and support organisations to develop specific and targeted physical activity and healthy lifestyle programs that are culturally relevant, gender specific and all abilities inclusive.	High
3.1.4	Swimming has been identified as trending towards the most popular activity for participation in the future.	Continue to deliver a range of programs and activities at council-owned aquatic facilities and other specialised facility venues.	High
3.1.5	Community running groups showed promising participation rates.	Build community partnerships to encourage the development of free walking and running programs.	Medium
3.1.6	Walking continues to be the most popular physical activity for participation in adults in Ipswich.	Build upon and strengthen the existing network of Heart Foundation Walking groups.	Medium
		Activate and build community awareness of new and existing urban trails located across Ipswich through physical activity programs.	Medium
3.2	SPORT AND RECREATION PROGRAMS		
3.2.1	Various issues with club membership – lack of "masters" level members; waning levels of participation in children.	Continue to encourage children's participation through "come and try" activities, such as the Active Breaks School Holiday Program.	Ongoing
		Investigate the potential of "skill based" physical activity programs which incorporate key elements of sports with a fun, social and flexible drop-in, drop out program delivery (eg Skate Fit).	Medium
		Investigate the delivery of an Ipswich-based social sport model similar to Sports Ups, or Footballr in Brisbane.	Low

3. SPORT, RECREATION AND PHYSICAL ACTIVITY PROGRAMS

Strategic Intent

Activation of the city’s open spaces and indoor facilities to promote and deliver sport, recreation and physical activity programs that are embraced by the city.

Overview	Action/Outcome/Comment	Priority
<p>3.2.2 Develop and strengthen community interest and participation in active recreation opportunities.</p>	<p>Promote active recreation opportunities throughout the City via a Naturally Wild school holiday program, incorporating bushwalking, nature-based photography and fishing.</p>	<p>High</p>
	<p>Support the delivery of large scale community active recreation events.</p>	<p>High</p>
	<p>Ensure adequate canoe/kayak opportunities are included within council’s physical activity programs.</p>	<p>High</p>
	<p>Establish an Ipswich ‘Green Gym’ whereby participants undertake physical activity through volunteer activities (such as Landcare groups).</p>	<p>Medium</p>
	<p>Continue to deliver active recreation community events such as the Fishing Fest and Annual Enviroplan Photographic Competition.</p>	<p>Ongoing</p>
<p>3.3 ACTIVE TRAVEL PROGRAMS</p>		
<p>3.3.1 Only 56% of people indicated they feel it is easy to walk or cycle to shops, schools and community facilities in their neighbourhood.</p>	<p>Seek funding for the continuation of the Active Transport Officer.</p>	<p>High</p>
	<p>Expand the Active Transport Officer role to include the delivery of broad scale community active travel planning, programs and partnerships.</p>	<p>High</p>
	<p>Continue to deliver and extend the reach of the Healthy Active School Travel program to increase confidence, road safety skills and physical activity levels of school aged children, and consider extending the program to include high school aged children.</p>	<p>Ongoing</p>
	<p>Develop a Green Travel Plan encouraging workplaces to advocate and employ active transportation and ensure active travel options are the easy choice for employees.</p>	<p>High</p>
<p>3.3.2 A high proportion of Ipswich residents indicated they do not feel safe cycling on their neighbourhood roads.</p>	<p>Improve community confidence with the use of active travel, including bicycle maintenance and education workshops; provision and promotion of walk and cycle path maps; and provision of supporting infrastructure such as way finder signage, shade and water taps.</p>	<p>High</p>



4. SPORTS TOURISM

Strategic Intent

Promoting Ipswich as a destination for premier sporting, recreation and physically active community events.

	Overview	Action/Outcome/Comment	Priority
4.1	SPORT, RECREATION AND PHYSICAL ACTIVITY EVENTS		
4.1.1	Residents have indicated a strong desire to attend all levels of competition – local, state and national.	Actively pursue strategic partnerships to deliver large scale, physically active community events which showcase Ipswich and bring visitors to the City.	High
		Expand the Sport Event Sponsorship program to include events and activities promoting physical activity and nature-based recreation including adventure races and fun runs.	Ongoing
		In close partnership with State and National Sporting Organisations, continue to deliver the Sport Event Securement program to deliver large scale sport and recreation events for the Ipswich community.	High
		Identify locations across Ipswich that could potentially be activated as spaces for large scale events.	Medium
4.2	SPORT, RECREATION AND PHYSICAL ACTIVITY TOURISM DEVELOPMENT		
4.2.1	Megatrend data suggests eco-tourism and adventure-based and sport and recreation activity are on the rise.	Pursue identified eco-tourism opportunities specifically related to sports tourism.	High
		Encourage commercial activity in open spaces to generate interest and activity, whilst providing a supporting service to open space (eg bike hire, canoe hire services).	Medium
4.2.2	Pre-existing model owned by council provided a good aspect for unity of the Ipswich sporting community and encourages cross-sport spectatorship.	Find partners to continue to deliver the Green Legion supporter club model to encourage spectatorship at Ipswich sporting fixtures, along with building social capital amongst City residents.	Low
4.3	MARKETING AND COMMUNICATION		
4.3.1	Lack of suitable accommodation options available within Ipswich.	Link with internal and external agencies to cross promote events, accommodation and dining options and other local businesses and tourism packages in Ipswich City.	High
4.3.2	Some residents indicated there aren't enough attractive or well-maintained areas to walk or cycle. This could be linked with a poor awareness of current facilities available to people.	Promote Ipswich through the development of a "Best For" series of brochures and e-maps outlining areas in Ipswich that are "best for" cycling, hiking, walking, canoeing etc.	High
		Actively market the array and diversity of parks and open space within Ipswich to encourage residents and visitors to discover areas of Ipswich and to utilise open space facilities.	Medium
4.3.3	Respondents have indicated a strong desire to attend all levels of competition – local, state and national.	Utilise the Sports Event Capacity and Capability Assessment resource to develop Sport Facility Profiles for all Ipswich sport and recreation facilities, to be used as a tool to support and attract events to the city.	High
		Actively market and promote Ipswich City's niche activities: <ul style="list-style-type: none"> ▪ Motor sport ▪ Nature based tourism ▪ Sport tourism 	Low

5. TECHNOLOGY AND INNOVATION IN SPORT, RECREATION AND PHYSICAL ACTIVITY

Strategic Intent

Supporting and activating the integration of physical activity with the latest technology available to help achieve positive participation outcomes.

	Overview	Action/Outcome/Comment	Priority
5.1	PROGRAMS		
5.1.1	Growing popularity of integration of technology with physical activity.	Identify and deliver new programmatic opportunities which encourage physical activity, sport and recreation through integration with health and fitness technologies.	High
		Investigate the opportunity to expand the Park Fit program through the development of a mobile application which instructs and gives users specific programs and guidance in the use of outdoor gym equipment.	Medium
		Explore the opportunity and benefit of extending the “Map My Fitness” pilot program in Springfield Lakes to other districts of Ipswich City.	Medium
		Explore the opportunity to install signage on tracks and trails which link in and promote GPS mapping applications, as a means to enhance the community’s experience while participating in physical activity.	Medium
5.2	RESOURCES		
5.2.1	Opportunity to integrate new technology into existing mechanisms to enhance the user’s experience and to inform future planning activity.	Investigate the opportunity to create a mobile application for a park, facility and physical activity program neighbourhood search tool.	High
		Promote the use of GPS mapping applications as a tool for mapping/identifying bicycle usage routes for all cyclists to assist in planning infrastructure.	Medium
5.3	COMMUNITY CAPACITY BUILDING		
5.3.1	Community sentiment indicates some groups are lacking technology skills.	Delivery of social media and technology-based workshops to the sporting club community to increase productivity and streamline practices.	Medium
		Work closely with Ipswich City Council libraries to deliver community education workshops in the use of technology such as tablets, and social media to up skill residents.	Low



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