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Vision
Statement

The Vision is a picture of the community in 20 years from now. The Statement has evolved through a collaborative process between Ipswich City Council and the Ipswich community. This statement is a reflection of the aspirations of existing residents, investors and business operators, and other major stakeholders. The Vision should be read in the context of arriving in the City some time around the year 2020.

1. The Vision... 2020 and Beyond

Ipswich is a City that has maintained its community charm in the face of massive change. With the rapid growth in population has come more jobs, more investment, more greenspace, diverse and attractive housing and improved transport networks. Local residents are proud to be part of Ipswich, and actively participate in activities that encourage others to visit Ipswich and view it as a key City in South East Queensland.

In 2020, Ipswich City is alive with stimulating urban and rural centres, thriving business districts, excellent community facilities and infrastructure, and rich natural environments. The major activity centres of Ipswich CBD, Springfield and Ripley are complemented by a variety of smaller centres each expressing an identity of one of the many and varied communities which make up

this proud city. People in Ipswich feel content. Ipswich is a patchwork of unique communities and centres ranging from the Ipswich CBD, to the older established areas such as Denmark Hill, rural townships such as Rosewood, rural villages such as Grandchester and emerging communities such

**Team spirit,
working
together,
shared visions
that is the
future of the
new Ipswich**

Associate Professor
Heather Beattie,
Coordinator of
Teaching and Learning,
University of Queensland

as Springfield. Ipswich is the heartbeat of contemporary community living in South East Queensland.

The Queensland spirit was born in Ipswich and its 320 000 residents are proud

of their city's achievements and the important role that Ipswich continues to play in building Queensland.

As one of Queensland's first settled cities, history is highly respected in the community. The many heritage buildings, shopfronts and historical recreational spaces are carefully maintained, and heritage tourist attractions are well supported. This link to the past strengthens the valued sense of community felt by residents, including Indigenous residents whose heritage and culture is now protected through the Indigenous accord.

The preservation of the natural environment is paramount, with sustainable development embraced throughout Ipswich City, especially in its newer communities. The internationally recognised Ripley Valley features state-of-the-art recycling, responsible water management techniques and high design standards, with the emphasis on the creation of attractive spaces and environmentally



conscious communities. This environmental respect has also seen the positive transformation of landscapes around Swanbank and other mining areas and the promotion of a clean and healthy river system. The protection of native flora and fauna is an essential part of development in greenfield areas.

Ipswich City enjoys a strong and stable economy, with residents in the region benefiting from its status as a major employment generator for South East Queensland. Significant enterprise districts are located in Ebenezer/Willowbank, Amberley, Swanbank/New Chum, Bundamba/Riverview, Redbank Peninsula, Carole Park and Wulkaraka/Karabin to take advantage of the unique skills and knowledge in the area. The manufacturing, transportation, food, aeronautical, educational, agricultural and environmental industries provide a broad range of opportunities for residents to

live and work in their local community. Ipswich's progression to a knowledge-based economy is further supported by the significant investment in a large, central city campus by the University of Queensland, the development of a new campus in Springfield by the University of Southern Queensland, and the proximity of Ipswich to other tertiary institutions.

**What we think,
plan and action
today will
become our
personal, social
and economic
reality
tomorrow**

Faye Ramsey,
Manager Lead On

Ipswich City is well serviced by an integrated public transport and roads system that effectively eliminates congestion, conserves community character and enhances livability. This system provides efficient

and affordable access within and outside the City to places to live, work and play.

New residents are attracted to the city's culture of achievement and opportunity, as well as the community's strong connections. Pride is placed on families and the youth of the city. Talent and accomplishment at school, in the cultural and in sporting arenas is nurtured and celebrated continually. Retail centres are community oriented, promoting inclusiveness and a defined sense of identity for the local community they service.

The residents of Ipswich City have a great appreciation of their history and willingly take on opportunities to build upon and grow from these foundations, full of confidence in their future.

2. Vision Themes

The six themes are the building blocks for the Implementation Framework.

These themes create the link between the questions 'Where do we want to be?' and 'How do we get there?'.



The Natural Environment

The City should have a rich, biologically diverse and attractive natural environment which sustains a broad range of fauna and flora across its many varied landscapes. The waterways that weave throughout Ipswich should be of the highest water quality, providing its ecological functions whilst being a key venue for local recreational activities.

Degradation of the environment is minimised through reduction in pollution levels - noise, air, water, odour and visual.



Growth Management

With the anticipated population growth over the next two decades, decisions regarding how we use our limited land resources are integral to planning for the community we want in Ipswich. We want Ipswich to be known as a desirable place to live. Ipswich Central, Ripley Valley Town Centre, the Springfield 'Gateway' CBD and other urban and rural centres will be the key foci in creating livable communities. Each community within Ipswich should have its own distinct character and celebrate its differences and similarities with the other communities in the City. Ipswich needs to establish itself as a regional city with vibrant neighbourhoods and rural towns, thriving business districts and cultural facilities which are linked with open space networks and key transport infrastructure.



A Strong and Diverse Economy

We want to make sure that Ipswich supports a dynamic and resilient urban and rural economy where education, learning and innovation create a diversified economic base. Food processing, manufacturing, transportation, aeronautical enterprises, education, environmental and agricultural innovation are features of the future Ipswich economy. A strong economy provides both business and employment opportunities with a full spectrum of remuneration, enabling residents to achieve a high quality of life and level of prosperity.



Infrastructure and Services

There are some key services that we as residents have come to depend upon—drinking water, waste water treatment, stormwater management, information and communication technologies, energy and waste disposal.

However, this is only half of the services provided—community services are also required. People require a certain level of health care, education, recreation, community facilities, support services, childcare, and protection from unlawful behaviour.



Community Spirit and Wellbeing

A key aspect of livability in a community is how people interact, the sense of pride they feel about where they live, the activities they partake in and their willingness to contribute to improving their community. We want residents to take pride in working together to build distinctive communities and create places which bring people together, places where neighbours know each other and help new residents embrace the past as part of their new future. A community's spirit is also about gaining an appreciation for the many different cultures that exist within the area and acknowledging their respective values. It is also important that our communities are inclusive and provide the facilities for all residents— young, old, families, young adults and those with disabilities.



Integrated Transport and Movement

People need to be able to move around their communities. It is important to provide the appropriate infrastructure to do so. The private vehicle is currently the most popular form of transport however this may change over the coming years with increasingly congested roads and the environmental damage and dangers to personal safety presented by motor vehicles. We need to make sure that roads are provided as part of the whole transport network, however we also need to provide opportunities for alternative forms of transport. Buses, trains, light-rail, cyclists, and pedestrians all have to be considered in determining an integrated transport network. The movement of freight also has to be considered in terms of the local economy.

