



F4

Community
Spirit and
Wellbeing

Ipswich residents express their community pride through their enthusiasm for celebrating culture and actively contributing to the advancement of their City.

4.1 Theme - Community Spirit and Wellbeing

The Ipswich community is actively supported by the voluntary efforts of its residents. Community based organisations in Ipswich provide a wide range of cultural, welfare, sporting, recreation, community services and advocacy services.

Many clubs and associations are dependent on the volunteer sector, particularly the sporting clubs. The bonds created between people within the community through these organisations reflects the capacity of the community to respond and shape the changes that have emerged over its history. These groups influence the character of the City and have provided the beginnings of many high profile professional careers. Ipswich has a strong sporting heritage, with more Olympic representatives per capita than any other provincial centre in Australia. It is this passion which has positioned Ipswich as one of Australia's greatest sporting nurseries.

With a rich cultural base, Ipswich is highly recognised through award winning choirs and as home to many international performers. The achievements of Ipswich artists and Ipswich Art Gallery also position Ipswich as one of Australia's highly regarded cultural cities. This in turn provides for current and future recreational and tourism opportunities.

Like most communities in Australia, the community of Ipswich is ageing and will require a proactive, compassionate and sensitive response to ensure that older people continue to be active contributors in the community.

"I value the fact that so many people have respect for others and that all of us can have so many friends and be happy to live in this city. It doesn't matter what kind of person you are you are accepted for being the person you are."

Stephanie Deutscher,
Lead On Participant

Keeping young people within the community is an important strategy for community wellbeing. Ipswich has many youth focused organisations from the sporting, cultural and community services areas. Within Ipswich, most young people under the age of 18 are participating in some form of education. There are also a number of entertainment, recreation, training and employment opportunities and initiatives sponsored by Council and local businesses in the area investing in the community's future, our future leaders.

Like all communities in Australia and worldwide, crime and safety within the community continues to be a focus and an area of concern raised by Ipswich residents. Statistics indicate that there are certain areas of crime and safety that are more of a problem than others. The Safe City Program is a nationally recognised program demonstrating how community policing developed through local and regional partnerships with state and community organisations can respond to reduce the impact of unacceptable levels of crime. The Ipswich Management of Public Intoxication Program is another example of a collaborative effort, addressing alcohol, drug and volatile substance abuse.

The Ipswich community is facing health problems familiar across the western world which stem from a lack of physical activity and easy access to high fat and sugary foods.

One of the more important factors in retaining a sense of community spirit within the City is to ensure that residents can participate and contribute to the decisions that influence their living environment. They can be part of the solutions for creating the nature and type of community they desire to live in and develop for future generations.

I see the new Ipswich as a dynamic place I see growth in work, housing and leisure opportunities for young people in particular."

Marilyn Moballe, former Principal,
Ipswich State High School

4.2 Summary of Goals and Strategies - Community Spirit and Wellbeing

CSW Goal 1 - Identity and Inclusion

The City of Ipswich has a unique sense of community - celebrate the past, enhance the future - fostered by residents and respected by visitors.



Strategy CSW 1.1

Inform Newcomers: Visitors and new residents of Ipswich are informed and share in the unique 'Ipswich' sense of community, Indigenous Australian heritage and other distinct qualities that are harboured in the individual neighbourhoods and suburbs throughout City.

- Prepare and distribute a 'Welcome Pack' to new residents.
- Distribute a Heritage Education Kit to schools.
- Design and implement a program for the collection of oral histories.
- Encourage military staff to participate in local community activities.

Strategy CSW 1.2

Market 'Ipswich': Ipswich sense of community is accurately depicted in the media and other marketing strategies for Ipswich.

- Gain community input in the preparation and review of Ipswich City wide marketing and promotional material.
- Establish an Ipswich web based community portal.

Strategy CSW 1.3

Community Networks: Create an environment and provide opportunities to foster social interaction, community and civic activities and enable residents to participate, celebrate and share at a variety of venues, places and events.

- Promote new and enhance established community events which celebrate the City and its community.
- Develop localised neighbourhood celebrations and markets.

CSW Goal 2 - Participation and Community Capacity

Residents of Ipswich are valued and active citizens in informing and participating in local decision making processes that shape and improve the quality of life in Ipswich.

Strategy CSW 2.1

Active Community Spirit: Promote a diverse range of opportunities for residents to participate in local community activities and foster common citizenship.

- Enhance the capacity of community organisations.
- Enable the use of public facilities and resources to assist in the administration of community organisations.
- Encourage innovative avenues for funding of community organisations.
- Foster skill improvement in community groups to ensure long term viability.
- Promote community activities that older people have actively contributed to and undertake a range of equitable engagement programs and activities.

Strategy CSW 2.2

Participate in Decisions: Provide equitable access and avenues for all residents of Ipswich to participate and contribute to decisions made in their community.

- Establish an Ipswich 2020 and Beyond Taskforce.
- Identify and implement measures to gain feedback from the community regarding community values.
- Communicate community activities and events through major media sources.
- Identify opportunities to

engage a broad range of age groups in decision making processes.

- Coordinate and manage public meetings to encourage all age groups to attend.
- Conduct activities that enable young people to discuss issues of most importance to them.

Strategy CSW 2.3

Inspire Leadership: Encourage and nurture leaders within the community who instil a sense of pride in other Ipswich residents.

- Promote equitable access to leadership development, mentoring and support programs for youth.
- Create an Ipswich Ambassadors Program.

Strategy CSW 2.4

Lifelong Learning: Members of the community have equitable access to a comprehensive range of progressive education learning, training and enrichment opportunities.

- Undertake research on community capacity building in Ipswich.
- Develop community programs which encourage the exchange of knowledge and skills between residents and community groups.
- Provide public access technology hubs.

- Establish a scholarship program in local universities for local Ipswich residents.
- Implement multi-lingual programs to enable ongoing cultural development.

Strategy CSW 2.5

Promote Achievement: Promote and broadcast the major achievements and successes of the community within Ipswich.

- Continue and expand Ipswich City Council Awards of Excellence.
- Promote the achievements of outstanding individuals or community groups.
- Enhance the Australia Day Awards.
- Provide opportunities for businesses and community groups to exchange experiences in servicing community needs.

CSW Goal 3 - Sense of Belonging and Culture

Residents of Ipswich communicate and demonstrate a sense of pride and belonging to their community that acknowledges and celebrates their culture and its contribution to community wellbeing.

Strategy CSW 3.1

Respect for Indigenous Australians: Promote community reconciliation, understanding, recognition, protection and preservation of indigenous history and culture, Native Title and indigenous issues. Respect Indigenous Australians as active contributors to local community identity and heritage.

- Implement and regularly review the Ipswich City Council Indigenous Australians Accord.
- Investigate the feasibility of a theatrical / performing arts centre for indigenous art.
- Promote events that bring indigenous Australians and others together.

Strategy CSW 3.2

Diverse Cultures - One Ipswich: Encourage diverse cultural groups in Ipswich to celebrate their heritage and distinct cultural expression with others in the community.

- Engage the local community in the creation of local projects and cultural events.
- Develop a Public Art Policy and Strategy for Ipswich.
- Develop a Community Relations Plan.

Strategy CSW 3.3

An Informed and Caring Community: Encourage residents to identify the needs of the community and provide a caring environment with particular attention to youth, families, people with a disability, older people and people from cultural linguistically diverse backgrounds.

- Monitor the community service needs of Ipswich residents.
- Encourage community service groups and organisations to collaboratively plan for shared community facilities.
- Identify the community service needs of the City's various ethnic and cultural groups.
- Establish attractive, multi-lingual and legible community group directory boards.
- Foster community based organisations and facilities for older persons.
- Promote community based networks to provide a range of outreach and treatment services responsive to the needs of the community.

Strategy CSW 3.4

Creative Culture: Enable residents to have ready access to a range of cultural facilities, programs and initiatives to express and develop their creativity and cultural values through visual and performing arts.

- Promote Ipswich as a venue for film festivals.
- Establish an annual program of outdoor events.
- Develop local performing arts groups.
- Foster the development of local music and art festivals.
- Promote Ipswich as a location set for films and television.
- Promote, develop and support the development of local artistic talent.

CSW Goal 4 - Healthy Community

Ipswich is home to a vibrant and healthy community.

Strategy CSW 4.1

Public Health: Ensure that all residents have ready access to health care, intervention and prevention services, health education services and facilities and utilise the services necessary to create and maintain a healthy living community.

- Prepare and implement a Health Services Strategy for Ipswich.
- Improve facilities and community services that provide counselling services to manage mental illnesses.
- Provide services and resources for the treatment of drug addiction and alcohol dependency.
- Provide equitable access to information regarding maintaining healthy lifestyles.
- Establish physical activity programs that address issues such as nutrition.
- Develop and implement a Public Health Plan.

- Report on the value and success of programs that target communicable diseases and vaccinate against preventable disease.
- Continue to implement immunisation services.
- Continue to provide information regarding Occupational Health and Safety.

Strategy CSW 4.2

Active Lifestyles, Healthy Communities: Promote healthy lifestyles that include keeping fit and active and involved in physical activities such as walking, cycling, tai chi, and organised sporting activities and provision of a comprehensive range of recreational services and facilities.

- Develop and promote Active Lifestyle Programs.

Strategy CSW 4.3

Comprehensive range of recreation facilities and services: Ensure that all members of the community have ready access to a comprehensive range of recreational services and facilities which reflect the diversity and interests of the community.

- Promote Ipswich City Council parks and reserves.
- Develop and market opportunities for active recreation in parks and conservation areas.

CSW Goal 5 - The Ipswich Identity

Ipswich retains its own identity and is acknowledged as the interface between metropolitan Brisbane and the western region.

Strategy CSW 5.1

An Entity in its Own Right: Ipswich is identified and known as a City in its own right and is recognised for the respect the community holds for its heritage.

- Highlight that Ipswich is a City in all marketing and promotional material.
- Produce an Ipswich City Guide that depicts Ipswich as a relatively self-contained community.
- Include the smaller townships and communities as part of Ipswich in promotional material.

CSW Goal 6 - A Safe Community

Ipswich is a safe place to live, work and play.

Strategy CSW 6.1

Design for Safety: Ensure the design, management and maintenance of public places, parks and open spaces is undertaken with community safety as a priority.

- Implement Crime Prevention Through Environmental Design.
- Design and construct public spaces that respond to the needs of older people and people with disability.

Strategy CSW 6.2

Community Safety and Crime Prevention: Establish and maintain a range of programs and initiatives which ensure Ipswich is a community in which people are able to live, work, play and move freely with due regard for their personal safety.

- Establish appropriate levels of service provision that responds to the specific needs of the Ipswich community.
- Design and implement a Community Safety and Crime Prevention Strategy.
- Establish and deliver education programs regarding personal safety.

Strategy CSW 6.3

Emergency Services and Disaster Management: Ensure Ipswich has the benefits of well-equipped, well-staffed essential and emergency services including both professional staff and volunteers.

- Develop an Emergency Services and Facilities Plan.
- Prepare and review the City's Counter Disaster Plan.

Strategy CSW 6.4

Design for Equitable Access to Services: Ensure Ipswich facilities and services are designed for all Ipswich residents to access, inclusive of the specific needs of people with disabilities and their carers.

- Establish a coordinated approach to provide equitable access to community facilities and public spaces.
- Establish employment and quality of life programs to support marginalised and isolated groups.

CSW Goal 7 - A Sporting City

Ipswich has a strong sporting culture and a wide range of active recreation activities are provided for within the local government area.

Strategy CSW 7.1

Sporting Champions:
Acknowledge and promote the successes of Ipswich residents and teams in state, national and international competitions.

- Promote the outstanding achievements of sports people and teams.
- Attract high quality coaches and provide high class facilities for sporting activities.
- Local sports leaders to encourage local residents to participate in sporting activities.