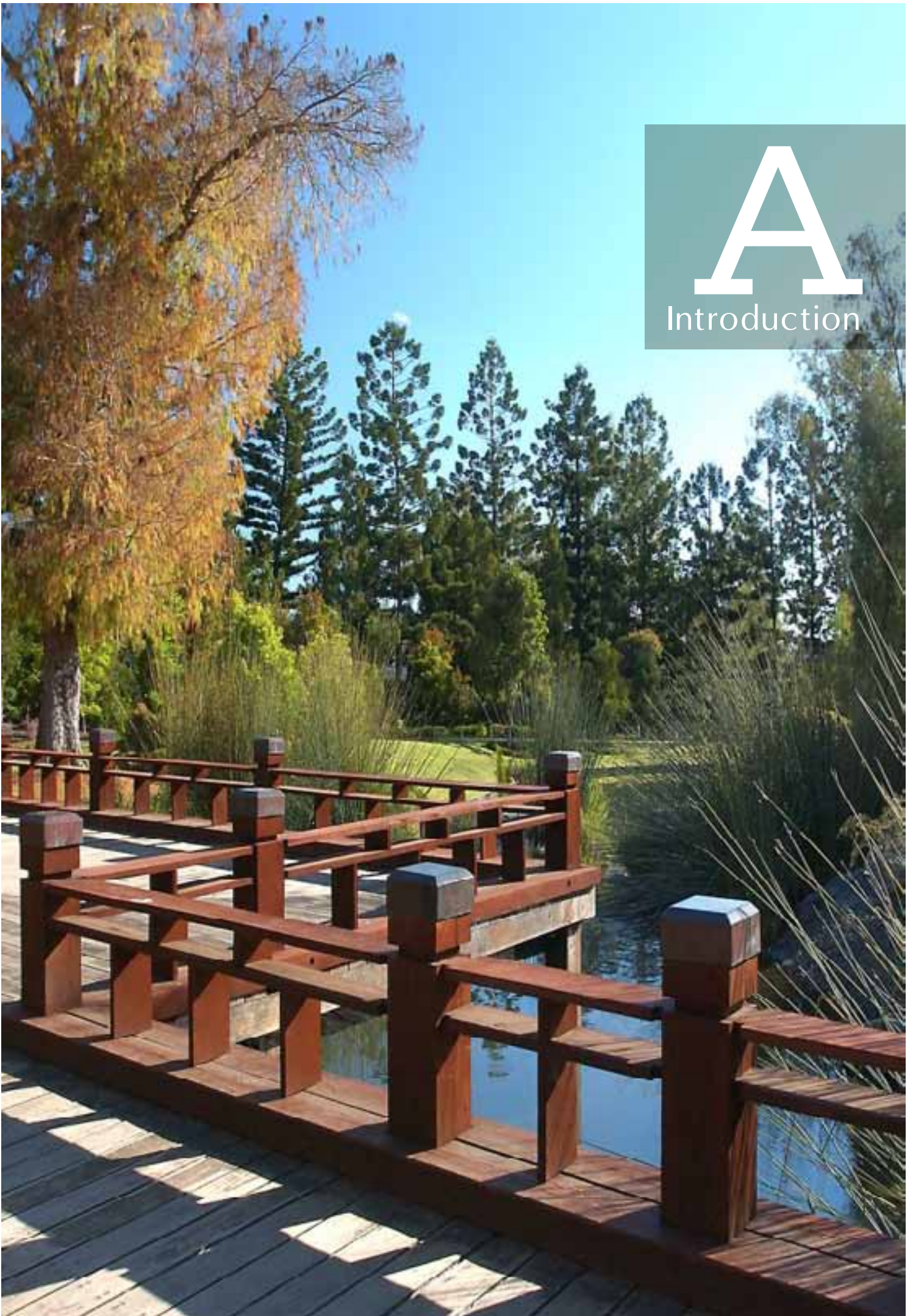




# A

Introduction



## Ipswich 2020 and Beyond is a Plan for the Future.

In realising the changes that lay ahead for the city, the Ipswich community and Ipswich City Council have come together to prepare this roadmap for the future.

Located 40km west of Brisbane, Ipswich is one of the fastest growing sub-regions of South East Queensland. It is expected that the current population of 135 000 residents will grow by an additional 180 000 people over the next 20 years. In just 10 years time, the population will be almost double what it is now and 50% of the population will be relatively new to the area.

This population growth will demand more employment opportunities, improved transport networks, effective land use planning and major infrastructure investment, whilst maintaining the existing environmental assets and community spirit.

For the purposes of this plan, the term 'Ipswich' relates to all those communities within the Ipswich local government area. Ipswich is not a traditional city with a single centre. It is an extensive area, a sub-region in its own right, made up of many communities,

surrounded by rural and natural landscapes. The city is set to play a major role in servicing and supporting the South East Queensland Western Corridor and adjacent local governments.

This plan charts a course to achieve a 'Vision' for the future. The Vision has been developed through extensive consultation and dialogue with many local residents.

The four questions that have been considered by the community include:

- i. Where are we now? What is the current status of Ipswich and what are the current community values that we want to build upon.
- ii. Where are we going? If Ipswich continues along current trends what can be the expected consequences of the anticipated population growth.
- iii. Where do we want to be? What do we want the community to look and feel like in the years beyond 2020? What is the Vision for the future?
- iv. How do we get there? What are the actions that need to be undertaken in order to achieve the desired Vision.

This Vision outlined in this Plan is a reflection of the values held by the Ipswich community and the aspirations they have for the future. From the Vision Statement six central Themes have been derived:-

- Natural Environment
- Growth Management
- A Strong Diverse Economy
- Community Spirit and Wellbeing
- Infrastructure and Services
- Integrated Transport and Movement

The Vision is a picture of the community in 20 years time and these Themes are the building blocks for the preparation of the suggested Implementation Framework.



## 1. The Elements of the Plan

The general structure of the Ipswich 2020 and Beyond document is outlined below.

The key elements of the Plan include:-

### Vision Statement

This is a word picture of what we will see in Ipswich in the year 2026. It reflects feedback received during consultation and the comments on the Draft Vision Statement distributed as part of the consultation process.

### Theme

These Themes are threads that flow through the Vision Statement. The six key themes are the foundations around which this Plan for 2020 and beyond is developed:

- Growth Management,
- Natural Environment,
- Strong Diverse Economy,
- Infrastructure and Services,
- Integrated Transport and Movement, and
- Community Spirit and Wellbeing.

For each of the Themes, the following Action Plan framework has been developed.

### Goal

Broad overarching goals that directly relate to the Theme derived from the Vision Statement.

### Strategy

Broad principles that can be adopted to achieve the Goal.

### Actions

The specific tasks that should be undertaken to implement the Strategies.

### Suggested Partners

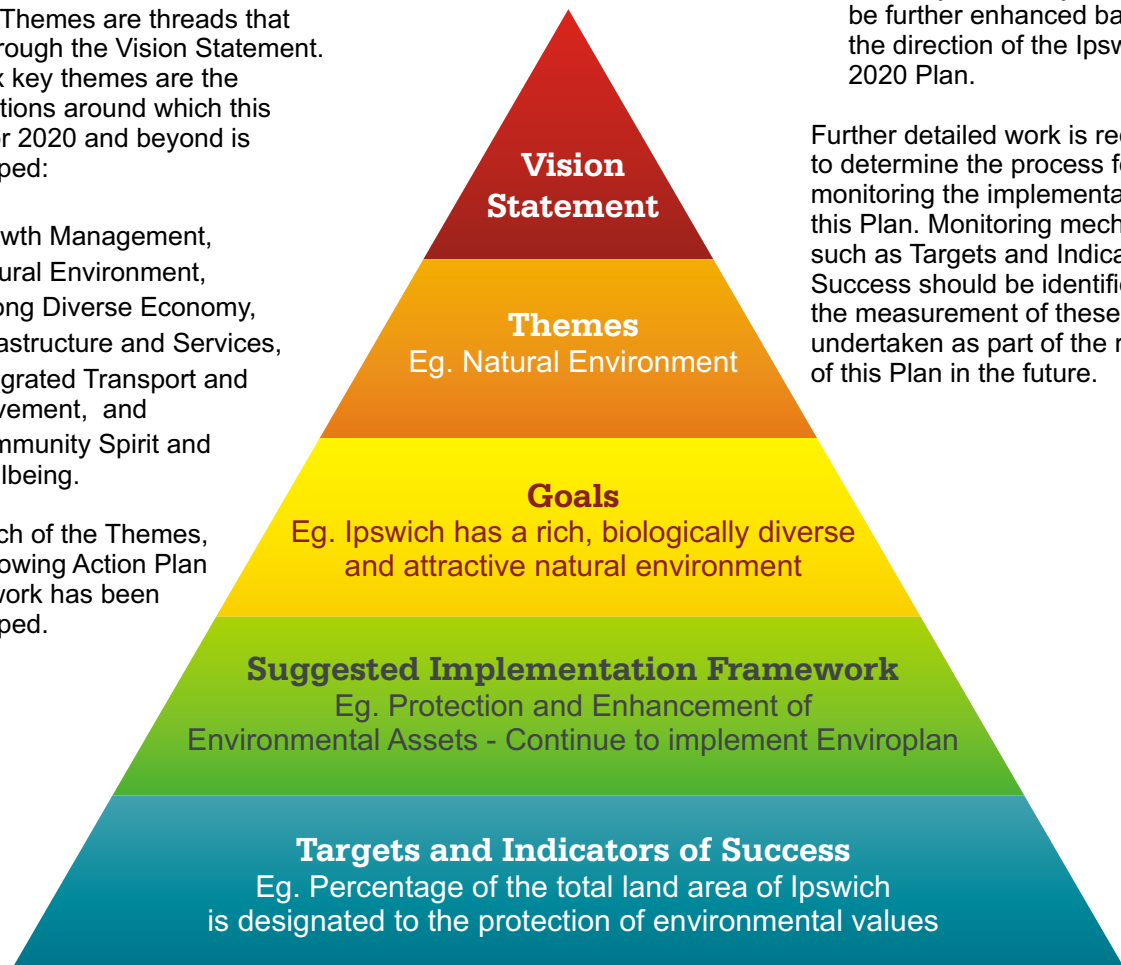
The various stakeholders that will play a role in the implementation of the Actions.

### Suggested Timeframes

The suggested timeframes that the actions may be initiated or undertaken. There are four categories of timeframes:-

- Short Term - Actions that can be considered in the next five years of the Plan.
- Medium Term - Actions that can be considered in 5-10 years of the implementation of the Plan.
- Long Term - Actions that can be considered in 10 or more years from the adoption of the Plan.
- Ongoing - Actions that are currently underway and may be further enhanced based on the direction of the Ipswich 2020 Plan.

Further detailed work is required to determine the process for monitoring the implementation of this Plan. Monitoring mechanisms such as Targets and Indicators of Success should be identified and the measurement of these undertaken as part of the review of this Plan in the future.



## 2. The Evolution of Ipswich 2020 and Beyond

Ipswich City Council has taken the lead to coordinate this project and actively engage the community and other major stakeholders in its preparation.

Work originally started on this project under the name of the Ipswich Future Master Plan.

In 2004, Ipswich City Council released a Discussion Paper that outlined the development of a Draft Vision Statement and Vision Themes. This Discussion Paper then formed the basis for the preparation of the Ipswich 2020 and Beyond Plan. Extensive research was also undertaken to determine the current activities and trends in Ipswich.

Ipswich 2020 and Beyond is a product of the contribution of many groups and individuals including, local residents, business owners, Federal and State government agencies, and people of all ages and backgrounds. At the time of

preparation, the public consultation program was the largest ever undertaken by Council.

The initial introduction for most residents and ratepayers was through the distribution of a 'postcard' to all 65 000 households and non-resident ratepayers in Ipswich in March 2005. People were asked to register their interest in becoming actively involved in the project. Over 1 500 residents expressed their interest in the project and received Ipswich 2020 and Beyond Information Kits.

A Community Survey was included in the Information Kit. Over 80 responses provided Council with valuable feedback on what people wanted for the future of Ipswich.

Two Community Workshops were held on 27 and 28 April 2005 in which over 120 residents discussed their vision for the future of Ipswich and how this may be achieved.

Considering that the City's young people are key stakeholders in the future of Ipswich, local youth and school children were also

engaged in the process. Consultation sessions were held with SES Cadets groups at both Ipswich and Rosewood, and youth from the Ipswich Police Youth Citizens Club in Ipswich. The feedback received at these sessions enhanced the perspective to that portrayed by the older members of the Ipswich community who were engaged in the process.

The actions and strategies outlined in this document directly reflect the ideas and suggestions made by the community. Over 100 representatives of the community participated in one of the theme based Focus Groups. Representatives included a range of people with a vested interest in the future of Ipswich, such as local business operators, representatives from residents associations, development industry representatives, community service providers, sporting associations, Federal and State government agencies, environmental groups, youth and older people organisations.

This Plan has been a whole of community effort, reflecting the many and varied actions required to manage change.

