IPSWICH CENTRAL RESEARCH

DEFINING THE NEXT STEPS

FEBRUARY 2020

Prepared for Ipswich City Council

CO DESIGN STUDIO



CO
DESIGN
STUDIO

INTRODUCTION

IPSWICH CITY COUNCIL (COUNCIL) IS PREPARING TO EMBARK ON A PROCESS TO REVISE A STRATEGIC VISION AND PLAN FOR THE FUTURE GROWTH OF IPSWICH CENTRAL.

This project presents an exciting opportunity to reignite community spirit, build on the passion and capacity of the development industry and stakeholder groups, and demonstrate Council's commitment to transform Ipswich into a place loved by locals and visitors.

CoDesign Studio has been engaged to assist Council in early investigations to enable an informed decision about the best approach and focus for this process.

PART A	Background research into the existing and future social and cultural context of Ipswich's central neighbourhoods.	Page 7
PART B	Best practise case study review of collaborative city-making models.	Page 18
PART C	Recommendations on a city-making approach for Ipswich.	Page 26

PROCESS

Insights presented within this report draw upon the following studies and engagement.

STAKEHOLDER CONVERSATIONS

- External stakeholder workshops
- Internal stakeholder workshop
- Have your say engagement feedback



USER PROFILE RESEARCH

- Neighbourlytics social data snapshots
- ABS Census information



BEST PRACTICE CASE STUDY RESEARCH



CODESIGN STUDIO'S PROVEN METHODOLOGY

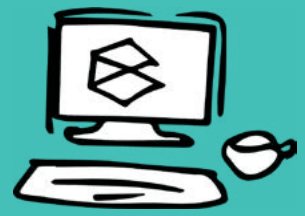


Figure 1 : Report process diagram

PREVIOUS ENGAGEMENT & PLANNING CONTEXT

The approach to revitalise Ipswich Central should complement rather than duplicate other studies and strategies. Specific studies and strategies that were identified through internal stakeholder engagement that should be considered during future planning include:



Ipswich Regional Centre Master Plan, 2009

This document provides a vision and strategy to advance the evolution of the Ipswich Centre. While the strategy was developed in 2009, many of the ideas remain relevant. Others require a refresh in light of development changes and new growth targets. This document provides a good starting point to guide the future direction of this project.



North Ipswich Open Space Master Plan, 2018

The North Ipswich Open Space Masterplan developed in 2018 provides a strategic direction for the future development of the open space network on the banks of the Bremer River. This document highlights many opportunities that CoDesign's engagement process has concluded remain relevant. It should be reviewed and expanded upon with other studies and plans such as a broader Ipswich Centre open space network, the North Ipswich Stadium and transport studies.



Ipswich CBD Redevelopment

The central precinct of Ipswich has been underway for a number of years. Upon completion the project will see the re-introduction of slow traffic to Nicholas Street, a new civic plaza and the centralisation of Ipswich City Council government offices and public library to the centre of Ipswich. This project is expected to drive significant change in the area and reinvigorate the heart of Ipswich.



Draft Strategic Framework 2019

Council's preparations for a new planning scheme is underway. This is in response to the continuing unprecedented growth in South East Queensland and the Queensland Government's introduction of new planning legislation, State Planning Policy and the South East Queensland Regional Plan. The Draft Strategic Framework has been developed and consulted on.

Additional reference material:

- iGo Active Transport Plan
- Parking Strategy and Parking Pricing Strategy
- Queensland Health Masterplan
- North Ipswich Reserve Stadium - Strategic Business Case
- Woollen Mills Design Options Paper
- Facade Improvements Programs
- Riverlink Development Application
- Discover Ipswich - Precinct Guide
- Norman Street Bridge Plans
- CBD Orbital Road plans
- Development Applications
- Railway Yards Master plan (QR State Government)
- Showgrounds Redevelopment
- Shaping SEQ - SEQ Regional Plan
- Ipswich Show Society (Convention and Evacuation Centre)
- Limestone Park? Economic Impact Study and Master Plan, 2013



PART A

IPSWICH CENTRAL USER PROFILES

A DEEPER UNDERSTANDING OF IPSWICH USERS WILL ENSURE A HOLISTIC APPROACH THAT IS RELEVANT AND ATTRACTIVE TO THE LOCAL AUDIENCE IS IMPLEMENTED.

This section defines current and future Ipswich users through the development of evidence-based user profiles. The profiles presented are underpinned by background research and analysis into the social and cultural context within Ipswich's Central neighbourhoods.

EXPLORING IPSWICH

Data has been collected through two avenues: a Neighbourlytics report and desktop demographics analysis using freely accessible ABS data. These two data sets combine qualitative and quantitative approaches to paint a picture of the Ipswich community, how Ipswich is being used and what locals consider to be top priorities and interests. Supporting this information, insights and quotes from internal and external stakeholder conversations have further refined this evidence-based research.

Three target areas have been used for baseline data capture including Ipswich Central, Springfield Lakes, and Ripley. As emerging growth areas, review of the Ripely and Springfield community profiles has helped inform strategies to encourage visitation from surrounding areas and additionally provides an understanding of the new and future community for the Ipswich Region.



Figure 2 : 3 localities of interest

NEIGHBOURHOOD SNAPSHOT



IPSWICH CENTRAL

Ipswich Central is the core of the Ipswich region. It is approximately 786 hectares in size** and is bordered by Bremer River to the North and West. Amongst other important destinations, this is the location of Ipswich Station, Ipswich Hospital and a broad provision of services and amenities.

The need to know:

- Population: 6,558*
- Median age: 38*, (32 in the Ipswich LGA)
- 1,535 families*
- 2,846 private dwellings, 83.6% separate houses*
- Employed full time 55.2%*
- Key occupations include:
  - Professionals 21%*
  - Technicians & Trade Workers 13.9%*
  - Clerical & Administrative Workers 13.3%*
  - Community & Personal Services 12.7%*
- Ipswich Central residents value natural environments, animals, activities & hobbies including collections, fandom, jewellery making and arts & craft.***



SPRINGFIELD

Springfield is located approximately 25km east of Ipswich Central. It is a new, masteplanned community and was part of the Greater Springfield development. It is a family friendly community which is accessible via train.

The need to know:

- Population: 6,772*
- Median age: 30*, (32 in the Ipswich LGA)
- 1,796 families*
- 2,183 private dwellings, 92.5% separate houses*
- Employed full time 63.4%*
- Key occupations include:
  - Clerical & administrative workers- 16%
  - Technicians & Trade Workers- 15%
  - Professionals- 14.8%
  - Community & personal service workers- 12.8%
- Social media analysis has identified Springfield residents prioritise public spaces such as parks and water fountains, family and food and drink including dining out, home cooking and alcohol.***



RIPLEY

Ripley is 13,060 hectares in size** and is located 7km South of Ipswich Central Core. The suburb is boarded by two major highways, Cunningham Highway in the North and Centenary Highway in the South. The suburban is part of the western growth project and will experience significant growth over the next decade.

The need to know:

- Population: 1405*
- Median age: 32*, (32 in the Ipswich LGA)
- 381 families*
- 530 private dwellings, 100%*
- Employed full time 63.4%*
- Key occupations include:
  - Technicians & Trade Workers 16.6%
  - Community & Personal Services 14.7
  - Clerical & Administrative Workers 14.5%
  - Professionals 13.4%
- Ripley residents value their private property with specific mention of Christmas decorations and new builds. Additionally social media analysis revealed the prioritisation of animals, pets and activities and hobbies including off-road driving and cars.***

Notes: * ABS Data | ** ID Profile | *** Neighbourlytics report



> MORE OUTDOOR MUSIC, LIKE ALL THE GREAT EVENTS FOR IPSWICH FESTIVAL

> LARGE SCALE MURALS ON AREAS OF THE CITY THAT WOULD BE IDEAL. THE WATER TANKS ON THE HILL COULD NOD TO THE MILITARY TOWN WE ARE.

> MORE FOCUS ON THE HERITAGE ASPECTS THE CITY OFFERS.

> TO BE A WORLD LEADER IN ENVIRONMENTAL SUSTAINABILITY AND INNOVATION.

> PROMOTION AND ENTERTAINMENT PLACES LOCALLY TO ENCOURAGE PEOPLE TO VISIT IPSWICH AND NOT GO OUTSIDE OF IPSWICH.

USER PROFILES

USER PROFILE 1

There is a high prevalence of young families in the City of Ipswich. Of the City of Ipswich's 193,745** residents, 19.6% are under the age of 12**. Springfield, on the cities outer fringe, is a popular location for families. With a population of 6,772 there are 1,796 families* and an average of 3.2 people per household*. Families came through strongly as a theme during social media analysis for Springfield however less so for Ipswich Central. This could be attributed to a lack of activities specifically targeting this demographic and public spaces that are attractive for young families to spend time.

Young Families

> OUR FAMILY REGULARLY USE THE BIKE PATHS CONNECTED TO THE RIVER. WE LOVE THE GREEN OPEN SPACES IN IPSWICH AND THE FRIENDLY COMMUNITY.
>
> Stakeholder feedback

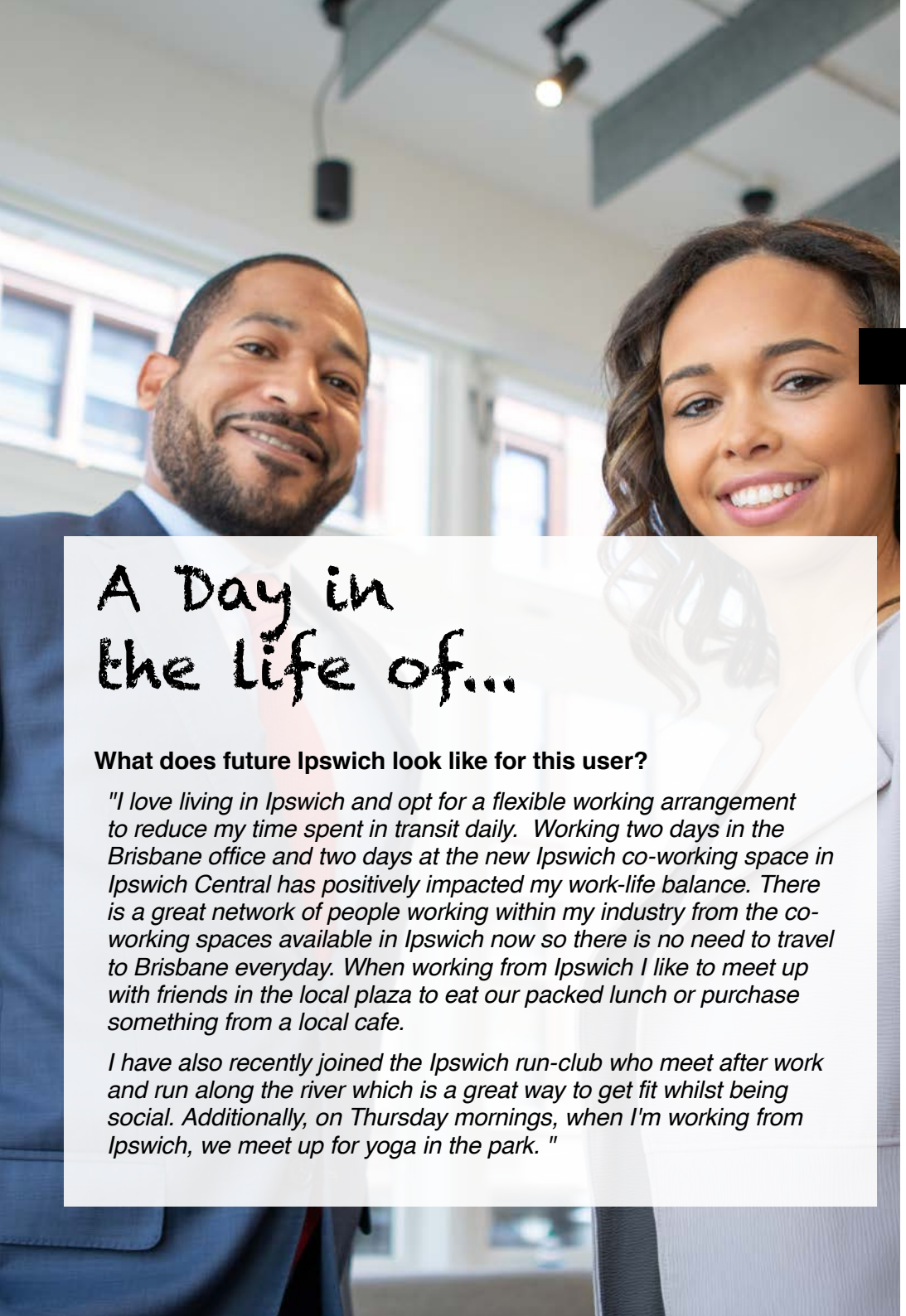
Notes: * ABS Data | ** ID Profile | *** Neighbourlytics report



A Day in the Life of...

What does future Ipswich look like for this user?

"Improvements to the transport offering in Ipswich has meant that my family and I often travel into Ipswich Central now. Our eldest child has reached primary school age so we have opted to send him to school in Ipswich. On weekends we enjoy travelling into Ipswich Central to catch-up with friends and family. An increase in child-friendly amenities means that we can grab some coffee and food to eat and chat whilst the kids play in the park. Their favourite is the new nature playground. We also have a pet dog who loves coming with us when we drive into town. If we're feeling particularly active we'll bring our bikes with us and ride along the river bike path as it is off road and safe to do with youngsters."



USER PROFILE 2

Ipswich's Transient Professionals work full time in Brisbane and do the drive in by themselves every day. They chose to live in Ipswich as it provides an opportunity to live comfortably in a 2-3 bedroom residency and provides a retreat from the hustle and bustle of Brisbane City. Due to the extensive travel time to and from work, users often don't have time to eat out in Ipswich during the week. Weekends are often spent at home, with family and pets doing home maintenance, getting out of the city for day trips or getting crafty on one of their hobby projects. This user group prioritise family, exercise and catching up with friends.

Transient Professionals

A Day in the Life of...

What does future Ipswich look like for this user?

"I love living in Ipswich and opt for a flexible working arrangement to reduce my time spent in transit daily. Working two days in the Brisbane office and two days at the new Ipswich co-working space in Ipswich Central has positively impacted my work-life balance. There is a great network of people working within my industry from the co-working spaces available in Ipswich now so there is no need to travel to Brisbane everyday. When working from Ipswich I like to meet up with friends in the local plaza to eat our packed lunch or purchase something from a local cafe.

I have also recently joined the Ipswich run-club who meet after work and run along the river which is a great way to get fit whilst being social. Additionally, on Thursday mornings, when I'm working from Ipswich, we meet up for yoga in the park. "

Did you know?

- 20.1% of the City of Ipswich population are aged between 35-49**
- 48.4% of City of Ipswich's working residents travel outside of the area to work. 33,350 to 39,693 of these resident workers travel to Brisbane accounting for 39.6% of the total population**

Notes: * ABS Data | ** ID Profile | *** Neighbourlytics report

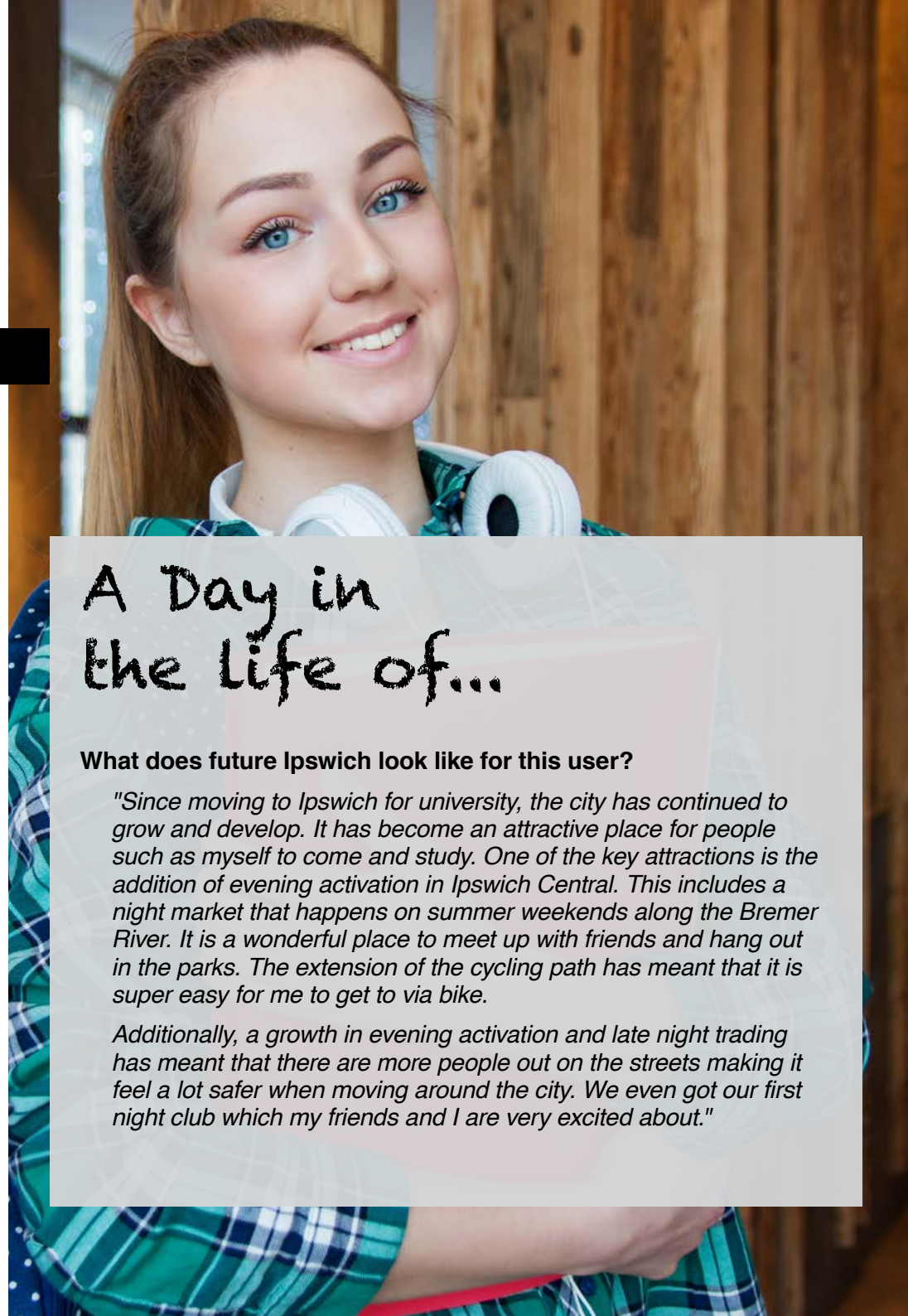
USER PROFILE 3

Residents aged between 15 and 24 make up 14.1% of the City of Ipswich population**. There are over 20 schools and universities located within Ipswich. The USQ Ipswich campus, located only 1.8km from Ipswich Core, alone has approximately 1,682 students.

Usually a prominent user of social media, the definite lack of chatter around youth-based activities on social media for Ipswich identified an opportunity to target this audience in future plans. Consultation revealed this group are looking for better connections between institutes and the core inner city destinations as well as evening activation.

Future Ipswich

> THERE IS SO MUCH FOR YOUNG CHILDREN TO DO (BABIES TO PRIMARY SCHOOL) - BUT I FEEL LIKE THERE IS A GAP FOR TEENAGERS AND YOUNG ADULTS
>
> Stakeholder feedback



A Day in the Life of...

What does future Ipswich look like for this user?

"Since moving to Ipswich for university, the city has continued to grow and develop. It has become an attractive place for people such as myself to come and study. One of the key attractions is the addition of evening activation in Ipswich Central. This includes a night market that happens on summer weekends along the Bremer River. It is a wonderful place to meet up with friends and hang out in the parks. The extension of the cycling path has meant that it is super easy for me to get to via bike.

Additionally, a growth in evening activation and late night trading has meant that there are more people out on the streets making it feel a lot safer when moving around the city. We even got our first night club which my friends and I are very excited about."

Notes: * ABS Data | ** ID Profile | *** Neighbourlytics report



> IPSWICH IS KNOWN FOR ITS HERITAGE WHICH SHOULD BE CELEBRATED

USER PROFILE 4

The Ipswich Proud group are long term residents of Ipswich Central. They best understand how the community functions and have seen how it has evolved over time. They are proud of the city's history and wish there was a greater way to communicate this change with new Ipswich residents. Ipswich Proud residents are traditionally retired and are often looking for activities for them to partake in during work hours. They are well connected with residents of a similar age who are also long term Ipswich residents, however struggle to meet new people. As Ipswich continues to grow and evolve it is important that intergenerational opportunities to meet and socialise are provided.

Ipswich Proud

A Day in the Life of...

What does future Ipswich look like for this user?

"After retiring, I have had an increase in time on my hands. With this in mind and my passion for trains, I have started volunteering two mornings a week at The Workshops Rail Museum. I enjoy the opportunity to talk with residents and visitors about the history of Ipswich, ensuring that as the city continues to grow, the heritage and roots of the area is not lost. It is an easy and enjoyable journey from my house, catching the bus to volunteering and walking along the shady streets to meet up with friends in the afternoon.

In my spare time I like to meet up with other Ipswich locals and tend to gather in public spaces that provide opportunities for passive and active recreation, without having to spend money to be there. These spaces are traditionally quiet during Monday to Friday work hours so it is nice to bring people out and activate the street. "

Did you know?

- In 2016, 20,750 residents in the City of Ipswich were 65+. This is a total of 9.3% of the population**
- Of this age group, 10.2% of the population were employed, indicating a high prevalence of retirees**
- 88.7% of this age group live in a separate house compared with 80.1% in greater Brisbane**

Notes: * ABS Data | ** ID Profile | *** Neighbourlytics report

USER PROFILE 5

In Ipswich Central, 29.5% of people work part-time*. Dominant industry professions include professionals (21%), technicians and trade workers (13.9%) and clerical and administrative works (13.3%)*. This flexibility in working hours allows for opportunities for engagement in hobbies and extra activities which came through in social media data. Activities include jewellery making, art & craft, off-road driving and cars***. In general this demographic currently has little connection to Ipswich central and instead opt to emerge themselves in the surrounding natural environments, with a chatter trend around animals and pets

Part Time Creatives

> NICE, MODERN DINING PRECINCTS. SPECIALITY COFFEE SHOPS AND BREAKFAST CAFES. NICE MARKETS.



A Day in the Life of...

What does future Ipswich look like for this user?

"Working part time has meant I am able to maintain an excellent work-life balance by using my spare time to work on my creative side project. The addition of a artists collective market in Ipswich has provided an opportunity to showcase my handmade homewares within an affordable environment allowing me to continue to work part time elsewhere. Stock has been moving very quickly due to the number of new people moving to Ipswich who are decorating their houses. Having access to these amenities has provided an opportunity for me turn my passion into a source of income.

When I'm not working or making my ceramics I try to get out of town with our newly formed hiking group who met via the Ipswich Postcode 4035 Facebook Group. It has been a great tool for getting to know people in our local community."

Notes: * ABS Data | ** ID Profile | *** Neighbourlytics report



> STAKEHOLDERS SHOULD REMAIN INVOLVED IN THE CITY PLANNING PROCESS.
>
> Stakeholder participant, Workshop #1

PART B

PRECEDENCE PROJECT PROCESS CASE STUDIES

In response to Stakeholder feedback, CoDesign was engaged to research and report on international and Australian case studies that successfully adopt a collaborative city-making process. Part B details three examples of place governance and their associated pros and cons. Insights from CoDesign Studio's tried and tested, collaborative citymaking approach have also been provided. The case studies identified include:

1. Business Improvement Districts, USA
2. The City of Port Phillip's Place Governance Approach, Victoria
3. The Place Renewal Process, adopted by City Renewal Authority, ACT

These processes have been reviewed and relevant insights to the Ipswich Central Master Plan noted.

COLLABORATIVE CITYMAKING - A NEW APPROACH TO URBAN GOVERNANCE

CoDesign Studio is one of Australia's leading voices on creating inclusive, active and thriving communities. We apply the principles of human-centred design and co-design to traditional city-making processes in order to enable and empower locals to participate in the creation and activation of places they love and feel connected to. CoDesign achieves these outcomes through strategy, visioning, engagement and activation. As an organisation we believe that places can and should be shaped by the people who use that space. Simply put, it is about putting people at the centre of citymaking. And the outcomes speak for themselves delivering a quadruple bottom line, unlocking social, cultural, environmental and financial capital.

From 2015 to 2019, CoDesign undertook The Neighbourhood Project, an action-research project that measured and reported on the effectiveness of community-led placemaking practices in action. Our experience working with 8 councils, on 14 projects, across two rounds, lead us to conclude that long lasting, self sustaining project outcomes can not be achieved by one party, be that government or community, working in isolation. Instead, it is about working with top-down decision makers whilst concurrently building community capacity. This collaborative citymaking approach has been demonstrated in the diagram opposite.

Our professional expertise in collaborative city-making processes has allowed us to rapidly extract the key insights from these case studies to ensure we have identified the opportunities and challenges that will be of most value to future development within Ipswich Central.

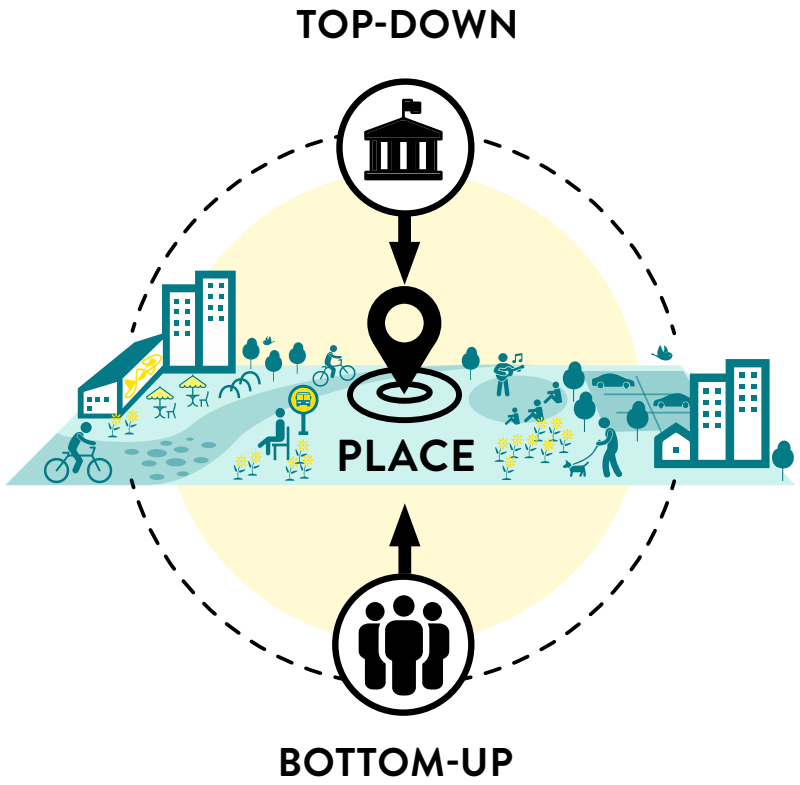


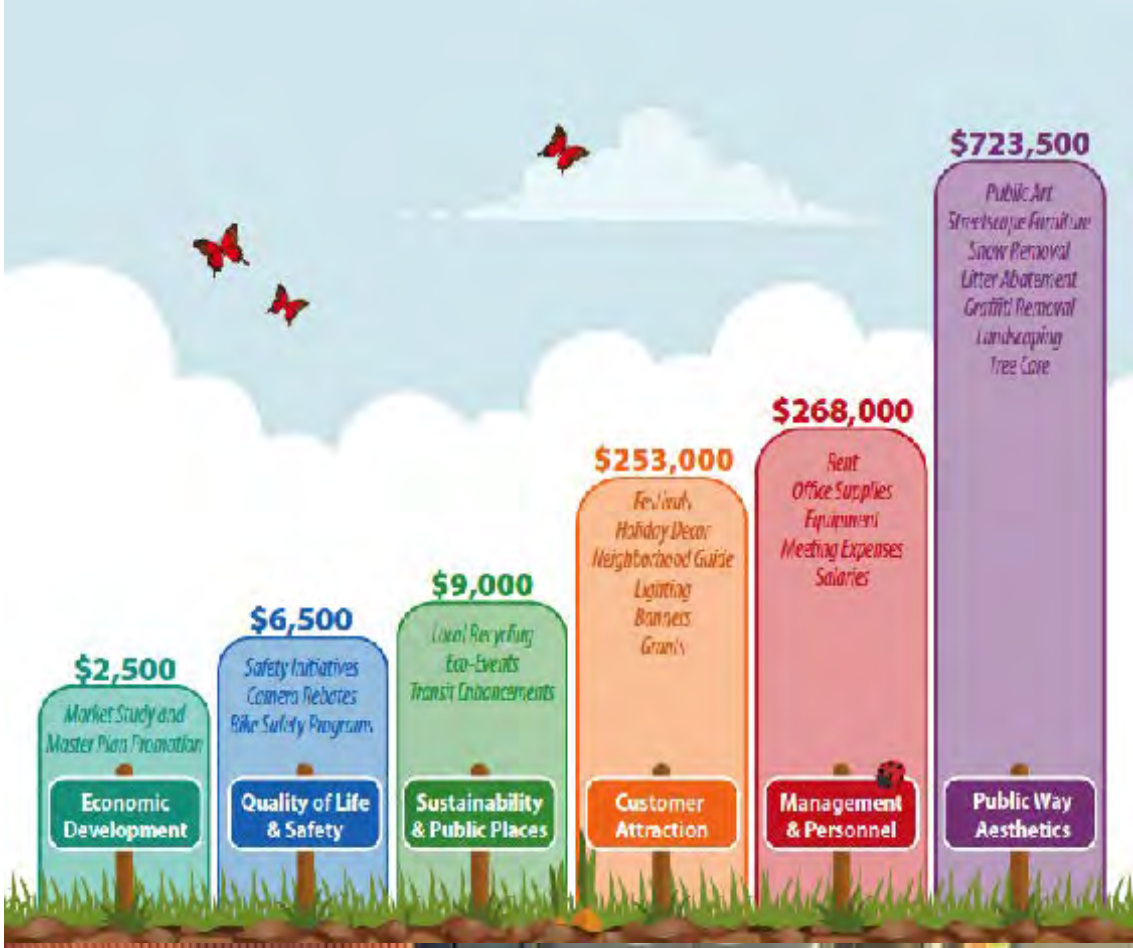
Figure 3 Collaborative Citymaking Approach

CASE STUDY 1

BUSINESS IMPROVEMENT DISTRICTS

UNITED STATES OF AMERICA

A Chamber of Commerce serves as a cornerstone for successful commercial districts in the United States. Their aim is to advance the financial goals of neighbourhood businesses by enhancing the dynamic economic climate, increasing the neighbourhood's visibility and viability and encouraging profitable relations within the community. The focus is to facilitate a healthy marketplace and improve the quality of life in the neighbourhoods through entrepreneurial development and commercial success. Chambers often manage a Special Service Area or Business Improvement District.





The Business Improvement Districts (BID) approach is a formalised system promoted via Council to cover projects that fall outside the general maintenance and care programs. The Chamber of Commerce makes decisions through a volunteer board committee of business owners and landlords within the activity centre/town centre or commercial district. You must be someone who lives/works in the area to be a member of a BID committee. Committees include: Planning, Zoning & Development, Events & Marketing, Membership, Grants & Rebates, Business Development and Graffiti & Rubbish Removal.

Approaches are localised and are established via district door knocking. If a 50% sign-up rate is achieved the approach is implemented. If community consensus is in favour of the BID process, funding is collected through a supplemented property tax levy which is specific to the zone and is managed through a Council subsidiary. Essential to successful implementation is conducting a transparent reporting process. In 2018, the

Once community buy-in has been achieved a Place Action Plan is devised which defines a shared vision and actions, then assigns actions to responsible committee groups. A Place Action Plan will generally be delivered over multiple years.

Essential to ensuring successful project implementation is having a designated area facilitator in a full-time paid position. Their role is to support stakeholders, manage internal Council supports such as graphic design and event promotions and liaise and coordinate outsourced projects. They are also responsible for managing funds and audits.



Relevance for Ipswich

PROS

- The formal separation or subsidiary to Council reduces political and economic risk and bureaucratic barriers.
- Empowering, increasing place pride, buy-in.
- Well funded and organised and recognises the value of shared assets.
- Supports entrepreneurism and small business.
- Improved trust in Council.
- Quick wins delivered by private sectors and community.
- Single point of contact for the community.

CONS

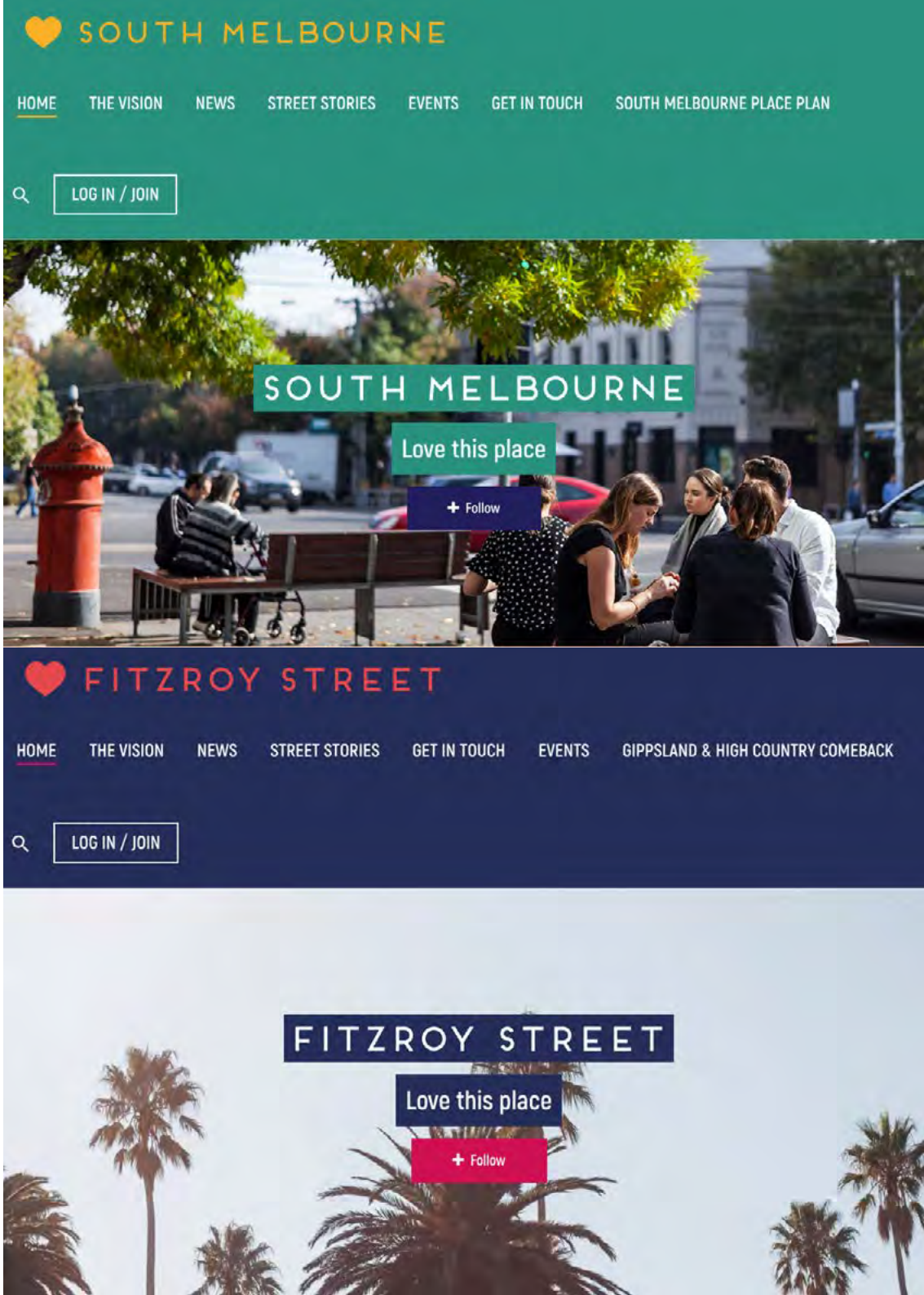
- Requires 50% buy-in for businesses meaning it can be slow to establish.
- Long-term members can stifle creativity and problem solving.
- Difficult to recruit new commissioners.
- Internal stakeholder politics.

CASE STUDY 2

PLACE GOVERNANCE APPROACH

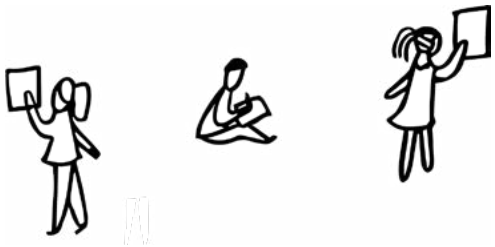
CITY OF PORT PHILLIP, VIC

City of Port Phillip is currently embarking on a new approach to place governance. The pilot project, rolled out over four years, has selected three neighbourhoods of interest: Fitzroy Street, St Kilda, South Melbourne and Waterfront Place, Port Melbourne. Locations have been selected on a needs basis and through identification of areas with existing momentum driven by traders and community groups.



As well as an all-encompassing placemaking plan, an individual place plan has been devised for each of the three precincts. Each plan has been strongly influenced by a thorough community engagement process and specifies outcomes and actions based on community ideas. A Place Manager is assigned and responsible for each of the three locations. The Place Managers sit within the CEOs office enabling cross-departmental buy-in and support within the Council. The benefit of this governance approach is that each of the Place Managers are able to build a strong relationship with their community, strengthening community-buy and trust in the process. This person also provides a single point of contact, someone who is able to navigate barriers and overcome challenges.

City of Port Phillips project totals $800,000 per year over four years. Included in this annual fee is $300,000 designated for placemaking activities distributed across the three sites. This is beneficial for gaining buy-in to this new way of working as it provides money for project implementation, and for community and traders to get directly involved in delivering outcomes. It is not contingent on businesses signing up and paying a levy, which in its infancy is a strategy to build trust and trader/business buy-in.



Relevance for Ipswich

PROS

- Low risk for business and traders is a strategy to prove the concept and gain stakeholder buy-in.
- Place specific interventions to test and trial ideas.
- Actions focused (not planning) learn and adapt as we go.
- Focuses the energy in three key target areas.
- Single point of contact.
- Close Council oversight.
- Increase in social capital.
- Supports community aspirations with seed funding through a grants program.
- Maximises the value of capital works investment.

CONS

- Can be dependent on having a mobilized, passionate and engaged community.
- Risks that projects are perceived as being Council delivered. Important to ensure capacity building and a transitional exit strategy.
- Risk of getting some communities offside by focusing the majority of time and resources into one designated location.

CASE STUDY 3

PLACE RENEWAL PROCESS

CITY RENEWAL AUTHORITY, ACT

In 2018 the City Renewal Authority ACT underwent a planning process to outline five strategic goals to guide the revitalisation of central Canberra's designated City Renewal Precinct. The aforementioned strategic goals include:

- Curation of high-quality places and precinct development, taking a people-focused and design-led approach.
- Facilitation of new and diverse investment into the precinct.
- Application of robust and innovative social and environmental sustainability principles and programs that will underpin precinct-wide renewal.
- Be a strong, strategic, influential and capable organisation.
- Demonstrate exemplary accountability and transparency in governance and compliance.





This process saw a collaborative placemaking approach undertaken with the output of a place plan for each of the 6 target areas: City (Civic), Acton Waterfront, Braddon, Haig Park, Dickson, Northborne

The aforementioned areas were selected on the basis that they were set to experience significant growth in the near future. For example Braddon was experiencing an increase in medium density development and during this process ran the risk of foregoing its character.

The development of a placemaking approach combined community-led placemaking with physical capital works projects including works by urban designers and landscape architects. Furthermore placemaking projects were supported by the City Grants program where community groups and organisations could apply for a portion of $175,000 allocated to community projects to deliver on actions agreed within the Place Plans. Recipient projects varied in scope but included events, activations, installations and activities

The common thread was the aim of creating a better experience for visitors, workers and residents.



Relevance for Ipswich

PROS

- Combines small scale community projects with long-term infrastructure upgrades.
- Individual place responses. Not the same process recommended for each.
- Promotes a community-led approach which involves traders /businesses working collaboratively with residents and workers.
- Having consultants assist allows for a significant amount of work to be done over a shorter period of time.
- Supports community aspirations with seed funding through a grants program.
- Temporary experiments program - Haig Park

CONS

- Expensive planning process as outsourced to many consultant groups.
- Too many plans to focus on all in the first few years, therefore a risk that momentum with stakeholders might be lost.
- External consultants as the middle-man can limit the potential for the projects to build community / council trust and strengthen relationships.



PART C

PRECEDENCE
PROJECT PROCESS
CASE STUDIES

3 steps

TO A COLLABORATIVE CITY-MAKING APPROACH FOR IPSWICH

THE FOLLOWING RECOMMENDED NEXT STEPS HAVE BEEN INFORMED BY FINDINGS FROM THE RESEARCH PRESENTED IN THIS REPORT AS WELL AS INSIGHTS FROM STAKEHOLDER WORKSHOPS. THIS IS UNDERPINNED BY ADVICE DERIVED FROM OUR 10 YEARS + OF EXPERIENCE WORKING ON COLLABORATIVE CITY-MAKING MODELS.

Stakeholder workshops notes can be found in the Appendices Section of this report.

1 DEFINE A SHARED VISION

A framework defining a clear vision and implementation process will be the driving force behind rejuvenation in Ipswich Central ensuring that both large and small scale momentum is heading in the right direction. Everyone has a role to play in delivering the Vision. The Vision should be developed as a framework that has cross-departmental buy-in and adoption. Additionally, it should be created in collaboration with stakeholders and made publicly available to allow locals to promote and contribute to its realisation.

Organisational Structure: Past masterplans and strategies have identified precinct objectives and catalyst projects. A review of these strategies to bring them into alignment with the Vision as well as current planning scheme amendments and growth projections needs to occur. Targeted stakeholder conversations revealed that this shouldn't be a complete redesign of past strategies but rather a process to pull them all together. Many of the ideas presented in these strategies remain relevant and are seen as priorities. The greater focus should be on developing a strategy to catalyse implementation of the plans.

vision

Undertaking a collaborative process with stakeholders concluded that the vision should highlight existing assets and future aspirations that position Ipswich as:

- A gateway from **country to city**; new to old.
- The cultural hub and traditional heart, with a **proud history** of mining, industry, heritage and character housing.
- A place of **beautiful open & green spaces** offering a range sporting and recreational opportunities.
- A **big city with a small town feel,** where people are friendly & resilient.
- A place full of **development and business opportunity -** accessible to Brisbane and well connected to industry.
- A destination with **plenty to do,** places to eat, be entertained and stay.

2 DEVELOP AN IPSWICH CENTRAL OPEN SPACE STRATEGY

Many of the precinct priorities identified align to river, parks and open space connectivity and activation. A strategy to identify the role and function of major parks and to ensure connectivity between the city's green assets would address these ideas. This strategy should consider physical improvements, green links, activation, place governance and programming.

Engagement: Parks and open spaces are important to public life and valued by community. This process should consider public engagement to ensure community insights are used to inform plans, and that collaborative models of governance and participation at the local level are incorporated.

Of equal importance is internal engagement. It is assumed this project would be led by the planning and design team, however consultation with the Economic Development and Marketing department is critical to ensure Ipswich's green assets reach their potential as drivers of visitation to the region.

3 PRECINCT PLANS FOR CATALYST AREAS

Engagement and empowerment is a core component of designing places for people. A Precinct Planning process should occur in alignment with the creation of a Vision Framework and Open Space Strategy. Early, multi-stakeholder communication facilitated through the Precinct Planning process will provide local insights, gain political and community support for projects and strengthen community trust in Council. Additionally, it will permit quick-wins to be matched with long-term capital works projects that support infrastructure development, urban design improvements and transport and connectivity improvements.

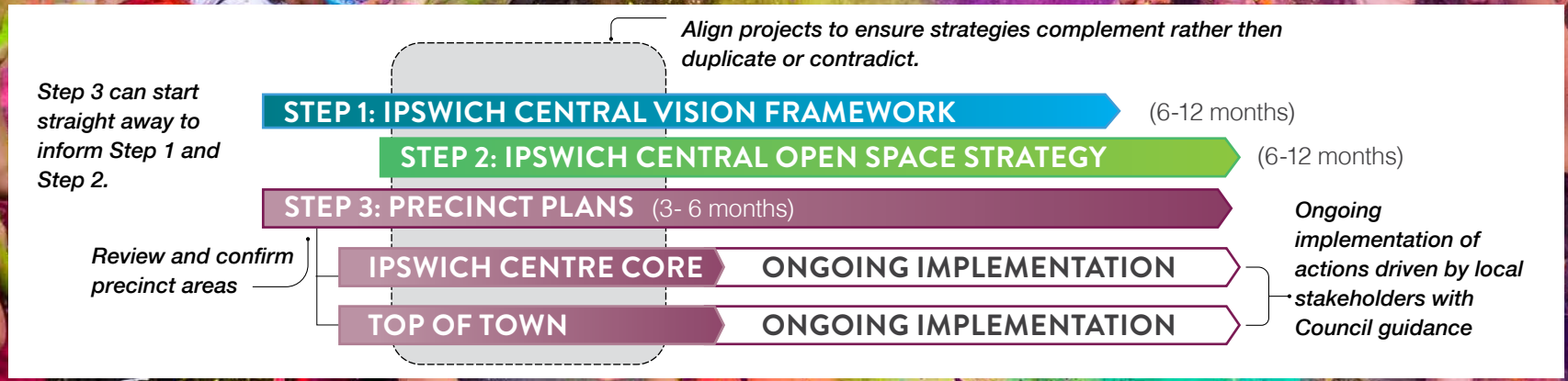
Precinct Plans provide a model of working in partnership with stakeholders to deliver place change. We know from experience and case study research that action on the ground in the short term presents an opportunity to influence long-term place change whilst building strong partnerships with local business, land owners and community. Short-term activations such as street art, events and parklets, enhance the physical environment and build community engagement and investment, changing the traditional mindset and expectation that citizens have no role in shaping our neighbourhoods.

Precincts ready for short-term action

There is no need for lengthy planning procedures to hold up this action oriented process. In many of Ipswich's precincts, the priorities suggested for renewal would fall into the category of short-term action. As these priorities generally have less impact on major city organisational structure, this change can happen right now. Focus on two to three precincts in the early years and do it well.

A collaborative precinct planning approach is recommended for the following precincts. Analysis and a rationale of the precincts readiness and appropriateness of this model of city making can be found at Appendix 1B.

> Ipswich Centre Core (precinct defined in 2009 master plan - tbc)
> Top of Town (precinct defined in 2009 master plan - tbc)
> The Terrace (potential to incorporate this into the Open Space Strategy.



> Image by Marcin Dampac



5 strategies

TO IMPLEMENT A COLLABORATIVE CITY-MAKING APPROACH

MAXIMISE THE INVESTMENT ON INFRASTRUCTURE PROJECTS

Amenity improvements in isolation will not necessarily catalyse long-term change. Reassess infrastructure project budgets to enable a small percentage of the design and construction fee to be focused on delivering short-term, low cost beautification and activation projects. These quick-wins will ensure a positive narrative through construction, support businesses during the period of low trade and build capacity of locals to activate and manage shared assets post construction.

USE GRANTS OR A DEDICATED BUDGET TO SEED LOCAL CITIZEN ACTION

Small investments can go a long way in inspiring and supporting locals to drive change. This can be facilitated through grants, seed funding or a participatory budgeting platform. It is important funds provided are matched by local in-kind or financial contributions and that a government or consultant support base is provided.

ESTABLISH PRECINCT WORKING GROUPS

Formalise a stakeholder group responsible for the creation and ongoing implementation of the Precinct Plan. A single point of contact within Council should be assigned to the group and responsible for navigating internal systems and processes. This 'Precinct Manager' needs support at a high level internally and buy-in from all departments. Once established the group could be set up as an incorporated organisation, but be careful not to force this too early.

REVIEW RED TAPE BARRIERS

Process and permitting barriers typically form the biggest roadblock to locally-led place change and activation. Gain buy-in from the right internal department early in the process to ensure the best possible environment to enable and empower citizens.

ADOPT A TRANSPARENT PLACE-GOVERNANCE APPROACH

Maintain up-to-date communications with stakeholders, sharing plans and regularly reporting against progress. Annually review outcomes and strategic goals. The City Renewal Authority, ACT and City of Charles Sturt provide good examples of web based reporting.

CO
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STUDIO

PART D

APPENDIX

1. Stakeholder Conversations
2. ABS & Profile ID Statistics
3. Neighbourlytics Report



1A APPENDIX

STAKEHOLDER CONVERSATIONS

A) EXTERNAL WORKSHOP NOTES AND INTERNAL WORKSHOP NOTES

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IPSWICH CENTRAL VISION

Stakeholder workshop notes

OVERVIEW

During December, 2019 and January, 2020, CoDesign Studio, on behalf of Ipswich City Council, facilitated three invited Stakeholder workshops. The purpose of the workshops was to assist Council to rapidly understand stakeholder aspirations for the vision and narrative of Ipswich Central prior to commencement of an Ipswich Central Master Plan review. Additionally, an important goal was to understand perspectives regarding the right process and delivery partners for the project including roles and responsibilities across Council departments as well as opportunities to partner with private sector and community.

The workshops included:

- **Workshop #1**: 5th December, 2019 – Invited external stakeholders
- **Workshop #2**: 10th December, 2019 – Invited external stakeholders
- **Workshop #3**: 31st January, 2020 – Invited internal stakeholders (across multiple departments)

This document presents a copy of the raw notes that were collected during the workshops. The outcomes from both external workshops were transferred into precinct objectives and catalyst projects that informed a precinct exploration activity in the Internal Stakeholder workshop on the 31st of January, 2020.

FINDINGS

Feedback from the three stakeholder workshops have helped inform a draft vision direction for Ipswich Central and recommendations about the next steps and approach for further planning within the Ipswich Central area. These findings are documented in the report *Ipswich Central Research and Analysis* by CoDesign Studio, 24, February, 2020.

STAKEHOLDER WORKSHOP #1

5th December 2019, Ipswich Civic Centre

Facilitator: Brooke Williams, CoDesign Studio & David Hatherly, VeeDesign

The two-and-a-half-hour workshop engaged invited external stakeholders in order to explore a shared vision for Ipswich Central and introduce key collaborative city making model concepts. Following introductions these concepts were presented in order for participants to start to consider how collaborative city making models may be applied in Ipswich. Two 'Workshop Sprints' asked participants to identify four foundations for collaborative city making related to Ipswich, namely;

- Identity - assets, character, history
- Precincts - definition and role of each
- Ideas - what they are and how they connect to each other
- Process – Who should be involved and the opportunities

The history of Ipswich and its heritage, both built form and cultural, came across strongly in the workshop activities. This was clearly articulated in relation to a vision for Ipswich. Broadly speaking, both precincts and ideas called for an inclusive Ipswich; precincts that catered to a range of uses and audiences, and ideas that build on this diversity. Similarly, there was a diversity of ideas when considering who may be involved, given there are potentially a number of different stakeholders. Involving stakeholders that are engaged and motivated was noted, along with the mapping out a clear process for stakeholder involvement.

Key findings summary

1. A Vision for Ipswich

Current Assets / things we love:

- USQ
- History & identity
  - "We are the first real city"- mining limestone to Brisbane
  - Mining – Historical part of town & box flat tragedy
  - Industry history
  - Heritage & character housing
- Sports
  - Great sports history/culture
- Open space
  - Green space/parks quality (Queens Park)
  - Bremer River
- Locations & venues
  - Railway workshops
  - Post Office Clock Tower
  - Top of town
  - Arts/Civic precinct
  - Flour Mill
  - Studio 188
  - 18 Limestone St
- Retail
  - Riverlink Shopping Centre
  - Antique stores
- It's character
  - 'old school'
  - 'eclectic'
  - 'working class history'
  - proud to celebrate it

2. Precinct areas and intents.

- Precinct types/categories to consider
  - Transport
  - Sport
  - Arts

- Business
- Education
- Faith
- Aged/health

> Consider inclusion of Woodend in study area boundary. City living - strong connection with schools
> Sports precinct- centred on 'North Ipswich Reserve'
> Health Precinct- centred on Ipswich Hospital
> Retail/Industrial Precinct- West Ipswich (Brisbane Street)
> Education Precinct
  - St Mary's St Edmunds
  - Ipswich Grammar
  - Blair State School (should this be in the study boundary?)
> Ipswich Core precinct boundary defined by the boundaries of other precincts- But what is its vision? Currently lacks purpose
> Zones:
  - 1. Core- large development- mixed use
  - 2. Inner City- North & South Bank Inner City
  - 3. Fringe City- larger precincts connected by transport system

3. Big Moves Ideas:

> Define a night club precinct to provide entertainment for 18-35-year olds
> Provide more inner city living- increase number of people to activate night-time
> A mix of living options including affordable housing
> Repurpose or redevelop the old transit centre
> A new transit/train station
> Significant improvements to pedestrian connections across the river
> A continuous river boardwalk/cycle connection both sides of the river
> A cultural destination at the Woollen Mills- East Street?
> A meeting place for young people & LGBTIQA
> Bill Paterson Oval- Tartan Athletic track
> Incentivise development
> Improve all links to Ipswich Core (from Riverlink, Civic Centre, Top of Town)
> Connect parks to the river & each other- walk/cycle
> Activate the core
> Consider making it easy to park a car in the Centre

4. Project Process

Notes taken during a whole of group discussion.

> Consensus that stakeholders should stay involved in the city planning process.
> Case studies – What process has worked elsewhere? How can we replicate?
> Actions can be owned by private sector and community.
> Community are passionate and want to be involved.
> Capitalise on the energy and passion of youth and community groups.
> Provide clear pathway to participate in the process.

- Align the actions of the precinct plans to existing programs Council / Government programs.
- Precinct focused stakeholder working groups will ensure delivery of a shared vision and community and business buy-in.
- A perceived risk that the politics will slow or distract the process.
- Communicate with Indigenous elders early and throughout process.

STAKEHOLDER WORKSHOP #2

10th December 2019, Ipswich Civic Centre

Facilitator: Brooke Williams, CoDesign Studio & David Hatherly, VeeDesign

The workshop activities and intended outcomes mirror those outlined in the first stakeholder workshop noted above.

The findings from this workshop were mostly congruent with the findings in the first workshop, and as such, there was an acknowledgement of a diversity in both what Ipswich currently offers and opportunities for growth underpinned by a vision that celebrates this diversity. Ipswich's history and cultural heritage were also noted as strengths and opportunities for Ipswich. Ideas that were generated looked towards infrastructure improvements that can build on what already exists and sites that provide opportunity for regeneration.

Key findings summary

1. A Vision for Ipswich

a. Current Assets / Things we love:

- Heritage
  - Heritage buildings
  - History
- Sporting
  - Great sporting facilities
- Green space
  - Green streets "limestone"
- Identity
  - Coffee culture
  - Affordable
  - Architecture
  - Arts
  - Lifestyle
  - Night life
- Riverlink
- Community
  - People
  - Friendly
  - Resilience

b. City Centre Aspirations:

- Innovation

    - Leaders
    - Working together
    - Progressive Innovation- grown up
- Safe
- Heritage town
- Parking
- Authentic
- Energy
- Creative opportunities
    - Vibrant
- Day & night
- Not regional
- Growth
- Investment
- Landscape
- Industry building- jobs, education flow on effects
- Diverse
- Highlighting culture
    - Multi-cultural
- Sustainable
- Inclusivity

2. Precinct areas and intents

- Brisbane Street area
    - Commercial Bulky Goods
- North Ipswich Precinct
    - Exhibition area (like GOMA) with vista to river area
    - Riverside dining precinct (either near Woollen Mills or Riverlink area)
    - NRL Sports fields/Marvel Stadium
    - Arts precinct
    - River activity - e.g. Rowing
    - Music (e.g. at stadium)
- Ipswich Railyards
    - Bus depot for Kenmore
    - Ipswich connectivity options/community space
    - Tourism
- Top of Town
    - Historical buildings
    - Community shopping precinct
    - Food
    - Social/meeting places
- Core
    - Night life
    - Transport

    - Boutique retail
    - Entertainment
- Education Precinct
- Health Precinct
- Heritage Housing
    - South of 'Top of Town'
- Parks
    - Queens Park
    - Limestone Park (shared, multi-purpose, free, green space, community)

3. Big Moves Ideas

- Key sites- Potential redevelopment
    - CRN Roderick & East Streets
    - CRN Milford & Limestone & Brisbane
- PDA for Ipswich Core (Transit Centre, King Edward Pde, Wharf Street)
- Move Recycling Plant out of town further (amount of trouble, drugs, loiterers significantly increased when it opened)
- Fence Denmark Hill- Koala preservation area
- Mall re-activation (container business, reduce open areas)
- Lifestyle precincts- Ipswich Core
- Celebrate aircraft (F1-11 'statue')
- Stadium expansion at North Ipswich Reserve
- Woollen Mills development to permanent 'gourmet food markets'
- Street parking in the core to be metred to 3-hours everywhere (attract customers/encourage workers to commute)
- Green space to meet: Cribb Park & North Ipswich Reserve. Like 'Southbank'. Preferred on the Eastern Bank for summer shelter as opposed to Railway workshops side
- Previous BCC Location to be opened to link 'The Mall' & 'Top of Town'
- Utilising the previous Transit Centre for arts
- Tree planting on Limestone Street- like Brisbane Street
- Provide activity for youth: Bike/scooter path
- Light rail ring around City/North Ipswich to Booval & Willowbank- Motor precinct
- Hotels/accommodation needed
- Improve access between Hospital & Core- light rail connection?
- Train/Bus Station- improve access & amenity
- Define Ipswich's Image then market it
- Bremer River- continuous pedestrian/cycle connections
- Reduce 'red tape' barriers that prevent public life e.g. arts, music, creativity

4. Project Process

- Incentives from Council for development- cost of lodging the application & cost of pre-lodgement
- Keep the conversation going
    - Include the youth- Grade 9-12 students
    - Give power to the youth
- Look at other case studies
    - Fortitude Valley
- Think as an extension of Brisbane
- Are the new growth areas of Ipswich (multi-cultural)
- Broader Ipswich Vision
    - The pitch document
    - What is the sell beyond Ipswich
    - As well as internal within Ipswich so people take pride
- Programs to celebrate the history of Ipswich- celebrate the assets
- Get residents to be proud of Ipswich- locals selling Ipswich and the places to go
- Celebrating what is unique about Ipswich:
    - Festivals to celebrate
- Focus on art & culture, creativity
    - Incentives live busking licences
    - Live music
    - The vibe of history
    - Bottom up creative vibe- first before the big development

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INTERNAL STAKEHOLDER WORKSHOP

Friday 31st January 2020, 1-3pm
Ipswich Civic Centre - Cunningham Room

Facilitator: Brooke Williams, CoDesign Studio & David Hatherly, VeeDesign

Session Objective:

- Recap what we have heard through conversations to date
- Test and confirm existing intents for Ipswich Central
- Explore alternative approaches to planning and place governance
- Identify existing knowledge and planning that will help inform the direction of the process.

This workshop was for invited internal stakeholders to build upon the work and feedback to date regarding the intents for Ipswich Central, focussed around three activities, namely;

- Exploring the question, “what is Ipswich’s point of difference, now and into the future?”
- Working through a prepared precinct plans worksheets.
- A brain storming activity that asked participants to think about five key areas; the next steps required, internal people and groups that are involved, process and timeframes, outsourcing and risks.

A case study was also presented as an example of different approaches to precinct planning and possible application for Ipswich.

Responses were varied in response to what sets apart Ipswich from other localities, and this parallels the different perspectives of the participants; there is an opportunity to look to the past (heritage and history), while also looking at the opportunities to look to the future, given the younger demographic and potential for growth. In addition, Ipswich has a small-town feel, while being connected to the greater Brisbane and South East Queensland region.

Key findings summary

1. What is Ipswich's point of difference, now and into the future?

> Proud past, history
> History & heritage as a CBD
> Culture, galleries, museums
> Community (small town feel)
> Sporting city
> Mix of old & new
> Social connection (familiarity)
> Local brand rather than national brand
> Showcase new & old Ipswich
> Easy living
> Lead in our industry e.g. library world
> Culture hub = CBD
> CBD traditional heart
> Ipswich identity (old Ipswich as a town)
> Both city & country
> Gateway to country/city
> CBD is a mixed image- old vs new
> Only 40km away from Brisbane CBD
> Potential for growth
> Now- get in on the ground floor. Future- develop to match growth
> Development (rapidly expanding population)
> City of centres
> New Ipswich: younger demographic
> Self-containment
> Regional city- community members related
> Space to create your business opportunity
> Multi social & economic cluster
> Access car only- not great PT
> Accessibility- centrality of location to Greater Brisbane, Toowoomba etc.
> Recreation opportunities
> CBD- what to do with the river!
> Bremer River
> Diversity of landscape
> Open space future development for homebuyers
> Open space- lots of it and well looked after
> Queens park: CBD Champion

- Progressive
- Have a thirst to be progressive and a change provoking community
- Untapped resource to be promoted
- CBD great mix of land uses
- Urban renewal (opportunities for city shaping)
- CBD admin centre for the region
- CBD Health Precinct
- Entertainment & food & beverage- quality/diversity
- Liveability (potential)
- Safety in & around the CBD (camera's, security etc.)
- Regional Health Hub
- Future- CBD, 1st Hospital to Gov Precinct, 2nd Food Precinct
- Affordable living & housing
- CBD- Impact of transport- road & rail
- Diversity (both land use and population)
- Highest % of developable industrial land
- Diversity of offering
- Industry- well connected with logistics
- Room to move & grow
- Blank canvas opportunities
- Collective community to engage all- business, community, youth, aged & educated
- Partnerships (Council, business, community)

2. Precinct Worksheets

Refer to PDF's at the end of this document

3. Brain Storming Activity

Next steps required?	Groups internally?	Process & timeframes?	Strategic partnerships?	Risks?
Group 1				
> Start with placemaking > Narrow the focus (maybe just CBD) > Deliver on achievable goals & outcomes > Cross collaboration to ensure delivery on all fronts > Scaled approach, phased (shorter horizons)	> Steering or working groups (technical or strategic) > Cross functional team	> Short-term plans and actions as well as long term approach > Plan vs budget/cost (raise expectation and don't deliver)	> Levy approach & incentives > Understand social return on investment & sharing that > Where we need expertise or broader context = this could be outsourced	> Lack of action and delivery > Develop more plans and not enough action > Silo approach
Group 2				
Next steps required?	Groups internally?	Process & timeframes?	Strategic partnerships?	Risks?
> Not a masterplan	> Strategic planning > Heritage > Development planning			

> Whole of council (strategy/vision) > Create a model > Participation partnership	> Regulatory > CBD > Corporate strategy > Project management > Economic development > Community development > Community engagement			
Group 3				
Next steps required?	Groups internally?	Process & timeframes?	Strategic partnerships?	Risks?
> Funding model options (grants, levy) > "Shopping Destination" > Identify product/service gaps e.g. accommodation > Build trust > Vision- driving the implementation of an "action plan" with findings > Economic Analysis of the need & demand	> Marketing & communications > Project Management Group	> Incentives > Fees & charges > Planning support > Integration of capital works programs > Joint funding between Council & businesses	> Local businesses- specifically small businesses > Some precincts will be done through other agencies e.g. Medical? Hospital precinct > Landlords & tenants	
Group 4				
Next steps required?	Groups internally?	Process & timeframes?	Strategic partnerships?	Risks?
> Governance structure & funding framework > Re-evaluate why current CBD has failed- learning from this > Demographic & economic analysis of current state & what the future should be > Investigate investment attraction (compare with other precincts) > Use heritage aspect of CBD as attractor- point of difference	> Representatives from all departments > Once governance structure determined then it should flow down into the individual teams > Create CBD development team (could include placemaking team- similar to what has occurred in Parramatta)	> What will be the status/outcome of masterplan? (e.g. capital focus, event focus etc.) > Identify the priority of all of the precincts > When will broader community engagement occur for buy-in/ownership	> Federal/state/ SEQ City Deals/ Olympics > Place Manager > Business/ Chamber of Commerce > Community Reference Groups > Indigenous/ traditional owners > Art & Cultural communities > Tourism committee > Sustainability groups	> Not having Council (i.e. elected rep) buy-in > Sustainability & future proofing > Financial (i.e. cost to deliver) > Environmental effects > Undertaking planning but no funding- streams > Springfield becoming the new heart of Ipswich > Distance between Ipswich CBD & Brisbane CBD

> Promote CBD as Principal Centre as per SEQ regional plan > Future vision- i.e. could be like West End > Promote Ipswich CBD as historical & cultural centre				

Group 5				
Next steps required?	Groups internally?	Process & timeframes?	Strategic partnerships?	Risks?
> Activation (before we build it)	> Expand scope of current team & business	> Now- consideration to Nicholas Street	> Businesses > Chambers > Government > Community groups > Start simple- show it love!	

Additional Notes

Health Precinct

- > Ipswich Hospital Foundation
- > What's the big vision (the sum of all the parts)?
- > We own the vision:
  - o ED & stakeholder
  - o Relations - create the vision & marketing
- > "Healthy" Working Group- across council- external stakeholder group- local & potential business
  - o Government, existing businesses, new businesses, hospitals, Uni
  - o Allied health study
    - ▪ Opportunities, business case, research
    - ▪ Sell the message to the market- come now

Additional notes:

- > Funding model options (grants, levy)
- > Landlord & tenants
- > Identify product/service gaps e.g. accommodation
- > Some precincts will be done through other agencies e.g. Medical/Hospital Precinct
- > "Shopping Destination"- collaboration btw businesses
- > Coordinate b/w businesses e.g. opening times
- > Marketing support
- > Focus on small businesses
  - o Incentives
  - o Fees & charges
  - o Planning support
- > Build transit
- > Integrational capital works programs

> Vision- driving the implementation on an “action plan” with funding
> Joint funding/ commitment between Council & businesses
> Identify priority precincts

1B APPENDIX

STAKEHOLDER CONVERSATIONS
B) PRECINCT WORKSHEETS

Precinct Plans

Assessment of Precinct's readiness and appropriateness for a collaborative city-making process.

The table below provides an assessment of Stakeholder feedback in relation to each precinct to understand which would be best suited to a Precinct Planning approach.

Precinct Area	Ease	Priority	Rationale / Notes	Recommendation
Ipswich Centre Core	Challenging	High	> Loss of traders and stakeholder consultation and construction fatigue means there is limited existing momentum to draw on. > Precinct Planning to align to overarching city vision and structure and therefore this is a process that needs to run in tandem. > Consideration of social actions (like activation) and physical improvements (eg. creating walkable connections with surrounding precincts).	> Precinct Plan recommended with goals being: > Build on the momentum of recent amenity and public space improvements. > Rebuild community relationship with the City Centre. > Creative a place attractive to private sector investment. > Create a destination that attracts locals and visitors to the City Centre both day and night.
Ipswich Centre South	Medium	Low	> Precinct intents and catalyst projects align with long term citywide objectives (eg. Health precinct and re-purposing the existing government buildings).	> Precinct Planning is not considered an appropriate approach for this precinct. > Recommend addressing as part of an Ipswich Central Open Space Strategy (refer Recommendations, Step 2).
The Terrace	Medium	Medium	> Precinct Planning to align to overarching city vision and structure and therefore this is a process that needs to run in tandem. > Consideration of social actions (like activation) and physical improvements (eg. Woollen Mills redevelopment).	> Precinct Plan recommended with goals being: > Creative and cultural focus. > Events, activations and programming. > Open space recreational opportunities. > This precinct could potentially become a key focus for Ipswich Central Open Space Strategy (refer Recommendations, Step 2).
Bremer East	Challenging	Low	> Primarily a residential neighbourhood (Precinct Plans work best when there is a mix of stakeholder groups) > River edge and open space activation and beautification projects are seen as a priority	> Precinct Planning is not considered an appropriate approach for this precinct. > Recommend addressing as part of an Ipswich Central Open Space Strategy (refer Recommendations, point 2).

Precinct Area	Ease	Priority	Rationale / Notes	Recommendation
Top of Town	High	Medium	> Moderate level of local business and community mobilised. > Many of the precinct ideas identified would be well suited to a Precinct Planning Model. > Consideration of social actions (like activation) and physical improvements (eg. creating walkable connections with surrounding precincts).	> Tell the story of Ipswich's history > Strengthen partnerships with local business and traders > Extend the 'high street' to connect with Ipswich Central Core > Beautification projects to enhance amenity and improve place identity.
West Precinct	Medium	Medium / Low	> There is an opportunity to use a Precinct Planning process however further investigation into stakeholder appetite required.	> Precinct Planning process is not recommended until further city wide visioning has been complete. Tell the story of Ipswich's History - 'Little Ipswich'. > Define a shared place identity.
North Ipswich Railyards	Challenging	Medium	> Developer-led planning underway.	> High level of public use of the precinct means a Precinct Planning approach would be beneficial however a focus in the first instance should be on ensuring developer plans complement the City's Open Space Strategy (refer Recommendations, Step 2).
University Village Precinct	Medium	Low	> Land is largely controlled by the University. > This precinct should be considered within the city's Vision and organisational structure planning.	> Precinct Planning is not considered an appropriate approach for this precinct. > Involving students in future plans would be of benefit to this precinct.
Limestone Park	Medium	Medium		> Precinct Planning is not considered an appropriate approach for this precinct. > Recommend addressing as part of an Ipswich Central Open Space Strategy (refer Recommendations, Step 2).

PRECINCT 1 | IPSWICH CENTRE CORE



KEY WORDS

NIGHT LIFE **TRANSPORT** **BOUTIQUE RETAIL** **ENTERTAINMENT**
HEART OF IPSWICH **SHOPPING** **LIFESTYLE ACTIVITY** **ART**

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Reinforce as heart by focusing the most intense development > Connect to other parts of the city centre > Increase connections to the river > High quality public realm for pedestrian movement and development > Promote public transport use and pedestrian priority environment	> Series of Pedestrian / cycle bridges* > Strategy to locate State & Federal Government administrative functions in Ipswich.* > Strategy for Bremer River crossings and inter-regional road connections (redirecting traffic movements out of the Centre Core).* > Convert Brisbane Street and Limestone Street to two-way streets.* > Redevelop transit centre to include civic plaza and bus interchange, while improving relationship with the River.* > Ipswich City Square and Ellenborough Street sites as a Priority Development Area.*
North Ipswich Open Space Master Plan: Study Precincts (2018)	
Bremer Street: > Connect Bremer Street to River Heart Parklands, Bell Street, Ellenborough Street and Nicholas Street. > Improve pedestrian & cycle connection from Bradfield Bridge to Bremer Street & Riverheart Parklands. > Improve visual and physical connection across River to the CBD from Northern bank. King Edward Parade (West): > Strategies for safe pedestrian movement between King Edward Parade with Bell, Bremer and Nicholas Streets.	> New pedestrian bridge.* > Cycle ramp from Bradfield Bridge to Bremer Street. > Redevelopment of key sites.
Stakeholder Workshops	
> Ipswich Core precinct boundary defined by the boundaries of other precincts- But what is its vision? > Currently lacks purpose. > Core- large development- mixed use > Night life, transport, boutique retail, entertainment	> A mix of living options including affordable housing and inner city living. > Re-purpose or redevelop the old transit centre (for arts?). > A new transit/train station (improve amenity and access). > Significant improvements to pedestrian connections across and along the river. Improve all links to Ipswich Core (from Riverlink, Civic Centre, Top of Town). > Incentivise development. > Activate the core including at night. > Review parking to attract visitors not workers. > Identify key sites for potential redevelopment (CRN Milford & Limestone & Brisbane). > PDA for Ipswich Core (Transit Centre, King Edward Pde, Wharf Street). > Mall re-activation (container business, reduce open areas). > Previous BCC Location to be opened to link ‘The Mall’ & ‘Top of Town’. > Reduce ‘red tape’ barriers that prevent public life e.g. arts, music, creativity. > Tree planting on Limestone Street- like Brisbane Street.
Notes	

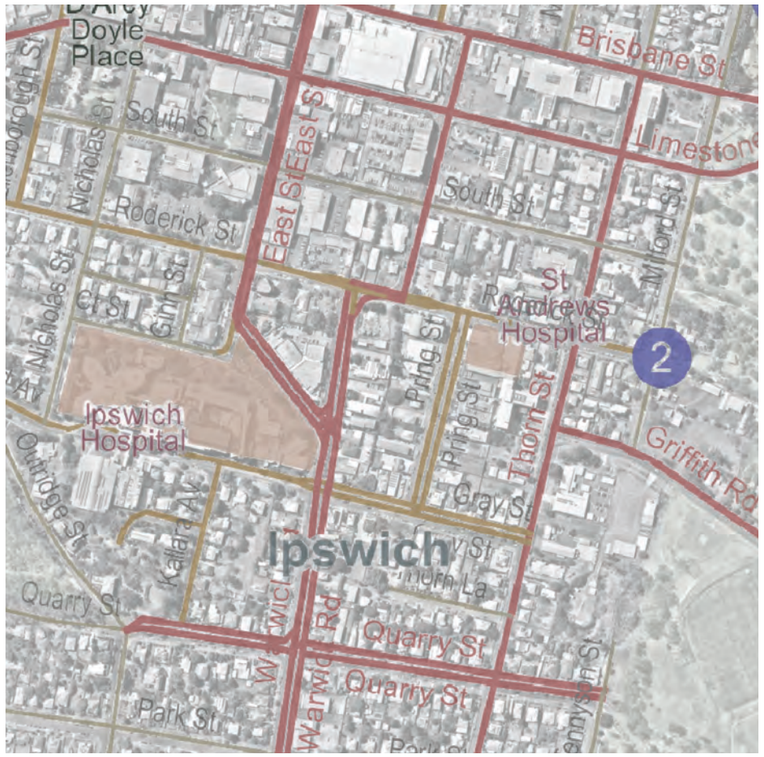
MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete
> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

* Catalyst projects that remain incomplete and have been identified as either ‘high relevance’ or ‘moderate relevance’ in the Ipswich Master plan Review 2018.

PRECINCT 2 | IPSWICH CENTRE SOUTH PRECINCT



KEY WORDS

HEALTH SERVICES COMMUNITY USES MEDICAL PRECINCT COMMERCIAL ACCOMMODATION

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Improve public transport and pedestrian connectivity between Centre South & Key Revitalisation Areas > Shaded avenues between Queens & Limestone Parks & Denmark Hill > Encourage growth of 'health hub' > Facilitate adaptive reuse and redevelopment of Ipswich Hospital site > Increase residential densities around north-south public transport spine	> Brisbane and Limestone Street to two-way streets > North-south public transport service > Improve relationships between Health Hub, Public Hospital and existing CBD Medical Services precinct
Stakeholder Workshops	
> Inner City-North & South Bank Inner City > Health precinct- centred on Ipswich hospital	> Provide more inner city living- increase number of people to activate at night-time. > A mix of living options including affordable housing. > Incentivise development. > Improve all links to Ipswich Core- from Riverlink, Civic Centre and Top of Town. > Improve parking in the Centre. > PDA for Ipswich Core (Transit Centre, King Edward Pde, Wharf Street). > Identify key sites for potential redevelopment (CRN Roderick & East Streets). > Fence Denmark Hill as a Koala preservation area. > Celebrate aircraft (F1-11 'statue'). > Tree planting on Limestone Street- like Brisbane Street. > Hotels and accommodation. > Improve access between hospitals and the core potentially via light rail.. > Reduce 'red tape' barriers that prevent public life e.g. arts, music, creativity.
Notes	

MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete

> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

CO DESIGN STUDIO

* Catalyst projects that remain incomplete and have been identified as either 'high relevance' or 'moderate relevance' in the Ipswich Master plan Review 2018.

PRECINCT 3 | THE TERRACE PRECINCT



KEY WORDS

RETAIL **COMMERCIAL** **RESIDENTIAL** **HERITAGE** **WOOLLEN MILLS**
SHOPPING **RETAIL** **SPOTS** **STADIUMS** **WALKABLE** **CONNECTED**

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Deliver new bridge connections > High-density residentially led mixed use community > Redevelop key waterside sites > Integrate existing destinations > Connections to Bremer East & North Ipswich Rail Yards	> Series of pedestrian/cycle bridges > Strategy for Bremer River crossings and inter-regional road connections (redirecting traffic movements out of the Centre Core) > North-south public transport service
North Ipswich Open Space Master Plan: Study Precincts (2018)	
Riverlink > Safe and equitable movement of pedestrians through precinct and regional path network (linear open space network) Sports Precinct > Redevelop existing sports fields to regional precinct > Public transport connections to CBD, bars and restaurants > Place of community pride on 'game day' Woollen Mills > Redevelopment of the old Woollen Mill building (former Boral site) to cultural and recreation precinct > Positioned as a place for youth demographic	> Stadium location studies > Active transport bridge > Proposed: > Event space > Community workshops > Youth spaces > Amphitheatre > Tree top board walk > Outdoor market space > Active transport bridge
Stakeholder Workshops	
> Sports precinct- centred on 'North Ipswich Reserve' > Riverside dining precinct (either near Woollen Mills or Riverlink area) > NRL Sports fields/Marvel Stadium > Arts precinct > River activity- e.g. rowing > Music- e.g. at stadium > Exhibition area (like GOMA) with vistas to river area	> Provide more inner city living- increase number of people to activate at night-time. > A mix of living options including affordable housing. > Significant improvements to pedestrian connections across and along the river. Improve all links to Ipswich Core. > A cultural destination at the Woollen Mills potentially along East Street. > Connect parks to the river and each other. > Celebrate aircraft (F1-11 'statue'). > Stadium expansion at North Ipswich Reserve. > Woollen Mills development to permanent 'gourmet food market'. > Green space to meet: Cribb Park & North Ipswich Reserve. Preferably on the Eastern Bank for summer shelter. > Light rail ring around City/North Ipswich to Booval & Willowbank- Motor precinct. > Hotels & accommodation needed. > Reduce 'red tape' barriers that prevent public life e.g. arts, music, creativity.
Notes	

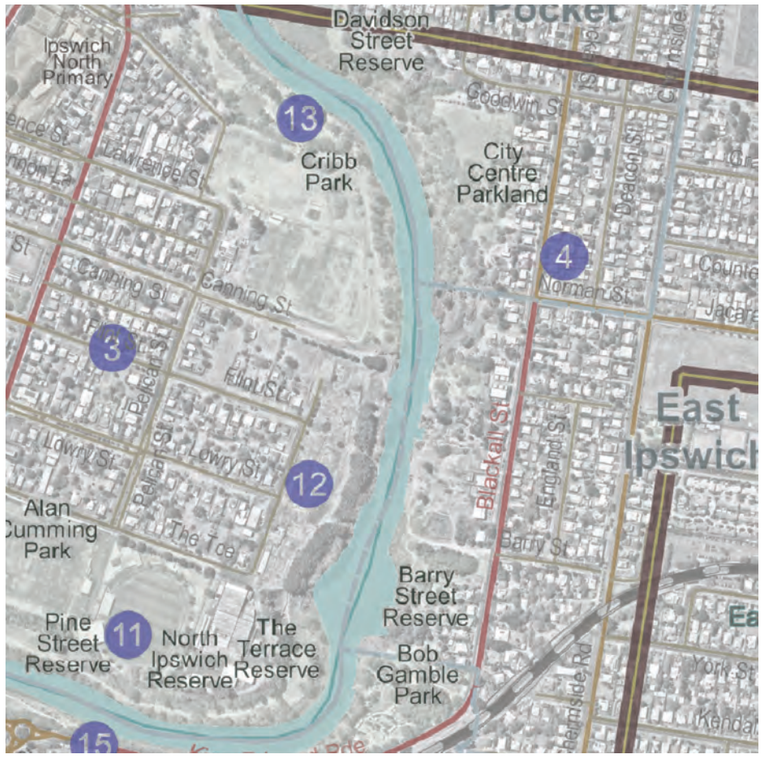
MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete
> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

* Catalyst projects that remain incomplete and have been identified as either 'high relevance' or 'moderate relevance' in the Ipswich Master plan Review 2018.

PRECINCT 4 | BREMER EAST PRECINCT



KEY WORDS

LOW DENSITY **RESIDENTIAL HOUSING** **MIXED USE**

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Compact residentially led mixed use development overlooking the river > Maximise linkages between East Ipswich Station and the Terrace > Utilise steep topography to mitigate any impacts to surrounding character housing	> Strategy for Bremer River crossings and inter-regional road connections (redirecting traffic movements out of the Centre Core)
North Ipswich Open Space Master Plan: Study Precincts (2018)	
Hancock/Boral Site > Redevelopment of site as community parklands > Strong connections to Woolen Mill and Cribb Park Norman Street Bridge > Vehicle/pedestrian and cycle connection to East Ipswich > Reconfiguration of sports precinct adjacent to Cribb Park	Proposed Parkland > Skate precinct > Climbing walls > Youth plaza > Passive picnic > Events > Tree top board walks > Connection to Bremer River > Off street car parking
Stakeholder Workshops	
	> A continuous river board-walk/cycle connection on both sides of the river. > Provide more inner city living- increase number of people to activate at night-time. > A mix of living options including affordable housing. > Green space to meet: Cribb Park & North Ipswich Reserve. Preferably on the Eastern Bank for summer shelter. > Provide activity for youth e.g. bike and scooter park. > Light rail ring around City/North Ipswich to Booval & Willowbank- Motor precinct. > Bremer River- continuous pedestrian/cycle connections.
Notes	

MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete

> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

* Catalyst projects that remain incomplete and have been identified as either ‘high relevance’ or ‘moderate relevance’ in the Ipswich Master plan Review 2018.

PRECINCT 5 | TOP OF TOWN PRECINCT



KEY WORDS

HERITAGE RETAIL COMMERCIAL DINING COMMERCIAL

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Ensure heritage buildings reused with under-utilised spaces on Brisbane Street redeveloped as studios or creative industry spaces > Brisbane Street as premier on-street dining precinct > Encourage infill development > Mix of land uses, public spaces and built form create a distinctive character > Remove existing stabling yards to unlock development potential over the railway line and reduce the overall corridor width	> Convert Brisbane and Limestone Street to two-way streets
Stakeholder Workshops	
> Historical buildings, community shopping precinct, food, social/meeting places > Heritage housing- South of 'Top of Town'	> Define a night club precinct to provide entertainment for 18-35 year olds. > Provide more inner city living- increase number of people to activate at night-time. > A mix of living options including affordable housing. > Incentivise development. > Improve all links to Ipswich core. > Activate the core. > Consider making it easier to park a car in the city core. > Celebrate aircraft (F1-11 'statue'). > Previous BCC Location to be opened to link 'The Mall' & 'Top of Town'. > Hotels & accommodation needed. > Reduce 'red tape' barriers that prevent public life e.g. arts, music, creativity.
Notes	

MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete

> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

CO DESIGN STUDIO

* Catalyst projects that remain incomplete and have been identified as either 'high relevance' or 'moderate relevance' in the Ipswich Master plan Review 2018.

PRECINCT 6 | WEST PRECINCT



KEY WORDS

LIGHT & SERVICE INDUSTRY **BULKY GOOD** **LOW DENSITY**

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Transition land use to mix of workshops, live/work accommodation, residential, fine-grained retail and commercial uses > Brisbane Street as a principal focus for activity and transit > Retain as working railway yard; offer tourism rail connections between workshops and Centre Core > Improve connection to Railway Yards with the Terrace and Centre Core > Unlock excess land for redevelopment for tourism and access to the Bremer River > Limit piecemeal/inappropriately scaled development	> North Ipswich to Brassall pedestrian/cycle bridge path network > North-south public transport services > Develop a detailed precinct plan exploring options for the North Ipswich Railway yards (QR, Leda and Queensland Museum land)
Stakeholder Workshops	
> Retail/Industrial Precinct- West Ipswich (Brisbane Street) > Brisbane Street area- commercial bulky goods	> Fence Denmark Hill as a Koala preservation area.
Notes	

MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete

> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

CO DESIGN STUDIO

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PRECINCT 7 | NORTH IPSWICH RAILYARDS PRECINCT



KEY WORDS

MUSEUM HERITAGE HISTORY TOURISM DESTINATION

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Transition land use to mix of workshops, live/work accommodation, residential, fine-grained retail and commercial uses > Brisbane Street as a principal focus for activity and transit > Retain as working railway yard; offer tourism rail connections between workshops and Centre Core > Improve connection to Railway Yards with the Terrace and Centre Core > Unlock excess land for redevelopment for tourism and access to the Bremer River > Limit piecemeal/inappropriately scaled development	> North Ipswich to Brassall pedestrian/cycle bridge path network > North-south public transport services > Develop a detailed precinct plan exploring options for the North Ipswich Railway yards (QR, Leda and Queensland Museum land)
North Ipswich Open Space Master Plan: Study Precincts (2018)	
> Regionally significant community destination (tourism, heritage, cultural, civic, commercial, recreation) > Public transport links to Ipswich CBD	> Key proposed elements: > Entry forecourt > Railway, motor vehicle, aircraft museums > Creative art studios > Retail > Events and performance spaces > Light rail network > Exhibition hall > Public swimming lagoon > Regional adventure playground > Future development sites > Showgrounds
Stakeholder Workshops	
> Bus depot for Kenmore- Ipswich connectivity options/community space > Consider inclusion of Woodend in study area boundary. City living- strong connection with schools > Tourism	> A continuous river board-walk/cycle connection both sides of the river. > Connect parks to the river and each other.
Notes	

MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete

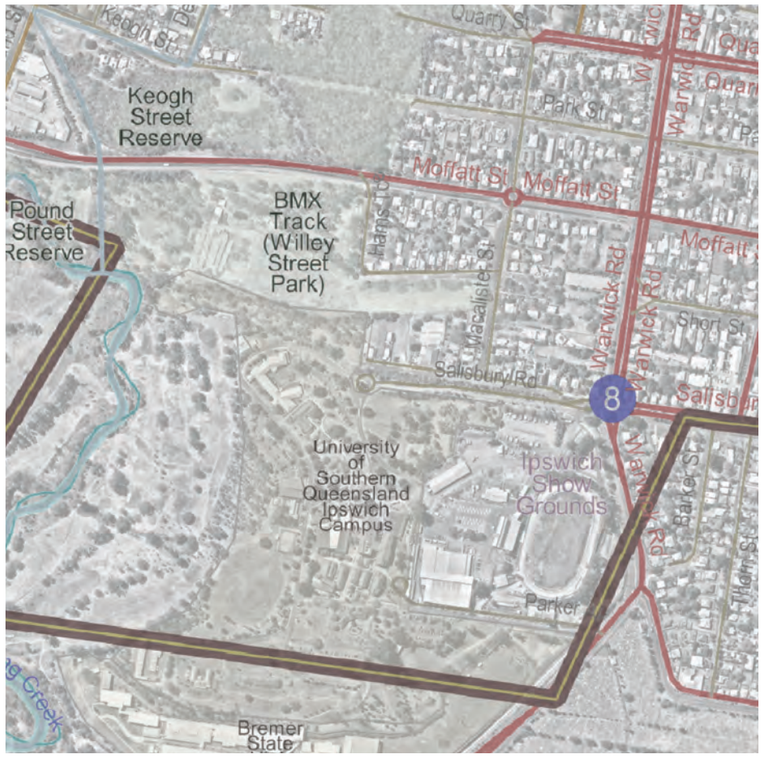
> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

CO DESIGN STUDIO

* Catalyst projects that remain incomplete and have been identified as either ‘high relevance’ or ‘moderate relevance’ in the Ipswich Master plan Review 2018.

PRECINCT 8 | UNIVERSITY VILLAGE PRECINCT



KEY WORDS

EDUCATION, **SHOWGROUNDS**, **UNIVERSITY**, **FUTURE RAIL**

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Ipswich Regional Centre Strategy (2008)	
> Capitalise on proposed rail station as main arrival point > Establish clear pedestrian/cycle spines as organising devices > Compact and intense forms of development on show grounds site > Explore development of new multi-sport and mixed-use stadium complex	> North-south public transport services > Improve relationships between Health Hub, Public Hospital and existing CBD Medical Services precinct
Stakeholder Workshops	
	> Fence Denmark Hill as a Koala preservation area.
Notes	

MORE INFORMATION ABOUT THIS PRECINCT

> Related projects that are underway or complete

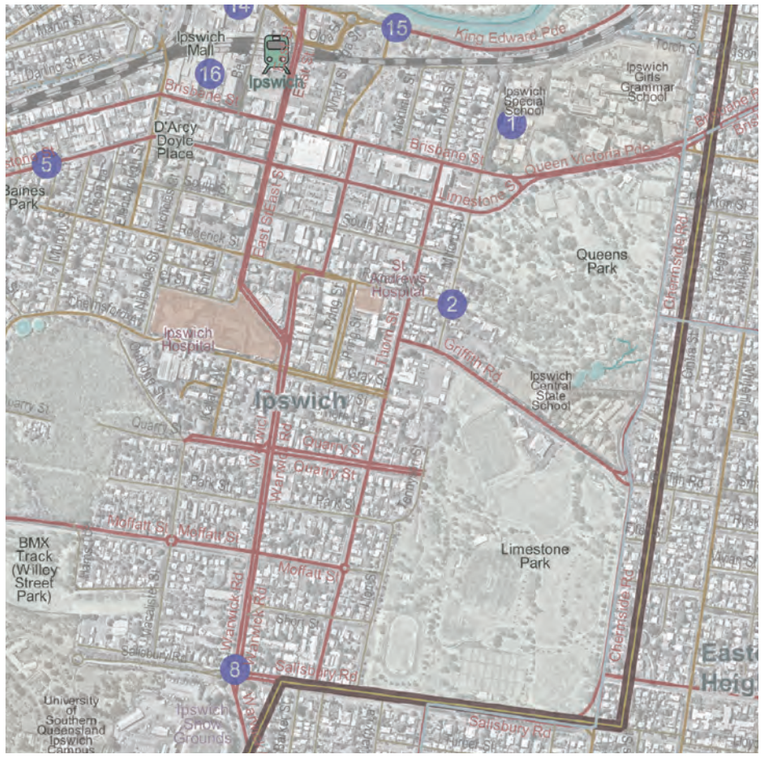
> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

CO DESIGN STUDIO

* Catalyst projects that remain incomplete and have been identified as either ‘high relevance’ or ‘moderate relevance’ in the Ipswich Master plan Review 2018.

PRECINCT 9 | LIMESTONE PARK PRECINCT



KEY WORDS

GREENSPACE **PARKLANDS** **EDUCATION** **SPORTING FACILITIES**

PRECINCT INTENT AND BIG IDEAS

OBJECTIVES / STAKEHOLDER COMMENTS	CATALYST PROJECTS
Limestone Park Master Plan (2009)	
> Facilitate upgrades to Limestone Park as a regional facility	> Proposed: > Land bridge to Queens park > Small amphitheatre > Road crossings as traffic calming > Spectator seating > Fitness precinct > Teen action space > New park furniture > Materials and planting palette provided
Queens Park Land Management Plan (2013)	
> Facilitate improvements to Queens Park as historical regional parkland	> Improve circulate parks & Vehicle movement > Improved signage & vehicle movement > Enhance historical planting > General parkland improvements
Queens Park Native Centre & Discovery Hub Master Plan (2018)	
> Enhance the Nature Centre as Ipswich's premier tourism experience	> Upgrade of Nature Centre facilities > Enhance enclosure to exhibit local wildlife- natural local habitat display > Discovery Centre > Platypus Centre > Koala Centre > Habitat Centre > Backyard & Nocturnal Centre
Stakeholder Workshops	
> Bill Paterson Oval- Tartan Athletic track	> Connect parks to the river and each other
Notes	

* Catalyst projects that remain incomplete and have been identified as either 'high relevance' or 'moderate relevance' in the Ipswich Master plan Review 2018.

MORE INFORMATION ABOUT THIS PRECINCT

> Related Projects that are underway or complete

> Knowledgeable people (staff, consultants)

YOUR THOUGHTS ON NEXT STEPS REQUIRED

CO DESIGN STUDIO

1C APPENDIX

STAKEHOLDER CONVERSATIONS

C) HAVE YOUR SAY - ONLINE FEEDBACK

Ipswich Central

Title/Question: What do you want for the future Ipswich?
Tool Type: Form
Activity ID: 81
Report Date Range: 18 Dec 2019 - 3 Feb 2020
Date Exported: 5 Feb 2020 09:22 am
Exported By: DJansen

Contribution ID	Date Submitted	First word	Second word	Third word	Member ID	Member Postcode	Member Gender
436	Dec 20, 2019, 09:23 AM	jobs	positive image	community education	43	4118	Female
448	Dec 20, 2019, 05:06 PM	Better streetscapes	Less vagrants and undesirables	Better parking	575		Male
464	Dec 27, 2019, 05:33 PM	Protect character and heritage	New, vibrant businesses	Not chain-stores like Riverlnk	592		Female
492	Jan 01, 2020, 04:58 PM	Jobs	Progress	Transport	609		Female
501	Jan 03, 2020, 10:38 AM	Economic growth	Better reputation	Sustainability	70		Female
518	Jan 06, 2020, 04:45 PM	Trees	Creativity	Innovative	629		Female
526	Jan 06, 2020, 08:59 PM	Modern	Charismatic	Fit	631		Female
543	Jan 08, 2020, 02:08 PM	activities	safety	prosperity	647		Female
565	Jan 10, 2020, 06:52 PM	Culture	Fresh	Good Restaurants	194		Female
580	Jan 11, 2020, 02:01 PM	Tree filled	Less hooning	Less wasteful spending	671		Female
583	Jan 12, 2020, 10:14 PM	Complete	Bustling	Open	651		Male
599	Jan 15, 2020, 03:56 PM	Inclusive	Vibrant	Fresh	683		Female
601	Jan 15, 2020, 04:03 PM	open	transparent	council	197		Male
609	Jan 16, 2020, 08:26 PM	Strong council decision making	Transparency	Bikeways	673		Female
625	Jan 21, 2020, 12:39 PM	Pleasantness	Tourism	Modern	701		Male
635	Jan 21, 2020, 02:07 PM	Shopping	Sustainable	Modern	703		Female
638	Jan 21, 2020, 07:32 PM	Clean waterways and air	New buildngs to complement old	Places&spaces to enjoy views	469		Female
649	Jan 21, 2020, 09:32 PM	Management	Green	Leadership	706		Female
656	Jan 21, 2020, 10:40 PM	Vibrant	Family-friendly	Modern	708		Male
659	Jan 22, 2020, 01:48 AM	Interactive	Opportunity	Experience	710		Female
669	Jan 22, 2020, 06:54 AM	cheap	family	activitys	192		Male
673	Jan 22, 2020, 07:19 AM	City	Heart	Rejuvenation	711		Female
677	Jan 22, 2020, 07:56 AM	activation	pride	restoration	46	4305	Female
682	Jan 22, 2020, 09:30 AM	Music. Just like Ipswich festi	Metting points	Family friendly for teens	712		Female
689	Jan 22, 2020, 10:35 AM	NoBogans	NoDrugs	NoHomeless	713		Male
696	Jan 22, 2020, 11:42 AM	Employment	Growth	Beautification	714		Female
703	Jan 22, 2020, 03:00 PM	Beautification of the CBD	An arthouse cinema	More public art installations	715		Female
707	Jan 22, 2020, 08:05 PM	Sustainability	Nature	Efficient	718		Female
718	Jan 23, 2020, 12:28 PM	environment	heritage	community	723		Female

Ipswich Central

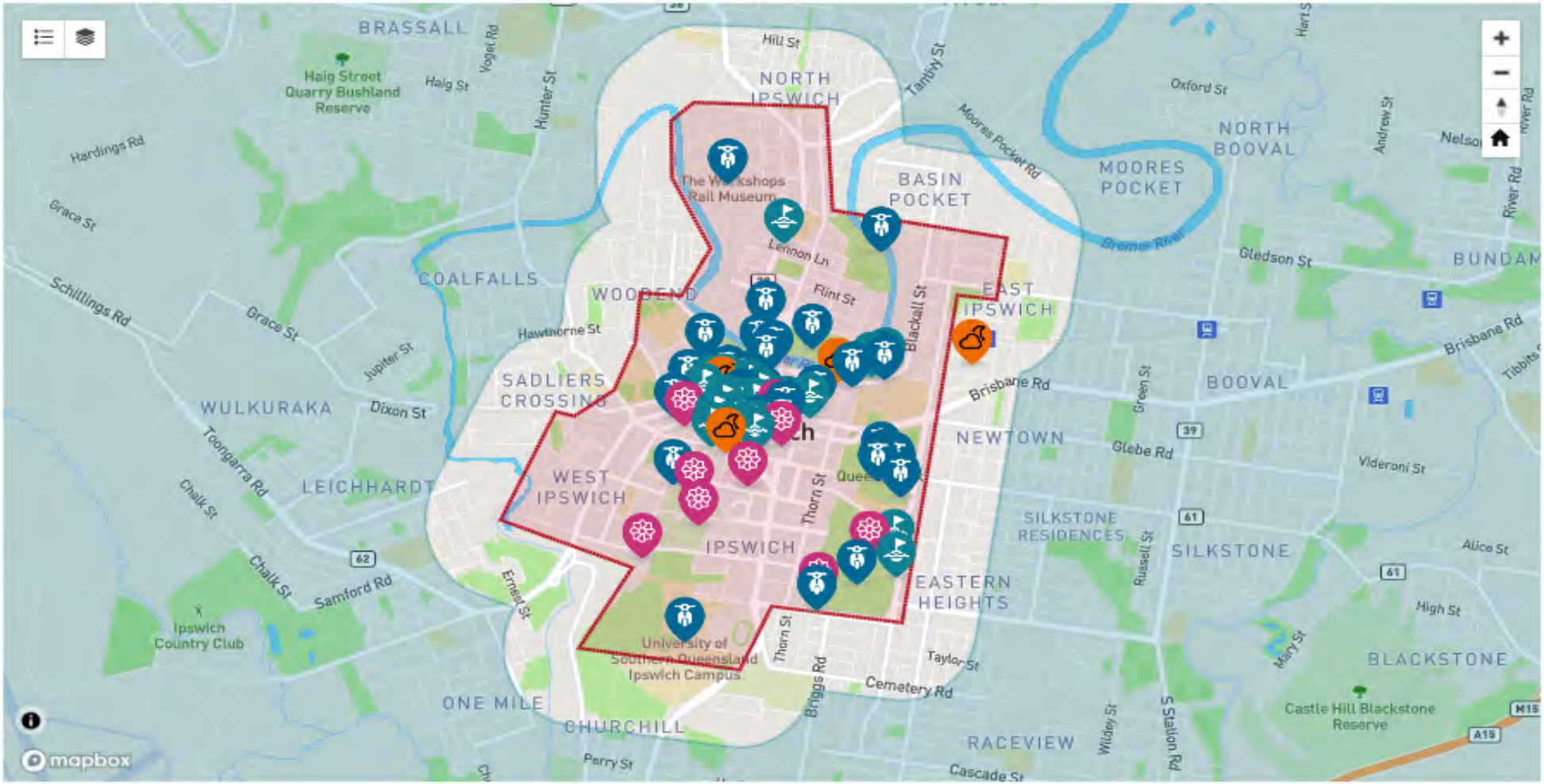
Title/Question: What do you love about Ipswich?
Tool Type: Form
Activity ID: 80
Report Date Range: 18 Dec 2019 - 3 Feb 2020
Date Exported: 5 Feb 2020 09:20 am
Exported By: DJansen

Contribution ID	Date Submitted	First word	Second word	Third word	Member ID	Member Postcode	Member Gender	Member Age Group
428	Dec 18, 2019, 12:00 PM	cafes	people		40		Female	
435	Dec 20, 2019, 09:21 AM	cafes	people	city pride	43	4118	Female	
447	Dec 20, 2019, 05:05 PM	History	Potential	Growth	575		Male	
456	Dec 23, 2019, 04:56 PM	History	Cafes	Art	581		Female	
463	Dec 27, 2019, 05:29 PM	Heritage buildings	Friendly community	Unique	592		Female	
491	Jan 01, 2020, 04:58 PM	History	Lifestyle	Family	609		Female	
496	Jan 02, 2020, 11:46 AM	Heritage	Proximity	History	210		Male	
500	Jan 03, 2020, 10:37 AM	Different	Accessible	Family	70		Female	
519	Jan 06, 2020, 04:46 PM	Heritage	Size	Friendliness	629		Female	
525	Jan 06, 2020, 08:56 PM	Friendly	Liveable	Opportunity	631		Female	
542	Jan 08, 2020, 02:08 PM	.	.	.	647		Female	
566	Jan 10, 2020, 06:52 PM	Affordable	Space	Plangs	194		Female	
579	Jan 11, 2020, 02:00 PM	Parks	Community	Not so busy	671		Female	
582	Jan 12, 2020, 10:13 PM	Pride	Progressing	Loyal	651		Male	
598	Jan 15, 2020, 03:55 PM	Heritage	Evolving	Development	683		Female	
600	Jan 15, 2020, 04:03 PM	fresh	clear	Air	197		Male	
608	Jan 16, 2020, 08:24 PM	Community	Heritage	Schools	673		Female	
626	Jan 21, 2020, 12:39 PM	Potential	Infrastructure	Improving	701		Male	
634	Jan 21, 2020, 02:05 PM	Shopping	Events	Water	703		Female	
637	Jan 21, 2020, 07:28 PM	Historic Architecture	Mountain and River views	Art Culture-theatre,art,mu	469		Female	
647	Jan 21, 2020, 09:30 PM	Local	Nature	Quiet	706		Female	
648	Jan 21, 2020, 09:31 PM	The Community Spirit	Preservation of History	Innovation and Green Spac	707		Female	
655	Jan 21, 2020, 10:37 PM	Easy living	Good access from Brisbane	Supportive Council	708		Male	
658	Jan 22, 2020, 01:45 AM	Connected	Community	Character	710		Female	
668	Jan 22, 2020, 06:53 AM	the			192		Male	
672	Jan 22, 2020, 07:18 AM	Heritage	Town	Feeling	711		Female	
676	Jan 22, 2020, 07:55 AM	relaxed	youthful	different	46	4305	Female	
681	Jan 22, 2020, 09:28 AM	Heritage	Parks	People	712		Female	
688	Jan 22, 2020, 10:34 AM	Pumpyard	Coffee	QueensPark	713		Male	
695	Jan 22, 2020, 11:42 AM	Community	Convenient	Growing	714		Female	
702	Jan 22, 2020, 02:57 PM	The charm of heritage hon	The conservation areas	Our well kept parklands	715		Female	
706	Jan 22, 2020, 08:04 PM	Historical buildings	Climate	Countryside	718		Female	
714	Jan 23, 2020, 06:40 AM	Heritage & History	Character	Revitalised	721		Male	
717	Jan 23, 2020, 12:27 PM	welcoming	community	heritage	723		Female	
727	Jan 26, 2020, 01:58 PM	Heritage	Eclectic	Vibe	729		Male	
729	Jan 29, 2020, 03:14 PM	History	Parks / recreation	Originality	732		Male	

Ipswich Central

Title/Question: What's your big idea for Ipswich?
Tool Type: Visioner
Activity ID: 83
Report Date Range: 18 Dec 2019 - 3 Feb 2020
Date Exported: 5 Feb 2020 09:16 am
Exported By: DJansen

Contribution ID	Date Submitted	Response	Up Votes	Down Votes	Total Votes	Member ID	Member Postcode	Member Gender
442	Dec 20, 2019, 09:33 AM	Precincts for food, retail, or services - 'go-to' spaces are great meeting and gathering points for community	1	0	1	43	4118	Female
449	Dec 20, 2019, 05:09 PM	Get rid of the methadone clinic from the very middle of town. Need anti-loitering laws. Contribute more to owners facade upgrades.	8	0	8	575		Male
480	Dec 27, 2019, 08:16 PM	The Ipswich area already has plenty of big shopping centres. Ipswich central needs to find it's own niche, offering something different.	2	0	2	592		Female
504	Jan 03, 2020, 10:42 AM	Promotion and entertainment places locally to encourage people to visit Ipswich and not go outside of Ipswich.	1	0	1	70		Female
523	Jan 06, 2020, 04:56 PM	To be a world leader in environmental sustainability and innovation.	2	0	2	629		Female
524	Jan 06, 2020, 04:58 PM	To be a world leader in environmental sustainability and innovation.	4	0	4	629		Female
528	Jan 06, 2020, 09:14 PM	Reinstatement of an Olympic size swimming pool in Limestone Park.	5	0	5	631		Female
544	Jan 08, 2020, 02:12 PM	Get rid of undesirables and more police presence. Too many scary people discourages people from wanting to come into the centre.	3	0	3	647		Female
572	Jan 10, 2020, 06:58 PM	Nice, modern dining precincts. speciality coffee shops and breakfast cafes. Nicer opshops, nursery’s to stroll after breakfast. Nice markets	2	0	2	194		Female
573	Jan 10, 2020, 07:00 PM	Fortitude valley is an example of maintaining essential support services and having dining/coffee/shops.	0	0	0	194		Female
574	Jan 10, 2020, 07:01 PM	Demolish the mall/woolies and build a big beautiful park!	0	0	0	194		Female
575	Jan 10, 2020, 07:05 PM	freshen up with things that are relevant to the people in ipswich now! Not things that have been here for 40 years with no change.	1	0	1	194		Female
581	Jan 11, 2020, 02:03 PM	Plant more trees (the main city looks dreadful). Establish community gardens (there's plenty of useless park space going begging).	10	0	10	671		Female
584	Jan 12, 2020, 10:16 PM	The North Ipswich Master Plan had some great ideas, the Rectangular stadium would be amazing for Ipswich in bringing events to town.	10	0	10	651		Male
585	Jan 12, 2020, 10:17 PM	Bring back the Nicholas Street night markets and events such as the parades through town. Was such an amazing community feel.	7	0	7	651		Male
586	Jan 12, 2020, 10:20 PM	If there is potential to encourage Riverlink to expand in the same way Grand Central Toowoomba did. Give Ipswich a large scale central shops	0	0	0	651		Male
587	Jan 12, 2020, 10:21 PM	Large scale murals on areas of the city that would be ideal. The water tanks on the hill could nod to the military town we are	5	0	5	651		Male
603	Jan 15, 2020, 04:07 PM	a return of the council working for the people of ipswich	0	0	0	197		Male
623	Jan 21, 2020, 11:55 AM	More focus on the heritage aspects the city offers.	2	0	2	700		Female
627	Jan 21, 2020, 12:51 PM	Bringing a pleasant updated look to ipswich would be great as it would make people want to be in ipswich if it has a nice feel about it.	3	0	3	701		Male
629	Jan 21, 2020, 01:09 PM	Follow Newcastle's idea of bringing makers back into the centre of town....local small businesses, local employment, promote local tourism.	3	0	3	631		Female
636	Jan 21, 2020, 02:13 PM	Small and large business. Approach big business and attract them here to create a buzz in the CBD. Ask residents what companies they want.	2	0	2	703		Female
641	Jan 21, 2020, 07:55 PM	Clean up our waterways.. Make the most of our natural and historical attributes and showcase them. Develop and improve what's already here.	2	0	2	469		Female
642	Jan 21, 2020, 08:01 PM	Somewhere to go for a nightcap after 9. It seems to become a ghost town in the evenings.	0	0	0	469		Female
643	Jan 21, 2020, 08:05 PM	Use empty council owned shopfronts to set up restaurants for our TAFE hospitality & business students to run, with profits to fund upkeep	3	0	3	469		Female
644	Jan 21, 2020, 08:29 PM	Allow free entry for ICC residents to TWRM, similar to TRC And Cobb &Co Museum - encourage residents to stay in the region.	1	0	1	704		Female
653	Jan 21, 2020, 09:36 PM	Free public transport, particularly within 5km of cbd	1	0	1	706		Female
654	Jan 21, 2020, 09:41 PM	Free City sights, hop on hop off, bus route every half hour.	1	0	1	707		Female
657	Jan 21, 2020, 10:51 PM	Huge Science Centre + Omni Theatre & Observatory. Rent out food stalls. Attract people from Brisbane, Gold Coast & organise School excursion	1	0	1	708		Male
665	Jan 22, 2020, 02:06 AM	Annual/seasonal scavenger hunt, bring the community and family/friends teams together! Learn more about Ipswich. App of paper	1	0	1	710		Female
666	Jan 22, 2020, 02:07 AM	Would love to see more art and greenery.	3	0	3	710		Female
667	Jan 22, 2020, 02:12 AM	Make it safer downtown in the evenings.	3	0	3	710		Female
671	Jan 22, 2020, 07:05 AM	A lagoon like springfield cause its hot out here street art on big vacant walls as well as the water tanks towers upgrade the waterplay area	0	0	0	192		Male
675	Jan 22, 2020, 07:28 AM	Be good to see the old cinema entrance on Ellenborough st opened up as an inviting entry to Nicholas st. This would help tie areas together.	1	0	1	711		Female
679	Jan 22, 2020, 08:01 AM	There is so much for young children to do (babies to primary school) - but I feel like there is a gap for teenagers and young adults	3	0	3	46	4305	Female
685	Jan 22, 2020, 09:40 AM	More out door music, like all the great events for Ipswich festival but other time	0	0	0	712		Female
686	Jan 22, 2020, 09:44 AM	The old bus station. Could be a great space for concerts, local bands, singers, Ipswich City Orchestras. Also an Eat Street like location.	2	0	2	712		Female
687	Jan 22, 2020, 10:06 AM	Ipswich is known for its heritage which should be celebrated. It's unique, something to be proud of and should be further developed.	2	0	2	517		
693	Jan 22, 2020, 10:40 AM	Provide better support to drug afflicted and homeless so that they no longer need to crawl the main streets of the CBD	1	0	1	713		Male
694	Jan 22, 2020, 10:49 AM	Sporting facilities for Limestone/Queens park such as Beach Volleyball Courts, Table Tennis, Outdoor Squash, Disc Golf	2	0	2	713		Male
698	Jan 22, 2020, 11:49 AM	As we grow, market the area as a centre for big business (for head or satellite offices) - we need good jobs beyond retail/hospitality	1	0	1	714		Female
699	Jan 22, 2020, 12:39 PM	If the river was made safe, a paddle steamer cruising restaurant to attract more tourism	0	0	0	469		Female
700	Jan 22, 2020, 12:43 PM	Would it be possible to get a nice strip of cafe/restraurant/bars along the water/river somewhere ? A nice place to go out to and hangout	2	0	2	701		Male
701	Jan 22, 2020, 01:22 PM	Affordable fitness activities ($15 a class is not affordable for most)	1	0	1	469		Female
705	Jan 22, 2020, 03:41 PM	How nice would it be to have a clean and beautified Bremer river with an esplanade all along the river banks, not just in the CBD.	8	0	8	715		Female
711	Jan 22, 2020, 08:13 PM	Provide safer options for cycling and cheaper public transport networks to encourage less use of cars & more patronage of local shops.	1	0	1	718		Female
719	Jan 23, 2020, 12:31 PM	Showcase locally native and threatened plants in all the gardens of central ipswich, with links to information and resources for passers by	15	0	15	723		Female
720	Jan 23, 2020, 12:35 PM	Community native plant nursery	0	0	0	723		Female
724	Jan 25, 2020, 11:17 AM	Council who involves and collaborates with residents. Prior to approving new construction. Staff to be held accountable for poor processes.	0	0	0	727		Female


BRASSALL
Haig Street Quarry Bushland Reserve
Haig St
Voget Rd
Hunter St
Hill St
NORTH IPSWICH
Tantivy St
Moores Pocket Rd
Oxford St
NORTH BOOVAL
MOORES POCKET
Andrew St
Nelson
River Rd
Hardings Rd
Grace St
The Workshops Rail Museum
BASIN POCKET
Lennon Ln
Flint St
Brisbane Rd
Gledson St
BUNDAM
COALFALLS
WOODEND
Schillings Rd
Grace St
Hawthorne St
Jupiter St
Blackall St
EAST IPSWICH
Brisbane Rd
Tibbits
SADLIERS CROSSING
Dixon St
WULKURAKA
BOOVAL
Green St
NEWTOWN
39
Glebe Rd
Videroni St
Toongarra Rd
Chalk St
LEICHHARDT
WEST IPSWICH
Thorn St
IPSWICH
SILKSTONE RESIDENCES
61
SILKSTONE
Alice St
Russell St
Chalk St
62
Samford Rd
Ernest St
Ipswich Country Club
EASTERN HEIGHTS
High St
Mary St
University of Southern Queensland Ipswich Campus
Thorn St
Taylor St
Briggs Rd
Cemetery Rd
BLACKSTONE
ONE MILE
CHURCHILL
Castle Hill Blackstone Reserve
M15
A15
RACEVIEW
Wilsley St
Station Rd
Perry St
Cascade St
mapbox

2 APPENDIX

ABS AND PROFILE ID STATISTICS

IPSWICH CENTRAL

2016 Census QuickStats

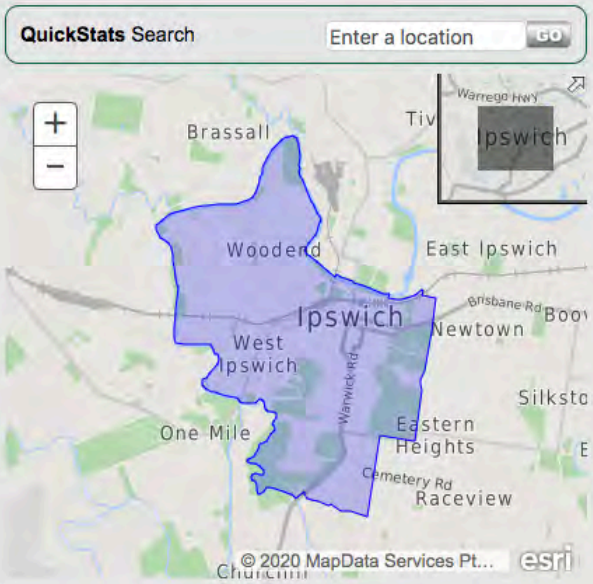
Australia | Queensland | Statistical Area Level 2

Ipswich - Central

Code 310031286 (SA2)

Search for a Community Profile

People	**6,558**
Male	49.7%
Female	50.3%
Median age	38
Families	**1,535**
Average children per family	
for families with children	1.8
for all families	0.7
All private dwellings	**2,846**
Average people per household	2.4
Median weekly household income	$1,188
Median monthly mortgage repayments	$1,517
Median weekly rent	$260
Average motor vehicles per dwelling	1.6



Dwelling structure *Occupied private dwellings*	Ipswich - Central	%	Queensland	%	Australia	%
Separate house	1,947	83.6	1,269,653	76.6	6,041,788	72.9
Semi-detached, row or terrace house, townhouse etc	164	7.0	174,984	10.6	1,055,016	12.7
Flat or apartment	195	8.4	186,780	11.3	1,087,434	13.1
Other dwelling	4	0.2	16,809	1.0	64,425	0.8

Of occupied private dwellings in Ipswich - Central (Statistical Area Level 2), 83.6% were separate houses, 7.0% were semi-detached, row or terrace houses, townhouses etc, 8.4% were flat or apartments and 0.2% were other dwellings.

People — employment

demographics & education | cultural & language diversity | employment

Employment *People who reported being in the labour force, aged 15 years and over*	Ipswich - Central	%	Queensland	%	Australia	%
Worked full-time	1,648	55.2	1,333,193	57.7	6,623,065	57.7
Worked part-time	881	29.5	691,751	29.9	3,491,503	30.4
Away from work	130	4.4	111,509	4.8	569,276	5.0
Unemployed	324	10.9	175,665	7.6	787,452	6.9

There were 2,983 people who reported being in the labour force in the week before Census night in Ipswich - Central (Statistical Area Level 2). Of these 55.2% were employed full time, 29.5% were employed part-time and 10.9% were unemployed.

Occupation *Employed people aged 15 years and over*	Ipswich - Central	%	Queensland	%	Australia	%
Professionals	558	21.0	423,917	19.8	2,370,966	22.2
Technicians and Trades Workers	368	13.9	305,441	14.3	1,447,414	13.5
Clerical and Administrative Workers	353	13.3	291,317	13.6	1,449,681	13.6
Community and Personal Service Workers	336	12.7	241,956	11.3	1,157,003	10.8
Labourers	299	11.3	225,268	10.5	1,011,520	9.5
Managers	269	10.1	258,509	12.1	1,390,047	13.0
Sales Workers	248	9.4	207,795	9.7	1,000,955	9.4
Machinery Operators and Drivers	185	7.0	147,636	6.9	670,106	6.3

The most common occupations in Ipswich - Central (Statistical Area Level 2) included Professionals 21.0%, Technicians and Trades Workers 13.9%, Clerical and Administrative Workers 13.3%, Community and Personal Service Workers 12.7%, and Labourers 11.3%.

View the data quality statement for Occupation (OCCP)

https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/310031286?opendocument

SPRINGFIELD

2016 Census QuickStats

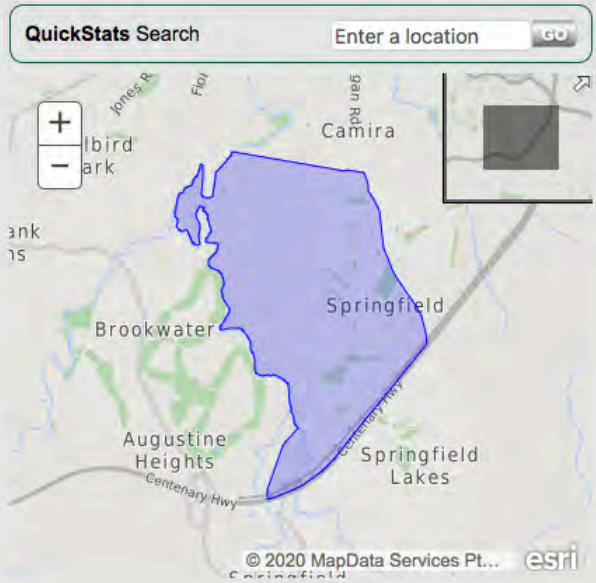
Australia | Queensland | Statistical Area Level 2

Springfield

Code 310041303 (SA2)

Search for a Community Profile

People	**6,772**
Male	49.6%
Female	50.4%
Median age	30
Families	**1,796**
Average children per family	
for families with children	2
for all families	1.2
All private dwellings	**2,183**
Average people per household	3.2
Median weekly household income	$1,892
Median monthly mortgage repayments	$1,842
Median weekly rent	$365
Average motor vehicles per dwelling	2



Dwelling structure *Occupied private dwellings*	Springfield	%	Queensland	%	Australia	%
Separate house	1,875	92.5	1,269,653	76.6	6,041,788	72.9
Semi-detached, row or terrace house, townhouse etc	142	7.0	174,984	10.6	1,055,016	12.7
Flat or apartment	9	0.4	186,780	11.3	1,087,434	13.1
Other dwelling	0	0.0	16,809	1.0	64,425	0.8

Of occupied private dwellings in Springfield (Statistical Area Level 2), 92.5% were separate houses, 7.0% were semi-detached, row or terrace houses, townhouses etc, 0.4% were flat or apartments and 0.0% were other dwellings.

People — employment

demographics & education | cultural & language diversity | employment

Employment *People who reported being in the labour force, aged 15 years and over*	Springfield	%	Queensland	%	Australia	%
Worked full-time	2,327	63.4	1,333,193	57.7	6,623,065	57.7
Worked part-time	936	25.5	691,751	29.9	3,491,503	30.4
Away from work	161	4.4	111,509	4.8	569,276	5.0
Unemployed	244	6.7	175,665	7.6	787,452	6.9

There were 3,668 people who reported being in the labour force in the week before Census night in Springfield (Statistical Area Level 2). Of these 63.4% were employed full time, 25.5% were employed part-time and 6.7% were unemployed.

Occupation *Employed people aged 15 years and over*	Springfield	%	Queensland	%	Australia	%
Clerical and Administrative Workers	546	16.0	291,317	13.6	1,449,681	13.6
Technicians and Trades Workers	512	15.0	305,441	14.3	1,447,414	13.5
Professionals	507	14.8	423,917	19.8	2,370,966	22.2
Community and Personal Service Workers	438	12.8	241,956	11.3	1,157,003	10.8
Sales Workers	348	10.2	207,795	9.7	1,000,955	9.4
Machinery Operators and Drivers	344	10.1	147,636	6.9	670,106	6.3
Labourers	341	10.0	225,268	10.5	1,011,520	9.5
Managers	334	9.8	258,509	12.1	1,390,047	13.0

The most common occupations in Springfield (Statistical Area Level 2) included Clerical and Administrative Workers 16.0%, Technicians and Trades Workers 15.0%, Professionals 14.8%, Community and Personal Service Workers 12.8%, and Sales Workers 10.2%.

View the data quality statement for Occupation (OCCP)

https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/310041303?opendocument

RIPLEY

2016 Census QuickStats

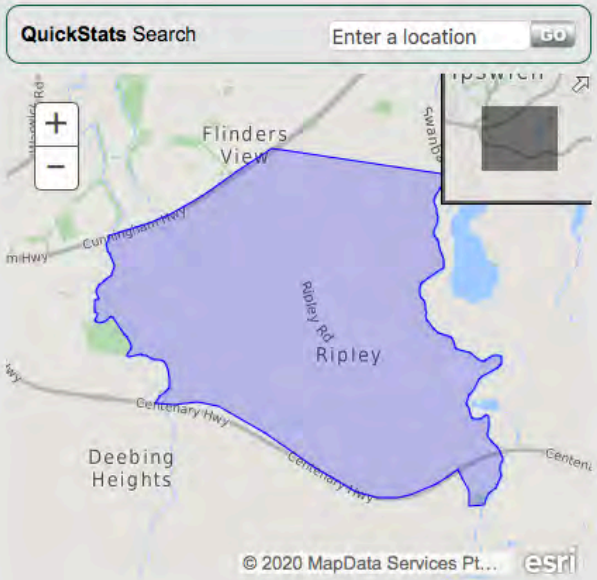
Australia | Queensland | State Suburbs

Ripley

Code SSC32457 (SSC)

Search for a Community Profile

People	**1,405**
Male	50.7%
Female	49.3%
Median age	32
Families	**381**
Average children per family	
for families with children	1.9
for all families	0.8
All private dwellings	**530**
Average people per household	2.7
Median weekly household income	$1,633
Median monthly mortgage repayments	$1,668
Median weekly rent	$335
Average motor vehicles per dwelling	2.3



Dwelling structure *Occupied private dwellings*	Ripley	%	Queensland	%	Australia	%
Separate house	466	100.0	1,269,653	76.6	6,041,788	72.9
Semi-detached, row or terrace house, townhouse etc	0	0.0	174,984	10.6	1,055,016	12.7
Flat or apartment	0	0.0	186,780	11.3	1,087,434	13.1
Other dwelling	0	0.0	16,809	1.0	64,425	0.8

Of occupied private dwellings in Ripley (State Suburbs), 100.0% were separate houses, 0.0% were semi-detached, row or terrace houses, townhouses etc, 0.0% were flat or apartments and 0.0% were other dwellings.

People — employment

demographics & education | cultural & language diversity | employment

Employment *People who reported being in the labour force, aged 15 years and over*	Ripley	%	Queensland	%	Australia	%
Worked full-time	502	63.4	1,333,193	57.7	6,623,065	57.7
Worked part-time	211	26.6	691,751	29.9	3,491,503	30.4
Away from work	44	5.6	111,509	4.8	569,276	5.0
Unemployed	35	4.4	175,665	7.6	787,452	6.9

There were 792 people who reported being in the labour force in the week before Census night in Ripley (State Suburbs). Of these 63.4% were employed full time, 26.6% were employed part-time and 4.4% were unemployed.

Occupation *Employed people aged 15 years and over*	Ripley	%	Queensland	%	Australia	%
Technicians and Trades Workers	124	16.6	305,441	14.3	1,447,414	13.5
Community and Personal Service Workers	110	14.7	241,956	11.3	1,157,003	10.8
Clerical and Administrative Workers	108	14.5	291,317	13.6	1,449,681	13.6
Professionals	100	13.4	423,917	19.8	2,370,966	22.2
Labourers	85	11.4	225,268	10.5	1,011,520	9.5
Sales Workers	82	11.0	207,795	9.7	1,000,955	9.4
Machinery Operators and Drivers	66	8.8	147,636	6.9	670,106	6.3
Managers	62	8.3	258,509	12.1	1,390,047	13.0

The most common occupations in Ripley (State Suburbs) included Technicians and Trades Workers 16.6%, Community and Personal Service Workers 14.7%, Clerical and Administrative Workers 14.5%, Professionals 13.4%, and Labourers 11.4%.

View the data quality statement for Occupation (OCCP)

https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SSC32457?opendocument

CITY OF IPSWICH

Age structure - Service age groups

export reset

City of Ipswich - Total persons (Usual residence)	2016			2011			Change
Service age group (years)	Number	%	South East Queensland %	Number	%	South East Queensland %	2011 to 2016
Babies and pre-schoolers (0 to 4)	16,211	8.4	6.3	14,562	8.7	6.7	+1,649
Primary schoolers (5 to 11)	21,729	11.2	9.2	17,898	10.7	9.0	+3,831
Secondary schoolers (12 to 17)	16,152	8.3	7.4	15,018	9.0	8.0	+1,134
Tertiary education and independence (18 to 24)	19,229	9.9	9.7	17,096	10.2	9.9	+2,133
Young workforce (25 to 34)	30,018	15.5	14.3	24,950	14.9	14.1	+5,068
Parents and homebuilders (35 to 49)	38,902	20.1	20.7	35,150	21.1	21.6	+3,752
Older workers and pre-retirees (50 to 59)	22,099	11.4	12.4	18,496	11.1	12.3	+3,603
Empty nesters and retirees (60 to 69)	15,823	8.2	10.2	12,836	7.7	9.6	+2,987
Seniors (70 to 84)	11,336	5.9	8.0	9,102	5.5	7.1	+2,234
Elderly aged (85 and over)	2,246	1.2	1.9	1,800	1.1	1.7	+446
Total	193,745	100.0	100.0	166,908	100.0	100.0	+26,837

Employment location of resident workers

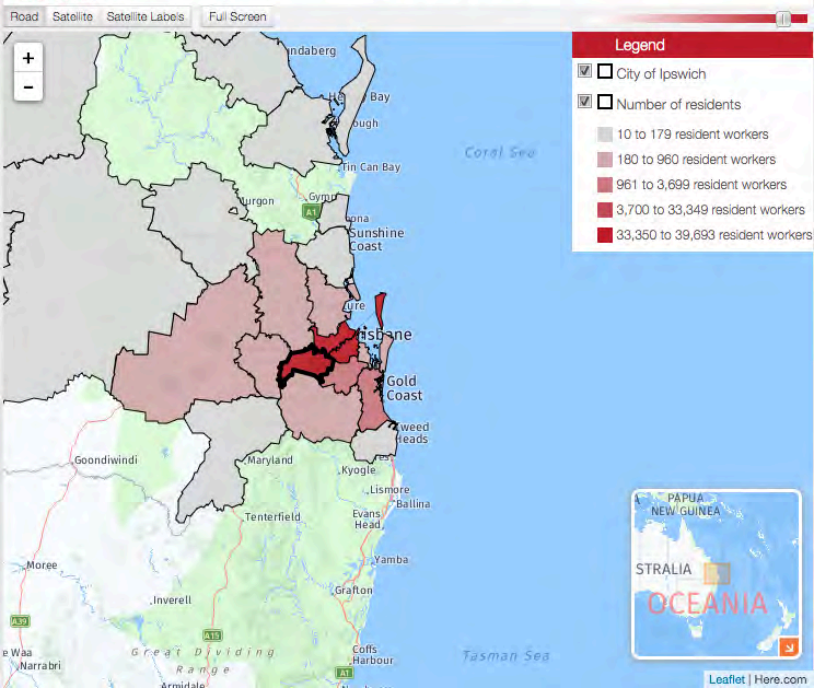
export

City of Ipswich	2016	
Location	Number	%
Live and work in the area	39,693	47.1
Live in the area, but work outside	40,746	48.4
No fixed place of work	3,775	4.5
Total employed residents in the area	84,214	100.0

Employment locations of residents by LGA, 2016

export reset

City of Ipswich



https://profile.id.com.au/ipswich/service-age-groups

https://profile.id.com.au/ipswich/service-age-groups https://profile.id.com.au/ipswich/residents

Age structure - Five year age groups

export reset

City of Ipswich - Total persons (Usual residence)	2016			2011			Change
Five year age groups (years)	Number	%	South East Queensland %	Number	%	South East Queensland %	2011 to 2016
0 to 4	16,211	8.4	6.3	14,562	8.7	6.7	+1,649
5 to 9	15,896	8.2	6.6	12,822	7.7	6.5	+3,074
10 to 14	13,820	7.1	6.2	12,468	7.5	6.5	+1,352
15 to 19	13,460	6.9	6.3	12,519	7.5	6.8	+941
20 to 24	13,931	7.2	7.1	12,203	7.3	7.2	+1,728
25 to 29	14,660	7.6	7.1	12,942	7.8	7.2	+1,718
30 to 34	15,357	7.9	7.2	12,008	7.2	6.9	+3,349
35 to 39	13,165	6.8	6.7	12,160	7.3	7.3	+1,005
40 to 44	13,059	6.7	7.0	11,826	7.1	7.3	+1,233
45 to 49	12,680	6.5	6.9	11,164	6.7	6.9	+1,516
50 to 54	11,697	6.0	6.4	9,958	6.0	6.5	+1,739
55 to 59	10,404	5.4	6.0	8,538	5.1	5.8	+1,866
60 to 64	8,659	4.5	5.3	7,457	4.5	5.5	+1,202
65 to 69	7,165	3.7	4.9	5,379	3.2	4.2	+1,786
70 to 74	5,172	2.7	3.7	4,088	2.4	3.0	+1,084
75 to 79	3,753	1.9	2.6	2,878	1.7	2.2	+875
80 to 84	2,414	1.2	1.7	2,136	1.3	1.8	+278
85 and over	2,246	1.2	1.9	1,800	1.1	1.7	+446
Total population	193,749	100.0	100.0	166,908	100.0	100.0	+26,841

3 APPENDIX

NEIGHBOURLYTICS SOCIAL STORIES REPORT

neighbourlytics
social data for neighbourhoods

SOCIAL DATA INSIGHTS REPORT:

RETAIL CONTEXT STUDY

Neighbourhoods: Ipswich Central
Springfield
Ripley

February 2020

ABOUT THIS REPORT



What's in this report?

1. NEIGHBOURHOODS OVERVIEW

A summary of the data capture neighbourhoods

2. NEIGHBOURHOOD THEMATIC ANALYSIS

A deep dive into social chatter from the focus neighbourhood



How do I use this report?

This package has been designed to be "flickable", meaning you can choose to read it cover-to-cover or skip ahead to the sections most important to you.

Don't forget that it accompanies an interactive social data dashboard for each neighbourhood. This means you can jump straight to the source of the information to explore the results further.



Whats next?

This scope of work is a one off data capture, but it can be updated at any time. Just get in touch with our team to find out how.

What is social data?

Social Data is data created from unconventional digital sources that are indicative of people's social behaviours and lifestyle choices.

What is the data collection catchment area?

Data is collected from an area with a 1 kilometer radius. We find this is the best size for understanding the local identity of a neighbourhood as it represents an easy walking catchment.

What do we mean by a place?

In this context, a 'place' is the spatial data point (i.e. location) that local people interact with. We capture this activity through a range of online platforms, and it can range in type from a business or building, to even a park or monument.

Other definitions

Number of places: the amount of local assets present in the neighbourhood. A high value indicates that there are lots of things for people to do.

Daily users: the total number of people present within the neighbourhood within a 24 hour period. This has been averaged to eliminate any a-typical peaks or troughs (ie; a marathon). This number includes people that live, work or just visit the place.

Geo-tagged posts: the total number of online social chatter posts identified for the neighbourhood. A high number indicates that local people are talking about the neighbourhood, and can be used as a proxy for local place attachment or pride.

Place relevance: The dots on our maps represent places our data has identified. These dots are sized in relation to the relevance of each place to the community. This is identified by the volume of online supporters, promoters, mentions and ratings. The larger the dot, the higher the relevance score of that place.

Place categories: Each place that our data has identified has been categorised into one of five categories. These categories are each represented by a different colour. They can then be broken down further into sub-categories.

Physical: places that are physical or landscape assets and cannot be moved, ie; beaches, streets, parks etc

Destination: places that attract people and are likely to generate

01



Local Stories Overview

1. NEIGHBOURHOOD OVERVIEW

OVERVIEW OF DATA CAPTURE

This page provides an overview of the data captured within this scope of work. High volume of results represents a neighbourhood with ample social life: lots of things to do and activities locals are engaging with. Neighbourhoods with fewer results may have less opportunity for unique social life or activities.

DATA CAPTURE LOCATIONS



IPSWICH CENTRAL

TOP LOCAL PLACE

NATURAL ENVIRONMENT: SUNSETS, FLOWERS, GREEN LANDSCAPES



TOP LOCAL SOCIAL STYLE

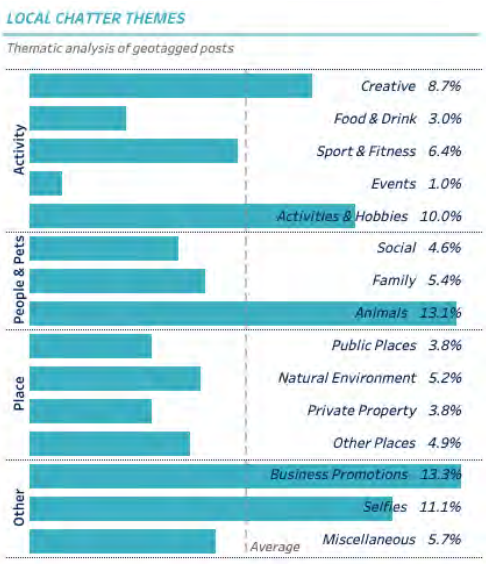
ANIMALS: DOGS, CHICKENS, HORSES, REPTILES & WILDLIFE



TOP LOCAL ACTIVITY

ACTIVITIES & HOBBIES: COLLECTIONS, FANDOM, JEWELLERY MAKING, ART & CRAFT





SPRINGFIELD

TOP LOCAL PLACE

PUBLIC PLACES: PUBLIC SPACES, PARKS, WATER FOUNTAIN



TOP LOCAL SOCIAL STYLE

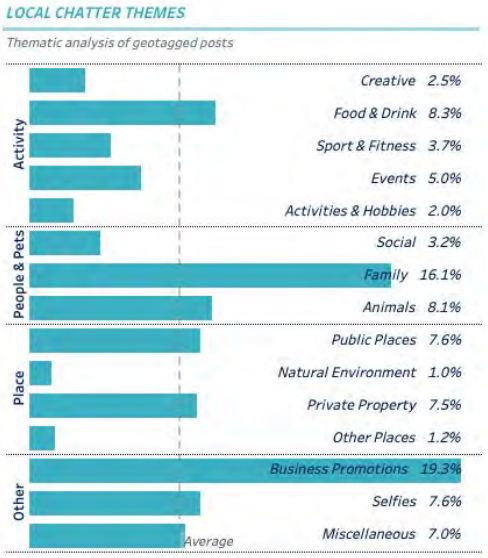
FAMILY: FAMILIES WITH CHILDREN



TOP LOCAL ACTIVITY

FOOD & DRINK: DINING OUT, HOME COOKING & ALCOHOL





RIPLEY

TOP LOCAL PLACE

PRIVATE PROPERTY: CHRISTMAS DECORATIONS, NEW BUILDS



TOP LOCAL SOCIAL STYLE

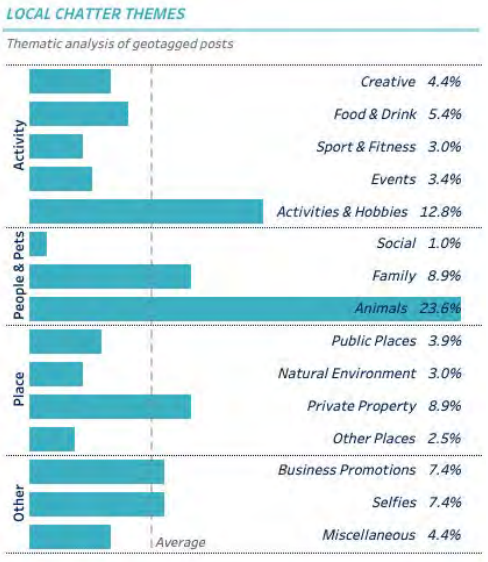
ANIMALS: CATS, BIRD PHOTOGRAPHY, DOGS



TOP LOCAL ACTIVITY

ACTIVITIES & HOBBIES: OFF-ROAD DRIVING, CARS





SUMMARY OF FINDINGS

The following is a summary of the geotagged posts from across the data capture area, providing an insight into the local stories of the subject neighbourhoods.

The analysis is undertaken across four broad categories:

- ***Places***- posts about being somewhere
- ***People & Pets***- posts about being with someone
- ***Activities***- posts about doing something
- ***Other-*** posts that are non place specific, but do include business promotions.

The following analysis further breaksdown the categories of social chatter, showing the top three subcategories.

ACTIVITIES

- When compared to Springfield and Ripley, Ispwich has a low proprotion of chatter about food & drink.
- Ipswich shows a higher than average proportion of chatter about creative activities
- Ipswich shows the highest proportion of chatter about sport, fitness & active lifestyles when compared to Springfield and Ripley

PEOPLE & PETS

- Ipwich has the lowest proportion of chatter about being with pets & people. It does however have the highest proportion of chatter about socialising when compared to Springfield and Ripley.
- Ripley has the highest proportion of chatter about Family, particularly families with young children.

PLACES

- There are no specific public places that are particularly valued in Ipswich. People post more about the natural environment. This may indicate a lack of place pride or interesting public places. This is in contrast to Springfield, where 7.6% of chatter focuses on public spaces and parks. These include the fountain outside the shopping centre and fairy lights within streetscapes.

IPSWICH CENTRAL 2614

ACTIVITIES (29.1%)

1ST Activities & Hobbies: collections & fandom, motorbikes & more

10.0%



2ND Creative: murals, jewellery making, painting & craft

8.7%



3RD Sport & Fitness: fitness apps, weightlifting & more

6.4%



PEOPLE & PETS (23.1%)

1ST Animals: dogs, cats, chickens, reptiles & wildlife

13.1%



2ND Family: family with young children and elders

5.4%



3RD Social: small and large groups of friends

4.6%



PLACES (17.7%)

1ST Natural Environment:sunsets & flora

5.2%



2ND Other Place: miscellaneous

4.9%



3RD Public Places: streetscapes, murals, church

3.8%



BUSINESS PROMOTIONS

Business Promotions: beauty & real estate

13.3%



SPRINGFIELD 630

ACTIVITIES (21.5%)

1ST Food & Drink: dining out, home cooking & alcohol

8.3%



2ND Events: public performances, creative community events

5.0%



3RD Sport & Fitness: individual excercise, sharing running routes

3.6%



PEOPLE & PETS (27.4%)

1ST Family: families with children

16.1%



2ND Animals: dogs & cats

8.1%



3RD Social: young groups

3.2%



PLACES (17.3%)

1ST Public Places: public spaces, parks

7.6%



2ND Private Property: pools, interiors, christmas decorations

7.5%



3RD Other Places: workplaces

1.2%



Business Promotions: clothing & beauty

19.3%



RIPLEY 102

ACTIVITIES (29.0%)

1ST Activities & Hobbies: off-road driving, cars

12.8%



2ND Food & Drink: lunch spreads at home, BBQ

5.4%



3RD Creative: craft, music

4.4%



PEOPLE & PETS (33.5%)

1ST Animals: cats, bird photography, dogs

23.6%



2ND Family: young families with children

8.9%



3RD Social: small groups at home

1.0%



PLACES (18.3%)

1ST Private Property: christmas decorations, new builds

8.9%



2ND Public Places: parks and gardens

3.9%



3RD Natural Environment: sunsets and landscapes

3.0%



Business Promotions: real estate, retail

7.4%



Action Area 1
RETAIL CONTEXT ANALYSIS

DEFINED AS:

social life indicators which provide context to the local catchment of a retail centre, including a summary of small business activity, local lifestyle attractions and socialising.

INSIGHT SUMMARY

This page provides a summary of the local stories as they relate to a retail context analysis.

COMMUNITY ENGAGEMENT

Understanding the extent to which local people are engaged with their community by examining all local chatter, excluding the following:

- business promotions
- selfies

LIFESTYLE ASSETS:

Understanding what lifestyle assets exist within the neighbourhoods by examining:

- Places - destinations, parks, natural landscapes
- Food & Drink - dining out, alcohol
- Sport & Fitness - organised indoor and outdoor
- Events - sporting, concerts, cultural, market/ shopping

SOCIAL INTERACTIONS:

Understanding what social interactions look like across the neighbourhoods by examining:

- Social - small or big groups
- Family - with kids, elders, multi-generational

BUSINESS ACTIVITY:

Understanding to what extent business activity plays out across the study area by examining:

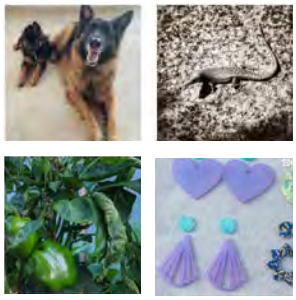
- Business promotions - beauty, health, real estate, other
- Places - private business
- Events - businesses, market/shopping

IPSWICH CENTRAL

COMMUNITY ENGAGEMENT 69.9%

TOP THEMES

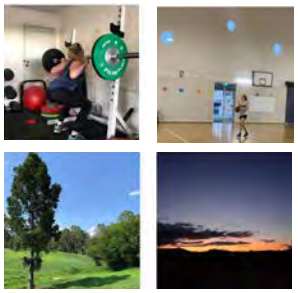
- Animals: dogs, wildlife and farm animals
- Activities & Hobbies: varied
- Creative: craft



LIFESTYLE ASSETS 10.4%

TOP THEMES

- Sport & Fitness: informal indoor
- Natural Environment: natural events



SOCIAL INTERACTIONS 10.0%

TOP THEMES

- Family: family with kids
- Social: small groups



BUSINESS ACTIVITY 18.0%

TOP THEMES

- Beauty: service promotions
- Private Business: places of work



SPRINGFIELD

COMMUNITY ENGAGEMENT 66.1%

TOP THEMES

- Family: family with kids
- Food & Drink: take away, dining out
- Animals: dogs






LIFESTYLE ASSETS 34.3%

TOP THEMES

- Food & Drink: take away, dining out
- Public Places: public spaces







SOCIAL INTERACTIONS 19.3%

TOP THEMES

- Family: family with kids
- Social: small groups






BUSINESS ACTIVITY 21.2%

TOP THEMES

- Fashion: clothing and accessories
- Beauty: service promotions





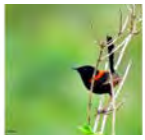


RIPLEY

COMMUNITY ENGAGEMENT 80.8%

TOP THEMES

- Animals: cats, wildlife
- Activities & Hobbies: off-road driving
- Family: family with kids



LIFESTYLE ASSETS 30.1%

TOP THEMES

- Private Property: house interiors and exteriors
- Food & Drink: home cooking






SOCIAL INTERACTIONS 9.9%

TOP THEMES

- Family: families with kids
- Social: small groups






BUSINESS ACTIVITY 10.3%

TOP THEMES

- Real Estate: new build promotions
- Other business: retail services



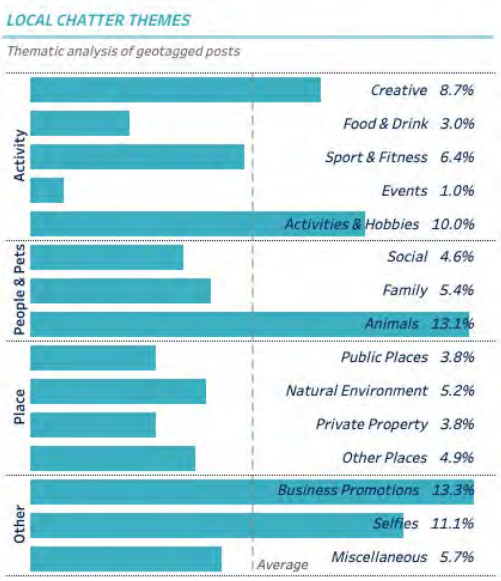



03



Individual Neighbourhood Summaries

IPSWICH CENTRAL NEIGHBOURHOOD SUMMARY



1ST



Animals: dogs, wildlife, reptiles, horses chickens & more

2ND



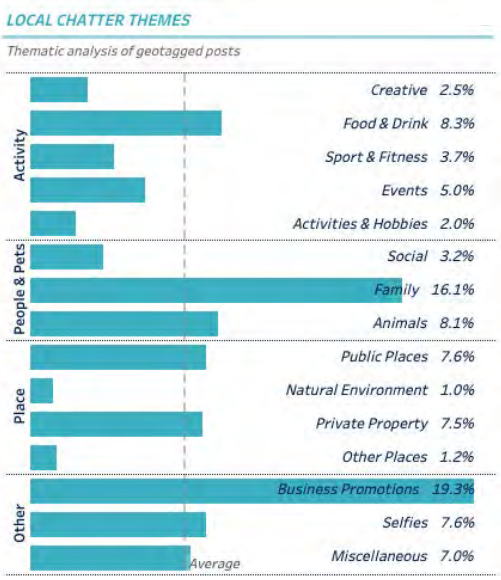
Activities & Hobbies: collecting, motorbikes, gardening

3RD



Creative: art & craft, tattoos, jewellery making, Aboriginal art

SPRINGFIELD NEIGHBOURHOOD SUMMARY



1ST



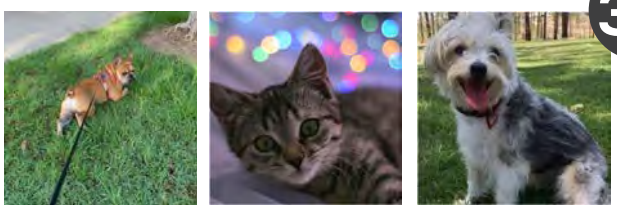
Family: families with children

2ND



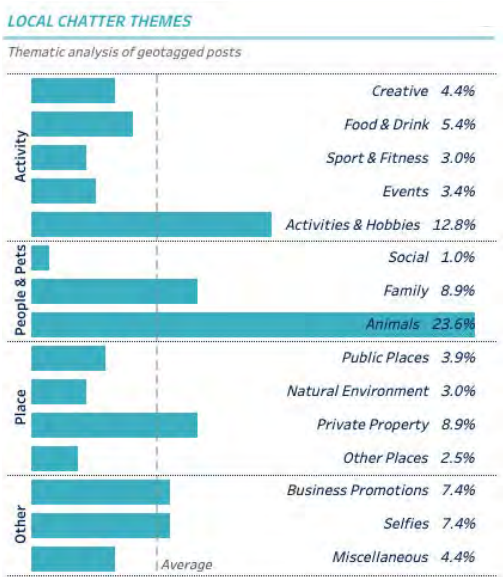
Food & Drink: home cooking, alcohol, dining out, take away snacks

3RD



Animals: cats & dogs

RIPLEY NEIGHBOURHOOD SUMMARY



1ST



Animals: cats, bird photography & dogs

2ND



Activities & Hobbies: off road driving & cars

3RD



Family: families with children



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