

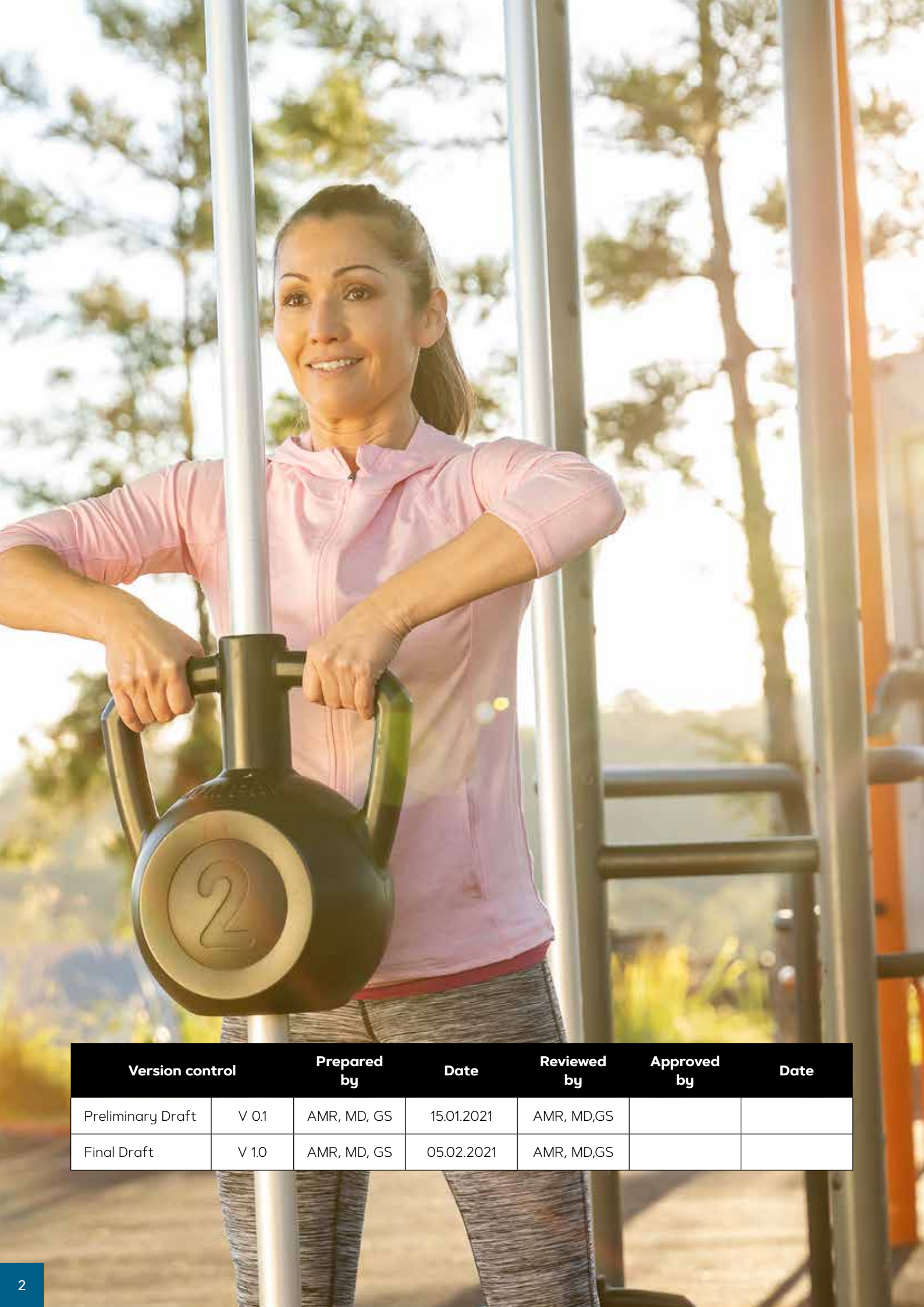
2021–2031

City of Ipswich

Active Ipswich Strategy

Full report





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CONTENTS

EXECUTIVE SUMMARY	4
VISION	6
MAKING IT HAPPEN	8
INTRODUCTION.....	9
WHAT IS THE ACTIVE IPSWICH STRATEGY?.....	10
POLICY AND STRATEGIC CONTEXT	12
POPULATION GROWTH AND CHANGE.....	14
POPULATION HEALTH STATUS	17
WHAT IS PHYSICAL ACTIVITY?.....	19
PHYSICAL ACTIVITY GUIDELINES	20
BENEFITS OF PHYSICAL ACTIVITY	22
IPSWICH PHYSICAL ACTIVITY TRENDS.....	25
SUMMARY OF THE ACTIVITY PATTERNS IN THE IPSWICH COMMUNITY.....	26
HOW ACTIVE IS IPSWICH?	27
THE ROLE OF OPEN SPACE.....	28
WHAT IS OPEN SPACE?.....	29
OPEN SPACE NETWORK.....	29
HOW HAS THE COMMUNITY SHAPED THE ACTIVE IPSWICH STRATEGY?	33
CONSULTATION OUTCOMES.....	36
IMPLEMENTATION PLAN.....	38
VISION	39
GOALS.....	39
FOCUS ELEMENTS	40
REPORTING	48
AIS TARGETS	50



EXECUTIVE SUMMARY

The City of Ipswich currently has a population of 228,000¹ and is set to more than double by 2040. Almost 10,000 people are moving to Ipswich annually, due to its popularity as a place to live, work and play. As a result, Ipswich is the fastest growing city in Queensland and one of the top ten fastest growing cities in Australia. With this rapid growth comes the need for well-considered strategic direction, governance and oversight to guide and coordinate council's operations and continue to help support and improve the health and well-being of the community.

The **Active Ipswich Strategy 2031** (branded 'AIS2031') is council's commitment to improving health and wellbeing by creating a more active city. AIS2031 is council's ten year (2021–2031) strategy to improve participation in, and increasing opportunities for, physical activity in Ipswich. This strategy provides council with clear and focussed strategic direction, meaningful goals and targeted actions for the planning, management and provision of open space land, infrastructure and recreational services and programs in response to the growth and demands of Ipswich and its community.

The development of this strategy has considered:

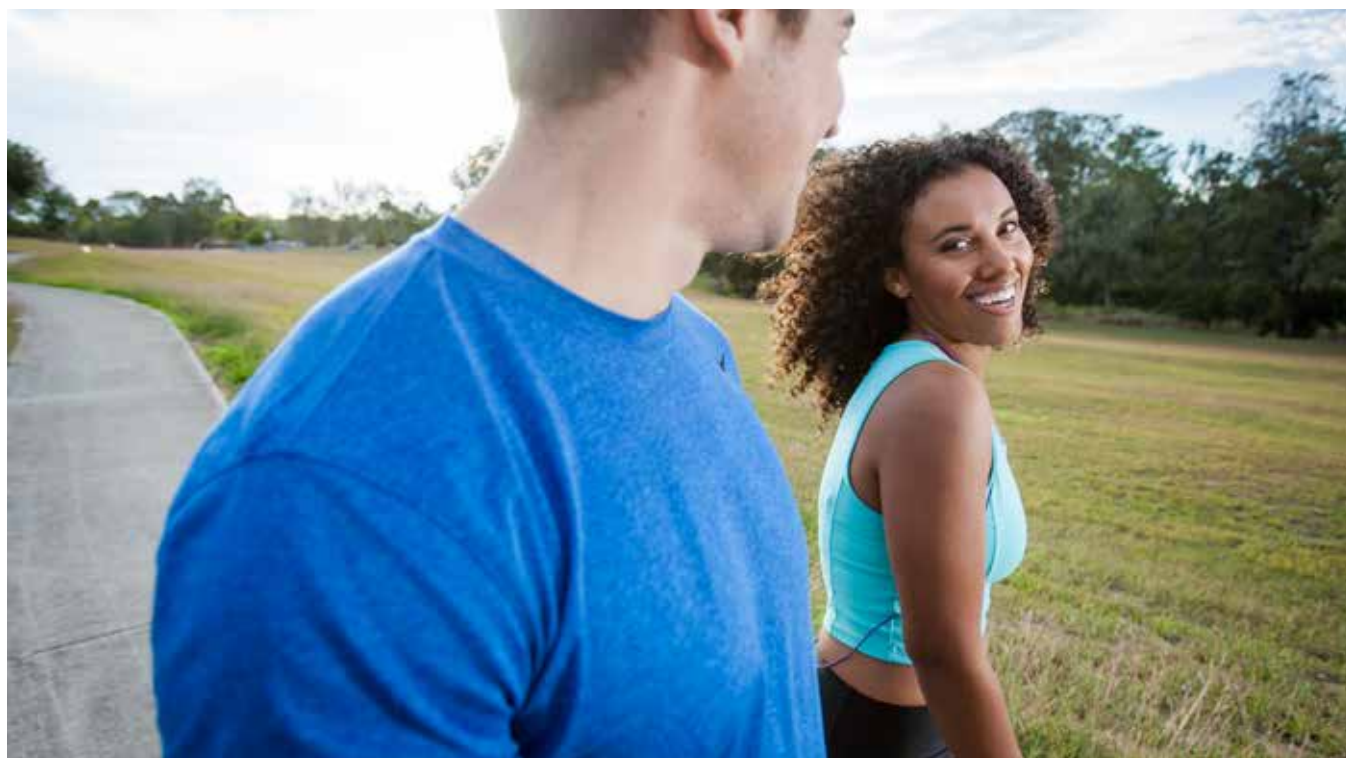
- the community's current and future participation and preferences in physical activity
- how the community use and access public open space
- barriers and motivation to participation
- community health issues related to physical activity
- how council is able to best respond to this range of issues.

The benefits that regular participation in physical activity have on a community are well documented locally, national and globally. Physical activity not only offers tremendous benefits to a person's physical health, but also mental and social health. At a broader scale, regular participation in physical activity can produce significant benefits to the community, economy and the environment.

Increasing physical activity levels in the city is a complex, dynamic and challenging commitment for a local government to undertake. However, AIS2031 recognises this and provides council with a strategy which:

- builds on a strong existing foundation of resources, land and infrastructure
- develops capacity and capability required to respond to a rapidly transforming and growing city
- seeks to strengthen and harness relationships between council, the community, businesses and all levels of government.

In recognition of the importance of the AIS2031, this strategy has been identified as a 'catalyst project' in council's Corporate Plan – iFuture. This represents council's commitment to a stronger, more coordinated and strategic approach to ensuring more targeted planning and investment occurs to help ensure our city's community places and green spaces are planned to maximise access and participation in physical activity.

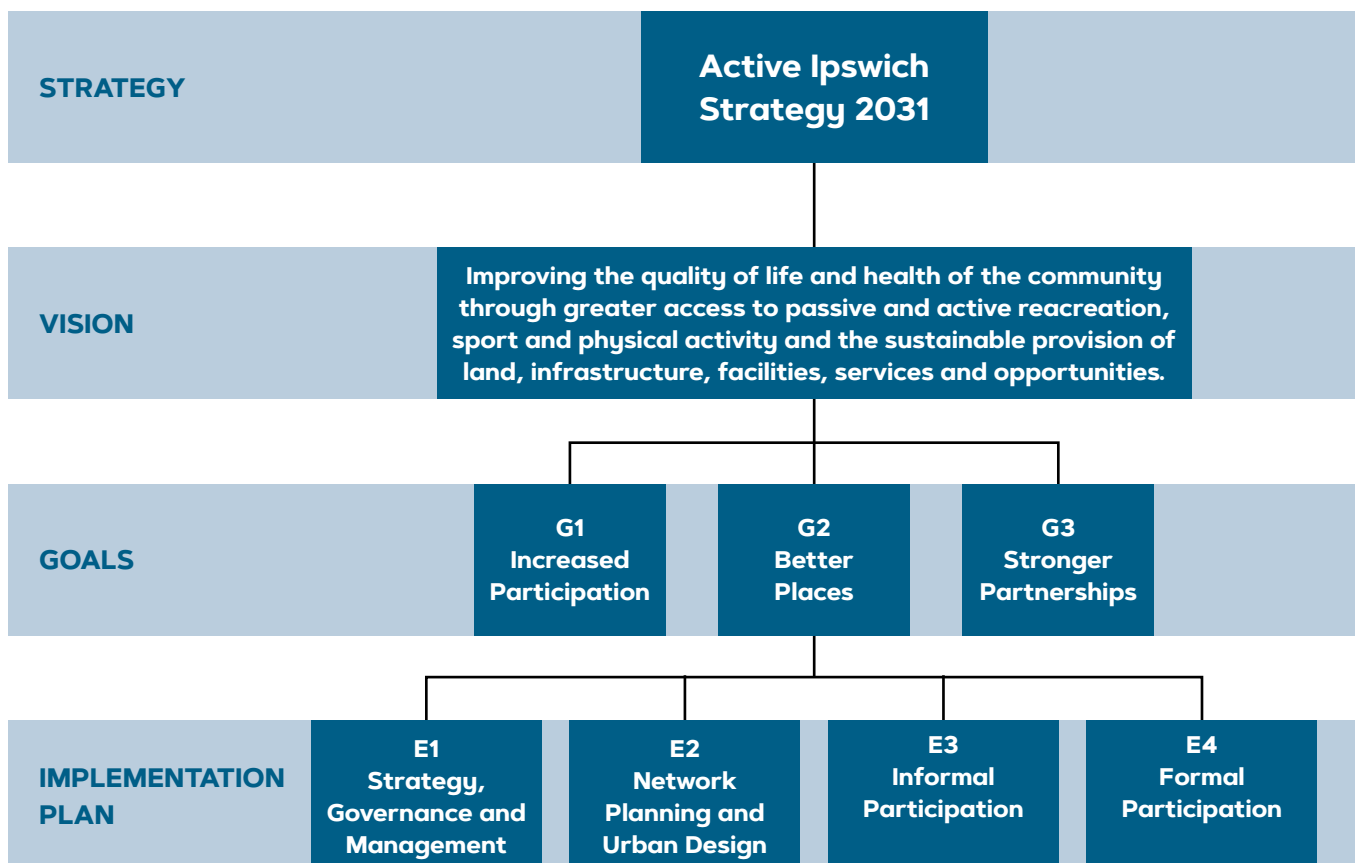


VISION

The AIS2031 sets the following vision for a more active Ipswich by the year 2031:

Improving the quality of life and health of the community through greater access to passive and active recreation, sport and physical activity and the sustainable provision of land, infrastructure, facilities, services and opportunities.

The following diagram summarises the structure of AIS2031 and how council will realise this vision through goals, elements and implementation plans:





MAKING IT HAPPEN

PRIORITY ACTIONS

The AIS2031 identifies 16 priority actions which are required by 2024.² These high priority actions are necessary to achieve the goals and objectives of the AIS2031 and support council's corporate objectives. For full details of the AIS2031 Implementation Plan, refer to page 41.

Action	Ref. No.	Description	High (2021–2024)	MEDIUM (2025–2028)	LOW (2029–2031)
1	E 1.1	Establish a regional 'Healthy, Active City' Alliance	■		
2	E 1.2	Establish a cross functional Active Ipswich Strategy Working Group	■		
3	E 1.3	Develop an Open Space Policy	■		
4	E 1.4	Develop an Open Space Planning Procedure	■		
5	E 1.5	Establish a new Program Coordinator and business capacity building	■	■	■
6	E 1.6	Monitoring and reporting	■		
7	E 2.1	Develop a new Open Space Strategic Plan (OSSP) to guide and prioritise the planning, design and delivery of the complete open space network	■	■	■
8	E 2.2	Sport and Recreation Facilities	■		
9	E 2.3	Sustainable water consumption	■		■
10	E 2.4	Urban Greening Action Plan	■		
11	E 2.5	Urban Design Framework for Ipswich	■		
12	E 3.1	Recreational Cycling and Walking Action Plan	■		
13	E 3.2	Aquatic Facilities Action Plan	■		
14	E 3.8	Mountain Biking Action Plan	■		
15	E 2.7	Strategic master planning	■		
16	E 4.2	Sustainable clubs and sporting industry	■		
17	E 1.7	Physical Activity Trends Study – minor review		■	
18	E 2.6	Natural Area Network Recreation Carrying Capacity review		■	
19	E 2.8	Conservation Estate Activation Action Plan		■	
20	E 3.4	Fitness Equipment Action Plan			■
21	E 3.7	Outdoor Recreation Action Plan		■	
22	E 4.1	Indoor Sport Action Plan		■	
23	E 3.6	Dog Off Leash Area Action Plan			■
24	E 3.9	Canoeing Action Plan			■
25	E 3.10	Rock Climbing Action Plan			■
26	E 3.5	Skate and BMX Action Plan			■
27	E 1.7	Physical Activity Trends Study – major review			■

Table 1: Priority Actions

■ Timeframe in which actions are required

■ Timeframe in which a recurring action is required

² Council's priorities are subject to council review, prioritisation and approval in accordance with council's annual budget development processes.



INTRODUCTION

Ipswich City Council is committed to enhancing the quality of life for the community. The AIS2031 acts on this commitment and sets a new direction for improving the quality of life of the community through creating a more active city.

Being active and participating in physical activity are vital ingredients to enhancing quality of life. The benefits of regular participation in physical activity have been widely promoted at all levels of government and include not only benefits to an individual's physical health, but also mental and social health. Furthermore, benefits of regular participation in physical activity can produce significant benefits to the economy, community and the environment.

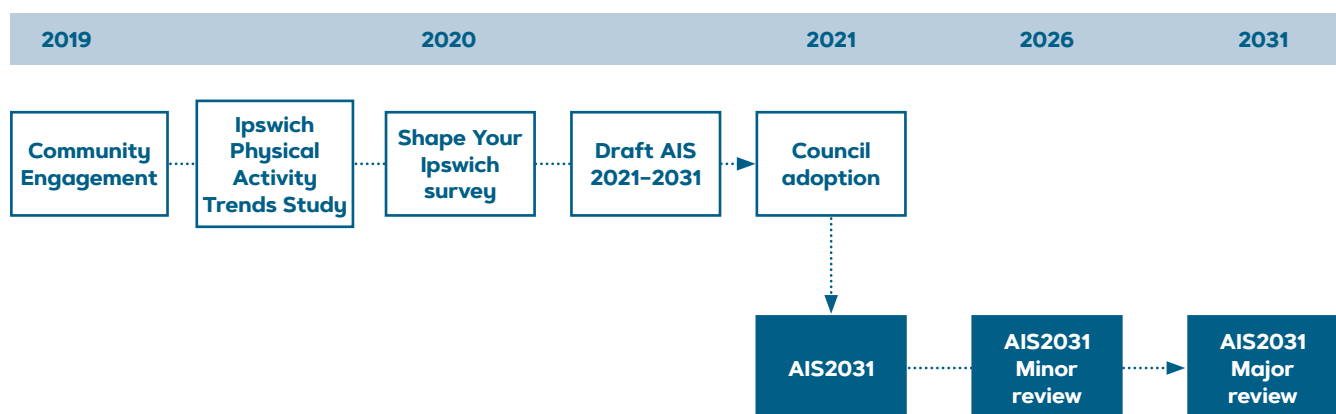
A commitment to a more active city is broad, complex and multi-faceted and requires an integrated and collaborative approach across government agencies, allied health services, community and industry. AIS2031 provides council with a roadmap to navigating these complexities to achieve a sustainable and active future for our city by increasing physical activity levels and decreasing physical inactivity.

Through a holistic public health lens, there are numerous government agencies, allied health services, organisations and networks involved in the health of our community. However, Ipswich City Council is perhaps best placed to influence – and lead – enhancing health and wellbeing of the community through opportunities for physical activity.

WHAT IS THE ACTIVE IPSWICH STRATEGY?

The development of the AIS2031 is a review, update and consolidation of former open space, sport and recreation strategies and further extends upon council's current planning frameworks, policies and strategies. The strategy commenced in 2019 with extensive community engagement which informed a

comprehensive analysis of the city's participation in physical activity. The AIS2031 has been reinforced, informed and reviewed by a range of disciplines, professionals, leading industry experts and comprehensive engagement and input from our community.



Council acknowledges that open space, physical activity, health and the activation and programming of council's open space and facilities is complex, takes time and involves a range of systems, structures, processes, resources and partners. However, through the implementation of the AIS2031, council will navigate these challenges and continue to lead the way in providing access for the community to a range of vibrant, diverse, innovative and inclusive sport, recreation and physical activity opportunities to help improve the community's health and wellbeing through physical activity.

In order to achieve this, AIS2031 provides council with a comprehensive strategic view on the planning, capacity building, actions and interventions necessary to review and recalibrate the city's trajectory of open space

provision, infrastructure, operations and services in response to ongoing growth and change of the city.

The AIS2031 aligns closely with council's iGO (Integrated Transport Plan) and the associated Active Transport Action Plan (ATAP). As such, AIS2031 encompasses and considers all forms of physical activity which can improve health and well-being, while ATAP specifically considers activities relevant to planning and implementing an integrated transport network. For information concerning what is considered as Active Transport, refer to council's ATAP.

AIS2031 is council's overarching strategy for the following activity types and the essential services and operations to support these activities:

ACTIVE IPSWICH STRATEGY	
PHYSICAL ACTIVITY TYPES	SUPPORT SERVICES AND OPERATIONS
<ul style="list-style-type: none">▪ Sport▪ Passive and active recreation▪ Outdoor/nature-based recreation	<ul style="list-style-type: none">▪ Strategy and policy▪ Network planning, design and delivery▪ Trunk infrastructure planning (LGIP)▪ Activation and engagement▪ Programs, activities and partnerships▪ Land and facility delivery and management





POLICY AND STRATEGIC CONTEXT

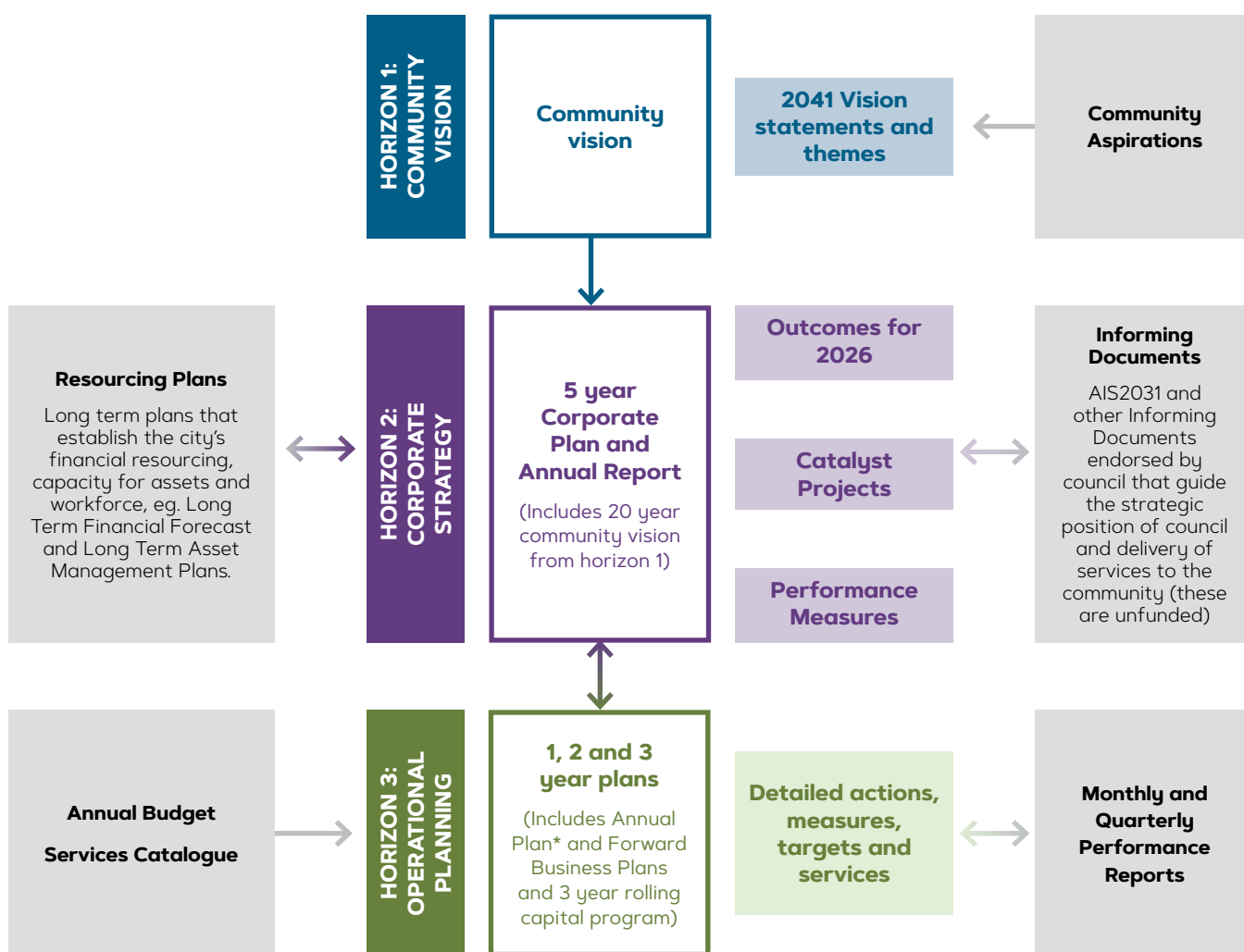
The AIS2031 is identified as a 'Catalyst Project' within iFuture: Corporate Plan 2021–2026. This highlights council's commitment to delivering this strategy and annually report upon the performance and progress of its implementation. Council's corporate planning cycle operates under council's Integrated Planning and Reporting Framework. This framework identifies three planning horizons within which council delivers its corporate vision, objectives and day-to-day business of council.

The diagram below illustrates the important role that strategies play in the identification and prioritisation of planning, programs, services, and other activities for the organisation and the associated budget.

Strategies are essential in ensuring goals and objectives are measurable and able to be accurately reported on and play a vital role in the function and success of the planning and reporting framework.

To support AIS2031, strategic direction, implementation plans and action plans inform council's network planning, master planning, programs and services, investment and corporate planning activities moving forward. They will also be used to assist with advocating for and justifying external funding from higher levels of government and the private sector.

COUNCIL'S INTEGRATED PLANNING AND REPORTING FRAMEWORK:



*Annual Plan is funded.

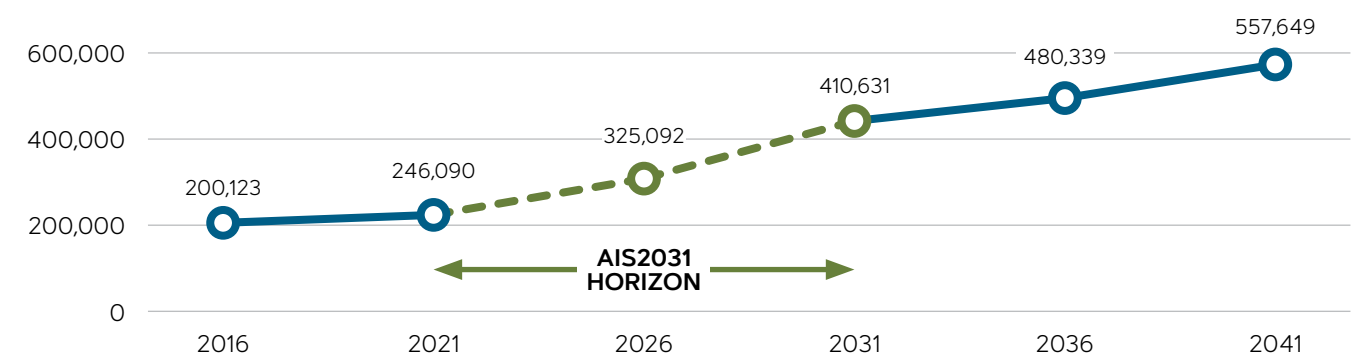


POPULATION GROWTH AND CHANGE

Ipswich City Council and South East Queensland (SEQ) have sustained population growth for a number of decades and current population forecasts project this trend to continue until at least 2041.³ The graph below

illustrates the city's projected growth from 2021 to 2041 (Figure 2) and the relative growth to some of the other higher growth cities in South East Queensland (Figure 3).

POPULATION PROJECTIONS FOR 2041*



*Queensland Government population projections, 2018 edition: Local government areas snapshot

Figure 2: Population growth of Ipswich over the next 20 years and the growth projected over the life of this strategy

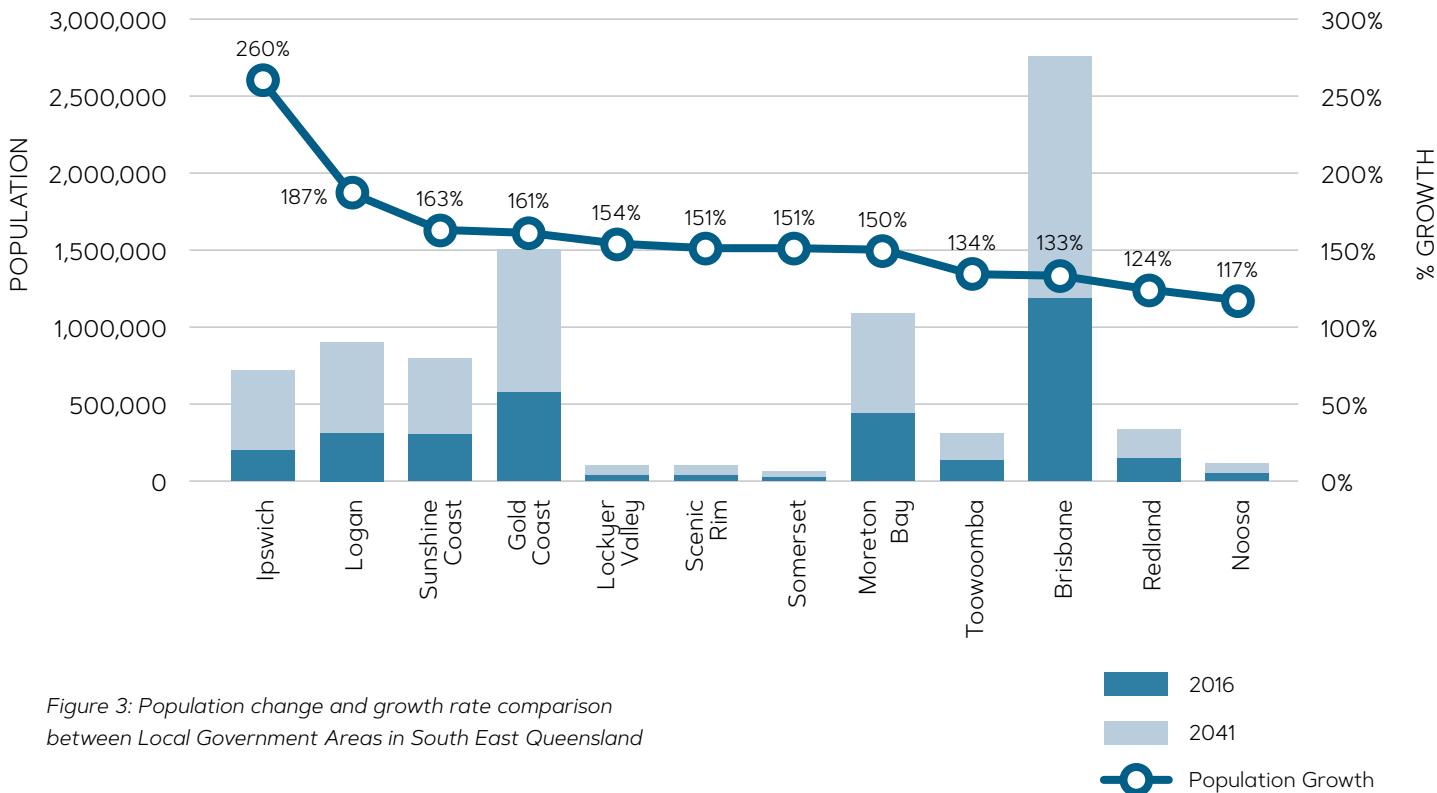
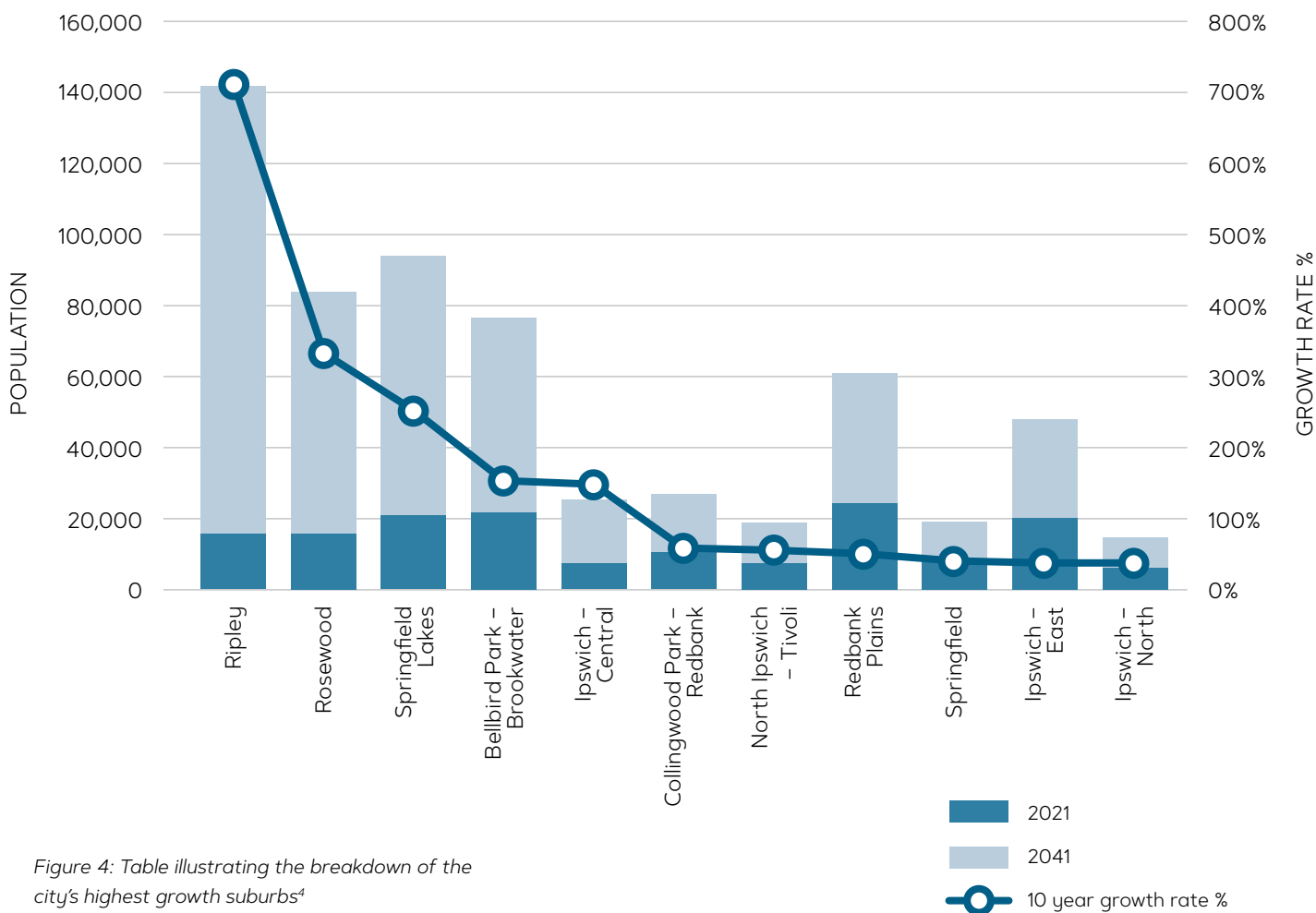


Figure 3: Population change and growth rate comparison between Local Government Areas in South East Queensland

As illustrated in Figure 4, within Ipswich a large proportion of this growth will be in the suburbs of Ripley, Rosewood and the Ipswich eastern corridor (Bellbird Park, Brookwater, Springfield Lakes and Redbank Plains).

³ QLD Government Population Projections: Regions, 2018 edition

GROWTH RATES WITHIN IPSWICH



This unprecedented growth, rapidly increasing demand on resources, land and infrastructure places Ipswich in a unique, challenging, yet exciting position. This growth and demand requires a renewed emphasis on planning and careful consideration and prioritisation of what is needed to ensure council is responsive and adaptive to the community's requirements for healthy and active living while identifying the most appropriate and sustainable delivery of council's infrastructure, services, operations and budget.

⁴ Source: Queensland Government population projections, 2018 edition; Australian Bureau of Statistics, Population by age and sex, regions of Australia, 2016 (Cat no. 3235.0).



POPULATION HEALTH STATUS

The Ipswich region has a high health risk factor profile; a comparatively high proportion of adults smoke daily and are overweight or obese. Some 61.3% have at least one risk factor (smoking, harmful use of alcohol, physical inactivity or obesity). Obesity and physical activity have been identified as significant risk factors within Ipswich.

Correlations between unemployment/underemployment and poor health outcomes have been well researched and documented. Lower income levels, social isolation and negative health behaviours such as unhealthy eating, increased alcohol intake and substance abuse can all contribute to poor health outcomes and low levels of physical activity.

In 2017–18, 64.5% of adult West Moreton Health residents were overweight or obese (self-reported data) and 14.6% reported being daily smokers; both risk factors reported a prevalence rate significantly higher than the Queensland rate. Just over half (50.2%) reported doing sufficient physical exercise for health benefit, which is significantly lower than the prevalence in Queensland (60.0%). Almost one in three (29.9%) children who reside in the West Moreton Health catchment (5 to 17 years) were overweight or obese and only 46.4% did sufficient physical activity for health benefit.

In 2015 the Heart Foundation identified Ipswich as having the fourth highest prevalence of obesity and physical inactivity across all of Australia. Across Queensland, Ipswich is the second most obese and inactive city.⁵



⁵ National Heart Foundation, 2015

WHAT IS PHYSICAL ACTIVITY?

'Physical activity' is activity that gets your body moving, makes your breathing become quicker and your heart beat faster. You can be physically active in many different ways, at any time of day. It can result from incidental movement at home (for example, stretching to reach a shelf) or work-related activity (such as lifting) or by taking part in a deliberate exercise or sport (such as running or swimming).

'Sedentary Behaviour' is sitting or lying down (except for when you are sleeping). It is common for us to spend large amounts of time being sedentary when at school, at work, when travelling or during leisure time.⁶

The Australian Government Department of Health provides information about the health benefits of leading an active lifestyle, as well as offering suggestions for how to incorporate physical activity and minimise sedentary behaviour in your everyday life. These standards are nationally recognised as key targets for physical activity participation levels and are therefore a benchmark to which this strategy and data analysis has framed its analysis of Ipswich.

The benefits of regular participation in physical activity have been well documented and include not only benefits to one's physical health, but also mental and social health.⁷ Furthermore, benefits of regular participation in physical activity can produce significant benefits to the economy, community and the environment. Table 3 (p24) summarises these benefits in more detail.

In The Health of Queenslanders 2020 – Report of the Chief Health Officer Queensland, it is emphasised that:

*'Regular physical activity has many benefits including preventing and treating chronic conditions such as heart disease, stroke, diabetes and breast and colon cancer. It also helps to prevent hypertension, overweight and obesity and can improve mental health, quality of life and wellbeing. The health impacts of physical inactivity include coronary heart disease, dementia, type 2 diabetes, bowel cancer, stroke, breast cancer and uterine cancer.'*⁸

At the national level, the estimated healthcare costs attributable to physical inactivity ranged from \$681 million to \$850 million per year in 2016–17. The corresponding annual costs from productivity loss due to physical inactivity ranged from \$0.18 billion to \$15.6 billion.⁹

Within Ipswich, council recognises the impacts which physical inactivity has on our community and that the benefits which occur as a result of increasing physical activity are tremendous. The AIS2031 acknowledges that participating in physical activity can be challenging as there can be many barriers and participation and access can be different for every individual in our community.

⁶ Department of Health, Physical Activity and Sedentary Behaviour, 2019

⁷ Ipswich City Council. Analysis of Sport, Recreation and Physical Activity Levels and Trends in Ipswich City (2020)

⁸ The health of Queenslanders 2020 – Report of the Chief Health Officer Queensland (p92)

⁹ Crosland P, Ananthapavan J, Davison J, et al. The economic cost of preventable disease in Australia: a systematic review of estimates and methods. Australian and New Zealand Journal of Public Health 2019;43:484–495. (The health of Queenslanders 2020 – Report of the Chief Health Officer Queensland)

PHYSICAL ACTIVITY GUIDELINES

CHILDREN 0–5

BABIES (INFANTS) UNDER 1 YEAR OF AGE

PHYSICAL ACTIVITY	<ul style="list-style-type: none">▪ Being physically active several times a day in a variety of ways, particularly through supervised interactive floor-based play, including crawling; more is better.▪ For those not yet mobile, this includes at least 30 minutes of tummy time, which includes reaching and grasping, pushing and pulling, spread throughout the day while awake.
SEDENTARY BEHAVIOUR	<ul style="list-style-type: none">▪ Not being restrained for more than 1 hour at a time (e.g. in a stroller, car seat or high chair). Screen time is not recommended. When sedentary, engaging in pursuits such as reading, singing, puzzles and storytelling with a caregiver is encouraged.

TODDLERS (1–2 YEARS)

PHYSICAL ACTIVITY	<ul style="list-style-type: none">▪ At least 180 minutes spent in a variety of physical activities, including energetic play, spread throughout the day; more is better.
SEDENTARY BEHAVIOUR	<ul style="list-style-type: none">▪ Not being restrained for more than 1 hour at a time (e.g. in a stroller, car seat or high chair) or sitting for extended periods. For those younger than 2 years, sedentary screen time is not recommended. For those aged 2 years, sedentary screen time should be no more than 1 hour; less is better. When sedentary, engaging in pursuits such as reading, singing, puzzles and storytelling with a caregiver is encouraged.

PRE-SCHOOLERS (3–5 YEARS)

PHYSICAL ACTIVITY	<ul style="list-style-type: none">▪ At least 180 minutes spent in a variety of physical activities, of which at least 60 minutes is energetic play, spread throughout the day; more is better.
SEDENTARY BEHAVIOUR	<ul style="list-style-type: none">▪ Not being restrained for more than 1 hour at a time (e.g. in a stroller or car seat) or sitting for extended periods. Sedentary screen time should be no more than 1 hour; less is better. When sedentary, engaging in pursuits such as reading, singing, puzzles and storytelling with a caregiver is encouraged.

CHILDREN 5–17	
PHYSICAL ACTIVITY	<ul style="list-style-type: none"> Children and young people should aim for at least 60 minutes of moderate to vigorous physical activity per day involving mainly aerobic activities that makes their heart beat faster; more is better. The 60 minutes can be made up of shorter bursts of activity throughout the day that add up to 60 minutes or longer. Activities that are vigorous, as well as those that strengthen muscle and bone, should be incorporated (in the recommended 60 minutes of daily physical activity) at least three days per week. In addition, several hours of a variety of light physical activities should be undertaken each day.
SEDENTARY BEHAVIOUR	<ul style="list-style-type: none"> Long periods of sitting can counteract the benefits of being physically active so should be broken up as often as possible. Sedentary recreational screen time should be limited to 2 hours per day. This does not include screen-based activities for educational uses. Encourage positive social interactions and establish boundaries by discussing time limits and age appropriate content with children and young people. For optimal health benefits, children and young people (aged 5–17 years) should achieve the recommended balance of high levels of physical activity, low levels of sedentary behaviour, and sufficient sleep each day.
ADULTS	
PHYSICAL ACTIVITY	<ul style="list-style-type: none"> Doing any physical activity is better than doing none. If you currently do no physical activity, start by doing some, and gradually build up to the recommended amount. Be active on most, preferably all, days every week. Accumulate 150 to 300 minutes (2 ½ to 5 hours) of moderate intensity physical activity or 75 to 150 minutes (1 ¼ to 2 ½ hours) of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week. Do muscle strengthening activities on at least 2 days each week.
SEDENTARY BEHAVIOUR	<ul style="list-style-type: none"> Minimise the amount of time spent in prolonged sitting. Break up long periods of sitting as often as possible.
OLDER AUSTRALIANS (65 YEARS AND OLDER)	
<ul style="list-style-type: none"> Older people should do some form of physical activity, no matter what their age, weight, health problems or abilities. Older people should be active every day in as many ways as possible, doing a range of physical activities that incorporate fitness, strength, balance and flexibility. Older people should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days. Older people who have stopped physical activity, or who are starting a new physical activity, should start at a level that is easily manageable and gradually build up the recommended amount, type and frequency of activity. Older people who continue to enjoy a lifetime of vigorous physical activity should carry on doing so in a manner suited to their capability into later life, provided recommended safety procedures and guidelines are adhered to. 	

Table 2: Physical Activity Guidelines

Source: Australian Institute of Health and Welfare



BENEFITS OF PHYSICAL ACTIVITY

The below table provides a summary of some of the benefits that can be expected from regular participation in physical activity:

	0 – 5 YEARS	5 – 17 YEARS	18 – 64 YEARS	65 YEARS +
PHYSICAL HEALTH	<ul style="list-style-type: none"> ▪ Help achieve and maintain a healthy weight ▪ Build strong bones and muscles ▪ Improve balance, movement and coordination skills ▪ Support brain development. 	<ul style="list-style-type: none"> ▪ Promotion of healthy growth and development ▪ Strong muscles and bones ▪ Improved physical fitness, including coordination and movement skills ▪ Reduced risk of disease and unhealthy weight gain. 	<ul style="list-style-type: none"> ▪ Reduce the risk of, or help manage, type 2 diabetes ▪ Reduce the risk of, or help manage, cardiovascular disease ▪ Maintain and/or improve blood pressure, cholesterol and blood sugar levels ▪ Prevent unhealthy weight gain and assist with weight loss ▪ Build strong muscles and bones. 	<ul style="list-style-type: none"> ▪ Delivers more energy ▪ Tones the body ▪ Helps to control: <ul style="list-style-type: none"> - weight and reduces body fat - blood pressure - cholesterol - type 2 diabetes - bone and joint problems ▪ Reduces the risk of: <ul style="list-style-type: none"> - heart disease - stroke - some cancers ▪ Helps to manage pain ▪ Helps to maintain and increase movement ▪ Helps to prevent falls and injury.
MENTAL HEALTH	<ul style="list-style-type: none"> ▪ Encourage self-confidence and independence. 	<ul style="list-style-type: none"> ▪ Improved self-esteem and confidence ▪ Help with management of anxiety and stress ▪ Improved concentration. 	<ul style="list-style-type: none"> ▪ Help to manage mental health problems ▪ Help to develop and maintain overall mental well-being. 	<ul style="list-style-type: none"> ▪ Reduces stress and anxiety ▪ Improves concentration ▪ Improves self-confidence ▪ Reduces feelings of sadness.

	0 – 5 YEARS	5 – 17 YEARS	18 – 64 YEARS	65 YEARS +
SOCIAL HEALTH	<ul style="list-style-type: none"> Promote social skills through interactions with people Encourage self-confidence and independence. 	<ul style="list-style-type: none"> Opportunities for fun with friends and family Reduced anti-social behaviour including aggressive and disruptive behaviours Helping to develop cooperation and teamwork skills. 	<ul style="list-style-type: none"> Create opportunities for socialising and meeting people. 	<ul style="list-style-type: none"> Helps one to meet people and make friends Provides opportunity to have fun.
ECONOMIC BENEFITS	<ul style="list-style-type: none"> Participation can reduce obesity and health care costs Improved physical health and the building of stronger families and communities Helps lower health and social costs Reduced absenteeism by students and employees. 			
ENVIRONMENT BENEFITS	<ul style="list-style-type: none"> Reduced air pollution and greenhouse gases through fewer cars on the road Reduced impacts on road infrastructure when short trips are walked or cycled instead of driven Improved local neighbourhood amenity when traffic is reduced. 			

Table 3: Benefits of Physical Activity



IPSWICH PHYSICAL ACTIVITY TRENDS

Guiding the development of the AIS2031 is a comprehensive analysis of the city's health, physical activity needs and preferences. This analysis included extensive community engagement project (Analysis of Sport, Recreation and Physical Activity Levels and Trends in Ipswich City: Research report | 2020). This document provides the base community needs

data required to build a strong picture of the existing participation and evolving open space, physical activity, passive and active recreation trends within the city.

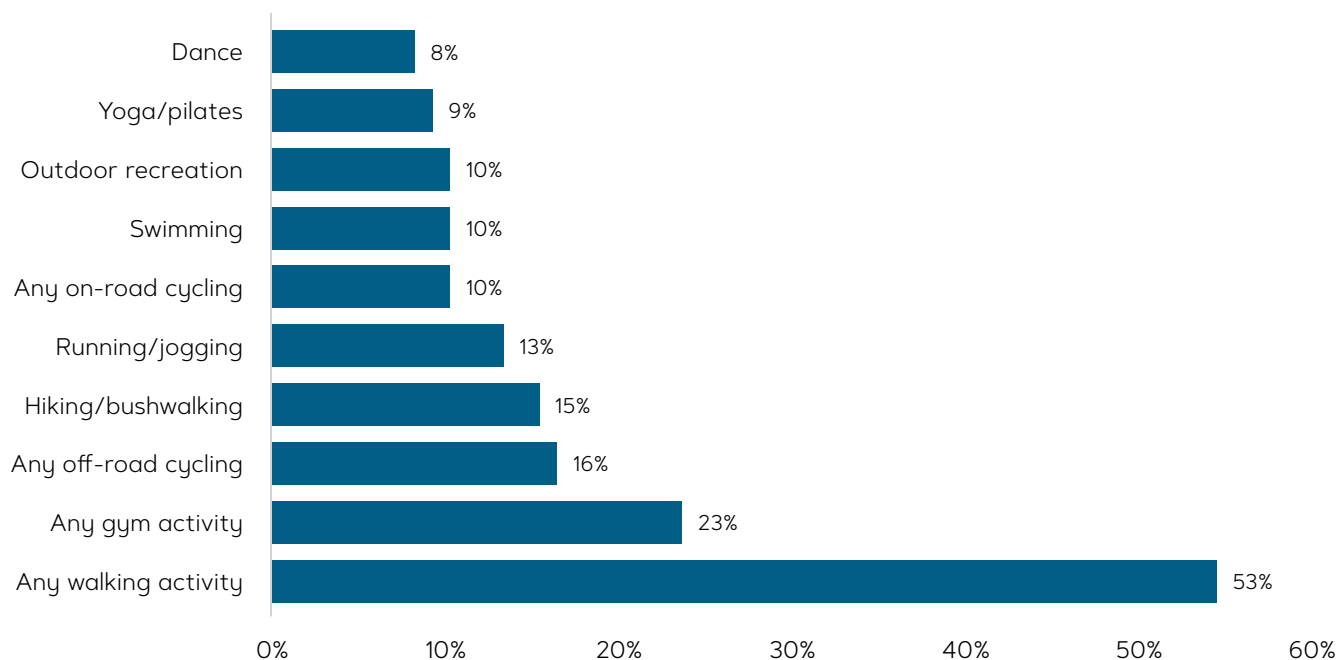
Within Ipswich, recent research has revealed a number of trends, issues or opportunities for sport, recreation and physical activity and a summary of these is provided below:

ENABLERS	<p>Key drivers for participation include:</p> <ul style="list-style-type: none"> ▪ fitness ▪ stress relief ▪ weight management.
BARRIERS	<p>Key barriers to participation include:</p> <ul style="list-style-type: none"> ▪ too expensive ▪ lack of time ▪ physical constraints ▪ not interested.
SEDENTARY BEHAVIOUR	<ul style="list-style-type: none"> ▪ 42% of adults reported sitting for 2–4 hours per day (exclusive of work time) ▪ 2–4 hours of sedentary time per day was the most common for every age group.
ACTIVITY FREQUENCY	<ul style="list-style-type: none"> ▪ 68% of adults are active, increasing from 2011, but still behind the Queensland average ▪ 71% of children are active.
TYPES OF ACTIVITY	<ul style="list-style-type: none"> ▪ Walking, gym and off-road cycling are the most participated in activities for active adults, with walking being by far the most popular activities for active adults ▪ Adults engage in mostly informal/unorganised activities ▪ Walking, soccer (football) and swimming are the most popular activities for active children ▪ Children engage in mostly formal/organised activities.



SUMMARY OF THE ACTIVITY PATTERNS IN THE IPSWICH COMMUNITY

ADULTS: TOP TEN ACTIVITIES



CHILDREN: TOP TEN ACTIVITIES

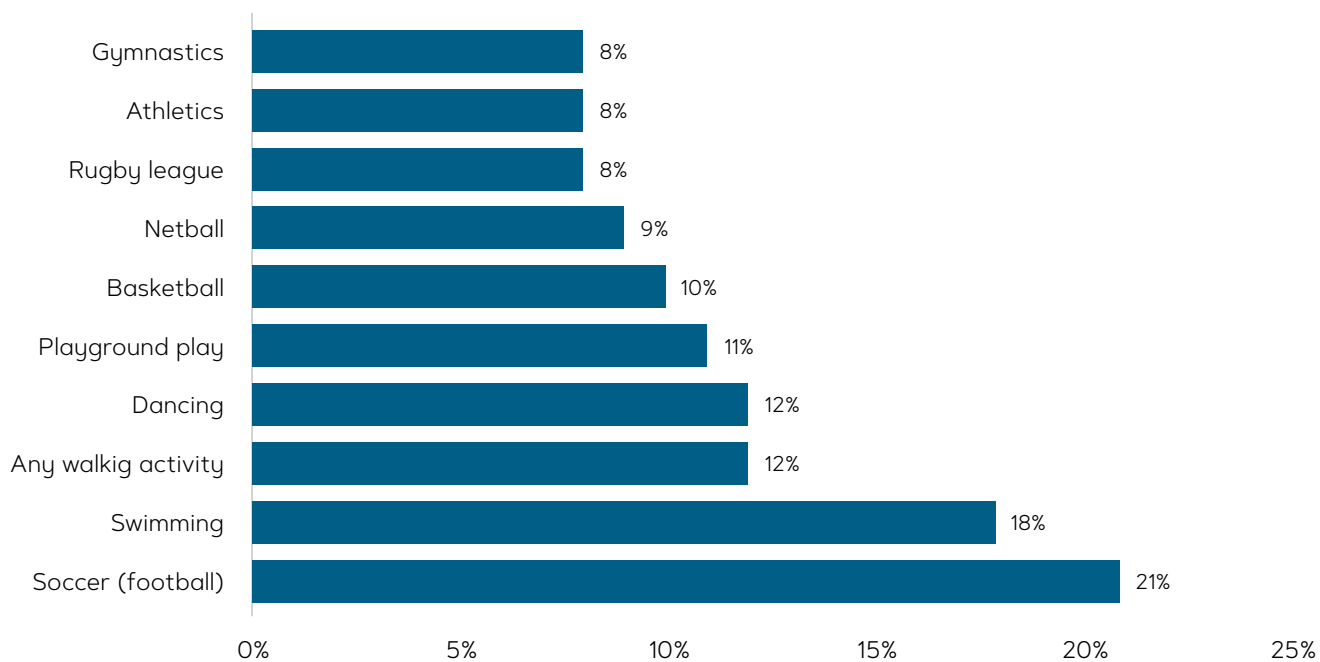


Figure 5: graphs illustrating the top 10 activities for adults and children (children = 5-17)

HOW ACTIVE IS IPSWICH?

In order for council to identify the most appropriate course of action for the future, it is important to understand how active the city is now, and the barriers and opportunities for participation that currently exist.

Within Ipswich, active adults participate predominantly in unstructured activities while the majority of active children participate in structured sport or recreation.

There is consistently an increasing preference from adults for informal activities (non-club, non-competitive, non-organised, social) rather than formal sporting pursuits (club-based, organised, competitive, or structured). This persistent trend has also been identified at state and national levels which reinforces the need to ensure community service levels are responding to this style of participation from traditional formal recreation.

This preference for informal activities is likely to have been influenced by social trends including reduced leisure time and the affordability of some forms of sport and recreation activities. Walking remains the number one sport, recreation or physical activity across all age cohorts and genders at local, state and national levels. The emergence and rapid growth in people's pursuit of outdoor recreation activities has been further confirmed in the research (again following state and national trends). Outdoor recreation is commonly defined as recreation or sport activities undertaken in natural, rural and urban open space without significantly changing those places.

In Ipswich, participation in sport, recreation and physical activity by adults remains less than the Queensland average with key barriers reported as lack of time, affordability and physical constraints. Interestingly, and important for council to assess further and build upon, is that more children are active than adults.

From the perspective of physical activity, formal sport participation is most popular for people aged between 5 to 17 years old. Despite trends in sport participation indicating continuing decline at a national and state level, the combination of Ipswich's young population and continuing population growth highlights the need for ongoing planning for provision of sport facilities and services by council to support the organisations that provide sport opportunities.

In consideration of the proportion of the community who participate in, or may be likely to participate in, informal recreation, the AIS2031 re-focusses council's energy and resources to increasing opportunities for and participation in unstructured and informal sport and recreation, particularly the continuing popularity of walking, jogging and cycling.

Prior to COVID-19, almost twice the number of Ipswich people worked from home (5.26%) compared to Queensland (2.99%).¹¹ Working from home has varying degrees of application and acceptance currently, however has been promoted as a positive move toward improved work-life balance, including increased physical activity. As a result of the tremendous change and impact occurring since the COVID-19 pandemic arrangements, improved access to technology and internet, it will be important for council to observe trends in working from home and if this has a positive or negative impact on physical activity levels and to respond accordingly.

'Walking remains the number one sport, recreation or physical activity across all age cohorts and genders at local, state and national levels.'

¹¹ Australian Public Service Commission (APSC) Teleworking, 2018



THE ROLE OF OPEN SPACE

WHAT IS OPEN SPACE?

Open space plays a vital role in the landscape and in the community. Open space:

- protects biodiversity
- improves psychological health and wellbeing
- improves physical fitness
- facilitates social interaction and cohesion
- promotes community pride
- enhances child development through play.

Open space also provides a location for socialising and engaging with the community and provides the land and opportunities in which the community can participate in physical activity.

The importance and value of open space will continue to increase over time as a result of the city's evolution, development pressures, population growth, demographic change, urbanisation and climate change.

Development trends within the city are resulting in reduced private open space which places increasing importance on council to secure, protect and provide well designed and maintained public open space for future communities.

AIS2031 identifies that a range of diverse open space environments are necessary to support the physical activity needs of Ipswich.

OPEN SPACE NETWORK

The term open space is generally comprised of:

- public open space
- private open space.

Council manages an open space network of more than 8,440ha of which 7,774ha (92%) is public open space. Within the local government area (LGA) there are over 700 parks and reserves supporting a wide range of recreational and environmental services to the city.

Areas of publicly accessible open space may be multifunctional and include natural areas and linkages, waterway corridors for creeks and rivers, informal parkland, sports grounds and courts, formal gardens, stormwater management infrastructure, and linear walking and cycling tracks.

Council's public open space network is comprised of the following typologies:

1. Recreation Parks
2. Waterside Parks
3. Sportsgrounds and Courts
4. Linear Parks
5. Natural Areas
6. Specialised Sport and Recreation Facilities
7. Amenity Land
8. Utility Land
9. Unallocated Open Space



OPEN SPACE NETWORK PLANNING FRAMEWORK

AIS2031 is council’s overarching strategy which guides the strategic direction of the Open Space Network. Council’s Open Space Network is comprised of the following:

ACTIVE IPSWICH STRATEGY 2031		
OPEN SPACE NETWORK		
PUBLIC PARK (LGIP)	NATURAL AREA NETWORK	ANCILLARY OPEN SPACE



PUBLIC PARKS (TRUNK INFRASTRUCTURE)

'Public Park' refers to the use of premises, accessible to the public free of charge, for sport, recreation and leisure activities and facilities.¹² In Ipswich, Public Parks are those which are included in council's Local Government Infrastructure Plan (LGIP). The AIS2031 sets the direction necessary to inform the LGIP planning

cycle and supporting material which sets the quantity, specification and distribution of public parks necessary to meet community needs and population growth. The following table illustrates the various open space classifications and hierarchy:

	OPEN SPACE CLASSIFICATION	HIERACHY	PUBLIC PARKS TRUNK INFRASTRUCTURE NETWORK (INC. IN LGIP)
PUBLIC PARK NETWORK	Recreation Parks	Local	✓
		District	✓
		Citywide	✓
	Waterside Parks	District	✓
		Citywide	✓
	Sportsgrounds and Courts	Local	✓
		Citywide	✓
	Linear Parks	Local	✓
		Citywide	✓
NATURAL AREA NETWORK	Natural Areas	Local Bushland Reserves	Other*
		District Conservation Reserves	Other*
		Citywide Conservation Estates	Other*
ANCILLARY OPEN SPACE NETWORK	Specialised Sport and Recreation Facilities	N/A	Other
	Amenity Land	N/A	Other
	Utility Land (Drainage, power easement, etc.)	N/A	Other
	Unallocated Open Space	N/A	Other

Table 4: Council's complete open space network inclusive of the Public Park Trunk Infrastructure Network.

*Through site specific studies or master plans, some sites in the Natural Area Network have been identified as being able to accommodate Public Park infrastructure. This is based on investigations which have determined that the natural area environmental values will not be impacted and the site is the best available location to provide public park embellishment to service the community.

¹² Planning Regulation 2017 – Schedule 24.

Within Ipswich there are over 700 parks which constitute the public parks network and the network is planned to rapidly expand proportionately to population growth and development within the city. The network is varied and diverse in function. The network supports passive and active recreation, formal organised sporting events as well as incorporating the city's extensive creek and river systems and sensitive and flood prone riparian environment associated with these landscapes.

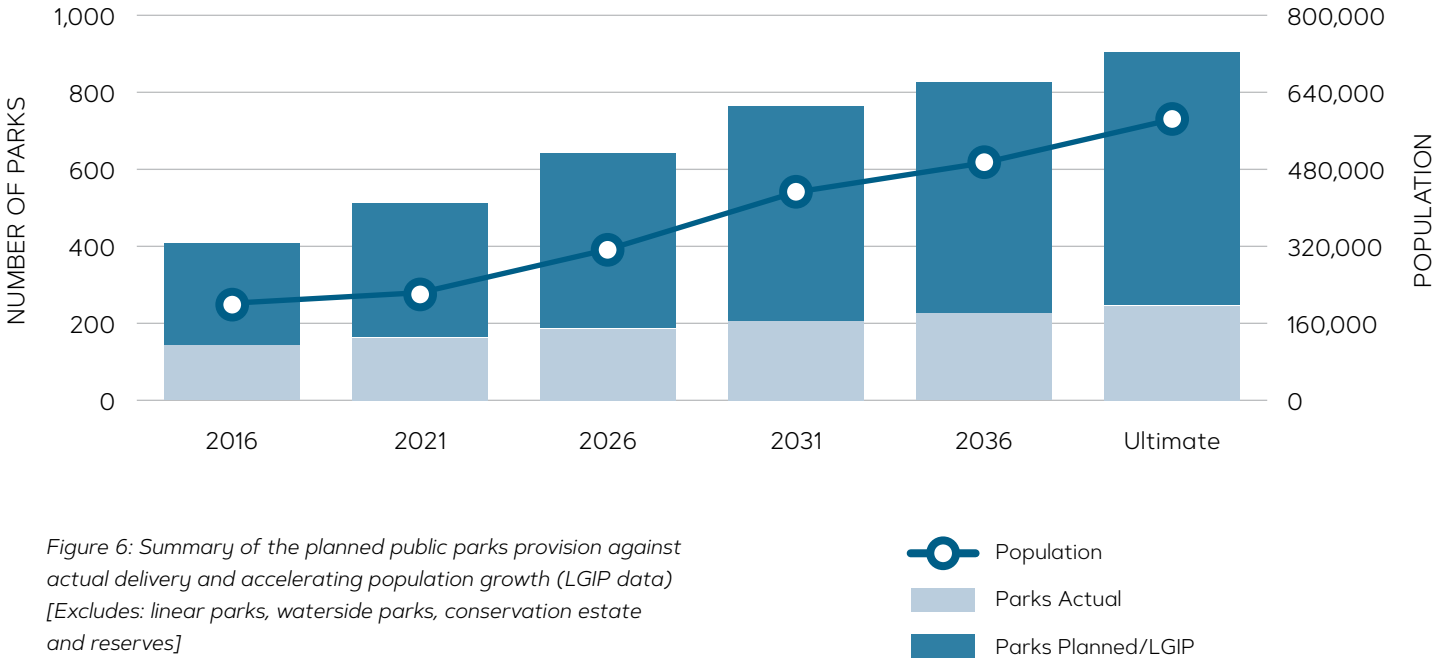
Moving forwards, it is necessary for council to continue to monitor, review and recalibrate the trajectory of public park land and infrastructure to ensure council is able to provide:

- a sustainable service standard to the community
- delivery and management of assets and infrastructure
- delivery of an open space network which meets the needs of the city and in response to growth
- ensures land and infrastructure responds to existing demand, deficiencies or service level shortfalls
- optimising land and infrastructure assets to maximise use, versatility, and life span and life cycle costs (e.g. consider opportunities for co-use or co-location with other uses such as social infrastructure, etc.).

The following figure highlights the current and forecasted delivery of public parks against population growth and the need to recalibrate the public parks network in consideration of:

- existing population and forecasted growth
- re-evaluating the land and infrastructure costs against demand, function and performance standards
- council's sustainable and realistic capacity to deliver and maintain assets over their life cycle
- development forecasts, revenue and development contributions.

Moving forward, to complement, inform and guide council's LGIP (Open Space) and establish greater integration with council's broader network planning, it is proposed that a new integrated, cross functional and cross discipline approach is implemented. The development of an overarching Open Space Strategic Plan (OSSP) will identify, integrate, assess and prioritise the complete open space network, from which a more meaningful LGIP can be developed that is more reflective of council's corporate objectives, investment capacity, sustainable service levels and the community's needs.





HOW HAS THE COMMUNITY SHAPED THE ACTIVE IPSWICH STRATEGY?

Significant community engagement has contributed to the AIS2031 as part of the Ipswich Physical Activity Trends Study (completed early 2020). The engagement and consultation which occurred is as follows:



659
online responses



900
phone surveys



64
Sport and
Recreation Club Surveys



**Industry developed data,
analysis and research**

Engagement for the AIS2031 consisted of 59% female and 41% male. Overall there was also good representation across the age cohorts, with the most prevalent age to respond to the survey being those aged between 35–49 years.

The engagement with formal sport and recreation clubs within the city was also representative, with data received from major clubs (with membership over 100) and smaller clubs alike. There was also a good mix of team sports, individual sports and recreational activities. Furthermore, there was also good diversity with a mix of field, hard court, track and activities requiring specialised facilities.

The quality, quantity and detail of the data collected from this engagement provides robust and defensible evidence upon which AIS2031 has framed its assessment of existing strategies, community demand and identification of new strategic direction of open space, sport and physical activity.



41%

59%

Development of the AIS2031 has engaged extensively with council's internal stakeholders and specialists from all departments. The internal stakeholders include:

- Sport and Recreation Officers
- Landscape Architects
- Urban Designers
- Community Engagement/Development Officers
- Planners
- Construction and Technical Services officers
- Asset management officers
- Strategic planners Social Planning
- Transport Planning and Engineering
- Works and Field Services
- Managers
- Executive Leaders

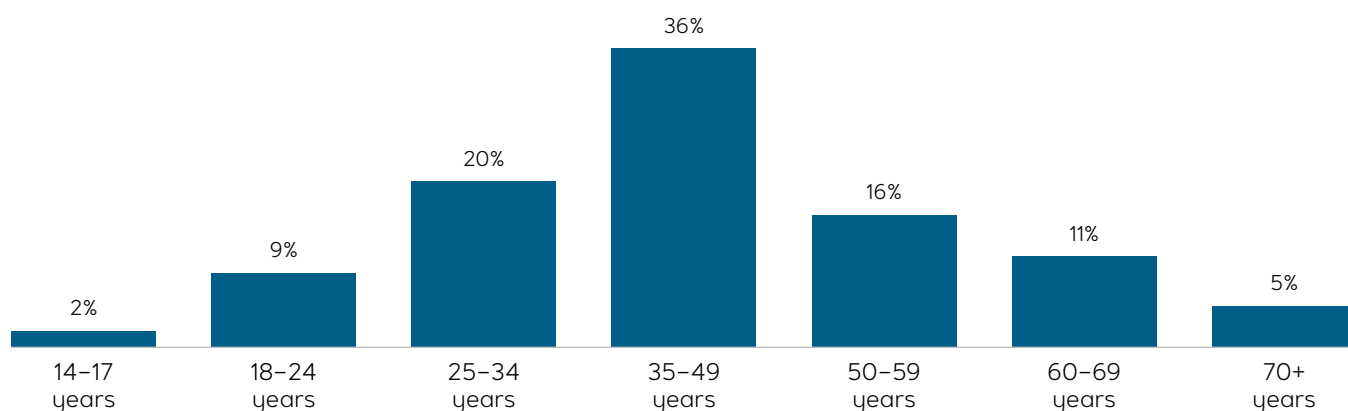


Figure 7: Age groups of survey respondents

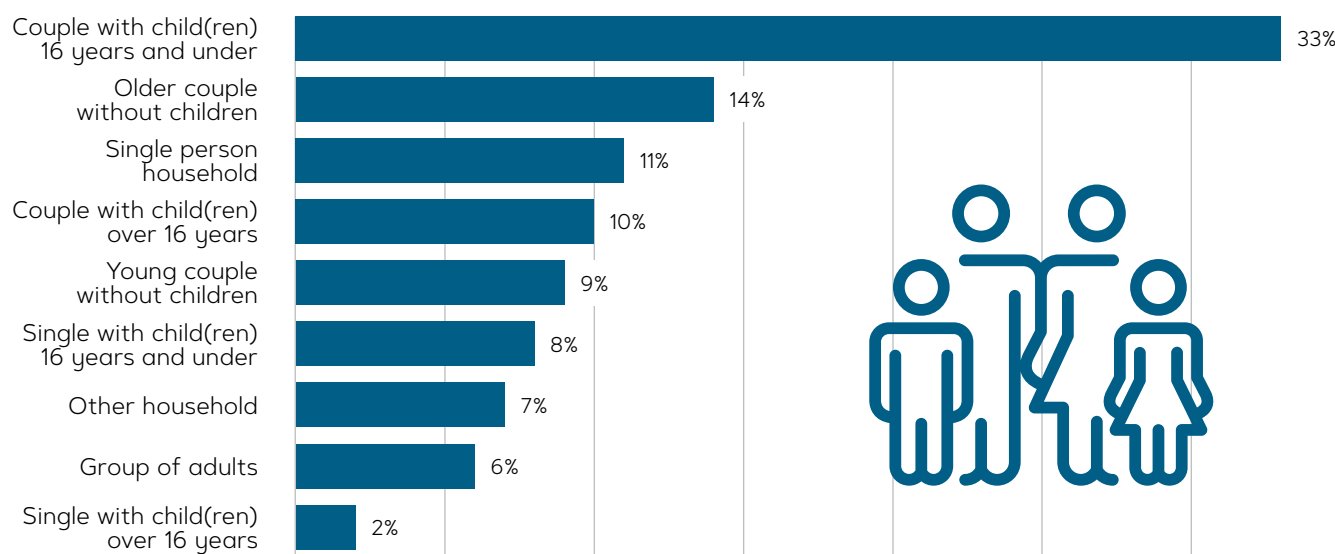


Figure 8: Family composition of survey respondents

CONSULTATION OUTCOMES

STRATEGY, GOVERNANCE AND MANAGEMENT

Ipswich is currently in an extraordinary period of growth. Over the next ten years, council is planning and preparing for an additional 200,000 people to be living within the city's boundaries. This growth will place pressure on existing services, land, and infrastructure, and will require significant investment in the expansion and acquisition of future land, facilities and infrastructure. This strategy is an important step in identifying what land, facilities and infrastructure is needed for this growth, when it is needed, where it should be provided, and identify a prioritised delivery and investment plan.

In recognition of the need to prepare for this growth and change, the AIS2031 is identified as a 'Catalyst Project' within iFuture: Corporate Plan 2021–2026. This highlights council's commitment to prioritising and delivering this strategy and annually report upon the performance and progress of its implementation.

To practically and sustainably respond to this growth, council has a range of strategic planning and policy documents to guide the provision of physical activity within the natural and built environments. However, looking forward to 2031, it is important that council prioritise reviewing and modernising the existing planning and policy framework and set in place a strong, clear and adaptive governance structure which ensures AIS2031 actions are sustainable, meaningful and achievable to increase physical activity and quality of life. To achieve this, a number of priority actions have been included in the AIS2031 Implementation Plan. These actions include:

- establishing a regional 'Healthy, Active City' Alliance
- establishing a cross functional Active Ipswich Strategy Working Group
- developing an Open Space Policy
- developing an Open Space Planning Procedure
- appointing a Program Coordinator and developing Capacity Building
- undertake regular monitoring and reporting of physical activity levels and the health of the Strategy
- undertake 5 yearly reviews of the Physical Activity Trends Study.

NETWORK PLANNING AND URBAN DESIGN

Council's open space planning, Ipswich Planning Scheme and Local Government Infrastructure Plan ensures that most residents have access to public open space within 400m (5 min walk) of their homes. However, to ensure council is providing the right land, facilities and infrastructure within open space, we asked the community and received the following feedback.

What you told us:

Through consultation with the community, the majority of active adults participate in physical activity that is predominately unstructured (informal), whilst the majority of active children participate in formal sport. Walking, gym and off-road cycling are the most participated in activities for active adults, with walking being by far the most popular activity for active adults. Walking, soccer (football) and swimming are the most popular activities for active children.

The majority of the community agree that council's parks were well maintained. The community was generally satisfied with the quality and locations of parks. A strong theme emerging through the community consultation was the popularity of 'outdoor recreation' pursuits, particularly hiking and bushwalking (4th most popular physical activity in Ipswich) and the need for more indoor sports facilities.

What we will do:

It's encouraging that the community has identified that open space is accessible and being maintained within community expectations. To continue and maintain this level of service, and in preparation for the rapid population growth and demand for open space land, facilities and infrastructure within Ipswich, the AIS2031 places a core focus on planning and identifying more sustainable service levels to meet community needs. Therefore, a suite of policy, procedural and operational plans have been identified to be delivered to support a healthier, active Ipswich.

- Review council's service standards for parks (also an iFuture catalyst project (LGIP))
- Develop a new Open Space Policy
- Develop an Open Space Planning Procedure
- Develop a new ten year Open Space Strategic Plan
- Establish an Urban Design Framework for Ipswich (also an iFuture catalyst project)
- Urban Greening Action Plan
- Sustainable Water Consumption Action Plan
- Natural Area Network Recreation Carrying Capacity Review
- Conservation Estate Activation Plan.

FORMAL PARTICIPATION

What you told us:

From a community perspective, many people thought that memberships to sport clubs and physical activity facilities were too expensive. The community also showed little interest in sports spectatorship across the local, state, national and international levels. From a sport and recreation club perspective issues of most concern were the ability to attract sponsorship/revenue; the lack of space for future expansion; and the declining number of volunteers. Regarding facilities, there was a general dissatisfaction with the number of indoor sport and recreation facilities and hard court sports facilities.

What we will do:

The development and support of sport and recreation clubs are essential to supporting an active and healthy Ipswich. Council recognises the integral role community sport and recreation plays in bringing together the community, and the positive economic impact of sport and recreation event attraction. The development of this industry will be supported through the preparation of a Sustainable Club and Sporting Industry Action Plan. A number of facility focused action plans to further support sport development in Ipswich will also be produced including:

- Sport and Recreation Facilities Plan
- Indoor Sport Facility Plan.

Council also recognises that parks and greenspaces need to be flexible to accommodate growth, change and expansion of facilities and infrastructure. This need will be incorporated in the revision of council's planning framework to ensure council is securing appropriate land for open space to meet the growth and needs of the city.

INFORMAL PARTICIPATION

What you told us:

Through consultation, it was identified that the community believe a number of facilities are being delivered to an 'excellent' or 'above average' standard. These facilities include parks; water play and lagoons; bushwalking tracks; and sports fields. To support the prioritisation of investment, the most popular facilities for physical activity were also identified. These included:

- parks
- bikeways/pathways
- bushwalking tracks
- swimming pools
- waterplay parks and lagoons
- sports fields
- outdoor gyms
- indoor sports facilities

- hardcourt sports facilities
- mountain biking tracks
- facilities for fishing/boating/paddle sports
- skate and BMX facilities
- recreational horse trails.

The community also identified a lack of programming opportunities for people under 12 years old, people with disabilities and multicultural communities. When asked what their top 3 (tied third place) funding priorities would be, the following were identified:

- new/upgraded bike paths and walking trails (24%)
- improved bushland management/conservation (21%)
- free community programs/classes (17%)
- parks maintenance (17%).

What we will do:

Council will further support the planning, delivery and maintenance of the open space network to ensure the continued activation of these identified popular facilities for physical activity. The activation of each of these spaces, including programming opportunities for specific age groups, ethnicities, and abilities will also be considered as part of each action plan. The action plan suite includes:

- Recreation Walk and Cycling Action Plan
- Aquatic Facilities Action Plan
- Playground and Play spaces for Ipswich
- Fitness Equipment Action Plan
- Skate and BMX Action Plan
- Dog Off Leash Area Plan
- Outdoor Recreation Action Plan
- Mountain Biking Action Plan
- Canoeing Action Plan
- Rock Climbing Action Plan.



IMPLEMENTATION PLAN

The AIS2031 recognises that integrated and collaborative planning processes are fundamental to increasing physical activity levels within the community. To meet the commitment of a more active city by 2031,

a strategic and multi-faceted approach is required and will need to integrate with all aspects of council, the community, development and government agencies.

VISION

The AIS2031 has established the following vision for a more active Ipswich by the year 2031:

Improving the quality of life and health of the community through greater access to passive and active recreation, sport and physical activity through the sustainable provision of land, infrastructure, facilities, services and opportunities.

GOALS

This strategy follows, and is in essence an extension to, council's Active City Policy which sets council's commitment to enhancing physical activity in Ipswich. To achieve this vision and corporate commitments, council has identified three strategic goals which will be delivered through the AIS2031:



**INCREASED
PARTICIPATION**



**BETTER
PLACES**



**STRONGER
PARTNERSHIPS**

These strategic goals are complex and diverse and will require a significant commitment and time to achieve. To ensure council puts in place a coordinated and integrated strategy and investment plan to deliver upon these goals, four targeted elements and associated action plans have been developed. This approach has been developed to focus and prioritise council's energy, investment and resources and represents a renewed emphasis on governance, commitment and the need for community responsive planning and delivery.

At the core of this strategy's purpose is to be responsive to the current and future needs of the community. As such, the AIS2031 provides council with a blueprint to help ensure the city will:

- be more active by 2031
- prepare the city for a population over twice its current size in ten years
- help ensure that council continues to prioritise the city's health and wellbeing in council's services to the community.

FOCUS ELEMENTS



Four focus areas have been identified to channel and prioritise council's efforts over the next 10 years. These four areas are identified as Elements and are as follows:





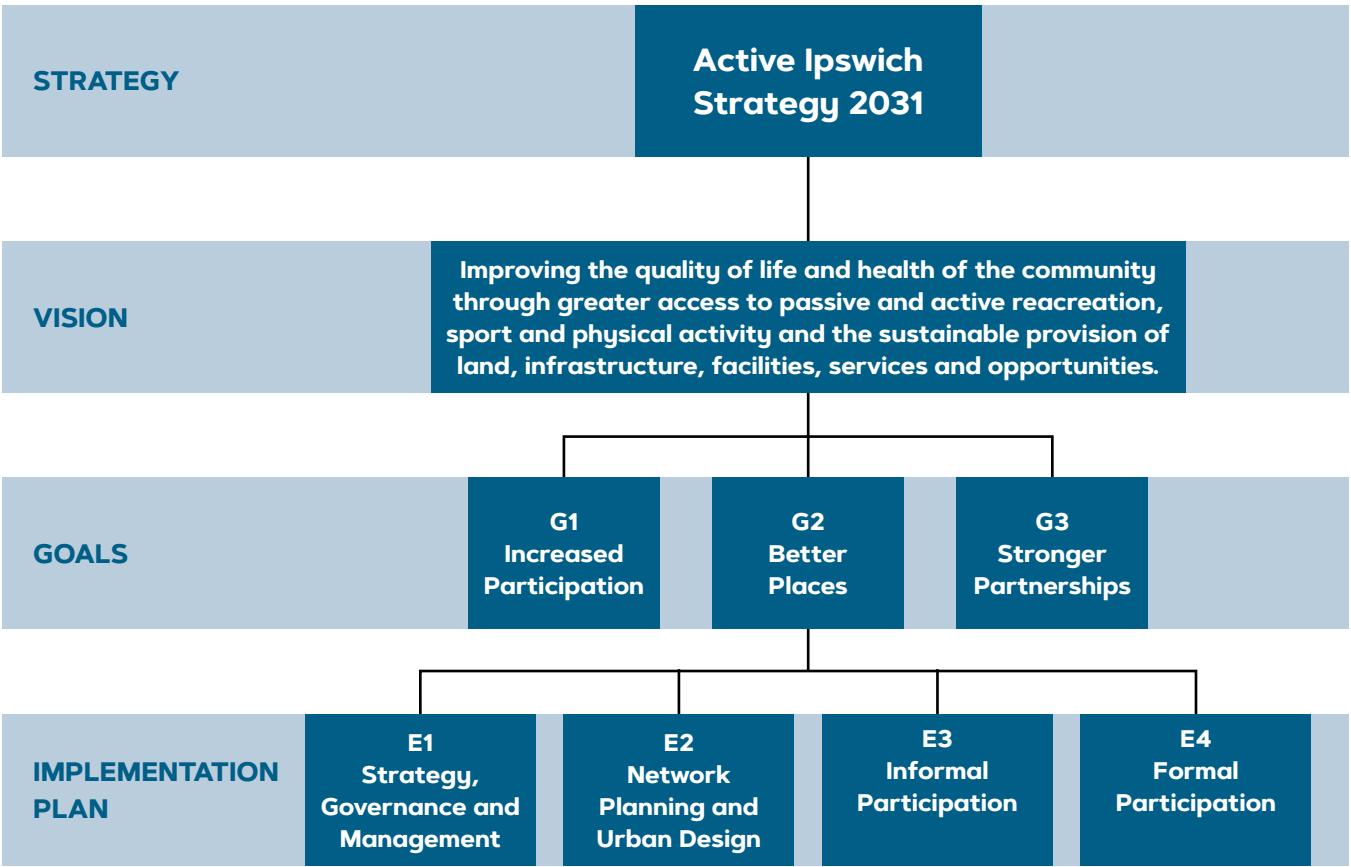







ELEMENTS		FOCUS
	Strategy, Governance and Management	Targeted initiatives aimed at recalibrating council's strategic direction, governance, monitoring and commitment to meeting our targets.
	Network Planning and Urban Design	Process improvements and actions for transferring strategic direction and analysis into meaningful planning and community responsive design and delivery.
	Informal Participation	Actions focussed on informal recreational land, infrastructure, facilities and services to support the increasing proportion of participation.
	Formal Participation	Maintaining the commitment needed for the continuation of formal recreation and supporting clubs, organisation and community groups.

Table 6: The four Elements of the Active Ipswich Strategy 2031.

The following diagram summarises the structure of the AIS2031 and how the Implementation Plan is organised to respond to the elements and strategic goals:



REF.	ACTION / OWNER	DESCRIPTION	PRIORITY	GOAL
STRATEGY, GOVERNANCE AND MANAGEMENT (E1)				
E1.1	Establish a regional 'Healthy, Active City' Alliance CCS (CCED)	<p>The purpose of this 'Alliance' is to establish, build upon or help draw together meaningful partnerships, networks and alliances with relevant industry and government partners. This partnership, advocacy and regional networking initiative is to integrate and collaborate with all levels of government and allied health services to collectively unite and strengthen collective efforts and resources to respond and address health issues and opportunities relating to health and physical activity. Seeking and fostering partnerships are considered essential to the ongoing enhancement, effectiveness and success of council's commitments to maximise and create meaningful change and influence, and enhancing physical activity and health and wellbeing within Ipswich by 2031.</p> <p>This initiative is a commitment to establishing, building or expanding strong networks and partnerships with local organisations, businesses, government agencies, and allied health groups to:</p> <ul style="list-style-type: none"> ▪ build new or upon existing partnerships which can contribute to improving health and physically activity levels in Ipswich ▪ link and share resources, to realise and maximise initiative potential ▪ develop and create new opportunities between partners ▪ actively pursue competitive funding opportunities ▪ strengthen and enhance the city's efforts and outcomes to improve participation and opportunities for physical activity by 2031. 	HIGH	
E1.2	Establish a cross functional Active Ipswich Strategy Working Group CCS (CCED)	<p>The formation of the AIS2031 Working Group is to oversee and coordinate the operational implementation of the AIS and to ensure the AIS2031 is integrated and executed in accordance with the AIS2031 Implementation Plan.</p> <p>The Working Group will function as a cross functional, inter-departmental coordination group which monitors and reports on the implementation and performance of the AIS2031 Implementation Plan and provide input, support, advice and expertise to assist the efforts of the Active Healthy Ipswich Steering Group.</p>	HIGH	
E1.3	Develop an Open Space Policy ISP (IED)	In recognition of the new AIS and existing policy gap concerning council's position on and commitment to open space provision, develop a new Open Space Policy.	HIGH	
E1.4	Develop an Open Space Planning Procedure ISP (IED)	In response to the structural and governance changes in recent years and ongoing system and process changes, develop an Open Space Planning and Delivery Procedure to strengthen and confirm council's broad and complex arrangements for open space planning and delivery.	HIGH	

REF.	ACTION / OWNER	DESCRIPTION	PRIORITY	GOAL
E1.5	Program Coordinator and Capacity Building CCS (CCED)	<p>Essential to the implementation of the AIS2031 is the establishment of a new, dedicated Active City coordination position to champion, drive, coordinate, build and manage the governance, advocacy, administrative and operational requirements associated with the implementing AIS2031 and the Healthy Active Ipswich Alliance.</p> <p>This role will facilitate and support the HAI Alliance, broader alliance partners and council's AIS Working Group and ensure information, direction and technical input transfers between these functions to optimise their capacity. Further, this role will lead and support the AIS Working Group in their operational coordination, governance, oversight and capabilities within council.</p> <p>In addition, to ensure the necessary resources are in place to appropriately implement the AIS2031, undertake a five year resource planning and capacity building analysis to identify the necessary resources, systems and processes to meet council's commitment and services necessary to increase physical activity in Ipswich, appropriate for the state's fastest growing LGA.</p>	HIGH	
E1.6	Monitoring and Reporting CCS (CCED) ISP (IED)	<p>Investigate and identify appropriate, meaningful and sustainable methods and sources of data retrieval for monitoring participation levels throughout the city.</p> <p>Investigate and identify cost effective, accurate and Ipswich specific data for monitoring, reviewing and reporting health statistics required to measure the effectiveness of the AIS2031 and review and improve the application of the strategy moving forward.</p>	HIGH	
E1.7	Physical Activity Trends Study Review CCS (CCED) ISP (IED)	<p>Minor review</p> <p>Major review</p>	<p>MED</p> <p>LOW</p>	







INCREASED PARTICIPATION (G1)






BETTER PLACES (G2)



STRONGER PARTNERSHIPS (G3)

REF.	ACTION / OWNER	DESCRIPTION	PRIORITY	GOAL
URBAN DESIGN AND NETWORK PLANNING (E2)				
E2.1	New Open Space Strategic Plan ISP (IED)	<p>To compliment and guide the delivery of council's new Local Government Infrastructure Plan (LGIP), develop an overarching and integrated Open Space Strategic Plan (OSSP) which guides council's prioritised planning and delivery of the complete open space network over the next 10 years.</p> <p>The OSSP will seek to identify, integrate, assess and prioritise the open space network, from which a more meaningful LGIP can be developed that is more reflective of council's corporate objectives, investment capacity, sustainable service levels and the community's needs.</p> <p>This action will be in parallel and integrated with the new Local Government Infrastructure Plan project and associated activities.</p>	HIGH	
E2.2	Sport and Recreation Facilities Clubhouses and Community Facilities Review ISP (IED)	<p>Undertake a review of all existing clubhouses and establish facility capacity (existing, carrying capacity and future), usage, demand and lifecycle data.</p> <p>Develop feasibility and benchmarking assessments of council facilities against local and regional facility provision whilst considering the city's sport, recreation, community facilities and broader social infrastructure needs.</p> <p>Assess various management, tenure and delivery models of private, public and jointly managed sports clubs.</p> <p>Develop a service level standard based upon the most economical, sustainable and realistic planning, delivery, business management and capacity analysis of clubhouses.</p> <p>Inform the review and development of the LGIP DSS, Unite Rates, supporting documents and council's open space network planning and sports facility provision strategies, plans and asset class asset management plans.</p>	HIGH	
E2.3	Sustainable Water Consumption DSS Water consumption/irrigation analysis (2019 Irrigation Options Study) ISP (IED)	<p>Review the 2019 Irrigation Options Study to establish a corporate position for the consumption of water in public space, places and community greenspaces.</p>	HIGH	
E2.4	Urban Greening Action Plan ISP (IED)	<p>Acknowledging the role that urban greening plays in health, well-being, facilitating access and opportunities for physical activity, develop an Urban Greening Strategy and Action Plan. This action will compliment and advance council's commitments and objectives identified in the Urban Design Framework, Sustainability policy and strategic objectives.</p>	HIGH	

REF.	ACTION / OWNER	DESCRIPTION	PRIORITY	GOAL
E2.5	Urban Design Framework for Ipswich ISP (IED)	<p>Develop an Urban Design framework to establish, integrate and embed urban design principles, processes and governance within council's planning, design and delivery of built environment, infrastructure, urban greening, community spaces and places and community greenspaces.</p> <p>The framework will:</p> <ul style="list-style-type: none"> establish and formalise a unified corporate position, commitment and process for good urban design and sustainable development principles appropriate for Ipswich City Council establish visibility and governance over council's planning and design decision making processes to help manage, guide and achieve design excellence integrate and embed urban design practices and principles in council's planning, design and delivery of built environment, infrastructure, urban greening, community spaces and places and community green spaces ensure built environment outcomes improve access, participation or opportunities for increased physical activity and active transport recognise that investment in the built environment provides long term assets for the city. Commitment to quality urban design will not only optimise infrastructure and asset investment, but ensure infrastructure outcomes are community responsive and increase access to and opportunities for physical activity as the state's fastest growing city, appropriately develop council's capacity and capability for good urban design and design excellence to mitigate and plan for the pressures of rapid development, growth and expansion of infrastructure networks. 	HIGH	
E2.6	Natural Area Network Recreation Carrying Capacity review E&S (IED)	<p>Undertake a review of the city's Natural Area network to establish current and future carrying capacity for sport and recreation activities. Where necessary, identify natural area location where further studies and/or masterplanning is required to establish the required planning, design and construction requirements to meet the city's rapidly expanding demand for outdoor recreation within Natural Areas and mitigate the pressure on natural environment.</p>	MED	
E2.7	Strategic Master Planning ISP (IED)	<p>Under the direction and processes identified through a new Open Space Strategic Plan (OSSP) and Urban Design framework, develop and maintain strategic master planning to identify and prioritise 'community responsive' strategic master plans to guide and inform the delivery of council's network planning, operational and capital portfolios and programs.</p> <p>Strategic master planning provides a nexus between network planning and master planning to ensure:</p> <ul style="list-style-type: none"> integrated urban design community profiles, needs and demand are identified to inform delivery existing land, facilities and infrastructure are carefully considered to maximise land, facility and infrastructure optimisation natural environment and land management planning is integrated with holistic master planning to achieve balance urban design outcomes. 	MED	












INCREASED PARTICIPATION (G1)












BETTER PLACES (G2)



STRONGER PARTNERSHIPS (G3)

REF.	ACTION / OWNER	DESCRIPTION	PRIORITY	GOAL
E2.8	Conservation Estate Activation E&S (IED) ISP (IED)	To respond to the increasing demand for activation and recreation in the conservation estate, the AIS2031 Working Group is to identify the focus areas and priority actions necessary for planning, managing and enhancing activation of conservation estates. This Working Group will be informed by carrying capacity, strategic direction, LGIP review and demand analysis and develop an action plan to guide operational and capital portfolio planning and delivery.	MED	
INFORMAL PARTICIPATION (E3)				
E3.1	Recreational Cycling and Walking Action Plan (Walking, Cycling, Trails) ISP (IED)	Develop a Recreational Cycling and Walking Action Plan in response to the high demand and participation to guide council's future planning, prioritisation and investment.	HIGH	
E3.2	Aquatic Facilities Action Plan ISP (IED)	Develop an Aquatic Facilities Action Plan to identify the priority actions and investment needed to implement the Aquatic Facilities Strategy and background research, benchmarking and network analyses.	HIGH	
E3.3	Playgrounds and Play spaces for Ipswich ISP (IED)	In parallel with the LGIP project, review council's commitment and service standards regarding the provision of playgrounds and playspaces to ensure council is facilitating a contemporary, flexible and functional play experience whilst meeting LGIP requirements, council's corporate asset management and maintenance requirements.	HIGH	
E3.4	Fitness Equipment Action Plan ISP (IED)	This plan will seek to identify gaps and opportunities in the provision of outdoor fitness facilities. Current gaps in the fitness equipment network will be identified, potential sites for new installations identified, and a set of design guidelines for the siting, provision and management of outdoor fitness facilities will be established.	LOW	
E3.5	Skate and BMX Action Plan ISP (IED)	The Skate and BMX Plan will build upon the Skate and BMX Strategy through providing detailed direction to skate and BMX facility development, including feasibility assessment of proposed sites and delivery prioritisation, and activation of new and existing facilities.	LOW	
E3.6	Dog Off Leash Area Review ISP (IED)	Review the Dog Off Leash Area policy, procedures and guidance material against the requirements of the Public Parks network and new LGIP.	LOW	
E3.7	Outdoor Recreation Action Plan CCS (CCED)	Develop an action plan for the network planning, carrying capacity and infrastructure requirements necessary to support the city's growing demand and pressures resulting from participation in outdoor recreation.	MED	
E3.8	Mountain Biking Action Plan CCS (CCED)	This plan seeks to analyse the current mountain biking landscape, consider future demand through identifying gaps and opportunities in trail facilities and outline strategies to increase participation in the sport.	HIGH	

REF.	ACTION / OWNER	DESCRIPTION	PRIORITY	GOAL
E3.9	Canoeing Action Plan CCS (CCED)	Develop a Canoeing Action Plan to guide future planning, prioritisation and investment in participation and infrastructure needed to support canoeing.	LOW	 
E3.10	Rock Climbing Action Plan CCS (CCED)	Develop a Rock Climbing Action Plan to guide future planning, prioritisation and investment in participation and infrastructure needed to support rock climbing.	LOW	 
FORMAL PARTICIPATION (E4)				
E4.1	Indoor Sport CCS (CCED)	Feasibility and benchmarking, management models, private/public clubs, DSS, carrying capacity. Understand current position, gap analysis, future needs and then strategy action plan moving forward	HIGH	 
E4.2	Sustainable Clubs and Sporting Industry CCS (CCED)	Building club capacity, volunteers, event attraction, and SSO/NSO partnerships.	MED	  



INCREASED PARTICIPATION (G1)



BETTER PLACES (G2)



STRONGER PARTNERSHIPS (G3)



REPORTING

The AIS2031 will be implemented over a 10 year planning cycle from 2021–2031.

This AIS2031 is a living document, and will need to be monitored and reviewed regularly to ensure it remains relevant, effective and meaningful to our city. A minor review of the strategy will be undertaken in the first two years after its adoption. Thereafter it will be updated at 2026 (minor review cycle) and 2031 (major review). Ongoing monitoring and regular updates will ensure that the strategy remains responsive to:

- population growth and development patterns
- changing demographics and community needs
- physical activity participation levels and trends
- emerging opportunities, innovation and current best practice
- policy and legislative changes
- any other factors that may impact upon the applicability of the strategy.

MONITORING AND COORDINATION

An AIS2031 Working Group will be established to coordinate the delivery of AIS2301 and Implementation plans. The key role of the group will be to coordinate the implementation of the strategy and maintain momentum and focus of the numerous interdependent components of the strategy. The Working Group will also ensure actions are prioritised, funded, implemented and coordinated across council to optimise and maximise the potential for success and efficiency.

Funding for the delivery of the AIS2031 Implementation Plan will be sourced from existing and future operational and capital budgets, grant funding and partnership opportunities.

REPORTING

Progress reporting and monitoring is vital to the success and effectiveness of this strategy. As this document is a corporate strategy and iFuture catalyst project, it is important that the custodians of this strategy establish reporting roles and responsibilities, processes for monitoring progress towards achieving the AIS2031 vision, goals and status of the Implementation Plan and both quarterly and annual reporting requirements. Further, in accordance with council's Integrated Planning and Reporting Framework, an AIS2031 annual report will be published to identify how AIS2031 is being implemented, progress, effectiveness, and provide a status on the targets, actions and deliverables (this includes if no action has been taken).



Six stages of AIS2031 development and implementation planning approach

AIS TARGETS

TRENDS STUDY DATA SETS

KEY PERFORMANCE INDICATOR	WHERE ARE WE NOW?*	TARGET (To be re-evaluated in 2026)	PERCENTAGE CHANGE TARGET
Overall participation in sport, recreation and physical activity			
All adults	68%	73%	↑ 5%
Males	65%	70 %	↑ 5%
Females	69%	74%	↑ 5%
Young People (14–24 years)	76%	81%	↑ 5%
Seniors (60+ years)	52%	57%	↑ 5%
Aboriginal and Torres Strait Islander	49%	54%	↑ 5%
Percentage of Ipswich population who are currently inactive			
Adults	32%	27%	↓ 5%
Percentage of Ipswich population who are active 5 or more times per week			
Adults	21%	26%	↑ 5%
Male	21%	26%	↑ 5%
Female	21%	26%	↑ 5%
Young people (14–24)	20%	25%	↑ 5%
Seniors (60+)	23%	28%	↑ 5%
Perceived barriers to participation in physical activity			
Lack of time	51%	36%	↓ 5%
Too expensive	18%	15%	↓ 3%
Physical constraints	13%	10%	↓ 3%

*Implementing these targets requires commitment to ongoing citywide surveying (this data is from Ipswich Physical Activity Trends Study data).

The AIS2031 has, in some respects, set itself an ambitious target of increasing regular participation in physical activity in Ipswich people by 5% over a 10 year period. This target aligns with current state wide health targets currently in place with the Queensland Government.

It is also worth noting that whilst it is accepted that as council, a limited role can be played indirectly influencing some perceived barriers such as a 'lack of time',

'expense' or 'physical constraints', it can play a role in ensuring services, programs and activities it provides to increase participation in physical activity are accessible to the vast majority of its population. Council can also play an instrumental role in creating a 'healthy culture' for physical activity within the city through various avenues including social marketing, and themed citywide events.

QLD HEALTH DATA SETS

Population health monitoring via the Chief Health Officer Annual Health Report is undertaken every two years. This report allows us to monitor obesity data for West Moreton Health district (Ipswich, Boonah, Esk and Gatton region).

RISK FACTOR	IPSWICH LGA (2020)	WMH (2019)	QLD
Overweight/obese	68%	64.5%	59.2%
Physical activity sufficient for health benefit	54%	50.2%	60.0%

Source: West Moreton Health





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