



# REVITALISING IPSWICH CENTRAL

A PROSPECTUS  
TO GUIDE CHANGE

[ipswich.qld.gov.au](http://ipswich.qld.gov.au)



## **ACKNOWLEDGEMENT OF COUNTRY**

Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land. The Traditional Owners whose earth, winds and water we share, and have had a deep spiritual and cultural connection to country for thousands of years. We pay our respects to their elders, past, present and emerging, as the keepers of the traditions, cultures and stories of a proud people.

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## FOREWORD

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**MAYOR TERESA HARDING**  
**CITY OF IPSWICH**

Big things are happening in Ipswich, and it's only just beginning. We've been on a journey with the community to plan our 20-year vision – iFuture – and we're just starting out on the road to delivering.

Our Council and community's vision is of a city of centres where we can enjoy creative pursuits and active recreation. A city with a thriving economy with businesses ranging from the bespoke and entrepreneurial to the international and established.

To achieve this vision, we need a vibrant city centre that is the cultural hub and beating heart of the broader Ipswich community. The transformation of Ipswich Central is well underway and momentum will continue to build in the coming months and years.

It is important to get it right, which is why we've redefined and reframed a strategy to guide change across the Ipswich Central area. At the heart of this new approach are six principles – a cultural destination; alive; green and connected; a home; prosperous and future focused.

There is also a commitment to meaningful conversations with stakeholders and increased community participation. This document sets out how council and the community can work together to continue to transform Ipswich Central in the years ahead, driving our city forward.

Collaboration will be key to the realisation of our community's shared vision. I encourage you to take a look and join with us on this exciting journey.



**CR MARNIE DOYLE**  
**CHAIR - IPSWICH CENTRAL  
REDEVELOPMENT COMMITTEE**

A prosperous and vibrant city needs a strong heart. The work that Ipswich City Council, in close collaboration with the community, is undertaking to revitalise Ipswich Central is about ensuring our city's heart beats strongly now and into the future.

It is about creating an environment that attracts investment to our city centre and beyond, and in turn builds confidence in our city's economic future. Great places are not made through grand gestures, but by a series of small actions made by many over time. That is why collaboration with community is at the centre of our efforts to revitalise Ipswich Central.

It is also about accelerating change in line with other major investment in Ipswich Central including the West Moreton Health Master Plan which will see further investment and the delivery of much-needed additional health services for the community.

As exciting new opportunities continue to advance our city for many years to come, I would like to thank all who have helped develop this prospectus. I am confident this document will play an important role in aligning our vision for the city community's needs at the forefront.



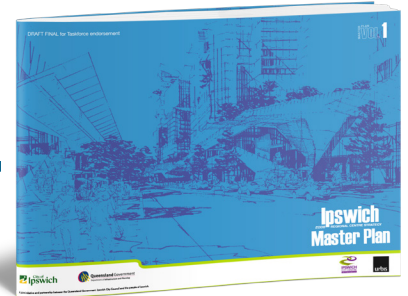
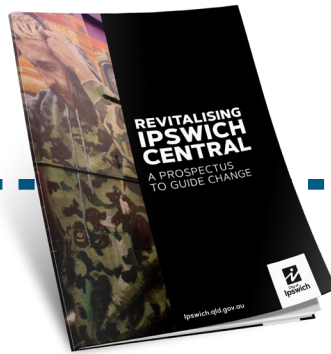
# ABOUT THIS DOCUMENT



## THE FOUNDATIONS FOR CHANGE

In 2010 Council endorsed and adopted the Ipswich Regional Centre Master Plan. These documents and the iFuture Corporate Plan 2021- 2026 emphasise the opportunity to capitalise on the existing strengths of Ipswich and the passion of the community as a way of building the momentum for change.

Both documents were prepared within a framework of collaboration, drawing on the passion and commitment of government, key stakeholders, and the people of Ipswich to establish a comprehensive and rigorous platform from which the future physical planning and development of the city is being guided. The Ipswich Central Revitalisation Project is one of the catalyst projects identified in Theme 1: Vibrant and Growing in iFuture.



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## ADVANCING THE PLAN

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The Ipswich Regional Centre Master Plan set out a vision for the city centre 'To be the vibrant and prosperous Regional Activity Centre for the Western Corridor of South East Queensland'. It defined five principles as the foundations for action, and detailed associated strategies and actions, to create a framework to guide the implementation of the vision.

### THE FIVE PRINCIPLES FOR A GREAT CITY

1. A working centre
2. A connected centre
3. A living centre
4. A centre of celebration and place
5. A centre that fosters community, health, education and well-being

Since the endorsement of the Ipswich Regional Centre Master Plan, The City of Ipswich and its community have experienced economic and political change. This change has slowed the regeneration process.

With a newly formed Council, the reorganisation of Council departments, continued growth projections for the population and prosperity of the Region, there is significant opportunity to reset, reconnect and refresh the revitalisation process with renewed resources, a new approach and new focus.

Council is seeking to reignite community spirit, build on the passion and capacity of local business and the development industry to advance the transformational journey begun with the Ipswich Regional Centre Master Plan. Working to collaboratively transform Ipswich Central into a regional destination loved by both locals and visitors - to revitalise Ipswich Central.

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## A NEW FOCUS - REVITALISING IPSWICH CENTRAL

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The Ipswich community are proud of Ipswich Central. It is a place of significant heritage, commercial and community value, and plays an important cultural and civic role within the region. It is also an area identified as an important catalyst for future community and economic growth, and development.

The significant transformation of Ipswich Central is well underway, with the Ipswich Central Redevelopment Committee overseeing this process. Private and public investment is already occurring, including:

- Pilot Façade Improvement Program (Ipswich Central)
- Ipswich Central to Springfield Central Public Transport Corridor (Business Case)
- Nicholas Street Precinct
- North Ipswich Sport and Entertainment Precinct (Business Case)
- West Moreton Health Master Plan

The growth in Ipswich Central is supported by our key industries of:

- Health care and social assistance
- Public administration and safety
- Professional and technical services
- Education and training
- Arts, culture and recreation services

As part of a new and reprioritised focus for action, investment and change within Ipswich Central, there is the opportunity to strengthen the contribution and role of the community in the revitalisation process, elevating community involvement as significant contributors to spatial change, to inform and guide the quality and character of outcomes.





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## A PROSPECTUS TO GUIDE CHANGE

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This document redefines and reframes a strategy to guide change across the Ipswich Central area. It draws on established directions, as well as new inputs and investment from stakeholders, to look forward and reprioritise action.

It defines:

- A refreshed 'Ipswich Central vision' to guide the future growth of the Ipswich Central area
- Six priority principles aligned to the vision, to guide decision making, align ideas and investment, and embed the valued qualities and characteristics of Ipswich in the future experience of the city
- Priority spatial opportunities associated with each principle .

This document is a resource for the whole community, it has been developed to:

- Unite stakeholders
- Start conversations
- Guide and align action and investment
- Reveal opportunities
- Measure success
- Build confidence.





# ABOUT IPSWICH



## A GROWING REGION

Spanning an area of 1,090 km<sup>2</sup>, Ipswich enjoys a prime location in South East Queensland, located between the Gold Coast to the south, Toowoomba to the west, Brisbane to the east, and the Sunshine Coast to the north.

It is an area experiencing significant growth. It is the fastest-growing city in Queensland and one of the top 10 nationwide. With its population of over 231,000 projected to more than double in the next two decades.

In many ways, Ipswich Central is the nexus of the region's centres. The combination of entertainment, cultural venues and industry, anchors the network of centres surrounding Ipswich Central.

Ipswich is rich in cultural history. It is home to varying sectors including health care, defence, manufacturing, education, retail and construction. All these industries provide an array of employment opportunities.

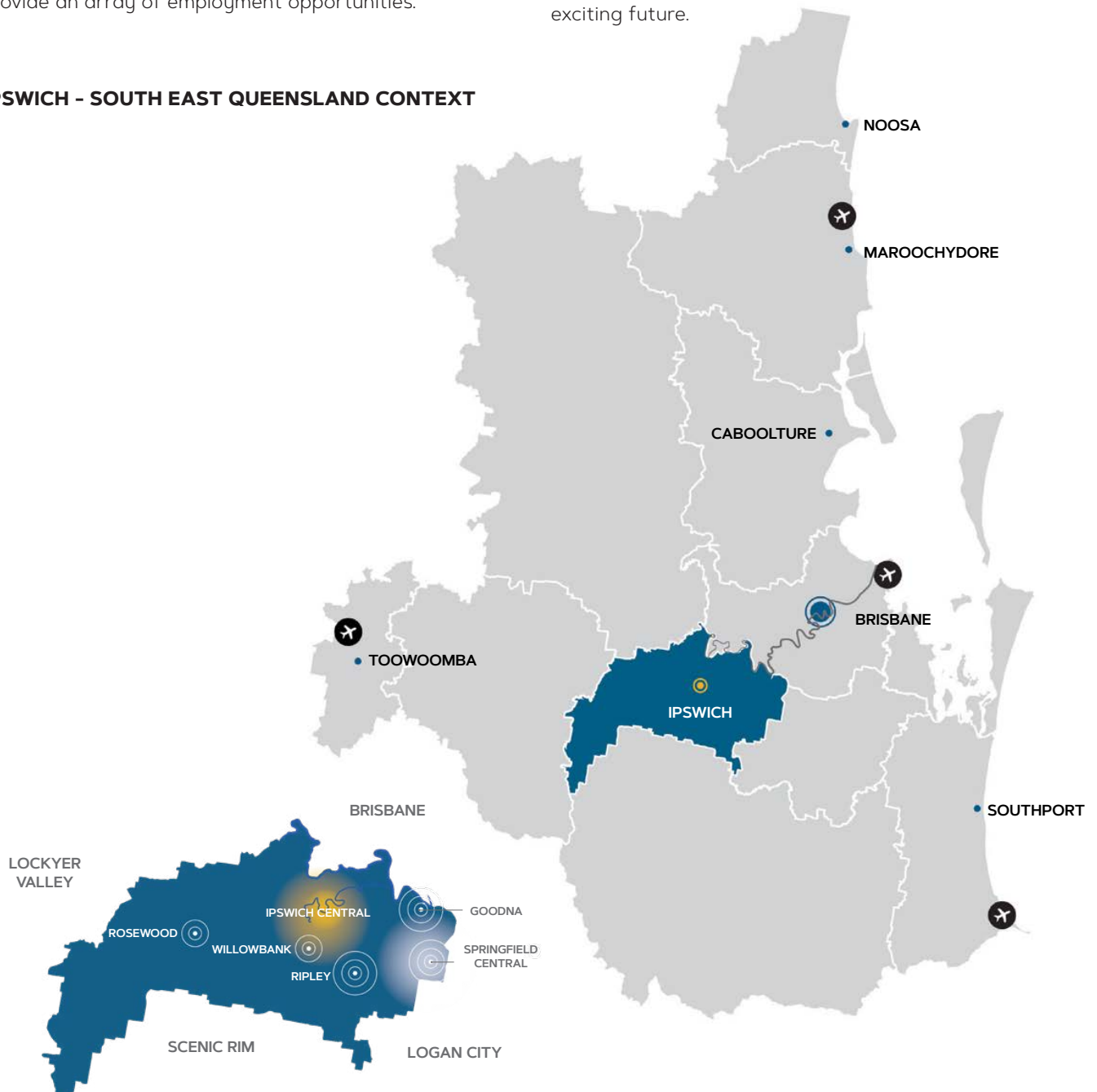
## A DYNAMIC MIX OF OLD AND NEW

Ipswich is a culturally diverse city, with its residents originating from 163 countries and speaking a collective 152 languages. Ipswich is home to South-East Queensland's youngest population – median age just 32 – with young families making up close to half of the near 80,000 households. More and more people are moving to the area to enjoy one of the most liveable cities in the state.

Ipswich Central has benefited from significant recent investment with the opening of the \$250 million Nicholas Street Precinct, a new civic space – Tulum Place, new libraries and 1 Nicholas Street, the Ipswich City Council administration building. All of which are bringing new life into the city centre.

Ipswich is a dynamic mixture of old and new. It has culture, creativity and history and a passionate, industrious and growing community with an exciting future.

### IPSWICH - SOUTH EAST QUEENSLAND CONTEXT





# IPSWICH CENTRAL - SHAPING CHANGE



## THE REVITALISATION RESOURCES

The document sets out:

### THE IPSWICH CENTRAL VISION

A refreshed 'vision' statement to guide the future growth of the Ipswich Central area. The vision states clearly and succinctly the desired future character and qualities of the Ipswich Central area.

### THE IPSWICH PRINCIPLES FOR REVITALISATION

Six principles have been identified to describe the collective place attributes and priority areas of focus required to achieve the Ipswich Central vision.

Each principle is accompanied by:

- A concise list of the key strategies, required to deliver the outcomes described in the principle.
- A simple diagram that spatially locates and illustrates the activity, investment and initiatives already underway, as well as other priority project proposals identified, to support the delivery of the strategies and by extension the principle.



Maps are indicative only and are subject to change, correct at November 2021

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## VISION AND PRINCIPLES

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### Unique Ipswich qualities

Three key qualities, that combined, set Ipswich Central apart from other cities or towns.



### The Ipswich Central vision

A statement of the desired future.



### Heritage and culture

Ipswich Central has a rich and tangible cultural and built history.

### Commerce and civic administration

Ipswich Central is a key centre for business and commerce and is the focus for civic administrative activity for the region.

### Parks and public spaces

Ipswich Central is green, benefitting from numerous significant parks and public spaces.

**IPSWICH  
CENTRAL IS THE  
CULTURAL HUB  
AND BEATING  
HEART OF  
THE IPSWICH  
COMMUNITY.**



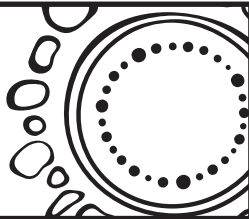


## The Ipswich Central Principles for Revitalisation

Six principles describe the place attributes and priority areas of focus required to achieve the Ipswich Central vision.



### 1. A cultural destination



Ipswich Central is a favoured entertainment and cultural destination for the local community and visitors to the city - both day and night.

### 2. Alive



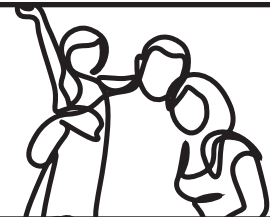
The streets of Ipswich are alive with activity. They are memorable places that prioritise the safety and comfort of pedestrians and cyclists all year round.

### 3. Green and connected



Businesses, residents and visitors to Ipswich Central enjoy access to a connected network of shady green streets and public spaces that make it comfortable and easy to get around throughout the day and throughout the year.

### 4. A home



Ipswich Central is home to a diverse community. The compact city centre is neighbourly, friendly and inclusive. It is a place where all generations are able to comfortably and affordably make a home.

### 5. Prosperous




Ipswich is home to a prosperous business community that leverage economic benefit from their proximity, clustered within the distinctive historic fabric of the centre.

### 6. Future focused



The commercial and cultural vitality of Ipswich Central is strengthened due to the strong participation and presence of a diverse and engaged young community.



# **IPSWICH CENTRAL IS THE CULTURAL HUB AND BEATING HEART OF THE IPSWICH COMMUNITY**



It is a **CULTURAL DESTINATION**  
with streets that are **ALIVE** with activity.

It is **GREEN AND CONNECTED.**

It is **HOME** to a proud community.

It is a thriving hub for supporting  
**PROSPEROUS** and  
**FUTURE FOCUSED** enterprise.

It is Welcoming to all.





## A CULTURAL DESTINATION

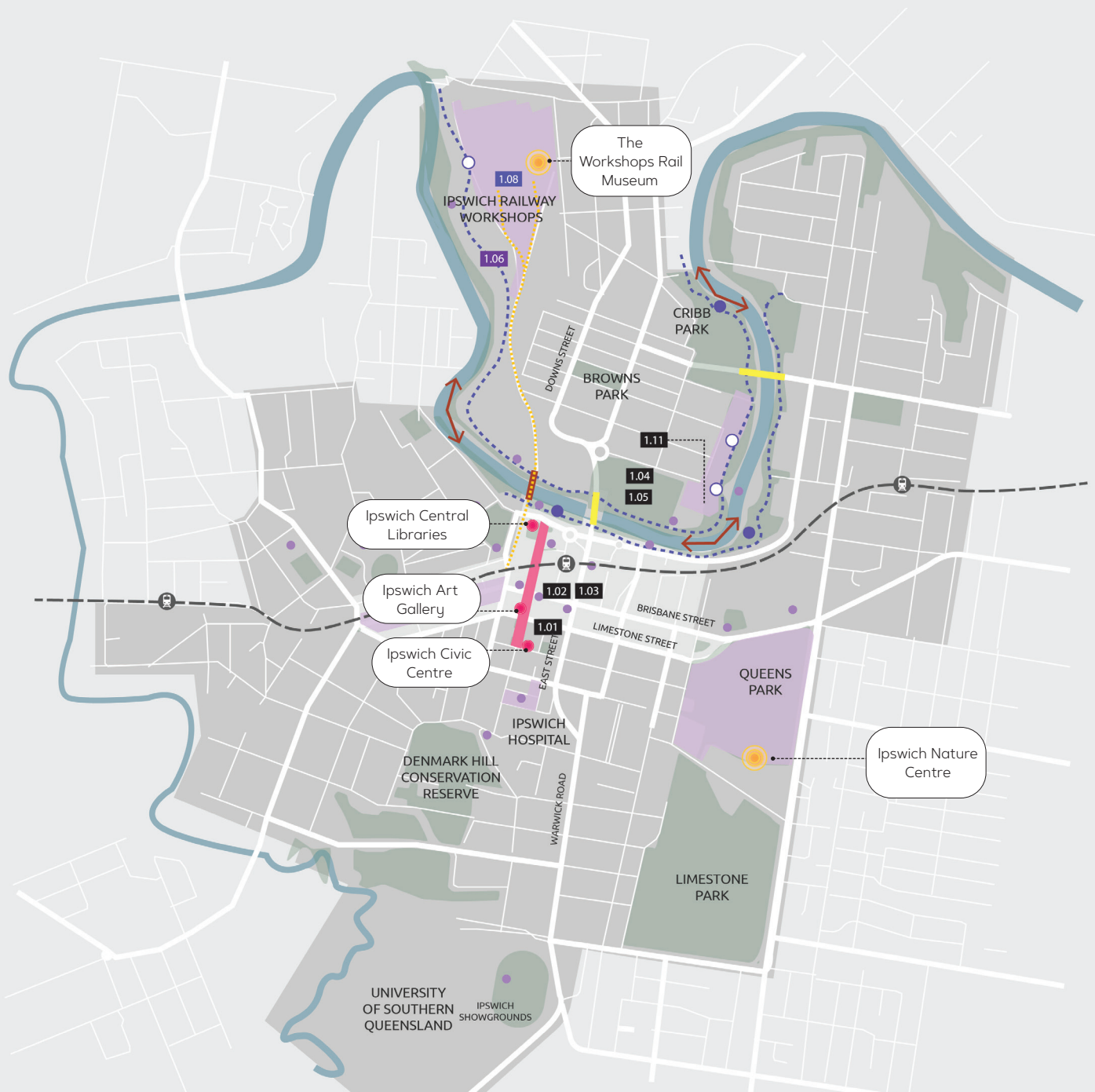
Ipswich Central is a favoured entertainment and cultural destination for both the local community and visitors to the city - both day and night. It is a place that cherishes, celebrates and shares its heritage and home to a thriving art, performance and music scene that is vital and visible within the city streets.

### KEY OBJECTIVES

- 1A. Celebrate our culture and the arts
- 1B. Embrace the Bremer
- 1C. Profile our heritage







## ACTIVITY AND INVESTMENT

### OBJECTIVE 1A: CELEBRATE OUR CULTURE AND THE ARTS

- 1.01** Civic Centre Redevelopment
- 1.02** Arts and Cultural Strategy
- 1.03** Public Art Strategy

### OBJECTIVE 1B: EMBRACE THE BREMER

- 1.04** North Ipswich Sport and Entertainment Precinct
- 1.05** North Ipswich Open Space Master Plan
- 1.06** Entertainment and Outdoor Recreation Development Approval (DA)

### OBJECTIVE 1C: PROFILE OUR HERITAGE

- 1.07** New Planning Scheme
- 1.08** North Ipswich Railyards Vision Plan
- 1.09** Picture Ipswich website
- 1.10** Indigenous Accord
- 1.11** Woollen Mills

1.04, 1.05 and 1.11 will be considered as complementary projects.

Maps are indicative only and are subject to change, correct at November 2021.

## KEY

- Tourism attraction
- Tourist northern rail link
- Arts and culture attractions
- Arts and culture area
- Bremer River destination points (existing)
- Bremer River destination points (future)
- Connections along Bremer River
- All modes bridge links
- Pedestrian bridge links
- Vistas
- Heritage area (emerging and existing)
- Heritage buildings/elements
- Local Government initiative
- State Government initiative
- Private sector

## ALIVE

The streets and public spaces of Ipswich Central are alive with activity. They are memorable places that prioritise the safety and comfort of pedestrians and cyclists all year round. They connect businesses to the community they serve and support a thriving daytime and night-time café culture in the heart of the city.

### KEY OBJECTIVES

- 2A. Create great streets and public spaces that prioritise the needs of pedestrians and cyclists
- 2B. Create places and support activities that develop a strong culture of street life day and night







## ACTIVITY AND INVESTMENT

OBJECTIVE 2A: CREATE GREAT STREETS AND PUBLIC SPACES THAT PRIORITISE THE NEEDS OF PEDESTRIANS AND CYCLISTS

- 2.01** iGO Active Transport Action Plan
- 2.02** iGO City of Ipswich Transport Plan Parking Strategy
- 2.03** Ipswich Central Second River Crossing (Norman Street Bridge)

OBJECTIVE 2B: CREATE PLACES AND SUPPORT ACTIVITIES THAT DEVELOP A STRONG CULTURE OF STREET LIFE DAY AND NIGHT

- 2.04** Nicholas Street Precinct/Leasing Strategy
- 2.05** Facade Improvement Program
- 2.06** Ipswich Central Activation Strategy
- 2.07** Place Plans (Ipswich Centre Core and Top of Town)
- 2.08** Street Art Trail

## KEY

- Pedestrian activity streets (refer iGO ATAP)
- Cycle routes (refer iGO ATAP)
- All modes bridge link
- Pedestrian bridge link
- Low speed traffic with controlled car parking
- ← City Centre orbital road network
- Civic spaces for gathering
- Dining and entertainment area
- 0.00** Local Government initiative

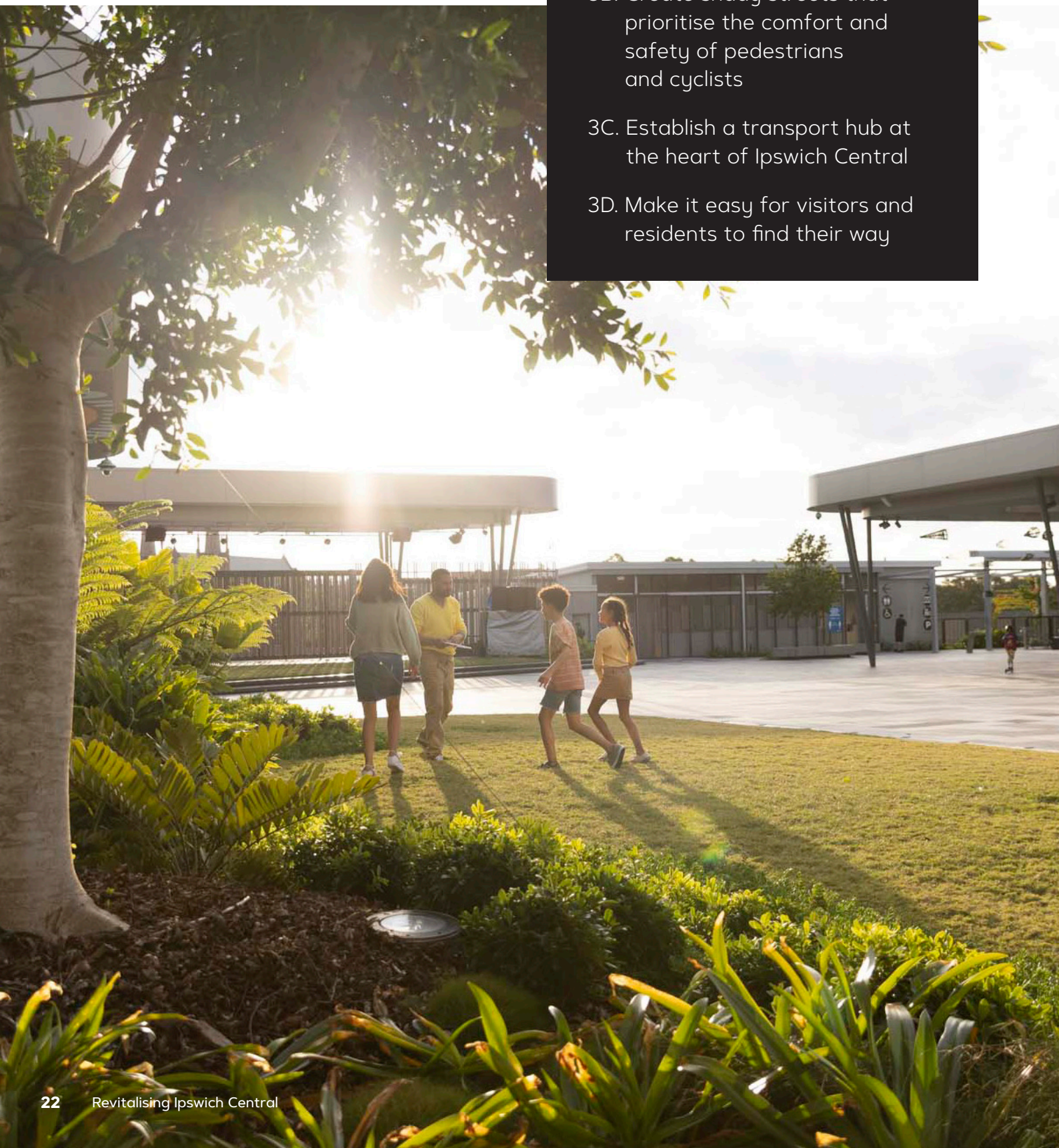


## GREEN AND CONNECTED

Businesses, residents and visitors to Ipswich Central enjoy access to a connected network of shady green streets and public spaces that make it comfortable and easy to get around throughout the day and throughout the year. The city is known nationally for being clean and green.

### KEY OBJECTIVES

- 3A. Create a city that is connected to nature
- 3B. Create shady streets that prioritise the comfort and safety of pedestrians and cyclists
- 3C. Establish a transport hub at the heart of Ipswich Central
- 3D. Make it easy for visitors and residents to find their way







## ACTIVITY AND INVESTMENT

### OBJECTIVE 3A: CREATE A CITY THAT IS CONNECTED TO NATURE

- 3.01 Limestone Park Upgrade
- 3.02 Ipswich Nature Centre and Discovery Hub Masterplan

### OBJECTIVE 3B: CREATE SHADY STREETS THAT PRIORITISE THE COMFORT AND SAFETY OF PEDESTRIANS AND CYCLISTS

- 3.03 Green Walkable Streets
- 3.04 Urban Heat Island Study
- 3.05 Urban Greening Plan

### OBJECTIVE 3C: ESTABLISH A TRANSPORT HUB AT THE HEART OF IPSWICH CENTRAL

- 3.06 Ipswich Central to Springfield Central Public Transport Corridor (I2S)
- 3.07 Public Transport (timetabling route updates and frequency)
- 3.08 Ipswich Central Train Station and Bell St Transport Hub
- 3.09 Transit Centre Redevelopment
- 3.10 East Ipswich Station Accessibility upgrade

### OBJECTIVE 3D: MAKE IT EASY FOR VISITORS AND RESIDENTS TO FIND THEIR WAY

- 3.11 Ipswich Central Wayfinding Strategy

## KEY

- Cycle routes (refer iGO ATAP)
- All modes bridge link
- Pedestrian bridge link
- Investigate new pedestrian bridge links
- Parks and greenspace
- Public transport hub
- ||||| High frequency public transport spine
- ||||| Ipswich Central to Springfield Central Public Transport Corridor
- Major city gateway
- Minor city gateway
- 0.00 Local Government initiative
- 0.00 State and or Federal Government initiative

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iGO ATAP [ipswich.qld.gov.au/about\\_council/media/corporate\\_publications/igo](https://www.ipswich.qld.gov.au/about_council/media/corporate_publications/igo)



## A HOME

Ipswich Central is home to a diverse community. The compact city centre is neighbourly, friendly and inclusive. It is a place where all generations are able to comfortably and affordably make a home.

It is a place to live, work and play and offers a rich mix of housing choices and amenities to accommodate the changing needs of the community throughout life.

### KEY OBJECTIVES

- 4A. Establish diverse and quality housing options in the heart of the city
- 4B. Ensure the daily needs of a diverse urban community are met locally
- 4C. Provide opportunities in Ipswich Central that allow the community to live, work and play







## ACTIVITY AND INVESTMENT

### OBJECTIVE 4A: ESTABLISH DIVERSE AND QUALITY HOUSING OPTIONS IN THE HEART OF THE CITY

**4.01** Inner City Living Strategy

### OBJECTIVE 4B: ENSURE THE DAILY NEEDS OF A DIVERSE URBAN COMMUNITY ARE MET LOCALLY

**4.02** Residential Care Facility -2C Joyce Street, East Ipswich

### OBJECTIVE 4C: PROVIDE OPPORTUNITIES IN IPSWICH CENTRAL THAT ALLOW THE COMMUNITY TO LIVE, WORK AND PLAY

**4.03** Healthy Places, Healthy People (HHP) Framework

**4.04** Sustainable Ipswich

## KEY

- Parks and greenspace
- Urban active spaces
- Cycle routes (refer iGO ATAP)
- High frequency public transport spine
- Public transport hub
- Increase residential living
- Community gathering and service
- 0.00 Local Government initiative
- 0.00 State Government initiative

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iGO ATAP [ipswich.qld.gov.au/about\\_council/media/corporate\\_publications/igo](https://ipswich.qld.gov.au/about_council/media/corporate_publications/igo)

## PROSPEROUS

Ipswich Central is home to a prosperous business community that leverage economic benefit from their proximity clustered within the distinctive historic fabric of the centre.

Ipswich Central has a strong history of employment generation. At the heart of this principle is the desire to create a prosperous place of business activity within the attractive historic fabric of the city.

### KEY OBJECTIVES

- 5A. Create a prosperous place of business activity within the historic fabric of the city
- 5B. Create opportunities for local business and trade to occupy the centre and nurture small business ventures
- 5C. Make business and employment opportunities in the centre vital, vibrant and visible







## ACTIVITY AND INVESTMENT

### OBJECTIVE 5A: CREATE A PROSPEROUS PLACE OF BUSINESS ACTIVITY WITHIN THE HISTORIC FABRIC OF THE CITY

**5.01** Development Approval (DA) Motel accommodation with restaurant

**5.02** Ipswich Convention and Exhibition Centre (Ipswich Show Society)

### OBJECTIVE 5B: CREATE OPPORTUNITIES FOR LOCAL BUSINESS AND TRADE TO OCCUPY THE CENTER AND NURTURE SMALL BUSINESS VENTURES.

**5.03** Small Business Friendly Council

### OBJECTIVE 5C: MAKE BUSINESS AND EMPLOYMENT OPPORTUNITIES IN THE CENTRE VITAL, VIBRANT AND VISIBLE

**5.04** West Moreton Health Precinct

**5.05** Local Jobs Program

## KEY

-  Drivers of economic activity
-  Knowledge hub
-  Clusters of health related services
-  Clusters of culture, art and tourism
-  Urban renewal area
-  Major infrastructure opportunities
-  Major development opportunities
-  Ipswich Central to Springfield Central Public Transport Corridor
-  Local Government initiative
-  State/Federal Government
-  Private sector Initiative

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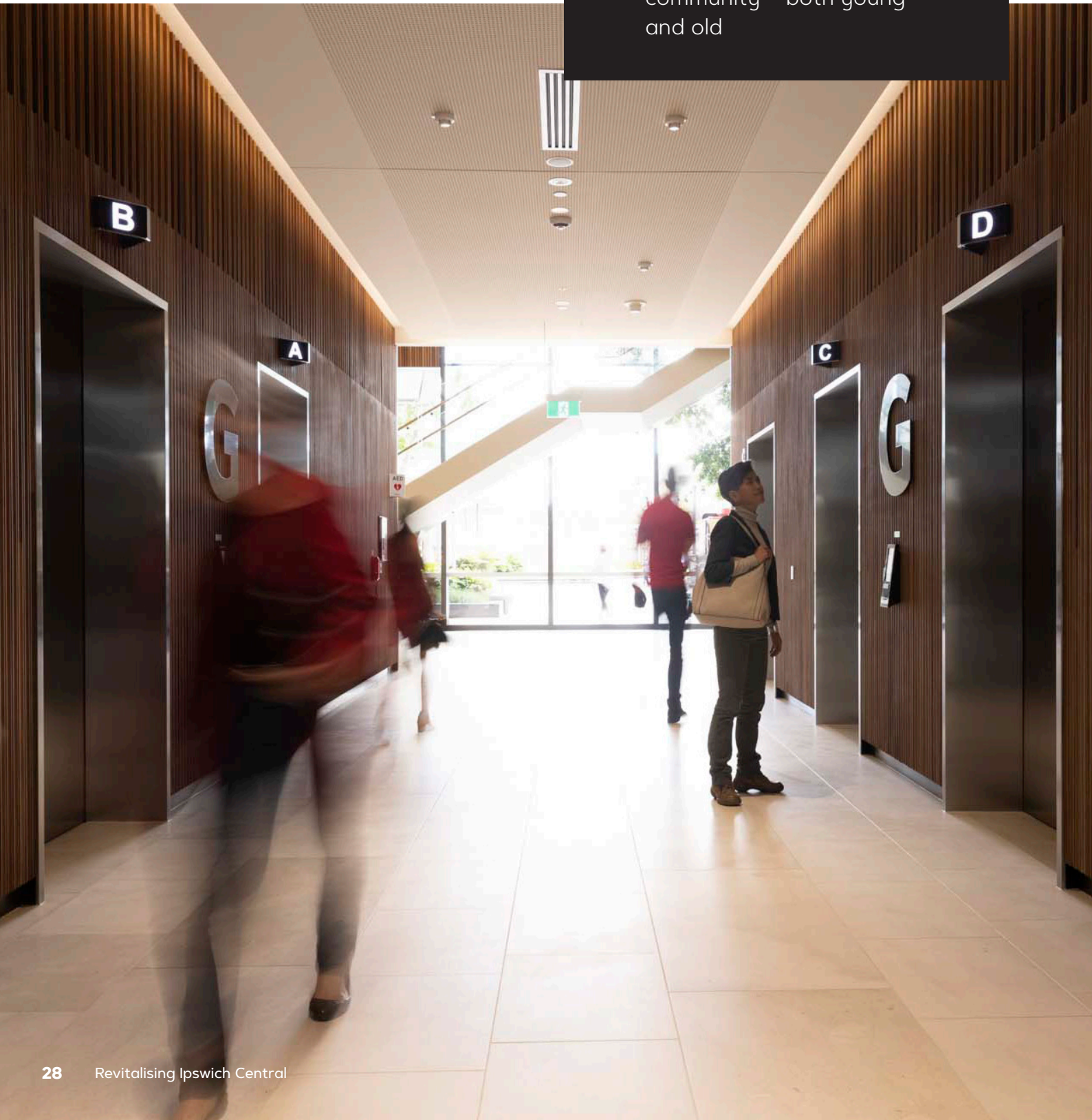
## FUTURE FOCUSED

The commercial and cultural vitality of Ipswich Central is strengthened due to the strong participation and presence of a diverse and engaged young community. Activity in the centre attracts and supports entrepreneurial ventures and fosters partnerships between business and the areas young people.

### KEY OBJECTIVES

6A. Create a prosperous place focused on innovation and youth participation

6B. Create places that support the needs of a diverse community – both young and old







## ACTIVITY AND INVESTMENT

### OBJECTIVE 6A: CREATE A PROSPEROUS PLACE FOCUSED ON INNOVATION AND YOUTH PARTICIPATION.

- 6.01** Study Ipswich Strategy (schools and university partnerships)

### OBJECTIVE 6B: CREATE PLACES THAT SUPPORT THE NEEDS OF A DIVERSE COMMUNITY – BOTH YOUNG AND OLD

- 6.02** Community Development Strategy
- 6.03** Youth Entertainment and Recreation Facilities
- 6.04** Ipswich Youth Advisory Council

## KEY

-  Expansion of university and school curriculum with improved interaction with center's core.
-  Youth services, youth sports and recreation
-  Urban renewal area
-  Major infrastructure opportunities
-  Major development opportunities
-  Ipswich Central to Springfield Central Public Transport Corridor
-  0.00 Local Government initiative





3 community workshops  
Stakeholder interviews  
Online engagement  
Ipswich Central Business Briefing  
6 in-person pop-up engagements  
SPARK Lounge

# ENGAGEMENT JOURNEY



## A PLACEMAKING APPROACH

Ipswich City Council have embarked on an innovative placemaking journey to create this shared vision for Ipswich Central.

A placemaking approach recognises that everyone has a role to play in the transformation of great places. The place-based approach adopted for this project puts local community and stakeholder voices at the centre of decision-making through a highly engaging and collaborative program - where local people have the opportunity to be actively involved in shaping change. This vision has been informed by those who know and understand the unique opportunities and challenges of Ipswich Central best.

From its outset, this project aimed to engage with key stakeholders and community to strengthen the project teams understanding of the factors at play in Ipswich and build project buy-in for the adoption of a placemaking process.

Across all discussions it was clear there is strong support for the adoption of a coordinated approach to revitalising Ipswich Central, and that this positioning framework is essential to align the ambitions of existing documentation and delivering an action-oriented resource for both Council and community.

This project did not start from a blank canvas. Rather, it built on and advanced established work, ideas and initiatives and harnessed the power and passion of the local community.

The implementation of the Ipswich Central Revitalisation program will continue to build on the new and strengthened relationships. The implementation of an innovative place governance model has been a key outcome of the project to coordinate public sector, private sector and community contributions toward the revitalisation of Ipswich Central.

**200**   
**Businesses visited**

**400**  
Approx. **Postcards**  
distributed at local businesses

 **6**  
**Pop ups**

**20**  
**Local businesses**  
**SPARK Lounge Event**

**40**   
**Stakeholder**  
**interviews**  
12 external, 28 Council officers

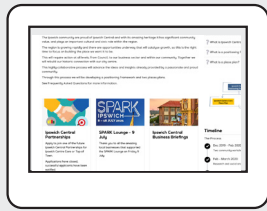
**660**  **57%**  
**Email recipients** **Open rates**



SPARK Lounge live illustration results



## ENGAGEMENT SNAPSHOT



Online views  
**2,600+**



**43** Local business and stakeholders attended the  
**Business Network Briefing**



Members joined the  
**25 Ipswich Central Partnership**

**962**  
First time website visits

**159**   
Engagement contributions online

over

**660**   
People participated in an engagement

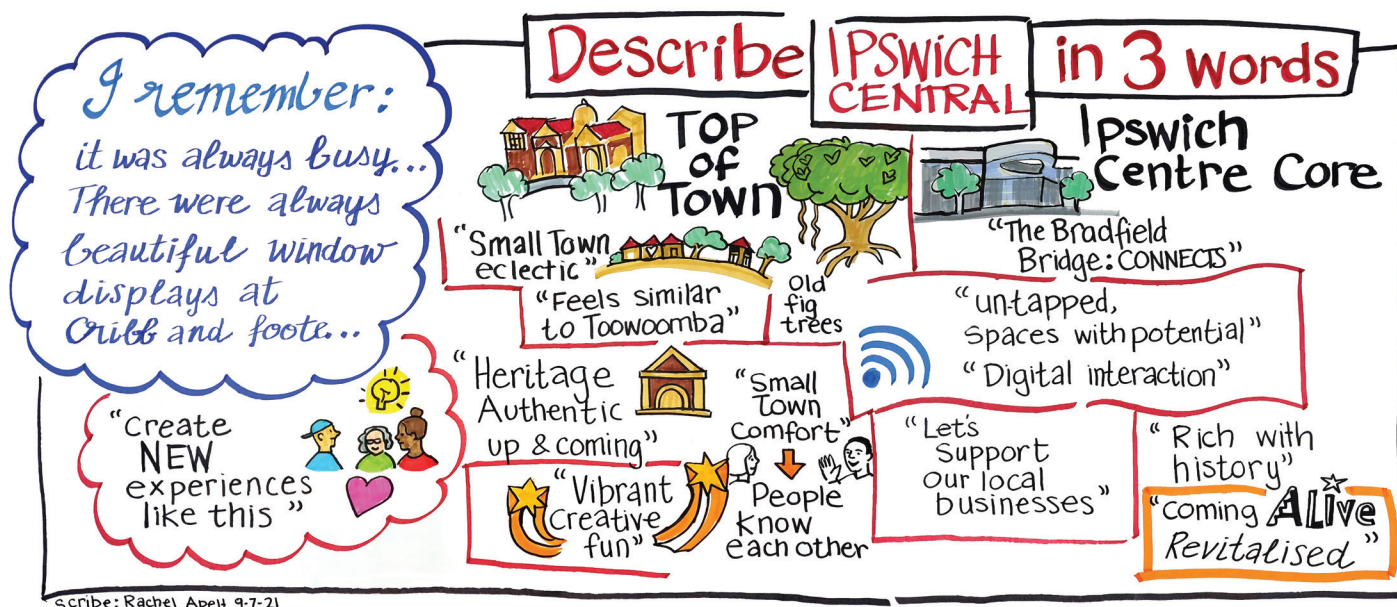
**206**   
Project followers



**2,000+**  
Dots added to the dotmocracy activity







SPARK Lounge live illustration results

## ENGAGEMENT IDEAS

### IDEAS FOR CENTRE CORE

“

We have a unique opportunity to make this area like the old town it was when I grew up. Lovely little shops, friendly staff, bakeries. A place you just popped to when you wanted something special but something classy.”

“

It would be great to see the city centre become an arts and culture hub and be an attraction to showcase our local talent. It would become a sought after tourist destination.

### IDEAS FOR TOP OF TOWN

“

I would like to see the top of town street scape changed with a focus on trees, greenery and no through traffic.

“

Close some streets for a day and run a food and wine festival in town amongst the backdrop of historical buildings with live music scattered throughout.

## IPSWICH CENTRAL PARTNERSHIP

Ideas captured throughout engagement have informed the creation of Place Plans for Ipswich Centre Core and Top of Town. A Place Plan is a vision and action plan developed in partnership with community and stakeholders with shared implementation responsibility between private sector, public sector and community.

To support and drive implementation of the actions within the Plans, the Ipswich Central Partnership has been formed. The Ipswich Central Partnership is a volunteer group of passionate local business owners, landowners and residents who will provide a conduit between Council and the community.

The Partnership will get hands-on in the delivery of authentic citizen-led action. They may be called upon to provide advice to Council, share updates with their networks and rally community support.

Council will endeavour to support the community to deliver on actions. This may be via guidance, funding, or other initiatives either in part or full.

## GET IN TOUCH

### FROM PLAN TO ACTION

The revitalisation of Ipswich Central will be delivered over many years and by many hands.

This document sets in place a simple spatial and action-based framework to guide the transformation of Ipswich Central. It synthesises both Council's and community's long-term ambition and defines six priority principles to guide investment and focus collective action to achieve ambitious change.

Ipswich City Council is committed to realising the community's vision for the area and invite you to join them on this transformational journey to deliver a future where:

**Ipswich Central is the cultural hub and beating heart of the Ipswich community**

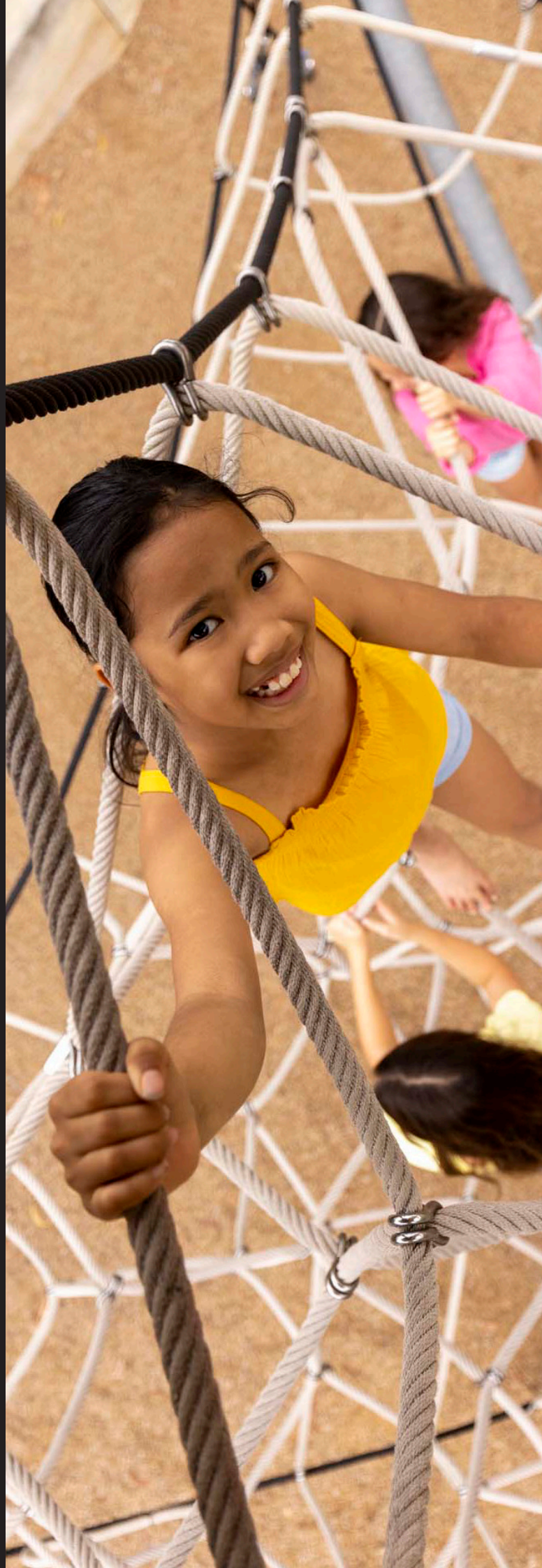
### GET INVOLVED

As part of the renewed revitalisation process Council has already initiated two projects for key areas of the Ipswich Central area. The proposed project will develop 'Place Plans' (also known as a Precinct Plans) will establish a vision and action plan in partnership with the community and stakeholders, with shared implementation responsibility between private and public sector. The process is designed to:

- Enable these key precincts to become more self-sufficient and prosperous over time
- Leverage private sector investment
- Build a sense of responsibility and ownership over place
- Drive visitation through quick win actions.

The proposed 'Place Plans' will be developed for the 'Ipswich Core' and 'Top of Town' precincts.

We are looking for members of the community, interested businesses and the broader private sector to be part of this journey.







For more information, and to get involved contact:

**THE IPSWICH CENTRAL REVITALISATION PROJECT TEAM**

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