

STAKEHOLDER & COMMUNITY ENGAGEMENT SUMMARY

PHASE 1 | 24TH AUG – 1ST SEP

WHAT'S YOUR
BIG
IDEA?

**IDEAS
HUB**

IPSWICH CITY CENTRE
REDEVELOPMENT
PROJECT

ENGAGEMENT OVERVIEW

194 Postcard Ideas Submitted

4 DAYS OF Stakeholder workshops

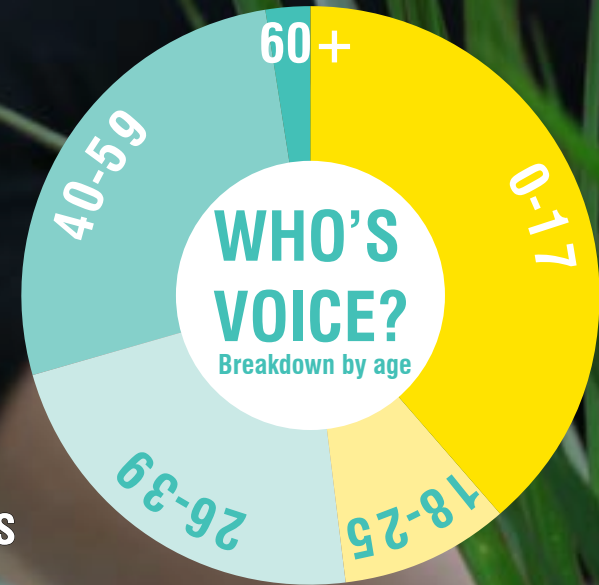
1 OPEN DOOR SESSION DURING THE FOOD FAIR

OVER
320 Community attendees

28 Stakeholders

10 BIG IDEAS FOR THE FUTURE

10 FAST ACTION LOW COST IDEAS





WHAT CAN BE DONE RIGHT NOW?

- 1 BRIGHT COLOURS IN THE MALL:**
Create an interesting vibe with “Ipswich personality” to enliven the Mall.
- 2 POP-UP SHOPS:**
Work with entrepreneur businesses, local artists and existing traders to create an engaging external retail and F&B experience.
- 3 A SUBTROPICAL GARDEN FOR WORKERS:**
Attract office workers to the Mall through high quality climate appropriate amenity.



WHAT CAN BE DONE RIGHT NOW?

- 4 WORKSHOPS FOR VISITORS:**
Introduce new activities that will contribute to an attractive “day out for the family”.
- 5 FILL THE CIVIC GAP:**
Create a meeting place with free WiFi for locals and visitors where local information can be shared.
- 6 SIGNAGE AND MAPS FOR VISITORS:**
Utilise intriguing and interactive methods to celebrate Ipswich and promote local attractions.
- 7 A PLACE FOR KIDS:**
Create comfortable, safe spaces with playful activities attractive to kids (and parents) of all ages.



WHAT CAN BE DONE RIGHT NOW?

8 BUSKERS IN THE MALL:
Trial removal of the “red tape” to attract live entertainment to public spaces.

9 NIGHT ACTIVATION:
Introduce playful lighting and colour to the urban environment to attract visitation and increase safety.

10 INVITING SEATING:
Increase social activity by introducing adaptable and comfortable seating options.



WHAT CAN BE DONE IN THE REDEVELOPMENT?

- 1 SUMMER TIME PLAY:**
Introduce water based play and other attractions for families in the heart of Ipswich.
- 2 AN EVENT READY PLATFORM:**
Build on Ipswich's calendar of events by designing flexible public spaces equipped with essential event infrastructure.
- 3 STRENGTHEN RETAIL:**
Introduce an element of high quality local boutique retail that showcases Ipswich talent and appeals to both visitors and locals.



WHAT CAN BE DONE IN THE REDEVELOPMENT?

- 4 FRESH FOOD OFFER:**
Create a place known for its high quality healthy, organic and gourmet food options.
- 5 THRIVING DINING CULTURE:**
Introduce alfresco dining opportunities and build upon the café and bar culture.
- 6 EVERYDAY ENTERTAINMENT:**
Create an ever changing environment where stumbling upon pop ups, street performers and live music is a regular occurrence.



WHAT CAN BE DONE IN THE REDEVELOPMENT?

- 7 SMART CITY:**
Introduce mobile charging stations, digital information screens, live feed social media conversations etc.
- 8 CELEBRATE IPSWICH:**
Enhance local pride in place and culture.
- 9 HOMELESS SHELTER:**
Provide a facility for citizens in need of temporary shelter and care.
- 10 AN ACCESSIBLE CENTRE:**
Provide attractions for the elderly and ensure the urban environment is accessible for wheel chairs, walkers and prams.

DOTMOCRACY TOP 15/36

1. **Lagoon / public pool**
2. **Water play**
3. **Major events**
4. **Outdoor cinema on the lawn**
5. **Food festivals / Markets**
6. **Live outdoor music and picnic**
7. **Fresh food / grocer / deli**
8. **Alfresco dining**
9. **City Centre connection with the river**
10. **Interesting laneways**
11. **Subtropical outdoor seating**
12. **Grassed areas**
13. **Creative lighting to celebrate buildings**
14. **Outdoor adventure play / colour**
15. **Augmented reality and location based games**



IPSWICH PRIDE IN PLACE

- History and heritage buildings
- “Anything with a motor” – cars, planes and trains
- Well connected – An easy trip to Brisbane or the Gold Coast
- The friendly people
- Top of Town
- Passionate arts scene
- Beautiful parks
- A strong sense of community
- Small scale and diverse cafes



CO
DESIGN
STUDIO

MANAGING EXPECTATIONS

CERTAINTY AROUND PROJECT DELIVERY:

Stakeholders express concern that retail is struggling. They feel clear messaging around project plans and timing is needed.

