

OFFICE OF THE MAYOR

Mayor Paul Pisasale
City of Ipswich



07 August 2009

The Research Director
Economic Development Committee
Parliament House
George Street
Brisbane QLD 4000

Dear Ms Lyndel Bates,

EMPLOYMENT CREATION OPPORTUNITIES IN QUEENSLAND

With reference to your letter dated 08 July 2009, I wish to provide comment to the enquiry into employment creation within Queensland

Ipswich is one of the fastest growing regions in Queensland with the population anticipated to grow from 160,000 to 434,000 by 2031. With 43% of all available industrial land in South East Queensland, employment creation to service this growth is vital and with quality facilities in the region, Ipswich can offer outstanding employment opportunities within the following sectors.

Re-energising the Ipswich City Heart

In 2006 the State Government and Ipswich City Council undertook an initiative to prepare a strategy focused on reinforcing and further developing the role of Ipswich as a principle activity centre. From this initiative, the Ipswich Regional Centre Strategy identified 17 catalytic projects and a further 158 actions for revitalization and development (details attached). One of these catalytic projects was to purchase key land parcels for future strategic development, resulting in the \$45 Million dollar purchase by council of the Ipswich City Square. This purchase to re-energise our city heart has resulted in kerbing retail revenue leakage into Brisbane and the surrounding areas. Many individuals, community organizations and businesses have worked hard to assist in this process. With State Government commitment to implement this strategy Ipswich City has the potential to be a world-class regional centre with investment opportunities to create a new energetic city heart and become a significant job generator for the Ipswich region.

De centralisation of Government services:

Decentralisation of government services will take the load off the capital city infrastructure and is the only realistic way of planning to accommodate the anticipated growth in South East Queensland. The current commitment by the State Government to relocate up to 1200 government employees is a great start and there is potential to continue this initiative with the

establishment of further regional offices such as taxation, with facilities similar to those located at Mount Gravatt and Chermerside

Aerospace:

Amberley Air Force Base is a large employment generator within Ipswich and is preparing for the development of the State Government's Aerospace and Defence Support Centre. Investment in essential Infrastructure will capitalise on the potential for a significant increase in employment opportunities in aerospace and supporting services not only in the Amberley region but with follow-on effects felt through wider Queensland.

Education:

Ipswich is home to Springfield's Education City, University of Southern Queensland, University of Queensland and Bremer TAFE as well as a wide variety of public and private primary and secondary schools. State Government support in showcasing these wonderful facilities will position Ipswich as a leader in Education with available specialist programs in the fields of science, technology and research. The greater South East Queensland region will benefit from the higher profile as a knowledge based economy and assist to address skill set deficiencies in our current working population. Additionally, further promotion of the educational facilities available within Ipswich will impact on the uptake of higher education from those currently unemployed.

Medical research and technology:

With the establishment of a GP Super Clinic, the formation of a medical cluster surrounding the two main hospitals in Ipswich central and planned expansion of the public health sector within Ipswich, the State Government has the opportunity to promote this region as a medical research and specialist area within South East Queensland. Precincts such as this have potential to form partnerships with the education sectors, medical industries and commercial organisations to attract investment and research opportunities from all over the globe.

As Mayor of this vibrant energetic region I welcome the opportunity to submit my comments to the committee on employment creation opportunities within the Ipswich Region.

Your sincerely



Mayor Paul Pisasale
City of Ipswich

Welcome to the March Newsletter for the Ipswich Regional Centre Strategy

The Ipswich regional centre is the cultural, economic and civic heart of the Western Corridor of South East Queensland. It showcases the unique qualities of the region for both residents and visitors to enjoy. The Ipswich Regional Centre Strategy provides a blueprint to establish an integrated core in Ipswich to achieve its potential as a principal activity centre.

WORKING TOGETHER TO ACHIEVE THE VISION

This newsletter highlights ways we can all work together to deliver the Ipswich Regional Centre Strategy vision to be the vibrant and prosperous regional activity centre for the Western Corridor of South East Queensland.

Project launch

On 20 February 2008 the strategy was officially launched by Mayor Paul Pisasale and Rachel Nolan MP, representing Deputy Premier and Minister for Infrastructure and Planning, Paul Lucas MP. Over 230 participants attended the launch and the community's strong support for the strategy was clear.

Announcing the release of the Ipswich Regional Centre Strategy and draft Master Plan

On 15 February 2008, the Ipswich Centre taskforce endorsed the final Ipswich Regional Centre Strategy Integrated Strategy and Action Plan and the community display of the draft Master Plan. Both these documents are available on the project web site www.ipswichcentrestategy.com.au.

This is the culmination of a year during which the Queensland Government, Ipswich City Council and the people of Ipswich have worked together to develop the Ipswich Regional Centre Strategy.

The Integrated Strategy and Action Plan identifies seventeen catalytic projects to improve cultural, social and transport infrastructure. In addition, 31 supporting strategies and 158 actions have been outlined involving the Queensland Government, Ipswich City Council, industry and stakeholders in new partnerships for delivery.

The draft Master Plan translates the strategy into spatial outcomes—illustrating a possible 'ultimate' development scenario, to be considered in the context of forecasted population growth for the centre.

IN THIS ISSUE:

Update on the outcomes of:

- the final taskforce meeting held on 15 February 2008
- the project launch held on 20 February 2008
- the community display of the master plan
- recent announcements about the strategy.

To date the strategy has delivered:

- A vision to take Ipswich into the new era
- An integrated strategy and action plan
- A series of priority catalytic projects
- 31 key strategies and 158 actions
- A detailed draft master plan for key revitalisation areas which will guide land use, transport and quality of building and public space designs.



**Message from the
HONOURABLE PAUL LUCAS MP
Deputy Premier and Minister for
Infrastructure and Planning**



The Ipswich Regional Centre Strategy sets a new standard in planning for city centres and is helping to put the smart state at the forefront of urban planning internationally. The strategy defines a plan to renew and revitalise the Ipswich regional centre as a major regional hub in the western corridor.

Neither the Queensland Government nor Ipswich City Council can deliver the strategy on their own. Successful implementation and delivery of the strategy will require the strong support of the business and development community.

The state government will spend \$5 million to kick-start detailed planning for a transport hub to replace the existing transit centre, rail station and Bell Street bus interchange. This exciting development could potentially include community space, residential facilities and office space for more than 1200 state government and other workers.

I look forward to working in partnership with Ipswich City Council, the community and industry stakeholders to transform the Ipswich City Centre into a world-class regional centre.

**Message from the
Mayor of Ipswich City Council
COUNCILLOR PAUL PISASALE**

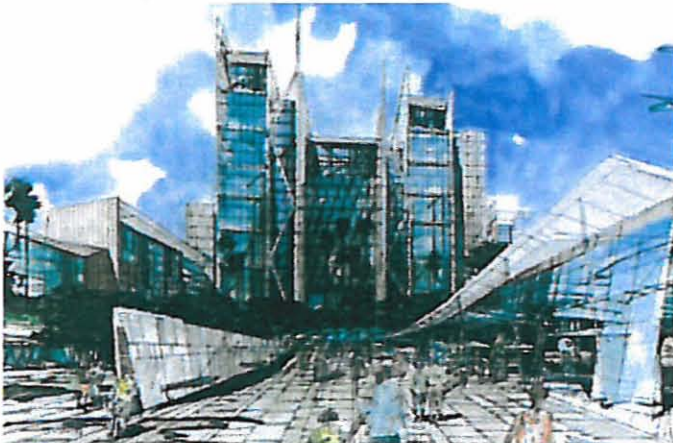


Ipswich City Council and the Queensland Government have been working with the residents of Ipswich to develop the Ipswich Regional Centre Strategy. Thank you to everyone who has contributed towards the development of the Strategy.

The Strategy is focused on delivering key actions and identifies 17 catalytic projects to actively stimulate and 'kick start' the revitalisation of the Ipswich City Centre. The Strategy is our roadmap to the future. The catalytic projects have been selected by an independent panel of experts, and have been endorsed by the Ipswich Centre taskforce as priority projects. The redevelopment of the fully integrated Ipswich Rail Station/bus interchange and Transit centre, the revitalisation of Ipswich City Square and adjoining Ellenborough Street site, a new state-of-the-art multi-purpose performing arts complex and a Master Plan for the City Centre are just some of the key projects identified for the Ipswich Regional Centre.

Implementation of the Strategy has already commenced with the release of the Draft Master Plan. The Draft Master Plan spatially illustrates the potential for Ipswich City Centre to evolve into a world-class city that is both independently successful and contributes to the overall vibrancy and sustainability of the region.

Artist's impressions



Redevelopment of Transit Centre site



View from WM Hughes Street towards civic plaza



Looking south along Brisbane Street



Brisbane Street looking westwards toward the post office tower

IMPLEMENTATION AND ACTION | Potential State Development Area

Delivering the strategy

In March 2008 the state government announced the Coordinator-General is considering a State Development Area in Ipswich. The proposed area is outlined in the map below. The community will have the opportunity to comment on the boundaries following notification in the newspaper on 19 March 2008.

FEBRUARY 2008

- Endorsement by taskforce

MARCH 2008

- Ipswich Community Cabinet announcement
- Community comment on the suggested State Development Area boundaries as per newspaper advertisement 19 March 2008. Comments due 28 March 2008

APRIL–MAY 2008

- Preparation of business case

AUGUST 2008

- Present business case for Cabinet's consideration

NOVEMBER 2008

- Call for expressions of interest from the private sector

EARLY 2009

- Select preferred developer

Area of interest for the state proposed developable area



CATALYTIC PROJECTS

A catalytic project stimulates change, involves a variety of partners, and delivers positive outcomes on a significant scale. The following are therefore key projects that will directly support and facilitate the achievement of the vision of Ipswich Regional Centre:

1. Develop an implementation mechanism for the Ipswich Regional Centre Strategy which includes catalytic and all identified actions.
2. Implement improved regional road connections within the Western Corridor and particularly between Brisbane and Ipswich.
3. Build the Riverlink pedestrian / cycle link bridge and associated connections.
4. Build a North Ipswich to Brassall Pedestrian and Cycle Bridge and associated pathway network.
5. Develop a master plan that outlines the strategic framework and overarching principles for key revitalisation areas in the Ipswich Regional Centre.
6. Development of a strategy to locate appropriate State and Federal Government administrative functions in the Ipswich Centre as a catalyst for private sector retail and commercial office space development.
7. Implementation of necessary rail infrastructure to enable provision of a high frequency express rail service between Ipswich and Brisbane CBD.
8. Commitment to further investigate and make recommendations to Governments on Bremer River crossings (all modes) (for example Norman Street) and associated inter-regional connections to the major road network and inter-neighbourhood connector road network.
9. Convert Brisbane Street and Limestone Street to two way streets.
10. Initiate a regular, continuous north south public transport service along a transit axis / spine from the future University rail station to the North Ipswich Railway Workshops, through the traditional centre core and bus/rail interchange.
11. Redevelop the existing transit centre and Ipswich rail station as an integrated development site to deliver superior rail facilities and a civic plaza (creating a signature / land mark building and public space). The redevelopment will improve the railway station and bus interchange function and visibility; improve its access, permeability and legibility; and improve its relationship to the Ipswich core and River.
12. Facilitate joint ventures between developers and Defence Housing on key revitalisation sites (to establish defence housing presence within the centre and to cater for Defence Housing requirements in Ipswich).
13. Explore delivery mechanisms with joint State and ICC representation to identify; amalgamate, consolidate and purchase key land parcels; administer and facilitate development in joint public private partnerships; and administer and determine applications for development on existing underutilised or strategically positioned key revitalisation sites.
14. Recognise the combined Ipswich City Square site and Ellenborough Street site (QR land) as a key revitalisation and priority development site that should be facilitated for redevelopment.
15. Develop a detailed precinct plan exploring potential and compatible options for the North Ipswich Railway yards, including Queensland Rail, Leda and Queensland Museum lands.
16. Secure the future of the Ipswich Public Hospital and proposed Health Precincts in the Ipswich Regional Centre and their relationship to the existing Medical services precinct.
17. Develop a multi-purpose Performing Arts Complex incorporating a public square to celebrate significant occasions.

OPPORTUNITY TO VIEW THE DRAFT MASTER PLAN

The draft Master Plan was endorsed on 15 February 2008 by the taskforce. Community displays were held at the Ipswich Regional Centre Project Office on Thursday 28th February and Saturday 1st March.

The displays were attended by approximately 35 people interested in viewing the draft plans, providing comment and supporting Ipswich in the implementation of the Strategy. Feedback received by 15 March 2008 will be collated into a Summary of Outcomes Report for the Department of Infrastructure and Planning and Ipswich City Council.

Thank you for your contribution to the Ipswich Regional Centre Strategy

The Ipswich Regional Centre Strategy team would like to thank everyone who has been involved in the development of the strategy. Your contributions have been invaluable and your support and interest is critical to achieving our plans for revitalising the city centre of Ipswich.

THE STRATEGY TEAM

The Ipswich Regional Centre Strategy was developed with the assistance of Urbis, in partnership with Cardno, Roberts Day Group Pty Ltd and DPZ Pacific.

It was guided by the Ipswich Centre taskforce, comprising:

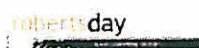
- Minister Paul Lucas MP, Deputy Premier, and Minister for Infrastructure and Planning
- Mayor of Ipswich, Councillor Paul Pisasale
- Ipswich Councillors
- State Members
- representatives of Ipswich City Council and
- representatives of the Queensland Government
 - Department of Infrastructure and Planning
 - Queensland Transport
 - Department of Main Roads
 - Department of Tourism, Regional Development and Industry
- local business
- community stakeholders.

The Draft Master Plan - Key Revitalisation Areas



For more information:

- Visit the project website at www.ipswichcentrestrategy.com.au
- Email with your comments and feedback to info@ipswichcentrestrategy.com.au



LINKS:

Ipswich City Council
www.ipswich.qld.gov.au

Department of Infrastructure and Planning
www.infrastructure.qld.gov.au