

iFuture Decisions Register

The iFuture Decisions Register highlights the feedback received from Phase 3 community and staff engagement that occurred during February 2021 on the draft iFuture Plan. This register provides justification for amendments, and all decisions made to amend the community vision and themes of the draft iFuture plan.

Community Vision	
Item	Summary of feedback following phase 3 community and staff consultation
Shorten, simplify and wordsmith	<p><i>"The vision could be under 50 words and can be clearly understood and remembered by the community, council organisation, councillors and mayor"</i></p> <p><i>"Perhaps make it a bit shorter and more succinct. It is quite long"</i></p> <p><i>"The vision is too long. If it were shortened substantially and the key themes were kept, I can't see that it would lose its meaning. We need our people to work towards a vision they remember - it should be short and sweet"</i></p>
Include transport	Transport has not really been identified in vision statement (even though it has been picked up in theme 1), it is a key need for our growth
Justification for amendment	<ul style="list-style-type: none"> While the current community vision is long it still plays a part in telling the story. We can create a vision headline that can be called the vision and is easy to recite for all. This can then be supported by the longer statement. The issue of transport being highlighted can be picked up easily by adding additional text to the community vision narrative.
Decision	<ol style="list-style-type: none"> 1. Include a vision statement: "Ipswich - a city of opportunity for all. Come join us." Vision statement is supported the community vision narrative (which is what we called the vision statement in the draft plan). 2. Include transport in the community vision narrative (see Table 1.0 for previous and amended wording).

Table 1.0

Previous community vision wording	Amended community vision narrative wording
<p>Ipswich is a city of opportunity. We are a city that embraces and supports people from all backgrounds and cultures because our diversity makes us stronger. We are a city where everyone has an opportunity to be safe, connected and supported by our vibrant community and where our economy is innovative and sustainable. We are a community that unites in both times of need and to celebrate success. And we have much to celebrate. Ipswich is a blend of old and new, that embraces the opportunity to create unique hubs that are alive and vibrant. We are a City of centres, connected by a network of green spaces that connect us to the land where we can enjoy sport, creative pursuits, active recreation or relaxing time with our families and loved ones. Our history is rich, from our First Nations to our European and multicultural histories and where our cultural landscapes are protected and respected. As we grow, we are focused on keeping the Ipswich spirit alive, and making sure all people can benefit from a well-planned city. We are proud to call Ipswich home. Join us.</p>	<p>Ipswich is a city of opportunity. We are a city that embraces and supports people from all backgrounds and cultures because our diversity makes us stronger. We are a city where everyone has an opportunity to be safe, connected and supported by our vibrant community and where our economy is innovative and sustainable. We are a community that unites in both times of need and to celebrate success. And we have much to celebrate. Ipswich is a blend of old and new, that embraces the opportunity to create unique hubs that are alive and vibrant. We are a City of centres, connected by a safe, reliable and sustainable transport system and a network of green spaces that connect us to the land where we can enjoy sport, creative pursuits, active recreation or relaxing time with our families and loved ones. Our history is rich, from our First Nations to our European and multicultural histories and where our cultural landscapes are protected and respected. As we grow, we are focused on keeping the Ipswich spirit alive, and making sure all people can benefit from a well-planned city. We are proud to call Ipswich home. Join us.</p>

Theme 1 - Vibrant and Growing	
Item	Summary of feedback following phase 3 community and staff consultation
Sustainable development and growth	<p><i>"With growth you need balance"</i></p> <p><i>"The growth for 2041 needs to be in the planning stage now"</i></p> <ul style="list-style-type: none"> • Sustainability and connectedness over growth • Manage growth • Balance heritage with growth • Ensure sufficient infrastructure, facilities are planned for when and where they are needed to handle growth
Improve transport	<p><i>"Ensuring we have sufficient infrastructure and current structures are maintained to handle the growth in population"</i></p> <p><i>"To deliver in 2041 we need to be planning now, investing in longer term planning and acquisition of land to ensure facilities and infrastructure can be built where it is needed."</i></p> <ul style="list-style-type: none"> • Better/viable/vibrant public transport and more services • Alternative active transport modes • Network of walk/cycle corridors separated from roads • Transport/parking should be main focus with growth
Good infrastructure	<ul style="list-style-type: none"> • Greater investment in infrastructure • Road improvements • Suitable infrastructure for a growing city/ enough infrastructure for growth • Maintain existing infrastructure
Advocacy alignment	<ul style="list-style-type: none"> • Amend the wording to be better aligned with current communications surrounding advocacy efforts.
Update catalyst projects	<ul style="list-style-type: none"> • Removal of Commonwealth Hotel being called out specifically under the Nicholas Street Precinct, as the potential of the site is broader than a hotel. • Change Ipswich Central Business District Plan to <i>Ipswich Central Revitalisation Project</i> for consistency with the project's official name.
Justification for amendment	<p>There is a strong theme coming through which suggests a tension between the growth of the city and the long term sustainability of this growth. This is particularly around the environment (included under Natural and Sustainable) and the infrastructure and facilities to support. The announcement of the 2032 Olympic bid in February 2021 provides opportunity for the city to support outcomes within Vibrant and Growing. Aligning the wording around the Advocacy section ensures consistent communication of advocacy efforts and still remains consistent with the original intent. Amending the Nicholas Street Precinct catalyst project wording ensures the potential of the Commonwealth Hotel site is reflected.</p>
Decision	<p>1. The feedback is captured by the outcomes being sought in the draft plan as well as catalyst projects. However, the 2041 statement for theme 1 is amended to include the bolded text below in the first sentence:</p> <p><i>Ipswich has been Queensland's fastest growing city with South East Queensland's youngest population and we were well prepared for the growth while balancing positive social and environmental outcomes for our city.</i></p>

	<ol style="list-style-type: none"> 2. Include additional wording – <i>We are connected by a safe, reliable, and sustainable transport system</i> (this statement also underpins council's existing strategy to support improved transport). 3. Include 2032 Olympic bid in catalyst project section. 4. Amend Advocacy wording to be better aligned with current communications surrounding advocacy efforts. 5. Amend wording of Nicholas Street Precinct catalyst project
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Theme 2 - Safe, Inclusive and Creative	
Item	Summary of feedback following phase 3 community and staff consultation
Enhance social & cultural outcomes - community safety	<p><i>"The word safe is an opening word in the statement, however the text focus on inclusiveness. Perhaps more could be said about how being safe is going to happen".</i></p> <p><i>"More emphasis on the safe aspect"</i></p> <ul style="list-style-type: none"> • Feeling safe is important / key to having people back in the city • Supporting other elements to provide safety – police presence/lighting/security cameras • Interrelationship between safety and crime, unemployment, drug and alcohol use, undesirable behaviour that people perceive as unsafe
Enhance social & cultural outcomes – inclusivity	<ul style="list-style-type: none"> • Inclusive events / inclusive city / Provide spaces for all people to connect/Address disadvantage by having inclusive community life • (Inclusive) Transport considerations – including those who don't own a car / or have a disability and cannot drive and cannot travel after dark • Diversity reflected in Council's hiring processes • Ease of access to participate in public life (eg. access to infrastructure and enjoyment of open spaces) for people with physical and mental disabilities / accessibility for all in public places – considerations of parking, inclusive language, visual supports • Education of different cultures/diversity to promote understanding
Arts scene for local and visiting artists	Strong theme emerging that outcomes do not highlight the diverse arts scene that should be supported in the city.
Justification for amendment	The draft plan does include safety in theme 2 both in the 2041 statement and is included in outcomes for 2026. This could be highlighted more by moving outcome 10 (our community feels safe) to outcome 1 to make it more prominent. The detail that the community are looking for in this theme will be captured in our Annual Plan program of work and our action plans for strategies.
Decision	<ol style="list-style-type: none"> 1. In theme 2 move outcome 10 to outcome 1. 2. Replace previous outcome 12 with amended wording. (See table 2.0 with previous and amended wording).

Table 2.0

Previous wording for Outcome 12		Amended wording for Outcome 12	
We have a strong creative economy in Ipswich.		We have a strong diverse arts scene for local and visiting artists’ that has created a strong creative economy.	
Theme 3 - Natural and Sustainable			
Item		Summary of feedback following phase 3 community and staff consultation	
Greater environment & sustainability outcomes - Waste and circular economy		There is a strong sentiment around waste and circular economy: <ul style="list-style-type: none">• Improve waste management practices / recycling• Environmental impacts of established dumps in the area• Odour from waste industry / improve air quality• Circular economy – product stewardship, renewable resources, design for sustainability, teach our kids sustainability• Education of the community	
Greater environment & sustainability outcomes - Retain/Regenerate/Rehabilitate natural environment and protect habitat		<i>“We strive to generate more green space per capita than average and choose to prioritize precious green space and our flora and fauna over development”</i> <i>“Including more green space in new developments”</i> <i>“When approving developments ensure green corridors are earmarked for connection. Put the onus on developers to do this - council requires more.”</i> <i>“Place priority on ensuring green corridors strategy comes before development explodes.”</i> The data suggests a tension between a growing city with development occurring and the compromises that are made with the environment. <ul style="list-style-type: none">• Less habitat destruction for development / more trees left in newly developed areas / protection of native wildlife / reduce clearing of land for developments / more green spaces in new developments / stop knocking down trees• Proactive maintenance for green areas / regeneration of land• Green zones are important• More trees / more green space / Connected green space is earmarked for protection / protect existing corridors and ensure they are connected outside of Ipswich LGA / priority on green corridors strategy before development explodes / use green corridors to buffer uses of land (eg. industry and residential)• Bank land / acquisition of land for green corridors	
Justification for amendment		The data suggests a tension between a growing city with development occurring and the compromises that are made with the environment. This has been picked up by the decision to amend theme 1, and will be addressed with the detail that sits at the action levels for catalyst projects, during annual planning and strategy action plans. With regards to the better outcomes around waste, the plan recognises this and the details will be addressed through the catalyst projects, annual plan and strategy action plans.	

Decision	No amendments required.
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Theme 4 - A Trusted and Leading Organisation	
Item	Summary of feedback following phase 3 community and staff consultation
Greater communication and community engagement:	<p><i>"When asking for feedback or input, share the feedback and input you received. Let people know you will share all feedback before they respond."</i></p> <p><i>"Include listening to our community when making decisions/planning for the city. Include wording that reflects our purpose statement - that what Council does is to improve the quality of life for residents".</i></p> <ul style="list-style-type: none"> • Represent/listen to the people/know the community • Top down government (negative sentiment) • Lengthen timeframes to include community member input / more consultation • Communicate properly instead of talking about it • Share the feedback received • Better customer service • Explain decisions • Inclusive communication and engagement
Rebuilding trust, transparency and accountability	<ul style="list-style-type: none"> • Trust needs to be rebuilt • Accountability of staff and councillors • Access to information • Show progress
Contemporary wording	Some changes to the wording in the 2041 statement and 2026 outcomes have been requested through staff engagement to make it more contemporary and in alignment to the outcomes.
Justification for amendment	Continue to improve community engagement and communication was also echoed across Vibrant and Growing, and Safe, Inclusive and Creative themes. This is addressed in the plan with the outcome 11 in theme 2 - <i>'The community feels heard and engaged and we close the loop with our consultation'</i> . Rebuilding trust and providing transparency / accountability is also captured in the outcomes of theme 4.
Decision	<ol style="list-style-type: none"> 1. Amend wording of 2041 Trusted and Leading Organisation statement. (See Table 3.0 for previous and amended wording). 2. Amend outcomes 7, 9, and create a new outcome 12. (See Table 4.0 for previous and amended wording). 3. Amend People and Culture Strategy to reflect contemporary wording and alignment to vision. 4. Amend iVolve project to reflect contemporary wording and alignment to outcomes.

Table 3.0

Theme 4 – in 2041 statement	
Draft iFuture wording	Amended final iFuture plan wording (only making changes to last sentence)
Our community trusts the elected council and staff to make decisions that are transparent, accountable and are in the best interest of the current community and for generations to come. We are leaders in customer service, good governance, financial and risk management. The community and customer is at the centre of everything council does. Our culture ensures we have an empowered, connected, resilient workforce where we care, support and protect the wellbeing of each other.	Our community trusts the elected council and staff to make decisions that are transparent, accountable and are in the best interest of the current community and for generations to come. We are leaders in customer service, good governance, financial and risk management. The community and customer is at the centre of everything council does. <i>We have an empowered, connected, resilient workforce and a culture that supports us to perform at our best.</i>

Table 4.0

Theme 4 - Our Outcomes for 2026	
iFuture draft wording	Amended wording for final plan
7. We have a skilled workforce with the resources and systems that enable us to be effective and efficient and provide pathways for innovation, integration and collaboration across our organisation	7. Our people, processes and technology are capable, efficient and integrated continuously improving and leading in practice.
9. We are an employer of choice and where our employees actively care, support and protect the wellbeing of themselves and others.	9. Our people are valued, engaged, supported and empowered to deliver at their best.
-	NEW 12. Our leaders at all levels of the organisation are capable, supported and are meeting expectations set out in our Leadership Charter.

General Feedback on draft iFuture plan	
Item	Summary of feedback following phase 3 community and staff consultation
Review the document to proof read and simplify, use different language	<i>"Use plain language"</i>
Justification for amendment	The document's primary audience will be council staff who will be using and interpreting the vision and outcomes to ensure strategies, action plans and projects align to the delivery of iFuture. Language will be simplified for readability, and where possible the glossary can be used for interpretation if it is not possible to simplify or use different language.
Decision	<ol style="list-style-type: none"> Review document for readability and use plain language. (See table 5.0 for amended wording of 2041 theme vision statements and outcomes). Use a glossary of terms that may be difficult to interpret. Include glossary of terms in final plan.

Table 5.0

Theme	Draft iFuture wording of 2041 theme vision statements and outcomes	Amended wording of 2041 theme vision statements and outcomes	Reason
Vibrant and Growing	Our city's design and development promotes quality place making and liveability including positive environmental, sustainability, inclusivity and cultural outcomes and allows our city to be well connected with active and public transport options.	Our city's design and development promote quality place making and liveability. Positive environmental, sustainable, inclusive, and cultural outcomes are sought. Our city is also well connected with active and public transport options.	Readability
Vibrant and Growing	Our city is active and healthy with a variety of activities, facilities and services on offer for all to participate.	Our city is active and healthy with a variety of activities, facilities, and services on offer for all to take part.	Readability
Vibrant and Growing	There are increased employment opportunities across the city especially for young people as well as a variety of educational opportunities.	There is increased employment, and a variety of educational opportunities across the city, especially for young people.	Readability
Safe, Inclusive and Creative	We welcome, support, celebrate and include people from all backgrounds, cultures and abilities, and we know that wherever we live, work or play we feel like we belong and we feel safe. It is easy to access the social and health services from a coordinated network that focuses on prevention and intervention where and when it's needed. Our arts and culture scene is thriving and attracting locals and visitors to be a part of it.	We welcome, support, celebrate and include people from all backgrounds, cultures, and abilities. We know that wherever we live, work or play we feel like we belong and we feel safe. It is easy to access the social and health services from a coordinated network that focuses on prevention and intervention where and when it's needed. Our arts and culture scene is thriving and attracting locals and visitors to be a part of it.	Readability
Safe, Inclusive and Creative	We participate with other agencies and groups in crime prevention and health promotion efforts for the community.	We work alongside other agencies and groups in crime prevention and health promotion efforts for the community.	Feedback – include a sense of unity/work alongside
Natural and Sustainable	We love and enjoy our waterways, our bushland, our flora and fauna and our cultural landscapes. We are continuing our work towards a sustainable future that mitigates environmental impacts and adapts to a changing climate. We are	We are proud of and enjoy our waterways, our bushland, our flora and fauna, and our cultural landscapes. We are continuing our work	Feedback – we are proud of our waterways... 'love is

Theme	Draft iFuture wording of 2041 theme vision statements and outcomes	Amended wording of 2041 theme vision statements and outcomes	Reason
	known nationally for being clean, green and a city with a circular economy.	towards a sustainable future that mitigates environmental impacts and adapts to a changing climate. We are known nationally for being clean, green and a city with a circular economy.	<i>an emotional word'</i>
Natural and Sustainable	Our natural environment is interconnected across the city and managed to balance positive conservation and nature based recreation outcomes including wildlife habitat protection.	Our natural environment is interconnected across the city. It is managed to balance positive conservation including wildlife habitat protection, and nature-based recreation.	Readability
A Trusted and Leading Organisation	We provide outstanding customer service and make it easier to interact with council online, through digital channels, in person and over the phone.	We provide outstanding customer service. We make it easier to interact with council online, through digital channels, in person and over the phone.	Readability
A Trusted and Leading Organisation	We meet our State Government legislation, Local Law and compliance obligations but always strive to be leading practice.	We meet our State Government legislation, Local Law and compliance obligations and always strive to be leading practice.	Feedback