

Living in Ipswich, 2023

Views report

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decisions



community views | views.id

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CITY OF IPSWICH

Local Area Overview

About the City of Ipswich

The City of Ipswich local government area - home of [Jagera, Yuggera and Ugarapul People](#) begins at the suburbs of Carole Park, Gailes and Goodna in the east and expands south (through the growth areas of Spring Mountain and Ripley), north (along the Warrego Highway) and concludes in the west at Grandchester and Mount Mort. Known for its historic centre, Ipswich sits about 45 minutes drive west of Brisbane's CBD.

[More than 240,000 people live across the City](#), making it one of the nation's larger LGAs by population. Beyond absolutes, the City's median age is 33 years, younger than the Australian median of 38.

Ipswich is one of Australia's fastest growing LGAs, with [.id's independent population forecasts predicting](#) that the broader Ipswich region will absorb 20% of Queensland total population growth between 2021 and 2041.

The [local area economy](#) produces more than \$12b each year, with the LGA's main industries (by employment) being Health Care and Social Assistance, and Education and Training.



LIVING IN IPSWICH

About Living in Place for the City of Ipswich

About the Living in Place survey

[Living in Place](#) is an independent, robust and repeatable community survey that seeks to understand and help advance quality of life across Australia's local areas.

It uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs. It also measures community health and wellbeing, financial circumstances, local area concerns and ideas for improving quality of life.

The Living in Place survey data is analysed and reported through our leading online platform, [views.id](#).

Together, Living in Place and [views.id](#) provide councils and other organisations with a deep and representative understanding of their community's views to inform, monitor and evaluate strategic planning and advocacy.

Living in Place is delivered in partnership with leading social research consultancy, Ipsos Public Affairs.

About Living in Ipswich

[views.id](#) deployed the Living in Place survey across the Ipswich local government area in April 2023, returning a sample of n=1,202 completed surveys.

The City of Ipswich has contracted [views.id](#) to deliver Living in Place annually between 2021 and 2024 to monitor how and where their community's views are changing in response to council's strategic policy agenda, advocacy efforts and external factors. This report shows the City's overall liveability in 2023 and speaks to five key insights regarding what the community believes needs to happen to advance quality of life.

Additional reports, data and resources are available from the [\[views.id reporting and exploratory platform\]\(#\)](#).

OVERALL LIVEABILITY

The values, experiences, overall liveability and future needs of Ipswich residents...

The chart below shows what the City of Ipswich residents believe makes somewhere a good place to live and how they experience their local area in that regard. It also highlights how the City's current Overall Liveability compares with the April 2021 Benchmark.



Ipswich Overall Liveability Index



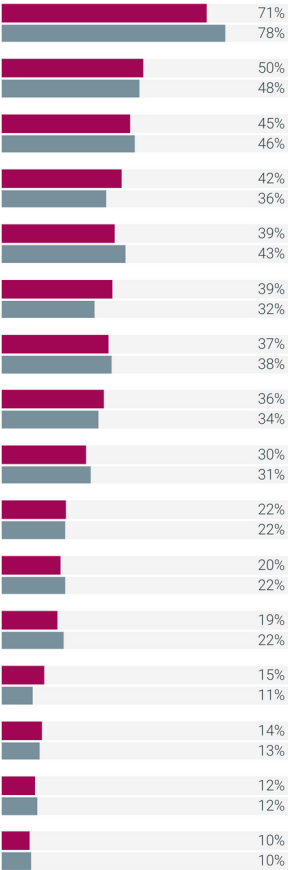
Results sorted by importance in Ipswich

- Feeling safe
- Affordable decent housing
- Natural environment
- Health services
- Shopping, leisure & dining
- Making your way
- A lack of road congestion
- Public transport
- Sense of community
- Education
- Good job prospects
- Social cohesion
- Cultural facilities
- Opportunity for all
- A prosperous economy
- Sports and recreation

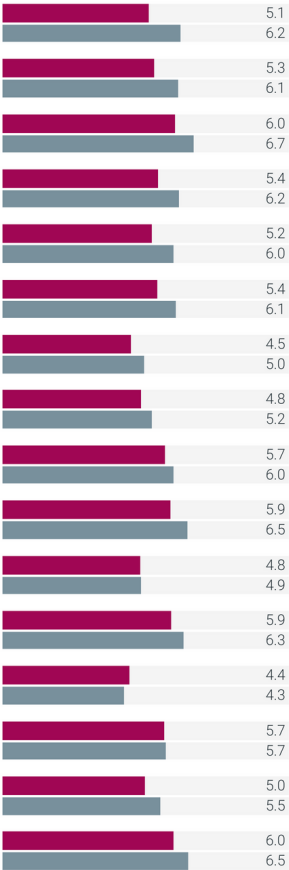
April 2021 Overall Liveability Index



Importance Sort by



Experience Sort by



↑ Significantly higher ↓ Significantly lower

KEY INSIGHT 1

Overall Liveability in Ipswich has contracted, and is lower than contemporary Australian and South East Queensland benchmarks.

The City of Ipswich's Overall Liveability Index (OLI) – created by combining residents' values and local area experiences – returned a score of 53.0/100, significantly lower than the April 2021 benchmark (59.3).

Residents across the City of Ipswich have a clear and consistent set of beliefs regarding what makes somewhere a good place to live.

In 2023, the community placed the greatest value on 'feeling safe' (71% selecting it among their five most important liveability attributes), followed by the provision of 'affordable decent housing' (50%), 'access to the natural environment' (45%) and 'high quality health services' (42%). Thirty-nine percent nominated 'a diverse range of shopping, leisure and dining experiences' and 'making your way to and from services with ease'. Two of the transport related attributes - 'a lack of road congestion' (37%) and 'reliable and efficient public transport' (36%) completed the list of most important items.

Despite the community's values proving to be largely consistent across the years, the local area experiences reported in 2023 were consistently worse in comparison to 2021. These poorer local area experiences - particularly for the liveability attributes of greatest importance to the Ipswich community - are responsible for driving the contraction in Overall Liveability.

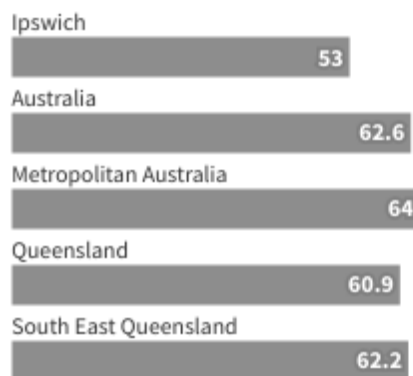
Overall Liveability across Ipswich 2023 vs 2021



While the community reported significantly worse local area experiences for 11 out of the 16 liveability attributes, their poorer experiences were more concentrated in and acutely felt for the items of greatest importance, most notably 'feeling safe' (5.1/10 in 2023 vs 6.2/10 in 2021) and 'affordable decent housing' (5.3 vs 6.1)

When compared with contemporary benchmarks, Overall Liveability in Ipswich (53.0) is significantly lower than South East Queensland (62.2), Queensland (60.9), Metropolitan Australia (64.0) and Australia (62.6) averages.

Overall Liveability 2023

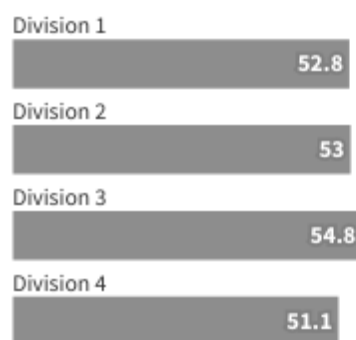


KEY INSIGHT 2

Where Ipswich residents make their home has an influence on how they perceive local area liveability and, more importantly, what they believe needs to happen to advance quality of life.

Overall Liveability ranged from 54.8 out of 100 in Division 3 through to 51.1 in Division 4.

Overall Liveability across Ipswich's Electoral Divisions



The City of Ipswich's relatively large and fast growing population, coupled with the evolving role and function of its many communities, determines that planning is well served through the local community lens. Understanding the values, experiences, and future needs of your communities through a spatial lens should lead to actions and advocacy that serve specific local issues, solving local problems. When administered consistently over several years, this approach should deliver better local area experiences which will, by extension, return a collective benefit to the City of Ipswich's liveability in the macro.

While the Living in Ipswich survey delivers insights and provides data for the City's 4 x Electoral Divisions (see the Local Area Insights section below), here we compare and contrast the strengths and opportunities of two communities - those from Division 3 (the LGA's north-east, ranging from Redbank through to Leichardt) and Division 4 (the LGA's north, ranging from Chuwar through to Woolshed).

Residents from Division 3 returned an OLI of 54.8/100. While these residents' values and experiences were largely consistent with those from Ipswich more broadly, their local area experiences of those items were significantly better for 4 of the liveability

attributes, in comparison to the Ipswich average, including for the three transport related items of 'reliable and efficient public transport' (5.6/10 vs 4.8/10), 'making your way to and from services with ease' (5.9 vs 5.4) and 'a lack of road congestion' (5.4 vs 4.5).

In contrast, those from the Division 4 reported significantly worse local area experiences for 4 of the 16 liveability attributes, including two of greater importance (e.g. '**a diverse range of shopping, leisure and dining experiences**' and '**reliable and efficient public transport**'). This combination of poorer experiences for attributes of greater importance contributed to this Division's low OLI of 51.1/100

KEY INSIGHT 3

Improving residents' ability to get around Ipswich - particularly within the growth areas - will strengthen overall liveability.

Two out-of-the three items nominated as attributes where local area experiences need to improve to advance quality of life were transport related.

Ipswich residents selected 'making your way to and from services with relative ease', 'a lack of road congestion' and 'reliable and efficient public transport' as the 6th, 7th and 8th most important items that contribute towards making somewhere a good place to live. Despite placing a relatively high value on these transport related attributes, residents' experiences were quite poor, with 'making your way to and from services with relative ease', 'reliable and efficient public transport' and 'a lack of road congestion' the 8th, 13th and 15th most positively experienced items.

While this combination of high value and poor local area experiences represents an opportunity to use transport infrastructure and service investment as a mechanism to improve overall liveability, these items are experienced differently across the LGA's local areas, determining that demand for improved infrastructure and services is more expressed more acutely in some areas than others.

Looking across Ipswich, residents' experiences of 'making your way to and from services with relative ease' were poorest in Division 2 (5.0/10) and Division 4 (5.1/10), as were their views regarding 'a lack of road congestion' (Division 2 = 3.3/10, Division 4 =

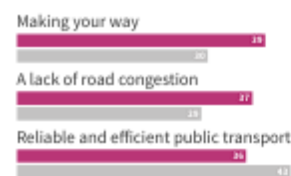


4.7/10). When it comes to the provision of 'reliable and efficient public transport', residents of Division 4 (3.8/10) and Division 1 (4.4/10) reported the worst local area experiences.

Through a comparative lens, Ipswich residents placed a higher value on and reported poorer local area experiences for 'making your way to and from services with relative ease' and 'a lack of road congestion' in comparison to the South East Queensland benchmarks.

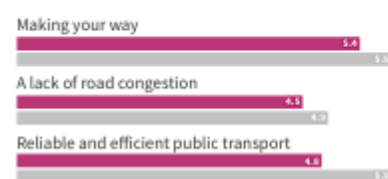
Values (%)

■ Ipswich ■ South East Queensland



Experiences (0-10)

■ Ipswich ■ South East Queensland



KEY INSIGHT 4

How safe your community feels in their local area is critical to improving quality of life.

Seven out-of-every ten (71%) Ipswich residents surveyed selected 'feeling safe' among their top five liveability attributes, making it the item that the community believes contributes most towards making somewhere a good place to live.



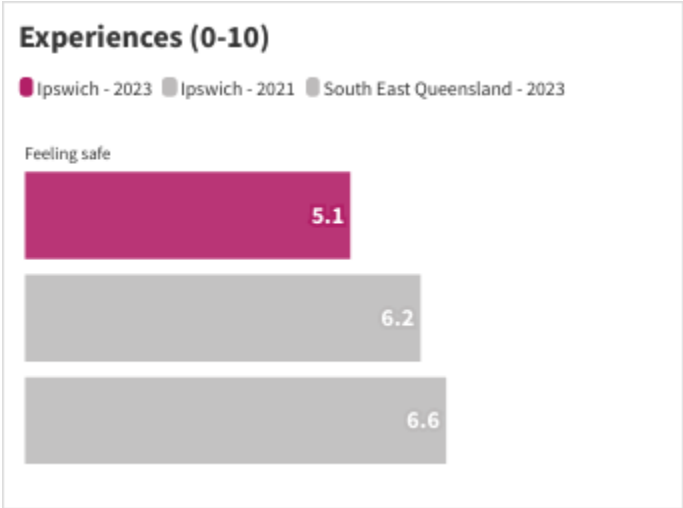
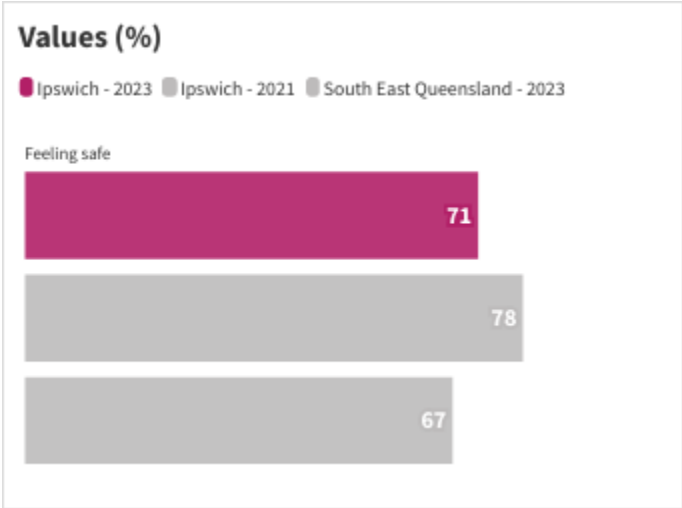
Despite placing such a high value on 'feeling safe' your residents did not - as a collective - feel overly safe where they live, with residents rating their local area an average of 5.1 out of 10; the 11th most positively experienced attribute of 16.

This combination of very high importance coupled with poor local area experiences determines that 'feeling safe' makes the single largest contribution to Ipswich's current low levels of Overall Liveability.

Importantly, your community's views on how safe they feel where they live has reduced since the 2021 survey, when residents rated their local area an average of 6.2/10.

While the average South East Queenslander also places a high value on 'feeling safe', and reports mostly positive local area experiences for 'feeling safe', Ipswich residents put slightly more stock in and report significantly worse local area experiences for this attribute in comparison to this contemporary benchmark.

Beyond values and experiences, 45% of residents nominated 'Crime/Law and Order/Violence/Anti-Social Behaviour' as one of the top three issues facing their local area, consistent with the 2021 survey (43%), but significantly higher than the contemporary South East Queensland benchmarks (34%).



KEY INSIGHT 5

There is demand for improving ‘a diverse range of shopping, leisure and dining experiences’ across Ipswich.

Thirty-nine percent of residents selected ‘a diverse range of shopping, leisure and dining experiences’ as an important attribute when considering what makes somewhere a good place to live, making it the 5th most important liveability aspect for residents overall.

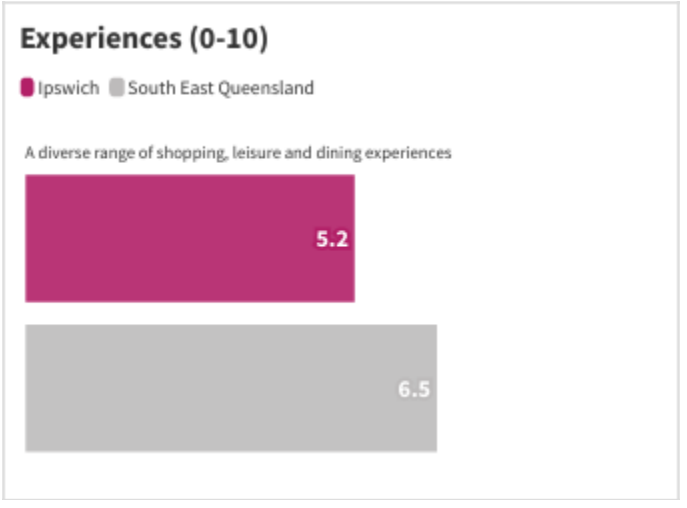
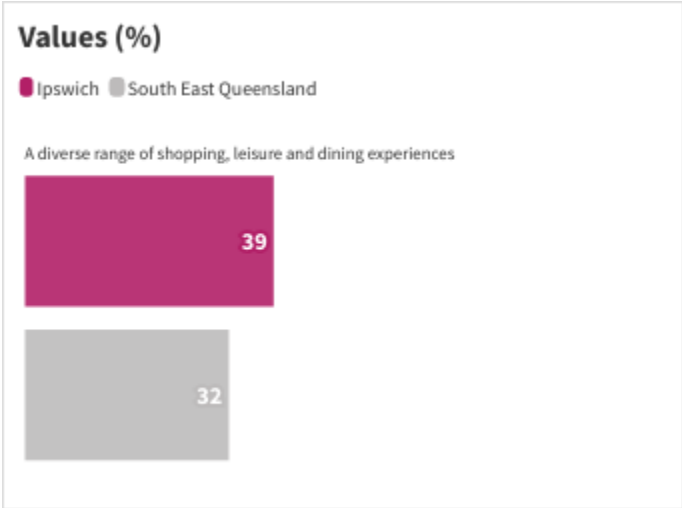


Despite this high level of importance, local area experiences for 'a diverse range of shopping, leisure and dining experiences' were relatively poor, with residents rating their local area an average of 5.2 out of 10 (the 10th most positively experienced attribute of 16).

While the value residents placed on this attribute were relatively even across the Municipality, those who make their home in Divisions 1 and 2 reported better local area experiences (5.5/10 respectively) in comparison to those from Divisions 3 (5.1/10) and 4 (4.8/10).

Beyond Ipswich, your residents placed more value in, and reported worse local area experiences for ‘a diverse range of shopping, leisure and dining experiences’ in comparison to South East Queensland averages.

Improving local area experiences for this attribute will place upward pressure on the Overall Liveability Index, it will also improve local area economic conditions and, we believe, assist with helping people to feel safer in their local area.



LOCAL AREA INSIGHTS ACROSS THE CITY OF IPSWICH

Living in Division 1

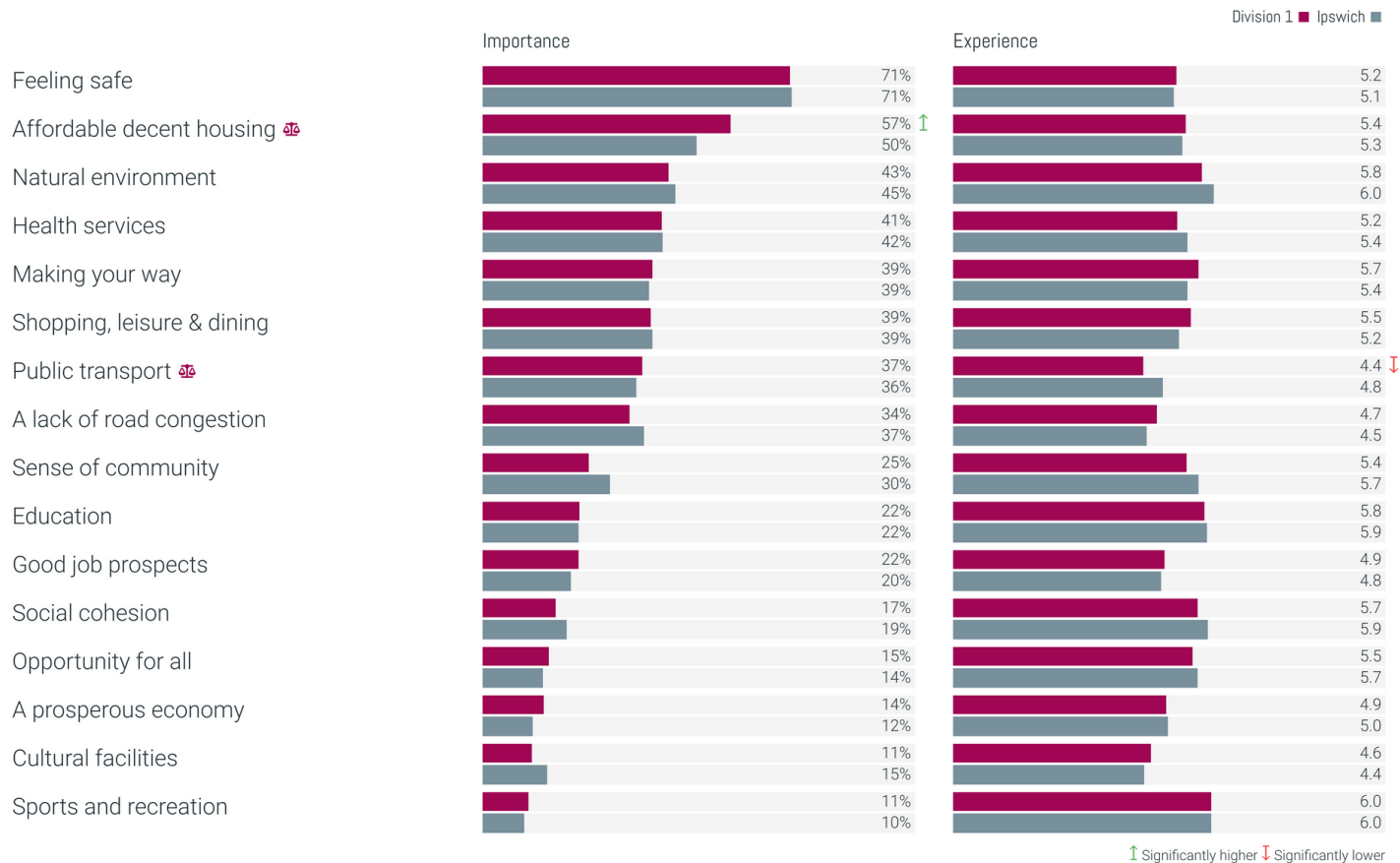
Division 1 is made up of Deebing Heights, Redbank Plains, Willowbank, Ripley, Raceview, South Ripley, Peak Crossing, Flinders View, Blackstone, Grandchester, Purga, Calvert and Ebenezer. 239 residents from Division 1 participated in the survey.

The Division 1 Local Area Overall Liveability Index returned a value of 52.8/100, lower than the Ipswich average (53.0).

Division 1 Overall Liveability Index



Ipswich Overall Liveability Index



LOCAL AREA INSIGHTS ACROSS THE CITY OF IPSWICH

Living in Division 2

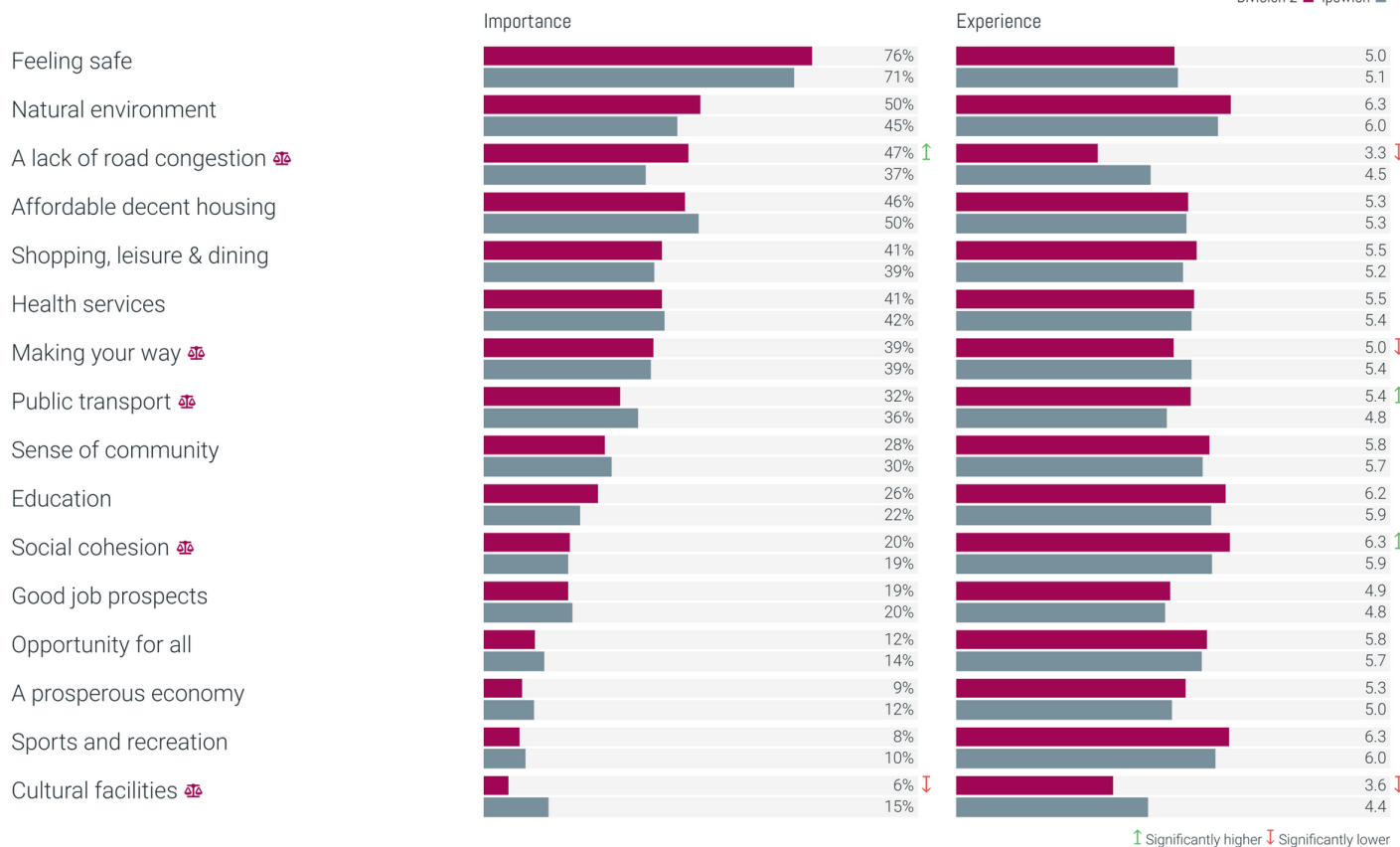
Division 2 is made up of Bellbird Park, Augustine Heights, Gales, Springfield Lakes, Spring Mountain, Goodna, Camira, Springfield, Brookwater, Springfield Central and Mount Forbes. 258 residents from Division 2 participated in the survey.

The Division 2 Local Area Overall Liveability Index returned a value of 53.0/100, consistent with the Ipswich average (53.0).

Division 2 Overall Liveability Index



Ipswich Overall Liveability Index



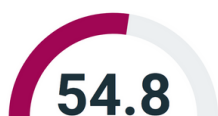
LOCAL AREA INSIGHTS ACROSS THE CITY OF IPSWICH

Living in Division 3

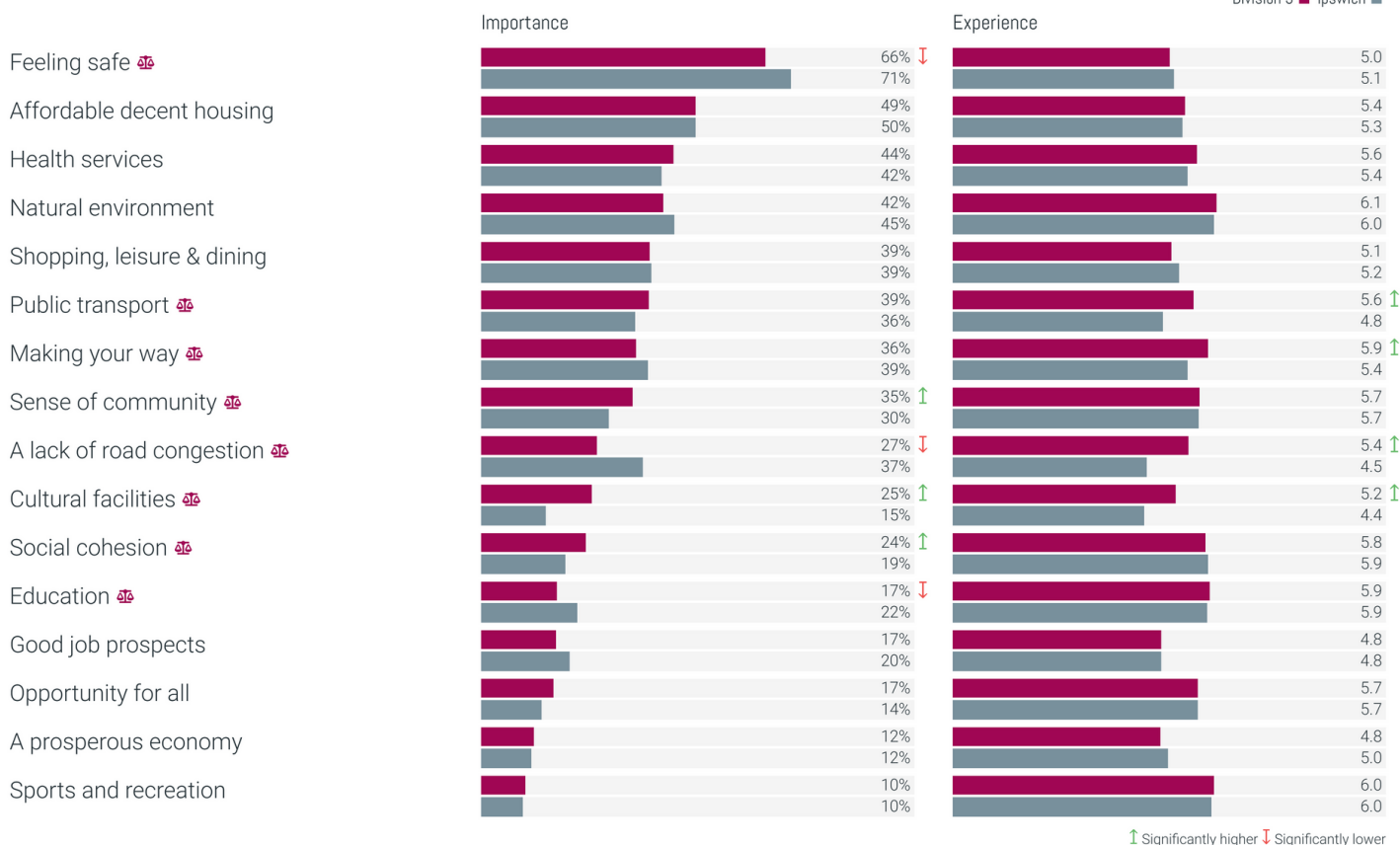
The Division 3 Local Area is made up of Dinmore, West Ipswich, North Booval, Eastern Heights, Silkstone, Redbank, Leichhardt, Collingwood Park, Bundamba, Newtown, Ipswich, Woodend, Booval, Coalfalls, Riverview, East Ipswich, Basin Pocket, Sadliers Crossing, One Mile and Ebbw Vale. 386 residents from Division 3 participated in the survey.

The Division 3 Local Area Overall Liveability Index returned a value of 54.8/100, higher than the Ipswich average (53.0).

Division 3 Overall Liveability Index



Ipswich Overall Liveability Index



LOCAL AREA INSIGHTS ACROSS THE CITY OF IPSWICH

Living in Division 4

The Division 4 Local Area is made up of Haigslea, Brassall, Ironbark, Rosewood, Pine Mountain, Wulkuraka, North Ipswich, Churchill, Karalee, Amberley, Moores Pocket, Walloon, Yamanto, Barellan Point, Marburg, Chuwar, Ashwell, Karrabin, Tivoli, Thagoona, Tallegalla, Lanefield and Muirlea. 319 residents from Division 4 participated in the survey.

The Division 4 Local Area Overall Liveability Index returned a value of 51.1/100, lower than the Ipswich average (53.0).

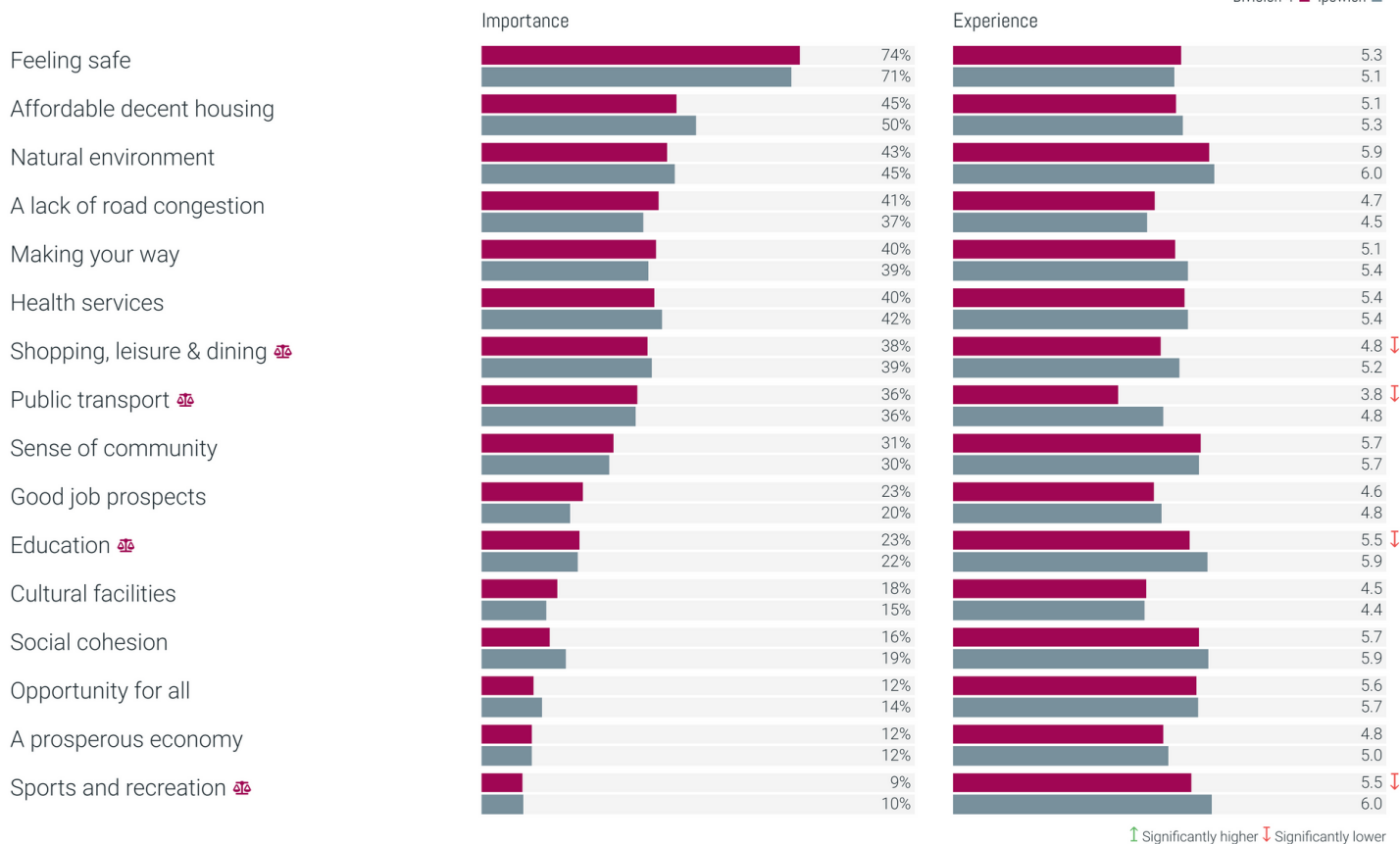
Division 4 Overall Liveability Index



Ipswich Overall Liveability Index



Division 4 ■ Ipswich ■





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Please visit views.id.com.au/ipswich for additional insights, resources and data.