

Living in Place - Ipswich

Workshop

22 August 2023





Daniel Evans | Consultant @ .id - informed decisions
dan@id.com.au | 0407 502 887 | views.id.com.au
<https://views.id.com.au/ipswich>

community views



powered by
.id informed
decisions

Our time together...

-  About Ipswich and the Living in Place community survey
-  How we delivered 'Living in Ipswich'
-  Key insights summary
-  Open discussion

Introducing .id - informed decisions...

About us



We are demographers, housing analysts, forecasters, economists and social researchers with 25 years' experience working with local government.

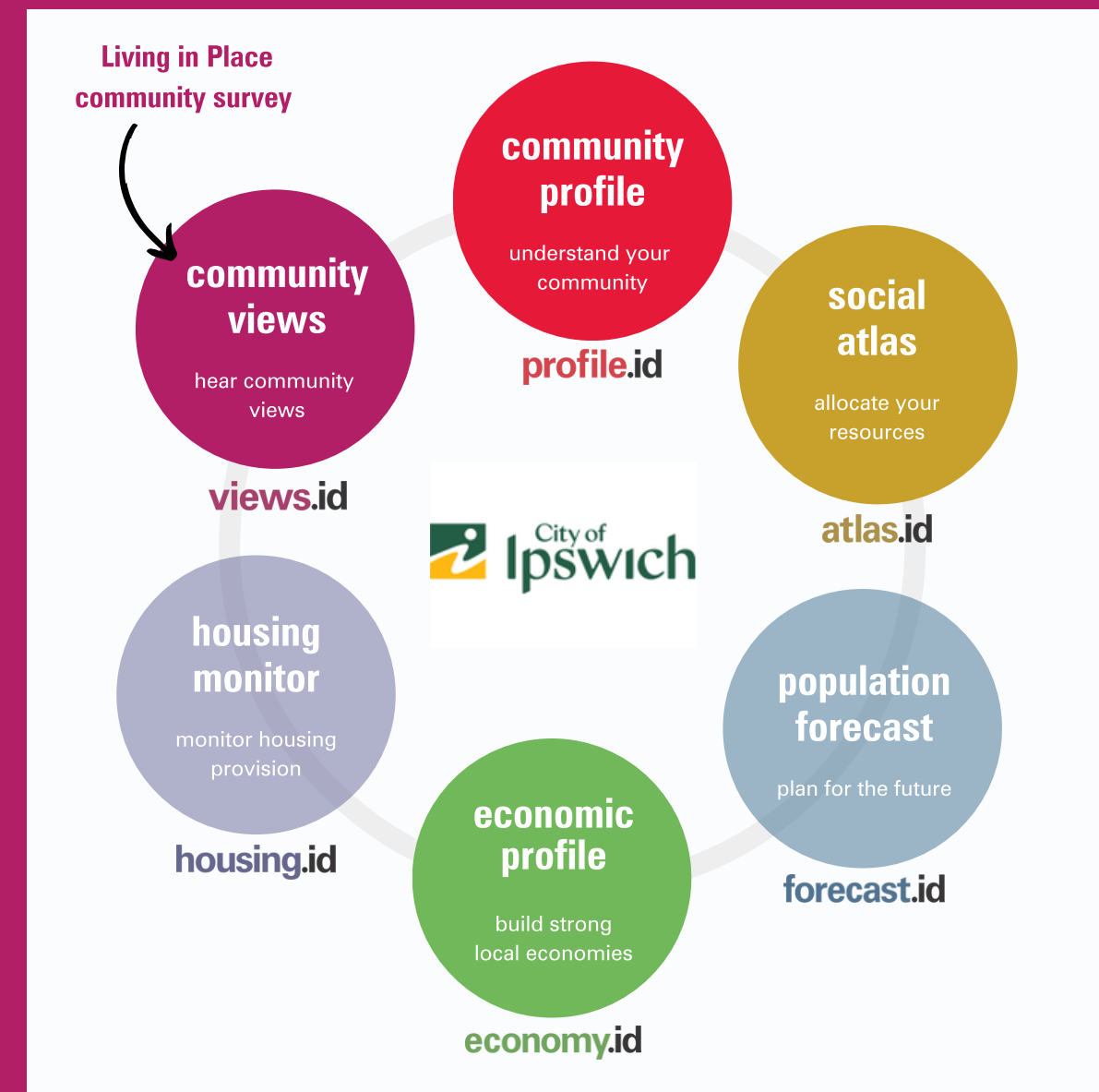


Who study how cities, towns and regions are changing and organise complex data in intuitive web applications for people with diverse needs.



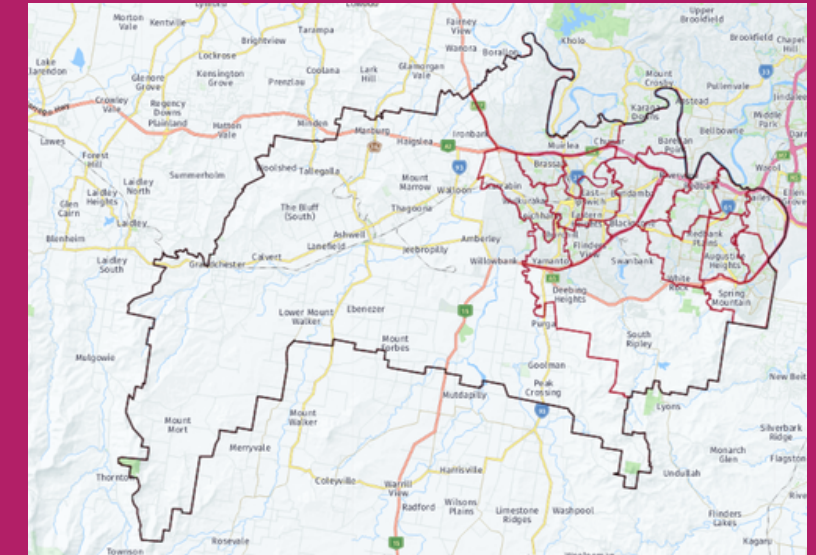
We help clients and others make informed decisions about when and where to provide services, invest and advocate.

The .id Platform



So who lives in Ipswich?

About 1 out-of-every 20 South East Queenslanders lives in Ipswich.



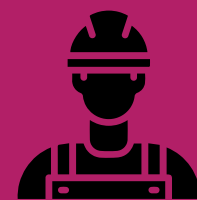
Ipswich residents are younger.



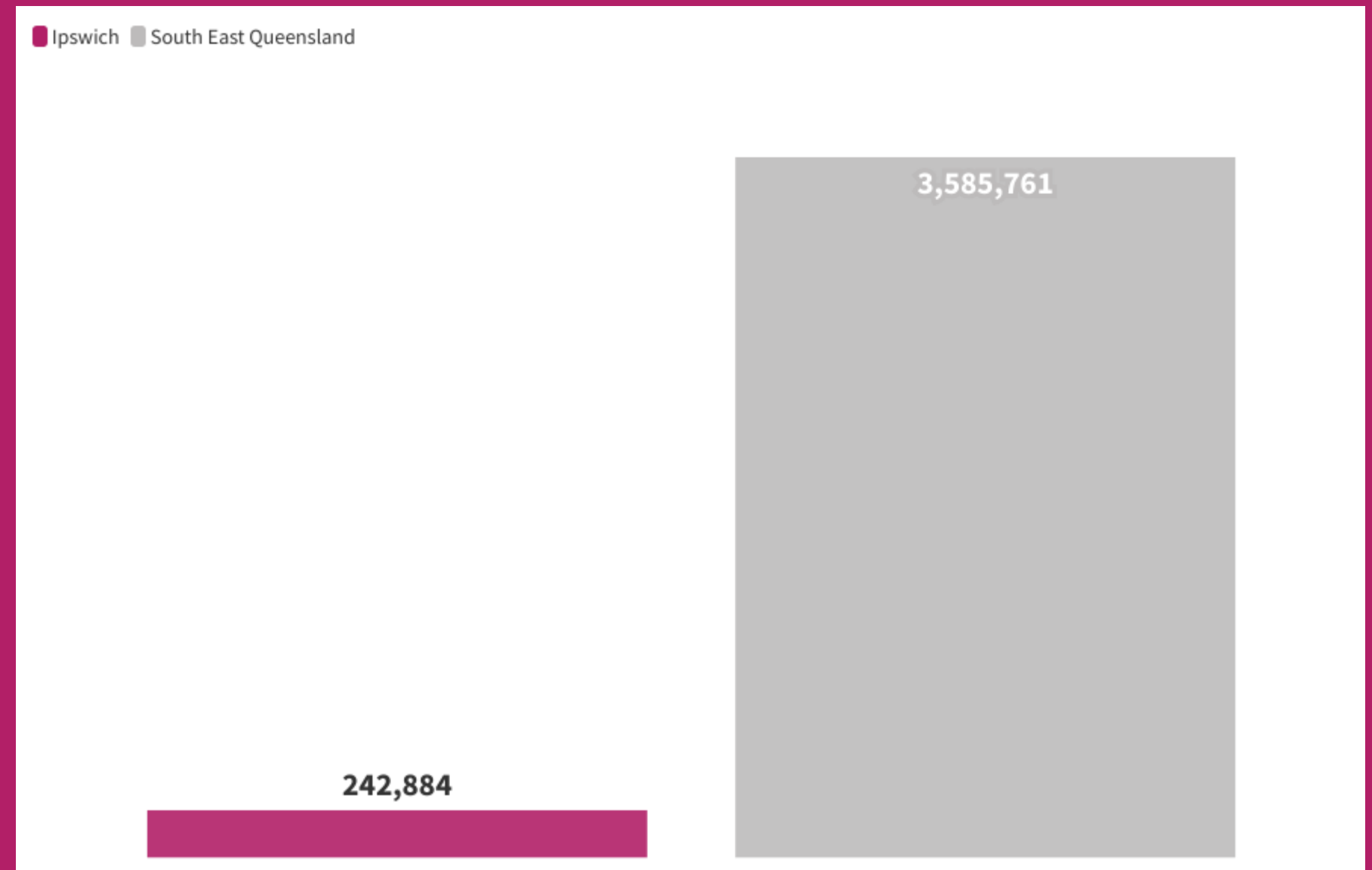
More are renters and mortgagees.



Low density housing is dominant.

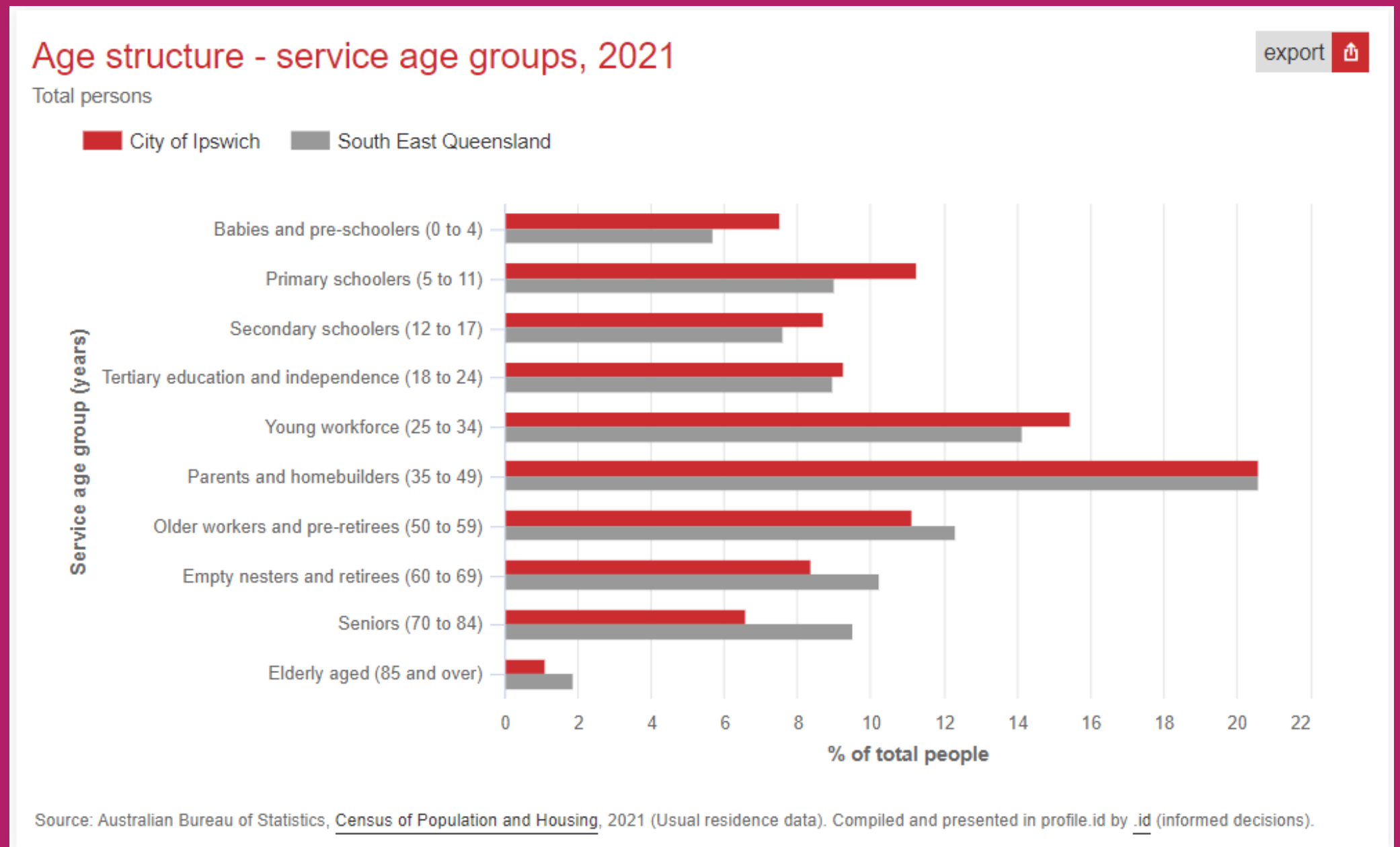


More likely to have trade qualifications.



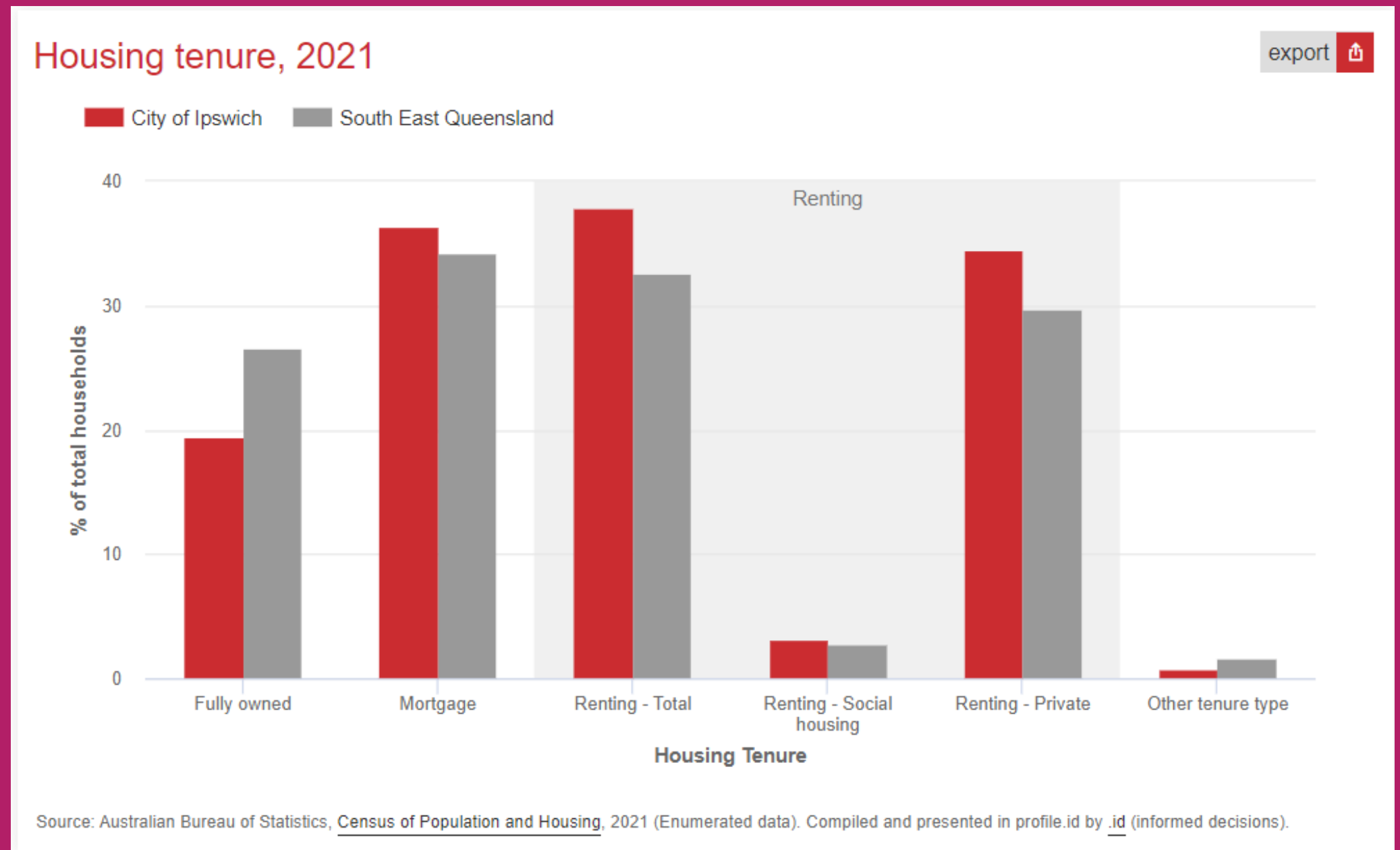
Ipswich residents are younger...

- Ipswich's median age is 33 years, which is comparatively younger than Australia (38), Queensland (38) and South East Queensland (38).
- Parents and homebuilders (35-49 YO) is the dominant age structure.
- In relative terms, there are more Children (<18) and fewer older people (>50).



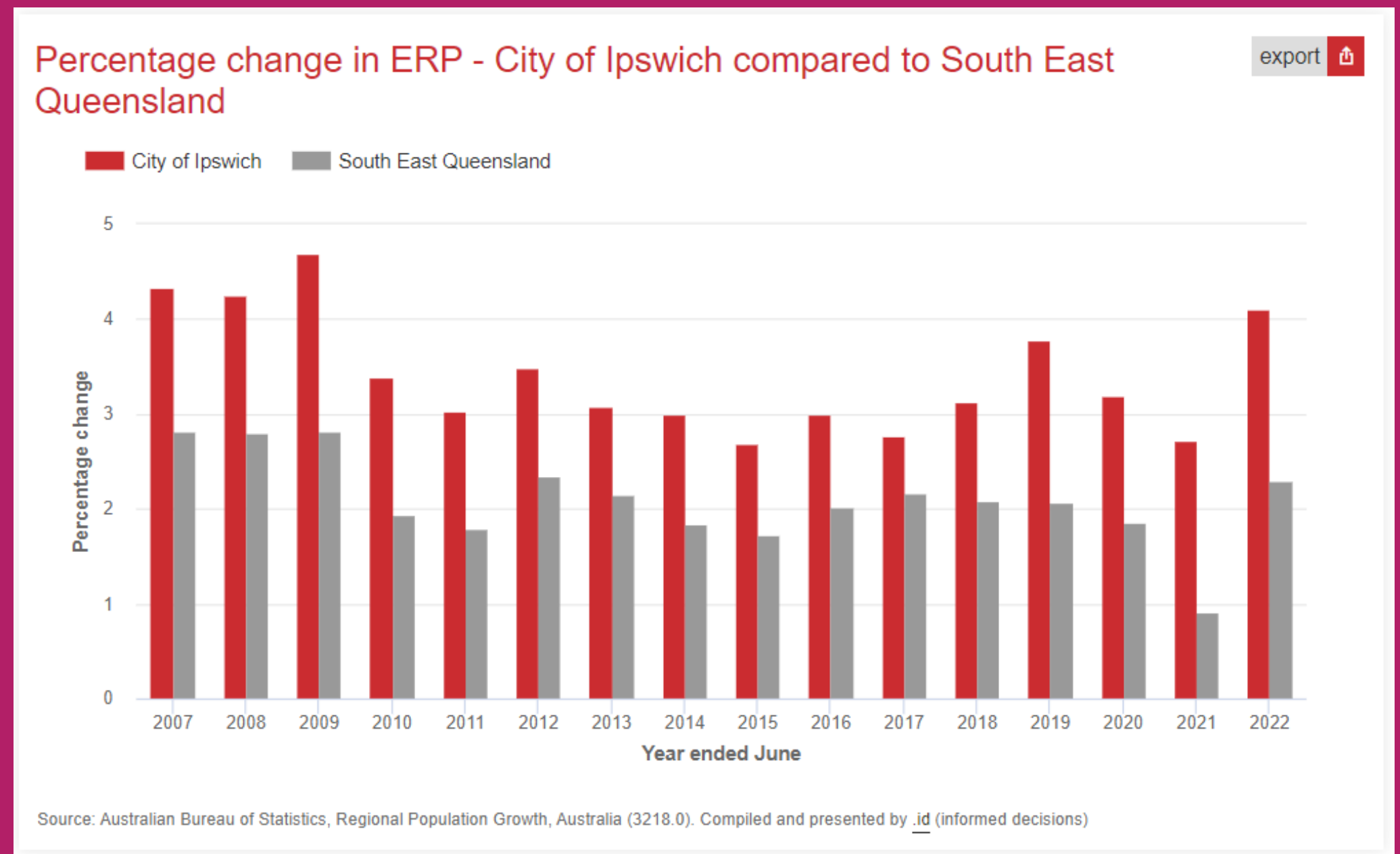
A higher proportion are renters and mortgagees...

- 38% of households were renting their home, 36% were mortgagees, and just 19% of homes were fully owned in 2021.
- 33% of households were made up of couples with children, compared with 30% in South East Queensland.



Has Ipswich's population changed over the years?

- Yes! The City of Ipswich has grown from 141,986 (2006) to 242,884 (2022), representing a +71% increase.
- Ipswich has absorbed a higher proportion of growth in comparison to South East Queensland each and every year since 2006.

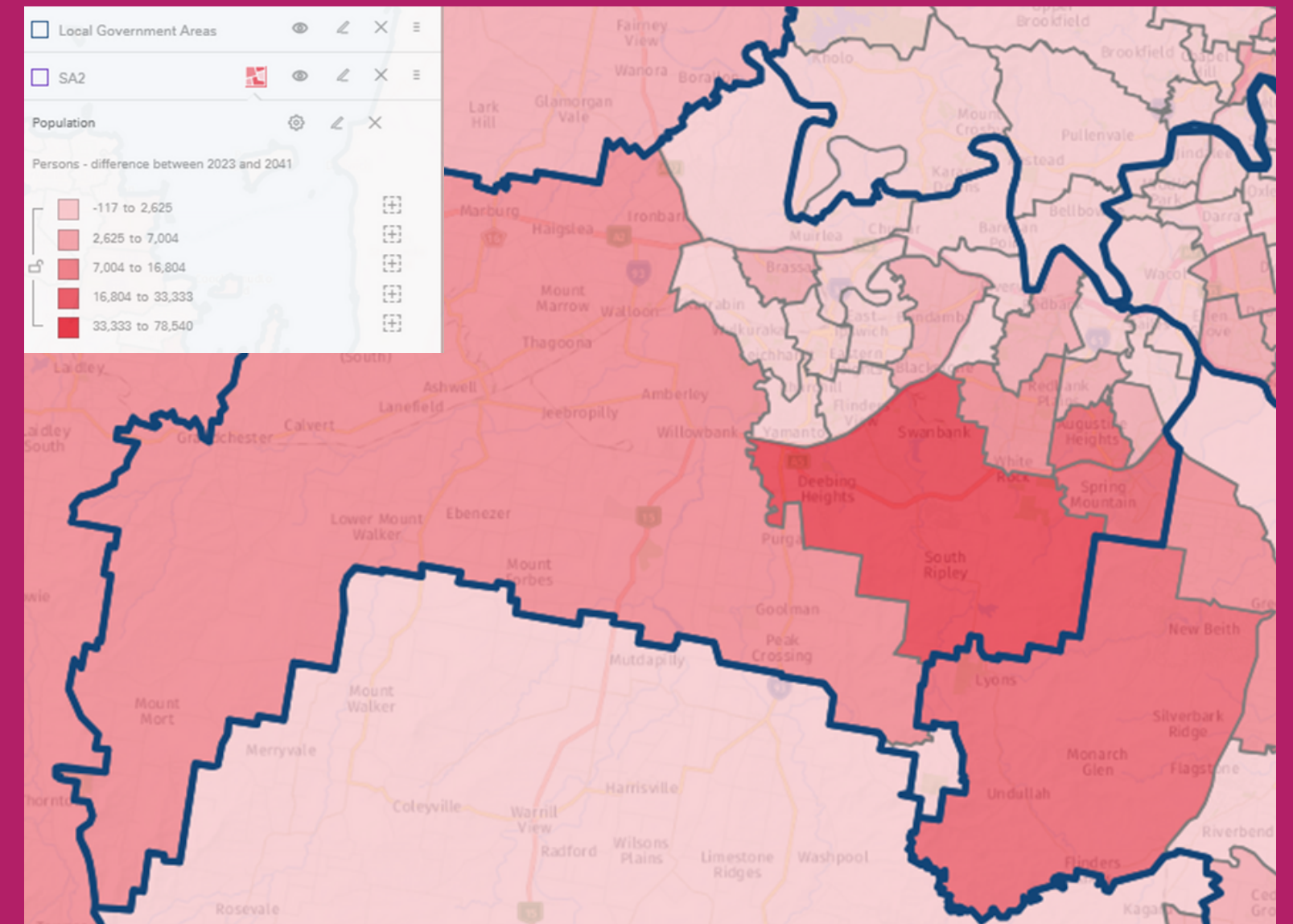


Will Ipswich's population continue to grow?

- Yes! A favourable economic outlook, protection from the population impacts of pandemic and an abundance of greenfield and higher-density housing supply combines to make Ipswich the fastest-growing region in Queensland over the next 20 years.

forecast.id

Population 2021	233k
Population 2041	457k
Change 2021-2041	224k or 96%

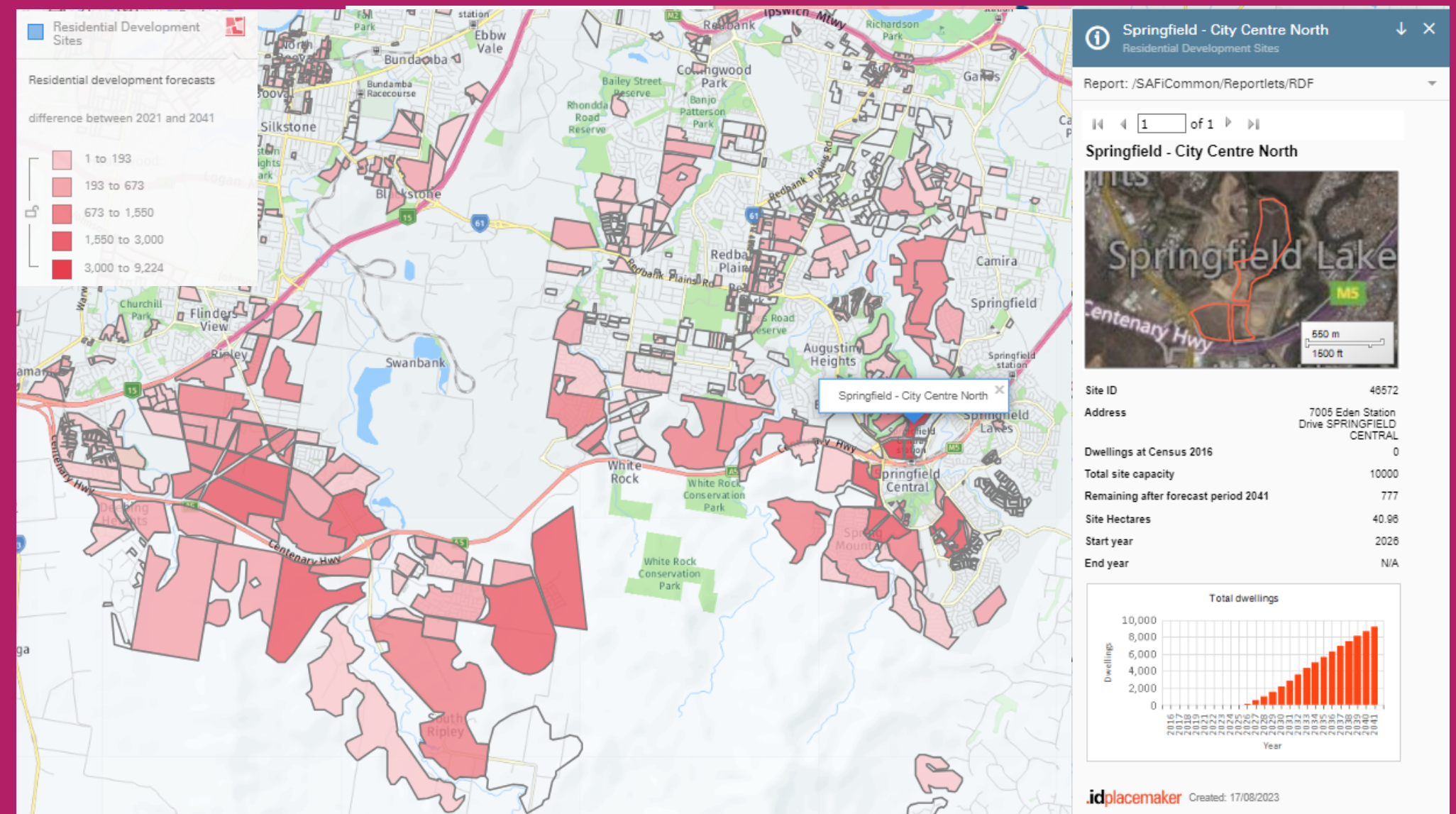


Will Ipswich's population continue to grow?

- The major growth areas are Ripley and Springfield. These areas (SA2) are forecast to grow by 85k and 35k respectively in the 20 years to 2041.

forecast.id

Population 2021	233k
Population 2041	457k
Change 2021-2041	224k or 96%

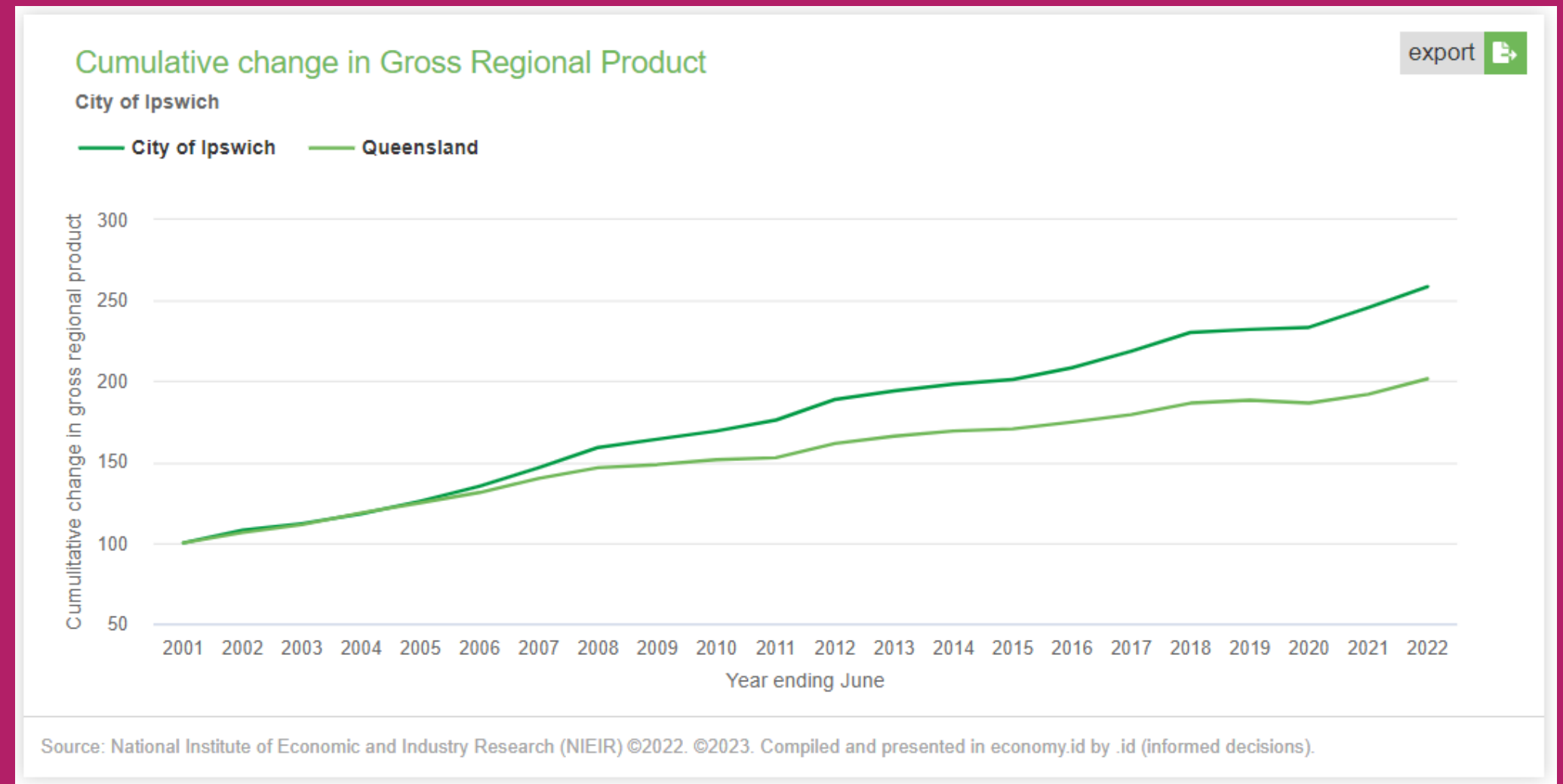


Forecast change in dwellings by site, 2021-2041

<https://content.id.com.au/forecast-review/ipswich/april-2022>

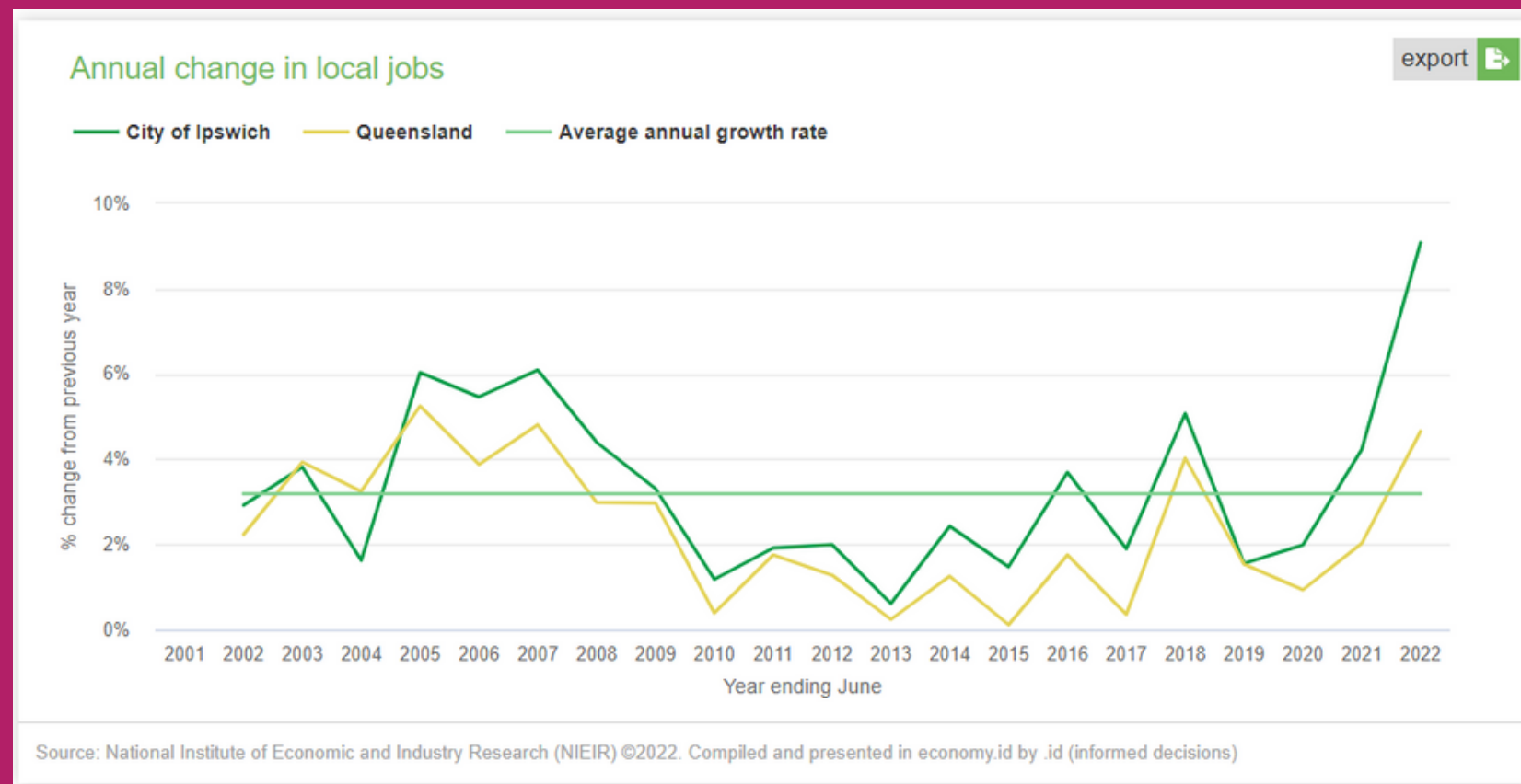
How does this growth impact our economy?

- Ipswich's GRP continues to grow, and grow faster than the Queensland average.



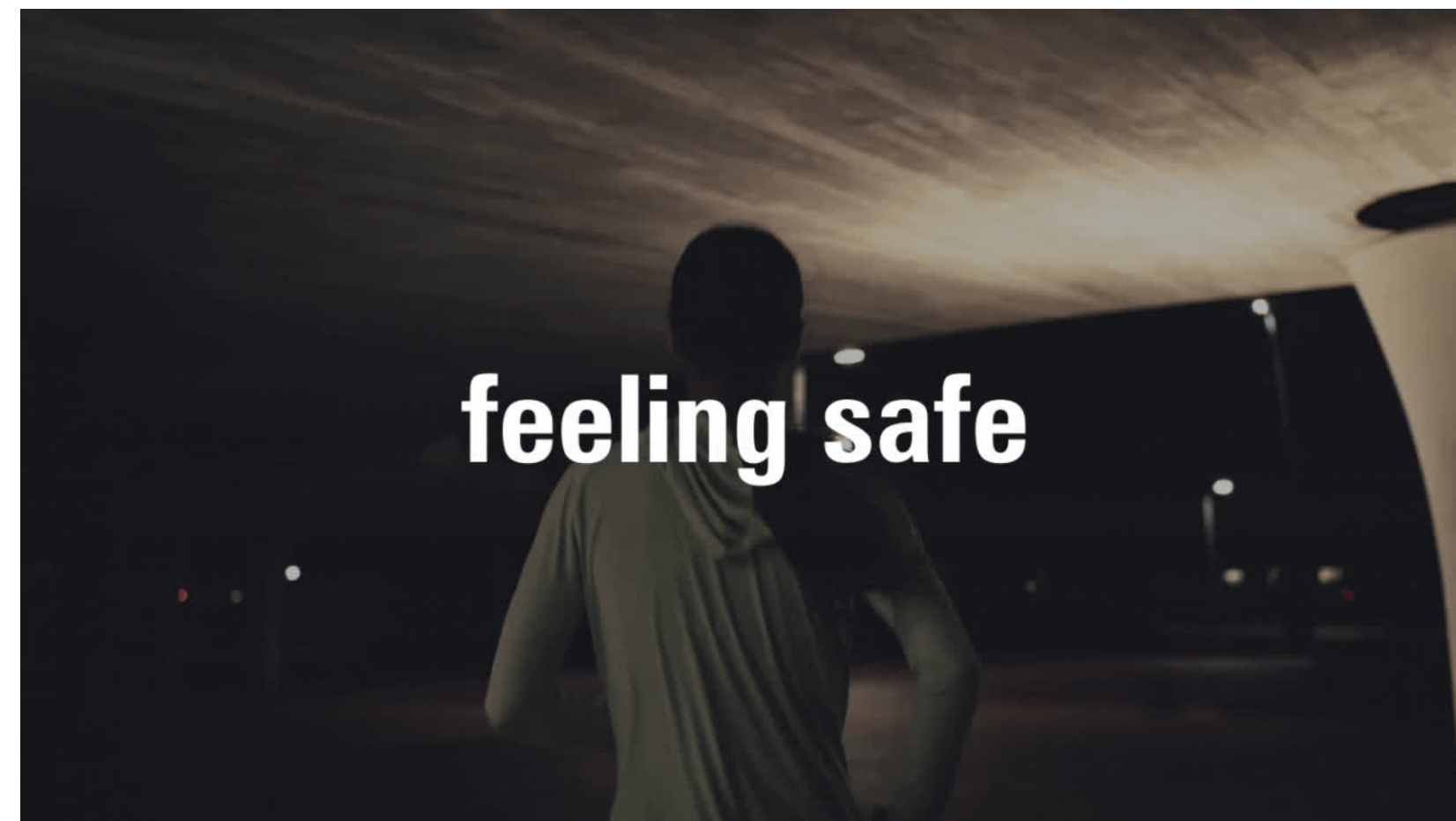
But what does that mean for locals?

- Consistent high growth in local jobs, including a spike over past two years.
- Despite dropping, the local unemployment rate remains higher than benchmarks.



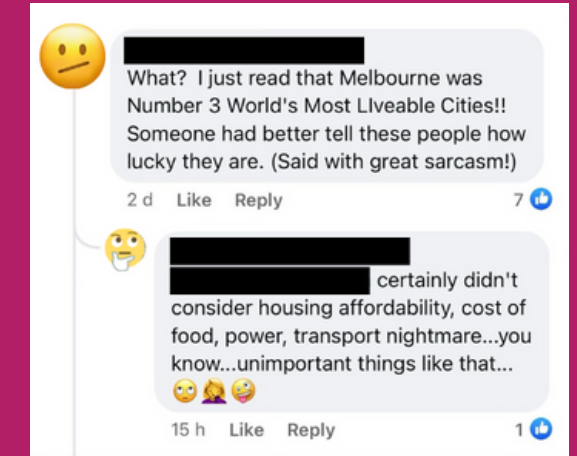
What is it like to live in Ipswich?

The City of Ipswich engaged us to deliver an annual 'Living in Place' survey to help Council understand what needs to happen to advance quality of life.



What is 'Living in Place'?

"Liveability manifests in many ways. It's highly personal and deeply rooted to place." Understanding Liveability (.id consulting)



16 attributes developed by Ipsos Public Affairs in 2014.



Selected through literature review, UK research, consultation and trials.

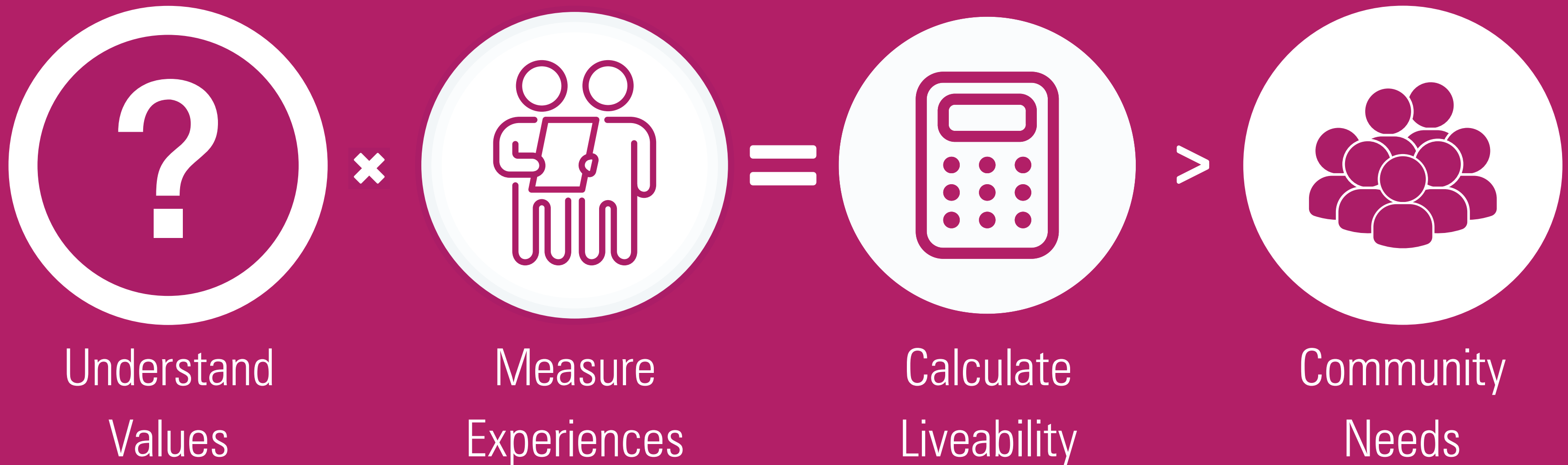


Piloted in 2019 to test appropriateness for LG planning and advocacy.



Living in Place and Views platform formally launched in 2021.

How 'Living in Place' works...



What the local community believes makes somewhere a good place to live

What's going well (and not so well) in and across residents' local areas

One number between 0 & 100 to monitor collective quality of life

Attributes related to advancing quality of life to inform Council planning and advocacy

Living in Ipswich, 2023



The Program was delivered across three stages...

Design

March 2023

Sample frame design: n=1,200 residents distributed across 4 x Electoral Divisions

Questionnaire design: Living in Place, Health & Wellbeing, Financial Circumstances, Concerns & Ideas, Standard Demographics.

Collect

April & May 2023

Total sample of n=1,202 residents surveyed using our social media advertising methodology.

Measures were be taken to ensure that sample was broadly reflective of the population, and post survey adjustments were employed to improve the representativeness of the sample.

The survey averaged 8 minutes.

Report

June 2023

views.id analyses and reports the Living in Place survey insights for Australian LGAs and related groups.

The Views report and Insights video communicate the insights from the Living in Place survey in an engaging and communicable manner.

The Insights workshop launches the Living in Place insights to Council and acts as a views.id on-boarding opportunity.

Ongoing support to help Council continue to represent its community's views in decision making.

Living in Ipswich: Key Insights

Five key insights...

- Overall Liveability in Ipswich has contracted, and is lower than contemporary Australian and South East Queensland benchmarks.
- 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.
- Improving residents' ability to get around Ipswich - particularly within the growth areas - will strengthen overall liveability.
- How safe your community feels in their local area is critical to improving quality of life.
- There is demand for improving 'a diverse range of shopping, leisure and dining experiences' across Ipswich.

