



# IPSWICH

Onward We Go

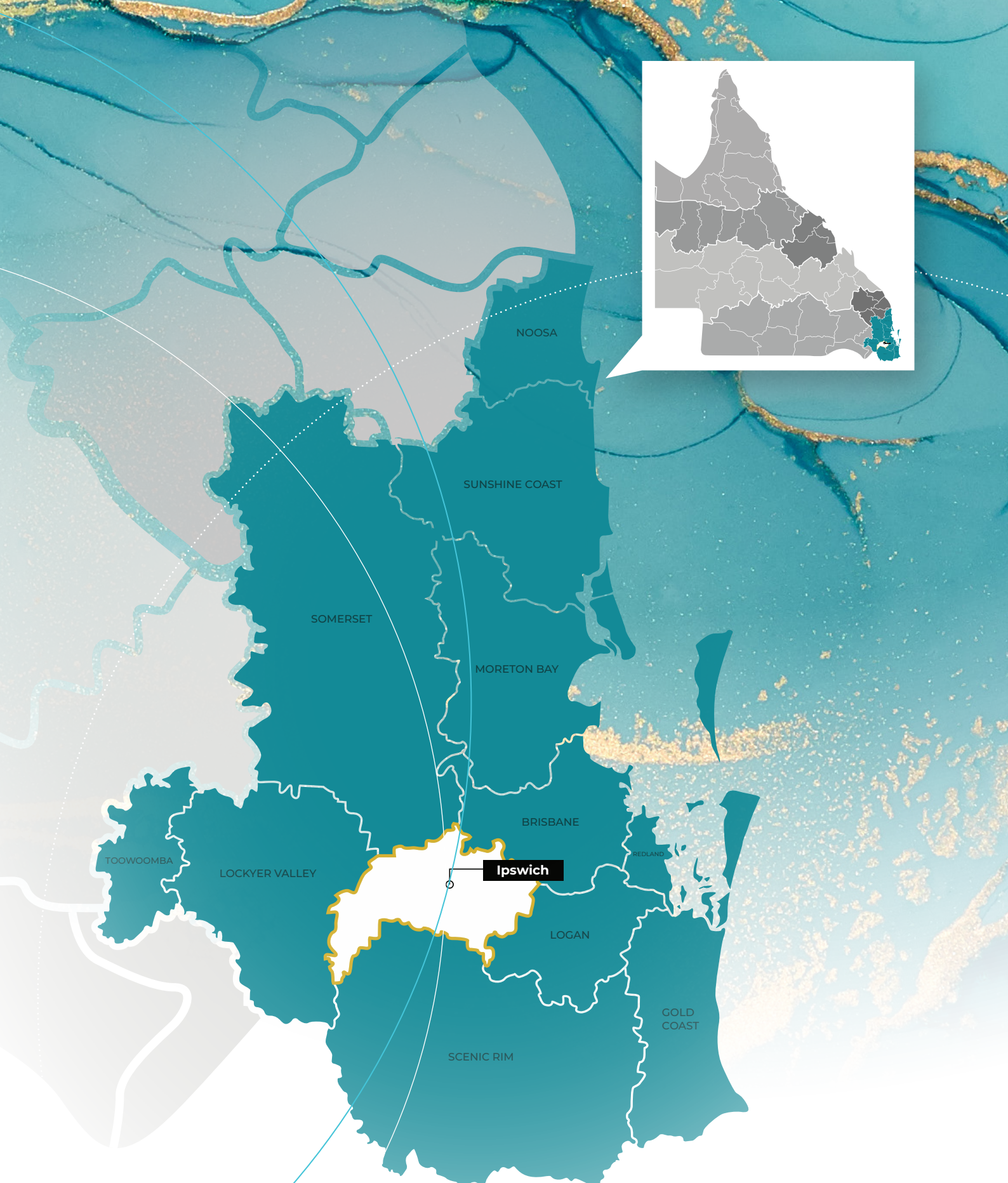
GALLERY | REWARD  
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MAP OF  
**IPSWICH**  
& SURROUNDING AREAS



# IPSWICH

Onward We Go

Ipswich's strong economy and workforce make it a significant driver for economic prosperity in Queensland. The region is experiencing unprecedented population growth accelerated by large and sustainable residential developments within the area.

The region's convenient location in the heart of South East Queensland gives it the perfect balance between business and lifestyle. Ipswich is a mix of thriving business districts, flourishing natural environments and excellent community facilities.





Greater Springfield is one of the fastest growing areas and is tipped to become a city of its own. More than 43,000 people moved to Greater Springfield as of 2020 and population is projected to reach 115,000 by 2036. Greater Springfield is also being considered as a great alternative to the Brisbane CBD with its tremendous economic growth.

Ipswich top of mind in consideration by individuals in the market for investment or residency. The city has been tagged as having one of the highest household discretionary spends in the state. Liveability and affordability are consistent. Other advantages include a skilled workforce, greenfield and industrial land supply, road network accessibility, proactive local government and nature and heritage.





# Progress Report



## Population

Fastest growing city in Queensland between 2018 and 2019.

**Ipswich has a population of 323,069 as of July 2019**

Greater Springfield is projected to have a 115,000 population by 2036.

Ipswich population is projected to **exceed 520,000 by 2041.**



## Economy

**9,356 active and GST registered businesses as of 2018.**

\$9.77 billion Gross Regional Product (GRP) as of June 2019. This is expected to reach an estimate of \$10.56 billion by 2021 and then \$12.2 billion by 2026.

Ipswich's top industries are Advanced Manufacturing, Health Care and Social Assistance, Education, Logistics and Agribusiness and Construction.

Core components and strategies for growth include: Land Use, Infrastructure, Community Capacity, Safety, Character and Lifestyle, Water/Environment and Economic development



## Employment

More than **130,000 people in Ipswich are employed** (full-time, part-time and away from work).

By 2023, the Department of Jobs and Small Business expects an additional 18,200 jobs available (11.3% growth rate) in Ipswich.

**Local employment of over 70,000 people in 2016 expected to reach over 87,000 in 2021 and beyond 100,000 by 2026.**

Forecasted 56.3% of Local Employment Containment Rate by 2021





## Ipswich City Top Objectives

- 1** Boost key industries including Advanced Manufacturing, Property and Construction, Food and Agribusiness, Health and Education, Transport and Logistics and Defence.
- 2** Further promote Greater Springfield as a thriving city for economy, education, health and innovation.
- 3** Build world-class sporting facilities in the Greater Springfield area to be paired with the under construction Brisbane Lions Football Club arena.
- 4** Adapt to new technology in the workforce by incorporating digital and technological assets to improve services and research within Ipswich.
- 5 Promote local business growth and provide increasing opportunities.**
- 6 Establish Ipswich as a Smart and Green city** through a blend of innovative and sustainable efforts and approaches.
- 7 Strengthen international relations** mainly with sister cities for education exchanges and trade missions.
- 8** Deliver a clear and consistent narrative and positioning to represent the city, its culture and people.
- 9** Support tourism and events by maximising a portfolio of major tourist attractions, destinations and events across the city.



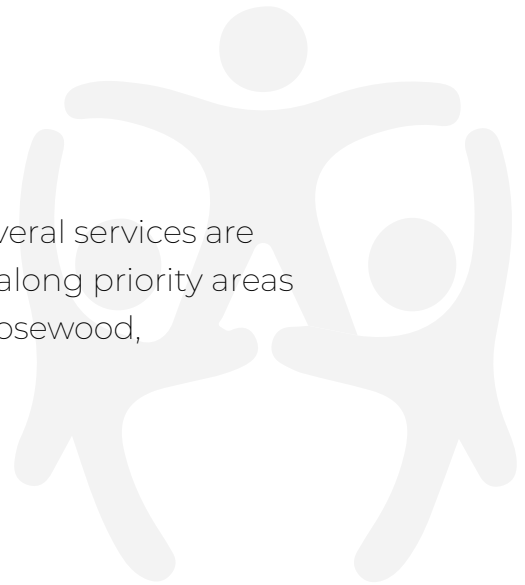


# 5 Key Economic Drivers

01

## Community Hubs

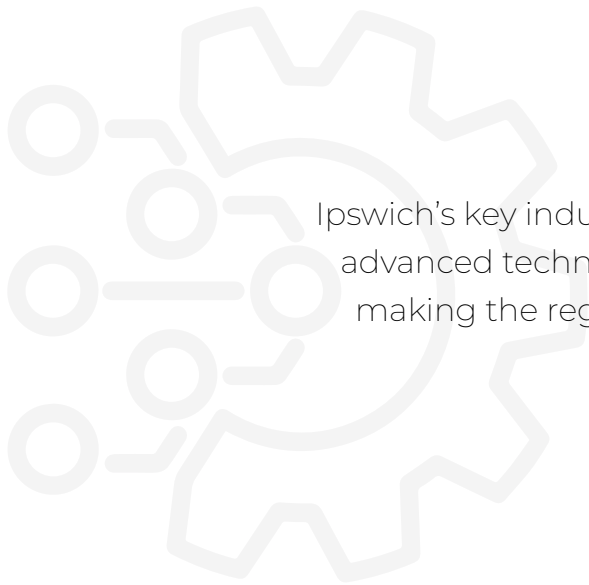
Large mixed-use centres for several services are being developed and planned along priority areas in the city including Goodna, Rosewood, Springfield and Ripley.



## Skilled Workforce

Employment in Ipswich, in selected industries is considerably higher compared to the Queensland average. Ipswich continues to generate new jobs to be filled with capable and experienced professionals.

02



## Disruption

Ipswich's key industries are incorporating advanced technology in their operation making the region a city for the future.

03

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04

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## Population Growth

Ipswich is one of the fastest growing populations in the entire country with an increase twice the rate of the rest of Queensland. The Greater Springfield area is also attracting more people looking for improved lifestyle and/or investment opportunities.



## Transport and Infrastructure

Major road and infrastructure projects are being accomplished generating thousands of jobs helping to boost economic growth.

05

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# Ipswich's Top 10 Industries

According to value added 2018/2019

01

## Construction

\$1,406 Million

02

## Advanced Manufacturing

\$1,118 Million

03

## Public Administration and Safety

\$933 Million

04

## Health Care & Social Assistance

\$734 Million

05

## Retail Trade

\$429 Million

06

## Transport, Postal & Warehousing

\$394 Million

07

## Financial & Insurance Services

\$361 Million

08

## Electricity, Gas, Water & Waste Services

\$294 Million

09

## Wholesale Trade

\$280 Million

10

## Rental, Hiring & Real Estate Services

\$204 Million

# PROPERTY INVESTMENT IN IPSWICH

**Ipswich is home to award-winning residential developments and communities.**

Model communities are sought after by a number of property investors due to housing and cost of living affordability.

The city is known for its great selection of properties representing its heritage and growth. Investors and homeowners are free to choose from a range of homes including distinctive colonial cottages.

New wave of investments for Community Service, Health, Education, Transport, CBD Rejuvenation and Freeway Widening positioned with a strong sense of growth and area desirability.

**The median property price in the city is at \$390,000 and a \$390 median rent price per week with an annual rental yield of 4.1%.** Ipswich Local Government Area is projected to grow by 176% by 2041.

Ipswich is experiencing a strong migration rate in Greater Springfield. The area is also attracting more investors looking for strong property markets that can deliver solid capital gains.





# Major Infrastructure



## Ipswich City Centre

**\$150 million**

The Ipswich City Council is moving forward with the construction of the new city centre or CBD redevelopment to serve as a thriving hub for retail, residential, recreational, commercial and more. Demolition started back in 2018 to make way for the construction phase. The project is expected to create thousands of long-term job opportunities that will boost the city's economy. Similar centres are expected to be built in priority areas like Ripley, Springfield, Goodna and Rosewood. These centres are being described as Economic and Community Hubs.

## Rosewood Library

Expected completion due in 2020, this \$7.5 million library will display a “full-length awning and heritage style” facility to serve as an integral information hub for the community of Rosewood and nearby suburbs. The two-story building library will also mirror the streetscape of John Street as well as provide road accessibility to drivers.

The library will have a large reading area, customer service area, children’s space, marketplace area, meeting rooms, study rooms, function area and a balcony.







## Norman Street Bridge

In an effort to save the community of Ipswich more than \$30 million per year, plans for the Norman Street Bridge are moving forward. The Ipswich City Council is now proceeding with the business case stage.

The construction and completion of the critical bridge is a key infrastructure driver for the economic success of the area. It is also an integral part of the South East Queensland Regional Plan that will not only benefit the economy but improve road safety and reduce traffic congestion.

## Ipswich Motorway Upgrade: Rocklea to Darra

Stage 1 of this project is a 3km upgrade between Granard Road, Rocklea and Oxley Road. Upon completion, the community will see improvement in traffic flow and less congestion.

Road safety will also be strengthened not only for drivers but for pedestrians and cyclists as well.





## Marsden Parade Realignment

The southern section of Marsden Parade is being realigned to establish a new connection with Gordon Street along Brisbane Street with a new traffic light intersection.

The **Marsden Parade** is a critical link to improve connectivity and road capacity in Ipswich. The project will also greatly improve road safety for drivers and pedestrians.





## Springfield Road Upgrade

Springfield is proving to be a key urban centre in Ipswich experiencing tremendous growth. There will be three stages in total to turn two traffic lanes into four lanes for better congestion management.

The roads included in this major upgrade are the Springfield Parkway and the Springfield Greenbank Arterial Road.

**This road project is set to be the largest one in council history.**



# Completed Infrastructure

## Robelle Domain

This massive parkland is a favourite destination for both the locals and visitors in Greater Springfield. The parkland is a combination of recreational spaces, interactive areas, greenspace, scenic spots and a waterpark. Robelle Domain also hosts some of the biggest Greater Springfield community events and festivals.

Robelle Domain is more than just an infrastructure as it is a massive community and recreation precinct for all.



## Western Ipswich Bikeway Link

Pedestrians and cyclists can now pass through Roderick Street to Brisbane Road and along Pound and Omar Streets.

The project formed a key link between the Ipswich CBD and Old Toowoomba Road. Pedestrians, cyclists and motorists can all use this network.





## Mater Private Hospital Springfield

The Mater Private Hospital in Springfield started operation back in 2015. The hospital in its current state has 80 private beds, state-of-the-art cancer centre, surgery unit and four digitally integrated operating theatres.

Mater Group is working with Queensland health to deliver the second stage of the hospital that includes emergency department, intensive care unit, maternity ward and more.







# Final Overview

Ipswich has one of the fastest growing economies in all of Queensland. Investors are drawn to its strategic location in the middle of the South East Queensland and they are expecting a lot of economic growth in the near future.

Upon the completion of the Ipswich City Centre and other on-going projects, there will be millions of value into the local economy, resulting in more jobs.

Ipswich will leverage its skilled workforce more than ever to attract and establish flourishing international relations.











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