

## One of Australia's fastest-growing cities looks to arts and culture as a key to its future

### > THE CONTEXT

Located in South East Queensland, Ipswich is a fast-growing city with the population expected to more than double by 2036. The City has acknowledged the role of arts and culture in contributing to the liveability and attraction of Ipswich, and to create a city of which residents can be proud. Public art will also be an important part of the evolving character of the City. Council sought help with development of an Arts and Cultural Strategy, and a Governance Framework for Public Art.

### > THE BRIEF

Positive Solutions and The Maytrix Group were engaged by Ipswich City Council to develop an Arts and Cultural Strategy, articulating a 20-year vision, and framing the long-term cultural goals of the City, and to draft a Public Art Governance Framework, which will guide the commissioning of public art in the City. Close consultation with Council stakeholders and with the broader community were requirements of the process, as well as the development of operational tools to assist the implementation of the Strategy.

### > OUR APPROACH

The consulting team worked closely with Ipswich City Council to develop the Arts and Cultural Strategy. The project was initiated with individual interviews with the Mayor and Councillors, and with officers of City Council, including the executive team. Central to the project was in-depth community engagement, through a series of targeted group discussions and an online survey. The community engagement highlighted aspirations and concerns of the community from a range of different perspectives, enabling the Strategy to be well-aligned with community priorities.

### > THE RESULTS

The Arts and Cultural Strategy was adopted by Council in May 2018. The Public Art Governance Framework will sit alongside the Strategy, providing a detailed process for ensuring a professional approach to the commissioning and management of public art throughout Ipswich.

#### SEE ALSO:

- > [Coffs Harbour Cultural Strategic Plan](#)
- > [Armidale Arts and Cultural Strategic Plan](#)
- > [AlburyCity Creative Economy Strategy](#)
- > [City of Perth Arts, Culture and Heritage Strategy](#)