

Ipswich & West Moreton 2024–2025 Annual Business Plan

Connecting The Region.

July 2024–June 2025



An Australian Government Initiative



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Regional Investment Framework



[Click to see the RDA Ipswich & West Moreton Annual Plan Info-graphic](#)

The Australian Government's approach to supporting strong and sustainable regions.

The **Regional Investment Framework** is how the Australian Government delivers regional investment—valuing local voices and priorities, being informed by and building evidence, operating with flexibility, integrity, and transparency, and coordinating across governments to make investments work better for regions. **It provides an integrated and coordinated framework for regional development regardless of the region's economic circumstances.**

Priority Focus Areas – our investments in regions will have key objectives across all Australian Government portfolios			
✓ Meeting the needs of, and providing opportunities for, First Nations people. ✓ Supporting the transformation to a net zero economy and decarbonisation. ✓ Achieving gender equality.			
Investing in People	Investing in Places	Investing in Services	Investing in Industries and Local Economies
			
<i>Putting people at the forefront of growth, with local voices influencing decision making.</i>	<i>Targeted and place-based investment that enables communities to thrive.</i>	<i>Investment in regional services with a focus on improving quality and accessibility.</i>	<i>Ensuring regional industries and economies are positioned for sustainable growth.</i>
✓ Listening to local voices and partnering with communities. ✓ Targeted investment in skills, education, training and local leadership capacity.	✓ Supporting adaptive, accessible, sustainable and liveable regions. ✓ Delivering infrastructure where and when it is needed.	✓ Enhancing connectivity, accessibility and equity of services. ✓ Investment including across communications, health, water, and transport.	✓ Investment to help activate economic and industry growth. ✓ Supporting the conditions needed for industries to diversify and grow.

RDA Ipswich & West Moreton



We acknowledge the Traditional Aboriginal Owners of Country throughout Ipswich & West Moreton and pay our respects to them, their connections to land, sea, and community. We pay our respects to their Elders past and present and future Traditional Owners.

Our Charter

Regional Development Australia Ipswich & West Moreton is a vital component of the nationwide network of RDA committees across Australia. Our dedicated committee consists of local leaders representing various sectors including government, business, and community groups. Our mission revolves around enhancing the progress of our region.

This mission materialises through our active involvement in fostering economic and workforce advancements, promoting localised procurement, orchestrating strategic regional blueprints, and facilitating access to governmental initiatives and infrastructure funding.

Our Committee

Regional Development Australia Ipswich & West Moreton Inc. Committee comprises a distinguished group of dedicated individuals from local government and the broader community. These committed members invest their valuable time, expertise, and resources to drive initiatives that foster sustainable development, economic growth, and community well-being.

Our Committee Members unwavering dedication and collaborative efforts are pivotal in shaping a prosperous and resilient region for present and future generations.

Janice Holstein Chair	Cr Nicole Jonic Deputy Chair
Cr Michael Bishop Member	Katey Cochrane Member
Cr Duncan McInnes Member	Cr Anthony Wilson Member
Katrina McNie Member	James Sturges Member
Cheryl Gaedtke Member	

Chair's Message

Presenting our strategic priorities and the anticipated impacts of our initiatives.

As Chair of RDAIWM Inc., I am pleased to present our Annual Business Plan for 2024-2025. This plan showcases strategic priorities and the anticipated impacts of our initiatives over the coming years. Our region is at a pivotal moment, presenting substantial opportunities for economic development and community growth.

Our strategic priorities are driven by the need to foster regional economic development through an ongoing investment in skills, local leadership, opportunities for First Nations people, infrastructure, connectivity, decarbonisation, and industry growth. We are committed to addressing these priorities while anticipating external influences such as economic fluctuations, technological advancements, and environmental challenges.

In the short term, our focus is on enhancing local skills and leadership through initiatives like the Springfield Regional Jobs Committee and the Ipswich, Lockyer Valley, Scenic Rim and Somerset Jobs Portal, which engages regional employers and stakeholders to align training with local job growth. Alongside these initiatives is our Connect to Employment event, which aims to bridge the gap between young jobseekers and regional employers, ensuring immediate employment opportunities.

Over the medium term, our outcomes include **substantial improvements in infrastructure and connectivity**. Projects such as the Lockyer Valley Equine Precinct and Connectivity Planning with Telstra are set to enhance regional infrastructure and communication networks, directly contributing to regional growth.

In the long term, we aim for sustainable development through decarbonisation and industry growth. Initiatives like the Regional Energy Transition Collaborative will provide reliable, clean energy, **boosting economic development and attracting green investment**. The West Moreton Trade and Investment Queensland Group will further diversify our economy and build export capabilities.

Our performance indicators align with our funding agreement outcomes and the Australian Government's priority areas in the Regional Investment Framework. These include the number of initiatives led or supported and the qualitative impact on regional development, including gender equality and support for diverse communities, which will be marketed by our What Our Community Needs campaign.

The Regional Development Australia Ipswich & West Moreton Inc. Committee **remains dedicated to driving regional growth through strategic investments and collaborative efforts**. We are confident that our **initiatives will significantly benefit our community**, creating a prosperous and sustainable future for Ipswich and West Moreton residents.

Janice Holstein
Chair

Regional Development Australia Ipswich & West Moreton Inc.

Annual Work Plan 2024–2025

Activities that will be continued and completed in the year ahead.

Ipswich & West Moreton is a distinctive region that requires a tailored approach to set regional priorities within a strategic framework. RDAIWM will concentrate on several key areas: economic development, workforce and skills enhancement, social and community growth, and environmental sustainability. We prioritise investments in regional infrastructure, improved connectivity, and the **promotion of industry growth to support local businesses in Ipswich, Lockyer Valley, Scenic Rim, and Somerset.**

We are dedicated to strengthening our local workforce and job markets through initiatives like the Springfield Regional Jobs Committee and the Jobs Portal for Ipswich, Lockyer Valley, Scenic Rim, and Somerset. Our aim is to foster local leadership, align workforce skills with employer needs, and provide targeted support for youth and First Nations communities.

As part of our long-term commitment to improving opportunities for our diverse population, we are promoting micro-credentialing programs and cybersecurity training for small businesses. Enhancing regional connectivity is crucial for ensuring our community keeps pace with the national economy. **RDAIWM collaborates with partners** to improve both digital and physical connectivity through initiatives like Telstra's Connectivity Planning for Successful Regions.

Our strategies take into account various factors, such as economic fluctuations, policy changes, technological advancements, climate change, and socio-political dynamics, all of which impact funding and support for local projects. Recently, we have engaged in the renewable energy sector with the development of Community Energy Zones, aimed at identifying sustainable sites for producing reliable, clean energy. The Queensland State Government's funded Regional Energy Transition Collaborative project has bolstered this initiative, benefiting residents while contributing to decarbonisation and renewable energy goals.

This year, we continue to address infrastructure gaps, particularly through water projects via the Lockyer Valley and Somerset Water Collaborative, which remains a priority. Additionally, we are actively pursuing flood mitigation efforts and **identifying essential community facilities as part of our infrastructure strategy.**

Our ultimate goal is to achieve sustainable economic growth, enhance regional diversification, promote environmental sustainability through renewable energy, and build community resilience against various challenges. Key performance indicators will include the Gross Domestic Product growth of Ipswich & West Moreton, renewable energy consumption, and critical social development metrics, such as health and education outcomes.

Our initiatives closely align with the outcomes of our funding agreements, emphasising economic development, workforce and skills enhancement, infrastructure improvement, and environmental sustainability. **These priorities are in line with the Australian Government's Regional Investment Framework, ensuring consistent progress monitoring.**

1. Connectivity Planning For Successful Regions

Enhancing digital inclusion and resilience in Ipswich & West Moreton.

Telstra's Connectivity Planning for Successful Regions initiative, in conjunction with RDA Ipswich & West Moreton, is designed to enhance digital inclusion and connectivity in our region. This initiative aims to leverage strategic investments to support economic development and community services while addressing demographic challenges and disaster management. It promotes collaborative partnerships to ensure the resilience and sustainability of regional communities.

Project Overview

Telstra's Connectivity Planning initiative focuses on **strategically developing digital infrastructure to enhance the liveability, economic growth, and resilience of regional communities** in Australia. The project aims to create tailored connectivity solutions that address specific regional needs and opportunities by collaborating with local governments, businesses, and community organisations.

Key Objectives

The primary objectives of the Connectivity Planning initiative are to:

- Support regional economic and community development through improved digital connectivity.
- Enhance disaster and emergency preparedness and response capabilities.
- Promote digital inclusion to ensure equitable access to technology and online services.
- Advance collaborative partnerships to leverage funding and expertise for regional development.

Identified Sites

The project targets various regional communities across the West Moreton region, with specific focus areas including:

- Ipswich
- Lockyer Valley
- Scenic Rim
- Somerset



Benefits of the program

The project brings several benefits to the regions and it targets

Economic Development

The initiative aims to attract and retain a skilled workforce by providing robust digital infrastructure, enhancing local business opportunities and supporting economic diversification.

Environmental Impact

The project supports sustainable practices through technology-driven solutions for resource management, contributing to the development of adaptive, accessible, and liveable regions.

Community Engagement

The initiative emphasises the importance of listening to local voices in planning to ensure that solutions meet community needs. It promotes digital literacy and inclusion across all demographics, ensuring everyone benefits from enhanced connectivity.

Addressing Challenges

The project identifies and mitigates connectivity gaps and infrastructure weaknesses, enhancing resilience against natural disasters and other emergencies. It involves assessing identified bottlenecks and risks and evaluating the unique advantages of the regions involved.

Collaborative Partnerships

The project seeks to partner with local governments, businesses, and technology providers to implement connectivity solutions. It engages with funding bodies to secure investments for regional infrastructure projects and promotes the region as a prime destination for infrastructure investment.

Economic and Social Impact

The project aims to improve access to essential services such as health and education through reliable digital connectivity. It promotes social inclusion by bridging the digital divide and providing equal opportunities for all community members, identifying infrastructure impediments and developing models to leverage further investments.

Governance and Management

The initiative utilises a “vision-first” approach to align connectivity planning with regional development goals. It ensures ongoing collaboration with stakeholders to refine and implement strategic connectivity plans, developing priority regional infrastructure projects to leverage proposed investment prospectuses.

Community Engagement and Education

The project will conduct regional workshops and consultations to gather input from the local community and stakeholders. It will also develop educational programs to enhance digital literacy and inclusion, particularly for vulnerable groups. The project will assess, and rank priorities based on feasibility, risk management, and compatibility with government policy.

Conclusion

The Connectivity Planning initiative aims to create a digitally inclusive environment that supports regional economic growth and community resilience. Through strategic investments and collaborative partnerships, the project seeks to enhance digital infrastructure, promote sustainable practices, and ensure equitable access to technology for all regional Australians. By addressing specific regional needs and opportunities, the initiative works towards creating thriving, connected, and resilient communities.

2. Ipswich, Lockyer Valley, Scenic Rim and Somerset Jobs Portal

Driving a stronger and more adaptable workforce for the region.

Ipswich, Lockyer Valley, Scenic Rim, and Somerset Jobs (IWMJobs.com.au) is a user-friendly, free portal designed to connect employers and job seekers in the Ipswich and West Moreton region. The platform enhances the job search experience by allowing users to search for local employment opportunities by location, employer, or job type. The 'Talent Communities' feature links jobs and talent to specific member groups, local regions, or infrastructure projects, promoting a strong sense of community and local engagement.

Project overview

The regional jobs portal leverages aggregated data and intelligent matching technology to efficiently connect the right people with the right jobs. Developed by UWorkin, the platform offers tailored features for job seekers and employers to gain the most out of the employment experience. It is constantly evolving and being developed, with new features and customised communities to meet specific economic and social needs.

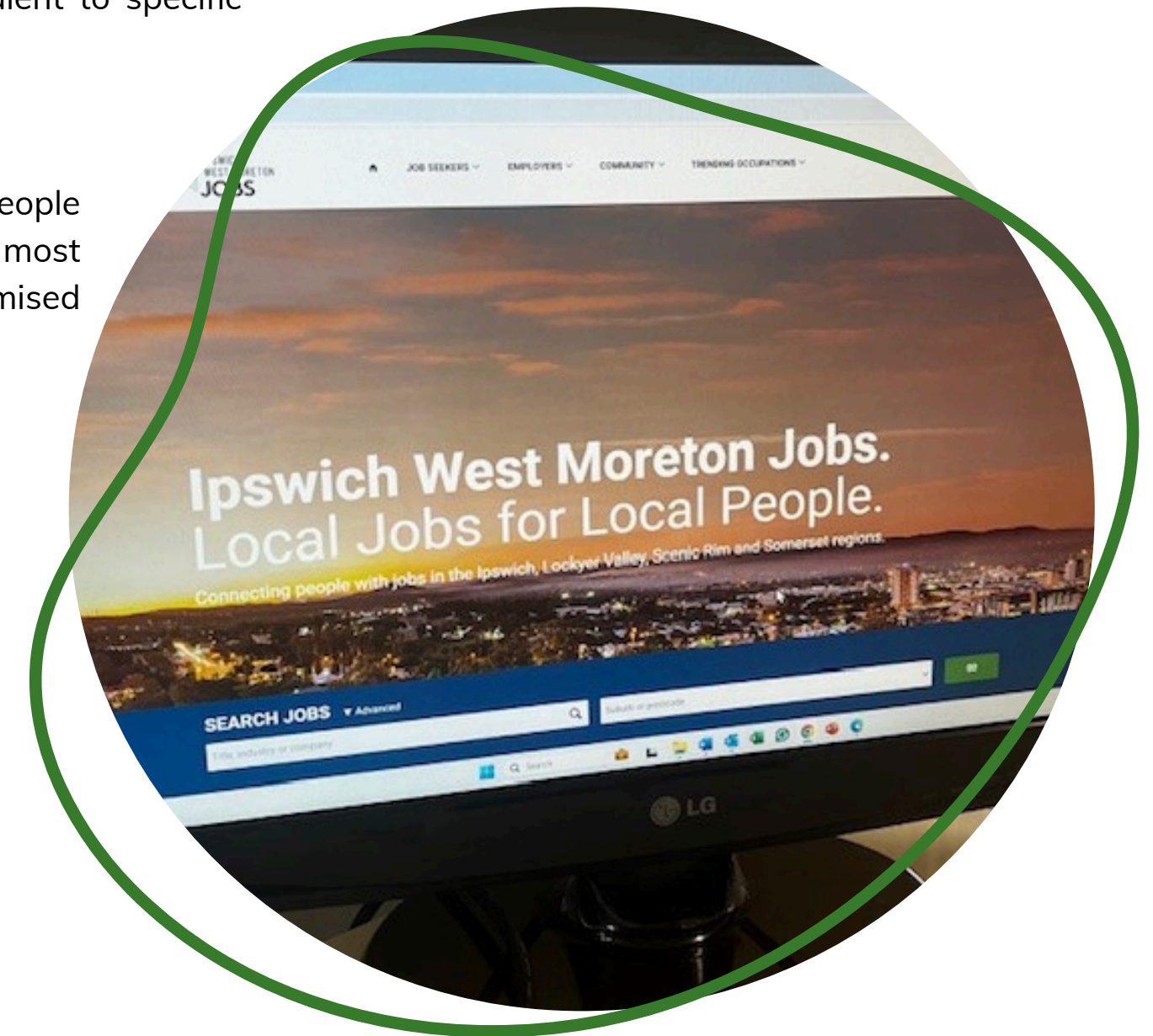
Key objectives

For Jobseekers:

- Easily search and apply for regional jobs.
- Receive local job alerts.
- Upload resumes as Air CVs for mobile applications.
- Stay informed about industry demands, employment news and events.
- Share opportunities via social media.
- Access the portal from any device.

For Employers:

- Post jobs at no cost.
- Request access to search the talent pool for suitable candidates.
- Use the Job Poster printing option for shopfronts or public noticeboards, with QR coded posters containing job information for easy download and application.



Benefits of the program

Economic Development

Better employment opportunities lead to economic development through higher incomes, financial stability, and living standards. Increased access to housing, healthcare, and education enables more significant savings and investments. Enhanced job opportunities promote professional growth, skill development, and career advancement, boosting employability.

Environmental Impact

Government initiatives such as Job Trainer, apprenticeship incentives, education subsidies, and growth in sectors like healthcare, technology, and renewable energy improve employment prospects in Australia. Regional development efforts create jobs outside major cities, promoting balanced economic growth, increased individual prosperity, and enhanced community well-being.

Community Engagement

Improved employment stimulates the economy and supports local businesses, leading to job creation and growth. Higher incomes contribute to increased tax revenues, funding public services and infrastructure, and supporting social services. Better employment rates reduce unemployment, lower social welfare costs, and enhance economic participation and productivity.

Collaborative Partnerships

Collaborative partnerships enhance job seekers' efforts by identifying potential partners aligned with career goals and mutual benefits. Establishing clear objectives, maintaining regular communication, sharing resources, and actively participating in group activities maximise the benefits, improving job search strategies and increasing the chances of securing employment.

Addressing Challenges

Skills Mismatch

Qualification gaps and specific experience requirements can be hurdles for jobseekers. Training programs and career transition support can address these issues by aligning skills with industry needs.

Technological Barriers

Navigating online application systems and automated screening tools can be challenging for some jobseekers. Supporting digital literacy and offering user-friendly application processes can help mitigate these barriers.

Economic and Social Impact

Securing employment benefits businesses through increased productivity, innovation, and growth while providing job seekers with financial stability, higher incomes, and improved living standards. Socially, employment enhances self-esteem, reduces poverty, and raises community engagement. Employed individuals boost the economy through consumer spending and tax contributions, promoting economic development.

Community Engagement and Education

Community engagement and education in job searching benefit both businesses and jobseekers. Businesses enhance their reputation, strengthen local talent, and access a diverse talent pool, driving innovation. Jobseekers gain networking opportunities, support systems, and improved skills through workshops and training, making the job search more effective and less isolated.

Conclusion

IWM Jobs is a comprehensive online portal streamlining job searches and recruitment in the Ipswich West Moreton region. Users can search by location, employer, or job type and connect through 'Talent Communities.' Job seekers benefit from quick searches, alerts, and mobile applications, while employers post jobs for free and access to diverse talent, supporting local economic and social needs.

3. Local Jobs Program (Wivenhoe)

Promoting workforce development and economic growth.

The Local Jobs Program Wivenhoe is an initiative **designed to connect businesses and community organisations** with individuals seeking training, jobs, and support services. By addressing local workforce needs and supporting businesses, **this program aims to enhance economic development** in Wivenhoe and, more broadly, the Ipswich & West Moreton region.

Project Overview

The Workforce Australia Local Jobs (Local Jobs) program **supports tailored approaches to accelerate reskilling, upskilling, and employment pathways**. It responds to current and emerging local workforce needs, promoting a collaborative environment between businesses, community organisations, and jobseekers.

Key Objectives

- Better prepare the Wivenhoe Employment region's long-term unemployment caseload to meet industry entry-level job requirements.
- Address the mismatch between the skills of the available workforce and employer/industry requirements.
- Collaborate with industry and Employment Service Providers to enhance the potential of youth, culturally diverse and First Nations people to maximise opportunities available in the current labour market.
- Address transportation challenges that hinder access to employment.
- Encourage and retain engagement in apprenticeships and traineeships.

Identified Sites

The Workforce Australia region of Wivenhoe includes:

- Brisbane West
- Ipswich
- Lockyer Valley (Laidley region)
- Scenic Rim (Boonah region)
- Somerset (Esk region)



Benefits of the program

Economic Development

The project supports several major construction projects in the Employment Region, such as the Gatton Jail, Ipswich Mental Health facility, Inland Rail, and the 2032 Olympic Games. These projects have a social impact on employment commitments that must be met, driving economic development and job creation.

Environmental Impact

Transporting the workforce within the Employment Region poses challenges, particularly for farm-based and food-processing jobs. The local unemployed workforce in agricultural areas cannot meet the demand, and potential workers from major population centres in Ipswich find it challenging to travel to these jobs.

Community Engagement

In Wivenhoe, 70% of the long-term unemployed have been jobless for over two years. This impacts their confidence, motivation, resilience, and fitness. Enhancing these soft skills and physical fitness is crucial, enabling individuals to meet industry entry-level job requirements and secure employment.

Addressing Challenges

The program brings local businesses, community organisations, and key stakeholders together to develop local skills and employment solutions. It supports businesses in meeting their current and future workforce needs and connects individuals to training, support services, and employment opportunities in their local region.

Collaborative Partnerships

Each Employment Region has a Local Jobs and Skills Taskforce, chaired by an Employment Facilitator. Taskforce members work collaboratively to develop local solutions to help people gain the right skills to get a job and assist employers with their workforce needs.

Economic and Social Impact

There is a shortage of skilled labour and tradespeople in the manufacturing and construction industries in the Employment Region. While some employers are now prepared to consider trades assistants and labourers, job-specific pre-employment preparation remains necessary.

Governance and Management

Taskforces comprise key local stakeholders representing their community and the priorities in the Local Jobs Plan. Limited to 10 members to remain small and action-oriented, membership is reviewed at least every six months to ensure the Taskforce remains relevant and agile. Membership is voluntary and unpaid.

Community Engagement and Education

Employment Facilitators and Support Officers support the program's delivery by bringing together key stakeholders, including businesses, employment service providers, and higher education and training organisations.

Conclusion

The Local Jobs Program is a collaborative initiative to improve local labour markets for all Australians through partnerships with businesses and communities. Taskforce members meet regularly to understand their region and use their contacts and knowledge to impact the local employment landscape. Volunteers help connect local people with quality jobs, improve skills, and assist employers in meeting their workforce needs.

4. Regional Energy Transition Collaborative

Developing sustainable energy solutions for the region.

The Regional Energy Transition Collaborative, supported by RDA Ipswich & West Moreton in partnership with Advancing Communities Australia and CS Energy, **aims to create and implement innovative renewable energy solutions** in the Ipswich region. This initiative is part of the Advance Queensland program, which seeks to accelerate economic diversification and foster a thriving innovation ecosystem in Queensland. The project will establish Energy Transition Sites to develop, test, and refine these solutions through a collaborative approach involving various stakeholders.

Project Overview

The Regional Energy Transition Collaborative focuses on developing and implementing renewable energy solutions tailored to the Ipswich region. The initiative aims to create a sustainable and resilient energy ecosystem by engaging local businesses and community organisations. The project is **designed to be scalable and replicable**, providing long-term benefits to other regions.

Key Objectives

- Create and test renewable energy solutions in various locations.
- Implement technologies such as solar panels and community battery installations.
- Engage stakeholders from engineering, policy, and the energy supply chain.
- Develop comprehensive strategies for energy transition.
- Ensure solutions can be easily scaled and replicated in other regions.
- Provide long-term benefits through innovative energy solutions.

Identified Sites

Potential sites for the project include:

- Industrial Areas.
- Mixed-Use Zones.
- Community and Educational Facilities.



Benefits of the program

Economic Development

The project aims to boost the local economy, create jobs, and improve businesses' operating costs by involving them in energy production.

Environmental Impact

The project will help reduce carbon emissions by promoting renewable energy, creating a cleaner and more sustainable environment.

Community Engagement

The initiative will involve local communities, increasing their understanding and confidence in adopting renewable energy solutions.

Addressing Challenges

The project tackles the challenge of effectively sharing renewable energy between different sites through Distributed Energy Resources (DER). DER systems integrate renewable sources like solar panels into the existing energy grid, reducing constraints and costs while increasing consumer confidence in renewable technologies.

Collaborative Energy Partnerships

The project will establish a Collaborative Energy Partnership network in the Ipswich region. This network will bring together stakeholders from the energy sector, including engineers, policymakers, and supply chain providers. Their collective goal is to develop and test innovative energy solutions that meet local needs.

Economic and Social Impact

The project aims to stimulate local economic development, create jobs, and reduce carbon emissions. Engaging local entities in energy generation and utilisation promotes a sustainable and technologically advanced regional energy ecosystem.

Governance and Management

Regional Development Australia Ipswich & West Moreton auspices the project in partnership with Advancing Communities Australia and CS Energy. A structured governance framework will ensure effective project management and stakeholder engagement.

Community Engagement and Education

Leveraging insights from the 2022/2023 Community Energy Zone project and employing models such as the REAP (Regional Entrepreneurship Architecture Program) from MIT, the project will ensure effective community engagement and the development of solutions that resonate with the local context.

Conclusion

The Regional Energy Transition Collaborative represents a significant step towards a sustainable energy future for Ipswich and beyond. By developing and testing scalable and replicable renewable energy solutions, the project addresses immediate energy challenges and creates a legacy of sustainable energy practices across Queensland and Australia. This initiative benefits the local community and provides a model for other regions to follow, contributing to a broader transition to renewable energy.

5. Springfield Regional Jobs Committee

Building a sustainable workforce in Springfield.

The Springfield Regional Jobs Committees Program is a **crucial component of the Skills for Queensland: Great Training for Quality Jobs** strategy. It aims to advance collaboration among regional communities, industries, and government to address local skills development, workforce participation, and business growth challenges. **This initiative seeks to unite local industry groups, training providers, employers, and councils** to identify critical employment growth areas and the corresponding local training, skills, and workforce development needs.

Project Overview

The Springfield Regional Jobs Committees Program facilitates **collaboration among regional stakeholders to tackle local skills development and workforce participation challenges**. The program identifies critical employment growth areas and corresponding training needs by bringing together local industry groups, training providers, employers, and councils.

Key Objectives

- Collaborate with regional employers, small businesses, and other stakeholders.
- Align training and employment solutions with local skills needs and economic activities.
- Provide insights into local trends and opportunities.
- Align regional skills and workforce development with industry and employer needs.
- Connect schools, parents, industries, employers, and training organisations.
- Ensure students' skills and training choices lead to real job opportunities.
- Identify and maximise local employment opportunities.
- Tackle employment challenges head-on.

Identified Sites

The program targets Greater Springfield, including:

- Augustine Heights
- Brookwater
- Springfield
- Springfield Central
- Springfield Lakes
- Spring Mountain



Benefits of the program

Economic Development

- Increased job advertisements and job searches across various employment industries.
- A rise in local employment rates, with more local people securing local jobs.
- Detailed labour market analysis for the Springfield area, projecting infrastructure, occupation and skilling needs up to 2029.
- Enhanced data for local employers, education providers, industry and government to plan for emerging employment needs.
- Strong engagement and local leadership.
- Improved job matching for Culturally and Linguistically Diverse (CALD) jobseekers, increasing their representation in local businesses.
- Opportunities for young jobseekers to interview with local employers, boosting their long-term employment prospects.
- Developing essential skills among the workforce, aligning with future job market demands.
- Proactive skill acquisition by businesses and jobseekers to meet future employment landscape needs.
- Enhanced employment and competitive advantage for current employees and students.
- Improved productivity of small and medium-sized enterprises (SMEs) through targeted industry skill courses.

Community Engagement

Key community groups, educational providers, Ipswich City Council, Springfield City Group, school leavers, government department and elected representatives are involved in the project's community engagement and education efforts.

Addressing Challenges

Skills Mismatch

Qualification gaps and specific experience requirements can be hurdles for jobseekers. Training programs and career transition support can address these issues by aligning skills with industry needs.

Technological Barriers

Navigating online application systems and automated screening tools can be challenging for some jobseekers. Supporting digital literacy and offering user-friendly application processes can help mitigate these barriers.

Collaborative Partnerships

Springfield City Group, Department of State Development and Infrastructure, Greater Springfield Chamber of Commerce, University of Southern Queensland & TAFE Queensland Southwest, Springfield Central State High School, Ipswich City Council, Department of Employment, Small Business and Training, Mater, Multicultural Australia, WesTEC, Education Queensland, Jobs Queensland.

Governance and Management

Regional Development Australia Ipswich & West Moreton auspices the program on behalf of the Springfield Regional Jobs Committee. RDA Ipswich & West Moreton also chairs the committee and employs a Project Manager. A structured governance framework ensures effective project management and stakeholder engagement.

Conclusion

The Springfield Regional Jobs Committees Program is a strategic initiative to address local employment and skills development challenges. By fostering collaboration among regional employers, industry groups, training providers, and government, the program aims to create a sustainable and robust local workforce. The program's success will be measured by increased local employment rates, enhanced skills development and stronger connections between education and employment.

6. Springfield Jobs Portal

Promoting employment pathways in the Greater Springfield region

Springfield Jobs is a user-friendly, free portal for employers and job seekers to advertise and search for local employment opportunities. The platform allows users to search by location, employer, or job type. Its 'Talent Communities' feature expands searches to include events, memberships, local communities, or defined groups, linking jobs and talent to member groups, local regions, or infrastructure projects. **Employers can source candidates from the attached talent pool, resulting in intelligent matching** of interested talent, solid communities, and the localisation of jobs, skills, talent, and capital.

Project overview

Springfield Jobs uses aggregated data and intelligent matching technology to accelerate the connection of the right people to the right jobs. Created by uWorkin, the platform offers tailored and managed online marketplaces and communities customised to meet specific economic and social needs.

Key Objectives

For Employers:

- Post jobs at no cost.
- Request access to search the talent pool for suitable candidates.
- Utilise the Job Poster print option for shop fronts or public noticeboards with QR-coded posters containing job information for easy download and application.

For Jobseekers:

- Quickly search and apply for regional jobs.
- Receive local job alerts.
- Upload resumes as Air CVs for mobile applications.
- Learn about industry demands and stay updated on employment news and events.
- Share opportunities via social media.

Identified Sites

The program targets Greater Springfield, including:

- Augustine Heights
- Brookwater
- Springfield
- Springfield Central
- Springfield Lakes
- Spring Mountain



Benefits of the program

Economic Development

Better employment opportunities promote economic development through higher incomes, benefits, and financial stability. Enhanced living standards and access to housing, healthcare, and education enable greater savings and investments. Improved job opportunities promote professional growth, skill development, and career advancement, enhancing employability.

Environmental Impact

Government initiatives like JobTrainer, apprenticeship incentives, education subsidies, and growth in healthcare, technology, and renewable energy improve employment in Australia. Regional development efforts create jobs outside major cities, promoting balanced economic growth, increasing individual prosperity, enhancing community well-being, and encouraging robust national economic development.

Community Engagement

Improved employment boosts consumer spending stimulates the economy, and supports local businesses, leading to job creation and growth. Higher incomes increase tax revenues, fund public services and infrastructure, and support social services. Improved employment rates reduce unemployment, lower social welfare costs, and boost economic participation and productivity.

Addressing Challenges

Skills Mismatch

Qualification gaps and specific experience requirements can pose challenges for jobseekers. Training programs and career transition support can address these issues by aligning skills with industry needs.

Technological Barriers

Some jobseekers find navigating online application systems and automated screening tools challenging. Supporting digital literacy and offering user-friendly application processes can help mitigate these barriers.

Collaborative Partnerships

Collaborative partnerships enhance job seekers' efforts by identifying potential partners aligned with career goals and mutual benefits. Establishing clear objectives, maintaining regular communication, sharing resources, and actively participating in group activities maximise the benefits, improving job search strategies and increasing the chances of securing employment.

Economic and Social Impact

Obtaining a job benefits businesses with increased productivity, innovation, and growth while providing jobseekers with financial stability, higher incomes, and improved living standards. Socially, employment enhances self-esteem, reduces poverty, and community engagement. Employed individuals boost the economy through consumer spending and tax contributions, promoting economic development.

7. West Moreton Trade and Investment Group (WMTIG)

Bringing investment attracting into the West Moreton region.

The West Moreton Trade and Investment Group (WMTIG) was established to boost trade and investment in the West Moreton region. The group aims to share information, set priorities, pool resources, and enhance cooperation among government and stakeholders. By shaping strategic trade and investment projects, WMTIG seeks to drive economic growth in the region. Various grants and incentives, including Queensland Government project grants and industry attraction initiatives, support investment in Queensland. Our Investment Attraction team provides up-to-date advice on the availability and application processes for these grants and incentives.

Project overview

WMTIG leverages strategic trade and investment initiatives to stimulate economic development in the West Moreton region. By focusing on critical sectors and encouraging a welcoming environment for investors, the group aims to enhance the region's trade and export capabilities, promote infrastructure investment, and drive innovation and competitiveness.

Key Objectives

- Build on the region's strengths and diversify the economy. Receive local job alerts.
- Target critical markets to enhance trade and export capabilities.
- Expand and promote export opportunities.
- Facilitate investment by creating a welcoming environment for investors.
- Promote infrastructure investment.
- Pursue innovation to drive growth and competitiveness.
- Support regional growth by addressing local needs and opportunities.
- Develop the region's workforce to meet future demands.

Identified Sites

The West Moreton region encompasses four local government areas:

- Ipswich
- Lockyer Valley
- Scenic Rim
- Somerset



Benefits of the program

Economic Development

The project focuses on several key sectors: advanced manufacturing, bio futures, biomedical and health, food and agribusiness, mining and resources, new energy and hydrogen, and urban development and infrastructure. These sectors are vital for economic growth and job creation in the region.

Environmental Impact

Environmental initiatives include large-scale renewable energy projects and innovative green hydrogen projects. The 'clean green' food and agriculture sector uses agricultural technology innovations to promote sustainability and reduce environmental impact.

Community Engagement

The trade and investment global network help businesses save time, costs, and risks by connecting them with Queensland suppliers. It provides insights into Queensland's industry capabilities and sources products and services from Queensland to support business growth. This engagement strengthens community ties and supports local economic development.

Addressing Challenges

WMTIG offers workshops on business cases, investment memorandums, pitch readiness, e-commerce, and cultural awareness for businesses not ready for investment. For those prepared for investment, WMTIG connects them with sector teams in Brisbane and overseas offices. These efforts help companies overcome challenges and become investment ready.

Economic and Social Impact

The region is set for significant growth, with the population projected to exceed 600,000 by 2032. Ipswich is Queensland's fastest-growing city, with Springfield being Australia's largest master-planned city. The defence sector is robust, with Rheinmetall MILVEHCOE and the expansion of RAAF Base Amberley. Lockyer Valley, Australia's 'salad bowl,' is home to significant horticulture producers. Scenic Rim excels in eco-tourism and agriculture and was named a top 10 destinations by Lonely Planet in 2022. Somerset significantly contributes to meat production and processing and houses key water catchments for Southeast Queensland.

Governance and Management

WMTIG is co-chaired by the General Manager of Queensland Operations, Trade & Investment Queensland (TIQ), and the CEO of Regional Development Australia Ipswich and West Moreton (RDAIWM). TIQ provides secretariat support in collaboration with RDAIWM. The working group includes representatives from all local governments in the West Moreton region, state government organisations, and critical trade and investment stakeholders.

Community Engagement and Education

With regular forums, workshops, and public consultations, WMTIG ensures that local businesses, residents, and other stakeholders actively shape the region's trade and investment strategies. These events provide valuable opportunities for community members to voice their needs and concerns, contributing to more inclusive and effective decision-making.

Conclusion

The WMTIG initiative is a strategic effort to drive economic growth, diversify the regional economy, and enhance community engagement through targeted trade and investment projects. By leveraging grants, incentives, and collaborative efforts, WMTIG aims to make the West Moreton region a hub of economic activity and innovation, fostering a prosperous and sustainable future.

8. What Our Community Needs

Bringing infrastructure into the Ipswich and West Moreton region

What Our Community Needs is a regional marketing initiative by RDA Ipswich & West Moreton that underscores the key infrastructure priorities of four local council authorities.

Project overview

The initiative aims to **foster a cohesive regional approach to promote and develop infrastructure opportunities** in Ipswich and West Moreton. The initial phase identified critical areas of need and opportunity, including:

- Investing in people.
- Investing in places.
- Investing in services.
- Investing in industries and local economies.

Key Objectives

The primary objective is to promote What Our Community Needs as a crucial vehicle for encouraging significant community infrastructure development by **attracting public and private financial contributions**. This will help identify and investigate various infrastructure priorities and regional investment opportunities.

Identified Sites

The West Moreton region encompasses four local government areas:

- Ipswich
- Lockyer Valley
- Scenic Rim
- Somerset



Benefits of the program

Economic Development

The project builds evidence across all three levels of government, leading to a better understanding of regional investment needs.

Environmental Impact

It supports the development of adaptive, accessible, sustainable, and liveable regions.

Community Engagement

The initiative emphasises listening to local voices and partnering with communities.

Addressing Challenges

It involves assessing identified 'bottlenecks' and risks and evaluating the unique advantages of Ipswich and West Moreton.

Collaborative Partnerships

The project seeks to:

- Promote Ipswich and West Moreton as a prime region for infrastructure investment.
- Assist local businesses in attracting new investment.
- Explore opportunities for new infrastructure projects in the region.
- Improve existing infrastructure and supply chains.

Economic and Social Impact

The project aims to:

- Identify infrastructure impediments to development in Ipswich & West Moreton.
- Recognise additional infrastructure that could attract further investment.
- Understand the region's competitive advantages and necessary industry structural changes to support infrastructural needs.
- Develop investment models to address these issues.

Governance and Management

The project will be a crucial vehicle to encourage infrastructure development by attracting public and private investment. It will focus on developing priority regional infrastructure projects to leverage proposed investment prospectuses for Ipswich, Lockyer Valley, Scenic Rim, and Somerset.

Governance and Management

The project will:

- Assess and rank project priorities based on feasibility, risk management and compatibility with government policy.
- Liaise with project stakeholders to gather feedback and incorporate it into project priorities, data assessment and synthesis.
- Develop a final strategic plan for participants.

Conclusion

The project aims to create an infrastructure investment environment for the region, work within Ipswich and West Moreton to identify and facilitate the development of new industries and improvements to existing ones and prioritise existing infrastructure impediments locally and cross-regionally to achieve greater efficiencies. This will be accomplished through the combined efforts of federal, state, and local governments and the Ipswich & West Moreton community.

Top 5 Strategic Priorities

A Summary of our top five strategic priorities for the year ahead.

1. Workforce Development

RDA Ipswich & West Moreton will focus on enhancing the skills and capabilities of the local workforce to meet the evolving needs of industries. By partnering with businesses, educational institutions, and all levels of Government, we aim to identify skills gaps and assist in developing targeted training programs. We strive to increase employment opportunities and support the growth of a skilled, adaptable workforce that can thrive in today's economic environment.

2. Training and Education

Investing in education and training is vital to the region's long-term prosperity. We will work to improve access to high-quality education and vocational training, ensuring that residents of all ages can acquire the skills necessary for successful careers. This includes advocating for innovative educational programs, expanding access to apprenticeships, and promoting collaborations between schools, TAFEs, and universities to create academic pathways from primary education through to tertiary levels.

3. Energy Transition

As the world moves towards a more sustainable future, RDA Ipswich & West Moreton is committed to supporting the region's transition to renewable energy sources. We will focus on promoting the adoption of clean energy technologies, facilitating investment in renewable energy infrastructure, and supporting businesses and communities in reducing their carbon footprint. We aim to position the region as a leader in sustainable energy practices, creating new economic opportunities and ensuring environmental sustainability.

4. Trade and Investment

We will prioritise attracting investment and promoting trade opportunities to drive economic growth. We aim to draw domestic and international investors to Ipswich & West Moreton by showcasing the region's strengths and advantages. Our strategy includes assisting the development of essential infrastructure that supports trade, strengthening relationships with key industry stakeholders, and facilitating market access for local businesses. We are committed to creating a favourable business environment encouraging innovation and growth.

5. Community Development

A stronger community drives a more substantial region, and this is one of our main strategic priorities. We will support initiatives that enhance residents' quality of life, promote social cohesion, and build resilient communities. This includes investing in community infrastructure, supporting local cultural and recreational activities, and advancing inclusive community engagement. We aim to ensure that all residents can access the resources and opportunities they need to lead fulfilling lives.

Top 5 Business Activities

A Summary of our top five business activities for the year ahead

1. Employment Opportunities

RDA Ipswich & West Moreton will continue to lead initiatives to create and expand employment opportunities across the region. We will collaborate with local businesses, educational institutions, and Government at all levels to develop targeted programs that align workforce skills with industry demands. Our efforts will focus on job creation in high-growth sectors, providing career pathways for young people, and supporting retraining for workers transitioning from declining industries.

2. Renewable Energy Development

Aligning with our sustainability commitment, we will promote renewable energy projects within the region. This includes promoting investment in solar, wind, and other renewable energy sources and supporting businesses and communities in adopting clean energy technologies. We will work to provide information on funding opportunities and connect stakeholders to accelerate the transition to a greener energy future. Our goal is to establish Ipswich & West Moreton as a hub for renewable energy innovation and excellence.

3. Regional Infrastructure Priorities

To support economic growth and improve the quality of life for residents, we will focus on advancing key regional infrastructure projects. This includes advocating for upgrades to transportation networks, digital connectivity, and essential public services. By identifying and prioritising infrastructure needs, we will work with Government partners to secure funding and fast-track the implementation of critical projects. Our efforts will ensure that the region's infrastructure is resilient, efficient, and capable of supporting future growth.

4. Small Business Training

Recognising the vital role of small businesses in our economy, we will provide resources and pathways for training and support programs to help entrepreneurs and small business owners succeed. This includes workshops, mentoring, and access to resources on business planning, financial management, digital marketing, and innovation. We aim to assist in the empowerment of small businesses, giving them access to the knowledge and skills they need to drive local economic activity and create jobs.

5. Economic Modelling

We will undertake detailed economic modelling activities to inform strategic planning and decision-making. This will involve analysing current economic trends, forecasting future growth scenarios, and assessing the impact of various policy options. Our economic models will provide valuable insights for government, business, and community stakeholders, helping to guide investments and initiatives that drive sustainable economic development. Using the data and analytics received, we will support evidence-based decision-making and strategic planning for the region's future.

Communications Strategy

Promoting economic and workforce advancements within the Ipswich and West Moreton region.

Overview

The purpose of this document is to outline the communication strategy for Regional Development Australia Ipswich and West Moreton (RDAIWM). The strategy aims to promote economic and workforce advancements, encourage localised procurement, orchestrate strategic regional blueprints, and facilitate access to governmental initiatives and infrastructure funding within the Ipswich and West Moreton Region. This region encompasses four Local Government Areas (LGAs): Lockyer Valley, Ipswich, Scenic Rim, and Somerset.

Key Objectives and Initiatives

Community Engagement

- Drive economic growth, innovation, and entrepreneurship in the region.
- Facilitate investment in the community, industry, and the environment.

Orchestrate Strategic Regional Blueprints

- Collaborate with stakeholders to create cohesive and sustainable development strategies.
- Develop and implement strategic plans for regional development.

Create a Regional Network

- Foster collaboration and communication among the four Local Government Areas.
- Share best practices and resources to strengthen regional development.

Encourage Localised Procurement

- Support local businesses and suppliers.
- Promote the benefits of sourcing goods and services locally.

Bridge Regional Development Gaps

- Work with a broad range of stakeholders across various sectors.
- Support the delivery of Australian Government strategic priorities.

Facilitate Access to Government Initiatives

- Provide information and support for accessing government funding and programs.
- Assist in the application process for infrastructure and development grants.

Support The Regional Investment Framework

- Coordinate a regional approach to development, ensuring alignment with local needs and priorities.
- Engage with local communities to gather input and feedback on development initiatives.

Summary of Communication Channels

The identified communication channels will be **targeted multiple times to promote the RDAIWM communication objectives** and initiatives, creating a consistent and effective communication line with the intended audience.

Communication Channel	Usage	Audience
Stakeholder Engagement	<ul style="list-style-type: none"> Regular Meetings 	<ul style="list-style-type: none"> Local government representatives, businesses and community groups.
Digital Platforms	<ul style="list-style-type: none"> Social media campaigns to reach a broader audience Website updates. Newsletters to provide timely information <ul style="list-style-type: none"> Grant funding community new upgrades 	<ul style="list-style-type: none"> IWM Jobs Facebook page, IWM Jobs board, RDA digital community.
Events and Conferences	<ul style="list-style-type: none"> Organisation of regional forums, conferences and networking events. Participation in industry events to promote regional opportunities 	<ul style="list-style-type: none"> Local government representatives, businesses, community groups, general public

Evaluation and Monitoring

- Regular assessment of communication strategy effectiveness.
- Track website traffic, social media engagement and newsletter open rates.
- Monitor media coverage and event participation.
- Feedback collection from stakeholders to continuously improve communication efforts.
- Annual review of goals and objectives to ensure alignment with regional development priorities.

By implementing this communication strategy, **Regional Development Australia Ipswich & West Moreton** aims to effectively promote and support the region's economic and workforce development, ensuring a coordinated and collaborative approach to regional growth and prosperity.

Third Party Arrangements

Significant third-party arrangements with other organisations.

Table 1: Significant third-party arrangements that are in place with a contract value of \$50,000 or greater.

Organisation Name	Description of Activity Being Undertaken	Contract Start & End Date	Activity Progress
Queensland State Department of Environment, Science and Innovation	Regional Energy Transition Collaborative	15 May 2024 - 30 June 2025	Contract Signed
Employment, Small Business and Training	Springfield Regional Jobs Committee	1 January 2024 - 30 June 2025	2023-2024 Annual Report 2024-2025 Workforce Strategy 2024-2025 Annual Work Plan

Third Party Arrangements

The priorities that best align with Regional Development Australia Ipswich & West Moreton

INFRASTRUCTURE INVESTMENT	
Infrastructure development incl. land, water, energy, renewables	<input checked="" type="checkbox"/>
Transport – roads, bridges, airports, rail links, ports, intermodal centres, public transport, integrated transport connections	<input checked="" type="checkbox"/>
Land, water, energy infrastructure	<input type="checkbox"/>
Telecommunications (incl. digital economy initiatives)	<input checked="" type="checkbox"/>
Affordable housing	<input type="checkbox"/>
Identification of priorities	<input checked="" type="checkbox"/>
ECONOMIC DEVELOPMENT	
Leadership	<input type="checkbox"/>
Supporting local government	<input checked="" type="checkbox"/>
Facilitate proposals for funding	<input checked="" type="checkbox"/>
Population attraction and liveability	<input type="checkbox"/>
Regional snapshot and economic modelling	<input checked="" type="checkbox"/>
Economic diversity (through new industries/ underdeveloped industries)	<input type="checkbox"/>
Smart Cities and City Deal Collective	<input type="checkbox"/>
Agribusiness growth and diversification (incl export)	<input type="checkbox"/>
Food produce and innovation	<input type="checkbox"/>
Tourism	<input type="checkbox"/>
Cross regional economic development opportunities	<input checked="" type="checkbox"/>
Decentralisation of businesses (into region)	<input type="checkbox"/>
Supply chain integration	<input type="checkbox"/>

Entrepreneurship incl. incubator and accelerator programs	<input type="checkbox"/>
Smart Specialisation Strategy	<input type="checkbox"/>
Creative arts and dance activities	<input type="checkbox"/>
Defence industry	<input type="checkbox"/>
Indigenous business development	<input type="checkbox"/>
Industry diversification and clustering	<input type="checkbox"/>
New technologies incl. drones	<input type="checkbox"/>
Identification and promotion of state-wide economic development opportunities	<input type="checkbox"/>
Development of capital city stakeholder relationships	<input type="checkbox"/>
SKILLED AND READY WORKFORCE	
Innovation skills and capability	<input type="checkbox"/>
Education, learning and jobs pathways	<input checked="" type="checkbox"/>
Workforce development	<input checked="" type="checkbox"/>
Increase employment and job diversity	<input checked="" type="checkbox"/>
Aged care, disability and community sectors workforce	<input type="checkbox"/>
STEM – Science Technology Engineering and Maths	<input type="checkbox"/>
Supporting Indigenous leadership	<input type="checkbox"/>
ENVIRONMENTAL AND NATURAL ASSETS	
Building future resilience	<input type="checkbox"/>
Environment and natural resource management (includes water and land use planning)	<input checked="" type="checkbox"/>
Community support incl. children, families and youth	<input type="checkbox"/>
Building community capacity	<input type="checkbox"/>
Sustainable food production	<input type="checkbox"/>



Regional
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Australia

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