

**City of  
Ipswich**

- **2 Corporate Plan 2026-31 Development Community Engagement Findings**
  - Attachment 1 Community Engagement Report Corporate Plan 2026-2031 ..... 3
  - Attachment 2 iFuture Vision Check In Community Engagement Report ..... 33
  - Attachment 3 Presentation - Corporate Plan 2026-2031 Development..... 55

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City of Ipswich  
**Corporate Plan 2026-2031**

Community Engagement Report

December 2025





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## CONTENTS

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EXECUTIVE SUMMARY .....	2
WHY WE ENGAGED .....	2
HOW WE ENGAGED .....	4
WHO ENGAGED .....	9
WHAT THE COMMUNITY TOLD US .....	12
SUPPORTING ENGAGEMENT EVIDENCE.....	22
FINDINGS.....	24
APPENDIX.....	25

*Disclaimer: Quantitative and qualitative data was collected from participants during the engagement, in accordance with council's Information Privacy Policy. Quantitative data was downloaded from the various digital platforms and/or transcribed into a master Excel database by project staff. The data was cleaned, de-identified, aggregated and charted in the master database. Open thematic analysis of qualitative comments was carried out using Excel. For the purposes of this report, percentages are rounded to the nearest whole number, which may result in a total not equal to 100%.*





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## EXECUTIVE SUMMARY

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The Corporate Plan is a working document outlining council's five-year priority outcomes. It should outline performance measures and targets for monitoring progress in achieving the outcomes of the Community Vision. To progress the Community Vision which is a 20-year statement, there will be four different Corporate Plans which each run for 5 years used to achieve the vision.

While the Community Vision is owned by everyone, the Corporate Plan specifically identifies council's contributions and priorities. All decisions regarding projects and allocations of resources across council will align to the publication produced by this project for the next 5 years.

As part of drafting the Corporate Plan 2026-2031, council sought community feedback to guide the outcomes of the plan. Engagement was open between 20 October 2025 and 7 December 2025.

The themes and stakeholder insights identified in this report will inform the preparation of the final Corporate Plan 2026-2031.

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## WHY WE ENGAGED

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Engagement for the Corporate Plan 2026-2031 development aims to:

- Educate stakeholders on what has been delivered over the past five years both by council and others to progress the vision.
- Understand community reactions to the proposed outcomes for each theme.
- Inform prioritisation of outcomes to aid in transparent decisions post adoption.

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## HOW WE ENGAGED

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The engagement was undertaken between 20 October 2025 and 7 December 2025.

### Engagement feedback channels

The community was able to contribute their feedback through the channels detailed below.

#### Shape Your Ipswich

Feedback was sought through the [Corporate Plan 2026-2031](#) project page on council's Shape Your Ipswich engagement platform. Survey questions can be seen in Appendix 1.

#### Hard copy survey

Community members were able to complete a hard copy survey to share their feedback. The questions in the survey replicated the online version on Shape Your Ipswich. These surveys could be picked up at pop-up events, Ipswich City Council libraries, Ipswich City Council building (1 Nicholas Street), downloaded from the Shape Your Ipswich page, or mailed to residents upon request.

#### Pop up events

13 community engagement events were held to provide the broader community with general information on the project and capture feedback. The following events were held:

Date	Location	Contributions
23 October 2025	Booval Fair Shopping Centre	36
24 October 2025	Evan Marginson Park (Goodna Jacaranda Festival)	12
25 October 2025	Evan Marginson Park (Goodna Jacaranda Festival)	17
29 October 2025	Winston Glades Shopping Centre	24
30 October 2025	Yamanto Shopping Village	14
31 October 2025	Redbank Plains Community Centre	11
1 November 2025	Tulmur Place	24
2 November 2025	Orion Springfield Central (Springfield Markets)	31
4 November 2025	Redbank Plains Community Centre	33
7 November 2025	Rosewood Village Shopping Centre	22
8 November 2025	Ripley Markets	19
13 November 2025	Karalee Shopping Village	29
28 November 2025	Tulmur Place (International Day of People with Disability)	8



**Email**

The community was able to directly reach out to council via [communityengagement@ipswich.qld.gov.au](mailto:communityengagement@ipswich.qld.gov.au) with feedback on this project.

**Phone**

The community was able to directly reach out to council via 3810 6666 with feedback on this project. Callers would be directed to either the project team if they had specific questions about the project or directed to the community engagement team for capturing feedback.

**Division 4 community group meeting**

Division 4 councillors invited community groups and organisations across division 4 to an in-person event to learn more about the engagement and encourage their feedback. The event was held at 1 Nicholas Street on 25 November 2025. A total of 17 community members attended the meeting.

**Multicultural Australia meeting**

Multicultural Australia comprises of people of diverse cultural backgrounds who come together to have a voice for raising issues and sharing ideas in their community. As part of the meeting, council staff and Division 1 Cr Pye Augustine shared information about the engagement and encouraged their feedback. The event was held at 1 Nicholas Street on 4 December 2025. A total of 27 Multicultural Australia members participated in engagement activities.

**Promotional channels**

To maximise engagement, the following communication channels were used to reach the community and trigger awareness.

**Ipswich City Council social media**

The engagement opportunity was also shared on the following Facebook pages:

Facebook page	Date of posting
Ipswich Queensland Community and News	31 October 2025
Cr Jim Madden – Ipswich City Council Division 4	20 November 2025

**Shape Your Ipswich email campaigns**

Three email campaigns were sent out via Shape Your Ipswich to share the engagement opportunity. The first campaign was sent on 20 October 2025 and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest:

- Animals
- Arts, culture and heritage
- Business and economy
- City design and planning
- Community
- Environment, sustainability and climate change
- Governance
- Health and wellbeing
- Indigenous
- Parks and recreation
- Sport
- Transport and movement
- Waste/Resource Recovery
- Disaster Management
- Tourism

This campaign was sent to a total of 1,449 members, of which 694 (47.9%) opened the email.

The second campaign was sent on 18 November 2025 and was sent out to Shape Your Ipswich members who are registered to be part of council's Community Panel. This campaign was sent to a total of 251 members, of which 126 (50.2%) opened the email.

The third campaign was sent on 5 December 2025 and was sent out to members signed up to the quarterly Shape Your Ipswich newsletter. This campaign was sent to a total of 4,226 members, of which 1,177 (27.9%) opened the email.

Across the duration of the engagement period, the Shape Your Ipswich project page was viewed 1,010 times.

#### **Ipswich First**

An article, [Community asked to help shape next era of Ipswich City Council](#), was distributed on 27 October 2025 by Ipswich First. The article shared details of the project and encouraged community members to have their say. The article received 326 views.

#### **Direct email**

All council staff emails incorporated a banner on the email footer between 20 October 2025 and 27 October 2025 to raise awareness of the engagement opportunity when corresponding to community via email.

In addition, representatives of the following community groups and organisations were directly reached out to via email to encourage their participation in various engagement activities:

- Amberley District State School
- Ashwell State School
- Brassall State School
- Carers QLD
- Churchill State School
- Cricket Ipswich
- Haigslea State School
- Ipswich Adventist School
- Ipswich Football Club (Sutton Park)
- Ipswich North State School
- Ipswich State High School
- Ipswich Youth Advisory Council
- Jets Rugby League Club
- Karalee and Surrounding Community Association
- Karalee State School
- Karalee Tornados
- Landcare West Moreton
- Lions Club Rosewood

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- Marburg and District Residents' Association
- Marburg Harness Racing Association Inc.
- Marburg Mt Crosby Cricket Club
- Marburg Show Society
- Marburg State School
- Mt Morrow State School
- Multicultural Australia
- Musketeers Baseball Club – Tivoli
- Norths Junior Rugby League Club
- Norths Seniors Rugby League Club
- Pine Mountain and District Progress Association
- Pine Mountain Historical Society
- Railways RSL Sub Branch
- Rosewood Agricultural Society
- Rosewood Bowls Club
- Rosewood Community Centre
- Rosewood Crusaders Soccer Club/Rosewood United Soccer Club
- Rosewood Equestrian Group
- Rosewood High School
- Rosewood Little Athletics
- Rosewood Men's Shed
- Rosewood Roosters Rugby League Club
- Rosewood State School
- St Brigid's Catholic Primary School
- St Joseph's Primary School
- Tivoli State School
- Walloon State School
- West Moreton Anglican College

Overall, these engagement and promotional activities led to 443 contributions as outlined in the table below.

Engagement Channels	Contributions <sup>1</sup>
Shape Your Ipswich	123
Pop up events	280
Hard copy survey	0
Division 4 community group meeting	11
Multicultural Australia meeting	27
Phone	0
Email	2
<b>Total</b>	<b>443</b>

<sup>1</sup> Total number of individuals who submitted feedback per engagement channel. Noting individuals may be counted multiple times if submitting multiple submissions.

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## WHO ENGAGED

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To understand how likely the findings in this report reflect the sentiment of the impacted community, sample size and demographic representation have been considered.

### Sample size

The affected community was determined by research undertaken as part of the engagement planning stage. This project was considered to affect, or potentially affect, the whole Ipswich population.. 259,886 were considered affected, based on .id community data.

Based on a 95% confidence level, it was recommended that anywhere between 318 - 473 contributors participate to ensure an acceptable margin of error of 5%. This range aligns with industry standards for exploratory research, allowing for a reasonable degree of data accuracy while balancing resourcing constraints.

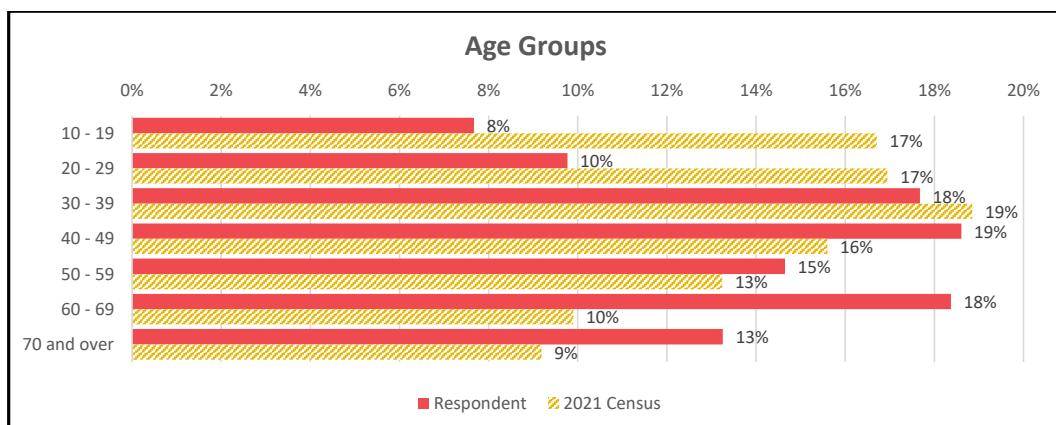
Across all engagement channels, a sample size of 443 was achieved, therefore fitting within the recommended sample size range to achieve a 96.1% confidence level and 5% margin of error.

### Demographic representation

Engagement channels sought demographic information from participants, except for contributions received via email, as this was not considered suitable for this format. A minority of participants opted out of providing some or all demographic information.

### Age

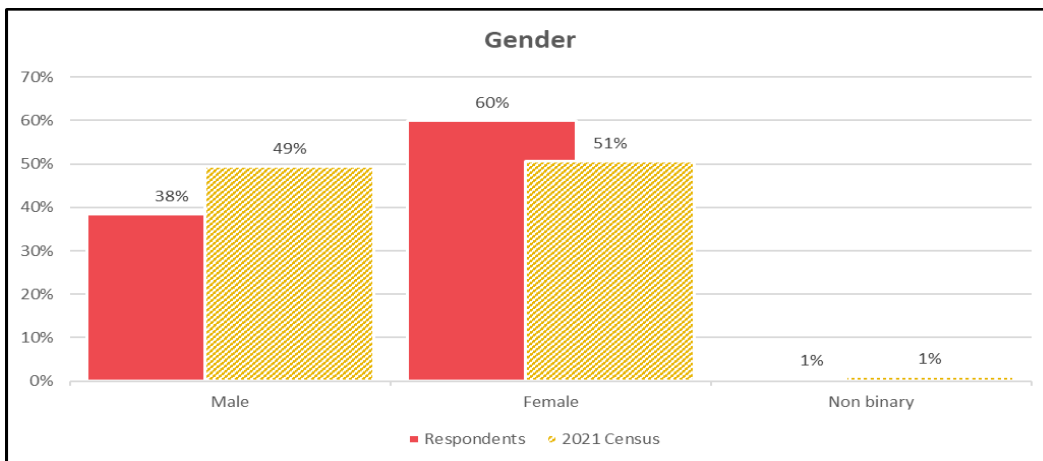
This engagement targeted community members 10 years and older and census data used has been adjusted to reflect this. 430 respondents confirmed their age. The percentage of survey respondents aged 30 and older reflected the proportion of people in that age group in the general community. 18% (75) of survey respondents were aged under 30. While this does not reflect the proportion of people in that age group in the general population, it is considered a reasonable sample size.





**Gender**

438 respondents confirmed their gender. All gender categories were represented among respondents, and were relatively reflective of the Ipswich community, with somewhat of a skew towards females (60%).



**Locality**

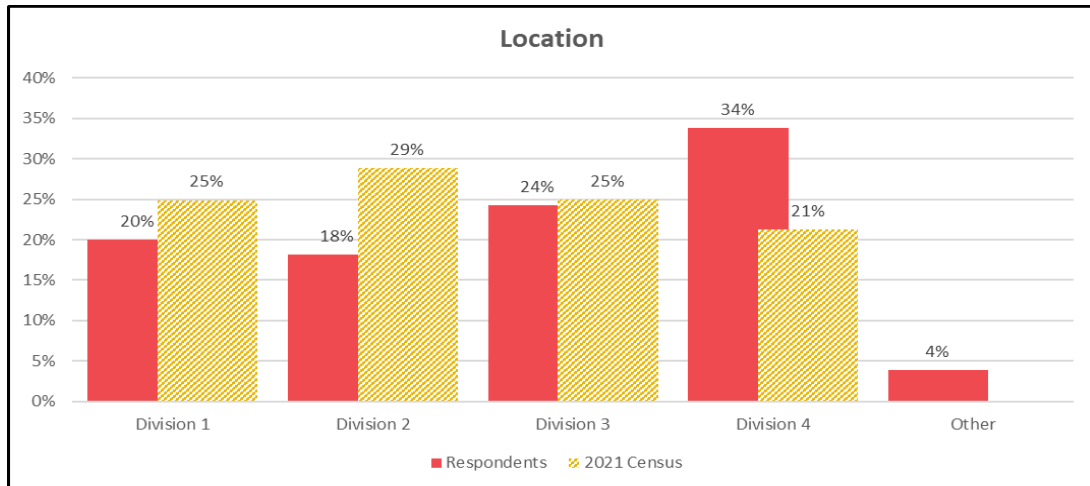
441 respondents confirmed their locality. Respondents were relatively equally spread across Ipswich, indicating good representation of all four divisions. In total, 54 Ipswich suburbs were represented:

- Amberley
- Augustine Heights
- Barellan Point
- Basin Pocket
- Bellbird Park
- Blackstone
- Booval
- Brassall
- Brookwater
- Bundamba
- Calvert
- Camira
- Churchill
- Chuwar
- Collingwood Park
- Deebing Heights
- East Ipswich
- Eastern Heights
- Flinders View
- Gailes
- Goodna
- Haigslea
- Ipswich
- Karalee
- Karrabin
- Leichhardt
- Marburg
- Moores Pocket
- Newtown
- North Ipswich
- One Mile
- Peak Crossing
- Pine Mountain
- Purga
- Raceview
- Redbank
- Redbank plains
- Ripley
- Riverview
- Rosewood
- Sadliers Crossing
- Silkstone
- South Ripley
- Spring Mountain
- Springfield
- Springfield Lakes
- Thagoona
- Tivoli

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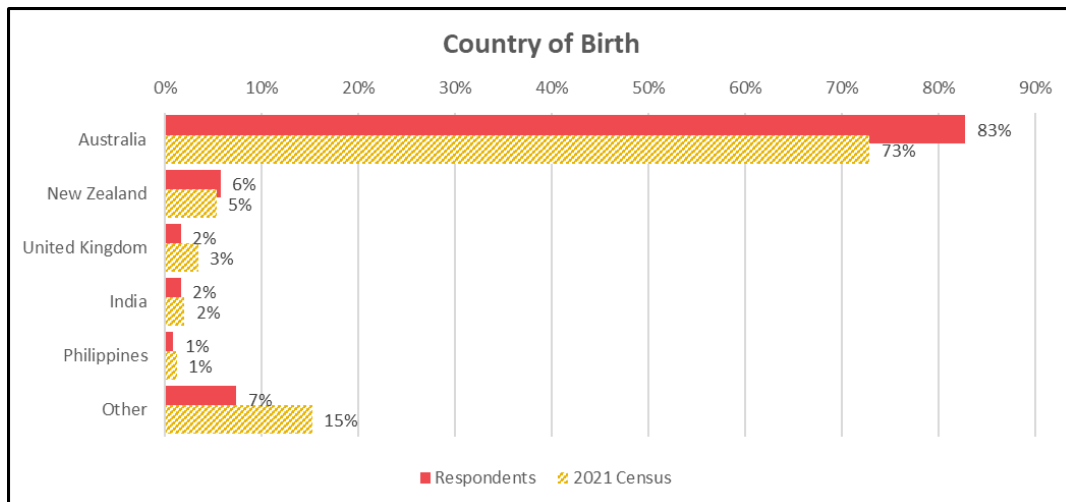


- Walloon
  - West Ipswich
- Woodend
  - Wulkuraka
- Yamanto
  - Yeronga



**Country of birth**

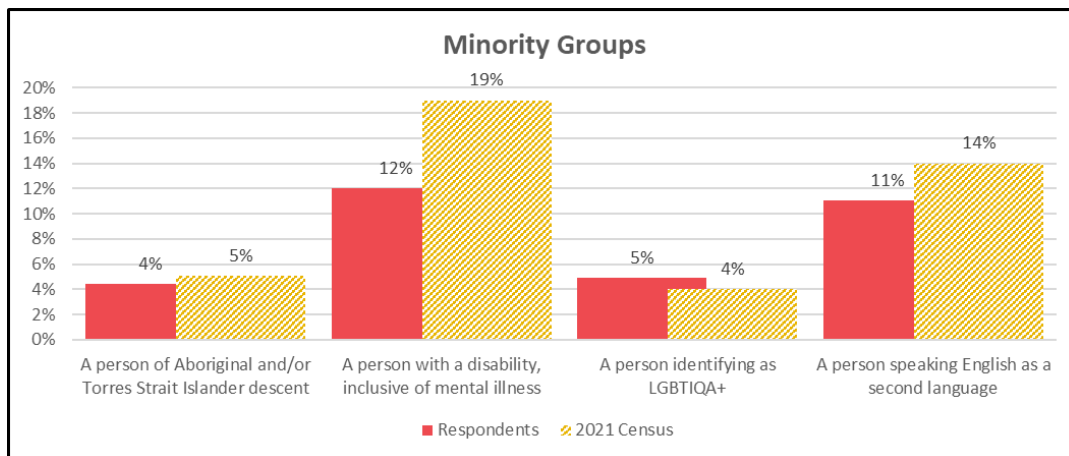
122 respondents confirmed their country of birth. Respondents broadly reflect the community profile, with a strong representation of Australian-born respondents and similar proportions for more common countries of birth such as New Zealand, United Kingdom, India, and the Philippines. While respondents include fewer people from “Other” countries compared to census data, a reasonable sample size was still captured.





**Minority groups**

431 respondents confirmed whether they identified as any of the listed minority groups. As census data for these areas is not available specifically for the Ipswich community, this has been compared to overall Australia percentages. All surveyed minority groups were represented as part of engagement, with reflective numbers for people of Aboriginal and/or Torres Strait Islander background, people identifying as LGBTIQ+ and people speaking English as a second language. While people with a disability, inclusive of mental illness, were somewhat underrepresented, a reasonable sample size has been captured.



Given the representation from most of the identified characteristics of the affected community, in conjunction to meeting the recommended sample size with 433 contributors, findings outlined in this report are considered statistically representative of the affected community.

## WHAT THE COMMUNITY TOLD US

A summary of the feedback received across all channels has been outlined below.

**Please select your top five outcomes from the list below and rank them in order of priority.**

441 respondents provided an answer to this question. Respondents were able to select up to five outcomes and then rank them in order of priority. To calculate rankings, the following value was given to each outcome based on their ranking priority:

	First	Second	Third	Fourth	Fifth	No ranking
<b>Value</b>	5	4	3	2	1	0

Across all respondents, the top five outcomes were:

1. "Expand transport and community infrastructure networks" (635)
2. "Crime prevention and health promotion" (598)
3. "Advocacy to fund major infrastructure, policy reform and services" (573)
4. "Active and public transport infrastructure improvements" (473)
5. "Safe, inclusive, and vibrant neighbourhoods" (419).





However, when data is broken down by demographics, trends identified the following variations in the top five priorities as outlined below.

**By location**

- Division 1 respondents were more likely to prioritise “Deliver active and healthy activities, facilities and services”.
- Division 2 respondents were more likely to prioritise “Increase economic development and employment”.
- Division 3 respondents were more likely to prioritise “Promote placemaking and liveability” and “Deliver active and healthy activities, facilities and services”.
- Division 4 respondents were aligned with the top five outcomes highlighted in the overall ranking.





**By minority group**

- A person of Aboriginal and/or Torres Strait Islander descent was more likely to prioritise “Prepared and ready for emergencies and natural disasters”, “Deliver active and healthy activities, facilities, and services” and “Community’s trust in our services”.
- A person with a disability, inclusive of mental illness was more likely to prioritise “Promote place making and liveability”.
- A person identifying as LGBTIQ+ was more likely to prioritise “Historical buildings are conserved and enhanced” and “A clean, green, circular economy city”.
- A person speaking English as a second language was more likely to prioritise “Increase economic development and employment” and “Deliver active and healthy activities, facilities, and services”.





**By age group**

- Respondents under 30 years old were more likely to prioritise “A clean, green, circular economy city” and “Deliver active and healthy activities, facilities, and services”.
- Respondents between 30-49 years old were more likely to prioritise “Increase economic development and employment” and “Deliver active and healthy activities, facilities, and services”.
- Respondents 70 years and over were more likely to prioritise “Increase economic development and employment” and “Deliver active and healthy activities, facilities, and services”.
- Respondents between 50-69 years old were aligned with the top five outcomes highlighted in the overall ranking.



**Share any comments around your top rates outcomes**

221 respondents provided an answer to this question. Comments provided insights into community understanding of each of the outcomes, as well as more specific details into what delivery on this outcome looks like to the community.

Outcome	Detail
<p><b>Deliver active and healthy activities, facilities, and services</b></p>	<p>Respondent comments included:</p> <ul style="list-style-type: none"> <li>• New/improved sporting facilities (indoor and outdoor sports grounds, local pools)</li> <li>• Ensure active and healthy activities are accessible (consider affordability, people with a disability, CALD communities, youth)</li> <li>• Position Ipswich as a leader in the sporting sector</li> <li>• Improve access to health services and literacy</li> <li>• Support for existing programs and ongoing implementation of them</li> </ul>
<p><b>Respected cultural landmarks, knowledge and practices</b></p>	<p>Respondent comments included:</p> <ul style="list-style-type: none"> <li>• Council to actively celebrate diversity of community</li> <li>• More multicultural landmarks and exposure to diverse cultures</li> <li>• Consult with and learn from First Nations communities</li> </ul>
<p><b>Historical buildings are conserved and enhanced</b></p>	<p>Respondent comments included:</p> <ul style="list-style-type: none"> <li>• Retain the character of Ipswich’s history as development continues</li> <li>• Greater regulations around upkeep and restoration of historically significant buildings</li> <li>• More opportunities for community to engage with heritage – communicate historical context, options for using and experiencing the sites</li> <li>• Promote city heritage as a drawcard for people who live and visit Ipswich</li> </ul>
<p><b>Prepared and ready for emergencies and natural disasters</b></p>	<p>Respondent comments included:</p> <ul style="list-style-type: none"> <li>• Publicly available Disaster Management Plans for outer regions of Ipswich</li> <li>• Improved evacuation solutions and support travel in and out of areas during emergencies</li> <li>• More involvement with Queensland Police Services</li> <li>• No future infrastructure in flood prone areas</li> <li>• Ongoing support for storm notifications</li> </ul>
<p><b>An engaged community</b></p>	<p>Respondent comments included:</p> <ul style="list-style-type: none"> <li>• Involve community members with lived experience</li> <li>• Provide accessible opportunities for all community cohorts to engage, including hard to reach audiences</li> </ul>





































































































