

**City of
Ipswich**

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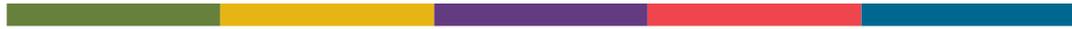
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City of Ipswich
Corporate Plan 2026-2031

Community Engagement Report

December 2025





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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%.



EXECUTIVE SUMMARY

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.

WHY WE ENGAGED

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

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.

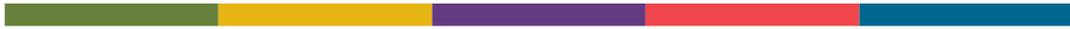
Hard copy survey

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 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 Tornadoes
- 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 ¹
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
Total	443

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

WHO ENGAGED

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.

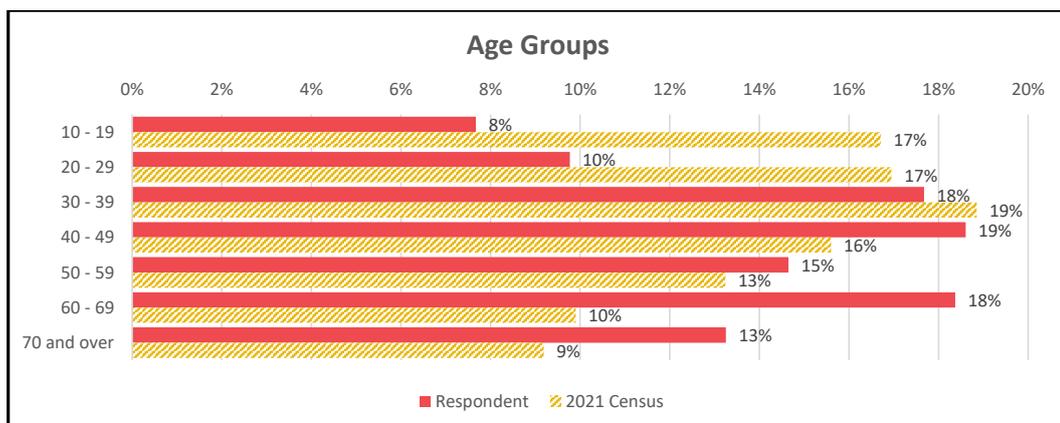
Across all engagement channels, a sample size of 443 was achieved, therefore fitting within the recommended sample size range to achieve a 96.1% confidence level and 5% margin of error.

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

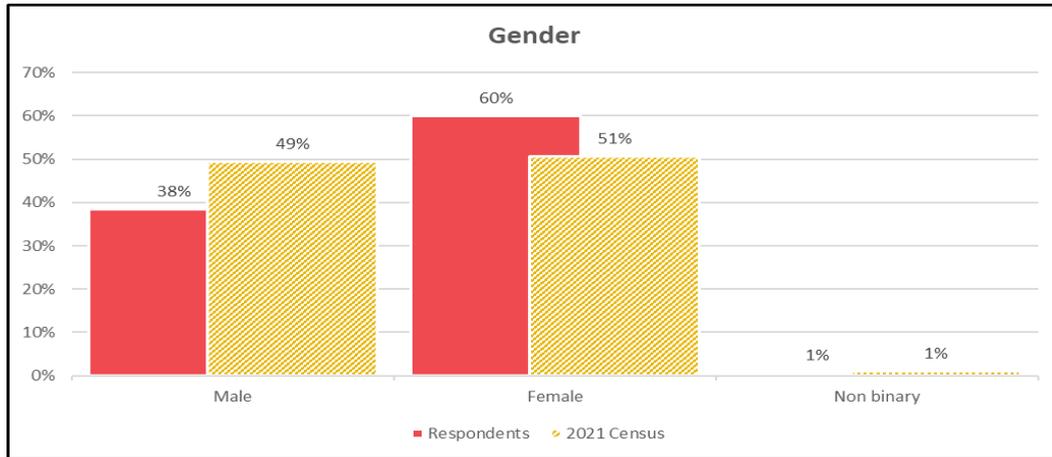
This engagement targeted community members 10 years and older and census data used has been adjusted to reflect this. 430 respondents confirmed their age. The percentage of survey respondents aged 30 and older reflected the proportion of people in that age group in the general community. 18% (75) of 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%).

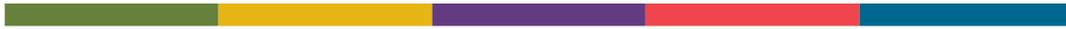


Locality

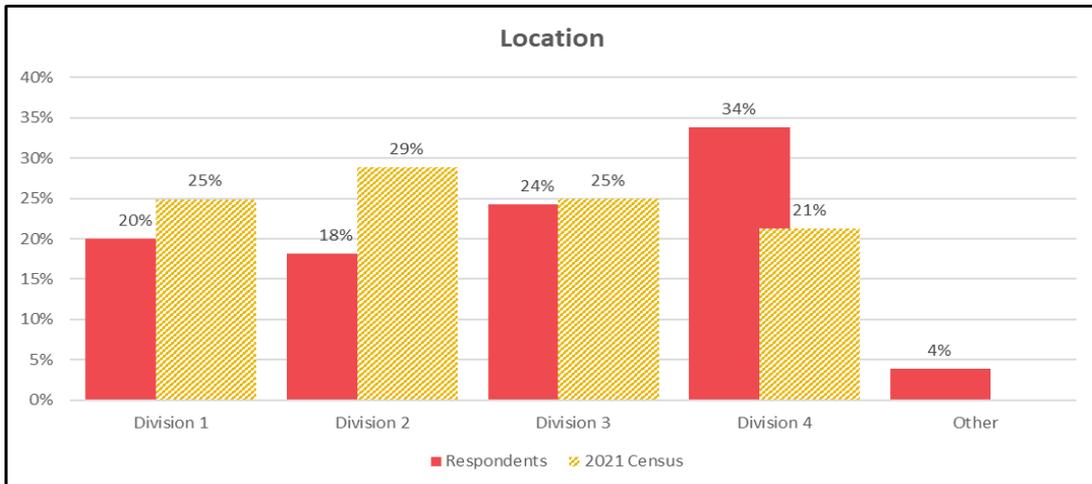
441 respondents confirmed their locality. Respondents were relatively equally spread across Ipswich, indicating good representation of all four divisions. In total, 54 Ipswich suburbs were represented:

- 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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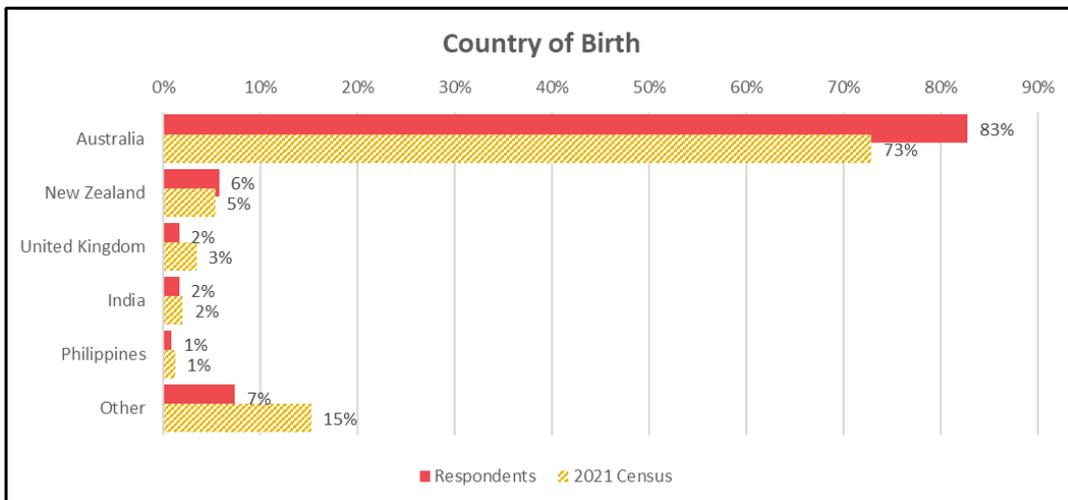


- Walloon
- Woodend
- Yamanto
- West Ipswich
- Wulkuraka
- Yeronga



Country of birth

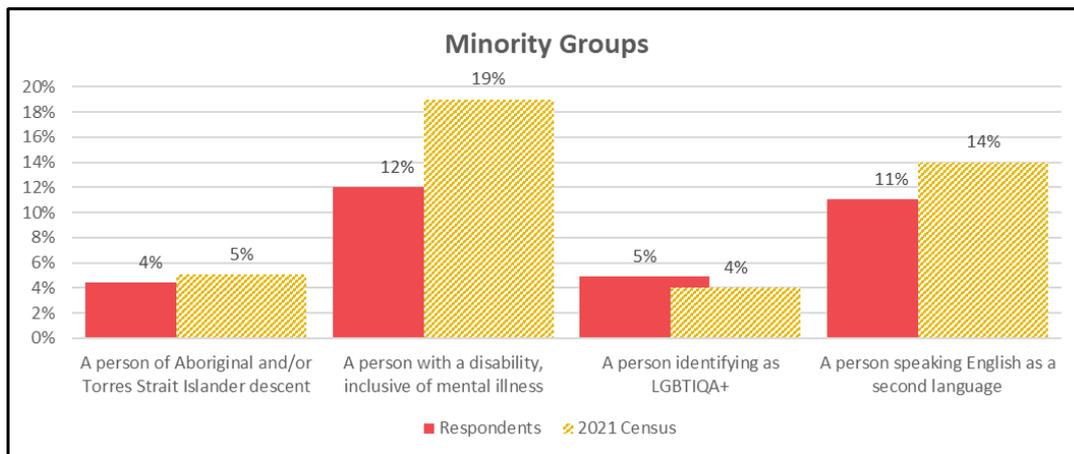
122 respondents confirmed their country of birth. Respondents broadly reflect the community profile, with a strong representation of Australian-born respondents and similar proportions for more common countries of birth such as New Zealand, United Kingdom, India, and the Philippines. While respondents 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.

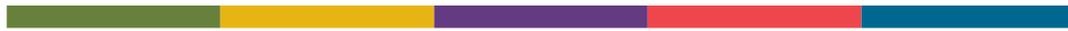
441 respondents provided an answer to this question. Respondents were able to select up to five outcomes and then rank them in order of priority. To calculate rankings, the following value was given to each outcome based on their ranking priority:

	First	Second	Third	Fourth	Fifth	No ranking
Value	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).



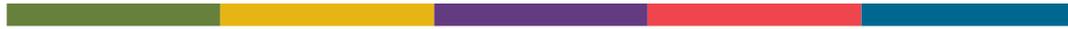


However, when data is broken down by demographics, trends identified the following variations in the top five priorities as outlined below.

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



	<ul style="list-style-type: none"> • Promotion of more engagement projects • Ensure council decisions consider community feedback • More community programs, events and centres that are free/accessible to all
Crime prevention and health promotion	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Stronger enforcement around non-smoking spaces, illegal parking/driving, stolen shopping trolleys, and other illegal activities • Ensure safety of marginalised groups • More safe city cameras and lighting in housing estates, shopping precincts and parks • Implementation of neighbourhood watch / youth diversion programs • Focus on crime prevention rather than reactive policing • Concern that health services are over capacity • Greater police presence
Strong diverse arts scene	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • More public facing art opportunities such as the Creative Summit • Important element to improving liveability • Art facilities in need of an upgrade to meet market needs • More murals and jobs for artists • Art scene considered important for driving visitation to Ipswich, boosting economy and improve liveability
Safe, inclusive, and vibrant neighbourhoods	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • More accessible and diverse community programs and events, such as sensory days, Harmony Day, and multicultural events • Programs run at locations outside of Ipswich Central • Greater inclusion of people under 5 or over 50 • Celebration of multicultural backgrounds • Implementation of an anti-racism framework • Improve accessibility for people with a disability such as safer footpaths • Facilitate connections between community and service providers/community groups • More community-focused spaces such as community halls • Access to interpreters
Promote place making and liveability	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • More space activation during nighttime and weekends • Encourage more community participation in events • More pedestrian-focused spaces and playgrounds for kids • More residential and mixed-use developments around Ipswich Central



	<ul style="list-style-type: none"> • Empty historical buildings transformed into various temporary accommodation solutions (homeless, emergency) • Improve city maintenance including reducing vandalism, litter and overgrown green spaces
Expand transport and community infrastructure networks	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Increase public transport network and frequency of services, particularly in newly developed suburbs and Karalee • Fix potholes and other damage to existing roads and footpaths • More traffic controls and cameras to improve road safety, particularly at busy intersections and roundabouts • Additional lighting for improved road visibility • More free carparking • Additional lanes and traffic management to reduce congestion
Active and public transport infrastructure improvements	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Increase frequency and reliability of services inclusive of outside of peak hours • Ensure the time to take public transport is competitive with private vehicles • Current footpaths pose safety risk due to damage or steep gradient and require fixing • More footpaths and bike paths connecting to key areas across Ipswich • More active and public transport solutions will support healthier lifestyles, and reduce road traffic/pollution • Improve connections between different transport modes • Shelters at bus stops needed
Increase economic development and employment	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Encourage more businesses in Ipswich to increase employment opportunities • Provide support to youth and diverse people entering the workforce • Promote and provide funding for small businesses • Attract mid-size businesses and manufacturing
A clean, green, circular economy city	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Prioritise transport solutions that prioritise people/active transport, reduce reliance on cars and support environment • More education and incentives around appropriate waste management • Implement more energy efficient solutions • All decisions should consider environmental impact • Provide additional services such as second hand stores, repair centres and resource recovery centre vouchers



	<ul style="list-style-type: none"> • Poor experiences with the kerbside collection blue bags due to limited space, weight and extended periods out on streets
Balance positive conservation and nature-based recreation	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Engage community in tree plants and other environmentally beneficial activities • Retaining green spaces and parks, incorporating nature throughout Ipswich • Decision making should protect animals and plants, such as koalas and melaleuca trees
Waterway health is improved	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Encourage visitation to waterways through more activations and access to water-related recreational activities • Dredge river • Concern for silt in Deebing Creek • More filtration applied to waterways
Natural environment supports the continuation of traditional cultural practices	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Opportunities to learn from and consult with First Nations communities • Tie positive conservation with traditional cultural practices
Advocacy to fund major infrastructure, policy reform and services	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Increase available facilities including health services, education programs, sporting and event facilities • Improve safety and reduce traffic on major roads including Warrego Highway, Ipswich Highway, Centenary Highway, Cunningham Highway, Bremer Bridge, David Trumpy Bridge, second bridge to Ipswich Central • More connected public transport system with extension of train lines and bus routes • Advocate for changes in development laws to reduce flood issues and protect natural environment • Policy reform to support homeless communities and improve housing affordability
Outstanding customer service	<p>Respondent comments included:</p> <ul style="list-style-type: none"> • Greater focus on maintenance of public spaces, with mentions of local parks, streetscapes, creative and sporting facilities • Improve community access to staff and elected representatives • Focus on getting “the basics” under control as first priority (mowing, bin collection, overall cleanliness, fix footpaths and roads). • More real-time feedback and efficient responses on reported issues • Support for continuation of positive customer service



Community's trust in our services	Respondent comments included: <ul style="list-style-type: none"> • Increase transparency around government decisions • Community concerns need to be more proactively acknowledged and addressed
Our people are supported to deliver at their best	Respondent comments included: <ul style="list-style-type: none"> • Staff have the support to do the right thing • Respect and value for council staff
Our procurement of goods and services is continuously improving	Respondent comments included: <ul style="list-style-type: none"> • Improve spending outcomes to help support other outcomes • Ensure value for money to improve community trust
We are leaders in good governance	Respondent comments included: <ul style="list-style-type: none"> • Commit to making decisions and standing by them • Ensure public facing documents and services are up to date • Clarity around actual outcomes from council plans and commitments • Greater transparency and improved processes for informed decisions • Concerns around current governance practices not up to standard

A sample of quotes from respondents included::

- “Better infrastructure to accommodate increased population, a second river crossing is needed. Heritage buildings need better upkeep, more focus on maintaining and restoring and allowing public to experience the heritage.”
- “Crime is high, more safe city cameras in housing estate streets. More advocacy and development for large scale event spaces and assistance for tourism in preparation for the Olympics overflow.”
- “I believe Ipswich is on the verge of blossoming into its next life stage. Infrastructure and transport, along with economic development and employment are absolutely pivotal i.e. continuing to activate the Ipswich CBD, tenanting empty spaces and making the area safer and more activated through this invigoration. Further, we want to continue supporting our neighbourhoods to be the welcoming, inclusive and vibrant homes that attract active community members. Finally, by respecting and supporting the workers in Council to be their best, it enables them to deliver their best for the community. Keep the fire lit in your workers, respect and value them, and it will overall benefit the community.”
- “Footpaths need to be better maintained - many areas with unsuitable footpaths for disability scooters or wheelchair usage. More bus stops should have shelters, the Ipswich heat is not suitable for unsheathed bus stops. Bus services should be more frequent and reliable.”
- “Ipswich has many areas affected by flooding and natural disasters, being prepared for these events is crucial. As the fastest growing region in SEQ, transport and infrastructure are a high priority, but have the funding to provide these, Council must advocate for funds from the State and Federal Government. Crime is a big problem in some areas of Ipswich and health facilities



are not always available when need, forcing people to attend the emergency department at the hospital and wait for hours at a time. An engaged community helps promote customer service, trust and accountability in the services we provide to the community.”

- “Ipswich needs to invest in cultural infrastructure including a new art gallery and an up-to-date entertainment/conference centre to create a vibrant city centre that can host major exhibitions and events.”
- “I am a strong believer of building mixed buildings (Commercial and Residential), outwards not upwards to connect people everywhere within Ipswich region. Pedestrians and Bicyclists should be prioritised over vehicles. Hopefully creating a city that is similar to Amsterdam where everything is a bicycle ride or a walk away and I feel safe doing so. More trees on the verges to make it safer in the heat and prettier on the eyes. It would be incredible to see an avenue of trees native to the region being a showstopper especially down Pine st. Finally a city cat or river transport of some kind. I truly believe that all of these things would make a difference in making Ipswich a city that is coming along into a city that is up-and-coming and the place to be for living and accessibility to all, especially before the Olympics. As for the environment I would love to see Natural Sequencing Farming (NSF) techniques being used to restore the ground and to provide further natural flood management.”
- “More needs to be done to support the growing population and increasing deforestation. It's great people are getting homes but I'm not see the bush replaced.”
- “Consider use of unoccupied council venues and facilities for temporary accommodation to ease and reduce youth and elderly homelessness.”

Share any final comments on the development of the Corporate Plan 2026-2031

144 respondents provided an answer to this question. Where reasonable, comments that aligned with one of the Corporate Plan outcomes have been reflected in the table above. Additional themes included:

Theme	Detail
Delivery of the Corporate Plan 2026-2031	Respondent comments included: <ul style="list-style-type: none"> • General support for the overall direction of the Corporate Plan and the draft outcomes • Seeking more specific and measurable outcomes • Clear and public updates as delivery progresses • Concerns that the outcomes need to be achieved at a faster rate than what has been proposed • Felt that tourism should be more clearly represented in the outcomes
Community engagement experience	Respondent comments included: <ul style="list-style-type: none"> • Appreciative of the opportunity to share feedback • Perceptions that engagement was delivered online only • Would like to see more information on how community feedback is used in the project • Seeking further community involvement in the delivery of the plan

SUPPORTING ENGAGEMENT EVIDENCE

In addition to the Corporate Plan 2026-2031 engagement, Ipswich City Council has recently conducted other engagement activities that are relevant to the Corporate Plan. These findings allow for a more robust understanding of community sentiment and expectations to ensure informed decision-making. Themes identified in these previous engagements have been outlined below.

Community Views in Ipswich

Each year, council partners with [.idcommunity](#) to understand current community sentiment in Ipswich and identify opportunities to advance quality of life in the local area. The last check in was undertaken between 14 May 2025 and 19 June 2025. 1,124 individuals provided feedback through this engagement. Key findings from this engagement included:

- Overall liveability in Ipswich has remained stable in the past 12 months, despite falls in Australia and South-East Queensland. Experiences with safety and health services have increased, while road congestion is an increasing challenge.
- Ipswich outperforms the national average in ‘affordable decent housing’, but this is a key issue affecting younger residents and renters.
- Sustained population growth in the city signals a need for integrated planning and investment to protect long-term liveability - with transport infrastructure emerging as a critical priority.
- Financial optimism is growing in Ipswich, with residents feeling more secure in 2025 and looking ahead with greater confidence - despite inflation remaining a top concern.
- Residents of Ipswich continue to feel susceptible to the effects of climate change, with recent extreme weather events like ex Tropical Cyclone Alfred amplifying concerns about flooding, storms, and cyclones.

These findings indirectly support the community’s prioritisation of the following outcomes:

1. “Expand transport and community infrastructure networks”
2. “Crime prevention and health promotion”
3. “Advocacy to fund major infrastructure, policy reform and services”
4. “Active and public transport infrastructure improvements”
5. “Promote place making and liveability”
6. “Prepared and ready for emergencies and natural disasters”.

While not as strongly highlighted in the Corporate Plan 2026-2031 engagement, the Community Views in Ipswich survey suggests “Prepared and ready for emergencies and natural disasters” is another high priority of the community.

Detailed findings have been outlined in the [Living in Ipswich 2025 Views Report](#).

iFuture Community Vision

The iFuture Community Vision is a 20-year vision for the Ipswich community and is used to guide the direction of the Corporate Plan. Between 21 October 2024 and 1 December 2024, community members were asked to provide feedback on the current vision, “Ipswich, a city of opportunity for all.



Join us.”. 31 individuals provided feedback through this engagement. Key findings from this engagement included:

- Respondents generally agreed that the vision still aligned with where they would like to see Ipswich in 2041, with 55% of respondents stating the vision either somewhat or fully aligned. Of those who felt it was less aligned, comments indicated concerns around whether the vision is achievable.
- Respondents identified a strong economy, inclusive culture, and reliable transport as key components for achieving the vision by 2041. In addition, comments discussed housing solutions, greater focus on community health and safety, and protecting Ipswich heritage and green spaces.

These findings indirectly support the prioritisation of the following outcomes:

- “Increase economic development and employment.”
- “Safe, inclusive, and vibrant neighbourhoods”.
- “Expand transport and community infrastructure networks”
- “Promote place making and liveability”
- “Historical buildings are conserved and enhanced”
- “Balance positive conservation and nature-based recreation”.

Detailed findings have been outlined in the [iFuture Community Vision Community Engagement Report](#).

FINDINGS

Review and analysis of the data from all engagement activities identified the following key findings from the community.

Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community's feedback has shaped this project. The information may be used to inform next steps for this project.

- Across all respondents, the top five outcomes were:
 1. "Expand transport and community infrastructure networks"
 2. "Crime prevention and health promotion"
 3. "Advocacy to fund major infrastructure, policy reform and services"
 4. "Active and public transport infrastructure improvements"
 5. "Safe, inclusive, and vibrant neighbourhoods"

- While the top five outcomes remained relatively consistent, there were shifts in the top priorities when considering different demographics. Other outcomes of note included:
 - "Historical buildings are conserved and enhanced"
 - "A clean, green, circular economy city"
 - "Promote placemaking and liveability"
 - "Deliver active and healthy activities, facilities and services"
 - "Increase economic development and employment"
 - "Prepared and ready for emergencies and natural disasters"
 - "Community's trust in our services".

- Community identified the importance of having clear and measurable outcomes for council to publicly report back on to measure success.

These findings generally align with other engagement activities undertaken on similar topics.

APPENDIX

APPENDIX 1 – SURVEY QUESTIONS

ABOUT YOU

Please complete these questions to help us know who has or has not been represented in this survey.

Your personal information provided in this form will be managed in accordance with the *Information Privacy Act 2009*. To access your information, please contact our Information Privacy Officer at (07) 3810 6666. For further details, visit our Privacy Statement at www.ipswich.qld.gov.au.

1. Gender

Select one answer only	
<input type="checkbox"/>	Male
<input type="checkbox"/>	Female
<input type="checkbox"/>	Non binary / Gender diverse
<input type="checkbox"/>	Prefer not to say

2. Year of birth

3. Country of birth

4. Which suburb do you currently live in?

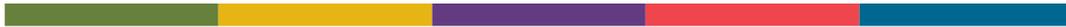
5. Access, equity and inclusion. Do you identify as any of the following?

Tick all that apply	
<input type="checkbox"/>	A person of Aboriginal and/or Torres Strait Islander descent
<input type="checkbox"/>	A person with a disability, inclusive of mental illness
<input type="checkbox"/>	A person identifying as LGBTIQ+
<input type="checkbox"/>	A person speaking English as a second language
<input type="checkbox"/>	None of the above

6. Relationship to Ipswich

Tick all that apply			
<input type="checkbox"/>	Work in Ipswich	<input type="checkbox"/>	Own a business in Ipswich
<input type="checkbox"/>	Live in Ipswich	<input type="checkbox"/>	Pay rates in Ipswich
<input type="checkbox"/>	Visit Ipswich	<input type="checkbox"/>	No relationship to Ipswich
<input type="checkbox"/>	Other (please specify) _____		

Item 2 / Minutes Attachment 1



PROPOSED OUTCOMES

The next questions refer to the proposed outcomes for the Corporate Plan 2026-2031. For ease of reading, summarised versions have been used for this engagement.

7. To support council in achieving the Community Vision by 2041, the following 2031 outcomes have been proposed. Please select your top 5 outcomes from the list below and rank them in order of priority, with 1 being the most important to you.

Label from 1 – 5. Leave all other squares blank.			
<input type="checkbox"/>	Deliver active and healthy activities, facilities, and services.	<input type="checkbox"/>	Increase economic development and employment.
<input type="checkbox"/>	Respected cultural landmarks, knowledge and practices.	<input type="checkbox"/>	A clean, green, circular economy city.
<input type="checkbox"/>	Historical buildings are conserved and enhanced.	<input type="checkbox"/>	Balance positive conservation and nature-based recreation.
<input type="checkbox"/>	Prepared and ready for emergencies and natural disasters.	<input type="checkbox"/>	Waterway health is improved.
<input type="checkbox"/>	An engaged community.	<input type="checkbox"/>	Natural environment supports the continuation of traditional cultural practices.
<input type="checkbox"/>	Crime prevention and health promotion.	<input type="checkbox"/>	Advocacy to fund major infrastructure, policy reform and services
<input type="checkbox"/>	Strong diverse arts scene.	<input type="checkbox"/>	Outstanding customer service.
<input type="checkbox"/>	Safe, inclusive, and vibrant neighbourhoods.	<input type="checkbox"/>	Community's trust in our services.
<input type="checkbox"/>	Promote place making and liveability.	<input type="checkbox"/>	Our people are supported to deliver at their best.
<input type="checkbox"/>	Expand transport and community infrastructure networks.	<input type="checkbox"/>	Our procurement of goods and services is continuously improving.
<input type="checkbox"/>	Active and public transport infrastructure improvements.	<input type="checkbox"/>	We are leaders in good governance.

8. Share any comments around your top 5 rated outcomes.

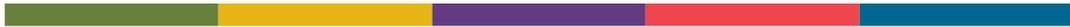
9. Share any final comments on the development of the Corporate Plan 2026-2031.

COMMUNITY ENGAGEMENT

Help us engage the community effectively.



Item 2 / Minutes Attachment 1



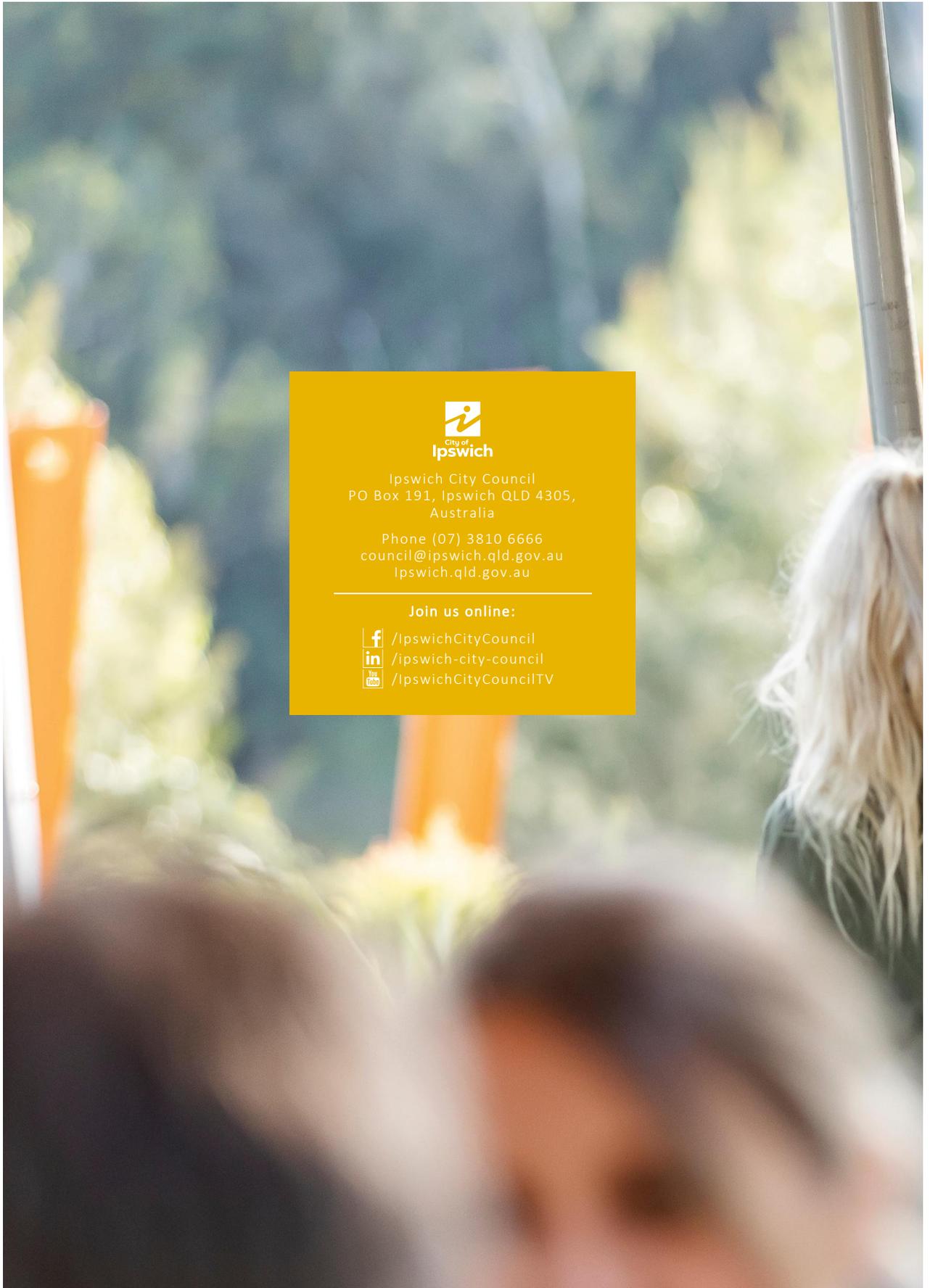
10. Thinking about your experience with this engagement, how easy or difficult was it to:

Tick the description that best fits your experience with each of the stages of engagement					
	<i>Very easy</i>	<i>Somewhat easy</i>	<i>Somewhat difficult</i>	<i>Very difficult</i>	<i>Unsure</i>
Find out about the opportunity to have your say					
Understand what the project is about					
See how community feedback might be used in council decisions					
Share your thoughts or feedback					

11. Please share any comments about your experience contributing to this engagement.

Thank you for your feedback.





City of
Ipswich

Ipswich City Council
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Join us online:



/IpswichCityCouncil



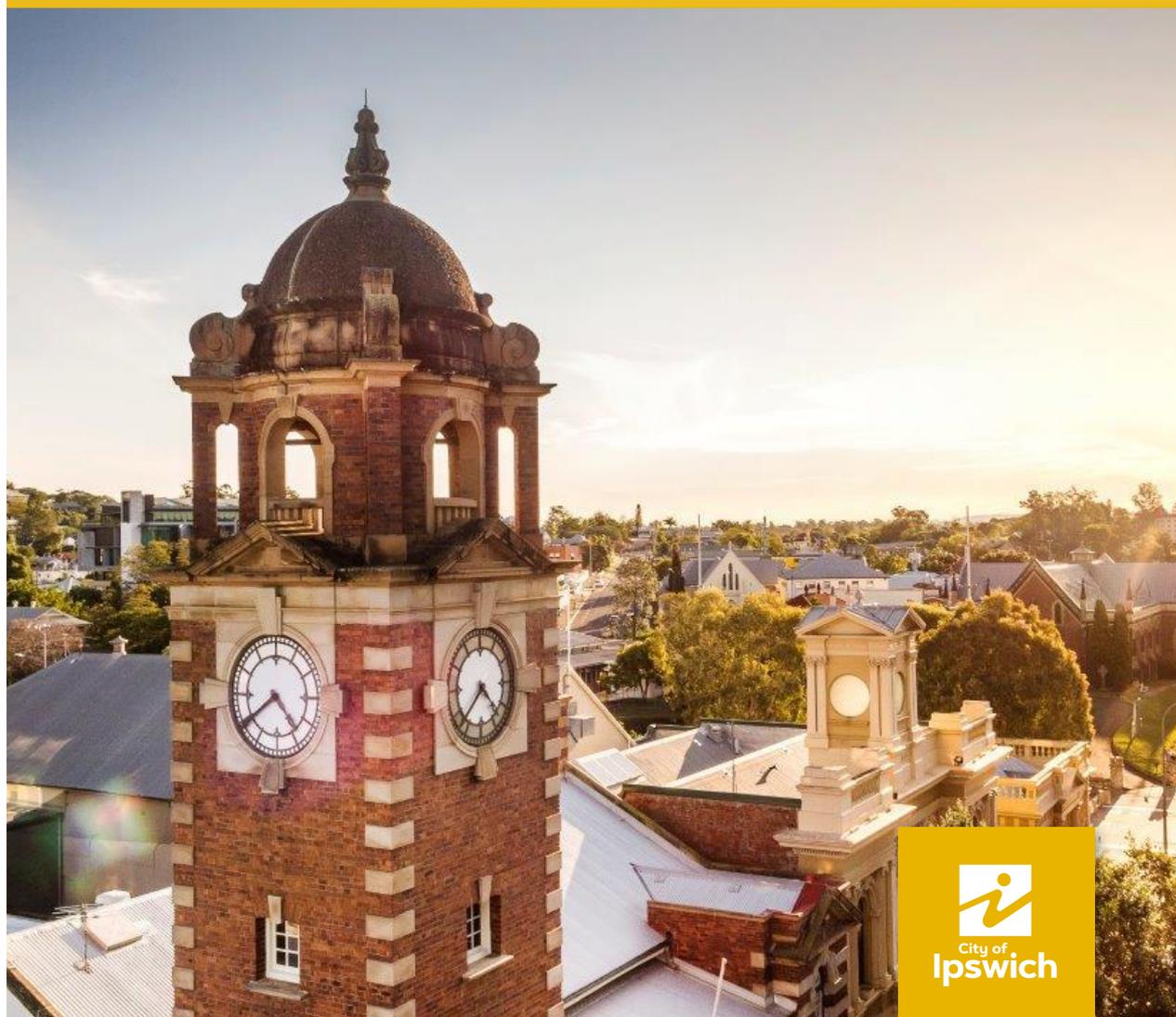
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City of Ipswich
iFuture Vision Check-in
Community Engagement Report

January 2025



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EXECUTIVE SUMMARY	3
WHY WE ENGAGED	3
HOW WE ENGAGED.....	4
WHAT THE COMMUNITY TOLD US	6
WHO ENGAGED	10
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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%.





EXECUTIVE SUMMARY

The iFuture Corporate Plan for 2021-2026 commenced on 1 July 2021, representing a new era for council and the community to collectively work toward achieving the community's vision.

iFuture is divided into four themes:

- Vibrant and Growing
- Safe, Inclusive and Creative
- Natural and Sustainable
- A Trusted and Leading Organisation

The iFuture Check-in is conducted to gather feedback from Ipswich residents on our progression towards the community vision, building on feedback captured as part of the [development of the iFuture Plan 2021-2026](#) and [2021 iFuture Check-in](#).

The themes and stakeholder insights identified in this report will help inform any adjustments required to the community vision and will help inform the development of the Corporate Plan 2026-2031. It is noted further engagement will occur to further influence the iFuture Corporate Plan 2026-2031.

WHY WE ENGAGED

Council engaged the community with aims to:

- Educate stakeholders on what has been delivered over the past five years both by council and others to progress the vision
- Ensure the wording still resonates with what everyone hopes Ipswich will look like in 15 years
- Update community vision statements to be clearer and measurable.

HOW WE ENGAGED

Community engagement was undertaken between 21 October 2024 and 1 December 2024. The community was able to contribute their feedback through:

- Shape Your Ipswich
- Email
- Phone

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

Ipswich City Council social media

A paid post was shared on Facebook and Instagram for raising awareness of the project and encourage community to share their feedback. A screenshot of the posts can be seen at Appendix 1.

Social Media Channel	Date of posting	Reach ¹	Clicks ²
Meta (Facebook and Instagram)	Commenced – 24 October 2024 Finished – 1 December 2024	20,001	709

Ipswich City Council email footers

Email footers of all council employees were updated with an advertisement encouraging the community to share their feedback on this project, with the image hyperlinked to the Shape Your Ipswich project page. This was included on all emails sent internally and externally throughout the entire engagement period.

Shape Your Ipswich

Two email campaigns were sent out via Shape Your Ipswich. The first email campaign was sent on 22 October 2024 and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest:

- Business and economy
- Community
- iFuture
- iFuture Check-In: Community Survey

¹ Total number of times a social media post was viewed.

² Total number of times a URL in a social media post was clicked.



This campaign was sent to a total of 855 members, of which 399 opened the email.

The second email campaign was sent on 29 November 2024 and was sent out to a general audience on Shape Your Ipswich who are subscribed to the quarterly newsletter. This campaign was sent to a total of 3,772 members, of which 1,489 opened the email.

Overall, these activities led to 3,318 views of the Shape Your Ipswich page and 31 contributors throughout the engagement as outlined in the table below.

Engagement Channels	Contributors ³
Shape Your Ipswich	31
Total	31

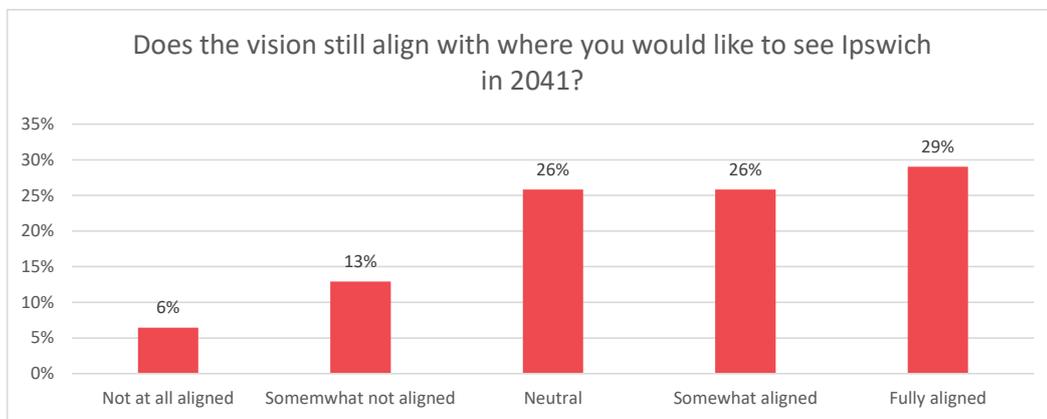
³ Total number of unique individuals who submitted feedback per engagement channel. An individual who makes more than one contribution on a single engagement channel is only counted as a single contributor. Noting individuals may be counted multiple times if submitting feedback across multiple engagement channels.

WHAT THE COMMUNITY TOLD US

Shape Your Ipswich

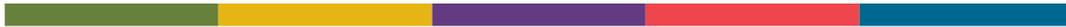
Comments were captured via one engagement survey on the project page, [iFuture Community Vision](#), hosted on Shape Your Ipswich. Survey questions can be seen in Appendix 2. A summary of the feedback has been outlined below.

Respondents were asked whether the vision still aligned with where they would like to see Ipswich in 2041. All 31 respondents answered this question. Overall, feedback suggested the statement generally still aligns, with 55% of respondents stating the vision either somewhat or fully aligned. 26% were neutral, while 19% felt the vision statement is somewhat or not at all aligned.



When asked to describe what realising the vision may look like by 2041, a diverse range of opinions were shared by respondents. 28 of 31 respondents answered this question. Sentiment captured from comments were mostly positive and hopeful, although a minority of respondents remained sceptical or unsatisfied with what they perceived could be achieved by the community by 2041. Key themes from comments provided have been outlined in the table below.

Theme	Comments
Economy	57% of respondents referenced the economy. Comments discussed creating a thriving city centre that businesses of various sizes and increased job opportunities within Ipswich. Comments mentioned a variety of businesses such as health services, retail, arts, hospitality, and forms of entertainment.
Inclusive culture	32% of respondents referenced an inclusive culture. Comments discussed welcoming people, celebrating multicultural communities, reducing anti-social behaviour, and creating an accessible and inclusive city. One comment raised concerns around diversity leading to exclusion.

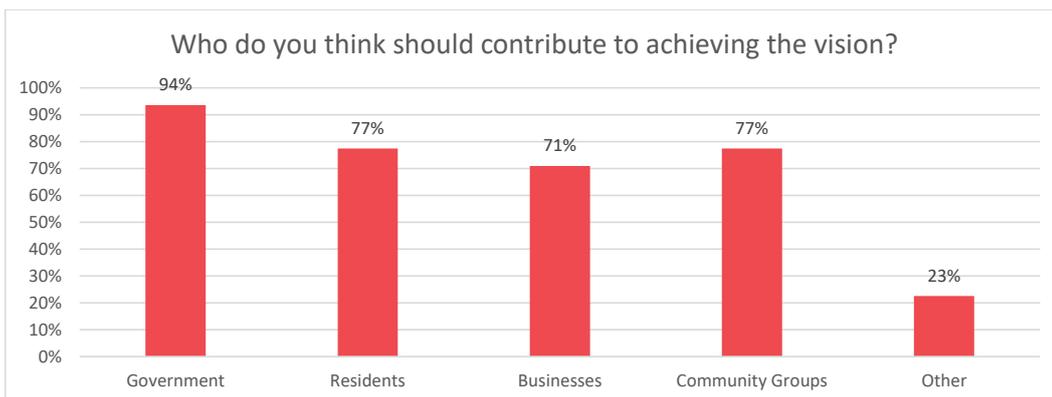


Transport	32% of respondents referenced transport in and around Ipswich. Comments generally mentioned upgrades to public transport infrastructure, such as extending the train line and improving speed/reliability to reduce car dependence.
------------------	---

Other themes less commonly mentioned by the community included more housing solutions, greater focus on community health and safety, and protecting Ipswich heritage and green spaces. Quotes from respondents included:

- *“The city is vibrant, it is the place where people who do not live in Ipswich visit for their weekends. There are fresh food and flower markets every weekend. There is an express train to Brisbane taking less time than a car. The historical buildings have been restored to their original glory. Artists are welcomed and supported. More music festivals are held there. Ipswich loses its ‘bogan’ label and becomes one of the coolest places to live.”*
- *“Fully connected, reliable public transport within and throughout all of Ipswich allows young and all abilities people to independently travel to their places of work, education, socialisation and recreation. Way less car dependence. High-speed rail connects everyone to Brisbane and beyond so that Ipswich as a place of high cultural, creative and environmental interest is a pleasant place to visit for day trips. A vibrant diverse community is obvious in the thriving businesses and the homeless and vulnerable are cared for and given meaningful opportunities to stay safe and contribute to community.”*

Respondents were then asked who should contribute to achieving the vision. All 31 respondents answered this question and could select multiple options. Most respondents selected government (94%), residents (77%), community groups (77%) and businesses (71%), signifying respondents felt all should contribute to the vision. Of those who selected ‘Other’, comments identified commercial landlords, developers, homeless people, people with disabilities and everyone who spends time in Ipswich as groups who should contribute to the vision.



Respondents could then explain how they believed each of these groups could contribute to the vision.



Government

29 of 31 respondents provided feedback on how government could contribute to the vision. Comments predominately focused on funding of major infrastructure, with 52% of comments referencing the need for securing funds for infrastructure such as transport to help manage Ipswich's growing population. Additionally, respondents expected government to be responsible for long term planning for the city and using community consultation to guide decisions.

Residents

24 of 31 respondents provided feedback on how residents could contribute to the vision. 50% of comments referenced the importance of individuals providing feedback and sharing their voice on city projects. In addition, 29% suggested supporting local initiatives inclusive of businesses, programs, advocacy, events, and volunteering. Other comments referred to respecting others, property, and other assets.

Community groups

23 of 31 respondents provided feedback on how community groups could contribute to the vision. 26% of comments referenced community groups' responsibility to encourage members of the community to get involved in local initiatives. Equally, 26% also emphasised community groups acting as representatives on behalf of the community and sharing feedback on city projects. 22% of comments referenced the importance of community groups having a clear purpose and goals and collaborating with other locals to achieve them.

Businesses

22 of 31 respondents provided feedback on how businesses could contribute to the vision. 55% of comments referenced businesses investing in Ipswich, typically by setting up offices and other commercial infrastructure across the local government area. 18% referenced creating local employment opportunities, and another 18% wanted to see businesses involved and supporting local initiatives.

Respondents were then asked to share any other feedback on this project. 20 of 31 respondents answered this question. Most reemphasised feedback and concerns shared in their previous comments in the survey. Other respondents expressed willingness to contribute further feedback as needed and provided general encouragement for the vision and next steps. Other comments suggested focusing on 'quick wins' to help assist progress. One comment suggested the removal of "Join us" from the vision, as this was perceived as creating separation from community and council.

Email

The community was able to reach out to council via communityengagement@ipswich.qld.gov.au with feedback on this project. However, no contributions were received through this channel.

Phone

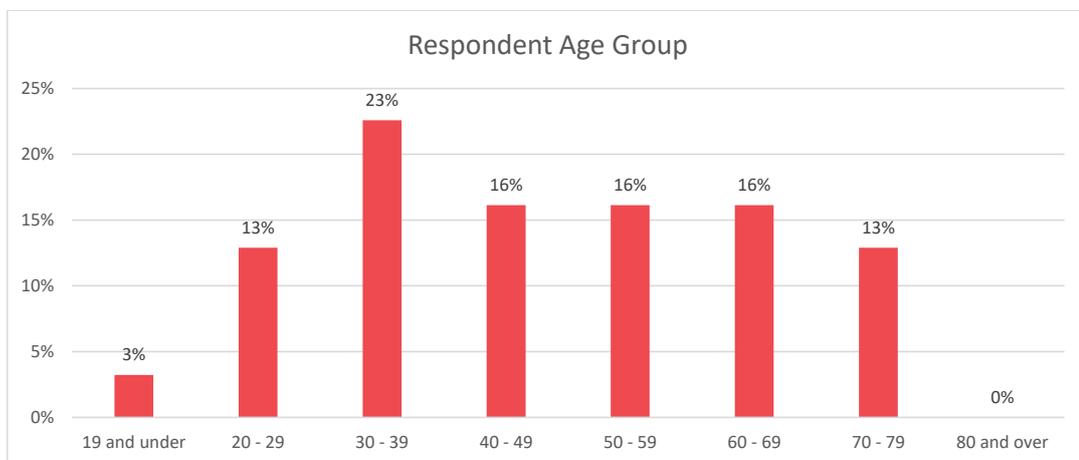
The community was able to reach out to council via 3810 6666 with feedback on this project. However, no contributions were received through this channel.

WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities to understand the diversity of respondents.

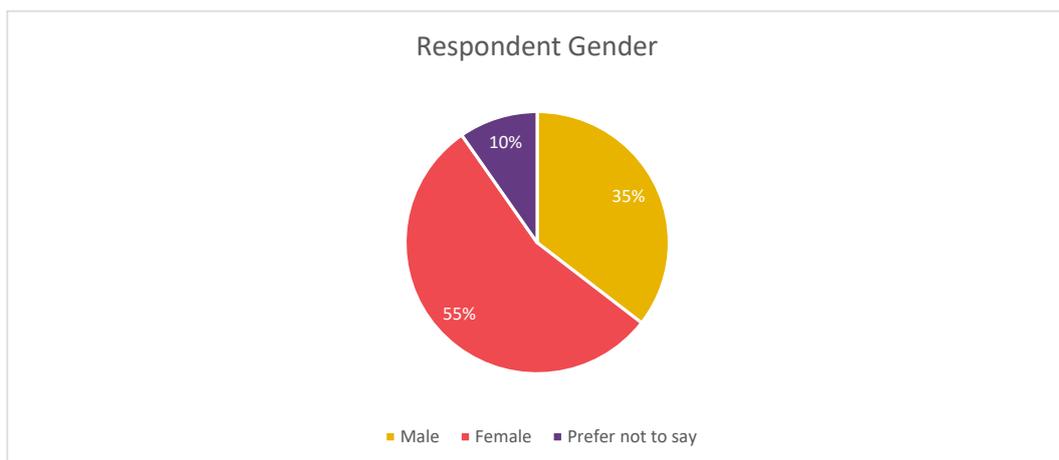
Age

Most age groups were represented by respondents, except for 80 and over. Representation was relatively consistent across age brackets between 20 – 79 years of age.



Gender

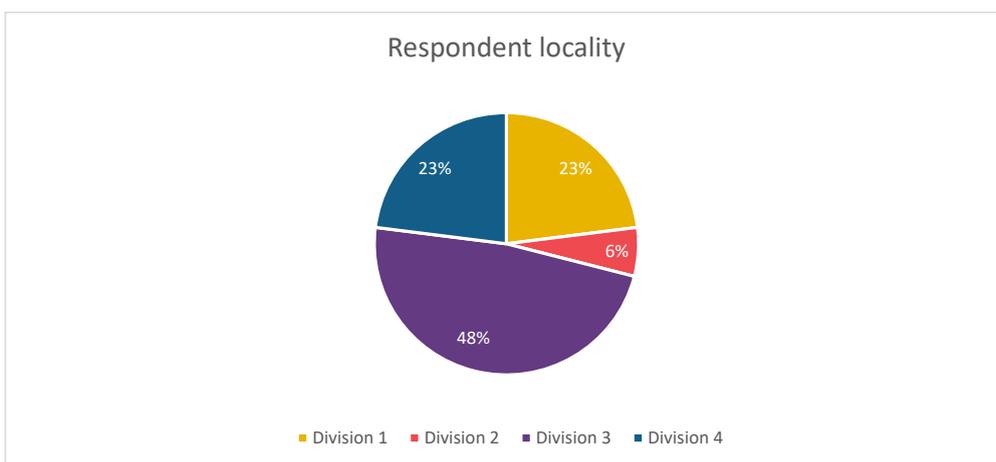
Both males and females were represented by respondents, with somewhat greater representation from females (55%) compared to males (35%). 10% preferred not to share their gender.





Locality

All respondents were in suburbs within Ipswich Local Government Area, with 22 unique suburbs represented across all four divisions. It is noted that a high percentage of respondents are in division 3 (48%).





FINDINGS

Review and analysis of the data from all engagement activities identified the following key findings from the community.

Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community's feedback has shaped this project.

- Respondents generally agreed that the vision still aligned with where they would like to see Ipswich in 2041, with 55% of respondents stating the vision either somewhat or fully aligned. Of those who felt it was less aligned, comments indicated concerns around whether the vision is achievable. The only specific suggested edit to the wording of the vision was the removal of "join us".
- Respondents identified a strong economy, inclusive culture, and reliable transport as key components for achieving the vision by 2041. In addition, comments discussed housing solutions, greater focus on community health and safety, and protecting Ipswich heritage and green spaces.
- Answers from respondents reflected the importance of all stakeholder groups playing a role in achieving the community vision, with a variety of roles and responsibilities identified for government, residents, community groups and businesses. Consistently, stakeholder groups were expected to actively play a role in supporting and collaborating on local initiatives.

The information will be used to inform next steps for this project.

APPENDIX

1. PAID SOCIAL MEDIA POST

Ipswich City Council
Sponsored · 100%

Council is currently undertaking check-ins with the community to ensure our shared vision still reflects what everyone wants to see in 2041.

iFuture is council's leading strategic plan. It guides all decisions and actions that council undertakes, and acts as a five year roadmap which aligns to the city's 20-year vision, 'Ipswich, a city of opportunity for all. Join us'.

Visit [Shapeyouripswich.com.au](https://shapetheyouripswich.com.au) to tell us your thoughts.

Ipswich, a city of opportunity for all. Join us

Ipswich is a city of opportunity. We are a city that welcomes and support to people from all backgrounds and cultures because our diversity makes us stronger. We are a city where everyone has an opportunity to be safe, connected and supported by our vibrant community and where our economy is inclusive and sustainable.

City of Ipswich

Have your say before 24 Nov [Learn more](#)

Ipswich, a city of opportunity for all. Join us

We are a community that works to look beyond of what and to embrace the future. And we have much to celebrate. Ipswich is a blend of old and new that embrace the opportunity to create vibrant future that we all can enjoy.

City of Ipswich

Have your say before 24 Nov [Learn more](#)

Ipswich, a city of opportunity for all. Join us

We are a city of people, connected by a safe, reliable and sustainable transport system and a network of green spaces that connect us to the land where we live every day. Our green parks, public recreation or meeting time with our families and loved ones.

City of Ipswich

Have your say before 24 Nov [Learn more](#)

Ipswich, a city of opportunity for all. Join us

Our history is rich, from our first Nations to our European and multicultural histories and where our cultural landscapes are protected and respected.

City of Ipswich

Have your say before 24 Nov [Learn more](#)

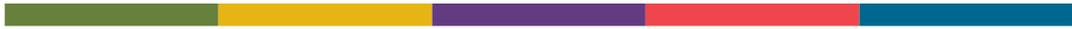
Ipswich, a city of opportunity for all. Join us

As we grow, we are focused on keeping the Ipswich spirit alive, and making sure all people can benefit from a well-governed city.

We are proud to call Ipswich home. Join us.

City of Ipswich

Have your say before 24 Nov [Learn more](#)

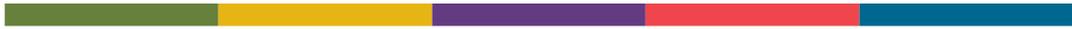


Ipswich,
a city of
opportunity
for all.

Join us

Ipswich is a city of opportunity. We are a city that embraces and supports people from all backgrounds and cultures because our diversity makes us stronger. We are a city where everyone has an opportunity to be safe, connected and supported by our vibrant community and where our economy is innovative and sustainable.



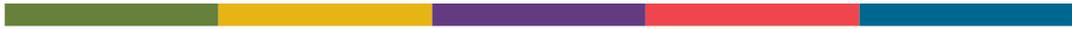


Ipswich,
a city of
opportunity
for all. *Join us*

As we grow, we are focused on keeping the Ipswich spirit alive, and making sure all people can benefit from a well-planned city.

We are proud to call Ipswich home. Join us.

**City of
Ipswich**



Ipswich,
a city of
opportunity
for all. *Join us*

We are a city of centres, connected by a safe, reliable and sustainable transport system and a network of green spaces that connect us to the land where we can enjoy sport, creative pursuits, active recreation or relaxing time with our families and loved ones. >

 **City of
Ipswich**



Ipswich,
a city of
opportunity
for all. *Join us*

We are a community that unites in both times of need and to celebrate success. And we have much to celebrate. Ipswich is a blend of old and new, that embraces the opportunity to create unique hubs that are alive and vibrant.

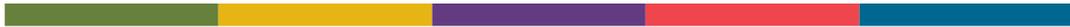
 City of Ipswich



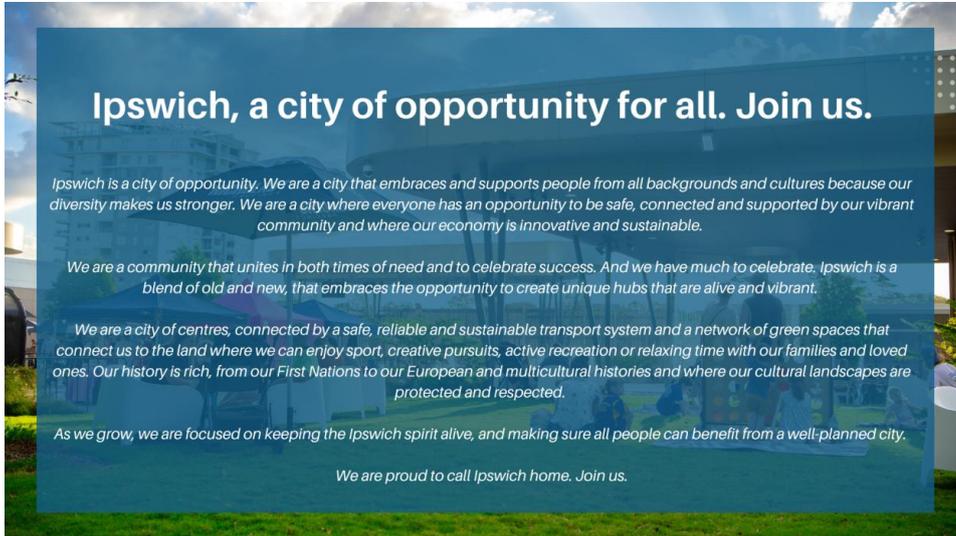
Ipswich,
a city of
opportunity
for all. *Join us*

Our history is rich, from our First Nations to our European and multicultural histories and where our cultural landscapes are protected and respected. >

 City of
Ipswich



2. IFUTURE CHECK IN SURVEY



01. Does the vision still align with where you would like to see Ipswich in 2041? **Required**

On a scale between 0 and 4, and in increments of 1, provide your rating below.

02. Imagine it is 2041. Describe how Ipswich has realised our vision, "a city of opportunity for all".

--

03. Who do you think should contribute to achieving the vision? **Required**

Select all that apply. You will then be given the opportunity to explain how each of these stakeholders could contribute to the vision.

Select all that apply
<input type="checkbox"/> Government
<input type="checkbox"/> Residents
<input type="checkbox"/> Businesses

Item 2 / Minutes Attachment 2



<input type="checkbox"/> Community Groups
<input type="checkbox"/> Other
<input type="text"/>

04. How can government contribute to achieving the vision by 2041?

Skip this question if

- you have not selected either "Government" in question Who do you think should contribute to achieving the vision?

05. How can residents contribute to achieving the vision by 2041?

Skip this question if

- you have not selected either "Residents" in question Who do you think should contribute to achieving the vision?

06. How can businesses contribute to achieving the vision by 2041?

Skip this question if

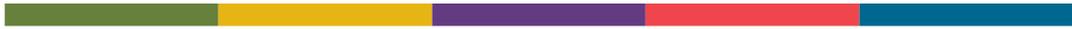
- you have not selected either "Businesses" in question Who do you think should contribute to achieving the vision?

07. How can community groups contribute to achieving the vision by 2041?

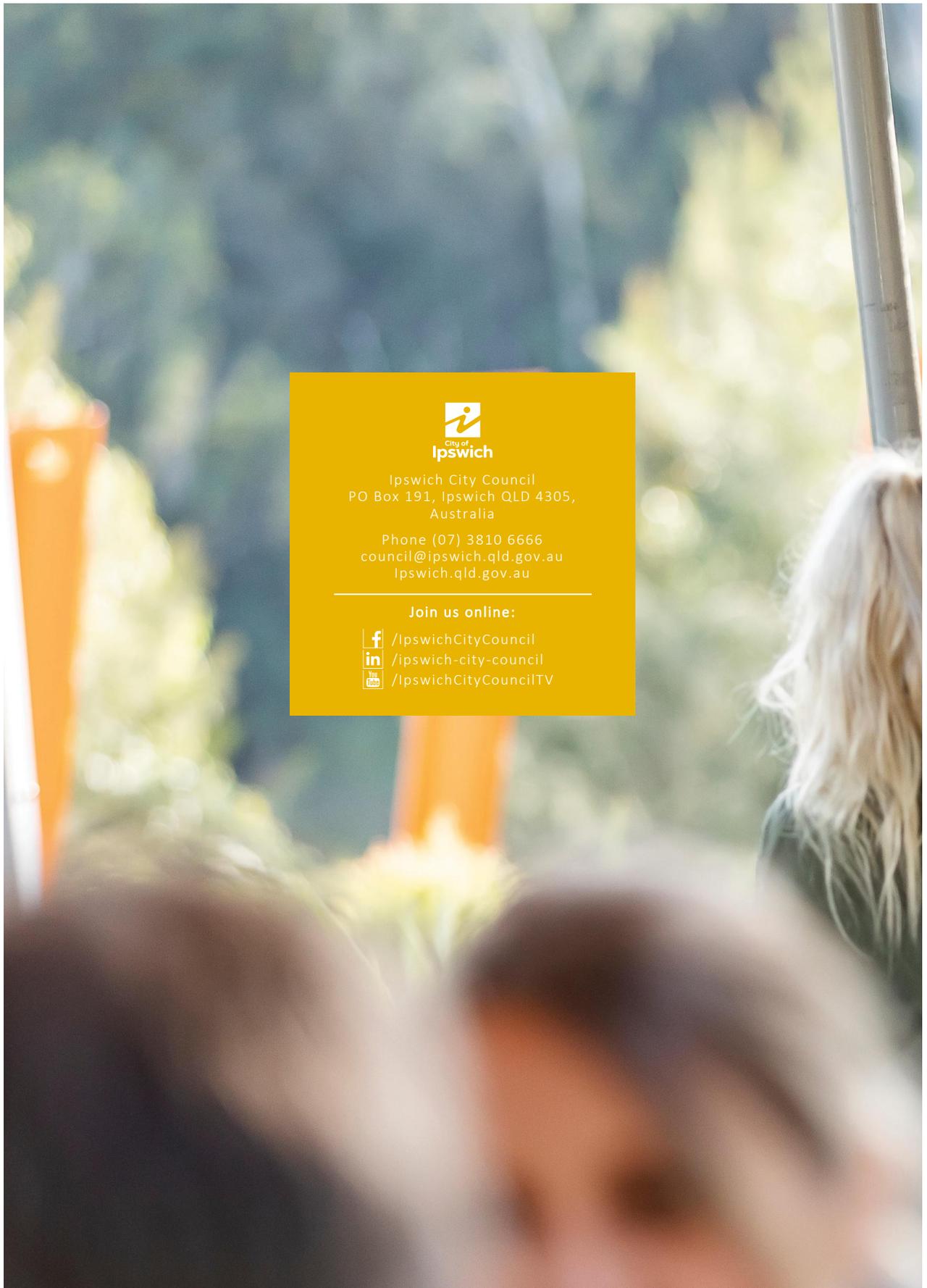
Skip this question if

- you have not selected either "Community Groups" in question Who do you think should contribute to achieving the vision?

Item 2 / Minutes Attachment 2



08. Please share any other feedback



City of
Ipswich

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council@ipswich.qld.gov.au
ipswich.qld.gov.au

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Corporate Plan

Date: 10 February 2026

Presenter: Matt Smith

Position Title: GM CS



Purpose

To workshop with elected representatives the priority outcomes which have been derived from recent community engagement findings.

Community Vision

Ipswich is a city of opportunity. In our vibrant and diverse community, sustainable practices ensure we are well-prepared for growth, securing a thriving future for all.

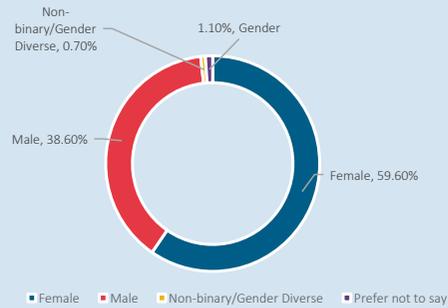
Engagement Stats

- Delivered between 20 October and 7 December 2025,
- Multiple channels,
 - Shape Your Ipswich
 - Hard copy surveys,
 - Email, and
 - 13 pop-up events held across the city,
- Targeted engagement sessions were also undertaken, including a Division 4 community group meeting and a Multicultural Australia meeting,
- A wide-reaching communication campaign
 - social media posts,
 - direct emails,
 - Shape Your Ipswich email campaigns,
 - an Ipswich First article, and
 - inclusion of promotional banners in council staff email signatures.

In total, these coordinated efforts resulted in 443 contributions, providing a strong evidence base to inform and validate the prioritisation of outcomes within the Corporate Plan. (96.1% Confidence Rating)

Engagement Stats

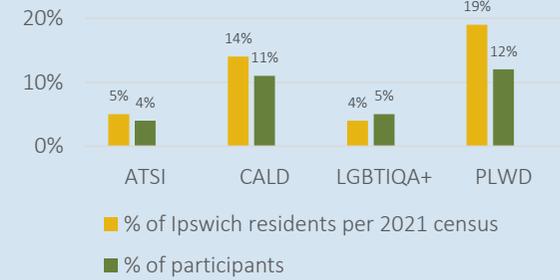
GENDER



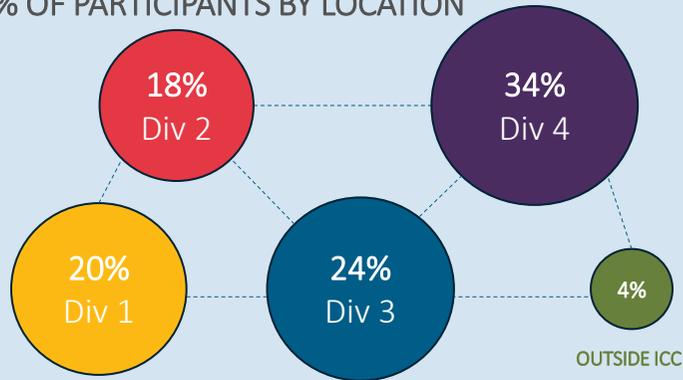
RELATIONSHIP TO IPSWICH



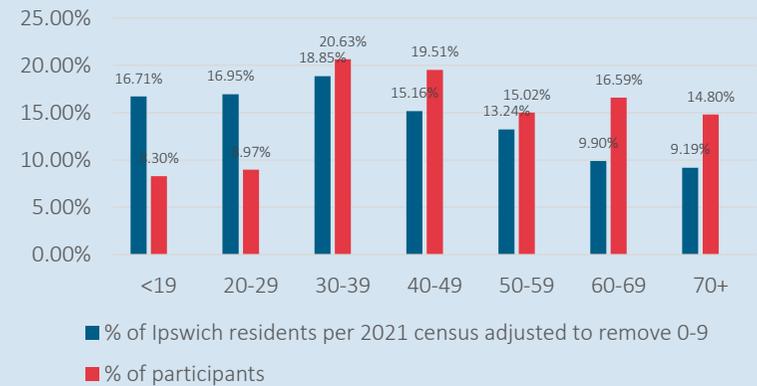
MINORITY GROUPS



% OF PARTICIPANTS BY LOCATION



AGE



RESULTS OF OUTCOME PRIORITIES

#	Outcome	Score
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
6	Deliver active and healthy activities, facilities, and services.	371
7	Promote place making and liveability.	339
7	A clean, green, circular economy city.	339
9	Increase economic development and employment.	321
10	Prepared and ready for emergencies and natural disasters.	262
11	An engaged community.	249
12	Historical buildings are conserved and enhanced.	217
13	Waterway health is improved.	210
14	Community's trust in our services.	163
15	Balance positive conservation and nature-based recreation.	154
16	Strong diverse arts scene.	124
17	We are leaders in good governance.	122
17	Respected cultural landmarks, knowledge and practices.	122
19	Natural environment supports the continuation of traditional cultural practices.	94
20	Our people are supported to deliver at their best.	58
21	Outstanding customer service.	57
22	Our procurement of goods and services is continuously improving.	28



INSIGHTS FROM DATA

<p>1. Expand transport and community infrastructure networks.</p>	<p>2. Crime prevention and health promotion.</p>
<p>1. Fund the foundations first: Footpaths, shelters, resurfacing and safety fixes support all travel modes and visibly improve daily life.</p> <p>2. Sequence growth with infrastructure: Corridor capacity, intersections and first/last-mile need funding before occupancy to avoid locked-in car dependence.</p> <p>3. Differentiate advocacy vs deliverables: Rail lines and highways require State/Federal commitment; Council can advance enablers (feeders, paths, stops, local safety).</p> <p>4. Transparency builds trust: Residents want to see maintenance backlogs shrinking and named hotspots moving through a pipeline.</p>	<p>1. Safety and health are co-produced: Council + QPS + health + community groups working together deliver better outcomes than siloed efforts.</p> <p>2. Enforcement + engagement: Fair, targeted enforcement builds order and frees up space for community-led activation.</p> <p>3. Access is prevention: Safe, lit paths, reliable Public Transport, and well-maintained parks enable positive activity that crowds out antisocial behaviour.</p> <p>4. Cultural safety drives participation: Culturally and Linguistically Diverse- and community-led efforts increase trust, reach and relevance—particularly for prevention and health literacy.</p>
<p>3. Advocacy to fund major infrastructure, policy reform and services.</p>	<p>4. Active and public transport infrastructure improvements.</p>
<p>1. Build it before they move in: Early Public Transport, footpaths and services in new estates prevent car-dependence and service backlogs.</p> <p>2. Bundle asks as programs: The case is stronger when projects are packaged (e.g., a West Corridor Transport Program) versus one-offs.</p> <p>3. Policy + capital together: Funding for assets must be paired with policy reform (environmental standards, inclusion/anti-racism, homelessness supports) to sustain outcomes.</p> <p>4. Regional advocacy matters: Cross-LGA transport gaps (border suburbs) require joined-up cases with neighbouring councils and state agencies.</p>	<p>1. Frequency = freedom: Hourly services are perceived as non-viable; 10–15 min (rail) and 15–30 min (bus) headways change behaviour.</p> <p>2. Access before capacity: Safe, shaded, accessible first/last-mile (paths, ramps, crossings) underpins all other investments.</p> <p>3. Build where people live: New growth areas need public transport from day one; backfilling years later locks in car dependence.</p> <p>4. Connect key centres: East–west cycling spine and bus feeders to stations and CBD address the most common trip patterns.</p>

INSIGHTS FROM DATA

5. Safe, inclusive, and vibrant neighbourhoods.

1. Access before activation: If paths, lighting, and public transport don't work, programs and events won't reach those who need them.
2. Character + density can co-exist: Mid-rise, mixed-use infill can add housing and vibrancy without losing Ipswich's identity.
3. Basics are credibility: Toilets, road repairs, odour control, and disabled parking enforcement are proof points of suburban renewal.
4. Co-delivery builds trust: Empower community/Culturally and Linguistically Diverse-led initiatives and small local events to strengthen connections.

6. Deliver active and healthy activities, facilities, and services.

1. Access first, program second: Without safe paths, lighting, and transport, participation is constrained no matter how many programs run.
2. Inclusion is co-delivery: Culturally and Linguistically Diverse and community-led programming increases trust, relevance, and attendance.
3. Operations matter: No-show management, walk-ins, and capacity planning are critical to perceived fairness and access.
4. Spaces shape connection: Affordable, flexible community spaces (and "libraries of things") reduce cost barriers and promote peer-to-peer support.

7. Promote place making and liveability.

1. "Place" = everyday reliability: Lighting, footpaths, drains, toilets, and litter are seen as proof points of liveability and care.
2. Access before capacity: People prefer movement choices (public transport/active) and safer streets over building more road capacity.
3. Character is a competitive advantage: Heritage conservation and distinctive Ipswich design can anchor CBD revitalisation.
4. Inclusion is infrastructure: Women's participation, disability access, seniors' spaces and homelessness responses are core to liveability, not add-ons.

8. A clean, green, circular economy city.

1. Clarity beats campaigns: Residents need specific, practical "what goes where" help for borderline items, delivered repeatedly and visually.
2. Service design drives behaviour: Kerbside and bulky-waste settings (e.g., bagless, fee logic) materially affect participation, contamination and illegal dumping.
3. Green + Blue infrastructure: Urban trees and nature-based water management are seen as health, heat, flood and pride solutions, not just "nice-to-haves."
4. Trust requires disclosure: Questions about interstate waste and landfill practices call for transparent data and rationale.

Advocacy

“TOP 12” ADVOCACY PRIORITIES DISTILLED FROM COMMENTS

1. Rail: Springfield ↔ Ipswich connection, Ripley line, Rosewood connectivity (incl. to Springfield).
2. Highways & arterials: Centenary, Ipswich, Cunningham upgrades; Redbank Plains Rd completion/duplication.
3. Crossings & structures: Second river crossing, Bremer Bridge/surrounds upgrades; Amberley interchange; Karalee exits/overpass.
4. Buses: Frequency upgrades, sheltered stops, evacuation bus planning, feeder services to stations (incl. border suburbs).
5. First/last-mile: Footpaths (accessible gradients) mandated for new and existing estates, safe school routes.
6. Park-and-ride: Expand capacity, signage, and access at key stations (e.g., Dinmore).
7. Health: Hospital capacity & parking package; mental health supports; explore dental access advocacy.
8. Housing & homelessness: Funding for affordable housing, shelters/homeless outreach teams, adaptive reuse of vacant stock.
9. Safety & crime prevention: CCTV in hotspots, lighting, youth diversion and mentoring; targeted road safety fixes.
10. Policy reforms: Tree retention and nature-positive planning; flood-risk constraints; anti-racism implementation; recognition and resourcing for multicultural settlement.
11. Culture & events: Event spaces and cultural infrastructure to support tourism and CBD vibrancy (incl. 2032 readiness).
12. River activation: Pontoons/amenities for community sport and recreation.

Councillor Engagement

Meetings with elected representatives in late 2025.

- Clear Vision and Strategy
- A Corporate Plan to help strengthen the unity of the city.
- Give residents a voice with community engagement to be a big focus of developing the corporate plan.

Priority Outcomes

#	Outcome
1	Expand transport and community infrastructure networks.
2	Crime prevention and health promotion.
3	Advocacy to fund major infrastructure, policy reform and services.
4	Active and public transport infrastructure improvements.
5	Safe, inclusive, and vibrant neighbourhoods.
6	Deliver active and healthy activities, facilities, and services.
7	Promote place making and liveability.
8	A clean, green, circular economy city.
9	We are Leaders in good governance
10	Our people are supported to deliver at their best

Enduring Outcomes

Vibrant and Growing	Safe, Inclusive and Creative
<ul style="list-style-type: none"> Increased economic development and employment through Ipswich’s positioning as a sought-after location for business, industry, community and visitors. 	<ul style="list-style-type: none"> Acknowledgement, protection and respect for cultural landmarks, knowledge and practices. Conservation and enhancement of Ipswich’s historical buildings and heritage assets. Improved emergency preparedness, response and community resilience during natural disasters. Increased community engagement and contribution through volunteering and civic participation. A strong and diverse local arts scene supporting visiting artists and contributing to a thriving creative economy.
Natural and Sustainable	A Trusted and Leading Organisation
<ul style="list-style-type: none"> Improved health of local waterways through effective environmental management. Management of the natural environment to support the continuation of traditional cultural practices. Ipswich’s interconnected natural environment is managed to balance conservation and nature-based recreation, including protection of wildlife habitats. 	<ul style="list-style-type: none"> Outstanding customer service and improved accessibility across digital, in-person and phone channels. Increased community trust in council services and decision-making. Continuous improvement in procurement practices to support effective service delivery.

Hierarchy of Information

COMMUNITY VISION	CORPORATE PLAN	ANNUAL PLAN
<p>INFORMATION</p> <ol style="list-style-type: none"> 1. Vision Statement 2. Themes 	 <ol style="list-style-type: none"> 1. Themes 2. Outcomes 3. Priorities 4. Indicators 	 <ol style="list-style-type: none"> 1. Deliverables (Projects/Programs) <ol style="list-style-type: none"> 1. Timeframes
<p>EXAMPLES</p>		
<ol style="list-style-type: none"> 1. Ipswich is a city of opportunity. In our vibrant and diverse community, sustainable practices ensure we are well-prepared for growth, securing a thriving future for all. 2. Vibrant and Growing, Safe, Inclusive and Creative, Natural and Sustainable and A Trusted and Leading Organisation 	<ol style="list-style-type: none"> 1. Our City Plan and Local Government Infrastructure Plan enable us to prepare for and respond to the city's rapid growth and the expansion of transport and community infrastructure networks. This approach is underpinned by evidence-based planning to meet the community's needs as we grow. 2. Plan for Growth: We will actively implement the Ipswich City Plan 2025 and the Local Government Infrastructure Plan to guide and manage the city's rapid growth and infrastructure expansion. 3. Improved council facility and park use and user satisfaction 	<ol style="list-style-type: none"> 1. Regional and City Sport Hub Plan 2. Year to be completed



Corporate plan timeline



KEY MESSAGES

- The community engagement is a legislated part of the process when developing a new corporate plan.
- Engagement has been broken into two pieces, one to validated the vision and the other to seek feedback on the outcomes.
- The Draft 2026-2031 Corporate Plan utilises the community engagement data both rankings and insights collected
- The Draft must be adopted before the Budget and Annual Plan

Summary and next steps

- Priority outcomes incorporate community engagement
- Draft will be finalised and brought back to a briefing in March
- Finalised and adopted before the Budget and Annual Plan for enactment 1 July 2026

Questions/Discussion