Community Engagement Report

iFuture Check In: Community Survey

2021

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1 Executive Summary

This 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: Community Survey was conducted to gather feedback from Ipswich residents about the current state of the city's facilities and infrastructure. The survey was conducted via telephone and online, with a total of 1,075 contributions from residents of Ipswich.

These findings provide valuable insights into the satisfaction levels with current council services across Ipswich, and act as a baseline of community's perception on council's operations and services.

2 How we engaged

Ipswich City Council designed a survey which covered various topics and included questions about council services including community facilities, transport, community safety and council's performance. Respondents were able to respond to the survey either via the online engagement platform Shape Your Ipswich or via phone.

Council's online engagement platform, Shape Your Ipswich, opened the survey for completion between 30 August 2021 and 20 September 2021. Following this period, phone surveys were then conducted to collate feedback. The phone calls were managed by a third-party supplier, Market Facts, and was conducted from late September 2021 to mid-October 2021.

Quantitative and qualitative data was collected from participants during the engagement phase, 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.

3 Who engaged

The table below details the engagement channel and number of contributions captured through each channel.

Engagement Channels	Contributions
Shape Your Ipswich Contributions	75
Phone contributions	1,000
Total Contributions Received	**1,075**

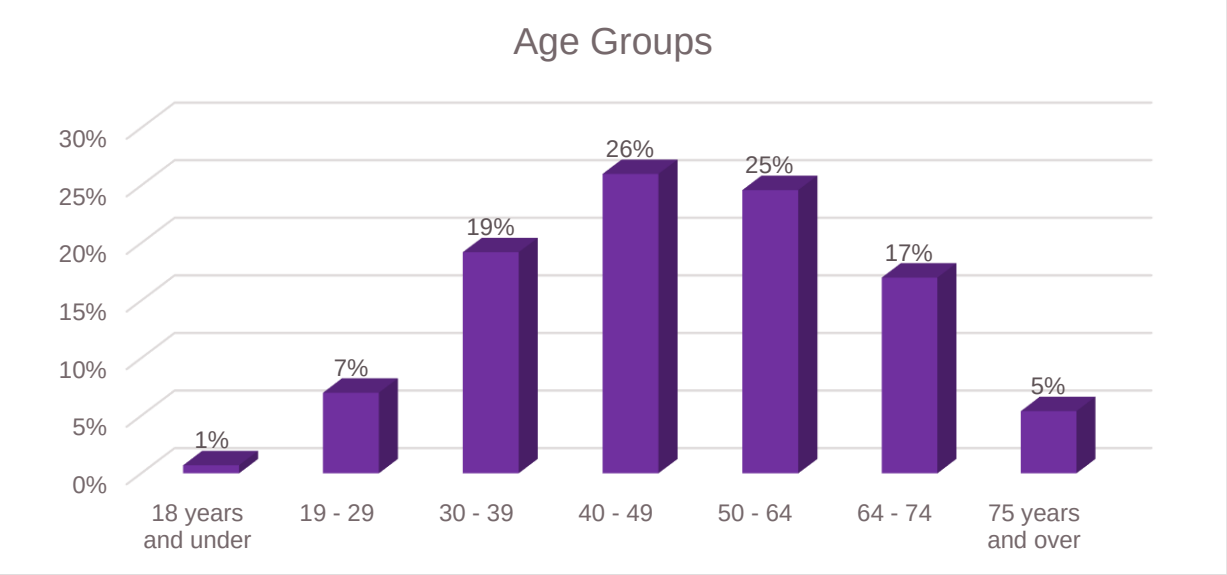
In total, 1,075 contributions were received for this project's community engagement.

3.1 Demographics

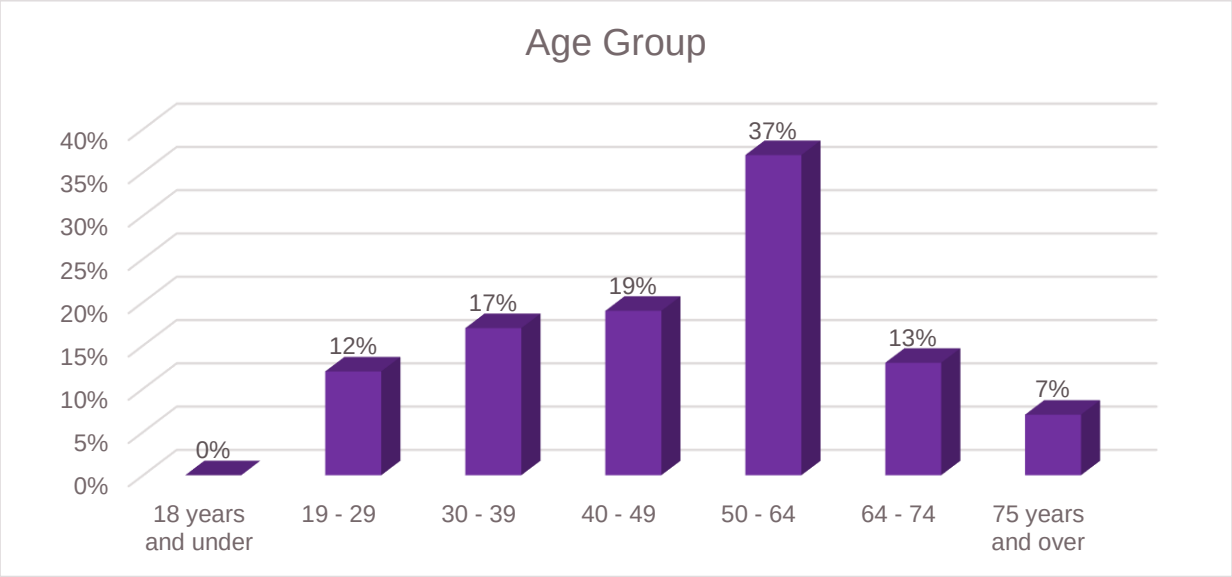
Age

Engagement in this project had diverse representation from a wide range of age groups. It is noted that a higher percentage of respondents were between 30 – 74 years old, with lesser representation from community members either under the ago of 30 or above the age of 75.

Phone Respondents



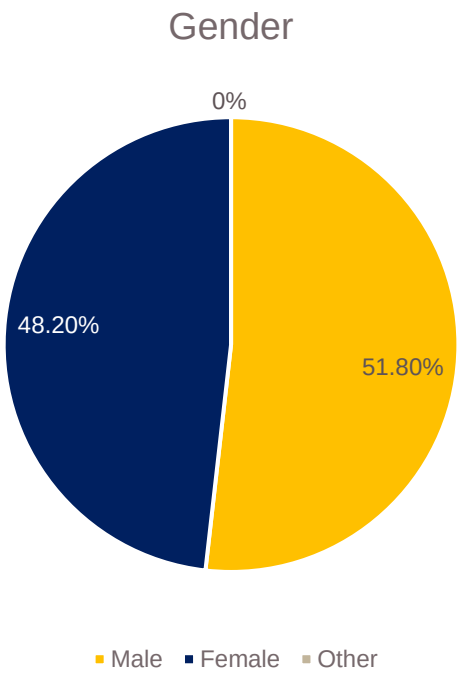
Shape Your Ipswich respondents



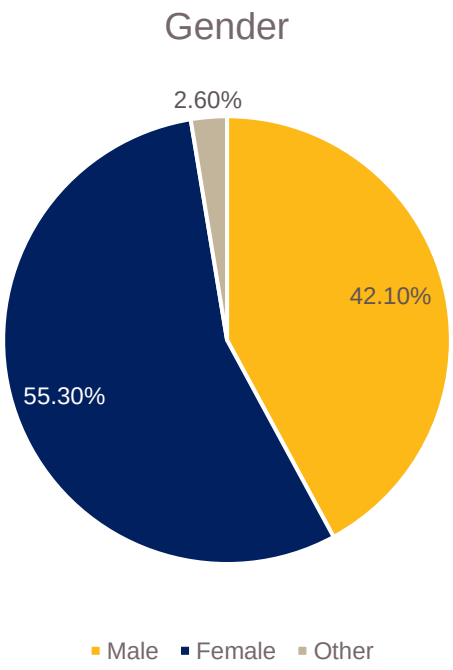
Gender

Engagement in this project had relatively even representation from male and females, reflective of the Ipswich community.

Phone respondents



Shape Your Ipswich respondents



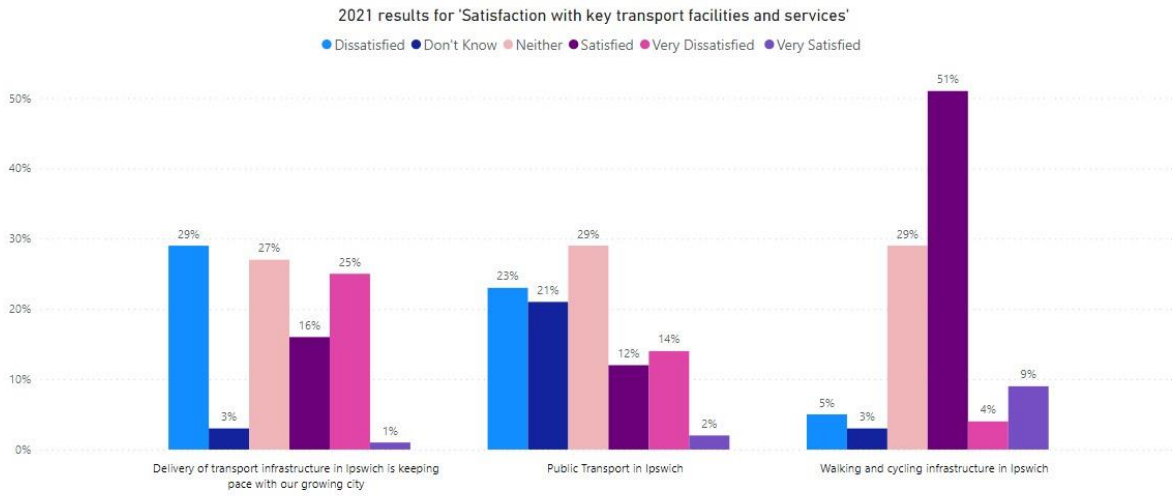
4 Findings

3.1 Theme 1: Vibrant and Growing

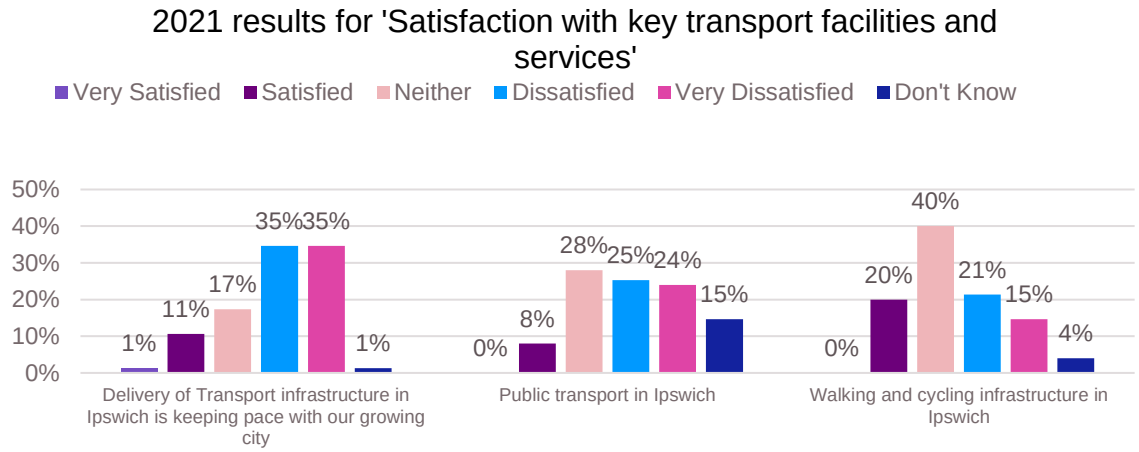
Respondents were asked to share their level of satisfaction with current transport in Ipswich.

Mixed responses were provided, indicating opportunities for improvement across all three areas. Comments centred around opportunities to improve public transport connectivity, frequency of services, cleanliness of transport infrastructure and safety of walking and cycling routes.

Phone respondents



Shape Your Ipswich respondents

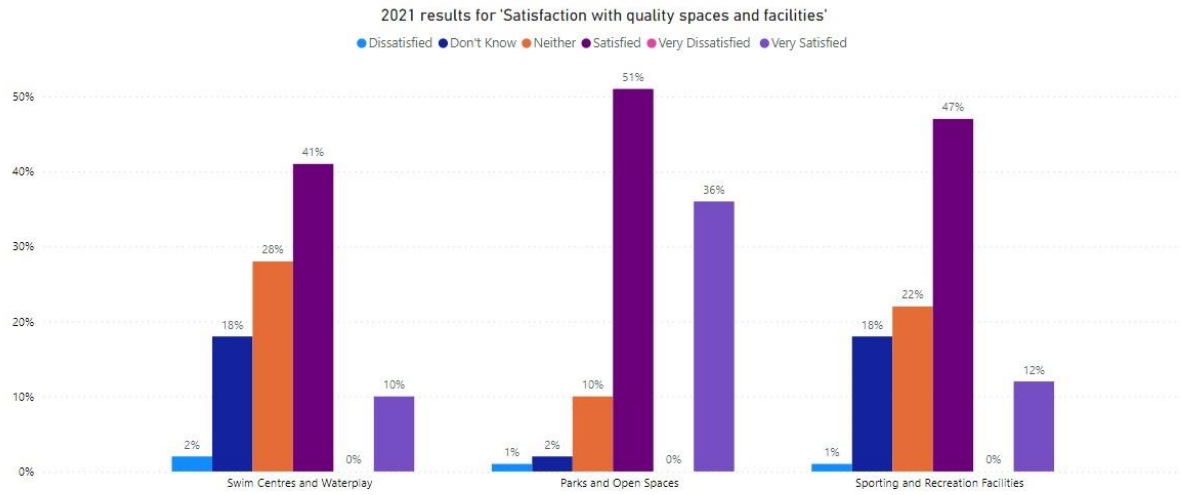


Respondents were asked to share their level of satisfaction on spaces and facilities relating to the theme, Vibrant and Growing.

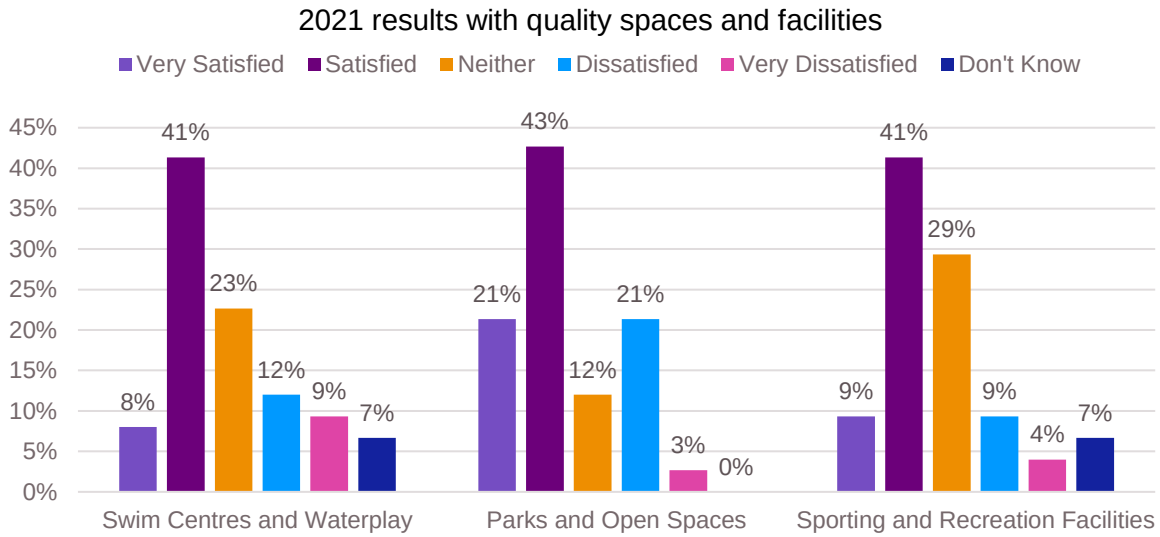
Generally positive feedback was provided, with over 40% stating they are satisfied across all areas. Parks and open spaces were rated particularly high, with 36% of phone respondents and 21% of Shape Your Ipswich respondents stating they are very satisfied in this area.

Swim Centres and Waterplay	Parks and Open Spaces	Sporting and Recreation Facilities
• Facilities enjoyed by those living close by • Want more waterplay facilities around Ipswich	• Appreciate beautiful parks, waterways, and outdoor areas • Need for better amenities • Improve accessibility • Mixed comments on maintenance	• Mixed comments on usage • Want more sporting facilities • Typically considered well-maintained, with some in need of upgrades

Phone respondents



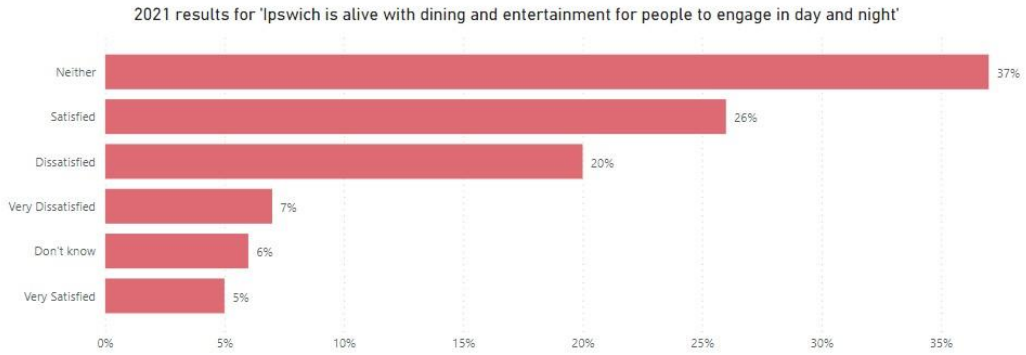
Shape Your Ipswich respondents



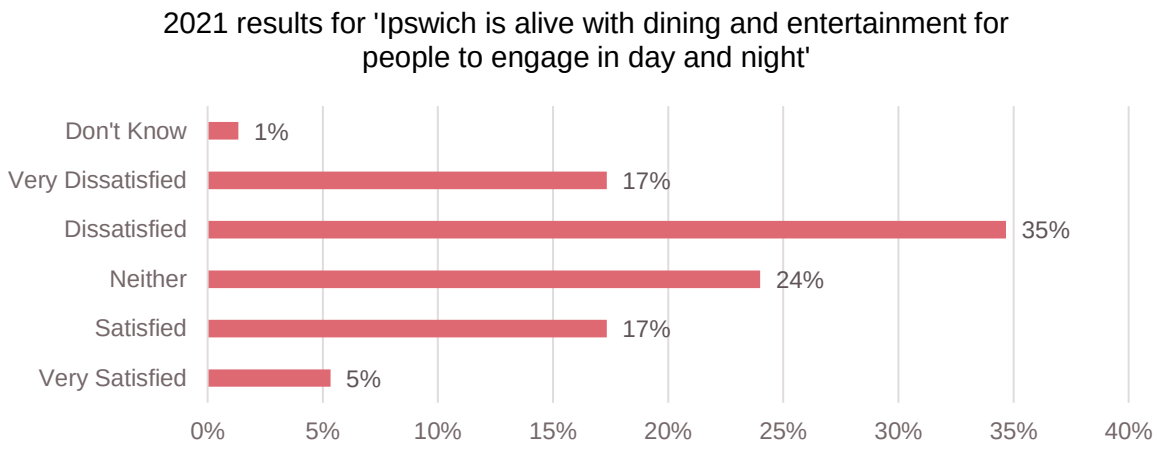
Respondents were asked to share their level of satisfaction relating to the statement, “Ipswich is alive with dining and entertainment for people to engage in day and night’.

Mixed responses were provided from respondents, indicating an opportunity for improvement in this area. Comments generally suggested more variety needed in this area, particularly options for night-time entertainment.

Phone respondents



Shape Your Ipswich respondents



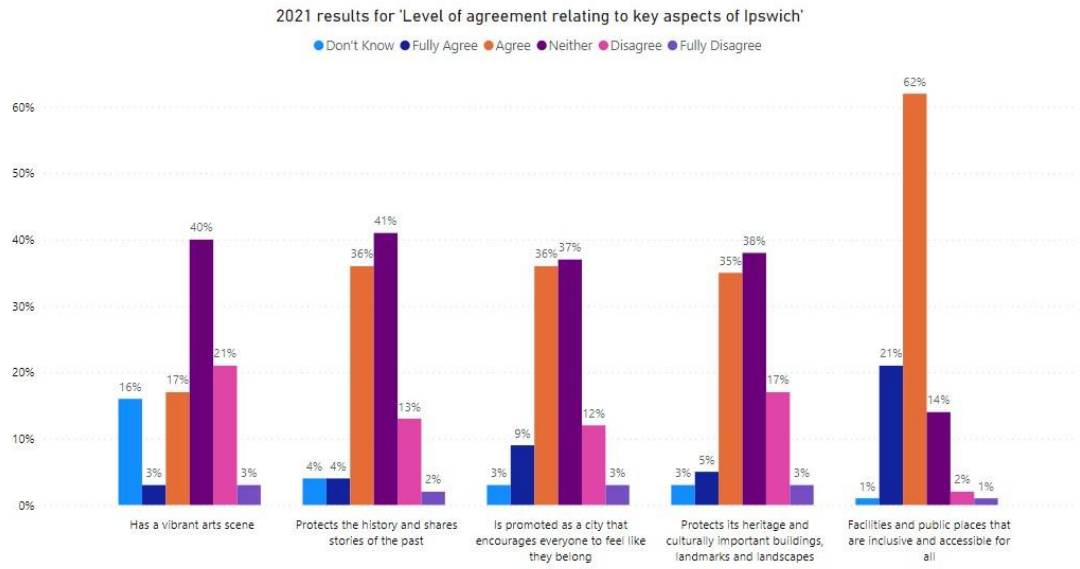
3.2 Theme 2: Safe, Inclusive and Creative

Respondents were asked to share their level of agreement to the below statements:

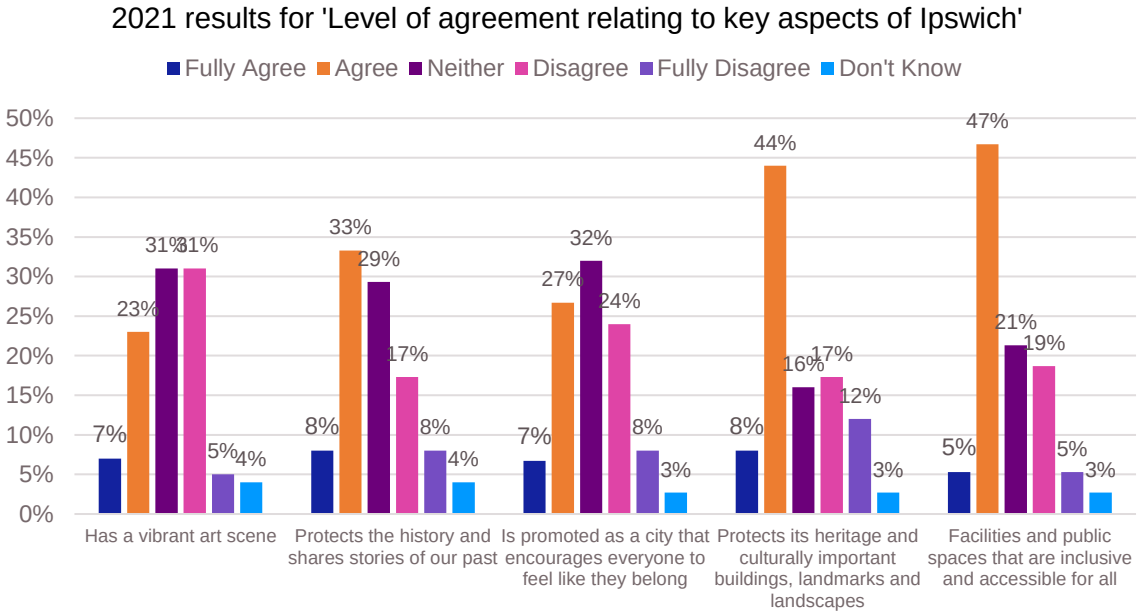
- Facilities and public places that are inclusive and accessible for all
- Promoted as a city that encourages everyone to feel like they belong
- Has a vibrant arts scene
- Protects its heritage and culturally important buildings, landmarks and landscapes
- Protects the history and shares stories of the past

Overall, most respondents either agreed, or were neutral for each statement, indicating a somewhat positive sentiment from the community.

Phone respondents



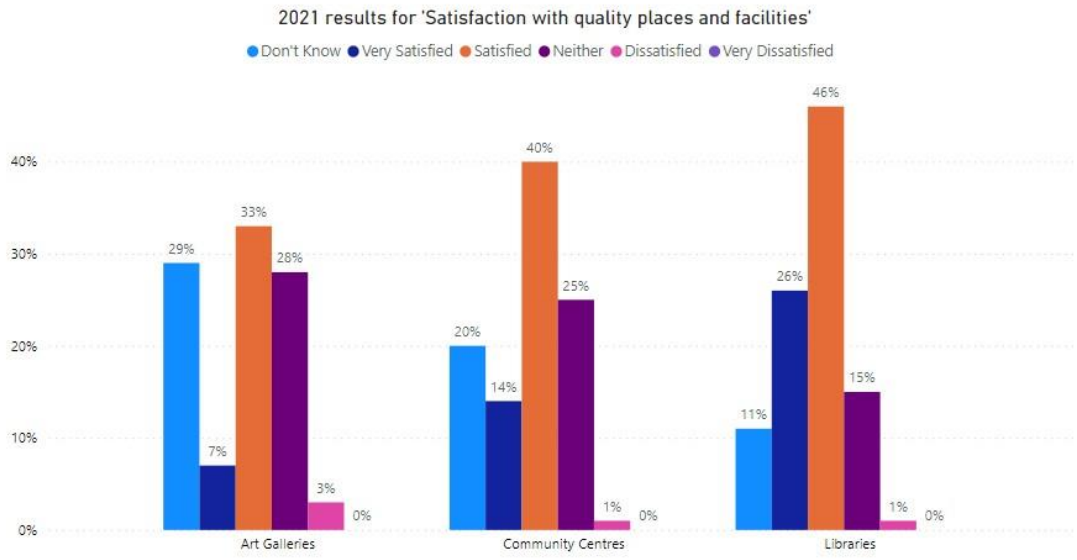
Shape Your Ipswich respondents



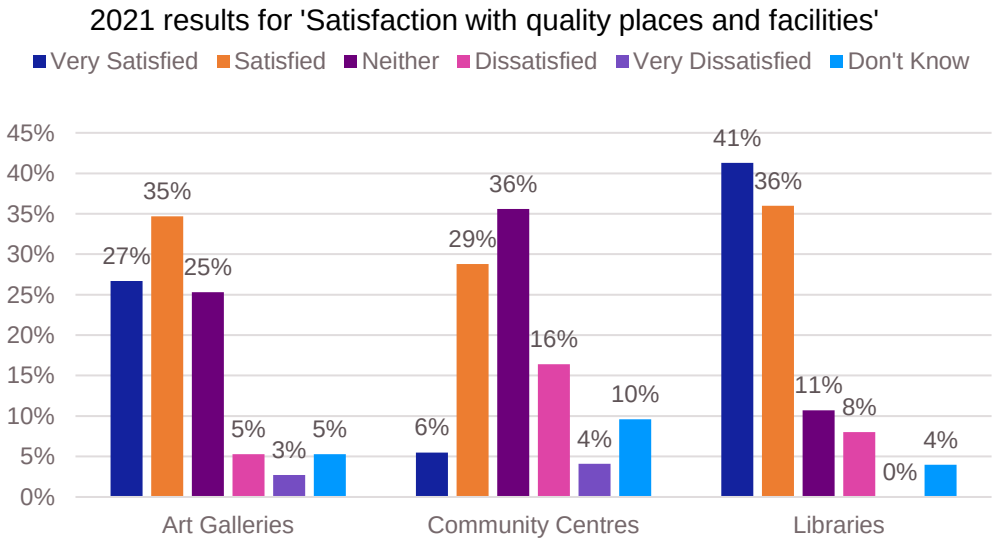
Respondents were asked to share their level of satisfaction on spaces and facilities relating to the theme, Safe, Inclusive and Creative.

Generally positive feedback was provided, with over 40% stating they are satisfied across all areas. It is noted that a high percentage of respondents selected ‘Don’t know’ for Art Galleries and Community Centres, indicating there is either a lack of awareness of these services or not as widely used as other services provided by council.

Phone respondents



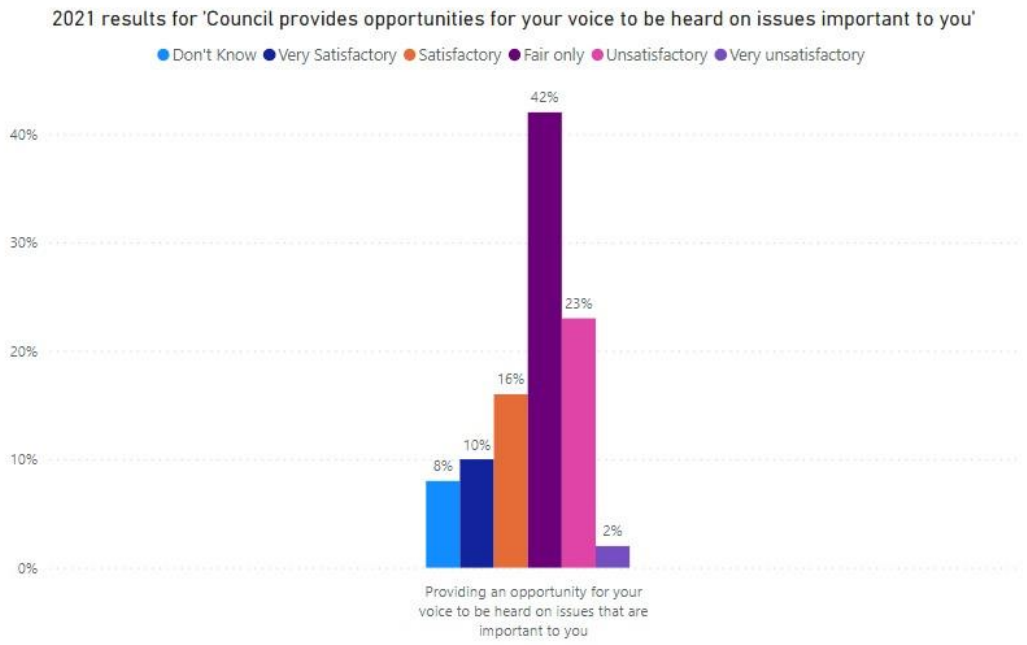
Shape Your Ipswich respondents



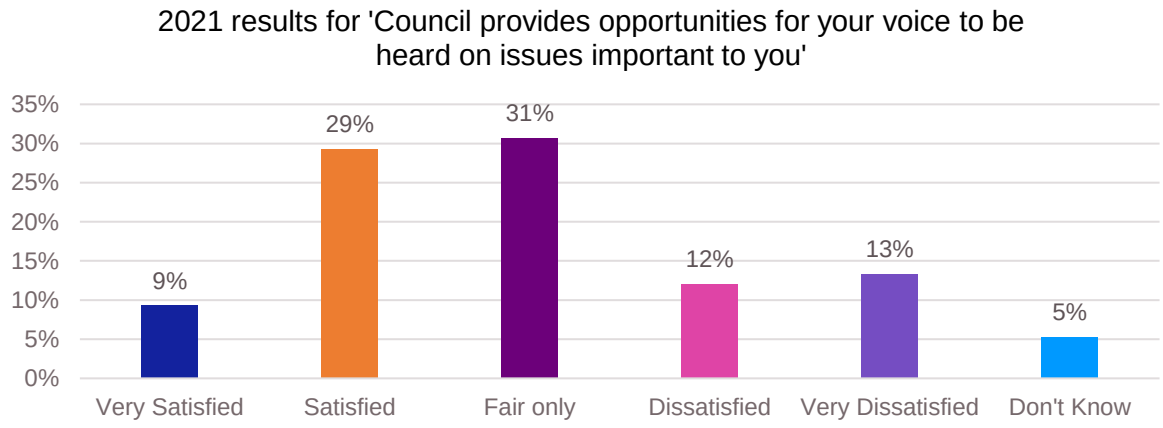
Respondents were asked to share their level of agreement to the statement, “Council provides opportunities for your voice to be heard on issues important to you”. Most respondents selected ‘Fair only’. Comments indicated opportunities to improve in this area through:

- Council to be more accessible to the general public
- Faster responses to enquiries and concerns
- Acting on arising community issues and concerns

Phone respondents



Shape Your Ipswich respondents

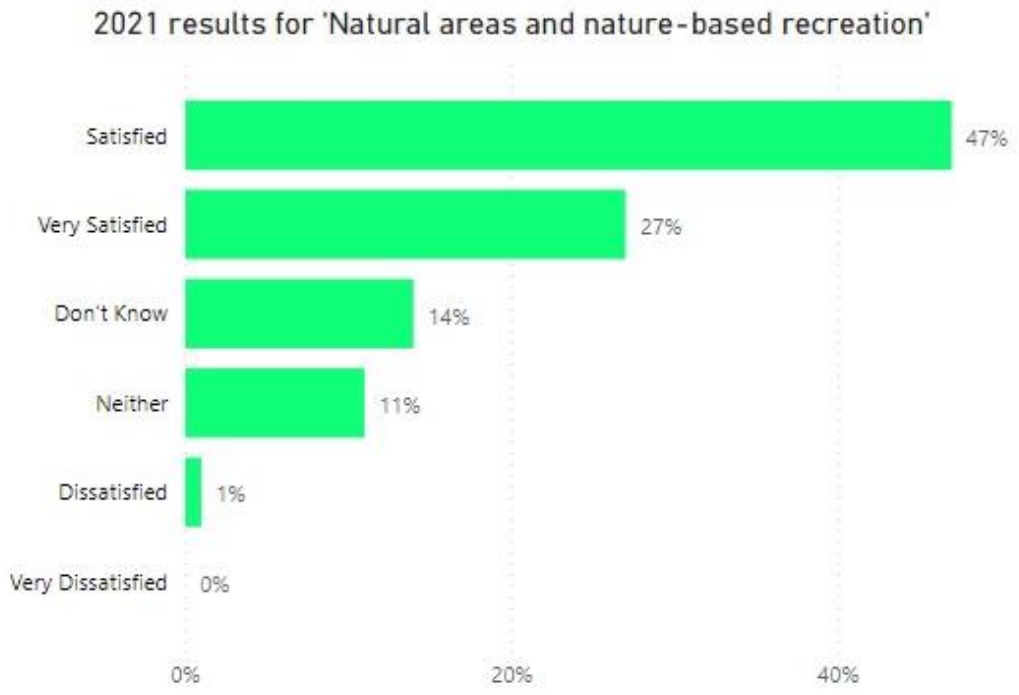


3.3 Theme 3: Natural and Sustainable

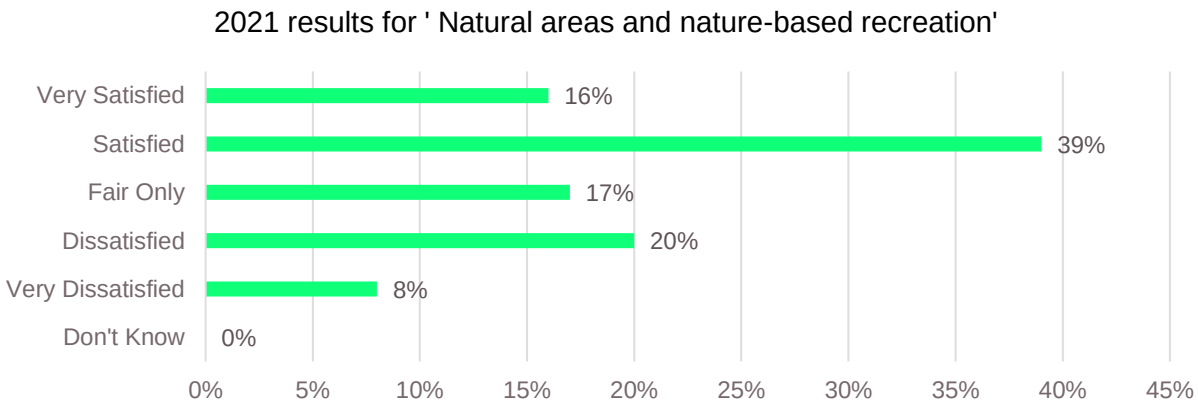
Respondents were asked to share their level of satisfaction on natural areas and nature-based recreation. A generally positive sentiment was received, with majority selecting either “satisfied” or “very satisfied”. Key themes from the respondents’ comments were:

- Community pride in natural areas and spaces
- Positive experiences when visited
- Generally, well maintained

Phone respondents



Shape Your Ipswich respondents



3.4 Theme 4: A Trusted and Leading Organisation

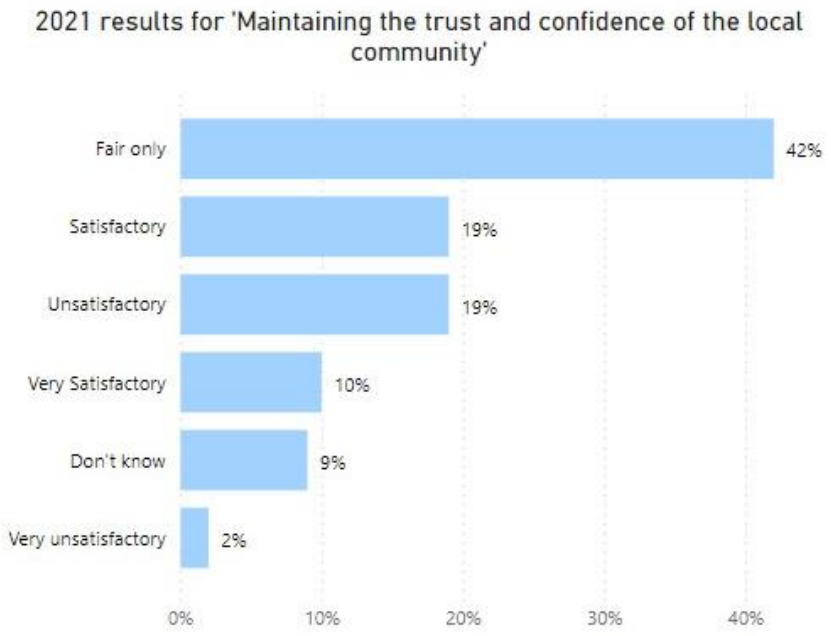
Respondents were asked to share their level of satisfaction in relation to council's ability to maintain the trust and confidence of the local community.

Mixed responses were received, with majority selecting "Fair only". While several comments recognised council efforts to build community trust and respect, others suggested opportunities to improve through:

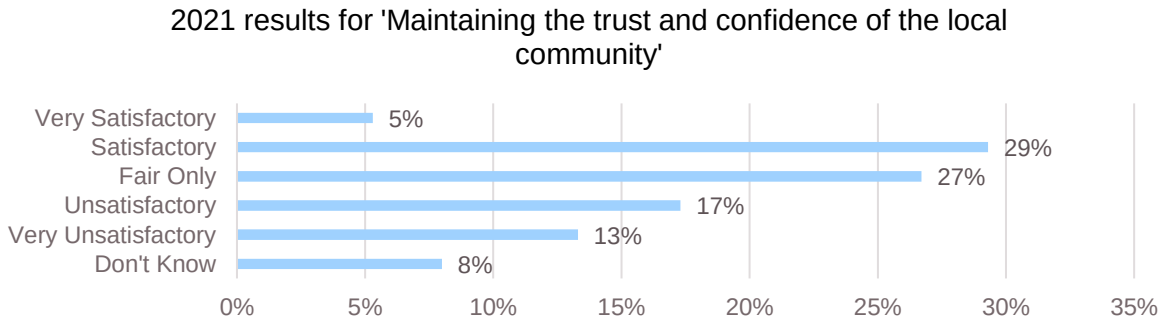
- Greater transparency
- More direct contact with local representatives
- Use wider variety of communication channels

Some comments suggested no evidence of council building trust and confidence.

Phone respondents



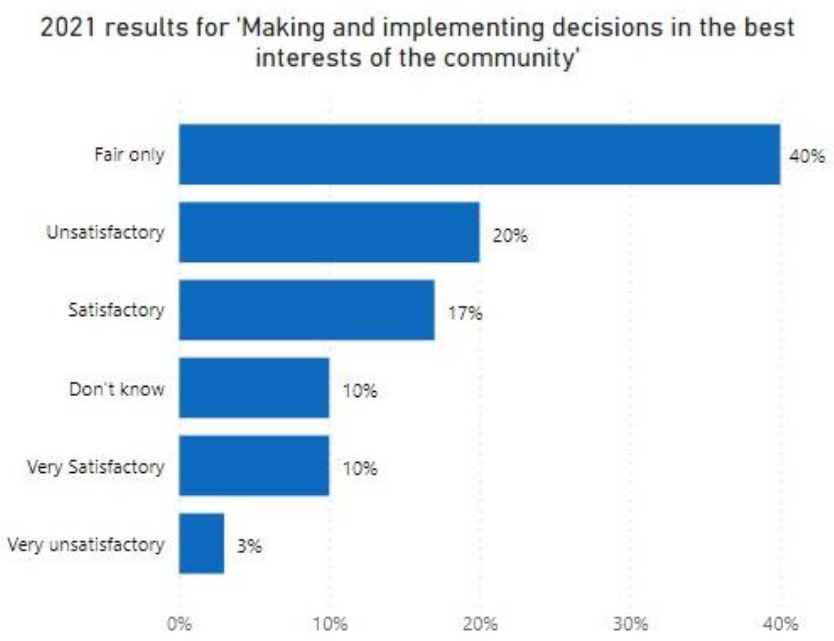
Shape Your Ipswich respondents



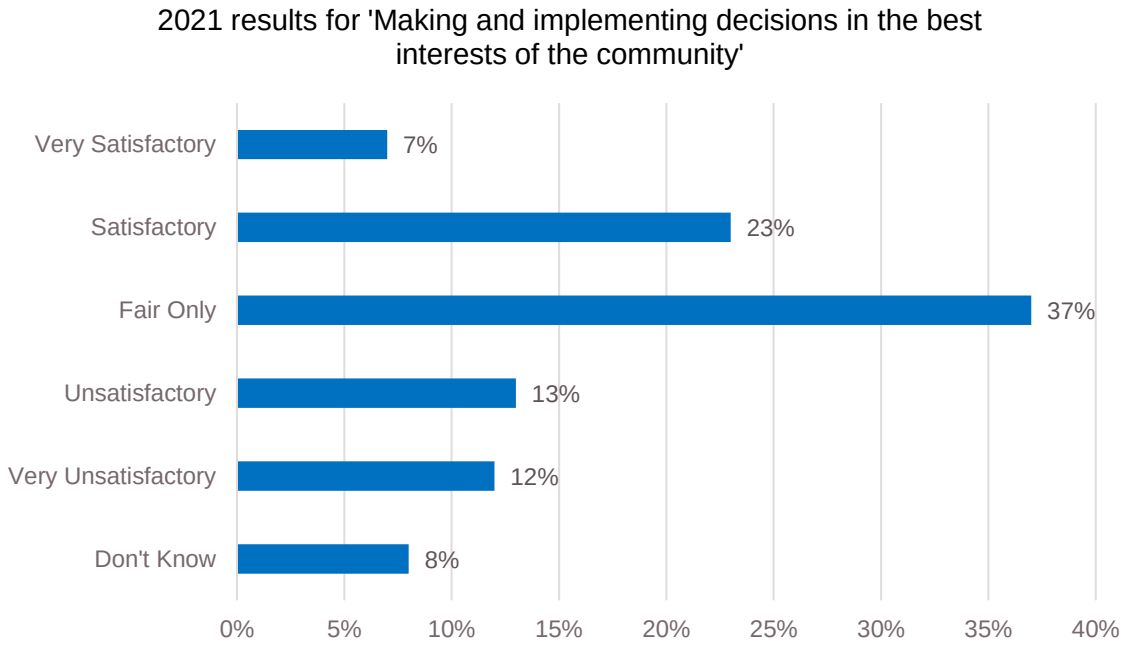
Respondents were asked to share their level of satisfaction in relation to council's ability to make and implement decisions in the best interests of the community.

Mixed responses were received, with majority selecting "Fair only". General sentiment from comments was around limited awareness of council activities.

Phone respondents



Shape Your Ipswich respondents



5 Conclusion and recommendations

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

- Results showed respondents were most satisfied with parks, open spaces, and natural areas, while online respondents were most satisfied with libraries and parks. Dissatisfaction was highest for nature-based recreation and swim centres.
- Survey also assessed agreement with statements about Ipswich's inclusivity, vibrancy, heritage, and history. Telephone respondents showed strong agreement that Ipswich has inclusive facilities, while online respondents agreed most with statements about heritage and landscapes.
- Respondents expressed dissatisfaction with transport infrastructure and public transport, indicating this is a key focus area.

It is recommended that this data is used as a baseline to help understand current sentiment from the Ipswich community. These results can then be compared to future data to analyse progress in various areas of council.