City of Ipswich

Community Engagement Report

North Ipswich Reserve Western Grandstand

June 2026

Capital Delivery Branch



ACKNOWLEDGEMENT OF COUNTRY

Ipswich City Council respectfully acknowledges the Traditional Owners, the Jagera, Yuggera and Ugarapul People of the Yugara/Yagara Language Group, as custodians of the land and waters we share. We pay our respects to their Elders past and present, as the keepers of the traditions, customs, cultures and stories of proud peoples.

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EXECUTIVE SUMMARY

North Ipswich Reserve is one of Ipswich's major sporting and entertainment precincts. In partnership with the Queensland State Government and the Australian Government, Ipswich City Council is committed to transforming the precinct into a best-in-class regional venue, enhancing the quality of entertainment and event experiences for the community.

At present, North Ipswich Reserve is classified as a Park. As part of the transformation, council is proposing to upgrade the site as a Major Sport, Recreation and Entertainment Facility as defined under the Ipswich City Plan 2025. This designation reflects the venue's role in hosting largescale events. The first stage of the redevelopment will involve constructing a new Western Grandstand with a contemporary, high-quality facility providing increased seating capacity and significantly improving amenity for patrons and event operators.

Council sought community feedback on the proposed designation. Consultation was open between 23 April 2026 and 22 May 2026. In addition to the broader community consultation, targeted engagement was undertaken with First Nations communities to ensure inclusive and meaningful input. Findings from the targeted engagement can be found in the First Nations Engagement Outcomes Report.

The themes and stakeholder insights identified in this report will help inform the design and future use of the venue.

WHY WE ENGAGED

The purpose of this engagement was to:

- Provide clear, timely information about the project and engagement pathways
- Identify and understand key issues, risks, and opportunities
- Explore options and innovative responses to address identified opportunities
- Test proposals and understand community response and impacts
- Support positive behaviour change and long-term project support.

HOW WE ENGAGED

The engagement was undertaken between 23 April 2026 and 22 May 2026.

ENGAGEMENT FEEDBACK CHANNELS

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

Shape Your Ipswich
Comments were captured via an online survey on the project page, North Ipswich Reserve Western Grandstand, hosted on Shape Your Ipswich. Survey questions can be seen at 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 1 Nicholas Street, downloaded from Shape Your Ipswich, or community could request a copy to be mailed to them.

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.

PROMOTIONAL CHANNELS

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

Signage
Two signs were placed on the street frontage of the site for the duration of the engagement period. The signs outlined details of the project and the opportunity to share feedback. The signage outlined how to make a submission, including via Shape Your Ipswich's online survey, by post, by email or in person.

Public notice

A public notice was published in the Ipswich Tribune on 23 April 2026, outlining details of the project and opportunity to share feedback. The notice outlined how to make a submission, including via Shape Your Ipswich's online survey, by post, by email or in person.

Letter drop

Residents within a 1km radius of North Ipswich Reserve were sent a letter on 23 April 2026 outlining the engagement opportunity and encouraging participation.

Community engagement event

The engagement opportunity was included in collateral shared at a pop-up stall hosted at the Ipswich Show from 15-17 May 2026, encouraging community to participate in the online survey on Shape Your Ipswich.

Overall, these activities led to 416 views of the Shape Your Ipswich page and 8 contributions throughout the engagement as outlined in the table below. It is noted that this engagement had a particularly low conversion rate (1.9%) compared with other engagements hosted by Ipswich City Council, which typically sit between 6-10%.

As this engagement formed part of a Local Government Infrastructure Designation (LGID) process, statutory requirements for engagement included capturing identifying information such as full name and residential address from respondents. This requirement is likely to have contributed to lower submission rates due to the lack of anonymity and sensitivity of information.

ENGAGEMENT CHANNEL/S	CONTRIBUTIONS[1]
Shape Your Ipswich	8
Hard copy survey	0
Email	0
Phone	0
TOTAL	**8**

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

WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities. It is noted that due to the limited number of contributions captured and missing demographic groups, this feedback is not considered statistically representative of the impacted community. However, may still support the ideation process for the design and future use of North Ipswich Reserve.

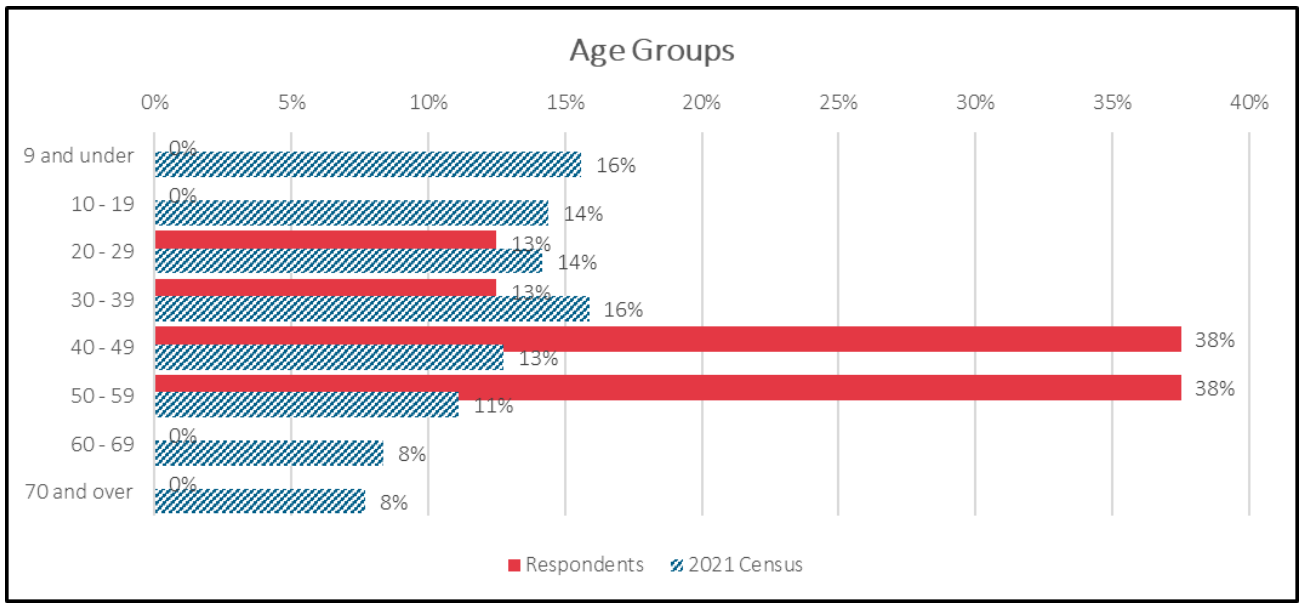
DEMOGRAPHIC REPRESENTATION

Demographic information was collected across all engagement channels.

Because reliable demographic data for the specific affected population is not available, the respondent profile has been compared against the broader Ipswich population. This benchmark provides useful reference points, while acknowledging that it may not perfectly reflect the demographics of those identified as most affected by this project.

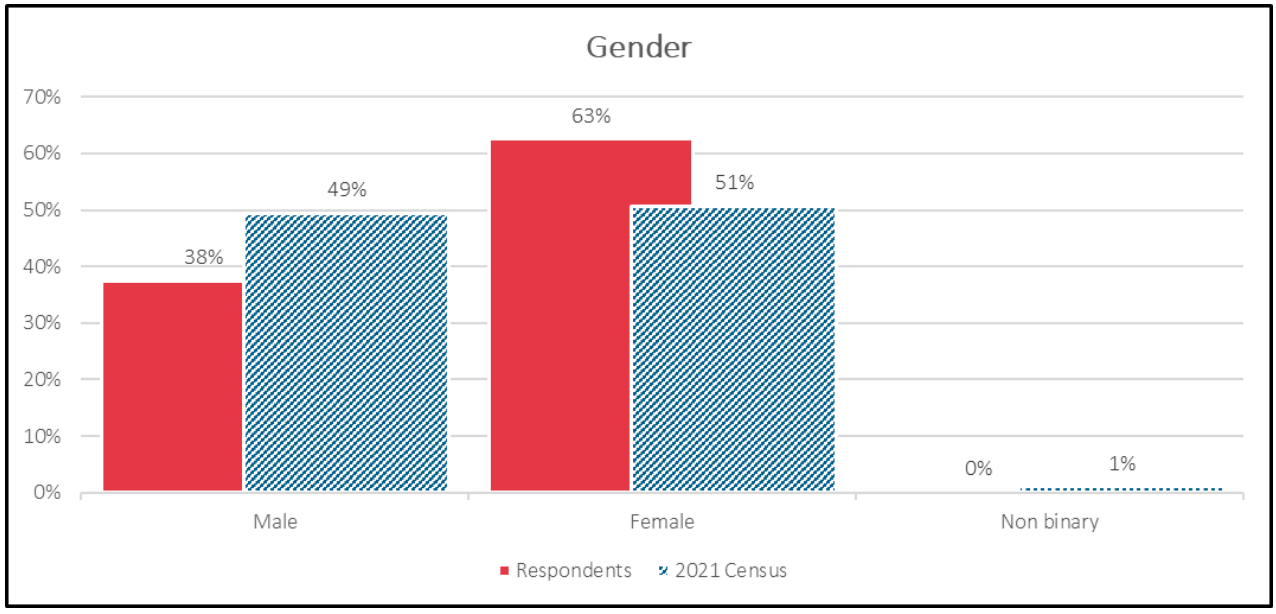
Age

Survey participants represented people aged between 20 – 59 years old. There were no respondents 19 and under or 60 or older.



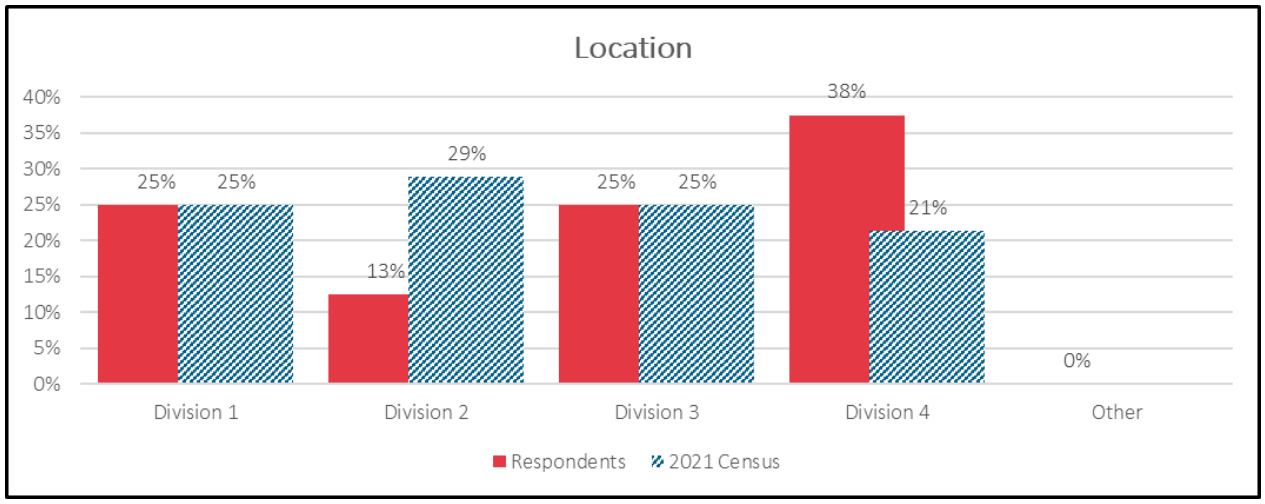
Gender

Both males (38%) and females (63%) were represented in the engagement. No respondents identified as non-binary.



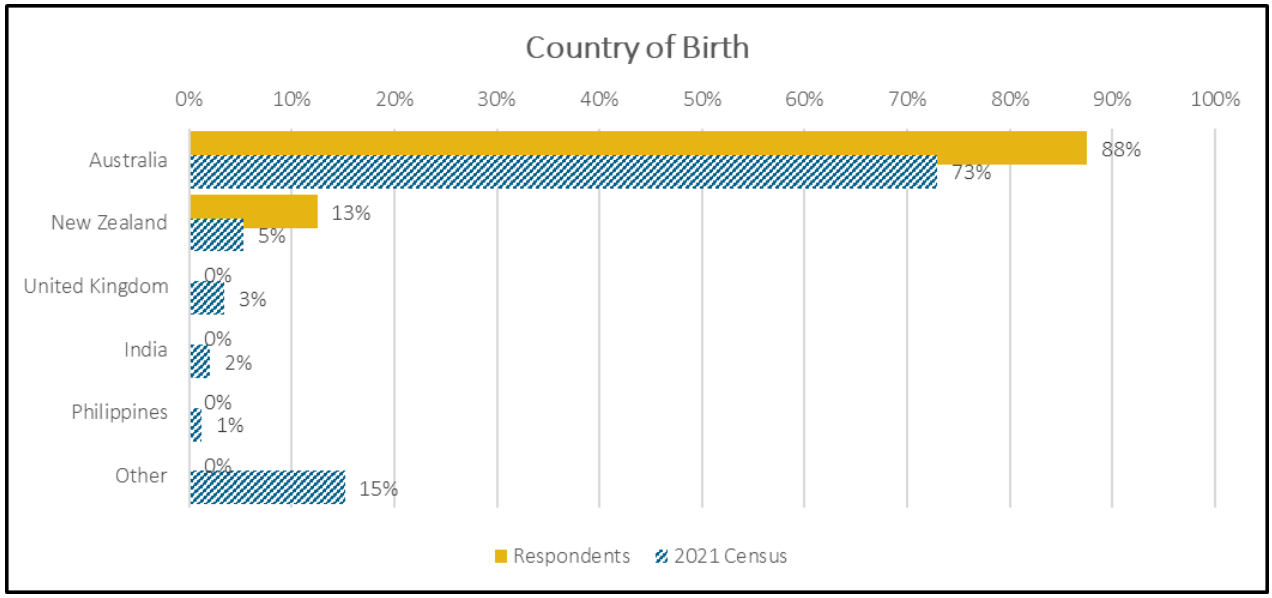
Locality

Survey participants represented all Ipswich divisions, with somewhat greater representation from division four (38%). This aligns with the location of North Ipswich Reserve, which is in division four.



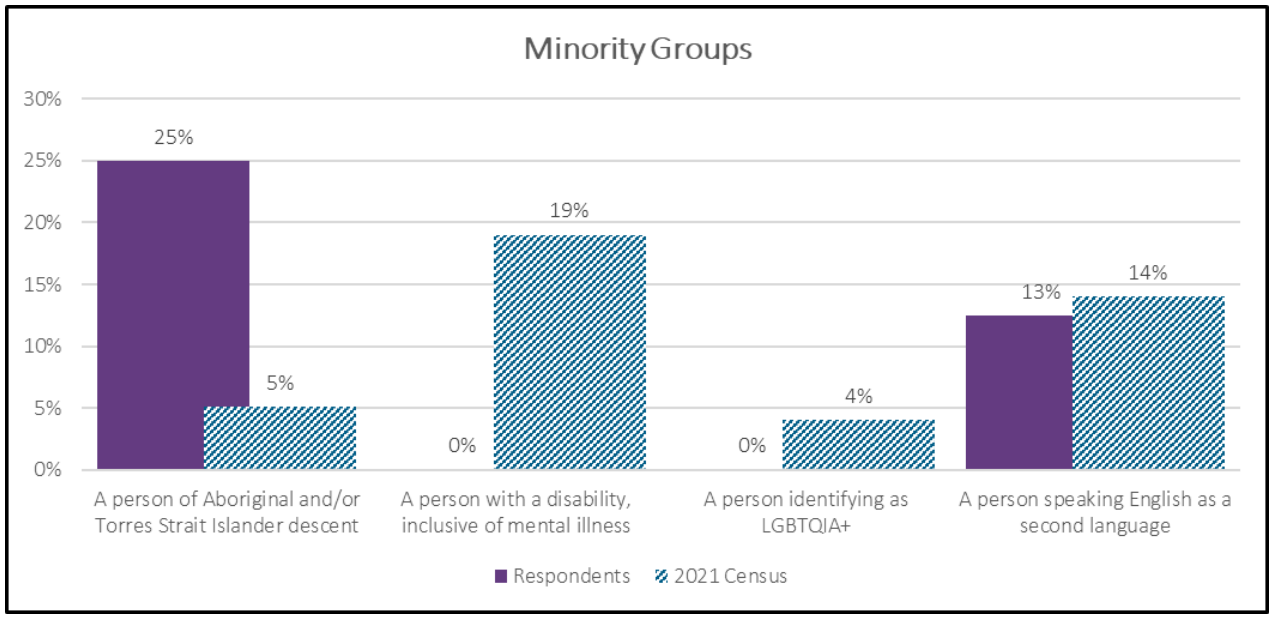
Country of birth

Survey participants represented people born in either Australia (88%) or New Zealand (13%). No other countries of birth were represented in the survey sample.



Minority groups

Survey participants represented people of Aboriginal and/or Torres Strait Islander descent, and people speaking English as a second language. There was no representation from people with a disability or people identifying as LGBTQIA+.



OVERALL REPRESENTATIVENESS

It is noted that due to the limited number of contributions captured and missing demographic groups, this feedback is not considered statistically representative of the impacted community. However, may still support the ideation process for the design and future use of North Ipswich Reserve.

WHAT THE COMMUNITY TOLD US

What design elements are important to you for the Western Grandstand?

Eight survey participants provided an answer to this question. The feedback emphasises improving accessibility and visitor comfort through better lighting, shade, amenities, and inclusive design for prams and mobility devices and pedestrians. Suggestions also included use of native plants, incorporation of cultural elements, and considerations for how facilities can be used to benefit the community outside of events. Comments also considered transportation, identifying needs for improved infrastructure.

Quotes included:

- "Soft night time lighting, NATIVE plants only focusing on endemic, endangered or specifically for the native insects/birds again focusing on the endangered… minimum double pram width accessibility for both disabled and pram use, bicycle parking and specific bicycle paths (this term may need to be changed considering people on scooters and mobility devices are using this which is great!)…"
- "More parking, the current parking situation needs to be addressed before building a new grandstand. People that currently use the oval for training or games are parking in peoples driveways and have no consideration for the residents on the street"
- "Ensuring cultural safe space that is accessible to all."
- "Shade and comfort. Full coverage of seating. Toilets. Food and beverage close by. Stands to be steep rake to allow spectators to be closer to the field of play."

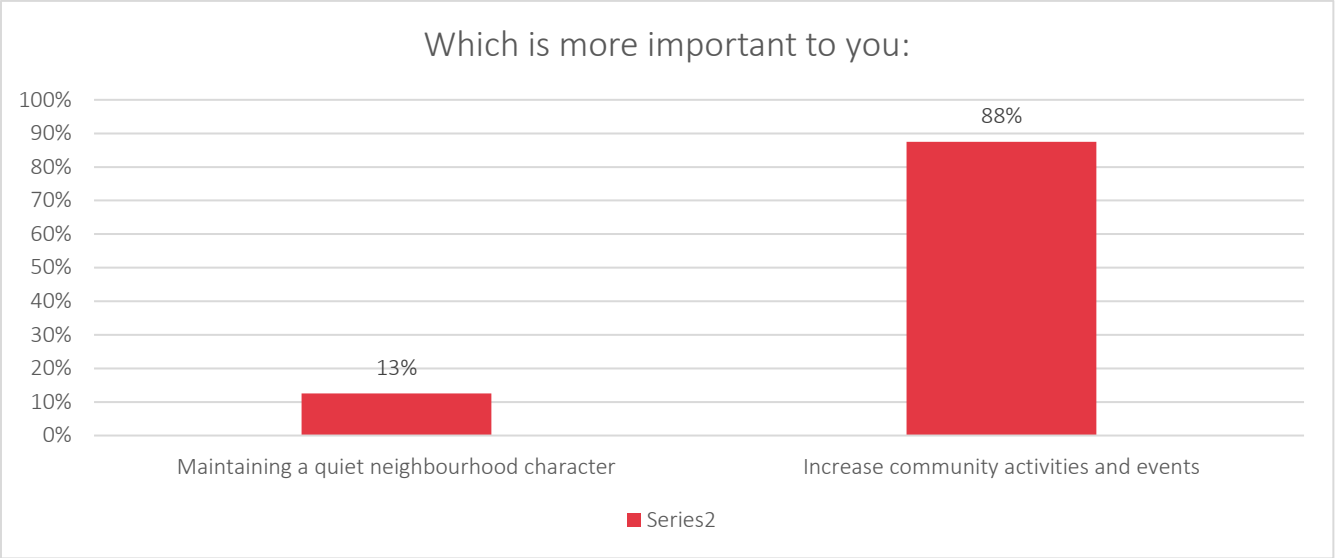
Are there any community stories or themes you would like to see incorporated into the design of the grandstand?

Six survey participants provided an answer to this question, with suggestions including references to sporting history, connection to the natural environment, or general references to Ipswich's past. Quotes included:

- "Historical accents around Ipswich being the first city of Brisbane."
- "…using design elements or accents that speak of 150 years of football in Ipswich. Art deco brickwork, wrought iron etc. In terms of the grandstand itself I would look to Fulham FC's Johnny Haynes stand and their home ground Craven cottage. Or at the very least the old wooden grandstand designs around SEQ such as St Jospeh's College in nudge..."
- "Maybe a garden walk that incorporates the history of Ipswich from the beginning of the street (Settlement) to the end located at a prominent building…"

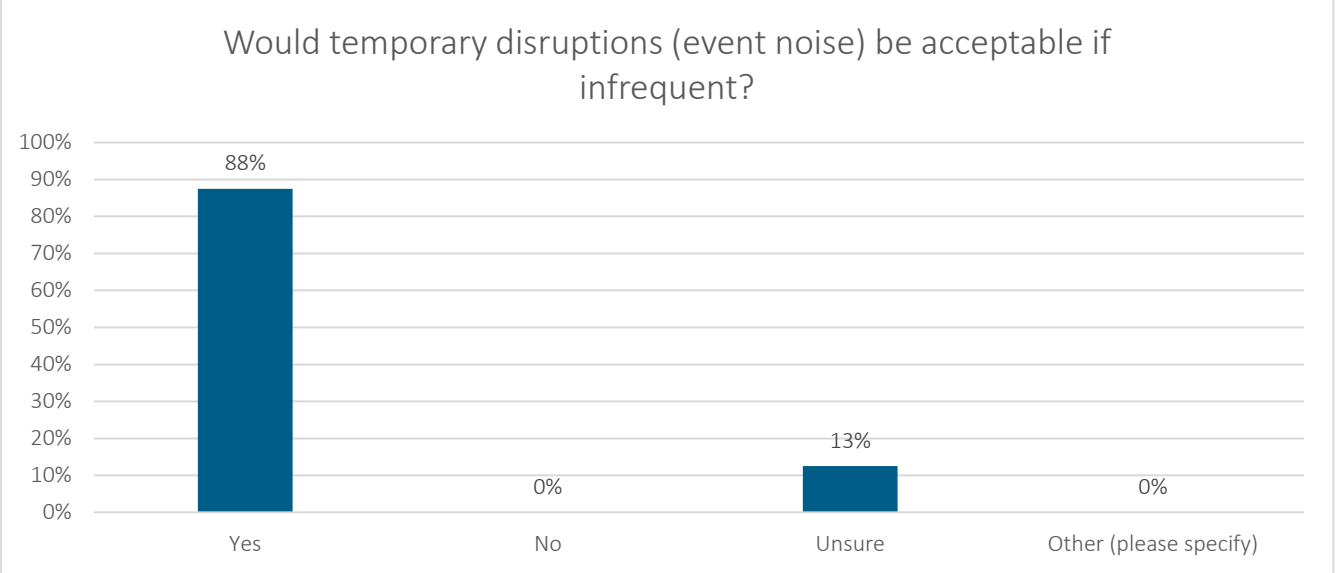
Which is more important to you?

Eight survey participants provided an answer to this question, with the majority (88%) preferring increased community activities and events over maintaining a quiet neighbourhood character (13%). It is noted that the participant opting for a quiet neighbourhood character resides in very close proximity to the venue, North Ipswich Reserve.



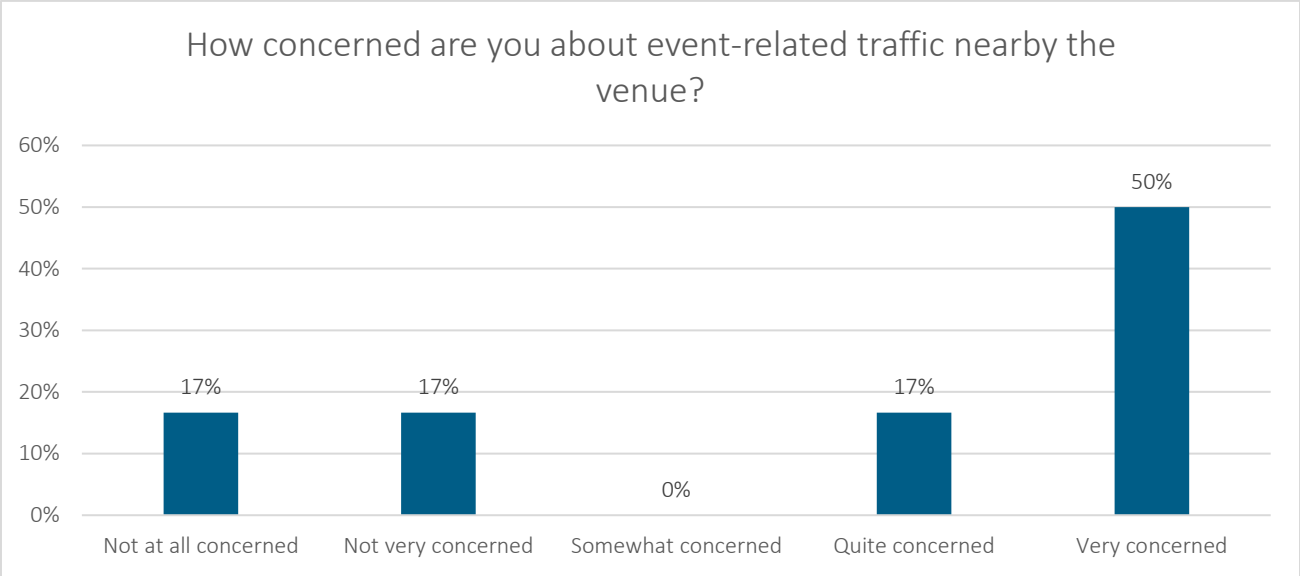
Would temporary disruptions (even noise) be acceptable if infrequent?

Eight survey participants provided an answer to this question. Again, the majority (88%) found temporary disruptions (event noise) acceptable if infrequent. However, one participant was unsure.



How concerned are you about event-related traffic nearby the venue?

Six survey participants provided an answer to this question. There were mixed views on level of concern for event-related traffic nearby the venue, although majority leant towards feeling quite (17%) or very concerned (50%).



What traffic impacts to the area are you most concerned about?

Eight survey participants provided an answer to this question. Many commented on the reliance on David Trumpy Bridge as a key concern, noting the existing traffic and safety concerns. Other comments reflected on the limited infrastructure supporting safe routes for active transport modes, particularly near the bridge. Some respondents also mentioned lack of parking available nearby.

Rank transport modes from 1-6 in terms of which you would like to see prioritised for accessing the venue.

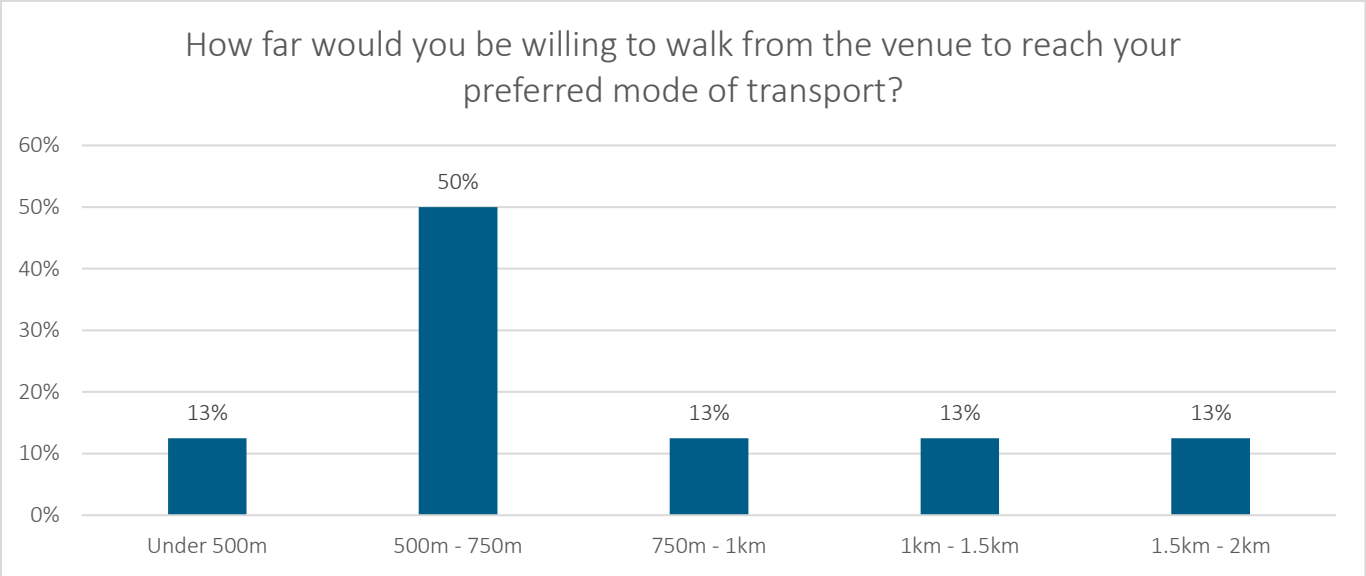
Eight survey participants provided an answer to this question. Overall, transport modes based on rankings were ordered as follows:

1. Private vehicle (average 2.3 ranking)
2. Walking / mobility device (average 2.5 ranking)
3. Bus / Train (both averaged 3 ranking)
4. Bike (average 3.3 ranking)
5. Taxi / Rideshare (average 3.75 ranking)

If a transport mode was not considered suitable, survey respondents were asked to not rank it at all. It is noted that bike was considered unsuitable by 50% of respondents, while taxi / rideshare was considered unsuitable by 33% of respondents.

How far would you be willing to walk from the venue to reach your preferred mode of transport?

Eight survey participants provided an answer to this question. Mixed sentiment was received, with participants having varied opinions on acceptable walking distances, although 750m or less was preferred by the majority (63%). There was no clear correlation identified between the walking distance a participant is willing to walk and their preferred mode/s of transport.



If you have been to busy events before, what has worked well (or not so well) with getting in and out?

Seven survey participants provided an answer to this question. Comments included:

- Public transport infrastructure to reduce reliance on private vehicles, with increased services for larger events
- Provide multiple access points and routes to enter and exit the venue / area
- Police presence or traffic control for moving crowds efficiently through the area
- Sufficient parking provided in proximity to the venue for private vehicles

Before today, were you aware of this project?

Eight survey participants provided an answer to this question, with all confirming they were aware of the project prior to this engagement activity.

How informed do you feel about this project?

Seven survey participants provided an answer to this question. Overall, participants felt either somewhat informed (71%) or very informed (29%), with no one stating they did not feel informed at all.

Please share any final comments on this project.

Three respondents provided an answer to this question. Feedback mentioned more planning required, prioritisation of parking, and creating a venue suitable for various sporting and entertainment purposes, with reference to Townsville's Queensland Country Bank Stadium.

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.

- Overall, community provided a variety of ideas to help create a venue that considers accessibility, promotes Ipswich attributes and history.
- A recurring theme throughout survey responses was the need for improved transport infrastructure to support the future needs of the venue.
- Suggestions for managing event traffic included improved public transport, multiple access points, traffic control and sufficient parking options.

It is noted that due to the limited number of contributions captured and missing demographic groups, this feedback is not considered statistically representative of the impacted community. However, may still support the ideation process for the design and future use of North Ipswich Reserve.

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

APPENDICES

1. ENGAGEMENT SURVEY

Council has committed to transforming the North Ipswich Reserve Western Grandstand into a best-in-class regional venue to elevate entertainment and event experiences for our community. The first stage of this work will be upgrading the existing grandstand. Council is now seeking your feedback on the proposed design elements and future use of North Ipswich Reserve.

Provide your feedback through our short survey below. Once completed, please return this survey by the closing date of **22 May 2026**. Surveys can be returned by:

- Posting to PO Box 191, Ipswich QLD 4305 (Attn: Community Engagement team)
- Dropping off in person at 1 Nicholas Street, Ipswich
- Scanning a copy and emailing communityengagement@ipswich.qld.gov.au

Learn more: shapeyouripswich.com.au/western-grandstand

About you

The Planning Act 2016 states the required information for community feedback to be considered as a "properly made submission". The following questions ensures these requirements are met so that your submission can be considered. Sharing your information helps ensure diverse and representative input across the region. Your data will be managed in accordance with the Information Privacy Act 2009. To access or amend your information, contact our Information Privacy Officer on (07) 3810 6666.

1. Is the submission being made by: Required

Select one answer only	
○	Yourself as an individual
○	More than one submitter
○	On behalf of a company or business Provide name:_____
○	On behalf of an organisation or community group Provide name:_____

2. First name Required

3. Last name Required

4. Residential or business mailing address Required

5. Gender Required

Select one answer only	
○	Male

◯	Female
◯	Non-binary / gender diverse
◯	Prefer not to say

6. Year of birth Required

7. Country of birth Required

8. Relationship to Ipswich Required

Select all that apply	
◯	Work in Ipswich
◯	Live in Ipswich
◯	Visit Ipswich
◯	Own a business in Ipswich
◯	Pay rates in Ipswich
◯	No relationship to Ipswich
◯	Other (please specify) _____

9. Do you identify as any of the following? Required

Select all that apply	
◯	A person of Aboriginal descent
◯	A person of Torres Strait Islander descent
◯	A Traditional Owner (Jagera, Yuggera, Ugarapul)
◯	A person with a disability, inclusive of mental illness
◯	A person identifying as LGBTIQA+
◯	A person speaking English as a second language
◯	None of the above
◯	Prefer not to say

10. What design elements are important to you for the Western Grandstand? This could include considerations for shading, accessibility, amenities, safety, lighting, and other elements that impact your experience.

11. Are there any community stories or themes you would like to see incorporated into the design of the grandstand?

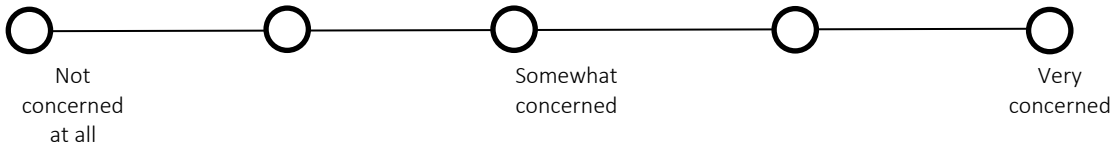
12. Which is more important to you?

Select one answer only	
○	Maintaining a quiet neighbourhood character
○	Increase community activities and events

13. Would temporary disruptions (event noise) be acceptable if infrequent?

Select one answer only	
○	Yes
○	No
○	Unsure

14. How concerned are you about event-related traffic nearby the venue?



15. What traffic impacts to the area are you most concerned about?

16. **Rank transport modes from 1-6 in terms of which you would like to see prioritised for accessing the venue.** 1 being top preference. If you would not use a mode of transport, do not rank.

Mode of transport	Ranking
Private vehicle	
Taxi / Ride share (Uber)	
Bus	
Train	
Bike	
Walking / Mobility device	

17. **How far would you be willing to walk from the venue to reach your preferred mode of transport?** m = metres, km = kilometres

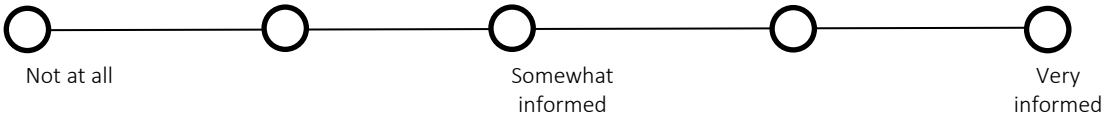
Select one answer only	
○	Under 500m
○	500m – 750m
○	750m – 1km
○	1km – 1.5km
○	1.5km – 2km

18. **If you have been to busy events before, what has worked well (or not so well) with getting in and out?**

19. **Before today, were you aware of this project?**

Select one answer only	
○	Yes
○	No

20. **How informed do you feel about this project?**



21. Please share any final comments on this project.

Thank you for completing this survey and helping to shape this project.

GLOSSARY

Affected community – People and groups who are most likely to experience direct or indirect impacts from the project.

Cleaned data – The process of checking and correcting data. This includes removing duplicates, obvious errors or incomplete entries. This work is undertaken prior to analysis.

Confidence level – The statistical likelihood that the engagement results reflect the views of the broader population within a stated margin of error.

De-identified data – Removal of personal identifies within data to ensure individuals cannot reasonably be identified.

Demographic representation – The degree to which the profiles of respondents reflect the affected community.

Exploratory research – Engagement designed to identify broad themes and trends.

Margin of error – A statistic expressing the expected range of difference between sample results and the true population view (smaller margins require larger sample sizes).

Open thematic analysis – A qualitative method for coding comments and identifying recurring themes and patterns without a predefined coding frame.

Sample size – The number of participants who provide input. This influences the reliability of findings.

Statistical representation – The extent to which a sample's size and composition allow findings to be reflective of the wider affected community.



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