COMMUNITY ENGAGEMENT REPORT

IPSWICH CENTRAL HEART PROJECTS



City of Ipswich

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.

▲ White Rock - Spring Mountain Conservation Estate

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EXECUTIVE SUMMARY

The **Ipswich Central Heart: Arts, Commerce, and Urban Greening** program represents a landmark investment in the city's identity and future growth. Funded through the Australian Government's Urban Precincts and Partnerships Program (uPPP), the initiative aligns with the long-term vision to reposition Ipswich Central as the cultural capital of South East Queensland's Western Corridor.

Central to the program has been the development of an Urban Design Framework (UDF). This framework ensured a cohesive, place-based approach by defining the spatial relationships and shared outcomes across the five interlinked projects, turning strategic goals into a vibrant, multi-dimensional precinct.

The five interconnected projects include:

- Ipswich Art Gallery Expansion
- Brisbane Street Refresh
- Ipswich Civic Centre Redevelopment
- The Cultural Heart
- Ipswich City Centre Bikeway

Community and stakeholder engagement for the Ipswich Central Heart program has been undertaken to understand community aspirations, priorities and expectations for the future of Ipswich Central. Engagement built upon a substantial body of previous consultation and place-based research, ensuring the program responds to established community values while exploring future opportunities for growth and transformation. The engagement process was informed by findings from the Ipswich Central Revitalisation project, the Top of Town and Centre Core Place Plans, as well as insights generated through a range of activation and pilot projects delivered across the precinct.

Community engagement and project development activities were supported by external consultants, Fourfold Studio, in addition to the specialist consultants of VEE Design, CUSP, JDA Co and Stantec who contributed project specific expertise.

The themes and stakeholder insights identified in this report may help inform the concept and detailed design across the five interlinked projects and support future decision-making regarding public realm improvements, cultural infrastructure, active transport connections, urban greening initiatives and precinct activation.

WHY WE ENGAGED

The purpose of the Ipswich Central Heart engagement was to:

- Facilitate collaborative design outcomes, enabling community stakeholders to contribute ideas that shape the future of a cohesive, place-based precinct.
- Strengthen social connection, economic vitality and support from local businesses by involving businesses and cultural institutions in the design process. This includes understanding existing operational needs to ensure precinct-wide improvements enhance business performance and social and cultural activation.
- Support perception and behaviour change particularly relating to pedestrian priority, safety and active travel.
- Establish a singular, cohesive place identity that celebrates local heritage and connection while creating a seamless experience between cultural anchors and the public realm.
- Consider how to prepare local businesses, community organisations and creative groups for disruption that will be created during construction including exploring creative ways to ensure they can continue to operate during this time.

Phase 1


Ipswich Art Gallery Expansion
Ipswich City Centre Bikeway
Ipswich Civic Centre Redevelopment (Blackbox Theatre)
Cultural Heart (d'Arcy Doyle Place, Stage 1 & Nicholas Street South, Stage 2)
Brisbane Street Refresh (Top of Town)

HOW WE ENGAGED

The core engagement on the preliminary and concept designs was undertaken between **7 July 2026 and 2 August 2026.**

Prior to this, targeted engagement was undertaken to inform these projects and incorporate the feedback into the design work.

This included:

- October 2025 - Establishment of the Brisbane Street Refresh Traders and Resident Working Group
- April – May 2026: First Nations engagement.
- May 2026 - Walkshops – Brisbane Street Refresh
- June 2026 - Industry engagement – Ipswich Civic Centre and Ipswich Art Gallery
- June 2026 - Ipswich Arts Advisory Group (IAAG).

Brisbane Street Refresh Traders and Resident Working Group

This group was established as a representative group for the Brisbane Street Refresh project.

Council undertook an EOI in September 2025 and the first meeting was held in October 2025. The group includes business owners, building owners and a representative from Oaks.

Regular meetings have been had to discuss the project broadly and then delving further into the designs as the project has progressed.

First Nations engagement

Council undertook several First Nations engagement activities to inform the Ipswich Central Heart project.

In April and May, Council met with Contemporary First Nations graphic artist, designer and educator Danielle Leddie to seek feedback on the engagement approach.

Council also met with Sloane Stallan, President of the Boorrumpah Goupong Aboriginal Corporation, to identify opportunities for incorporating local storytelling and cultural representation into the final design.

Walkshops – Brisbane Street Refresh

A summary of the Walkshops can be found at Appendix 1.

Industry engagement - Ipswich Civic Centre and Ipswich Art Gallery

Two facilitated briefing and discussion sessions were held with artists, arts organisations, cultural workers, venue managers and gallery stakeholders from across Queensland, providing an opportunity to share emerging concepts for the Ipswich Art Gallery, Ipswich Civic Centre and the broader Cultural Heart precinct, and to capture expert feedback that helped inform the ongoing planning and design process.

Presentation to Ipswich Arts Advisory Group

The concept designs were presented to the Ipswich Arts Advisory Group in July, providing an opportunity to share and seek feedback from representatives of Ipswich's arts and cultural sector. The group includes artists, arts workers, cultural practitioners and community representatives who provide advice on the development of arts and cultural initiatives across the city. The presentation facilitated discussion on the proposed concepts, their contribution to Ipswich's cultural identity, and opportunities to strengthen arts, culture and creative experiences within Ipswich Central. Feedback from the group helped inform the ongoing refinement of the concept designs and ensured the perspectives of the local creative community were considered throughout the planning process.

ENGAGEMENT FEEDBACK CHANNELS

The community was able to contribute their feedback through a multi-channel approach including surveys, walkshops, SPARK activations, pop-ups, working groups, trader engagement, stakeholder meetings and targeted workshops.

Shape Your Ipswich

Comments were captured via an online survey on the project page, Ipswich Central Heart: Arts, Commerce and Urban Greening https://www.shapeyouripswich.com.au/ipswich-central-heart hosted on Shape Your Ipswich.

From the main project page, users could access the five different project pages, each containing its own survey. Respondents were able to complete surveys for multiple projects or participate only in those relevant to their interests.

Community engagement events

Four community engagement events were held to provide the broader community with general information on the project and capture feedback. Images of the collateral used can be seen in Appendix 2.

The following events were held and photos can be seen at Appendix 3:

DATE	EVENT NAME	LOCATION
Tuesday 7 July 2026	NAIDOC Week pop-up	Tulmur Place, Nicholas Street Precinct
Friday 10 July 2026	Creating a Creative City – ARTiculate networking	Studio 188
Friday 10 and Saturday 11 July 2026	SPARK Pop-up	d'Arcy Doyle Place
Saturday 11 July	Top of Town Pop-up	Brisbane Street

NAIDOC Week Pop-up

Council hosted a pop-up engagement stall at the Ipswich Central NAIDOC Day celebrations in the Nicholas Street Precinct on 7 July 2026. The event provided an opportunity to connect with a diverse cross-section of the community, with a particular focus on gathering feedback from First Nations peoples and ensuring their perspectives were represented throughout the engagement process. The event generated 68 conversations about the Ipswich Central projects. Participants shared insights on accessibility, active transport, cultural and heritage recognition, public spaces and community events, helping to ensure a broad range of perspectives informed the project.

Creating a Creative City – ARTiculate networking

As part of Council's ARTiculate workshop series, a dedicated event called Creating a Creative City was held at Studio 188 on 10 July 2026 to engage directly with Ipswich's creative sector. The event provided an opportunity to share information about the project, gather feedback from artists, creative practitioners and industry representatives, and discuss how Ipswich's future growth can support arts, culture and creative enterprise. Insights gathered through these conversations helped ensure the perspectives of the local creative community were considered as part of the engagement process.

SPARK Pop-up

As part of the SPARK Festival in July 2026, Council delivered an interactive pop-up engagement activity to gather feedback on the Ipswich Central Heart projects. Located at d'Arcy Doyle Place, the installation invited participants to share their favourite memories of the existing spaces and their vision for the future. Responses were recorded on coloured ribbons, with each colour representing a different project, and attached to a garden arbour to create a visual display of community feedback throughout the festival. Photos of the SPARK pop-up are included in Appendix 4.

Top of Town Pop-up

A Top of Town pop-up was held on Brisbane Street on Saturday 11 July 2026, providing an opportunity for the community to meet the project team and discuss the concept designs. The pop-up encouraged informal, face-to-face conversations and allowed community members to ask questions, share local insights and provide feedback on the proposed designs. A total of 22 conversations were recorded during the two-hour session.

Walkshops

Council hosted two facilitated walkshops providing participants with the opportunity to walk through Ipswich Central and discuss the concept plans in the context of the city centre

DATE	LOCATION
Friday 17 July 2026	D'Arcy Doyle Place – Draft Concept Plan
Saturday 18 July 2026	D'Arcy Doyle Place – Draft Concept Plan

The walkshops allowed for detailed conversations about each project, enabling participants to explore the proposed designs, ask questions and provide place-based feedback on opportunities, priorities and potential improvements. Responses were collected through hard copy surveys and discussions focused on themes including heritage, accessibility, active transport, urban greening, cultural facilities and creating more welcoming public spaces.

Email

The community was able to directly reach out to council via business@ipswich.qld.gov.au with feedback on this project. Five (5) direct feedback emails were received.

Phone

The community was able to directly reach out to council via 3810 6666 with feedback on this project.

PROMOTIONAL CHANNELS

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

Ipswich City Council social media

A social campaign was delivered on Ipswich City Council's Facebook page, to raise awareness for the project and encourage community to share their feedback. A screenshot of the post and results can be seen in Appendix 5.

SOCIAL MEDIA CHANNEL	DATE OF POSTING	REACH[1]	CLICKS[2]
Facebook	13-26 July 2026	47,416	2,848

Shape Your Ipswich

A targeted email campaign was distributed through Shape Your Ipswich on 7 July 2026 to members who had expressed interest in Arts, Culture and Heritage; Business and Economy; City Design and Planning; Community; and Transport and Movement. The campaign was sent to 1,447 members, with 602 recipients opening the email.

The project was also included in the Shape your Ipswich Winter update sent on Thursday 9 July 2026. This campaign was sent to 4,427 subscribers, of which 1,863 opened the email.

Ipswich First

An Ipswich First article titled, *Transformational Ipswich Central Heart projects takes next step* https://www.ipswichfirst.com.au/transformational-ipswich-central-heart-project-takes-next-step/ was distributed on 21 July 2026. The article was shared on Facebook and communicated the details of the project and received 544 views.

SOCIAL MEDIA CHANNEL	DATE OF POSTING	IMPRESSIONS	REACTIONS	COMMENTS	SHARES	CLICKS[3]	LINK CLICKS	FOLLOWS
Facebook	23 July 26	38,4429	164	134	7	3,316	120	9

Radio

The Mayor spoke about Ipswich Central Heart project in her River 94.9 weekly radio spot on Thursday 23 July. Radio grabs were provided to River 94.9 for inclusion in their news bulletins on 21 July. That content may have run across 21 and 22 July.

Overall, these activities led to 4,333 views of the Shape Your Ipswich page and 508 contributions throughout the engagement as outlined in the table below.

ENGAGEMENT CHANNEL/S	CONTRIBUTIONS[4]
Shape your Ipswich	227 contributions
NAIDOC pop-up	68 conversations
Creating a Creative City - ARTiculate event	42 attendees
SPARK pop-up	130+ ribbon submissions
Top of Town pop-up (Short Black)	22 conversations
Walkshops	14 hard copy surveys
Direct feedback emails	5 email submissions
TOTAL	**508**

[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.
[3] Total number of times a URL in a social media post was clicked.
[4] 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. To understand how likely the findings in this report reflect the sentiment of the affected community, sample size and demographic representation have been considered.

SAMPLE SIZE

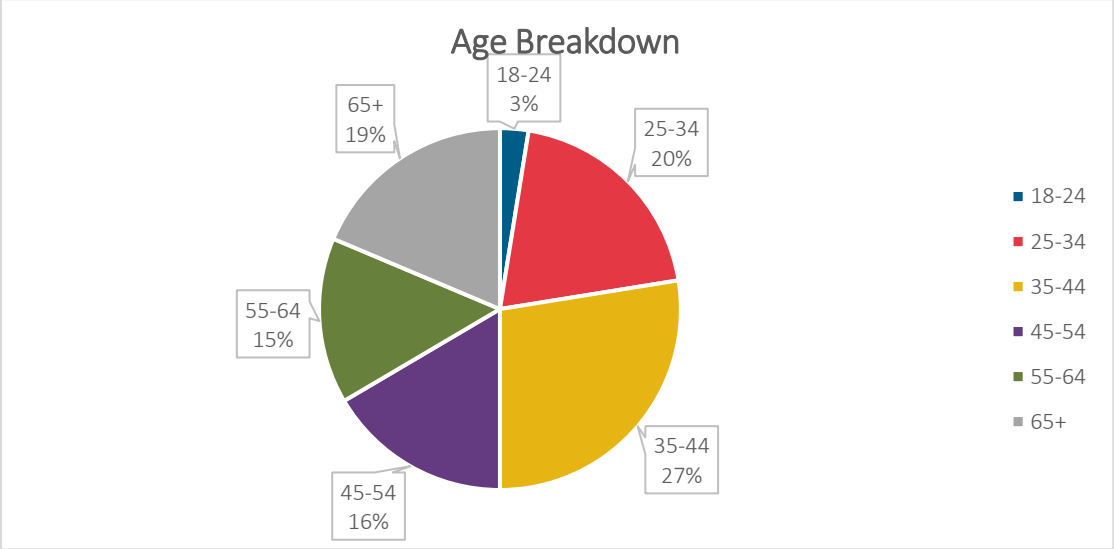
This project was considered most likely to affect residents and businesses of the broader Ipswich Central profile area (estimated population: 15,000). For a 95% confidence level, best practice recommends between 267 and 600 people take part, giving a margin of error of 4–6%. This engagement received 508 responses, therefore achieving a margin of error of 4%, allowing for robust and detailed insights into community expectations.

DEMOGRAPHIC REPRESENTATION

Age

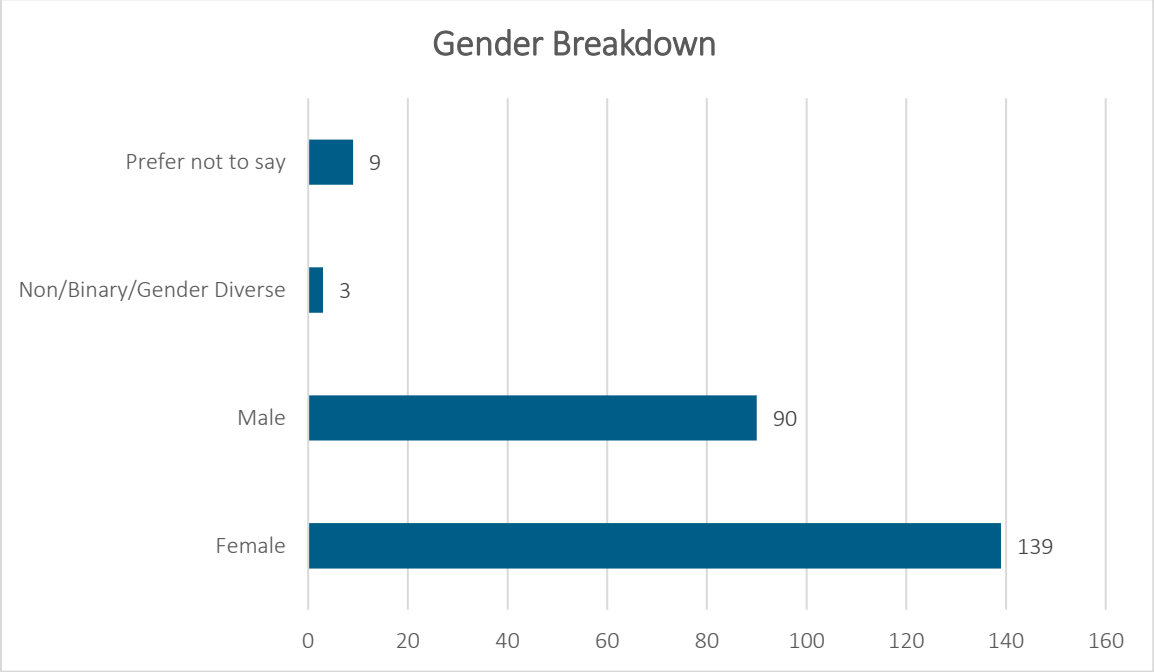
Age information was collected from 241 respondents across the online surveys and hard-copy submissions. Five responses were excluded from the age analysis, comprising four respondents who selected 1900 as their year of birth and one respondent who did not provide a year of birth.

Respondents represented a broad range of age groups, demonstrating participation from younger adults, working-age residents and older community members. The largest cohort was respondents aged 35-44 years (65 respondents, 27.0%), followed by those aged 25-34 years (47 respondents, 19.5%) and 65 years and over (44 respondents, 18.3%). Respondents aged 45 years and over accounted for 49.0% of all participants, highlighting strong engagement from established and long-term community members. Overall, the results indicate that the engagement reached a diverse cross-section of the community, with representation across all age groups and particularly strong participation from working-age residents.



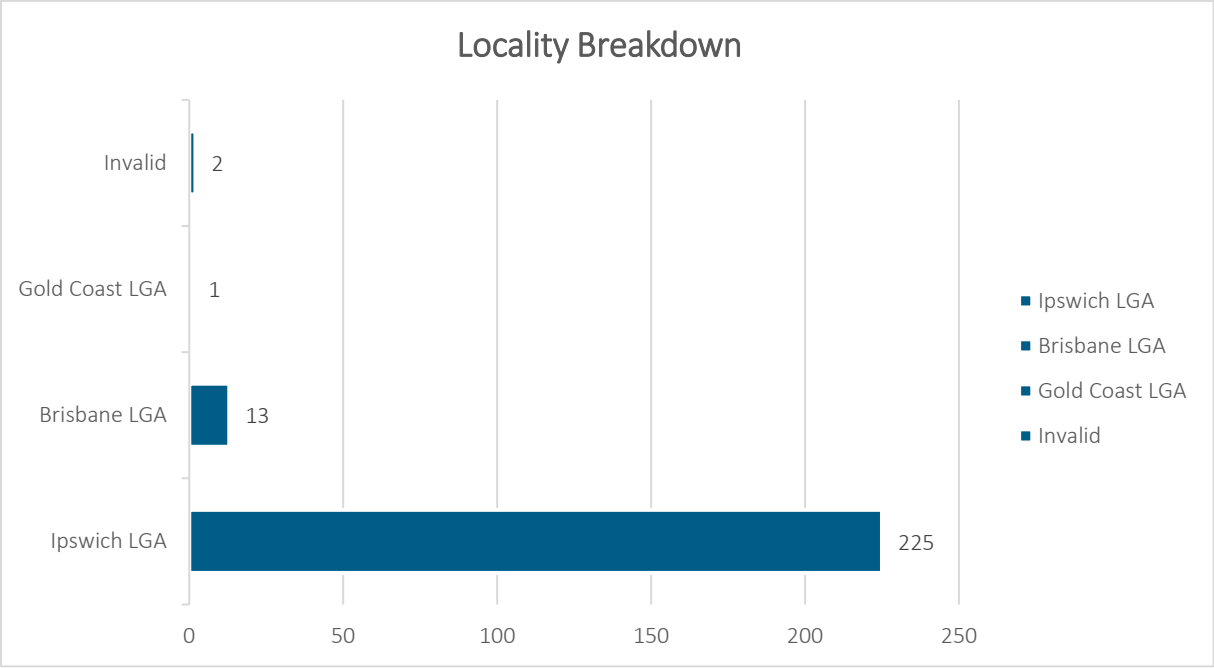
Gender

Gender data was collected from 227 online survey respondents and 14 hard-copy respondents, resulting in 241 responses overall. Female respondents represented the largest group and participated at a higher rate than male respondents across all projects. A small number of respondents identified as non-binary/gender diverse or preferred not to disclose their gender. This indicates the engagement reached a diverse range of community members while maintaining strong participation from both male and female residents. Additional targeted earlier engagement activities, including the Women, Girls and Gender Diverse Walkshop in May 2026, helped ensure a broad range of experiences and perspectives informed the concept designs.



Locality

The engagement attracted strong participation from Ipswich residents, with 225 of 241 respondents (93.4%) identifying a suburb within the Ipswich LGA. A further 14 respondents were from neighbouring local government areas, including Brisbane and the Gold Coast, while two responses were excluded due to invalid locality information. The results indicate that feedback was primarily received from people with a direct connection to Ipswich, while also capturing perspectives from people who work in, visit or access services and cultural facilities within Ipswich Central.



Country of birth

Respondents represented a variety of cultural backgrounds. While the majority of participants were born in Australia, survey results indicate participation from people who speak English as a second language across each of the project surveys. This diversity contributed valuable perspectives on creating inclusive, welcoming and culturally rich public spaces and cultural facilities within Ipswich Central.

Minority groups

Minority group information showed that the engagement reached a diverse range of community members. The largest identified group was LGBTQIA+ respondents (21 responses), followed by people with disability or mental illness (18 responses). A further 11 respondents identified as speaking English as a second language, 10 identified as Aboriginal, and one identified as Torres Strait Islander. As respondents could select more than one category, totals exceed the number of individual respondents. This demonstrates that feedback was received from a broad cross-section of the community, including groups that are often underrepresented in engagement processes.

OVERALL REPRESENTATIVENESS

The engagement attracted a broad cross-section of the community, with representation across a range of ages, genders, localities, cultural backgrounds and minority groups. The majority of respondents were Ipswich residents, with additional input from people outside the local government area who regularly visit, work in or access services within Ipswich Central.

The findings are considered broadly representative of the communities most likely to interact with and be affected by the proposed concept plans. While participation from Aboriginal and Torres Strait Islander peoples and culturally and linguistically diverse communities was comparatively lower than some other demographic groups, these perspectives were supplemented through targeted engagement activities, stakeholder meetings, walkshops, pop-ups and community events.

The overall sample size achieved an estimated 4% margin of error. As such, the findings provide a strong indication of community priorities, aspirations and concerns regarding the future of Ipswich Central.

WHAT THE COMMUNITY TOLD US

For each of the individual projects a question was asked “Out of 5 stars, how supportive are you of the project” The results are outlined below:

	Brisbane St Refresh	Cultural Heart	Art Gallery Expansion	Ipswich City Centre Bikeway	Civic Centre Redevelopment
ONLINE	**4.04**	**4.07**	**4.58**	**3.86**	**4.43**
HARDCOPY	**4.44**	**4.9**	**4.6**	**4.75**	**4.89**

Support for the projects were consistently high across both survey formats, with respondents providing an above average rating regardless of whether they completed the survey online or in hardcopy.

Brisbane Street Refresh

Through targeted engagement, Council heard that you would like greater celebration of the Top of Town heritage, support of local businesses and a more comfortable pedestrian experience. Out of 5-stars***, how well do you believe this is represented in the concept designs?***

	BRISBANE ST REFRESH
Online	3.85
Hardcopy	4.25

Community feedback indicated that the Brisbane Street Refresh concept designs effectively represent the priorities identified during previous engagement activities. Respondents rated the designs an overall average of 4.05 out of 5, with both online (3.85/5) and hardcopy (4.25/5) responses demonstrating positive support for how the concepts celebrate heritage, support local businesses, and enhance the pedestrian experience.

Comments and feedback can be seen in Appendix 6.

Cultural Heart

Community feedback indicated strong support for the Cultural Heart concept plan and its vision to create a more connected, vibrant and accessible cultural precinct. Respondents rated their overall support for the project at an average of 4.49 out of 5, with both online (4.07/5) and hardcopy (4.9/5) responses demonstrating positive sentiment toward the proposed improvements.

Participants particularly valued the opportunity to better connect Ipswich's cultural institutions, create welcoming spaces for community gathering, and improve movement through the precinct. Strong support was also expressed for increased greening and shade, enhanced visual connections through the site, and the project's potential to support visitation, activation and revitalisation of the city centre. Feedback highlighted the importance of ensuring the detailed design continues to address accessibility, celebrates Ipswich's heritage and cultural identity, and recognises and reflects First Nations culture and connections to Country.

Comments and feedback can be seen in Appendix 7.

Art Gallery Expansion

Community feedback indicated very strong support for the Art Gallery Expansion concept, with respondents recognising the important role the gallery plays in Ipswich's cultural identity and future growth. Respondents rated online (4.58/5) and hardcopy (4.6/5) responses demonstrating consistently high levels of support.

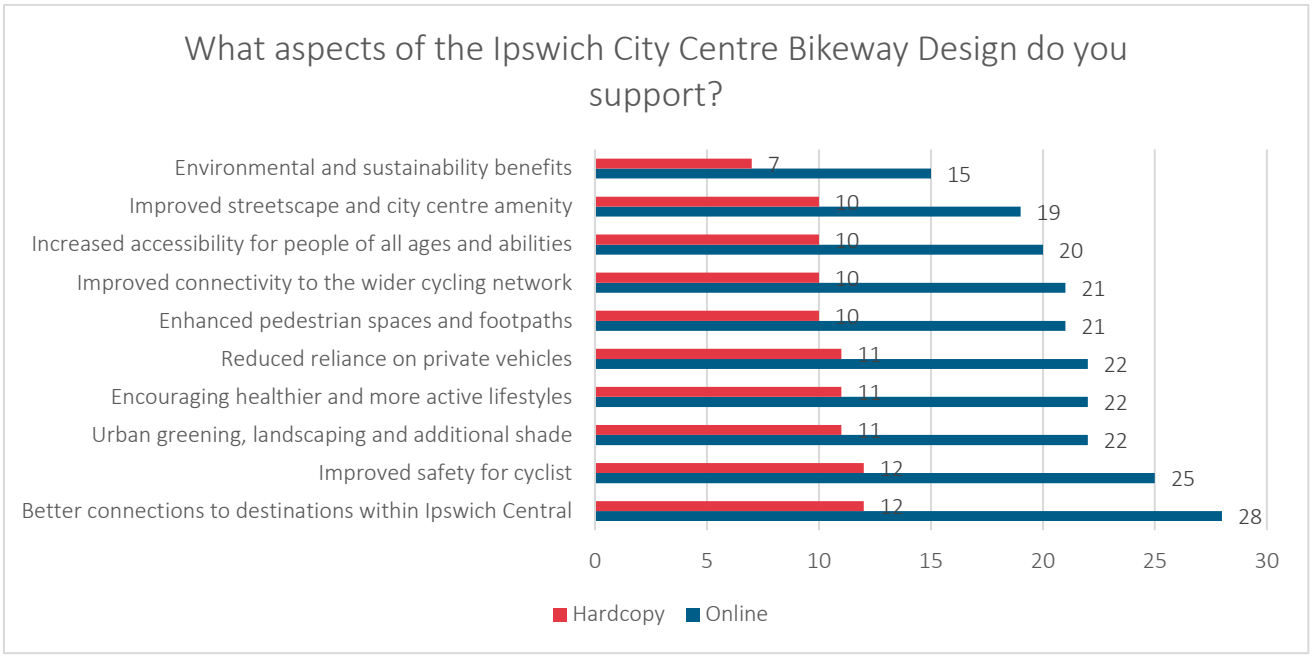
Participants highlighted the benefits the expansion would bring to the community, including increased opportunities to engage with arts and culture, greater capacity for exhibitions and collection storage, and the ability to attract touring exhibitions and visitors to the city. The community also expressed strong support for enhancing the gallery experience through additional exhibition space, a more prominent entrance, and opportunities to further strengthen Ipswich's reputation as a cultural destination. Feedback emphasised the importance of ensuring the detailed design complements the existing heritage character of Brisbane Street, provides flexible spaces for community programs and events, integrates seamlessly with the Cultural Heart precinct, and creates accessible and welcoming experiences for a diverse range of visitors.

Comments and feedback can be seen in Appendix 8.

Ipswich City Centre Bikeway

Community feedback indicated support for the Ipswich City Centre Bikeway concept and its role in improving active transport connections to and within the city centre. Respondents rated their overall support for the project with both online (3.86/5) and hardcopy (4.75/5) responses demonstrating positive sentiment toward the proposed improvements.

Respondents were asked *what aspects of the Ipswich City Centre Bikeway Design do you support?*

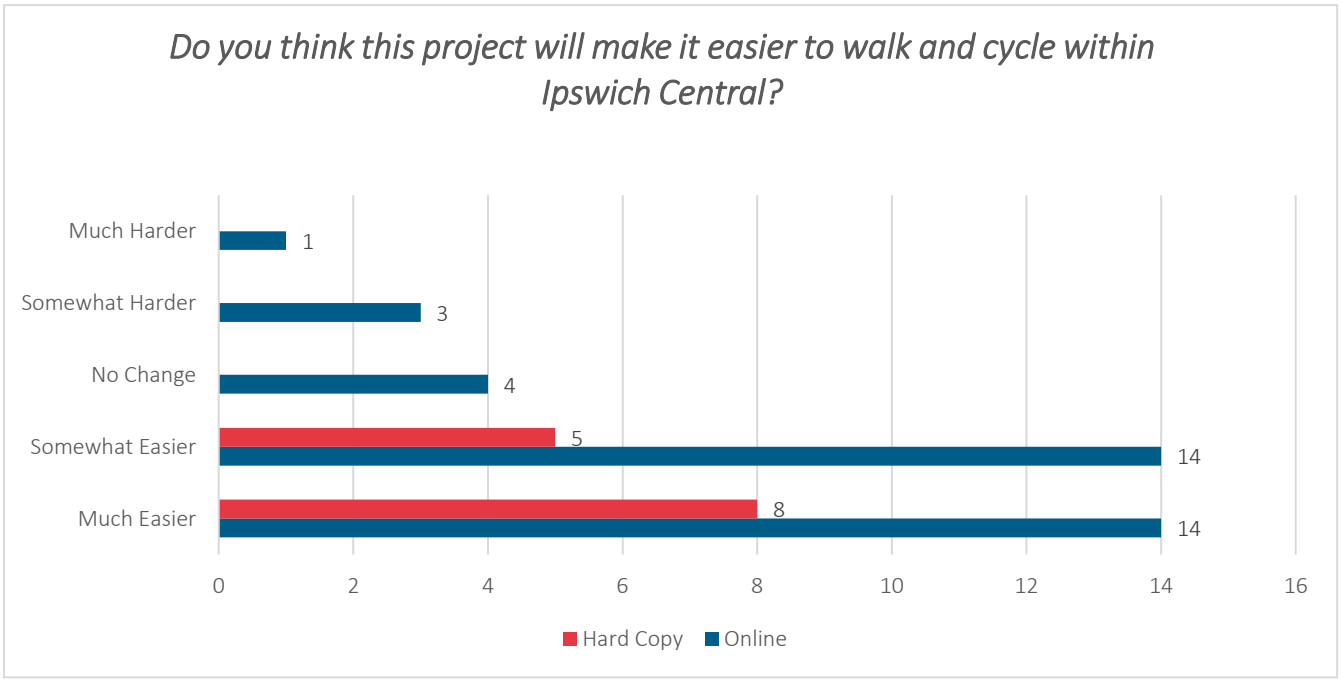


Community support was distributed across all proposed project benefits, with the strongest support for:

- better connections to destinations within Ipswich Central
- improved cyclist safety

Respondents also identified urban greening, shade, healthier lifestyles, reduced reliance on private vehicles, enhanced pedestrian spaces and improved accessibility as key benefits, highlighting the value of the project in creating a safer, greener and more connected city centre.

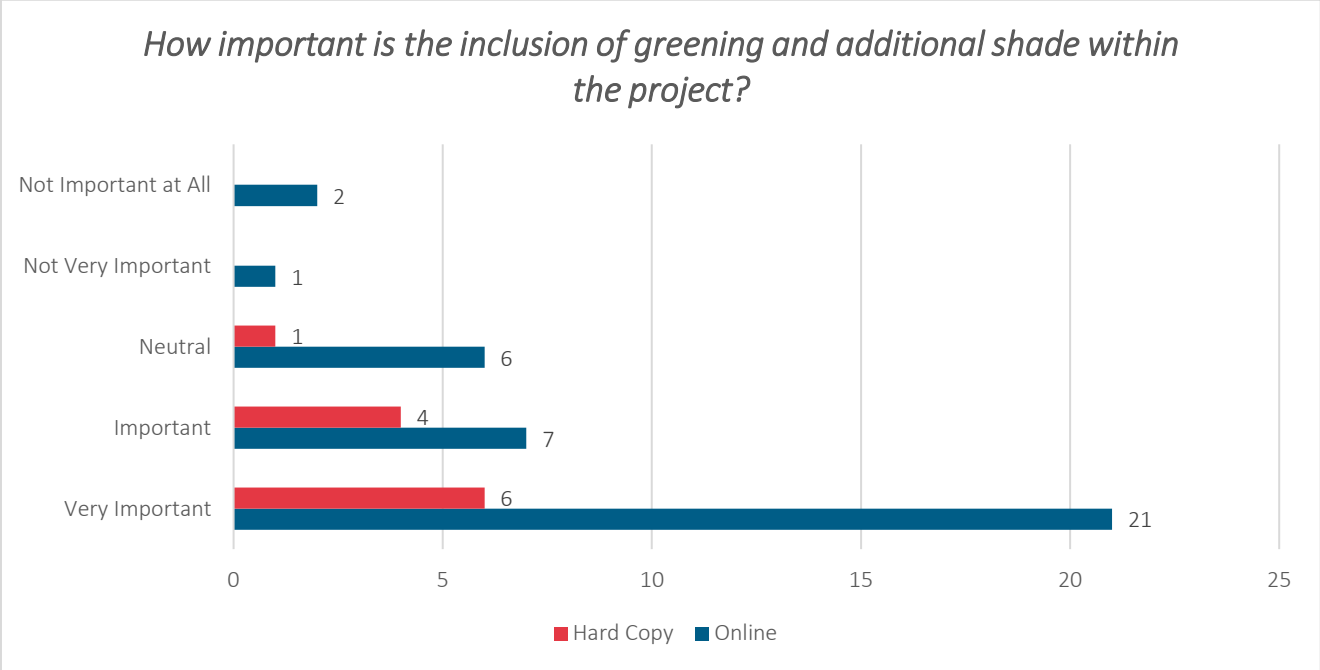
Respondents were asked ***Do you think this project will make it easier to walk and cycle within Ipswich Central?***



The majority of respondents indicated that the Ipswich City Centre Bikeway would make movement much easier or somewhat easier within the city centre.

These results demonstrate positive community sentiment toward the project's potential to enhance active transport, accessibility and connectivity throughout Ipswich Central.

Respondents were asked ***How important is the inclusion of greening and additional shade within the project?***

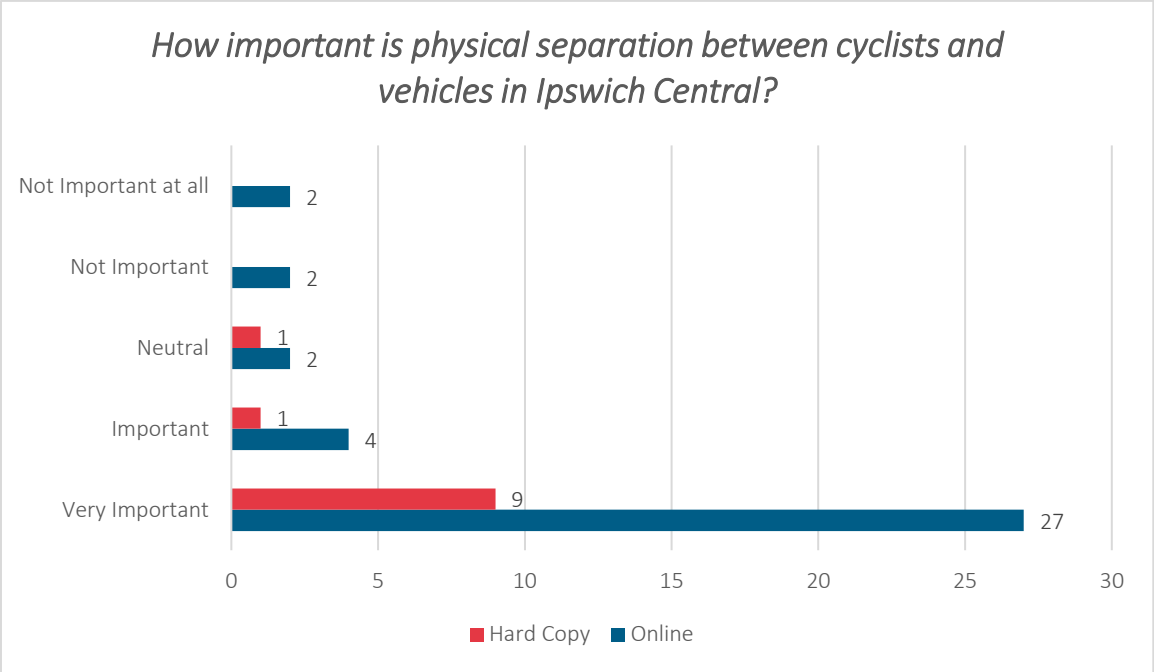


The inclusion of greening and additional shade was identified as a key priority for respondents, with 30 of 48 respondents (62%) rated it as either *very important* or *important*.

A further 7 respondents (15%) were neutral, while only 3 respondents (6%) indicated it was *not very important or not important at all*.

These results highlight strong community support for incorporating shade, landscaping and urban greening within the bikeway project to improve comfort, amenity and the overall experience of moving through Ipswich Central.

Respondents were also asked ***How important is physical separation between cyclists and vehicles in Ipswich Central?***



Physical separation between cyclists and vehicles was identified as a significant priority for respondents. 36 of 48 respondents (85%) rated physical separation as either *very important* or *important*, including 36 respondents (75%) who considered it *very important*.

Only 4 respondents (8%) indicated it was *not very important or not important at all*. These findings demonstrate strong community support for separated cycling infrastructure to improve safety, comfort and confidence when travelling through Ipswich Central.

Comments and feedback can be seen in Appendix 9.

Civic Centre Redevelopment

Community feedback indicated very strong support for the Civic Centre Redevelopment and its potential to expand arts, culture and entertainment opportunities in Ipswich. Respondents rated online (4.43/5) and hardcopy (4.89/5) responses demonstrating consistently high levels of support.

Participants recognised the project's ability to attract a broader range of performances and events to Ipswich, while also creating new opportunities for local artists, performers and community groups. Feedback highlighted strong support for the proposed flexible performance spaces, improved cultural facilities and the role the redevelopment could play in strengthening Ipswich's cultural identity and supporting the ongoing revitalisation of the city centre. Respondents also noted the importance of ensuring the detailed design remains accessible, complements the existing Civic Centre and continues to support a diverse range of performances and community uses.

Comments and feedback can be seen in Appendix 10.

SUPPORTING ENGAGEMENT EVIDENCE

The engagement for this project has been built on several years of community and stakeholder engagement undertaken through the Ipswich Central Revitalisation. The vision for Ipswich Central as the cultural hub and beating heart of the community has been shaped through multiple projects associated with the Ipswich Central Revitalisation program, including work undertaken to develop the vision and priorities for the city centre.

Ipswich Central Revitalisation

- Creating Places for People not Cars
    - Park(ing) Day
    - Street Patio
    - Speed Limits in Ipswich Central
    - Scramble Crossing
- Developing the Cultural Heart
- Walkability on East Street

These activities identified strong community support for investment in public spaces, cultural infrastructure, heritage conservation, urban greening, improved walkability and greater activation of the city centre.

Key themes from previous engagement included:

- Creating a vibrant cultural and commercial heart for Ipswich.
- Improving pedestrian connectivity and accessibility throughout the city centre.
- Celebrating Ipswich's heritage and unique identity.
- Expanding opportunities for arts, culture, events and community gathering.
- Increasing greening, shade and environmental sustainability within the public realm.

These themes strongly support the findings identified through the current engagement, with respondents continuing to prioritise connectivity, culture, heritage, activation and urban greening across all five concept plans.

Further project details can be found https://www.shapeyouripswich.com.au/ipswich-central

Healthy Places Healthy People Ipswich Central Pilot and Ipswich Hospital Walking Network Plan

Council has also undertaken previous partnerships with the Queensland Government including the *Healthy Places, Healthy People Ipswich Central Pilot* and the *Ipswich Hospital Walking Network Plan*, which explored opportunities to improve walkability, active transport, accessibility and public health outcomes within Ipswich Central. These projects identified the importance of creating connected walking and cycling networks, improving access to key destinations and designing public spaces that encourage physical activity and social interaction.

Key findings included:

- Improving active transport connections throughout Ipswich Central.
- Creating safer and more accessible pathways.
- Supporting walking and cycling as part of everyday travel.
- Enhancing public health through improved urban design.
- Increasing shade, urban greening and comfort within public spaces.

Publicly available information can be found at:

- **Health places healthy people Ipswich Central pilot** https://www.health.qld.gov.au/public-health/industry-environment/environment-land-water/healthy-places-healthy-people/pilot-projects/ipswich-central-pilot-project
- **Ipswich Hospital Walking Plan** https://www.tmr.qld.gov.au/_/media/travelandtransport/pedestrians-and-walking/walking-network-plans/wnp_ipswich-hospital.pdf?rev=48f20496792d4588861f09867e23a547&extension=pdf&size=915402

These findings align strongly with community feedback received during the Ipswich Central Heart engagement, particularly for the Ipswich City Centre Bikeway, Cultural Heart and Brisbane Street Refresh projects, where respondents consistently emphasised connectivity, accessibility, cyclist safety and urban greening.

Collectively, previous engagement activities demonstrate a consistent vision for Ipswich Central. Across multiple projects and engagement programs, the community has consistently expressed support for a greener, more connected, culturally vibrant and accessible city centre that celebrates Ipswich's heritage while supporting future growth. The findings from this engagement reinforce and build upon these previously identified priorities, providing confidence that the proposed concept plans are responding to long-standing community aspirations for Ipswich Central.

FINDINGS

Review and analysis of the data from all engagement activities identified the following key findings from the community. Findings outlined in this report will be shared publicly via Shape Your Ipswich, along with project updates demonstrating how community feedback has informed the ongoing development of the Ipswich Central Heart projects.

- **Community support for the Ipswich Central Heart projects was strong across all five projects, with average support ratings ranging from 4.08 to 4.66 out of 5**. The highest levels of support were recorded for the Civic Centre Redevelopment (4.66/5), Art Gallery Expansion (4.58/5) and Cultural Heart (4.49/5), demonstrating strong community confidence in investment in arts, culture and public spaces within Ipswich Central.

- **Respondents strongly supported creating a more connected, walkable and people-focused city centre.** Across the projects, participants consistently identified improved connectivity, accessibility, pedestrian comfort, cyclist safety and active transport as important priorities. For the Ipswich City Centre Bikeway, 85% of respondents considered physical separation between cyclists and vehicles important or very important, while 62% rated greening and additional shade as important or very important.

- **Celebrating Ipswich's heritage, culture and identity emerged as a recurring theme across all projects.** Respondents supported opportunities to strengthen connections between cultural destinations, expand arts and cultural facilities, recognise First Nations culture and stories, and showcase the city's unique heritage through public realm improvements, storytelling, public art and placemaking initiatives.

- **Community members recognised the broader benefits the projects could deliver to Ipswich Central**, including increased visitation, support for local businesses, enhanced public spaces, improved community wellbeing and greater activation of the city centre. Respondents frequently identified urban

greening, shade, public gathering spaces and increased opportunities for arts, culture and events as important outcomes that would contribute to the ongoing revitalisation of Ipswich Central.

- **Key considerations for future project development included parking, accessibility, construction impacts and detailed design outcomes.** While support for the projects was strong, respondents highlighted the importance of maintaining accessibility, carefully considering the impact of parking changes, ensuring heritage features are respected, managing potential construction disruption to businesses and maintaining strong connections between the various projects and precincts.

The information will be used to inform the ongoing design and delivery of the Ipswich Central Heart projects.

APPENDICES

1. WALKSHOP REPORT – MAY 2026

IPSWICH CENTRAL HEART
BRISBANE STREET REFRESH
WALKSHOP OUTCOMES

Delivered as part of the Ipswich Central Heart project funded by the Australian Government's urban Precinct and Partnerships Program (uPPP), the Brisbane Street Refresh design is another step in the revitalisation of Ipswich Central. Extending along Brisbane Street from Waghorn Street in the West to Nicholas Street in the East, taking in the Top of Town Precinct, this project aims to refresh the streetscape reinforcing it as a defining main street that supports local businesses and celebrates the area's unique heritage and identity.

Since 2020, an extensive amount of engagement has been undertaken to understand the identity, opportunities and local aspirations for Ipswich Central. To manage consultation fatigue, Ipswich City Council engaged Fourfold Studio to first deliver a targeted round of engagement to inform the draft concept plan, through a series of walkshops.

Walkshops are an immersive engagement tool that prioritise time on the street, not in meeting rooms. The walkshops encourage different people to share their experience of the precinct on different days of the week and at different times. They are also an opportunity to uncover the perspectives of demographic groups often under-represented through traditional engagement methods.

Four walkshops were delivered over a two-week period, representing groups that both routinely use Brisbane Street as well as those who do not, to understand reasons why people visit and why others might avoid.

To document participant experiences as they moved along Brisbane Street, a 'Red and Green Flags' activity was facilitated. Participants were encouraged to pause at each stop to reflect on how they felt in the space, what they noticed, and potential improvements that would attract them to the street.

Due to the specific subject matter interest of the heritage session, participants were provided with a document capturing the history of the buildings of the area which they were able to annotate as they moved around.



85+ Walkshop participants

1. Youth Advisory Council
2. Top of Town Businesses
3. Women, Girls + Gender Diverse
4. Heritage



Youth Walkshop

5 May 2026, 4:00 pm - 6:00 pm
50 high school students aged between 13 and 17 from across the region
Brisbane Street, Top of Town

Top green flags

- Students loved finding the hidden gems of Brisbane Street with a specific highlight being the Old Flour Mill.
- Murals bring more life and vibrancy to the street, strong sentiment to have more murals to represent the city and people.
- Design of the buildings offer a 'frozen in time' feel, giving Ipswich a historic look and feel.
- Fairy lights add to the vibe and experience of the street while also offering a sense of safety.
- Overhead trees make the street feel more open and inviting.

Top red flags

- No reason to visit – a lack of activities and advertising targeted to young people around what's happening in the area.
- A lack of comfortable seating for gathering as a group and socialising with friends.
- Railway underpass feels dodgy and unsafe especially at night and students avoid using it.
- The entry into the Top of Town over Ellenborough Street is overwhelmed by traffic and noise from the cars, making it feel very busy and dirty at times.
- The uphill path at the Studio 188 feels unapproachable and the landscaping is sparse and underwhelming.



"It doesn't have any benches where I could sit with a large group of friends. I wish there were circle benches. I enjoy how the shops aren't too busy"

"I feel that there could be more vibrance and noticeability about each building that really conveys memories, histories and culture"



"I would feel comfortable to visit in the evening as the fairy lights provide a lighting that makes you feel safer and it takes away the dark gloomy shadows and dark areas"



"It's very cozy and looks very welcoming, but there aren't many streetlights so we can see"

Business Night Walkshop

5 May 2026, 5:30 pm - 7:30 pm
Five local business owners from the Brisbane Street, Top of Town

Top green flags

- Heritage brings value to the street, and the facades evoke intrigue around the history of each shopfront.
- Quirky basement shops that reflect the personality and identity of Ipswich.
- St Paul's Anglican Church serves as a key landmark that anchors the Top of Town.
- Landscaping contributes to the street feeling more homely and pleasant.
- Walkable street – short distance from Nicholas Street and full of features that intrigue the eye.

Top red flags

- Lack of lighting and signage around Studio 188 making it an unknown venue that does not meet its potential as a destination.
- Trees provide good shade but attract birds leading to disruption on the street and droppings on outdoor furniture. The trees also create hazards to footpaths and damage to buildings. This is a major barrier for alfresco dining in the precinct.
- Top of Town feels disjointed from Nicholas Street due to the Anytime Fitness exterior and lack of horizontal connection.
- The signs of deterioration along the street suggest Brisbane Street is neglected rather than restored and preserved.
- Narrow footpaths prevent outdoor dining and activated streets.

"The railway underpass has enormous potential for a living mural artwork, a safe place for graffiti artists to practice"

"Yes, I love the back end of all the buildings and the multi levels that are below, I'd love to see upper storeys as residential apartments, carpark is needed outside"



"There's so much history in Ipswich and it's really undersold"

"Murals needed to disguise graffiti, keeps the area contemporary and youthful, I love to see the quirky basement shops"



Women, Girls + Gender Diverse Night Walkshop

6 May 2026, 6:00 pm - 7:30 pm
13 participants from across the region
Brisbane Street, Top of Town

Top green flags

- Murals add interest and atmosphere but can be further elevated in quality.
- Uniqueness of the heritage buildings although there is opportunity to showcase history through more interactive storytelling.
- Enjoyed visiting the underpass when it was living and breathing with murals and activations.
- The hidden family history and stories of shopfronts like Goleby & Sons, the Old Flour Mill and Colthup Chambers.

Top red flags

- Non-existent night-time economy and connectivity between venues with most businesses closed at night, membership only, or not clearly signed/advertised.
- Unclean and unsafe vibe in the underpass, discouraging usage especially at night.
- Lacking a clear sense of arrival as you enter Top of Town. It also feels disconnected from Nicholas Street. Opportunity to use signage, lighting and road treatments at key gateways.
- Landscaping feels sparse and uninspiring, needs some colour and diversity to brighten it up.

Heritage Walkshop

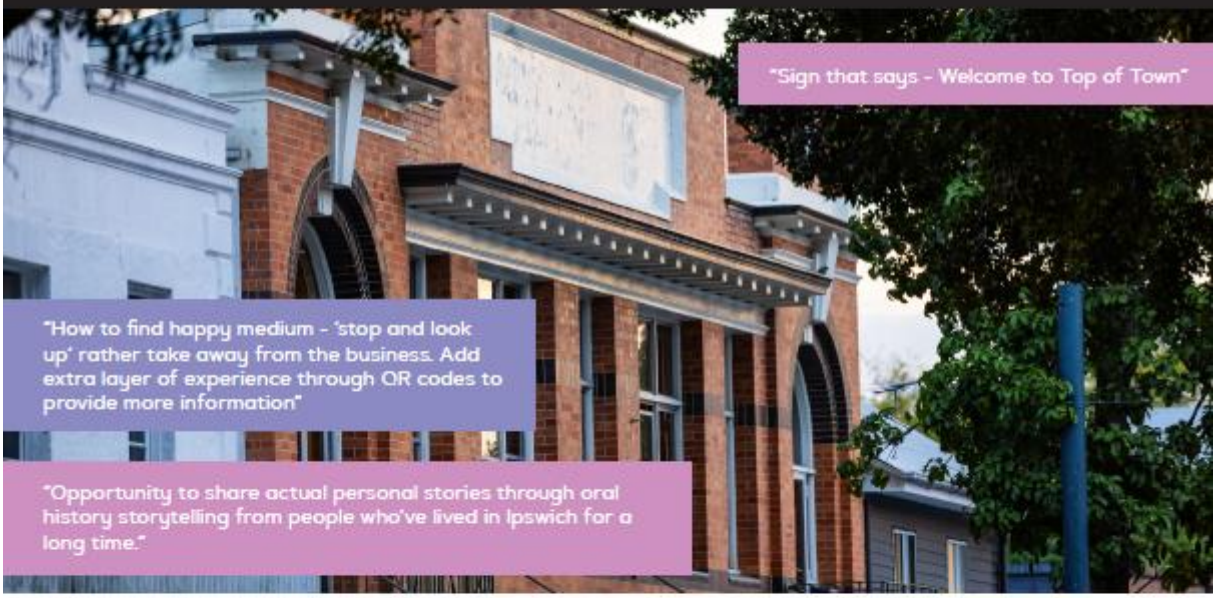
21 May 2026, 1:30 pm - 3:00 pm
20 participants from heritage groups across the region
Brisbane Street, Top of Town

Top features

- Looking up, behind buildings and down alleways to discover Top of Town
- Opportunities for education around heritage buildings.
- Oral story audio trails recorded by lifelong Ipswich residents.
- Projections on St Paul's Anglican Church during SPARK were a highlight.

Recommendations

- Trees that don't block the facades.
- Reduce or remove advertising signage.
- Consistency in fonts and feel of heritage building signage particularly on facades.
- Widening pathways for safe shared use.
- Audio storytelling trail to capture local history.







2. MARKETING COLLATERAL – POSTCARDS AND POSTERS

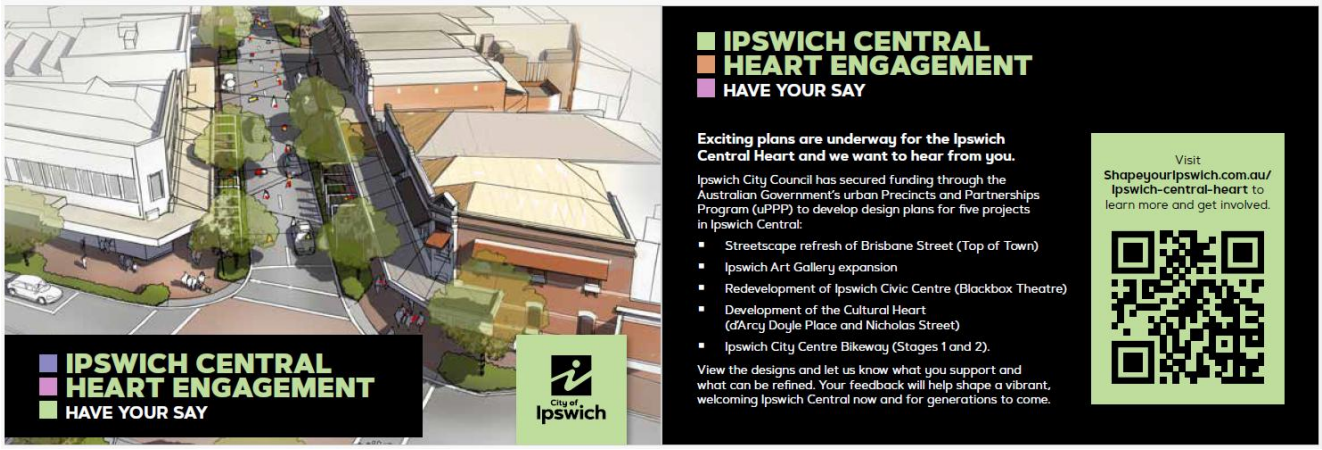


Figure 1 - Printed postcard distributed around Ipswich Central



Figure 2 - Poster distributed around Ipswich Central

3. ENGAGEMENT PHOTOS THROUGHOUT SPARK

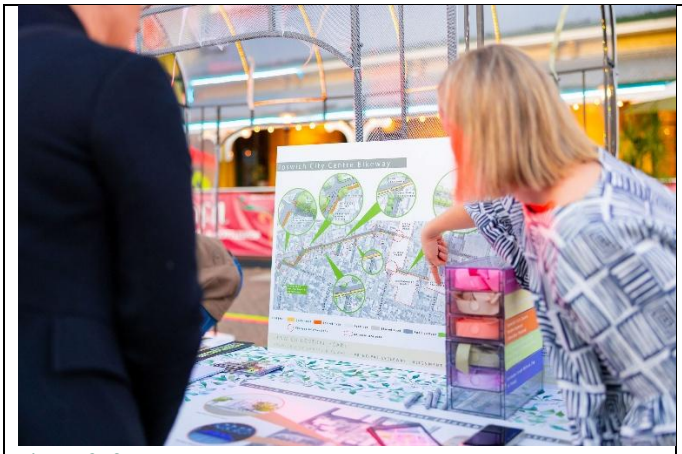


Figure 3- SPARK Pop-up



Figure 4 – Creating a Creative City - ARTiculate networking

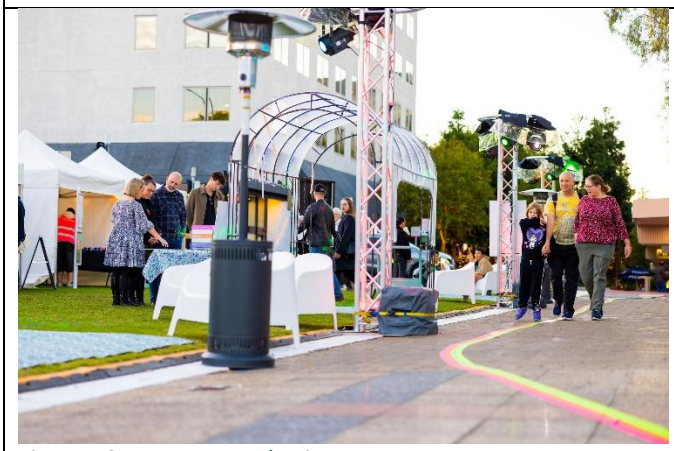


Figure 5-SPARK Pop-up - daytime



Figure 6- Walkshop during SPARK

4. SOCIAL MEDIA CAMPAIGN AND RESULTS

Results

This campaign performed well in market achieving 2,848 clicks at a low cost per click of $0.28 and good click through rate of 2.76%. The frequency benchmark was also achieved at 2.17. The ad reached 47,416 user accounts and made 103,043 impressions. The demographics engaged with the ad was quite notable with younger age brackets skewing male and elder ones skewing female.

2,848	$0.28	2.76%	47,416	103,043	2.17
CLICKS	CPC	CTR	REACH	IMPRESSIONS	FREQUENCY

Digital Performance Benchmarks

$0.36

Cost Per Click (CPC)

The amount an advertiser pays each time someone clicks on their online ad.

1.43%

Click Through Rate (CTR)

The number of clicks that your ad receives, divided by the number of times your ad is shown (impressions).

3.49

Frequency

The average number of times a unique user sees your advertisement. High frequency can lead to ad fatigue, where users become annoyed by repetitive ads, while low frequency might mean missed opportunities for brand recall.



5. PHOTOS OF SPARK POP-UP



6. BRISBANE STREET REFRESH SUMMARY

Elements supported	Opportunities for Improvement
Strong support for creating more spaces for people to move easily and comfortably. This included extended footpaths and having a continuous treatment type. *"Upgrading the street parking and footpath access on the south side of Darling street would enable even more people to easily access the top of town."*	Thoughtful consideration of tree species, including the staging of tree planting and removal. There were a few comments against the removal of the fig trees given the strong community connection and ties with being 'uniquely Ipswich'. *"Choice of trees is to be thoughtfully considered as it would be detrimental to attract more birds at dusk and clog gutters."*
Support for increased greening along the street to not only brighten up and diversify the space but also provide urban cooling and relief in summer.	The role and purpose of Brisbane Street was raised by a number of people including whether it is a space for people or for cars. Although the idea of pedestrianising the street was supported, it was noted by a number of people that this should not cause more congestion on an already busy road.
Catenary lights contribute to the vibe and atmosphere of the street while making it more inviting after dark. There was also support for lighting	Ensuring a stronger spatial connection with the Nicholas Street Precinct and a design that complimentary rather than replicates what is already there.

up the heritage facades to encourage people to look up and appreciate the history.	
Interest around refreshing the shopfront facades and using lighting to showcase the heritage details. *"This project presents a great opportunity to celebrate what makes Ipswich unique. I'd love to see the design incorporate more of Ipswich's history, stories and identity through public art, interpretive signage and place-making elements. The city has a rich heritage that should be visible and celebrated throughout the precinct. It's also important that Indigenous knowledge, culture and perspectives are meaningfully reflected in the design. Working with Traditional Owners to embed cultural stories, language, artwork and connections to Country would create a stronger sense of place and help tell the full story of Ipswich. By blending history, culture, nature and community spaces, Brisbane Street can become a welcoming destination that reflects the character, diversity and pride of the Ipswich community."*	Concerns were raised about the loss of parking, particularly what this would mean for accessing local businesses. *"I think it's important to improve the parking at the back of the building along the top of town and provide clearer access to them - they currently look like you shouldn't use them or that they're not a good place to park your car as they appear a bit dodgy/old/rundown/not maintained"*
West Street as a pedestrian-friendly, shared community space with multi-use and reasons to visit.	Inclusion of additional amenities including rubbish bins, bike parking, public toilets and EV charging stations. *"More public toilets for those who are experiencing homelessness"*
Supported improvements to Studio 188 with the cultural forecourt concept being popular due to the increased shade and space for outdoor gathering particularly before and after a show. Additionally participants, particularly businesses, were excited about the inclusion of a public toilet in the precinct. *"Also, excited by the idea of enhancing the space in and around Studio 188 with a greater opportunity for the community to meet and gather there before and after shows."* Overall, strong sentiment was shared around the opportunities a project like this will bring for the revitalisation of Ipswich. *"A refresh to liven up Ipswich CBD and keep Ipswich up with leading, larger cities*	Opportunities to encourage shop-owners to take better care of their building frontages. *"Incentives and subsidies for property owners to maintain and enhance the heritage buildings, facades and internal ambience."*
	Ensure the design does not detract from the heritage facades and features.
	Concerns from traders around disruption caused during the construction process and that sequencing

	of works should be well considered to ensure shops can continue to function during this period.
	More consideration on improving traffic flow either through lane and traffic light modifications.

7. CULTURAL HEART SUMMARY

Elements supported	Opportunities for Improvement
The Cultural Heart plans were praised for the creation of a space for community to gather and connect. This includes having a space in the heart of town where people can spend time without having to spend money. *"I strongly believe in third spaces and the importance of community. I find it hard to find a third space to meet people that doesn't include alcohol and food. The upgrade of the arts in Ipswich is a continual plus to not only artists but the locals that want more things to do in Ipswich that isn't so expensive."*	Level change through the site was noted as being a major challenge for the area. Although many praised how it was addressed in the current design, others wished to see more accessible ramps through the space.
Strong support was provided for the opportunity the project brings to connect and link together the major cultural institutions in town.	Strong integration of the heritage facades and surrounding spaces including the Church with the design of the Cultural Heart.
Positive feedback was provided around keeping the space green, cool, shady including increasing the number of trees in the area	It was important to the community that the space continues to support events and activations. This includes the potential to have music in the area to add to the vibrancy of the precinct.
Support for removing the shade sails including creating a stronger visual link up through Nicholas Street South. *"I am very excited by the greening and connecting of the public spaces in this area. Making it a precinct where people can gather outside with a natural flow in and through the venues will be great. The sails area currently feels like a 'fullstop' in the journey towards the civic centre."*	Suggestions were made around opportunities to have elements from the gallery spill out into the cultural heart including artwork and storytelling. *"I would like to see the Cultural Heart celebrate Ipswich's unique identity. This includes recognising the city's rich history, industrial heritage, creative community and diverse cultures through public art, storytelling and placemaking elements."*
The project overall was praised for the increase in footfall and visitation it will bring to Ipswich supporting local business and overall revitalisation. *"Quality of life: all residents of Ipswich deserve the best possible cultural experiences in their own neighbourhood. This will enhance quality of life and*	Ensure the cultural significance of the site for First Nations people is recognised and respected. *"There is also a valuable opportunity to embed Indigenous knowledge, culture and perspectives throughout the project. Working closely with Traditional Owners to incorporate cultural stories, language, art and connections to Country would help*

help in attracting new residents to live and work in the Ipswich area."	*create a place that reflects the full story of Ipswich and strengthens cultural understanding."*
	There were a few concerns raised about removing the melaleuca trees.
	Encouraging active transport movement through the site was also suggested including bike lanes and bike parking.
	One person also suggested having a new name for the space.

8. ART GALLERY EXPANSION SUMMARY

Elements supported	Opportunities for Improvement
Strong benefit for the Ipswich community including creating more opportunities for people to connect with art, particularly future generations. *"Our city deserves an art gallery that can accommodate its collection, attract touring exhibitions and keep up with demands of a rapidly growing community." - quote from online survey*	Make sure the facade design complements the existing heritage facade on Brisbane Street. *"Keep it simple and elegant, work with and compliment the historical features of the existing building" - quote from online survey*
Increase the number of visitors to the City and the time they are spending. *"The whole community and economy of Ipswich benefits from this. The gallery is also the cultural heart of the city. The gallery expansion will further enhance the lives of Ipswich residents." - quote from online survey*	Opportunity to include a cafe, restaurant or bar in or adjacent to the Gallery to increase footfall and dwell time. *"My vision for the art gallery is for it to be a multi-use space, mixing dining with performance. Also embracing more POC artists and First Nations." - SPARK Quote*
More space for exhibitions and collection storage.	Ensure there is space in the gallery for community workshops and programming.
More prominent entry.	Potential separation between the children's gallery, particularly from a noise perspective.
The potential to attract more touring exhibitions.	Ensure the Gallery and Cultural Heart spaces are well integrated including exploring opportunities for them to flow into one another.
The experience based exhibitions including in the children's gallery are well loved by the community. Many of the memories shared during the SPARK pop-up referencing experiences they had there. *"Making things in the children's gallery." Participant at SPARK*	Importance of connecting the cultural destinations within Ipswich to one another in a way that is accessible and inclusive. *"I support new gallery space and investment in a precinct concept that connects Ipswich's cultural venues - this is a great way to enhance Ipswich's visitor and local experiences and build on the city's long artistic tradition."*

"The Council is to be commended in pursuing this expansion program." - quote from online survey	Consider user experience coming through the gallery space including having a strong sense of arrival and spatial cues that guide your journey.
"Go for it! Some signage at the lights would be good, or from the NSP carpark" - walkshop quote	Strengthen Ipswich's visual arts identity through signature events and programs including creating platforms for First Nations visibility, youth and public-realm activation.
"A bigger gallery for more exhibitions and events to make Ipswich even more fun!" - SPARK quote	

9. IPSWICH CITY CENTRE BIKEWAY SUMMARY

Elements supported	Opportunities for Improvement
It was noted that cyclists currently feel vulnerable cycling through the City Centre and that this contributes to a reduced uptake of cycling as a mode of travel. It was noted that greater separation would improve safety.	A few participants noted it was challenging to understand the detail in some intersections. Explore options to have traffic lights at major intersections and signalling and spaces that prioritise cyclists.
There was strong support for the greening elements that will be included as a result of the separation. Not only will this create a comfortable experience for cyclists and pedestrians, but it will contribute to overall cooling of the CBD. *"I think that will really add to the social value of the city. It's also hotter so fewer cars in the CBD and more shade generated from trees = great planning." - online survey response*	Connect this length of the bikeway with the broader network. This includes the Brisbane Valley Rail Trail, Riverlink, and the river / Bremer Street.
"This is a great start. I would like to be able to safely do all my inner-city commuting by ebike but I don't feel safe on the roads. Every new upgrade to local roads should be complemented with dedicated bike paths." - online survey response	A suggestion was also made to test the width of the cycleway to make sure it can accommodate tricycles, e-bikes and e-scooters comfortably.
"Beep beep. Make way for the bike!" - SPARK Quote	Consider supporting infrastructure including lockable storage and bike racks.
	Some participants also noted a concern around loss of parking, particularly the impacts for local businesses.
	In the survey there were a few comments around the route selected noting it would be better going along Brisbane Street as this better connects destinations. Another participant raised the idea of making Limestone St one lane during peak hour.

10. IPSWICH CIVIC CENTRE SUMMARY

Elements supported	Opportunities for Improvement
Smaller space for extra shows, local performances and community shows. *"This is an exciting addition to the civic centre and will help meet community and touring show needs." - online survey response.*	Specific suggestions were raised including how the new facade can integrate with and complement the existing one. *"Please ensure the architecture is high quality, designed for a long life span, and utilises durable and aesthetically pleasing materials" - online survey response*
Having a space that is flexible to be used for a range of shows and functions. *"I see the Blackbox Theatre as an investment in creativity, community connection and the cultural future of Ipswich. It has the potential to create a vibrant space where people can come together to learn, perform, share stories and experience the arts." - online survey response*	Throughout the survey, specific feedback was received around the function of the stage area, AV requirements, storage and types of seating which will be noted during detailed design. *"If we are having a rooftop space: AV equipment that supports this including an accessible stage, lighting to create an atmosphere supportive of the event, projector screen/ microphone and equipment for performances." - online survey response*
A number of points were also made around the opportunity this project will bring to strengthen Ipswich's arts and culture identity and support the overall revitalisation of the City. *"Culture and the arts is the heartbeat of a city and Ipswich has always had a very rich and vibrant range of performing arts groups would find a space this size and hopefully affordable to hire." - online survey response* *"When can you get started? Our business would benefit from having more shows in the city. Please ensure it's sign posted from NSP." - walkshop feedback*	Suggestions were also made around the opportunity to include a bar and restaurant in the space adding to the experience and attraction of the Civic Centre.
During the SPARK event multiple people shared their memories of performing in the space. *"My best memory at the Civic Centre was my dance eisteddfod with my school." - SPARK quote*	Consider access to the space including self-access for rehearsals.
Opportunity for Ipswich to attract more and a greater diversity of shows.	Explore the option to have a space for artists in residence.
Additional elements praised included the balcony area, windows on the facade and the improved landscaping.	
The design complements the existing building.	Ensure that the upgrades offset the greenspace and trees that will be lost through the removal of the carparking space.
	Provide details around staff and performer parking.

	Recognise the cultural significance of the area.
	The stage and theatre must be accessible.
	There were also a small number of comments that requested improvements to the existing Civic Centre including the bathrooms and foyer area.

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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