

City of Ipswich

Phase 2: Resource Recovery Experience

Community Engagement Report

November 2025



CONTENTS

EXECUTIVE SUMMARY 2

WHY WE ENGAGED 2

HOW WE ENGAGED 3

WHO ENGAGED 5

WHAT THE COMMUNITY TOLD US 8

FINDINGS 21

APPENDIX 22

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



EXECUTIVE SUMMARY

Queensland has the second lowest recycling rate of all Australian states and territories. In 2022-23 Queensland's recycling rate was around 47%, compared with the national rate of 66%. South Australia led the nation, with a recycling rate of almost 82%¹.

Ipswich residents disposed over 135,000 tonnes of waste in 2023/2024 and recovered only 27%. In efforts to improve resource recovery across Ipswich, council's Resource Recovery Strategy and Implementation Plan 2021-2031 was developed and sets out the city's waste management and resource recovery strategy.

A key element of achieving the vision and goals outlined in the strategy relies on community behavioural change. The themes and stakeholder insights identified in this report, along with waste audit data, will help inform interventions implemented by Ipswich City Council to improve resource recovery habits across Ipswich.

Community engagement for this project was undertaken in two phases. The first phase ran between 1 April 2025 and 9 May 2025. Phase 1 engagement findings can be seen [here](#).

Between phase 1 and 2, council ran educational campaigns to address key insights identified during phase 1 of engagement.

Phase 2 of engagement ran between 1 September 2025 and 3 October 2025 to help identify the initial impact of the campaign to date.

This report provides a summary of the themes and stakeholder insights identified in phase 2 of engagement, with comparison to insights captured in phase 1 of engagement. These insights may inform further education and behaviour change interventions implemented by council.

WHY WE ENGAGED

The purpose behind this engagement project was to:

- understand current behaviour and attitudes towards resource recovery
- identify opportunities for encouraging greater participation in resource recovery
- provide qualitative insight into the effectiveness of education and behaviour change interventions.

¹ Department of Climate Change, Energy, the Environment and Water. (2025). National waste and resource recovery report 2024. <https://www.dcceew.gov.au/sites/default/files/documents/national-wasteand-resource-recovery-report-2024.pdf>

HOW WE ENGAGED

The engagement was undertaken between 1 September 2025 and 3 October 2025.

Engagement feedback channels

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

Shape Your Ipswich

Comments were captured via one engagement tool on the project page, [Resource Recovery Experience](#), hosted on Shape Your Ipswich. Survey questions can be seen in Appendix 1.

Hard copy survey

Community members were able to complete a hard copy survey to share their feedback. The questions in the survey replicated the online version on Shape Your Ipswich. These surveys could be downloaded from Shape Your Ipswich, picked up at community engagement events or community could contact council for a hard copy survey to be mailed to them.

Community engagement events

Four community engagement events were held to provide the broader community with general information on the project and capture feedback. Images from one of the events can be seen in Appendix 2. The following events were held:

Date	Location
2 September 2025	Ripley Town Centre (outside Woolworths)
13 September 2025	Nicholas Street Precinct (Handmade Expo Markets)
20 September 2025	Edmond Street, Marburg (Black Snake Creek Festival)
23 September 2025	Brookwater Village Shopping Centre (outside Woolworths)

Email

The community was able to directly reach council via communityengagement@ipswich.qld.gov.au with feedback on this project.

Phone

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

Promotional channels

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

Ipswich City Council social media

Posts were shared on Meta, Google and Snapchat for raising awareness of the project and encourage community to share their feedback. An example social media image can be seen in Appendix 3.

Social Media Channel	Date of posting	Reach ²	Clicks ³
Meta	1 September - 3 October 2025	41,064	1,918
Meta	17 September – 3 October 2025	30,479	948
Google	1 September – 3 October 2025	NA	5,999
Snapchat	1-14 September 2025	6,116	661

Print media

Throughout the engagement period, there were 9 mentions of the opportunity in printed media to provide feedback on this project. An example print media article can be seen in Appendix 4.

Print Media	Date of publication
Ipswich in Autumn	10 March 2025
Ipswich in Spring	17 August 2025
60 and Better	1 September 2025
Local Ipswich News	8 September 2025 and 29 September 2025
Ipswich West Moreton Today	15 September 2025 and 6 October 2025
Ipswich Tribune	22 September 2025 and 13 October 2025

Shape Your Ipswich campaigns

Two email campaigns were sent out via Shape Your Ipswich. The first campaign was sent on 1 August 2025 and was sent out to Shape Your Ipswich members following the project page, Resource Recovery Experience. This campaign was sent to a total of 75 members, of which 54 (72%) opened the email.

² Total number of times a social media post was viewed.

³ Total number of times a URL in a social media post was clicked.

The second campaign was sent on 1 October 2025. This was part of a broader newsletter covering multiple projects that have recent updates or opportunities for community to engage. This campaign was sent to a total of 4,181 members, of which 1,639 (39.2%) opened the email.

Ipswich City Council: Recycling landing page

The [Recycling](#) page on council’s primary website featured content highlighting the opportunity to provide feedback including a hyperlink to the Shape Your Ipswich page, and an embedded version of the online survey. This ran between 4 September 2025 and 3 October 2025. During this period, 5,891 viewed the page.

Incentives

In addition to the promotional channels used to share the engagement, community members were incentivised to participate for the chance to win one of four \$100 e-gift vouchers.

Overall, these activities led to 2,499 views of the Shape Your Ipswich page and 1,276 contributions throughout the engagement as outlined in the table below.

Engagement Channels	Contributions ⁴
Shape Your Ipswich	1,034
Hard copy surveys	0
Community engagement events	207
Email	0
Phone	35
Total	1,276

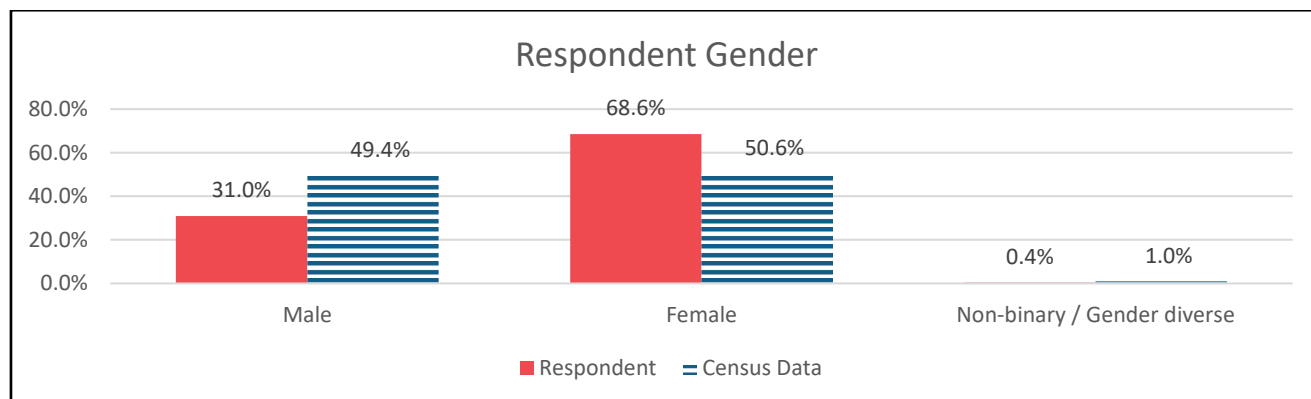
WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities. Data has been compared with the Ipswich population based on 2021 census data. Where no relevant census data was found, no comparison has been made.

Gender

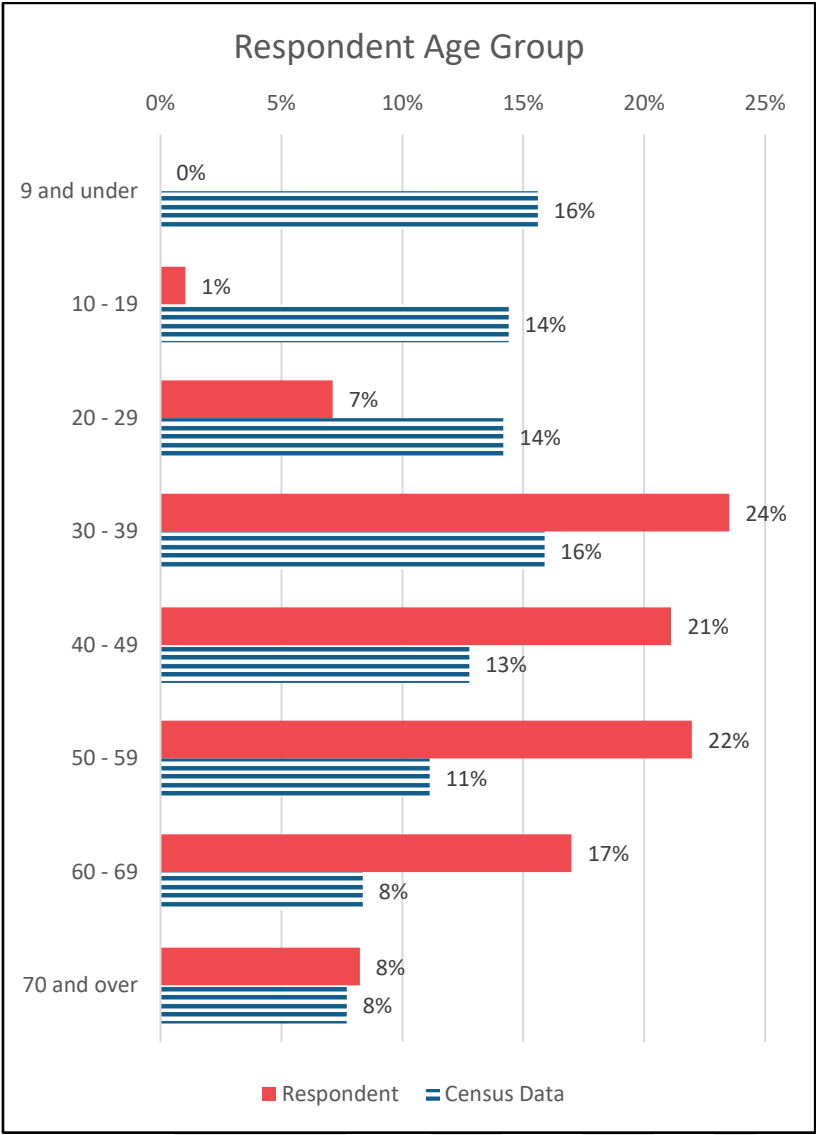
⁴ Total number of individuals who submitted feedback per engagement channel. Noting individuals may be counted multiple times if submitting multiple submissions.

All gender categories were represented among survey respondents, with the respondent rate somewhat more weighted towards females (68.6%).



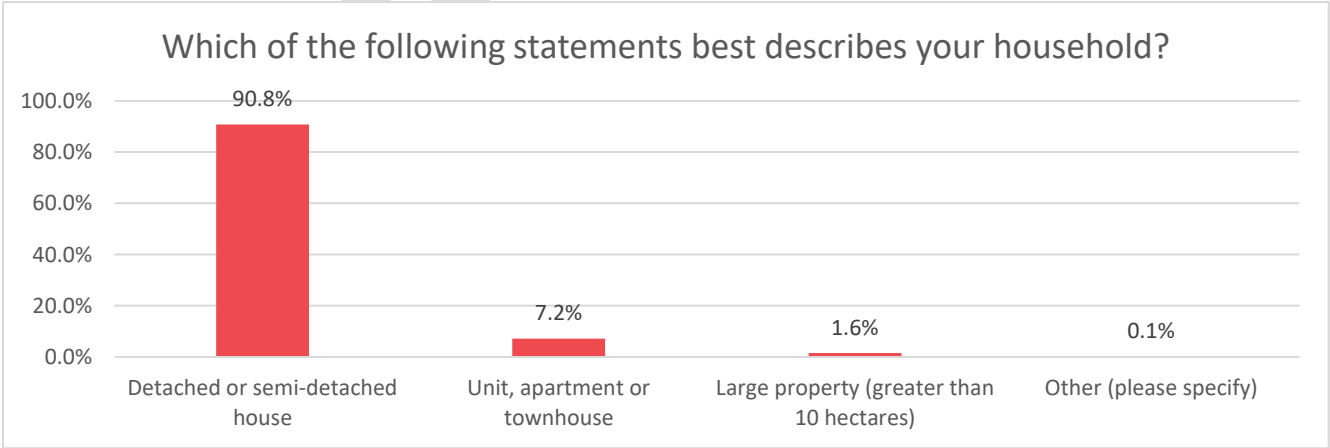
Age

Respondents aged 30 and older were well represented. Those aged 20-29 were somewhat underrepresented, however, still captured a reasonable sample size. No specific engagement channels targeted younger age groups directly, which has resulted in feedback from age groups 19 and younger not considered representative.



Place of residence

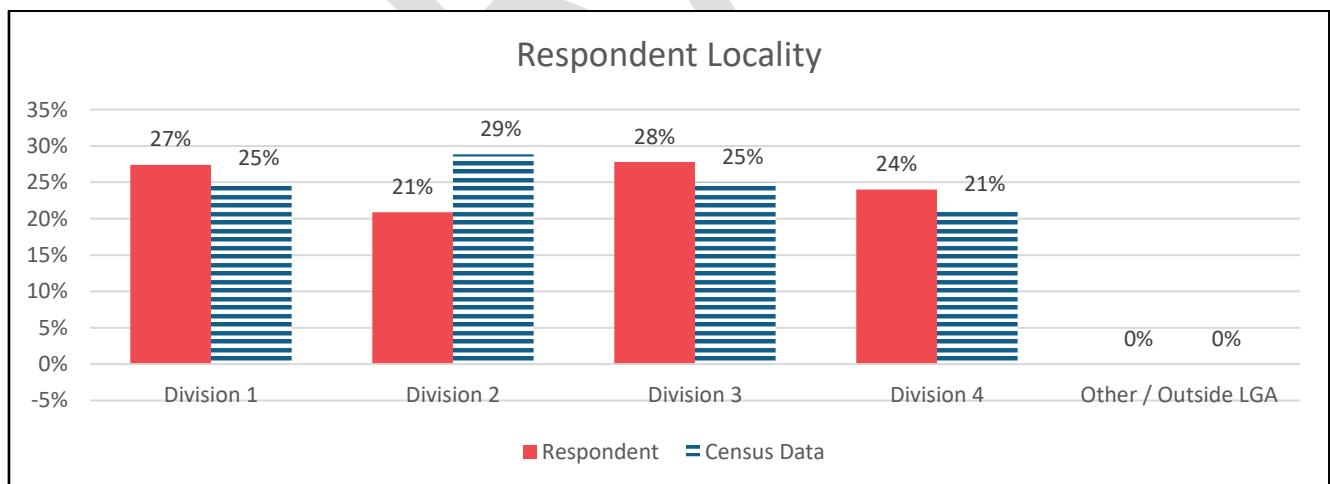
A significant portion of respondents live in a detached or semi-detached house (90.8%). While census data categorises place of residence differently, this tends to align with most Ipswich community members residing in a 'separate house' (87.5%).



Locality

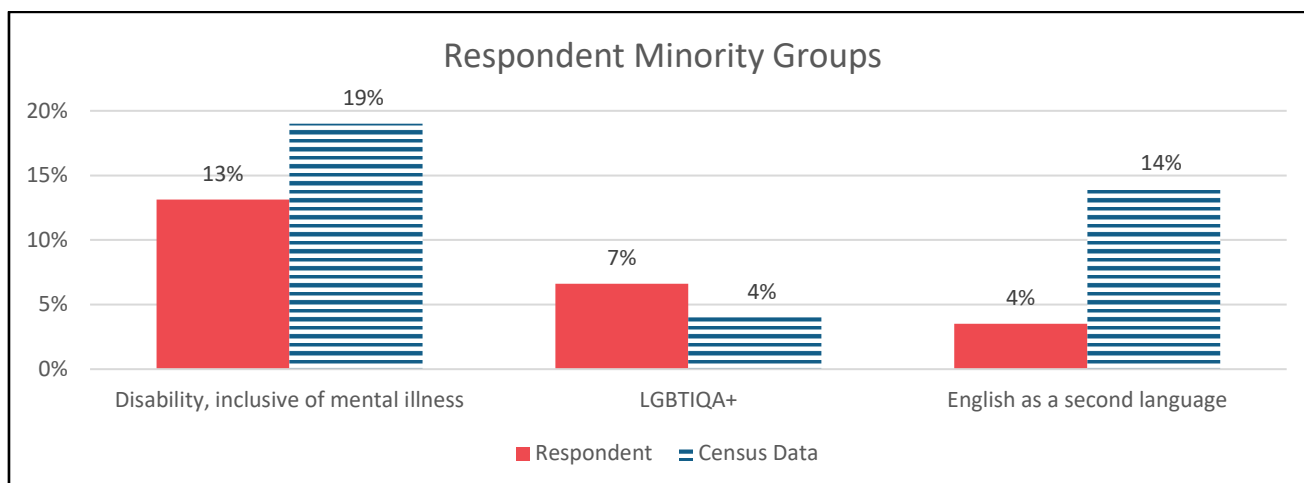
Respondents reflected good representation of all four divisions. In total, 67 suburbs were represented:

- Augustine Heights
- Barellan Point
- Basin Pocket
- Bellbird Park
- Blacksoil
- Blackstone
- Booval
- Brassall
- Brookwater
- Bundamba
- Calvert
- Camira
- Churchill
- Chuwar
- Coalfalls
- Collingwood Park
- Deebing Heights
- Dinmore
- East Ipswich
- Eastern Heights
- Ebbw Vale
- Ebenezer
- Flinders View
- Gailes
- Goodna
- Haigslea
- Ipswich
- Ironbark
- Karalee
- Karrabin
- Lanefield
- Leichhardt
- Lower Mount Walker
- Marburg
- Moores Pocket
- Mount Marrow
- Muirlea
- Mutdapilly
- Newtown
- North Booval
- North Ipswich
- One Mile
- Pine Mountain
- Purga
- Raceview
- Redbank
- Redbank Plains
- Ripley
- Riverview
- Rosewood
- Sadliers Crossing
- Silkstone
- South Ripley
- Spring Mountain
- Springfield
- Springfield Central
- Springfield Lakes
- Thagoona
- The Bluff
- Tivoli
- Walloon
- West Ipswich
- White Rock
- Willowbank
- Woodend
- Wulkuraka
- Yamanto



Minority groups

All surveyed minority groups were represented as part of engagement, with reflective numbers for people identifying as LGBTIQ+ or having a disability, inclusive of mental illness. People who speak English as a second language were underrepresented, with only 4% of respondents selecting this.

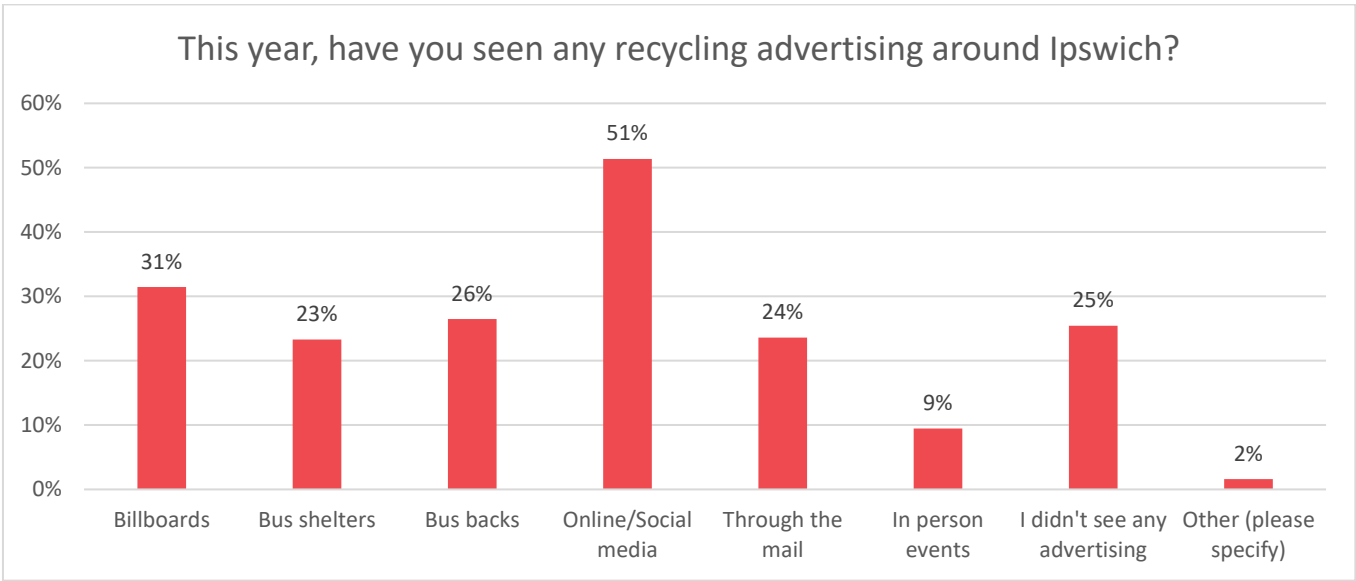


WHAT THE COMMUNITY TOLD US

A summary of community engagement feedback received has been provided below. To help identify behaviour changes in the community since phase 1 of engagement, questions that were repeated across both phases showcase results in a graph format from both phase 1 and 2 for direct comparison.

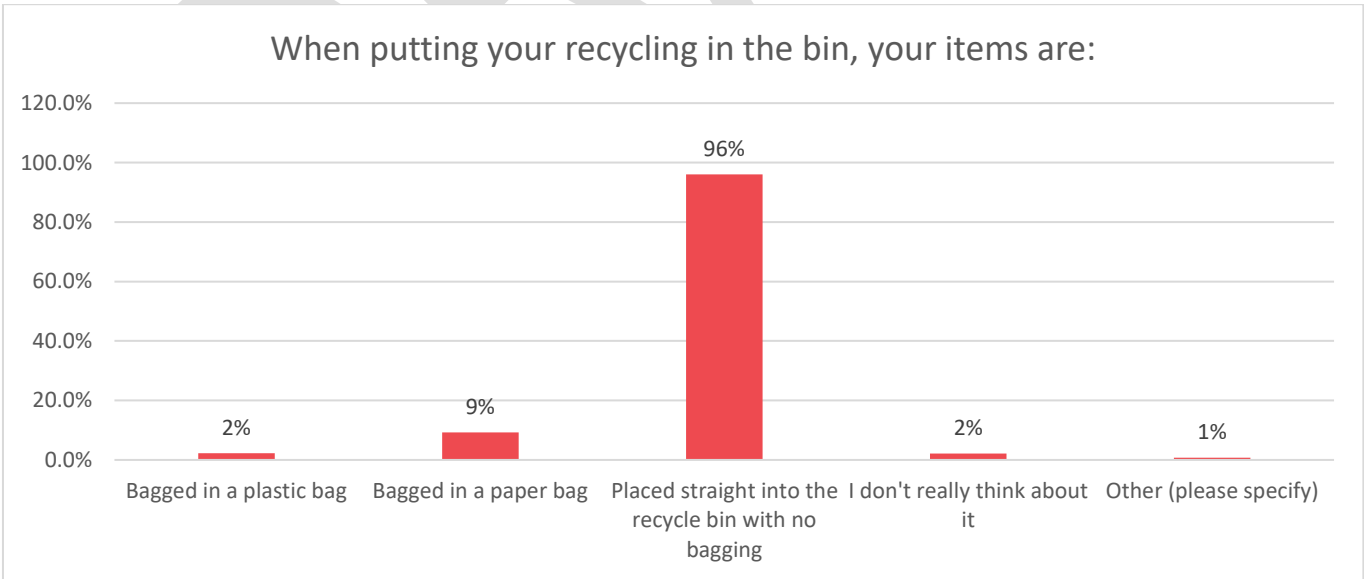
This year, have you seen any recycling advertising around Ipswich?

1,069 respondents provided an answer to this question. Respondents could select multiple answers. This question was an addition to the survey as part of phase 2 engagement to capture insights into the effectiveness of educational campaigns that had ran since phase 1 of engagement. Overall, advertising efforts were seen by approximately 75% of respondents, most commonly through online/social media channels (51%). Of those who selected 'Other', comments typically indicated they had seen advertisements but could not recall where or had not taken notice of advertisements. Some comments identified noticing advertisements through additional channels including at resource recovery centres, on bins and on garbage trucks. It is noted these additional advertisements were part of a separate resource recovery campaign.



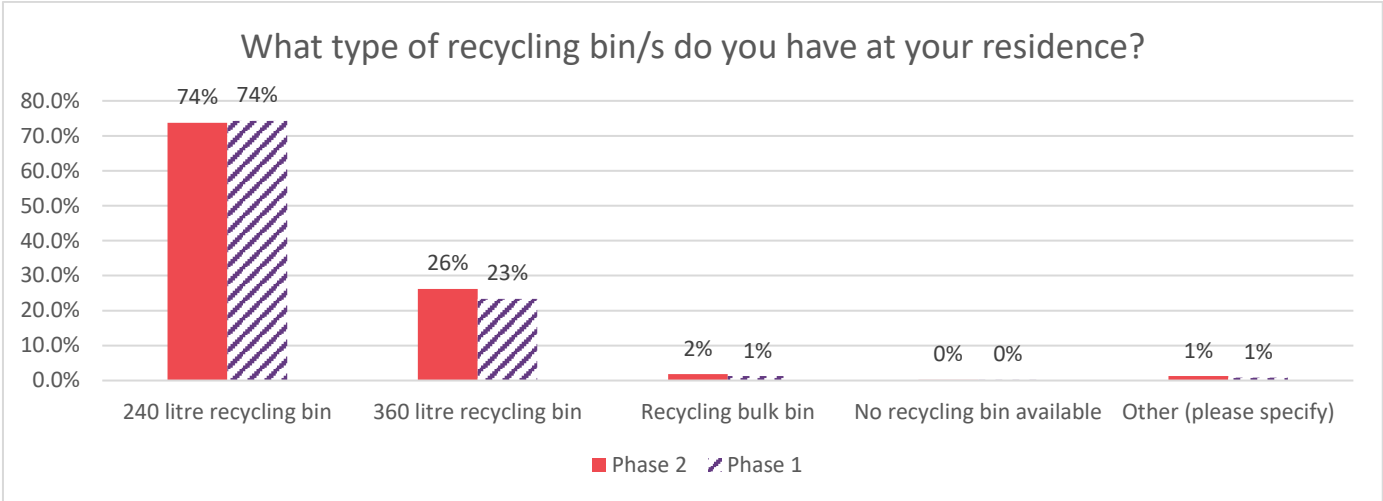
When putting your recycling in the bin, your items are:

1,069 respondents provided an answer to this question. Respondents could select multiple answers. This question was an addition to the survey as part of phase 2 engagement to capture insights into the effectiveness of educational campaigns around whether plastic bags can be placed into the recycling bin. 96% stated they placed straight into the recycling bin with no bagging and 9% bagged in a paper bag, indicating strong community awareness on appropriate recycling practices to avoid contamination.



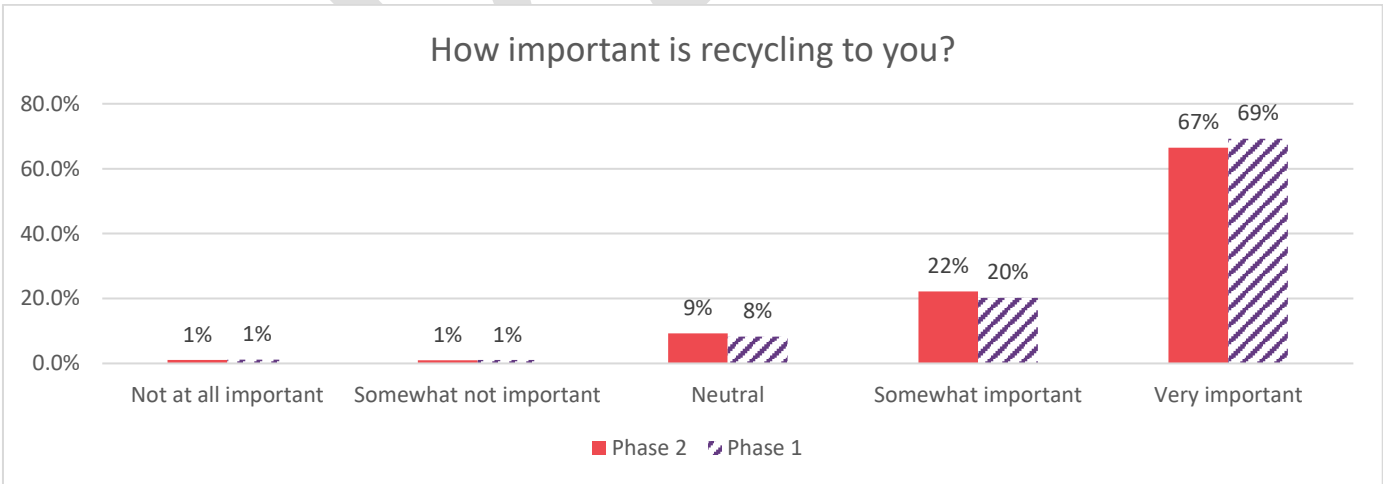
What type of recycling bin/s do you have at your residence?

1,069 respondents provided an answer to this question. As this question was multi-choice, a small number of respondents selected more than one answer. Similar to phase 1, most respondents have a 240 litre recycling bin at their residence (74%). Of those who selected 'Other', 93% referenced the Garden Organics (GO) bin.



How important is recycling to you?

1,069 respondents provided an answer to this question. The data continues to indicate most respondents consider recycling to be either somewhat important (22%) or very important (67%). While numbers have shifted slightly since phase 1, none are of significance. This is likely to reflect sentiment in the community has remained consistent between phase 1 and 2 of engagement.



Over the past 6 months, which of the following recycling solutions have you used?

While feedback compared with phase 1 has remained similar, there are signs of increased awareness and usage of most recycling solutions. In several categories, feedback indicates slight behaviour changes, with increased usage of some recycling solutions. This is particularly evident for:

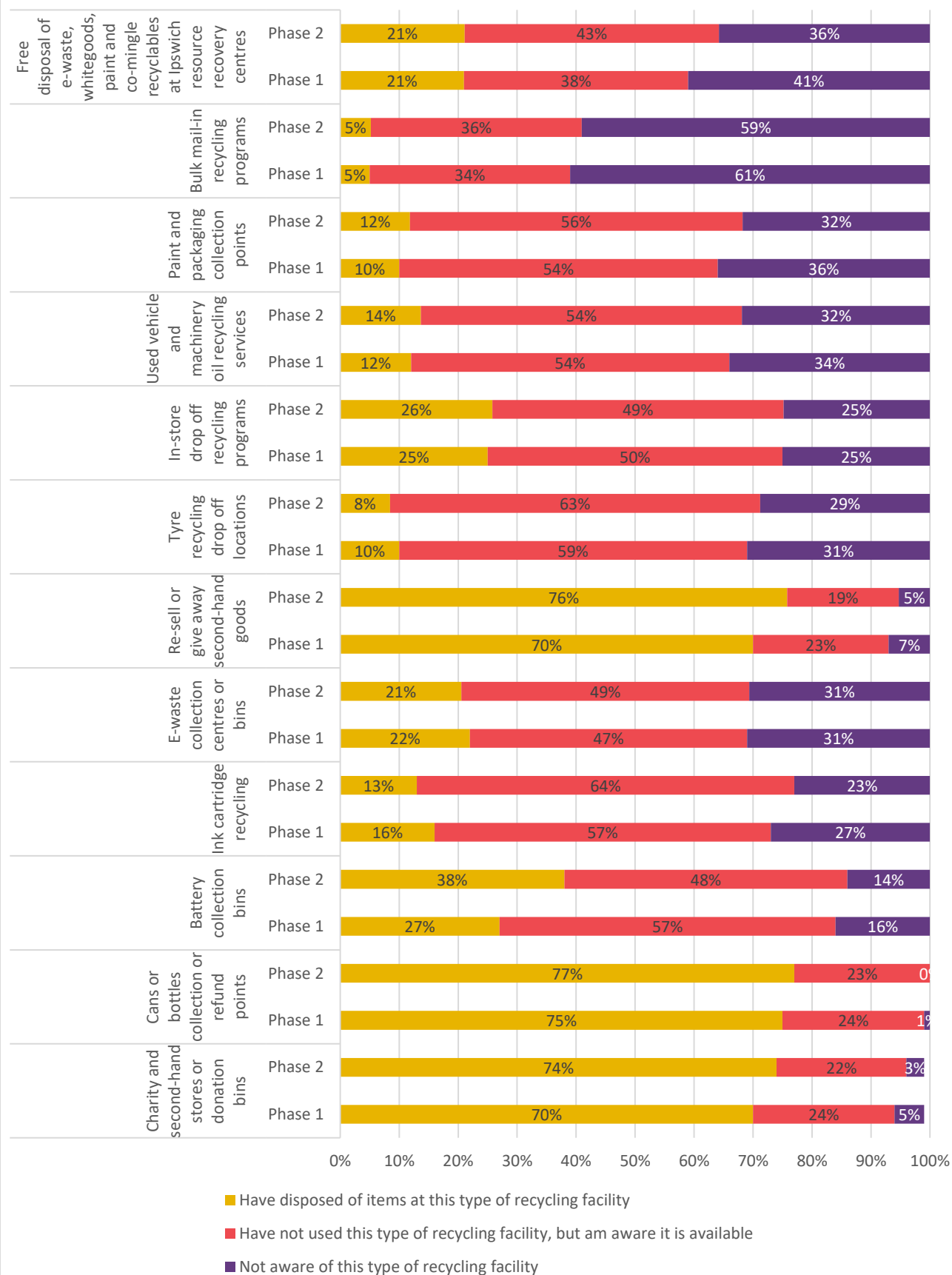
- Battery collection bins (usage shifted from 27% to 38%)
- Charity and second-hand stores or donation bins (usage shifted from 70% to 74%).

Across all recycling solutions, awareness has either remained the same or improved. Recycling solutions which have seen the greatest improvement in community awareness since phase 1 are:

- Free disposal of e-waste, whitegoods, print and co-mingle recyclables at Ipswich resource recovery centres (community unaware shifted from 41% to 36%)
- Ink cartridge recycling (community unaware shifted from 27% to 23%)
- Paint and packaging collection points (community unaware shifted from 36% to 32%).

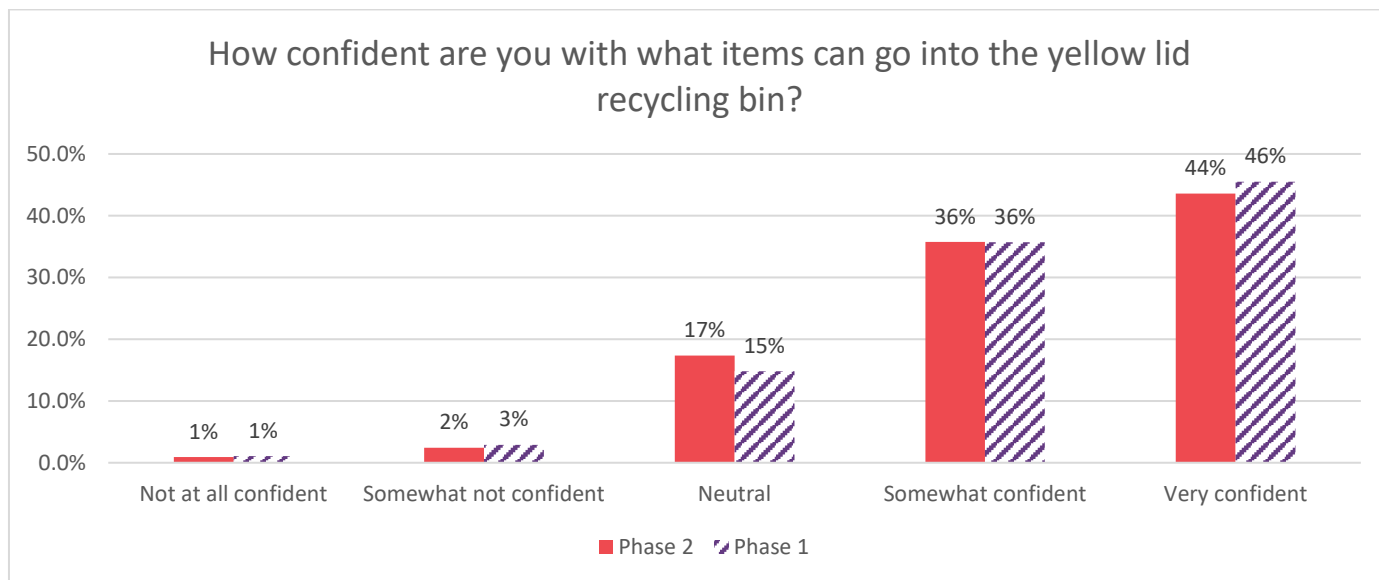
DRAFT

Over the past 6 months, which of the following recycling solutions have you used?



How confident are you with what items can go into the yellow lid recycling bin?

1,083 respondents provided an answer to this question. The data continues to indicate most respondents consider themselves somewhat confident (36%) or very confident (44%). While numbers have shifted slightly since phase 1, none are of significance and therefore likely to reflect sentiment in the community has remained consistent between phase 1 and 2 of engagement.

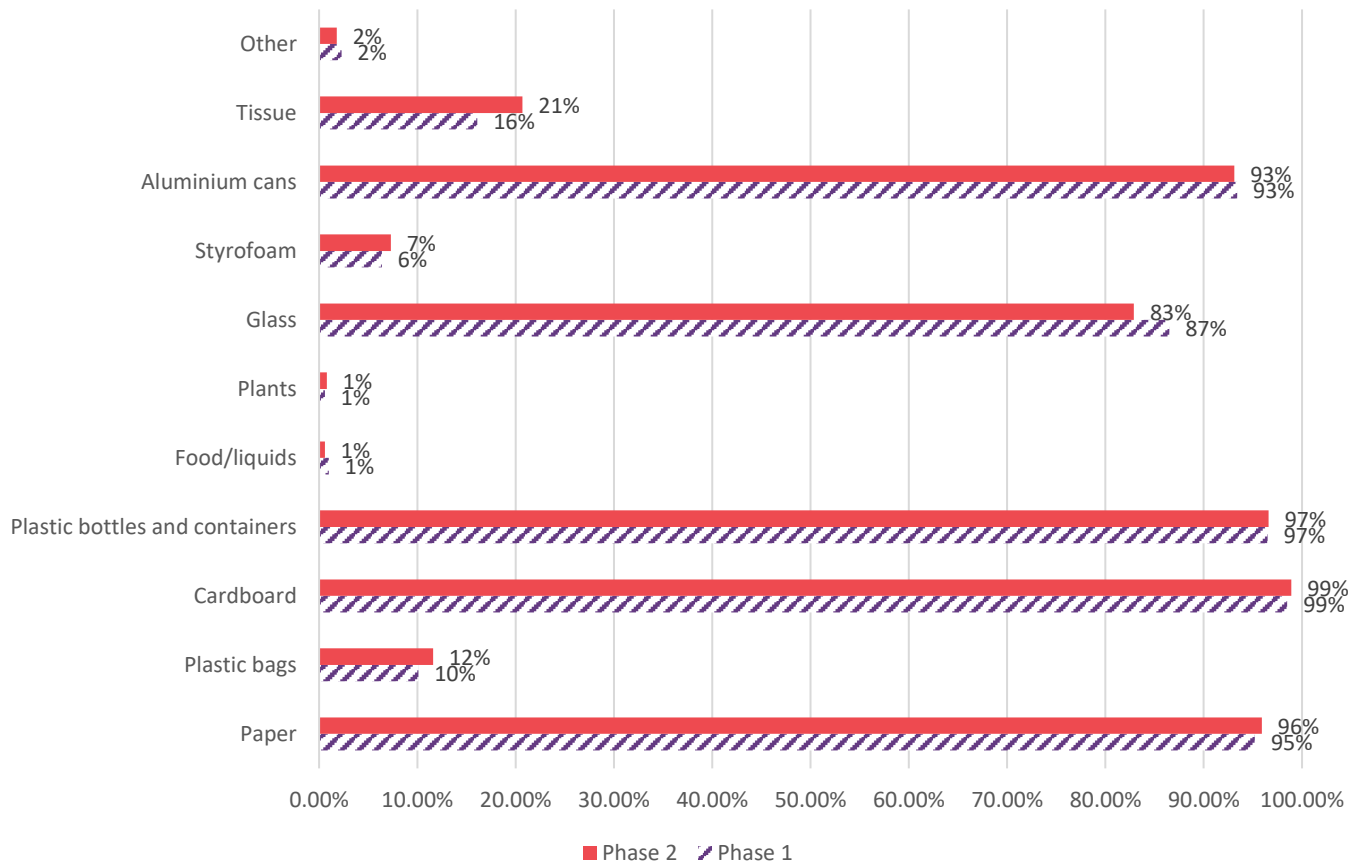


Which of the below items can be placed into a recycling bin (known as the 'Recycle 5')?

1,069 respondents provided an answer to this question. While numbers have shifted slightly since phase 1, most are not of significance and therefore likely to reflect sentiment in the community has remained consistent between phase 1 and 2 of engagement. The most significant change has been community's perception on whether tissue can be placed into recycling bins, increasing from 16% to 21%. Of those who selected 'Other', most provided examples of products that fit within each of the Recycle 5 Categories. It is noted that in comparison to phase 1, example products provided were more consistently correct in phase 2. In addition, respondents provided insights into recycling practices, including:

- roll aluminium into large ball to recycle
- check for recycling logo
- clean containers before recycling.

Which of the below items can be placed into a recycling bin (known as the 'Recycle 5')



Which barriers prevent your household from recycling?

1,069 respondents provided an answer to this question. While numbers have shifted slightly since phase 1, changes are not significant and therefore likely reflects that sentiment in the community has remained consistent between phase 1 and 2 of engagement. Of those who selected 'Other', the same themes were identified as were in phase 1, as outlined below.

Theme	Detail
No barriers	Comments indicated very few or no barriers, with comments typically mentioning: • Already recycle everything they can • Confident in recycling processes • Want to do their part
Recycling accessibility and scope	Comments indicated a desire to improve recycling accessibility and scope, with comments such as: • Interest in expanding accepted recyclable materials in yellow bin, particularly soft plastics • Additional services to improve accessibility of recycling items such as e-waste, paint, batteries, ink cartridges

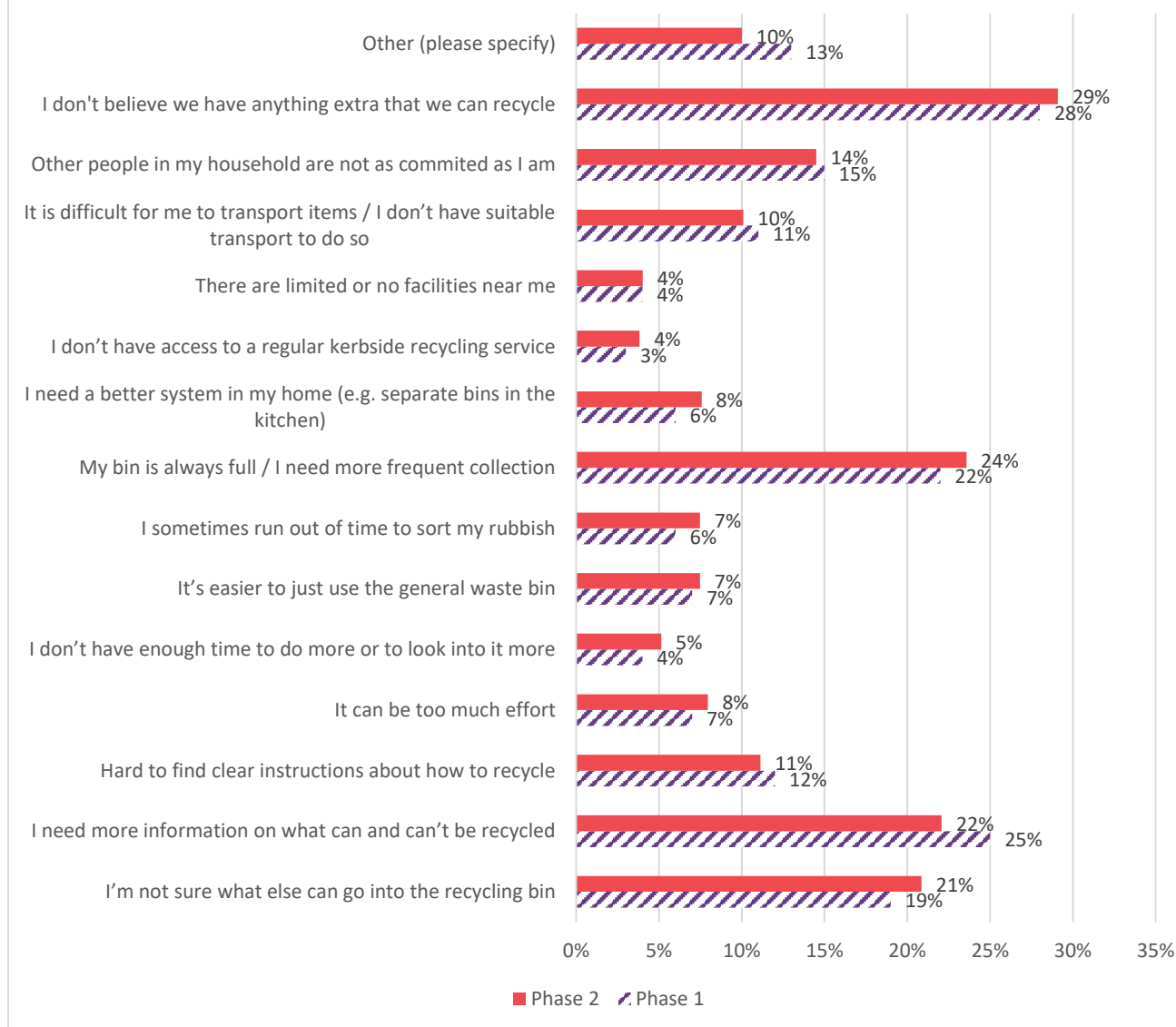
	• Mobility constraints reducing ability to use recycling solutions
Education opportunities	Comments indicated uncertainty/confusion for themselves or other members in their household in recycling practices, such as: • Younger family members still learning • Confusion on cleaning requirements before recycling • Conflicting and/or confusing information Some comments mentioned the Ipswich Bin app as a helpful resource when unsure.
Distrust in process	Comments indicated distrust in the process, with comments including: • Perception all waste is taken to a general pit and not recycled • Inconsistent collection of household bins
Cost	Comments referenced costs, with comments suggesting fees to utilise the resource recovery centres are too high. Feedback suggested there is no incentive to spend time sorting waste at resource recovery centres if having to pay full fee/rates costs anyway.

Other comments suggested there was no perceived value in recycling, had misconceptions around cost and processing or felt their efforts made little difference when others in the community don't try.

Quotes from respondents include:

- "There are no barriers to recycling - I even wash out my cans and bottles to help - I hope do my little bit to save the environment. Thank you."
- "I'm restricted by what a yellow bin can accept. I could recycle more, if there were more types of recycling bins /mobile recycling services, available at our homes."
- "I see my neighbours recycle bins full of general waste and know the truck would be contaminated."
- "It's not easy to take paint, batteries, ink cartridges to recycle/ disposal places. If it's at the local dump, I don't want to pay the \$18 Just to do that!"

Which barriers prevent your household from recycling?



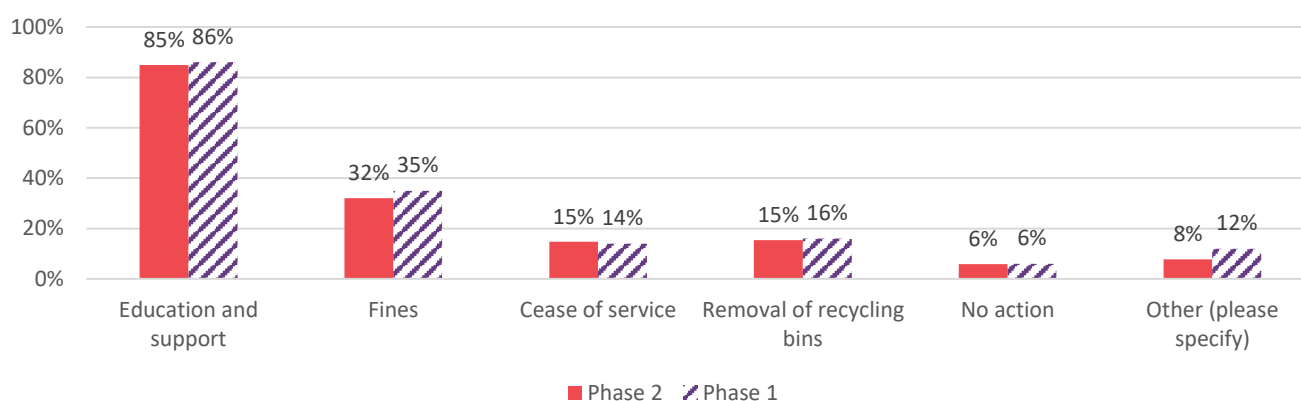
What actions (if any) are reasonable for council to take when community members consistently put the wrong items (contamination) in the recycling bin?

1,069 respondents provided an answer to this question. Community sentiment has remained consistent since phase 1, with a strong preference towards education and support (85%). Of those who selected 'Other', similar themes were identified to phase 1, as outlined below.

Theme	Notes
Education	Comments were very supportive of education initiatives, with suggestions including: - Use this approach as the first action - Individual education – tag contaminated bins, in person conversations, written warnings, mandatory courses

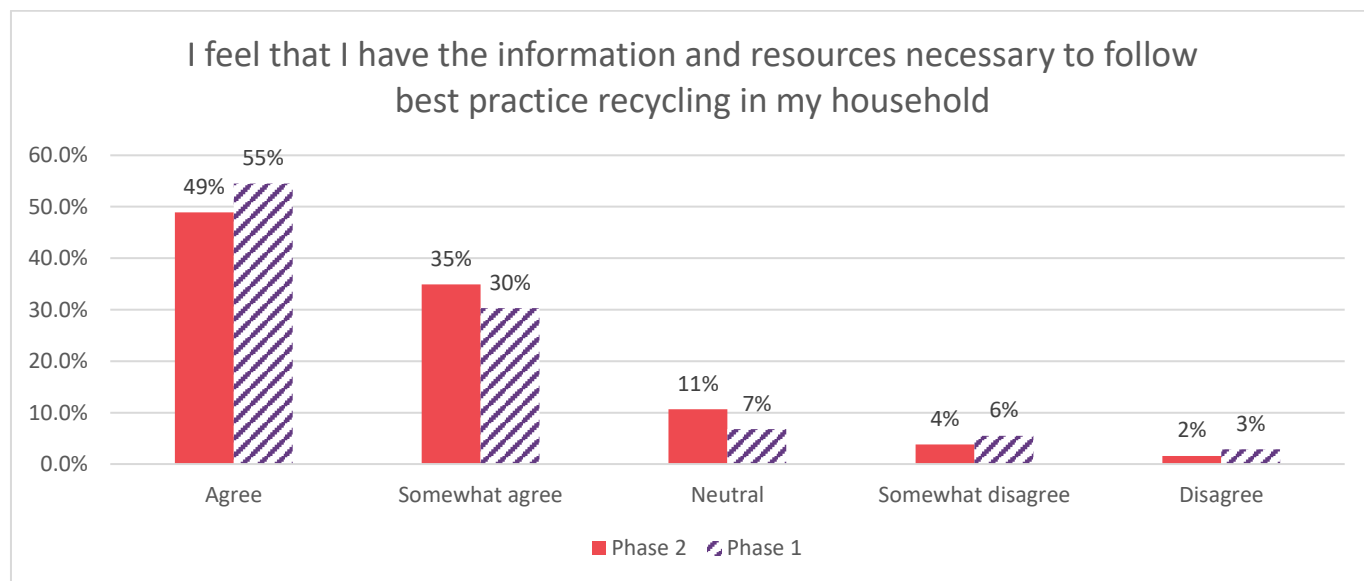
	Widespread education – bin stickers, adverts in mail, council website.
Fines	Comments were generally supportive of fines or other types of financial penalties, with comments such as: - Used once educational solutions have had no impact/sufficient evidence to confirm household is contaminating bin and not a third party - Add additional fees to rates notice for repeat offenders as they contribute more to general waste costs
Cease of service/removal of recycling bins	Comments related to cease of service or removal of recycling bins were somewhat mixed, with comments such as: - Supportive of approach as a last resort - Concerns of illegal dumping elsewhere if household service no longer available - Mixed sentiment around removing just the yellow bin or all bins - Considered a temporary consequence which can be reverted once behaviour changes are observed
Rewards and incentives	Comments suggested use of incentives and rewards to encourage correct usage of recycling bins, such as: - Reduced costs to using other council services - Competitions or other rewards for compliant bin households
Other actions	Other actions suggested included: - Different bin (smaller/different colour) to identify repeat offenders - Invest council budget in developing new service to assist in sorting waste - Build infrastructure to convert waste into energy

What actions (if any) is reasonable for council to take when community members consistently put the wrong items (contamination) in the recycling bin?



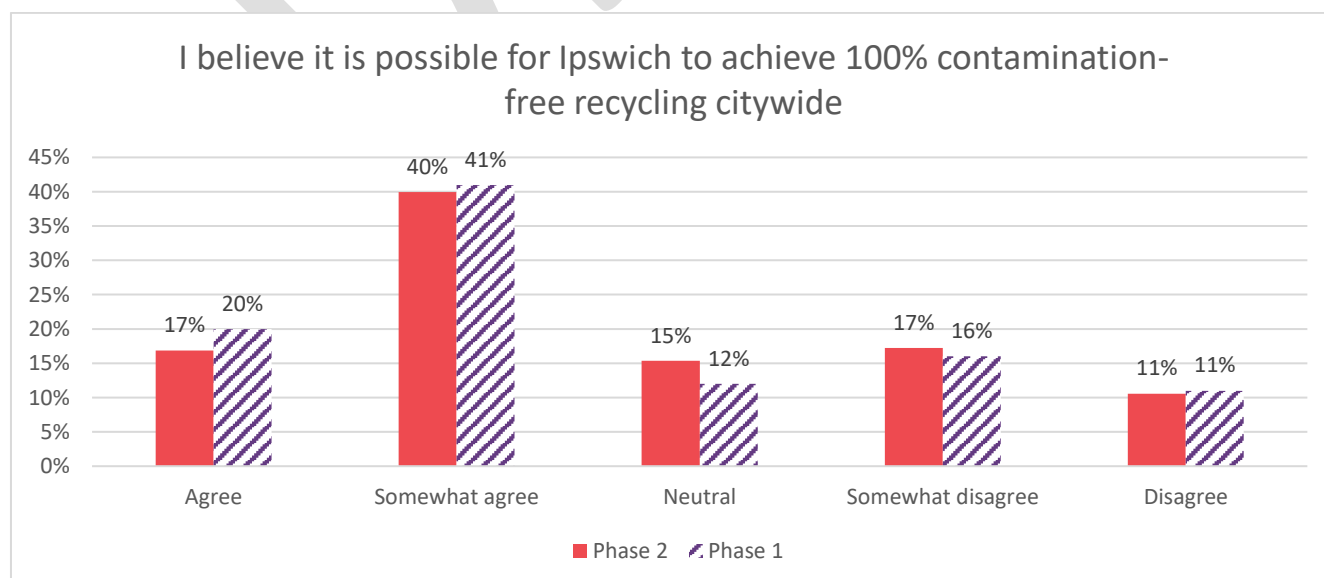
I feel that I have the information and resources necessary to follow best practice recycling in my household.

1,069 respondents provided an answer to this question. While numbers have shifted slightly since phase 1, most are not significant and therefore likely reflect sentiment in the community has remained consistent between phase 1 and 2 of engagement. Based on this, the majority (84%) either agree or somewhat agree that they have the information and resources necessary to follow best practice recycling.



I believe it is possible for Ipswich to achieve 100% contamination-free recycling citywide.

1,069 respondents provided an answer to this question. While numbers have shifted slightly since phase 1, most are not significant and therefore likely reflect sentiment in the community has remained consistent between phase 1 and 2 of engagement. While somewhat mixed responses, the majority (57%) either agree or somewhat agree that it is possible for Ipswich to achieve 100% contamination-free recycling citywide.



**What information and resources would support your household in following best practice recycling?
Consider how council, businesses, neighbours, or others may be able to assist.**

303 respondents provided an answer to this question. Comments aligned with sentiment captured in phase 1, with the key themes focusing on education and awareness, infrastructure and access, incentives and penalties, and behavioural change.

Theme	Notes
Education and awareness	Respondents emphasised the need for better education and awareness around recycling. Suggestions included: • Educational resources included a strong call-out for information bin stickers. Other resources included fridge magnets, pamphlets, TV ads, social media campaigns and videos • School and community programs to build long-term habits • Simplified and multilingual resources for greater community understanding • Collaborate with businesses such as real estate agencies to encourage recycling and spread awareness to new residents • Value the Bin App as a source of information
Infrastructure and access	Respondents noted that more or improved infrastructure would support better recycling practices. Comments included: • Increased collection frequency for recycling and green bins, particularly in Summer • Requests for greater bin space (larger bins, more bins) • Improve accessibility of disposing of bulky and hard-to-recycle items such as return of previous kerbside collection • New resource recovery centres closer to residents • More standardised processes across councils and product packaging labels
Incentives and penalties	Respondents suggested using incentives and penalties to encourage recycling. Ideas included: • Council-run competitions or recognition programs • Cost reductions for ongoing compliance such as tip vouchers, rate reductions or refunds • Fines for repeated contamination or misuse of bins somewhat supported for both households and businesses • Greater regulation of materials used by businesses
Behavioural change	Respondents referenced behavioural change. Comments noted:

	• Emphasis on habit formation, especially through children • Requests for simple, repetitive messaging (e.g. rhymes, jingles). • Recognition that understanding the “why” behind recycling and evidence of the positive outcomes • Suggestions to make recycling fun, including DIY reuse ideas and garden applications.
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Quotes from respondents include:

- “Update stickers on top of bins, easy to read and current to recycling, QR code on red bin for people that may want to know where they can get rid of things like batteries and other things that can be recycled.”
- “Work with local businesses including Woolies etc to address packaging and advocate state and federal to regulate.”
- “Side walk collection to return to Ipswich not the blue bags.”
- “More education about recycling and what can be recycled. Most people think that recycling doesn't actually get recycled so they don't bother.”
- “School based education for kids. They'll bring this information home to reinforce.”
- “Perhaps a mailout or flyer or email clearly stating what waste belongs in each bin, repeated on a 6 monthly basis until improvement is evident.”
- “People remember a good jingle or rhyme! "If it's flooded, forget it" or "slip slop slap".”
- “Option to upgrade recycling bin size when less than house of four. I purposely buy supplies online with sustainable/recycling packaging, and bring home recycling items when out and about.”

FINDINGS

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

- Overall, advertising efforts were seen by approximately 75% of respondents, most commonly through online/social media channels (51%).
- 96% stated they placed recyclable waste straight into the recycling bin with no bagging and 9% bagged in a paper bag, indicating strong community awareness on appropriate recycling practices to avoid contamination. It is noted however, 12% still believed plastic bags are accepted in recycling bins.
- Feedback throughout the survey indicated support for further education. The most popular request was for bin stickers, although other resources were welcomed. Comments also suggested some form of reward system may provide further motivation for behavioural change.
- While sentiment remained similar across phase 1 and 2, there were incremental shifts noted in the awareness and usage of the following resource recovery solutions:
 - Battery collection bins (usage shifted from 27% to 38%)
 - Charity and second-hand stores or donation bins (usage shifted from 70% to 74%).
 - Free disposal of e-waste, whitegoods, print and co-mingle recyclables at Ipswich resource recovery centres (community unaware shifted down from 41% to 36%)
 - Ink cartridge recycling (community unaware shifted down from 27% to 23%)
 - Paint and packaging collection points (community unaware shifted from 36% to 32%).

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

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

APPENDIX

APPENDIX 1 – RESOURCE RECOVERY EXPERIENCE SURVEY

01. How important is recycling to you?

Tick one answer only	
☐	Very important
☐	Somewhat important
☐	Neutral
☐	Somewhat unimportant
☐	Cans or bottles collection or refund points

02. What type of recycling bin/s do you have at your residence?

Tick all that apply	
☐	240 litre recycling bin
☐	360 litre recycling bin
☐	Recycling skip bin
☐	No recycling bin available
☐	Other (please specify)

03. Over the past 6 months, which of the following recycling solutions have you used?

Tick the description that best fits your experience with each of the listed recycling solutions			
	<i>Have disposed of items at this type of recycling facility</i>	<i>Have not used this type of recycling facility, but am aware it is available</i>	<i>Not aware of this type of recycling facility</i>
Charity and second-hand stores or donation bins			
Cans or bottles collection or refund points			
Battery collection bins			
Ink cartridge recycling			
E-waste collection centres or bins			

Re-sell or give away second-hand goods			
Tyre recycling drop off locations			
In-store drop off recycling programs			
Used vehicle and machinery oil recycling services			
Paint and packaging collection points			
Bulk mail-in recycling programs			
Free disposal of e-waste, whitegoods, paint and co-mingle recyclables at Ipswich resource recovery centres			

04. How confident are you with what items can go into the yellow lid recycling bin?

Tick one answer only	
☐	Very confident
☐	Somewhat confident
☐	Neutral
☐	Somewhat not confident
☐	Not at all confident

05. Which of the below items can be placed into a recycling bin (known as the 'Recycle 5')

Tick all that apply	
☐	Aluminium cans
☐	Cardboard
☐	Food/liquids
☐	Glass
☐	Paper
☐	Plastic bags
☐	Plastic bottles and containers
☐	Plants
☐	Styrofoam
☐	Tissue
☐	Other (please specify)

06. Which barriers prevent your household from recycling?

Tick all that apply	
☐	I'm not sure what else can go into the recycling bin
☐	I need more information on what can and can't be recycled
☐	Hard to find clear instructions about how to recycle
☐	It can be too much effort
☐	I don't have enough time to do more or to look into it more
☐	It's easier to just use the general waste bin
☐	I sometimes run out of time to sort my rubbish
☐	My bin is always full / I need more frequent collection
☐	I need a better system in my home (e.g. separate bins in the kitchen)
☐	I don't have access to a regular kerbside recycling service
☐	There are limited or no facilities near me
☐	It is difficult for me to transport items / I don't have suitable transport to do so
☐	Other people in my household are not as committed as I am
☐	I don't believe we have anything extra that we can recycle
☐	Other (please specify)

07. What actions (if any) is reasonable for council to take when community members consistently put the wrong items (contamination) in the recycling bin?

Tick all that apply	
☐	Education and support
☐	Fines
☐	Cease of service
☐	Removal of recycling bins
☐	No action
☐	Other (please specify)

08. This year, have you seen any recycling advertising around Ipswich?

Tick all that apply	
---------------------	--

	Billboards
	Bus shelters
	Bus backs
	Online/social media
	Through the mail
	In person events
	I didn't see any advertising
	Other (please specify)

09. When putting your recycling in the bin, your items are:

Tick one answer only	
	Bagged in a plastic bag
	Bagged in a paper bag
	Placed straight into the recycle bin with no bagging
	I don't really think about it
	Other (please specify)

10. I feel that I have the information and resources necessary to follow best practice recycling in my household

Tick one answer only	
	Agree
	Somewhat agree
	Neutral
	Somewhat disagree
	Disagree

11. What information and resources would support your household in following best practice recycling? Consider how council, businesses, neighbours, or others may be able to assist.

12. I believe it is possible for Ipswich to achieve 100% contamination-free recycling citywide

Tick one answer only	
☐	Agree
☐	Somewhat agree
☐	Neutral
☐	Somewhat disagree
☐	Disagree

13. How do you think council could better support, inspire or guide the community to follow best practice recycling?

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

Tick the description that best fits your experience with each of the stages of engagement					
	<i>Very easy</i>	<i>Somewhat easy</i>	<i>Somewhat hard</i>	<i>Very hard</i>	<i>Unsure/Not applicable</i>
Find out about the opportunity to have your say					
Understand what the project is about					
See how community feedback might be used in council decisions					
Share your thoughts or feedback					
Understand the community engagement findings (from the April Resource Recovery Survey)					

15. Please share any comments about council's engagement activities

16. Which of the following statements best describes your household?

Select one answer only	
☐	Detached or semi-detached house
☐	Unit, apartment or townhouse
☐	Large property (greater than 10 hectares)
☐	Other (please specify)

17. Gender

Select one answer only	
☐	Male
☐	Female
☐	Other identity

18. Year of birth

19. Relationship to Ipswich

Tick all that apply	
☐	Work in Ipswich
☐	Live in Ipswich
☐	Visit Ipswich
☐	Own a business in Ipswich
☐	Pay rates in Ipswich
☐	Other (please specify)

20. Which suburb do you live in?

21. Cultural background

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

Tick all that apply	
☐	A person with a disability, inclusive of mental illness
☐	A person identifying as LGBTIQ+
☐	A person speaking English as a second language
☐	None of the above

23. Thank you for completing this survey. If you would like to go into the prize draw for the chance to win one of four \$100 e-gift vouchers, please provide your email so we can contact you if you are a winner.

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APPENDIX 2 – COMMUNITY ENGAGEMENT EVENT PHOTOS



APPENDIX 4 – SOCIAL MEDIA POST



APPENDIX 3 – PRINT MEDIA

Is this the question of our time? To recycle or not to recycle? That is the question.

Forget Shakespeare's famous 'to be or not to be' line, it's a sign of our times that perhaps a more important question right now is 'to recycle or not to recycle'.

Why? Because if we each do our bit to get recycling right we can divert more waste from landfill and help our planet for today and future generations.

Ipswich, along with 26 other councils, is part of a program funded through the Department of the Environment, Tourism, Science and Innovation to support waste reduction, recycling and behaviour change. It's called the Let's Get it Sorted Partnership Program, and in Ipswich the program will include three initiatives designed to improve how yellow lid recycling bins are used.

Council is currently undertaking a citywide educational campaign including a recycling survey, targeted bin-tagging, and a multiple dwelling recycling optimisation trial. What this means for residents is they can

expect to see more information about how to make recycling at home easy.

We all have a role to play in reducing the amount of waste sent to landfill, and if we can, the benefits are significant – including cost savings, reductions in pollution and increased conservation of valuable natural resources.

Keeping materials out of landfill and in use for as long as possible can also have significant economic benefits through what is known as a circular economy – a system where waste is minimised and resource efficiency maximised.

Residents can expect to see more information about what should and should not go in yellow lid recycling bins.

This is about helping residents better understand what goes where when it comes to household bins.

It's a win-win when more waste items are recycled and fewer items end up in landfill – good



for the environment and good for the community.

The benefits of improved rates of recycling are not only important today, but also for generations to come.

An extension of this awareness campaign will be targeted inspections of bins in some areas. Where common mistakes are identified, households will be provided with helpful feedback on simple steps they can take to improve recycling at home.

The multiple dwelling recycling optimisation trial will explore ways to improve recycling in apartment complexes and other multiple dwellings.

Recycling in these sorts of complexes is often more complicated and challenging in large part because most complexes use shared bins.

This initiative is supported by the Queensland Government's Recycling and Jobs Fund.

Plastic bags

RUIN recycling

Plastic bags cannot be recycled in your yellow lid recycling bin. When disposed incorrectly, they contaminate the recycling load, damage equipment and disrupt the entire recycling process. To do your part, place plastic bags in your red lid general waste bin.

For more information visit ipswich.qld.gov.au/recycling

WIN
Complete the Resource Recovery Experience Survey to go into the draw to win \$ of 4 \$500 gift vouchers.*
*Terms and conditions apply.

This initiative is supported by the Queensland Government's Recycling and Jobs Fund

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