

City of Ipswich

Flinders-Goolman Masterplan

Community Engagement Report

January 2026



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



EXECUTIVE SUMMARY

Council is developing a masterplan for Flinders-Goolman Conservation Estate (FGCE). This will guide council's future Enviroplan investments into the estate including new and upgraded infrastructure, visitor education and activities, and environmental improvements.

The aim of the masterplan is to provide a well-considered, consolidated 20-year vision for the conservation and protection, enhancement and enjoyment of the estate by the Ipswich and broader community.

The vision is for FGCE to continue to be a rich, biologically diverse and attractive natural environment sustaining a broad range of ecological systems, cultural values and diverse, nature-based recreation for the local and broader community.

To help inform the masterplan, council sought community feedback on a draft masterplan, seeking input on the proposed:

- Vision
- Ward Road day use area
- Themed trails

Community engagement was open between 3 November 2025 and 7 December 2025.

The themes and stakeholder insights identified in this report will help inform the preparation of the final Flinders-Goolman Masterplan.

WHY WE ENGAGED

This purpose of this engagement was to:

- Understand community perspectives and current uses of the estate, and the community's desired 'future state'
- Understand the Traditional Owner Communities' current cultural practices within the estate
- Inform the community about the unique features of the estate and educate on the challenges of balancing conservation with nature-based recreation
- Understand the reactions and implications of key changes proposed in the masterplan, such as new infrastructure.

HOW WE ENGAGED

The engagement was undertaken between 3 November 2025 and 7 December 2025.

Engagement feedback channels

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

Shape Your Ipswich

Feedback was sought through the [Flinders-Goolman Masterplan](#) project page on council's Shape Your Ipswich engagement platform. Survey questions can be seen in Appendix 1.

Hard copy survey

Community members were able to complete a hard copy survey to share their feedback. The questions in the survey replicated the online version on Shape Your Ipswich. These surveys could be picked up at Queens Park Environmental Education Centre, downloaded from the Shape Your Ipswich page or mailed upon request.

Email

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

Phone

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

Promotional channels

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

Ipswich City Council social media

Three paid social media posts were shared by Ipswich City Council for raising awareness of the project and to encourage community to share their feedback. The posts incorporated either a video or image accompanied by text. Examples of social media tiles can be seen at Appendix 2.

Channel	Date of posting	Reach ¹	Clicks ²
Meta advertisement (carousel)	3-16 November 2025	14,308	453
Meta advertisement (static)	17-23 November 2025	17,702	452
Meta advertisement (video)	24 November – 7 December 2025	16,038	679

In addition to official council-managed social media channels, the engagement opportunity was also shared on the following Facebook pages:

Facebook page	Date of posting
Ipswich Tribune	8 November 2025
Native Plants Queensland Ipswich Brand	19 November 2025
Cr Jim Madden – Ipswich City Council Division 4	20 November 2025
Ipswich West Moreton Today	2 December 2025
Boonah Ipswich Trail	6 December 2025

Shape Your Ipswich email campaigns

Two email campaigns were sent out via Shape Your Ipswich. The first campaign was sent on 3 November 2025 and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest:

- Animals
- Environment, Sustainability and climate change
- Indigenous
- Parks and recreation
- Tourism
- Purga
- South Ripley

This campaign was sent to a total of 1,040 members, of which 454 (43.7%) opened the email.

The second campaign was sent on 5 December 2025 and was sent out to members signed up to the quarterly Shape Your Ipswich newsletter. This campaign was sent to a total of 4,226 members, of which 1,177 (27.9%) opened the email.

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.

Across the duration of the engagement period, the Shape Your Ipswich project page was viewed 1,725 times.

Environment Matters

Environment Matters is a monthly newsletter covering updates on environment and sustainability news and initiatives across Ipswich and beyond. The November edition was sent on 20 November 2025 to 1998 subscribers, of which 46.8% opened the email. The newsletter included a section which encouraged recipients to participate in the Flinders – Goolman Conservation Estate masterplan community engagement.

Email

Specific community groups and organisations were identified as part of engagement planning as key stakeholders. To encourage their participation in the engagement, emails were sent to representatives of:

- Yuggera Ugarapul People (YUP)
- Traditional Owner networks
- First Nations networks
- Department of Women, Aboriginal and Torres Strait Islander Partnerships and Multiculturalism
- Ipswich SES Unit
- Native Plants Queensland Ipswich Branch
- Birds Queensland
- Australian Trail Horse Riders Association
- Ipswich and District Trail Horse Riders Club
- Ipswich Bushwalkers
- Bulimba Creek Catchment Coordinating Committee (B4C)

Direct Mail

A formal notification was sent by mail to residents directly bordering the conservation estate. The letter provided an overview of the project and directed recipients to Shape Your Ipswich for further details. The letter was distributed in November 2025 and was sent to 23 households.

The information provided by both email and direct mail is provided in Appendix 3.

Ipswich.qld.gov.au

Ipswich.qld.gov.au is council's primary website for sharing official council information with the community. A media release, [Shape the 20-year vision for Flinders-Goolman Conservation Estate](#), was shared on the website on 6 November 2026 and shared details of the details of the project.

Ipswich Tribune

An article, *New trails, third day use area in park draft masterplan*, was distributed on 12 November 2025 by Ipswich Tribune. The article shared details of the project and encouraged community members to have their say on Shape Your Ipswich.

Ipswich West Moreton Today

An article, *Council consultation open*, was distributed on 24 October 2025 by Ipswich Western Moreton Today. The article shared details of the project and encouraged community members to have their say on Shape Your Ipswich.

Billboards

Billboards at Tulumur Place, East Street, Goodna, Bundamba and Springfield Greenbank promoted the engagement. Advertisements were shared between 16 November 2025 and 30 November 2025. The advertisement encouraged community to share their feedback on Shape Your Ipswich. The advertisement design can be seen in Appendix 4.

Signage

Signage was placed at both Hardings Paddock and Flinders Plum day use areas for the duration of the engagement. The signage included a QR code to Shape Your Ipswich and encouraged community to share their feedback. QR codes on the signage were scanned a total of six times. The signage can be seen in Appendix 5.

Summary

Overall, these engagement and promotional activities led to 38 contributions throughout the engagement as outlined in the table below.

Engagement Channels	Contributions ³
Shape Your Ipswich	36
Hard copy survey	0
Phone	0
Email	2
Total	38

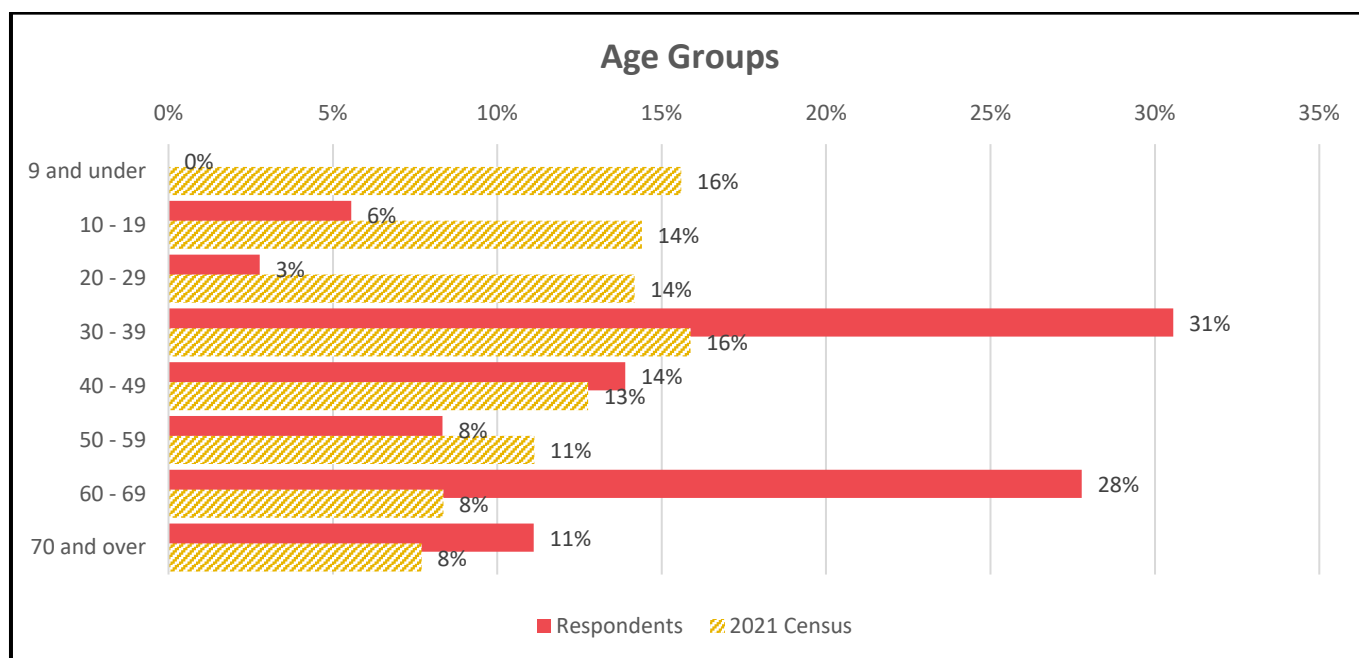
³ Total number of individuals who submitted feedback per engagement channel. Noting individuals may be counted multiple times if submitting multiple submissions.

WHO ENGAGED

Engagement channels sought demographic information from participants, except for contributions received via email, as this was not considered suitable for this format.

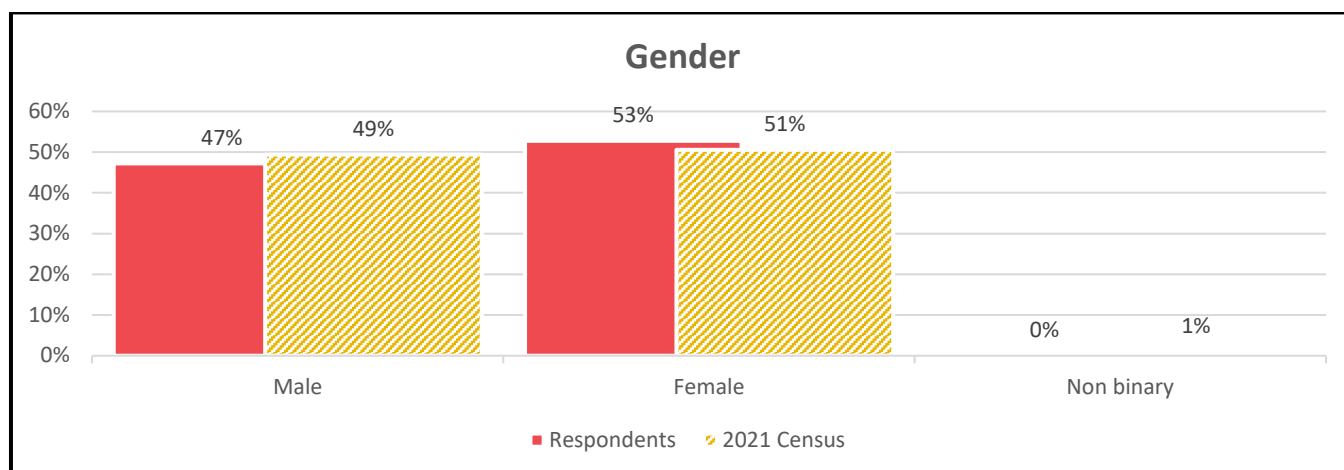
Age

36 respondents confirmed their age. The percentage of survey respondents aged 30 and older reflected the proportion of people in that age group in the general community. 9% (3) of survey respondents were between 10-29, which is somewhat under representative of the general community. It is noted that this feedback is not considered representative of age groups 9 years and younger due to no engagement with this age group.



Gender

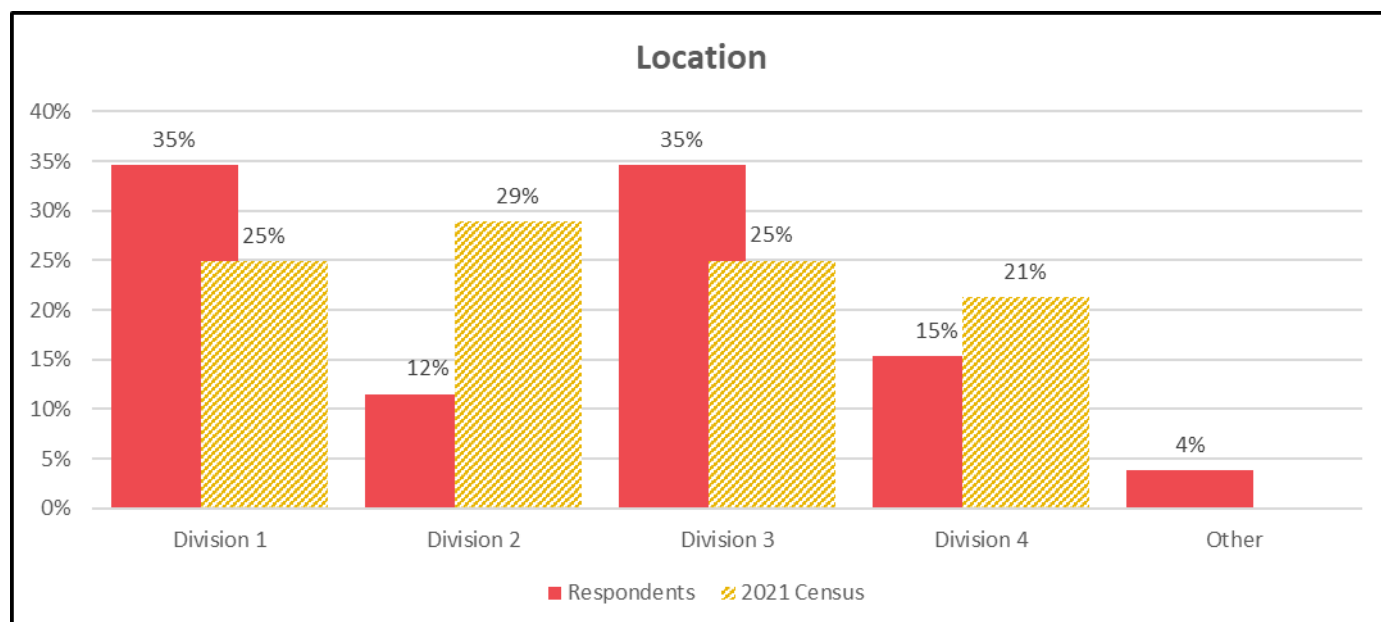
All 38 respondents confirmed their gender. Males and females were well represented in survey submissions. However, there was no representation from people identifying as non-binary.



Locality

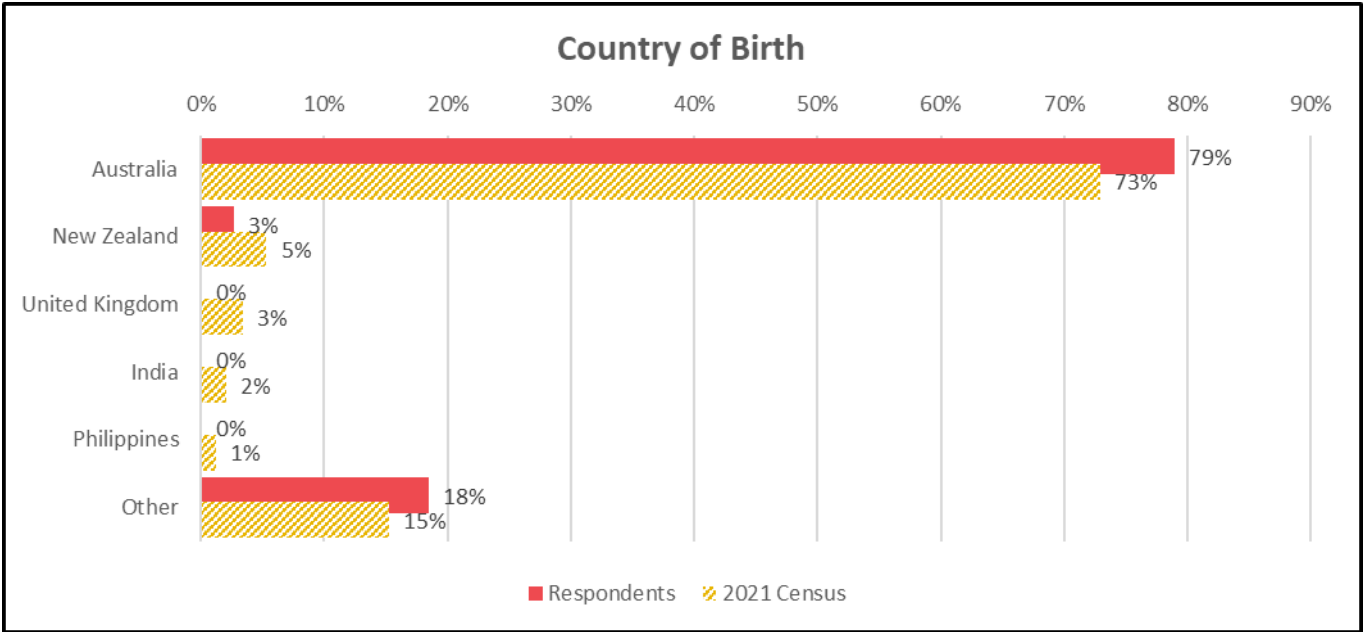
26 respondents confirmed their locality. All four divisions were represented in survey results, with relatively even distribution across the divisions. Overall, a total of 19 suburbs were represented, which were:

- Bellbird Park
- Booval
- Bundamba
- Camira
- Churchill
- Collingwood Park
- Deebling Heights
- East Ipswich
- Goodna
- North Booval
- Purga
- Raceview
- Redbank Plains
- Ripley
- Silkstone
- South Ripley
- Tallegalla
- Thagoona
- Yamanto



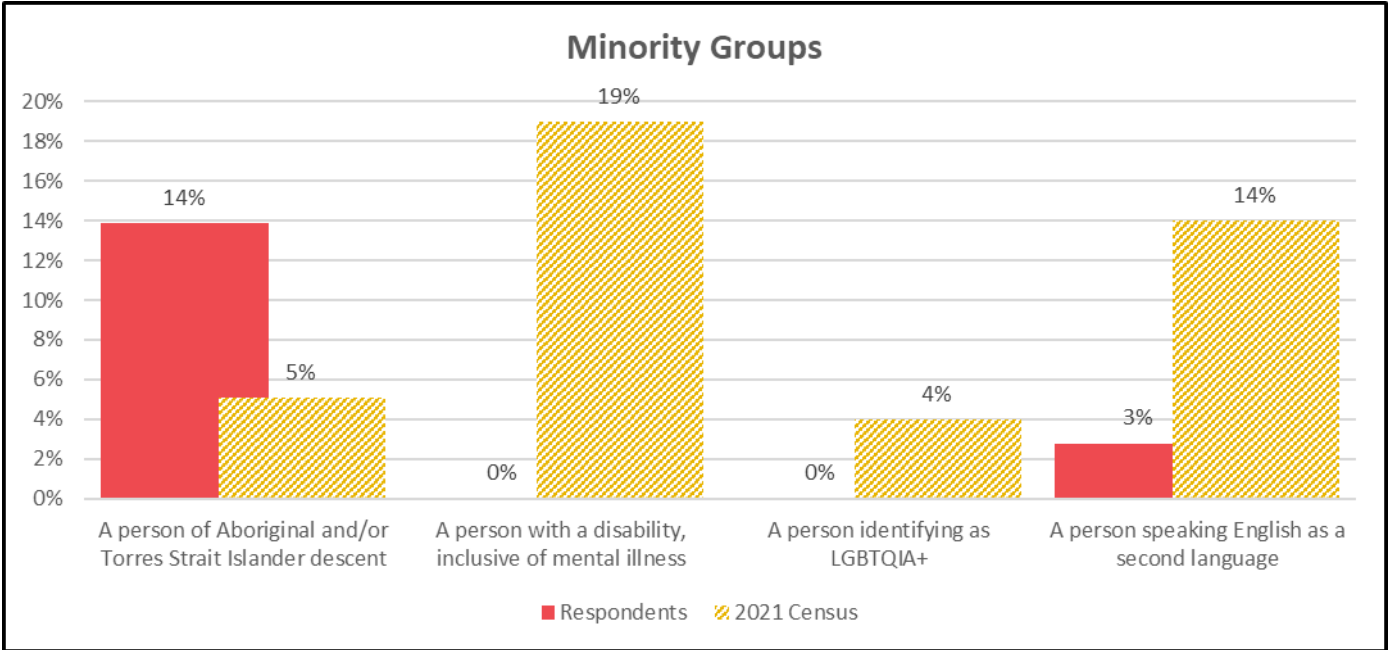
Country of birth

36 respondents confirmed their country of birth. The survey sample broadly reflects the community profile, with a strong representation of Australian-born respondents, and numbers reflective of New Zealand-born community members. There was no feedback captured specifically from some of the other more common countries of birth, including United Kingdom, India, and the Philippines.



Minority groups

32 respondents confirmed whether they identified as any of the listed minority groups. Due to the cultural significance of areas of the conservation estate and aspects that considered incorporation of First Nations elements, First Nations communities were a target group, leading to strong representation in survey respondents. It is noted that little to no feedback was captured from a person with a disability, inclusive of a mental illness; a person identifying as LGBTQIA+ or a person speaking English as a second language.



WHAT THE COMMUNITY TOLD US

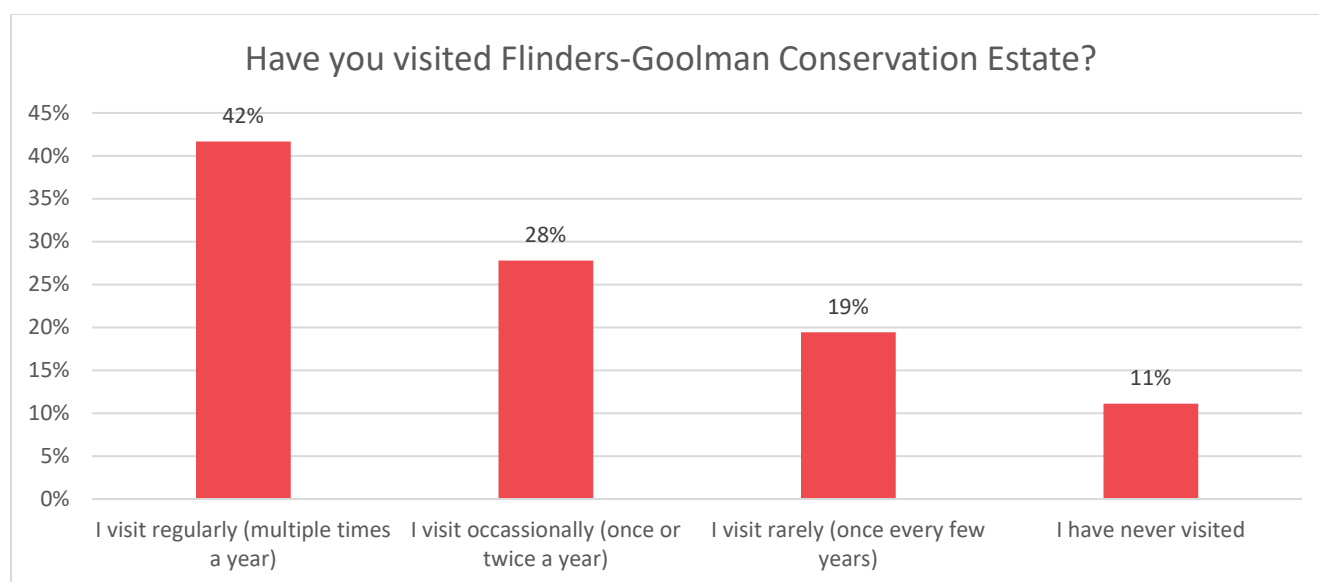
A summary of the feedback received across all channels has been outlined below.

I have read the draft Flinders-Goolman Masterplan

36 respondents confirmed they had read the draft Flinders-Goolman Masterplan. This indicates respondents are more likely to be well informed about project details prior to sharing feedback.

Have you visited Flinders-Goolman Conservation Estate?

36 respondents provided an answer to this question. Of those who provided feedback, this survey question confirmed the respondents were mostly active visitors of the conservation estate, with 70% visiting at least once or twice a year.



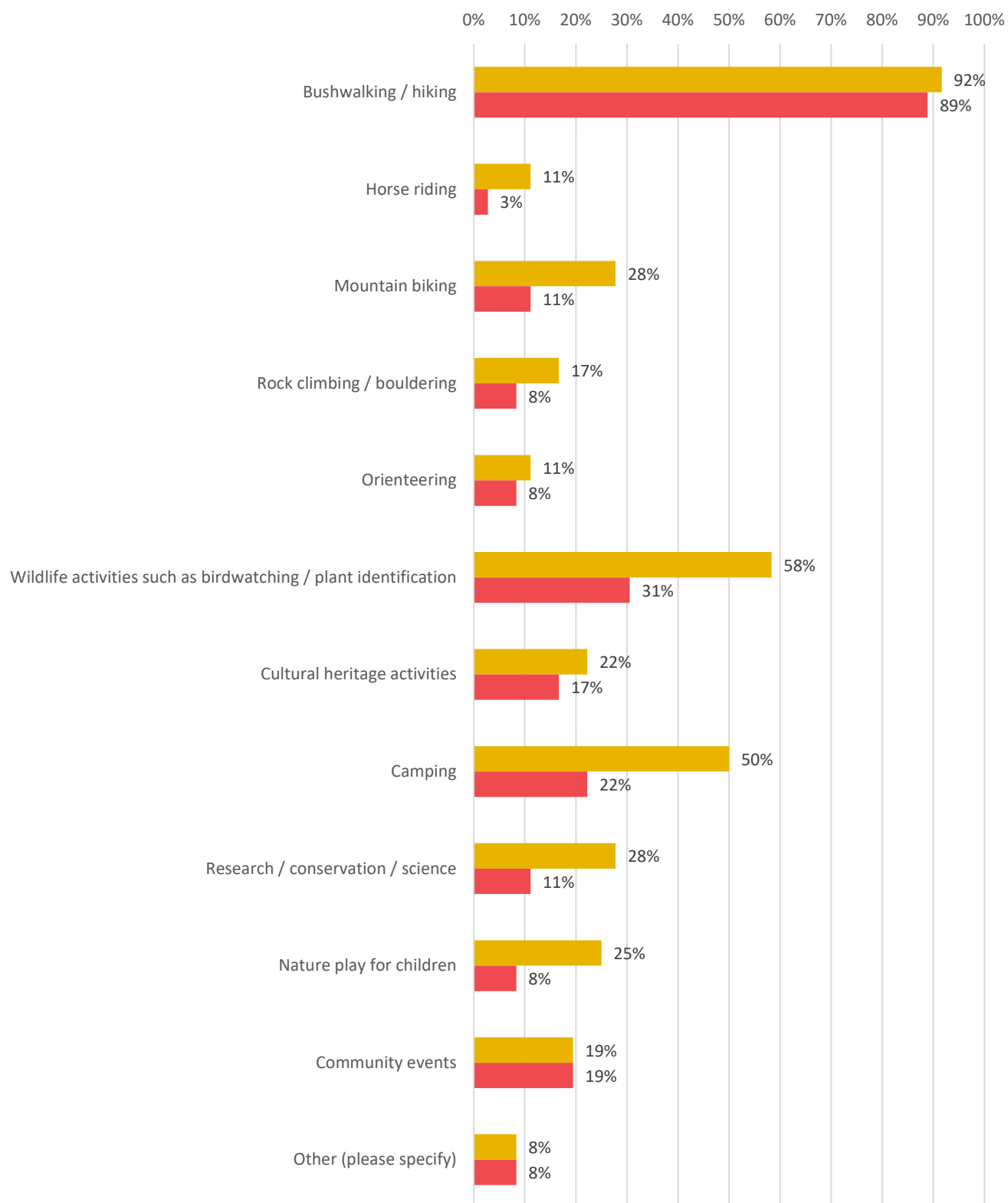
What nature-based activities are you interested in, and have you participated in any of these activities at Flinders-Goolman Conservation Estate?

36 respondents provided an answer to this question. Answers indicated a diverse range of nature-based recreational interests, with feedback received from individuals interested in all the listed recreational activities. The most popular selection was “bushwalking / hiking”, with 93% interested in the activity, and 89% participating in the activity at FGCE. Areas of interest that were also commonly participated in at FGCE included:

- Wildlife activities such as birdwatching / plant identification (31% participate)
- Camping (22% participate)
- Community events (19% participate)

Where contributors selected “Other”, activities mentioned included cycling and dog walking.

What nature-based activities are you interested in, and which do you partake in at Flinders-Goolman?



■ What nature-based activities are you interested in?

■ Have you participated in any of these activities at Flinders-Goolman Conservation Estate?

Describe your current experience of nature-based activities and facilities at Flinders Goolman

34 respondents provided an answer to this question, with the following themes identified:

Theme	Details
Nature-based activities	Respondent comments included: ▪ Generally positive feedback on landscape and biodiversity, considering the location ideal for outdoor activities ▪ Enjoyment of existing tracks and trails, with some comments on opportunities to improve maintenance ▪ Desire for more opportunities such as more camping, new trails or improving links between trails (Ipswich-Boonah Trail and Brisbane Valley Rail Trail).
Facilities and events	Respondent comments included: ▪ Positive feedback on past events including official Hardings Paddock open day and Discover Ipswich tours, with support for more events at Hardings Paddock ▪ Neutral sentiment around existing facilities, with some requests for more amenities such as tables, chairs, community centre, cafe and improved toilets ▪ Some comments were comfortable with the level of facilities on offer and prefer the more natural focus.
Usage and access	Respondent comments included: ▪ Support for visitor use but cautious of ongoing growing numbers and potential impact of this ▪ Concerns around decreasing respect from users of the space ▪ Suggestions to improve road access to Hardings Paddock ▪ Mixed perspectives around pet access to the conservation estate.
Cultural elements	Comments supported use of traditional names, and incorporating cultural tours/trails to share the cultural history of the estate with the broader community.

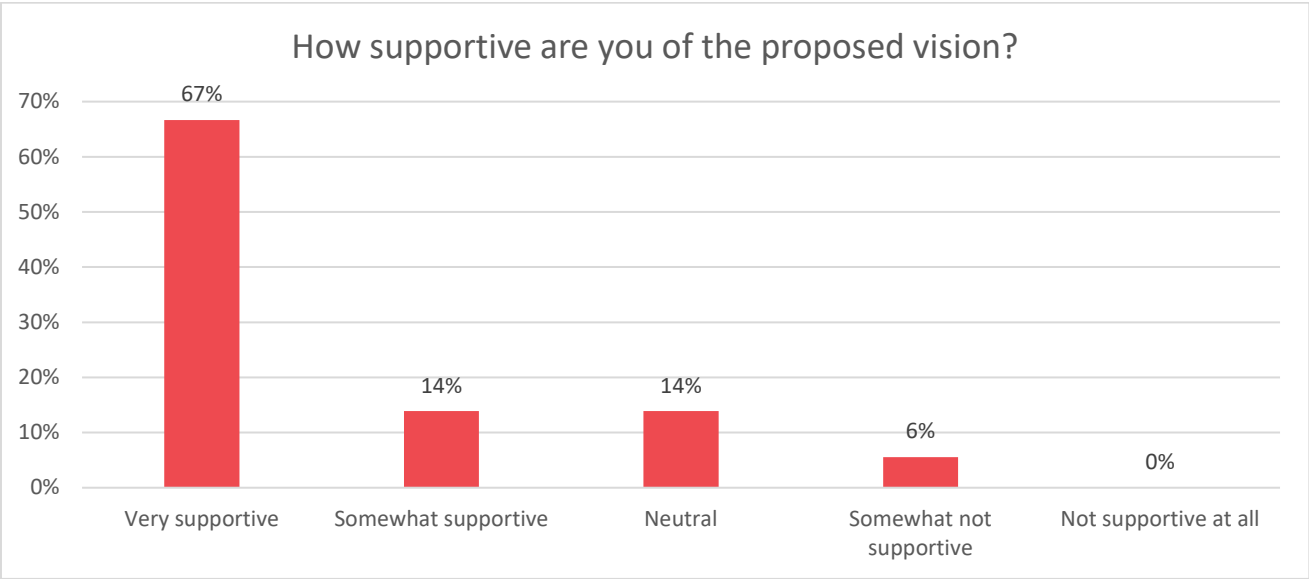
A sample of quotes from respondents included:

- “Flinders-Goolman provides a unique destination for nature-based recreation activities - it would be great if there were more picnic tables & chairs. More community/Council organised events at Hardings. And re-instatement of the Boonah Ipswich Trail (Hardings Paddock - Boonah Showgrounds). We need more long-distance recreational trails.”
- “The area appears to be relatively unknown and is a lovely location get enjoy the outdoors. I agree that growing visitor numbers will need to be managed well.”
- “Would definitely like to include Local traditional owner languages names/ words on signage with meanings. Including Cultural tours with traditional owners of the region that have cultural

knowledge and experience with conservation. A sign that strictly prohibits cats and dogs due to the koala habitats in that facility.”

How supportive are you of the proposed vision?

36 respondents provided an answer to this question. Overall, there was clear support for the proposed vision with majority (81%) selecting either very supportive or somewhat supportive. There were no votes for “Not supportive at all”.



Do you have any feedback on this vision statement, or ideas for how it could be improved?

26 respondents provided an answer to this question. While 31% were reiterating their support for the proposed vision, additional comments highlighted areas they would like to see greater focus on, as outlined in the table below.

Theme	Details
Accessibility and visibility	Respondent comments included: ▪ Ensure equal accessibility for all ▪ Improving awareness of the estate ▪ Concerns for perceptions around limiting access to all or parts of the estate
Events and activities	Respondent comments included: ▪ Regular community events ▪ Greater promotion and support of diverse nature-based activities (horse riding, rock climbing, mountain biking, camping)
Wayfaring	Respondent comments included: ▪ Signage at trail heads and along routes ▪ Extending and connecting existing routes, and more clarity on what this looks like ▪ Reinstallation of signed totems

Theme	Details
Natural and cultural values	Respondent comments included: ▪ Support for focusing on cultural heritage ▪ Recommendation for baseline biodiversity survey to be undertaken ▪ Opportunities to promote sustainability and protection of fauna, with a potential geological trail

Thinking about the next 20 years, what challenges for Flinders-Goolman need to be addressed in the masterplan?

32 respondents provided an answer to this question, with the following themes identified:

Theme	Details
Conservation of natural and cultural elements	Respondent comments included: ▪ Ongoing management of invasive species ▪ Protection of native species ▪ Potential risks of climate change ▪ Erosion control ▪ Managing community respect towards the cultural importance to indigenous community
Managing growing visitation	Respondent comments included: ▪ Increased maintenance to manage impact of visitors ▪ Concerns around new visitors undertaking inappropriate activities that cause damage to the estate ▪ Overdevelopment to accommodate increasing visitation ▪ Increase in noise and air pollution ▪ Potential impact on neighbouring residents
Accessibility and safety	Respondent comments included: ▪ Providing access to water ▪ Upgrade security and safety of area ▪ Improve accessibility in and out with additional entries and more connected trails ▪ Balancing public access with preservation of estate
Government regulations	Respondent comments included: ▪ Managing uncontrolled access from adjacent residential developments ▪ Implement buffer zone or low-density housing around estate ▪ Partnerships and agreements with neighbouring councils to protect estate

Thinking about the next 20 years, what opportunities for Flinders-Goolman need to be addressed in the masterplan?

29 respondents provided an answer to this question, with the following themes identified:

Theme	Details
Estate expansion	Respondent comments included: - Expansion of estate to include uncleared bushland for greater environmental protection - Expansion of estate to cleared green spaces for more facility-heavy activities e.g. camping - Allow for greater connection to other existing walking and biking trails, including specific references to Boonah Ipswich Trail, Brisbane Valley Rail Trail. Example given of White Rock – Spring Mountain Conservation Estate. - Accommodate for increased usage It is noted that some comments specifically highlighted they were not supportive of activities such as mountain biking, four-wheel driving, or allowing pets into the estate. This was primarily due to potential damage to the environment.
Diversity of activities and facilities	Respondent comments included: - Educational facilities and services including conservation education centre / museum / tours / signage - Camping and parking facilities - Improved accessibility (creek crossing upgrades, track hardening, options suitable for diverse audiences such as children) - Hike trail upgrades (shoe cleaners at start of trails, photo landmark at lookouts)
Collaboration opportunities	Respondent comments included: - Partnerships with surrounding landholders/ community groups/councils to support wildlife conservation - Collaborate with First Nations communities/local education centres to improve community knowledge of the cultural and environmental elements of the estate - Advocate for further funding to help maintain the area

Quotes from respondents included:

- “This estate has the opportunity to uphold cultural and ancient artefacts such as an outdoor Museum/show. Furthermore, aspects that could be incorporated are child friendly hikes, spaces for well-being programs/ nature clubs and maintained camping spaces that are accessible secured and include facilities needed. During this process it is vital to be mindful of growing plants in this area disarming animal habitats and ensuring delicate surfaces.”

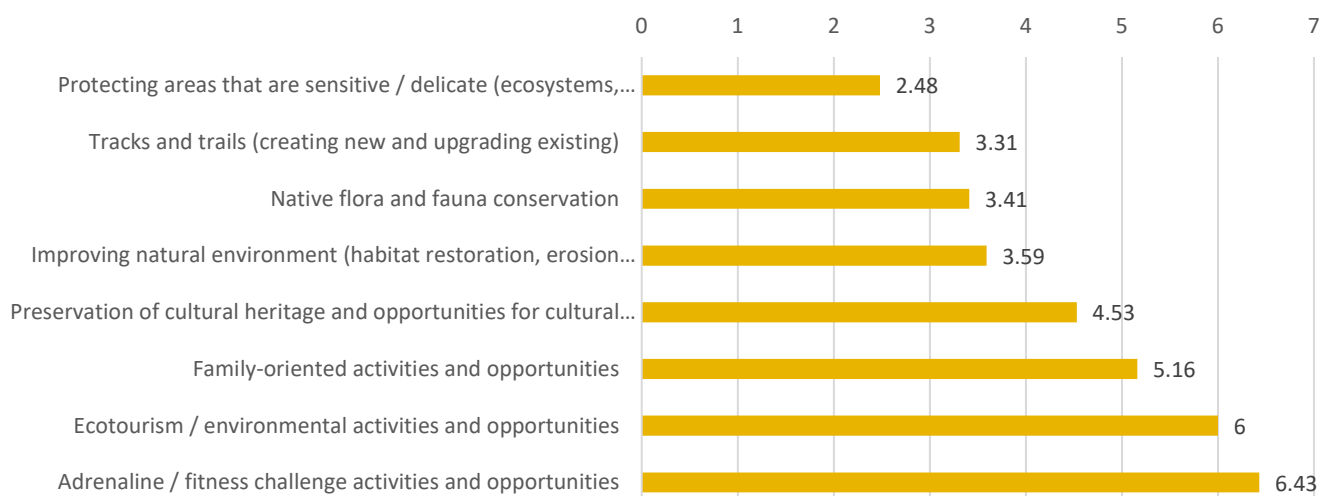
- “Would be wonderful to see a photo opportunity included on the hardest of the hikes; a natural style 'photoframe', made from timber perhaps, constructed so people can stand behind it and have a pic where it is branded with Flinders Goolman, Ipswich. This is excellent promotion for the region and also the conservation estate itself which brings visitors to Ipswich.”
- “Flinders-Goolman is the original Trail Head for the Boonah Ipswich Trail. This also feeds into the proposed Great Escarpment Trail, which is being developed in partnership between Bushwalking QLD & Bushwalking NSW. It will run from Barrington Tops to Boonah. The Boonah Ipswich Trail has the opportunity to form the backbone of an important interconnected trail network; linking to the Brisbane Valley Rail Trail via the proposed Deebing Creek Cycleway, with possible active transport links via the forthcoming Ripley railway stations (Springfield - Ipswich Rail), in particular to the proposed Wards Rd Trail Head in South Ripley. Flinders-Goolman is a critical conservation hotspot. It needs to be preserved in perpetuity as a haven for all of the wildlife that call it home.”

Rank the following elements by what you believe should be prioritised over the next 20 years.

36 respondents provided an answer to this question. Elements were ranked from 1-8, with 1 being the most important. Based on the ranking averages across all answers, the following order of priority was given:

1. Protecting areas that are sensitive / delicate (ecosystems, geology, cultural, weed control and revegetation)
2. Tracks and trails (creating new and upgrading existing)
3. Native flora and fauna conservation
4. Improving natural environment (habitat restoration, erosion control)
5. Preservation of cultural heritage and opportunities for cultural practices
6. Family-oriented activities and opportunities
7. Ecotourism / environmental activities and opportunities
8. Adrenaline / fitness challenge activities and opportunities

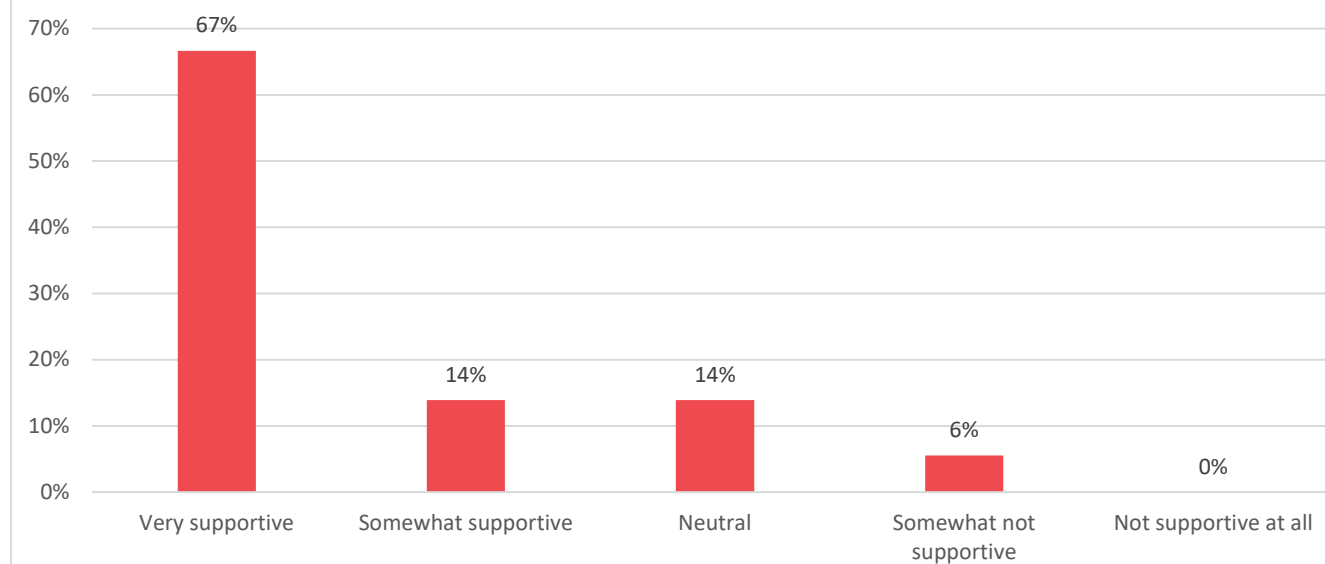
Rank the following elements by what you believe should be prioritised over the next 20 years



How supportive are you of the proposed vision?

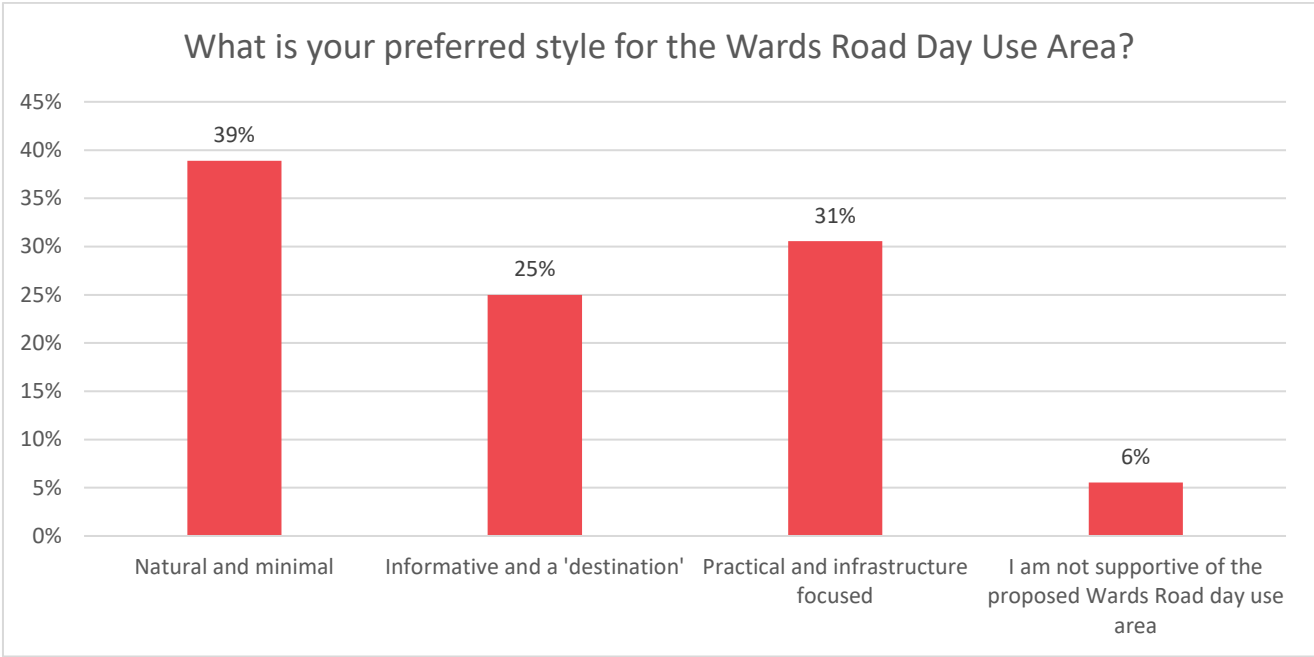
36 respondents provided an answer to this question. Overall, most respondents were very supportive (67%) or supportive (14%). There were no respondents who were not supportive at all.

How supportive are you of the proposed vision?



What is your preferred style for the Wards Road Day Use Area?

36 respondents provided an answer to this question. There were mixed responses across the options provided, with “Natural and minimal” approach only somewhat more preferable over the other proposed approaches. Of those who were not supportive, alternative locations were suggested, or it was suggested to prioritise upgrades to the existing Flinders Plum Picnic Area first.



Please share any additional comments about the proposed Wards Road Day Use Area

18 respondents provided an answer to this question, with the following themes identified:

Theme	Detail
Visitation and access	Comments from respondents included: - Encouraging good accessibility for community, suitable for most vehicles such as hardened natural surfaces - Promote as a destination for residents and tourists to enjoy - Some concern for growing popularity and potential impact on the visitor experience
Facilities	Comments from respondents included: - General support for a natural and minimalist design - Incorporation of signage and other educational components to share environmental and cultural information with visitors, and support wayfinding - Inclusion of facilities including shading options, toilets, rubbish bins, camping zones and picnic facilities.

Quotes from respondents included:

- “Being close to the Ripley area development corridor it is likely to receive high pressure visitation along with the White Rock area. The development needs to provide sufficient facilities for visitors without intruding too much on the natural surroundings. Parking areas would be ideally hardened natural surfaces rather than sealed to minimise runoff, and all roofed areas should feed water storage tanks of sufficient size to capture a sizeable proportion of rainfall. Sufficient grassed areas should be provided for picnics and games, and natural shade should be prioritized through retention of suitable tree species.”
- “I support an informative and destination-style area. Clear signage, cultural information, and well-designed spaces will help visitors understand the landscape, its history, and how to enjoy it

respectfully. This approach creates a welcoming experience while still protecting the natural and cultural values of the estate.”

- “I would like to see this to be a destination but also holding some sort of an environmental education component - maybe a conservation center or facility. Picnic grounds. Maybe even a future campground.”

Do you have any ideas or knowledge about these themes that we could incorporate?

15 respondents provided an answer to this question. Some comments indicated general support for and interest in the proposed themed trails. Comments specific to the themed trails have been outlined in the table below. Comments also suggested use of interactive, plain English interpretive signage, and use of storytelling or tours to communicate the information.

Theme	Detail
Aboriginal Cultural heritage and landscape values	Respondent comments included: ■ Incorporation of Jagera, Yuggera and Ugarapul language ■ Aboriginal way of life including food gathering and preparation, shelter, use of wildlife in the area ■ Site’s cultural importance to Aboriginal community ■ Share Aboriginal stories from Traditional Owners ■ Expectation that First Nations people lead the work on this theme
Early settlement history and military history	Respondent comments included: ■ How early settlers navigated through the new land ■ Learning about local weather and wildlife ■ Information about Matthew Flinders
Natural environment and geological history	Respondent comments included: ■ Information on the visible flora and fauna along trail ■ Focus on value of biodiversity ■ Information on wildlife behaviour ■ How to protect and preserve natural environment ■ Geological formation of the mountains and landscape

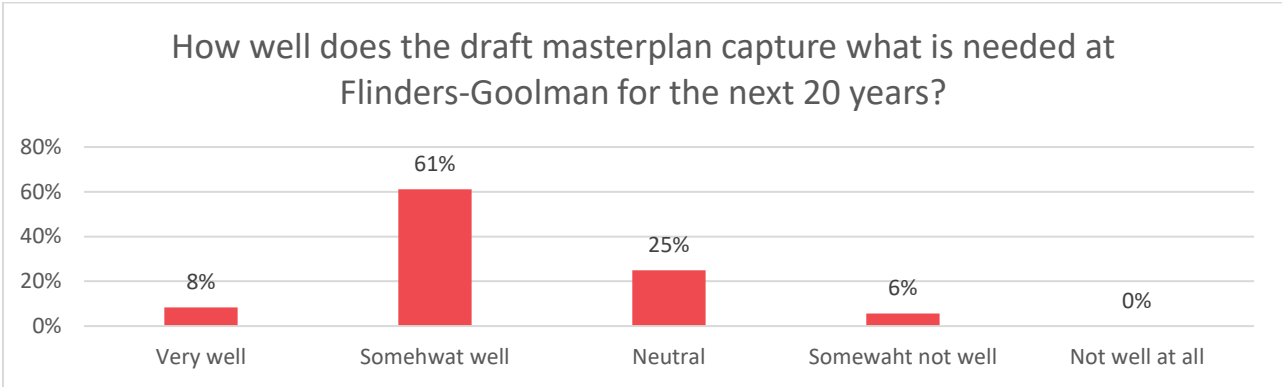
Are there any other educational themes you would like for Flinders-Goolman?

11 respondents provided an answer to this question. Additional themes identified beyond the original proposed themes included:

- Animals found at Flinders-Goolman
- Health and fitness
- Caring for the environment

How well does the draft masterplan capture what is needed at Flinders-Goolman for the next 20 years?

36 respondents provided an answer to this question. Sentiment was generally positive, with 69% of respondents stating the masterplan captured what is needed at Flinders-Goolman for the next 20 years somewhat well or very well.



Please share any final comments about the draft masterplan

21 respondents provided an answer to this question. While most comments reiterated previous feedback, additional comments were generally supportive of the masterplan, with interest in further details such as concept designs and further details on how it will be delivered, timelines, and management of potential risks and challenges.

SUPPORTING ENGAGEMENT EVIDENCE

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

Community Views in Ipswich

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

This engagement highlighted that access to the natural environment was considered a strength within Ipswich City Council, and the most highly regarded aspect of the local area. However, experiences accessing the natural environment were poorer in Division 1, indicating some demand for improvement to daily access to green spaces.

These findings identify the natural environment as an area of importance to the community, with opportunities to improve these spaces, particularly in Division 1, aligning with proposed works for this project.

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

Corporate Plan 2026-2031

The Corporate Plan is a working document outlining council's five-year priority outcomes. All decisions regarding projects and allocations of resources across council align to the publication. As part of drafting the Corporate Plan 2026-2031, council sought community feedback to guide the outcomes of the plan. Engagement was open between 20 October 2025 and 7 December 2025. 443 individuals provided feedback through this engagement.

This engagement captured feedback on environmental outcome, balance positive conservation and nature-based recreation, inclusive of:

- Engage community in environmentally beneficial activities
- Community expectations that council make decisions that protects animals and plants
- Prioritise retaining green spaces

This feedback indirectly supports the overall masterplan design, which has prioritised facilities that enhance the visitor experience, while mitigating impact on wildlife.

Detailed findings have been outlined in the [Corporate Plan 2026-2031 Community Engagement Report](#).

FINDINGS

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

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

- Comments consistently reiterated the importance of balancing recreational activities and improving access while conserving the environmental and cultural elements of the estate.
- While most respondents were supportive of the proposed Wards Road Day Use Area, there were mixed responses in the design approach. However, commentary typically prioritised facilities that improve accessibility, and used a minimalist design to complement the natural environment.
- Respondents provided a variety of ideas for the proposed themed trails, and suggested additional themes that could focus on animals found at Flinders-Goolman, health and fitness and caring for the environment.
- Overall, respondents were generally supportive of the proposed vision (81%) and masterplan (69%). There were no respondents who were completely opposed.

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

APPENDICES

Appendix 1 – Survey questions

1. Please read the draft Flinders Goolman Masterplan before continuing.

- ☐ I have read the draft Flinders-Goolman Masterplan.

About you

We want to make sure we are hearing from people of all backgrounds. Please complete these questions to help us know who has or has not been represented through this survey. Your personal information provided in this form will be managed in accordance with the Information Privacy Act 2009. To access your information, please contact our Information Privacy Officer at (07) 3810 6666. For further details, visit our Privacy Statement at www.ipswich.qld.gov.au.

2. Gender

Select one answer only

- ☐ Male
- ☐ Female
- ☐ Non-binary / gender diverse
- ☐ Prefer not to say

3. Year of birth

4. Country of birth

5. Which suburb do you currently live in?

6. Relationship to Ipswich

Select all that apply

- | | |
|---|--|
| ☐ Work in Ipswich | ☐ Pay rates in Ipswich |
| ☐ Live in Ipswich | ☐ No relationship to Ipswich |
| ☐ Visit Ipswich | ☐ Other (please specify): |
| ☐ Own a business in Ipswich | |

7. Do you identify as any of the following?

Select all that apply

- | | |
|---|--|
| ☐ A person of Aboriginal ancestry | ☐ A person identifying as LGBTIQA+ |
| ☐ A Traditional Owner (Jagera, Yuggera, Ugarapul) | ☐ A person speaking English as a second language |
| ☐ A person of Torres Strait Islander ancestry | ☐ None of the above |
| ☐ A person with a disability, inclusive of mental illness | ☐ Prefer not to say |

Your experience

8. Have you visited Flinders-Goolman Conservation Estate?

Select one answer only
☐ I visit regularly (multiple times a year)
☐ I visit occasionally (once or twice a year)
☐ I visit rarely (once every few years)
☐ I have never visited

9. Describe your current experience of nature-based activities and facilities at Flinders-Goolman

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10. Please tick the answers based on your experience.

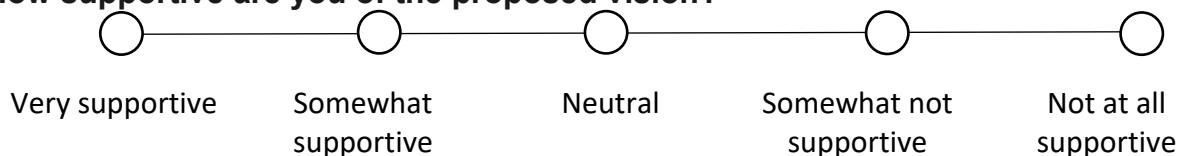
	I am interested in this activity.	I have participated in this activity at Flinders-Goolman.
Bushwalking / Hiking		
Horse riding		
Mountain biking		
Rock climbing / bouldering		
Orienteering		
Wildlife activities such as birdwatching / plant identification		
Cultural heritage activities		
Camping		
Research / conservation / science		
Nature plan for children		
Community events		
Other (please specify):		

Vision and Principles

The draft masterplan sets the vision for Flinders-Goolman as:

“Flinders-Goolman Conservation Estate is a rich, biologically diverse and attractive natural environment sustaining a broad range of ecological systems, cultural values and diverse nature-based recreation for the local and broader community.”

11. How supportive are you of the proposed vision?



12. Do you have any feedback on this vision statement, or ideas for how it could be improved?

13. Thinking about the next 20 years, what challenges for Flinders-Goolman need to be addressed in the masterplan?

14. Thinking about the next 20 years, what opportunities for Flinders-Goolman need to be addressed in the masterplan?

15. Rank the following elements by what you believe should be prioritised over the next 20 years

Number from 1 – 8, with 1 being the top priority.	
	Protecting areas that are sensitive / delicate (ecosystems, geology, cultural, weed control)
	Tracks and trails (creating new and upgrading existing)
	Family-oriented activities and opportunities
	Adrenaline / fitness challenge activities and opportunities
	Ecotourism / environmental activities and opportunities
	Preservation of cultural heritage and opportunities for cultural practices
	Improving natural environment (habitat restoration, erosion control)
	Native flora and fauna conservation

Wards Road day use area

The draft masterplan proposes a new day use area at Wards Road, South Ripley. This will provide more direct access to new and growing population areas, as well as new track and trail connections. Council is considering three styles for the Wards Road day use area:

- **Natural and minimal:** The day use area blends into the surrounding landscape. Infrastructure is minimal and features natural materials. Landscaping uses native local species. Nature exploration and nature play for children is encouraged.
- **Informative and a 'destination':** The day use area is attractive and is a feature of the landscape. Infrastructure is eye-catching and offers plenty of information about the estate and points of interest. The facilities encourage return visits and a variety of activities.
- **Practical and infrastructure focused:** The day use area is easy to access and move around. Roads and parking areas are clearly marked and suitable for a variety of vehicles and needs. Landscaping allows for clear visibility of facilities. It is a gateway to tracks and trails.

16. What is your preferred style for Wards Road day use area?

Select one answer only
☐ Natural and minimal
☐ Informative and a 'destination'
☐ Practical and infrastructure focused
☐ I am not supportive of the proposed Wards Road day use area

17. Please share any additional comments about the proposed Wards Road day use area

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Themed Trails

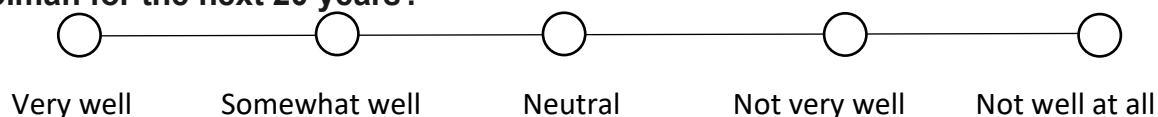
The draft masterplan proposes some new trails that could be suited to different environmental education themes. The proposed themes include:

- Aboriginal Cultural Heritage and Landscape Values
- Early settlement history and military history
- Natural environment and geological history

18. Do you have any ideas or knowledge about these themes that we could incorporate?

19. Are there any other educational themes you would like for Flinders-Goolman?

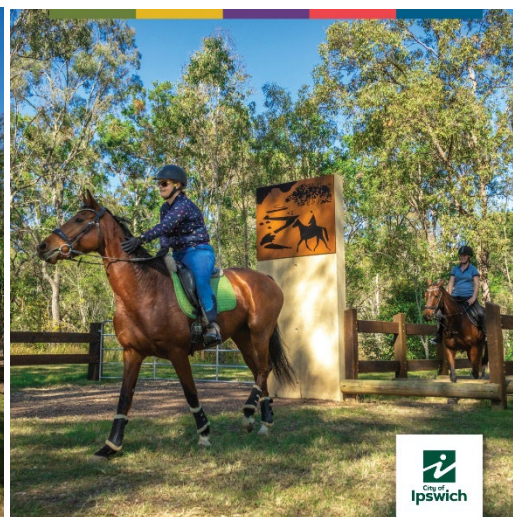
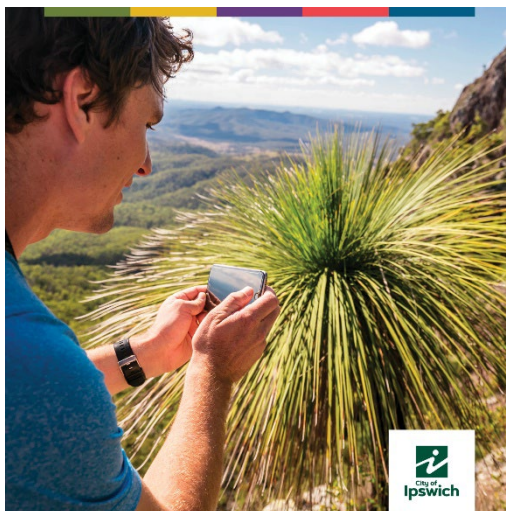
20. Overall, how well does the draft masterplan capture what is needed at Flinders-Goolman for the next 20 years?



21. Please share any final comments about the draft masterplan

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

Appendix 2 – Social Media tiles



Appendix 3 – Correspondence

Dear Resident (or Organisation name),

Ipswich City Council is developing a masterplan for Flinders – Goolman Conservation Estate. This will guide Council's future Enviroplan investment into the estate including new and upgraded infrastructure, visitor education and activities, and environmental improvements.

The aim of the masterplan is to provide a well-considered, consolidated 20-year vision for the conservation and protection, enhancement and enjoyment of the estate by the Ipswich and broader community.

You are invited to share your thoughts on the draft masterplan document. Your feedback will help us make sure the masterplan is heading in the right direction for future upgrades.

Have your say through Council's Shape Your Ipswich Page from 3 November to 7 December 2025.

<https://www.shapeyouripswich.com.au/flinders-goolman-masterplan>

If you have any questions, please contact the Natural Environment branch on 3810 6666 or email environmentaladvisory@ipswich.qld.gov.au

Regards,

Natural Environment Branch

Ipswich City Council

Appendix 4 – Billboard design



Appendix 5 – SIGNAGE ONSITE





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