

City of Ipswich

Community Engagement Report

Community Engagement Policy Update

August 2026





ACKNOWLEDGEMENT OF COUNTRY

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



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EXECUTIVE SUMMARY

Ipswich City Council's Community Engagement Policy sets out how council talks with and listens to the community. It was last updated in 2022 and is due for review by November 2026.

Between 22 June and 26 July 2026, council asked community members, staff and elected representatives what is working well and what could be improved. This included an online community survey, a youth survey, a staff survey, hard copy surveys, community engagement events, a drop-in session with elected representatives, phone, email and written feedback.

In total, 175 people took part, including community members, young people, 14 staff and three elected representatives. This report summarises what they told us.

The themes and stakeholder insights identified in this report may help inform the preparation of the final Community Engagement Policy. This engagement will also support continuous improvement across related tools, templates and internal processes used by the Community Engagement Team.

WHY WE ENGAGED

Engagement with the community aimed to:

- Understand how well council's current Community Engagement Policy, process and support model are working for community members, staff and elected representatives.
- Identify what is working well and where improvements are needed – including accessibility, clarity of process, channel mix, timing, reporting back to participants, and practical support for project teams.
- Ensure the updated policy reflects community and staff needs and is ready to progress to adoption ahead of the November 2026 renewal deadline.

Community Engagement

SHAPE YOUR
IPSWICH

SHARE YOUR VIEWS

Get involved

Make a difference

Shapeyouripswich.com.au



Ipswich's online
engagement
platform



HOW WE ENGAGED

The engagement was undertaken between 22 June and 26 July 2026.

ENGAGEMENT FEEDBACK CHANNELS - EXTERNAL

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

Shape Your Ipswich

Comments were captured via three engagement tools on the project page, [Community Engagement Policy Update](#), hosted on Shape Your Ipswich. The main survey questions can be seen at Appendix 1, a dedicated youth survey at Appendix 2, and quick poll results at Appendix 5.

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 were available at the libraries listed in the table below and on the day at The Greater Springfield Festival and Ipswich NAIDOC events.

Community engagement events

Six community engagement events were held to provide the broader community with general information on the project and capture feedback. Locations were selected to cover a range of locations and community settings. Examples of the posters used at these events can be seen in Appendix 4. The following events were held:

DATE	LOCATION	DIVISION
Saturday 27 June 2026	The Greater Springfield Festival, Robelle Domain	Division 2
Wednesday 1 July 2026	Rosewood library	Division 4
Thursday 2 July 2026	Springfield Central Library	Division 2
Monday 6 July 2026	Redbank Plains Library	Division 1
Tuesday 7 July 2026	Ipswich NAIDOC celebration, Tulmur Place	Division 3
Wednesday 8 July 2026	Redbank Plaza Library	Division 1

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 (07) 3810 6666 with feedback on this project.

In writing

The community was able to directly provide feedback to council in writing to PO Box 191, Ipswich QLD 4305 with feedback on this project.

ENGAGEMENT FEEDBACK CHANNELS - INTERNAL

In addition to community-facing channels, council sought feedback directly from staff and elected representatives.

Staff survey

Council staff were invited to complete a separate staff survey, reflecting their experience delivering and supporting community engagement. The survey was shared via council's intranet, emails from managers and teams, and advertising within council offices. 14 staff completed the survey.

Elected representatives drop-in

A survey was made available to elected representatives via Shape Your Ipswich. A drop-in session, supported by a presentation summarising the project, was also held for elected representatives to share their feedback directly. Three councillors participated.

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

Council shared the engagement opportunity on its Facebook page. Two paid campaigns ran between 26 June and 26 July 2026, using a mix of video and still images to encourage people to have their say.

CHANNEL	DATE OF POSTING	REACH	CLICKS
Meta – boosted post	26 June – 8 July 2026	11,692	817
Meta – traffic ads	13 – 26 July 2026	27,534	755

The social media approach was adjusted during the engagement period. The initial activity used a boosted post, with the approach subsequently shifting to a dedicated traffic campaign to direct people to the engagement opportunity. This adjustment reflected considerations around the timing and sensitivity of promotional activity during the budget period, as well as feedback received through social media. Across both campaigns, the posts reached 39,226 people, generating 1,572 clicks through to the survey.

Shape Your Ipswich

Two email campaigns were sent out via Shape Your Ipswich. The first campaign was sent on 22 June 2026 and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest:

- Community
- Governance

This campaign was sent to a total of 914 members, of which 378 (41.4%) opened the email.

The second campaign was part of a broader quarterly newsletter covering multiple projects. The campaign was sent on 9 July 2026 and was sent out to the Shape Your Ipswich newsletter subscribers. This campaign was sent to a total of 4,427 members, of which 1,849 opened the email.

Direct email

All council staff received notification to view an intranet article encouraging participation. In addition, representatives of the following community groups and organisations were directly reached out to via email to encourage their participation in various engagement activities:

- Arcadia College
- Bellbird Park State Secondary College
- Bremer State High School
- Bundamba State School
- Carers Queensland
- Collingwood Park State Secondary College
- Goodna RSL Sub Branch
- Greater Springfield Sub Branch Inc.
- Inala Ipswich Multicultural Network
- Indie School – Ipswich Central Campus
- Ipswich 60 and Better Program Inc.
- Ipswich and West Moreton Youth Interagency (youth)
- Ipswich Community Youth Service
- Ipswich Disability Interagency Network
- Ipswich Flexible School
- Ipswich Grammar School
- Ipswich Heritage Network
- Ipswich Lions Club
- Ipswich Men's Shed
- Ipswich Redbank-Goodna Lions Club
- Ipswich RSL Sub Branch
- Ipswich Youth Advisory Council
- Karalee Community Association
- Lions Club Rosewood
- Pine Mountain Historical Society
- Ipswich Probus Club
- Queensland Pathways State College
- Railways RSL Sub Branch
- Redbank Plains State High School
- Redbank RSL Sub Branch
- Rosewood History Group
- Rosewood Men's Shed
- Rosewood State High School
- Rosewood Sub Branch Inc.
- Rotary Club of Booval
- Rotary Club of Goodna
- Rotary Club of Greater Springfield
- Rotary Club of Ipswich
- Rotary Club of Ipswich City
- SES Ipswich (State Emergency Service)
- Springfield Central State High School
- St Mary's College Ipswich
- Staines Memorial College
- U3A Ipswich (University of the Third Age)
- Westside Christian College
- Willowbank Area Residents Group
- Y2Tribe

Ipswich Youth Advisory Council

Ipswich Youth Advisory Council (IYAC) comprises of young people aged between 13-18 years who come together to have a voice for raising issues and sharing ideas that affect young people. The project was shared with 20 students at an IYAC meeting on 7 July 2026 as part of educating younger Ipswich audiences on the projects currently open for feedback. As the event was hosted during the school holidays, attendance may have been affected by this timing. Students completed a live poll during the presentation, using the same paired-choice format as the pop-up poster boards. Results are included in Appendix 6.

Signage

Printed and digital signage was placed across Ipswich between 1 July and 26 July 2026 to raise awareness of the survey. All signage included a QR code linking directly to the Shape Your Ipswich page. This included:

- A billboard at Tulmur Place, in the Ipswich CBD.
- Digital signage screens (SEDs) in suburbs across the region (Appendix 7).
- Posters and flyers inside council buildings, including 1 Nicholas Street, the Civic Centre and two council depots.
- A screensaver displayed on computers across the organisation.

Examples of the signage used can be seen in Appendix 7.

Overall, these activities led to 1,802 views of the Shape Your Ipswich page and 175 contributions throughout the engagement as outlined in the table below.

ENGAGEMENT CHANNEL/S	CONTRIBUTIONS
Shape Your Ipswich – community	82
Shape Your Ipswich – youth	19
Shape Your Ipswich – staff	14
Hard copy survey (pop up) – community	18
Hard copy survey (pop up) – youth	1
Elected representatives drop-in	3
IYAC presentation (youth focus group)	20
Pop-up event poster feedback – community	8
Pop-up event poster feedback – youth	10
TOTAL	175

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

The affected community was determined by research undertaken as part of the engagement planning stage. This project was considered most likely to affect:

- Ipswich community members, estimated at approximately 259,886 people
- Aboriginal and Torres Strait Islander communities, including Traditional Owners, estimated at approximately 12,505 people
- Young people in Ipswich, estimated at approximately 68,731
- Business owners and workers in Ipswich, estimated at approximately 13,000 businesses
- People with disability, estimated at approximately 50,000 people
- People who speak English as a second language, estimated at approximately 36,000 people
- Council staff, estimated at approximately 1,680 employees
- Elected representatives, including the mayor and eight councillors
- Executive Leadership Team, estimated at approximately six members
- Community Engagement Team, comprising four members
- Stakeholder Management Team, comprising three members.

Some individuals may belong to more than one of the identified groups. To avoid underestimating the affected population while recognising overlap across groups, a conservative combined estimate of 300,000 individuals has been adopted for sample size calculations.

For a 95% confidence level, best practice recommends between 196 and 384 people take part, giving a margin of error of 5–7%. This engagement received 175 responses, just under that range, giving a slightly wider margin of error of around 7.4%. This means the results give a useful, broad picture of community views, but should be read as indicative rather than a precise reflection of the whole Ipswich community.

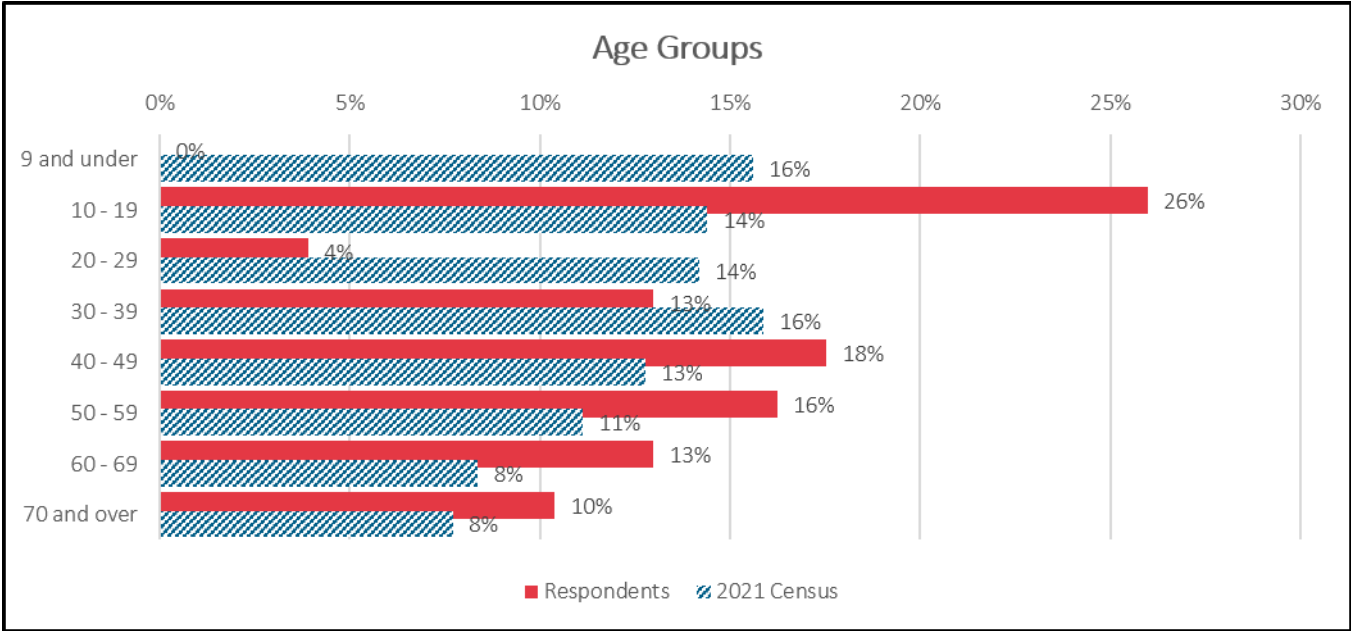
DEMOGRAPHIC REPRESENTATION

Demographic information was collected through engagement channels. A minority of participants opted out of providing some or all demographic information.

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

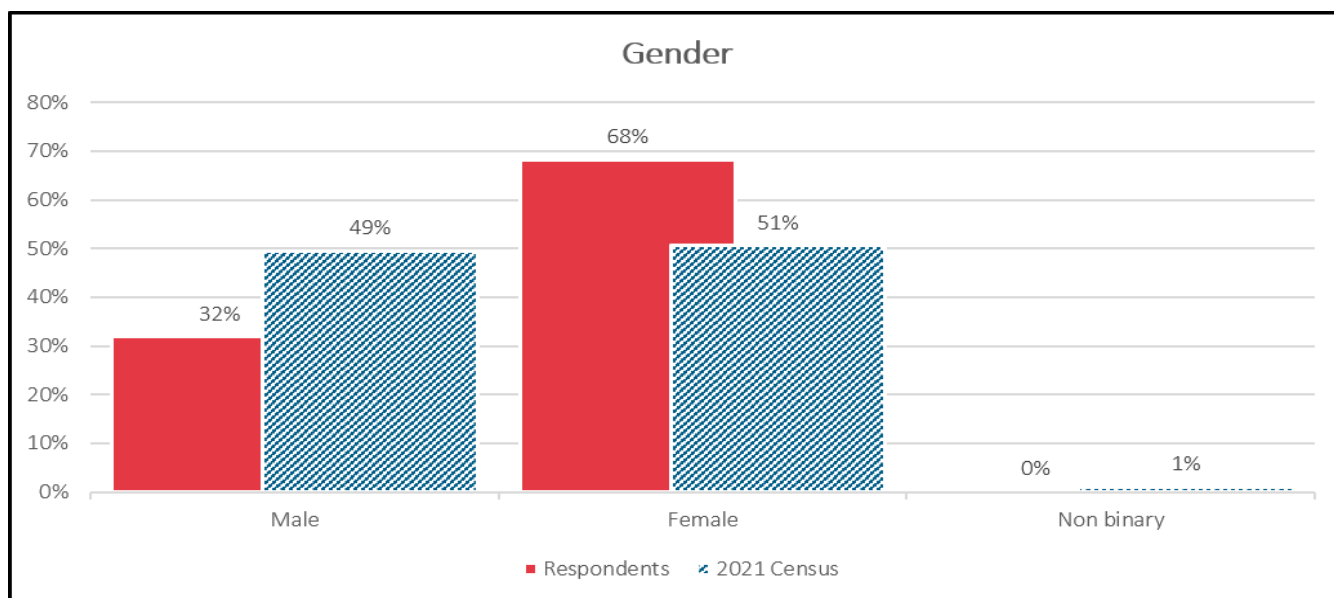
Age

155 respondents shared their age. The largest group was 10–19-year-olds, making up 26% of respondents, with the youngest respondent 13 years of age. People aged 20–29 were the most underrepresented group, at just 4% of respondents compared with 14% of the population. Other age groups were broadly in line with, or slightly above, their population share.



Gender

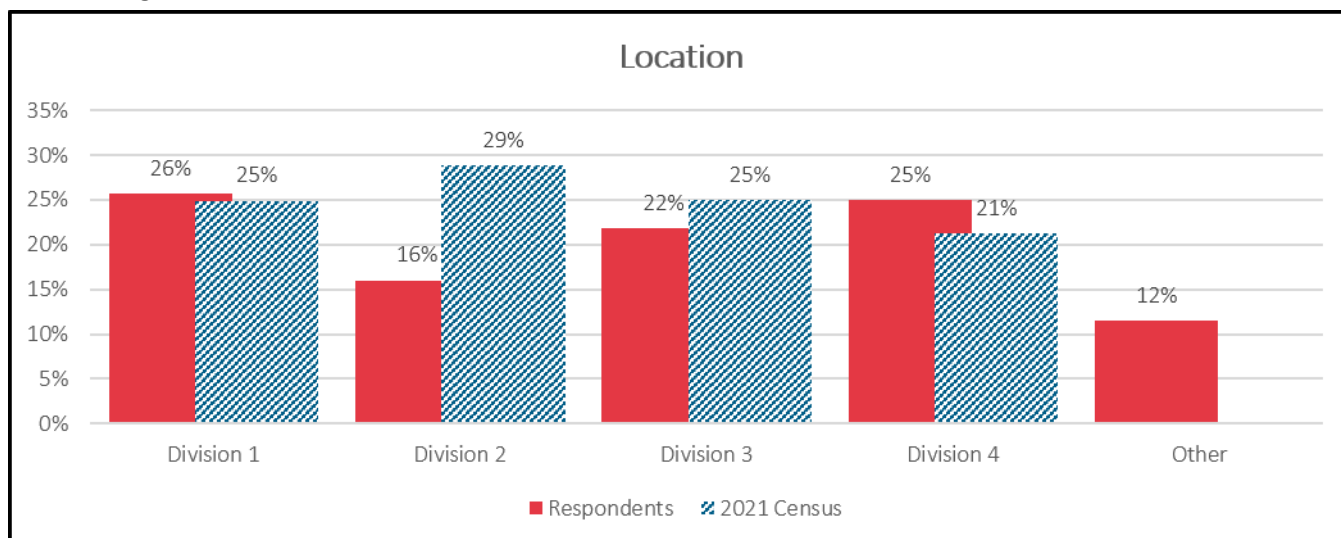
157 respondents shared their gender. Women were highly represented, making up 68% of respondents compared with 51% of the population, while men were underrepresented at 32% compared with 49% of the population. No respondents identified as non-binary.



Locality

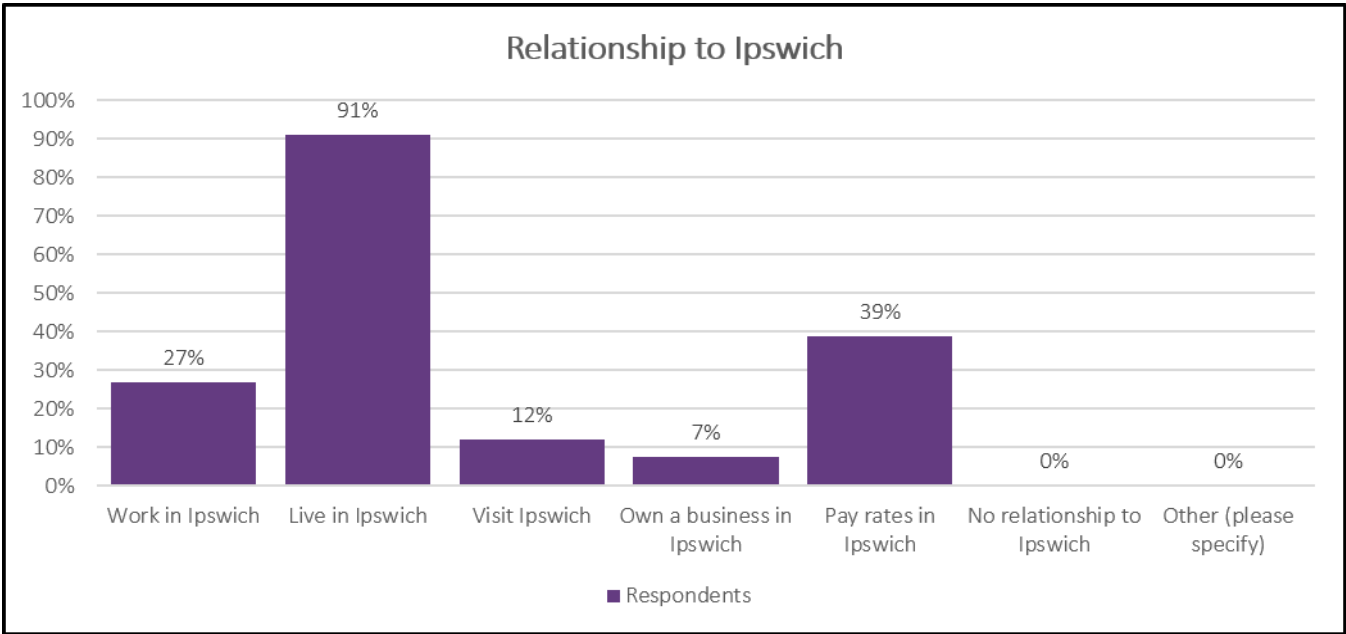
156 respondents shared their suburb. Division 1, 3 and 4 were broadly represented, while Division 2 was somewhat underrepresented. A further 12% of respondents live outside Ipswich. The full list of suburbs is:

- Augustine Heights
- Barellan Point
- Beaudesert
- Bellbird Park
- Blackstone
- Booval
- Brassall
- Brisbane
- Bundamba
- Camira
- Churchill
- Chuwar
- Coalfalls
- Collingwood Park
- Deebling Heights
- East Ipswich
- Eastern Heights
- Flinders View
- Forest Lake
- Goodna
- Haigslea
- Ipswich
- Tivoli
- Karalee
- Keperra
- Laidley
- Leichhardt
- Marburg
- Moorooka
- Mount Ommaney
- Mount Forbes
- Newtown
- North Booval
- North Ipswich
- One Mile
- Oxley
- Purga
- Raceview
- Redbank Plains
- Ripley
- Rosewood
- Sadliers Crossing
- Silkstone
- South Ripley
- Spring Mountain
- Springfield
- Springfield Lakes
- The Bluff
- Tivoli
- Willowbank
- Wynnum
- Yamanto
- Yeronga.



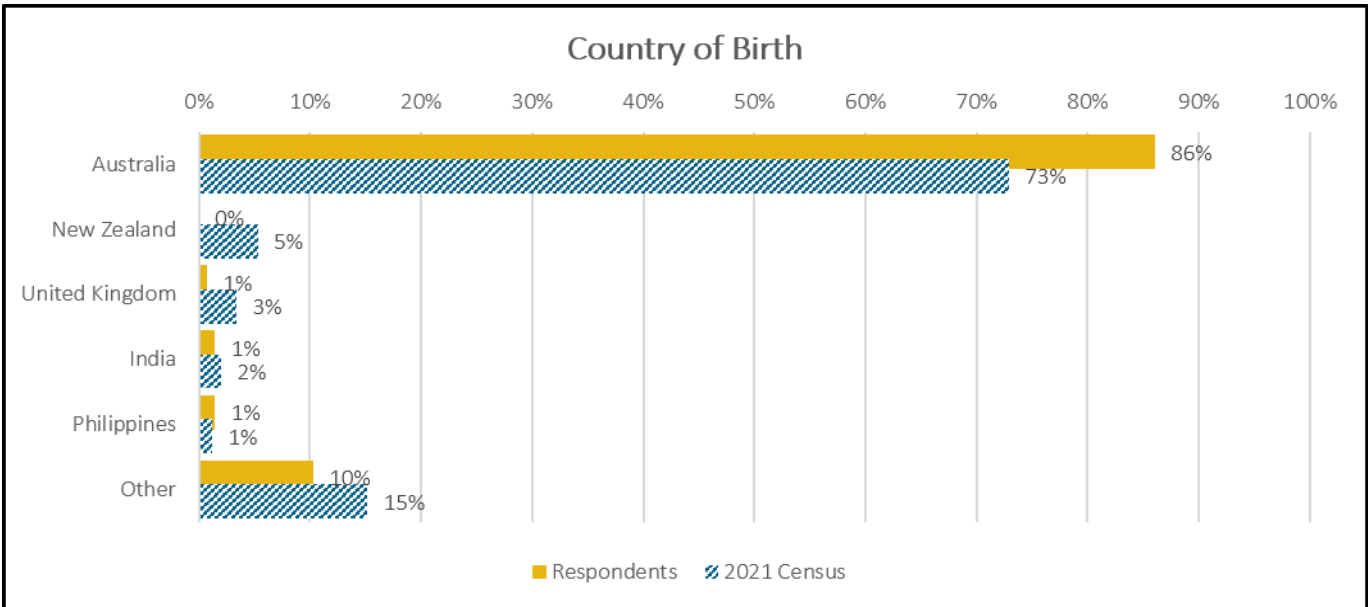
Relationship to Ipswich

134 respondents shared their relationship to Ipswich and could select more than one option. Most live in Ipswich (91%), and many also pay rates in Ipswich (39%) or work in Ipswich (27%).



Country of birth

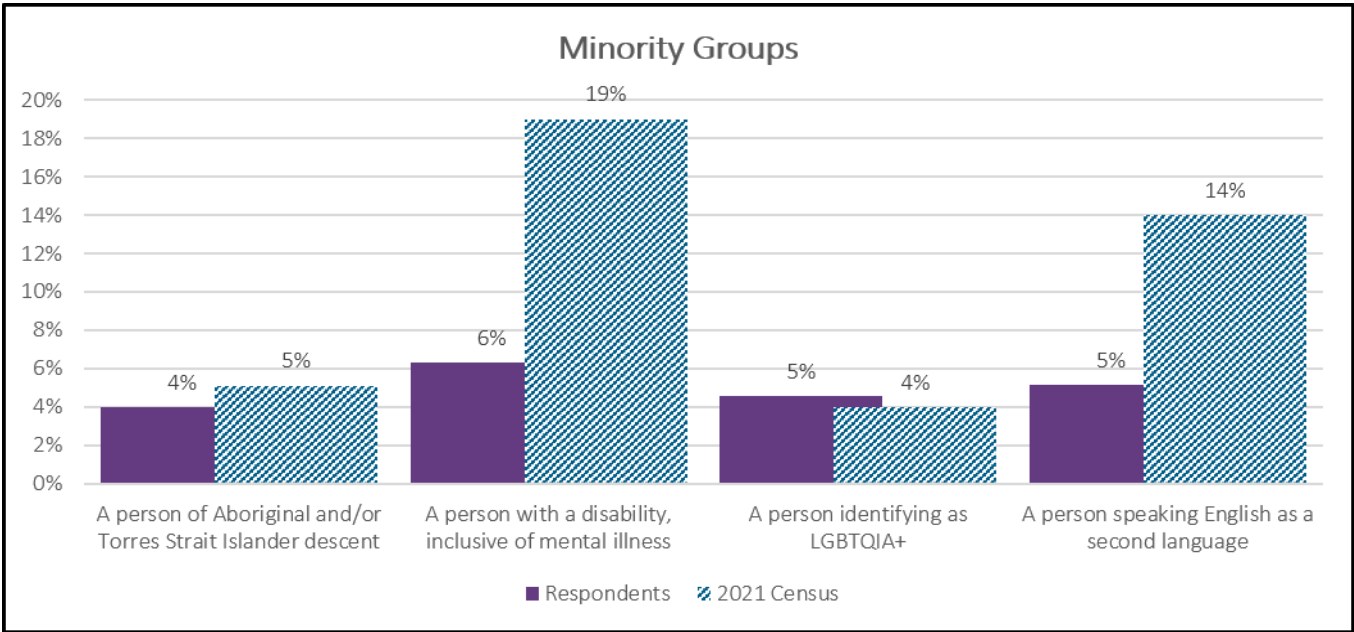
137 respondents shared their country of birth. Respondents born in Australia were well represented (86%). Respondents born in the Philippines, India and United Kingdom were represented in similar, while no respondents were born in New Zealand. Other countries of birth were reasonably represented (10%).



Minority groups

175 respondents said whether they identified with any of the listed groups. Comparisons are made against national data, as local figures aren't available for these groups specifically. Respondents identifying as Aboriginal and / or Torres Strait Islander (4%) and as LGBTIQ+ (5%) were represented in similar proportions to the

national population. People with disability, including mental illness (6%) and people who speak English as a second language (5%), were underrepresented.



OVERALL REPRESENTATIVENESS

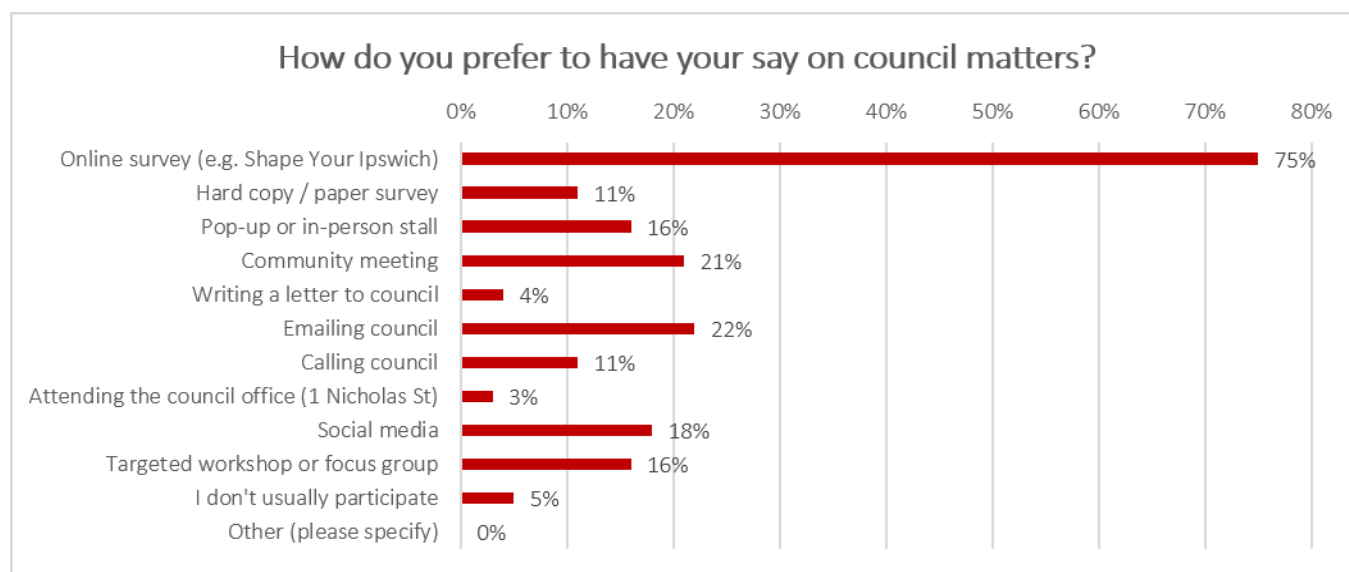
Compared with census data, most groups are represented in about the same proportion as the general population. This includes most age groups, Divisions 1, 3 and 4; most countries of birth, people who identify as Aboriginal and / or Torres Strait Islander, and LGBTQIA+. Other groups are not represented as closely, including Division 2, people with a disability, people who speak English as a second language, people aged 20-29, and people born in New Zealand. Because of this, the findings in this report should be seen as a useful, general guide to what people think, not an exact reflection of every group in Ipswich.

WHAT THE COMMUNITY TOLD US

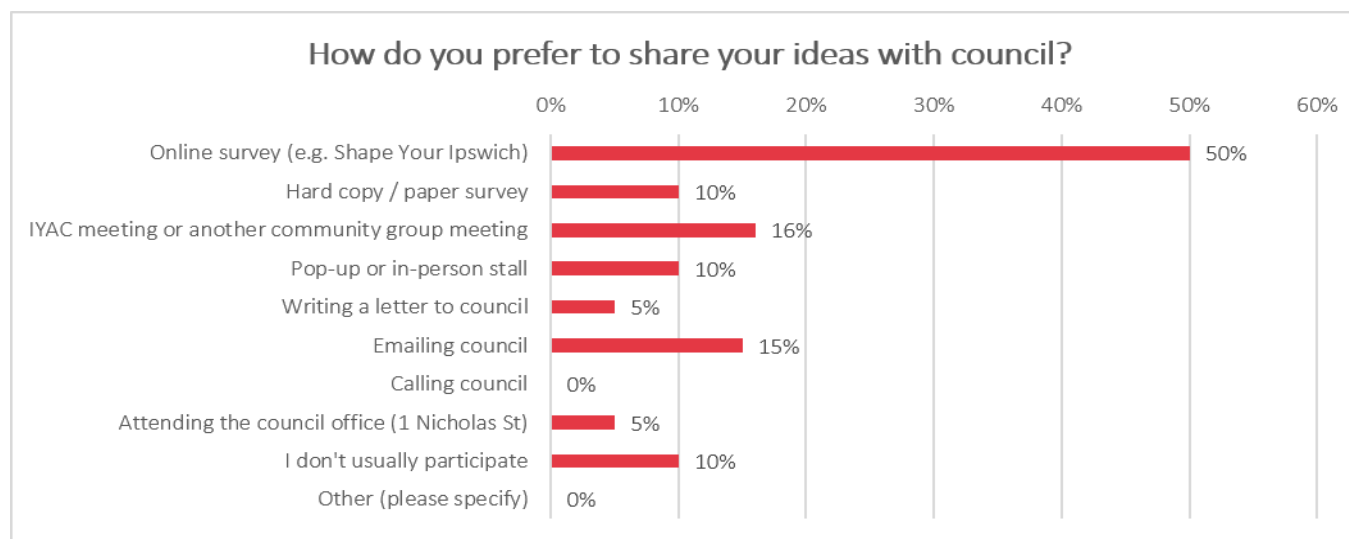
A summary of feedback received across all channels has been outlined below. Respondent totals vary by question, with the respondent total referenced as (n). Some question wording was adapted to suit the audience.

How do you prefer to have your say on council matters?

Both community and youth respondents demonstrated a preference for digital engagement, with online survey selected as the primary channel. Direct communication methods, such as emailing council and attending group meetings, were selected over traditional channels like calling, writing or visiting the council office in person.



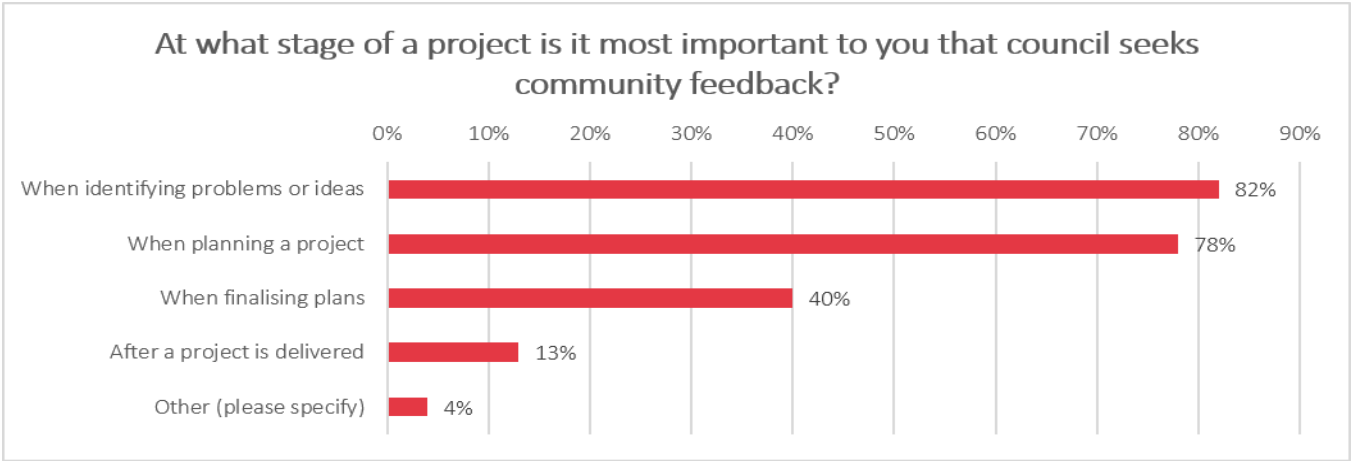
Community survey (n = 100)



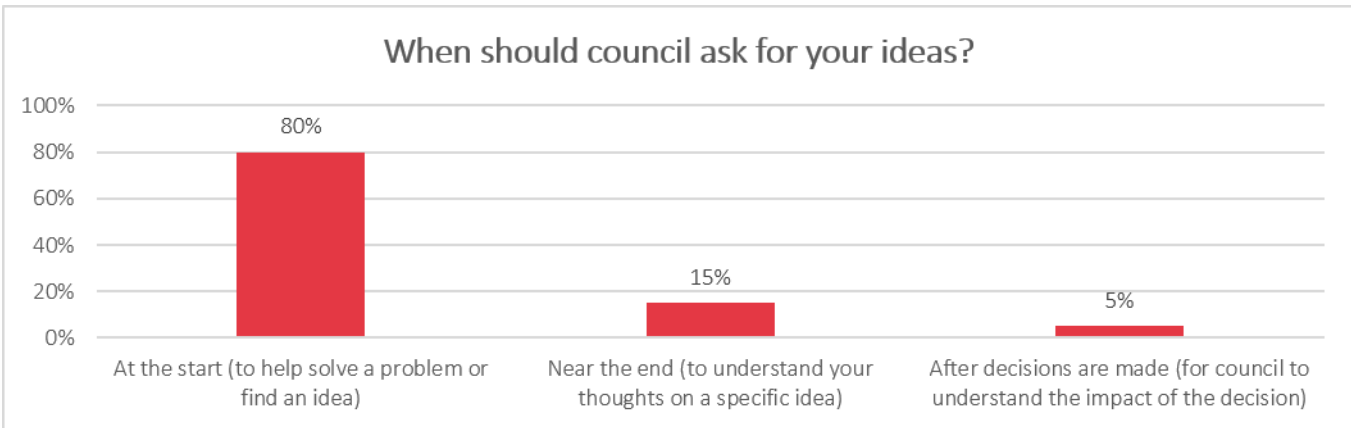
Youth survey (n = 20)

At what stage of a project is it most important to you that council seeks community feedback?

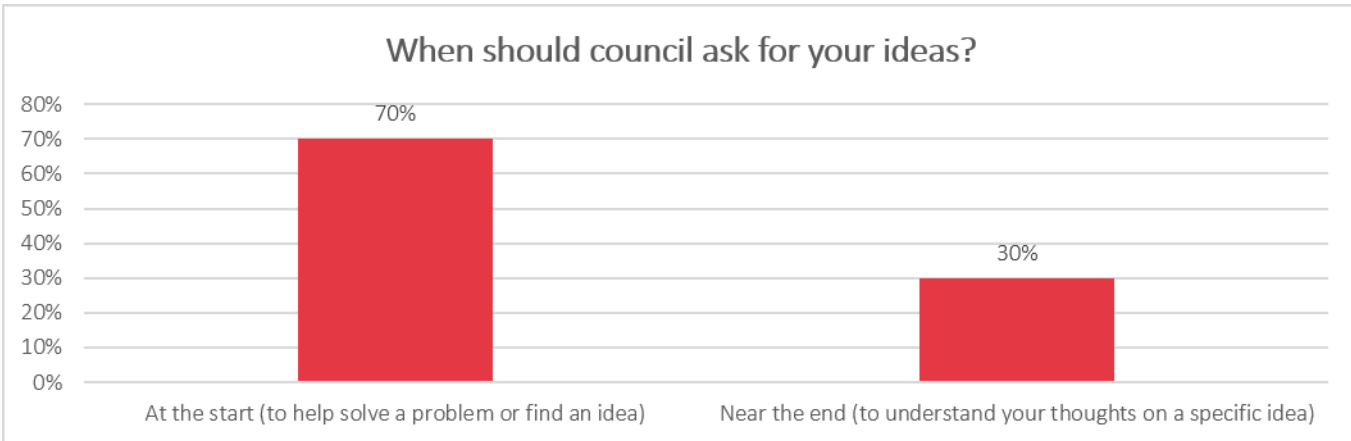
Across all engagement activities, there is a clear and consistent preference for being asked for input early, before a project or plan is finalised, rather than being asked to react to a finished proposal.



Community survey (n = 100)



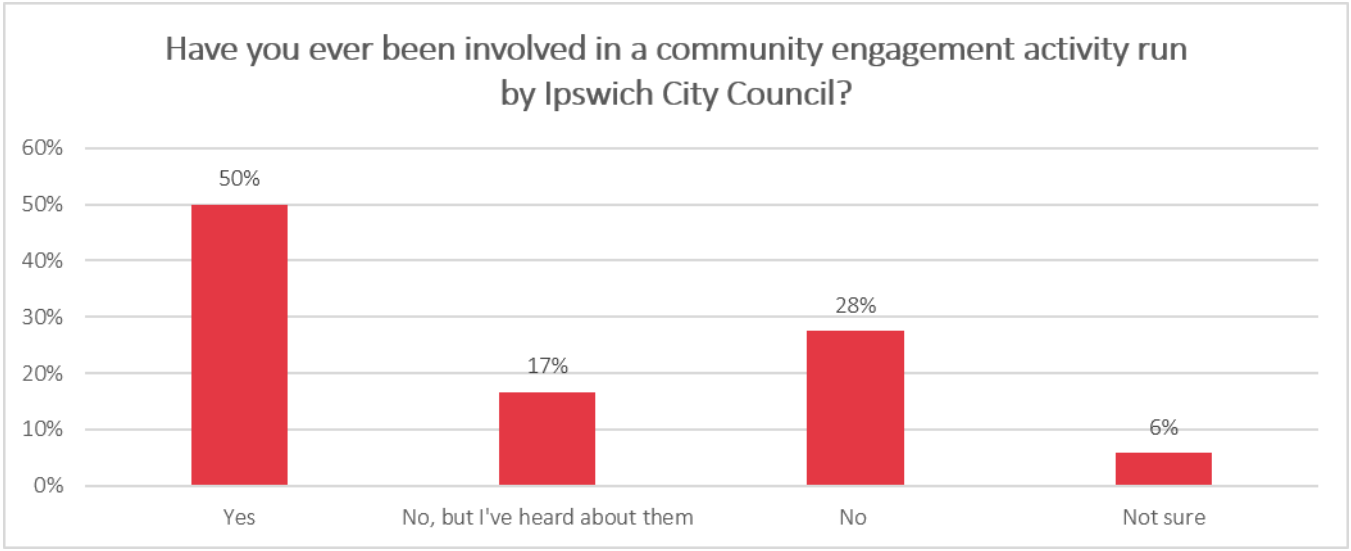
Youth survey (n = 20)



IYAC meeting (n = 20)

Have you ever been involved in a community engagement activity run by Ipswich City Council?

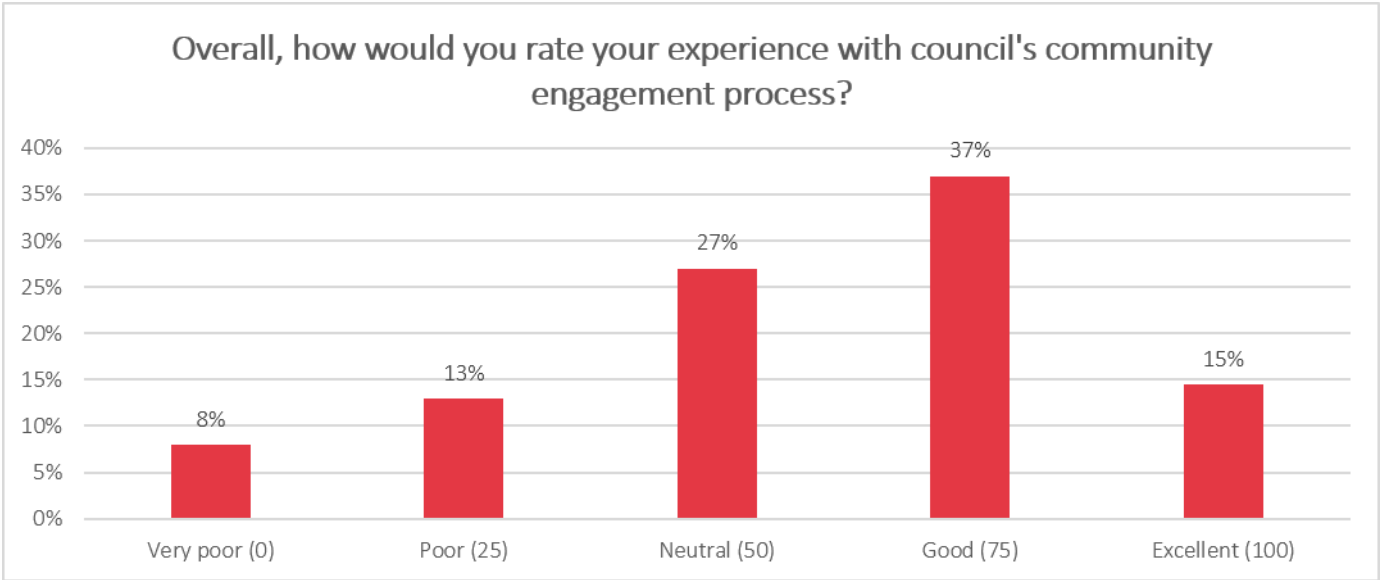
Across both the community and youth surveys, 50% answered “yes”, 28% answered “no”, 17% “heard about activities” and 6% were “not sure”. Staff (n=14) were asked a related but different question, “whether they had worked on a project that required community engagement”, and 86% had.



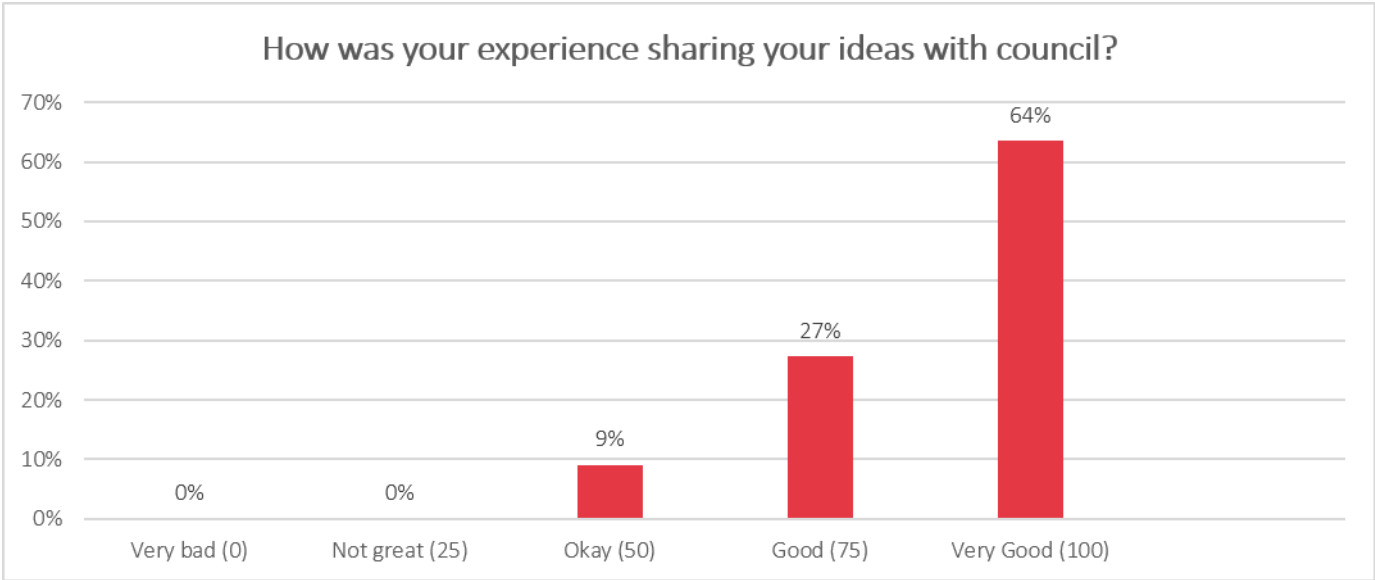
Youth and Community survey (n=120)

Overall, how would you rate your experience with council’s community engagement process?

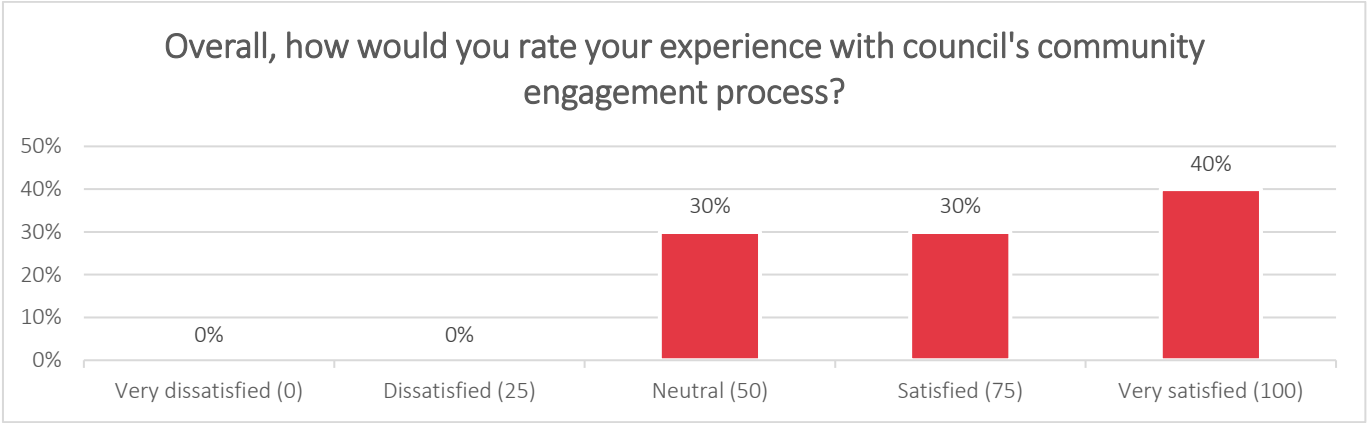
Of the community members who stated they had been involved in an engagement activity in the past, feedback on their experience had a slightly positive lean, with 52% rating it “good” or “excellent,”. Feedback from youth was largely positive with 91% rating the experience as “very good” or “good”. Staff responses were also largely positive, with 70% “very satisfied” or “satisfied”.



Community survey (n=62)



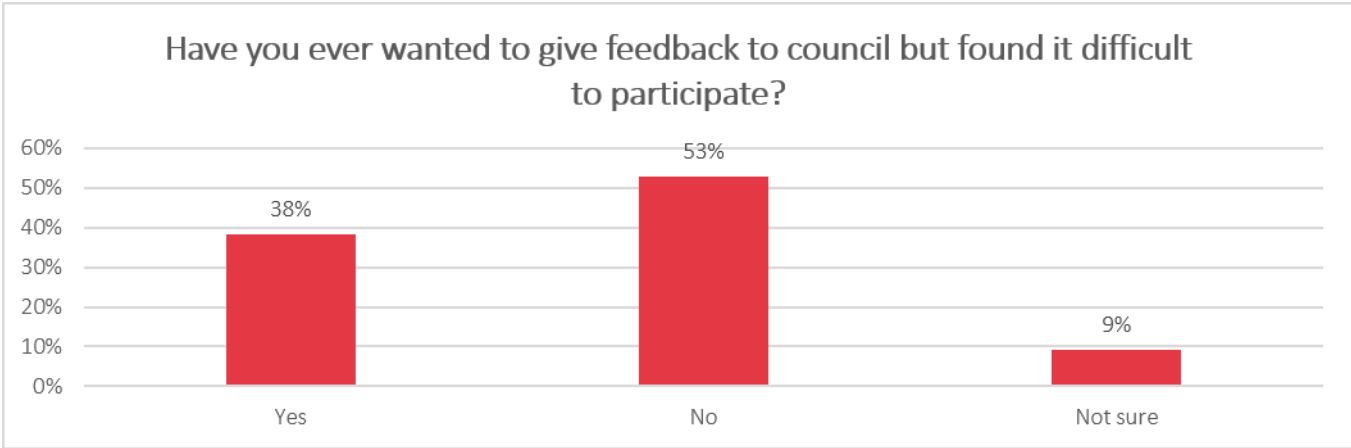
Youth survey (n=11)



Staff survey (n = 10)

Have you ever wanted to give feedback to council but found it difficult to participate?

Mixed feedback was provided when asked about whether it is difficult to give feedback to council. 53% said “no” and 38% said “yes”, with the remaining 9% “not sure”.



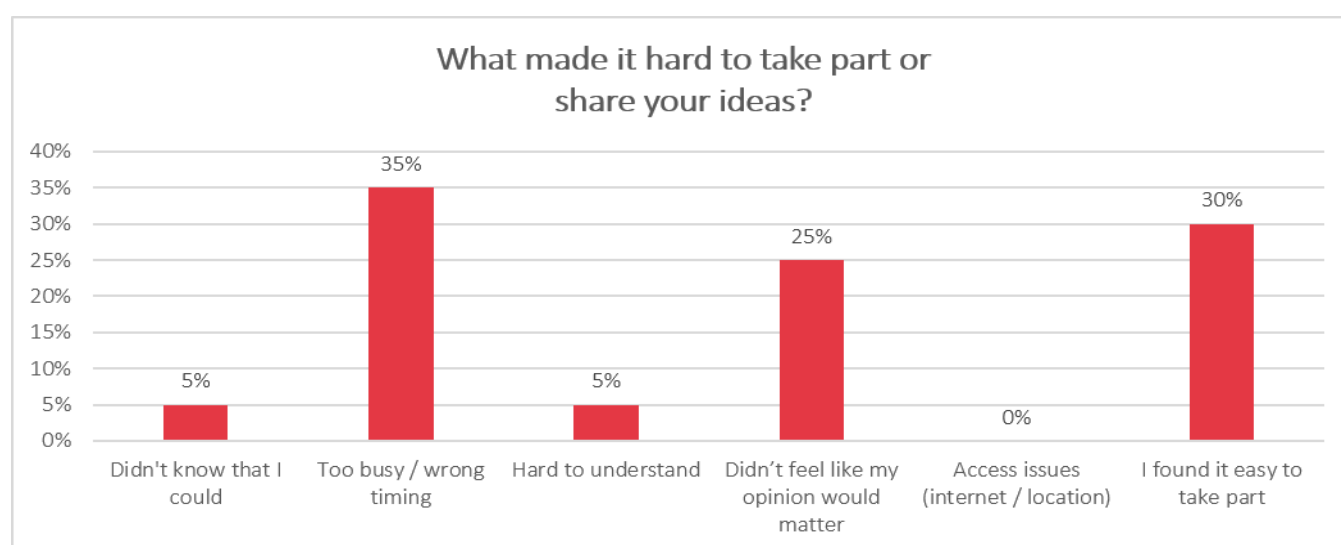
Community survey question results (n = 55)

What made it difficult?

The qualitative comments (n=24) on what made it difficult, were thematically coded, identifying four themes:

- **Awareness:** not knowing engagement was occurring, hearing too late, or after decisions were announced.
- **Unclear participation pathways:** uncertainty about how to respond, where to engage, or whom to contact.
- **Accessibility and timing barriers:** events during work hours, unsuitable locations, missing engagement deadlines, only available online.
- **Perceived lack of influence:** doubting council will listen and not knowing the outcome of feedback.

For youth, the most common barriers were “too busy / wrong timing” (35%) and “didn't feel like my opinion would matter” (25%). 30% said they found it easy to take part.



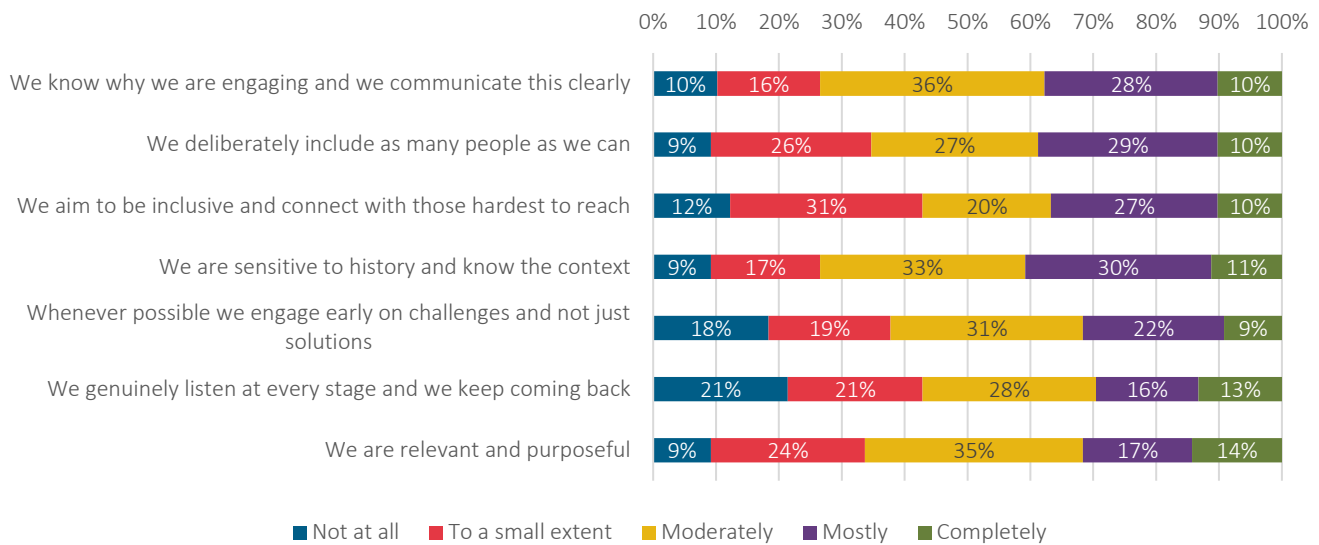
Youth survey (n = 20)

How well does each principle reflect how council currently engages with you?

Community ratings across the seven engagement principles were mixed, with “moderately” the most common response. The principles with the least community confidence, with 42%-43% rating as either “not at all” or “to a small extent”, were “We aim to be inclusive and connect with those hardest to reach” and “We genuinely listen at every stage and we keep coming back”.

Staff rated themselves noticeably more favourably on the same principles. “Mostly” and “completely” were the most common selections across the board, with “we are relevant and purposeful” rated highest (71%). This identified a gap between how community members experience the principles and how staff rate their own delivery of them.

How well does each principle reflect how council currently engages with you?



Community survey (n=98)

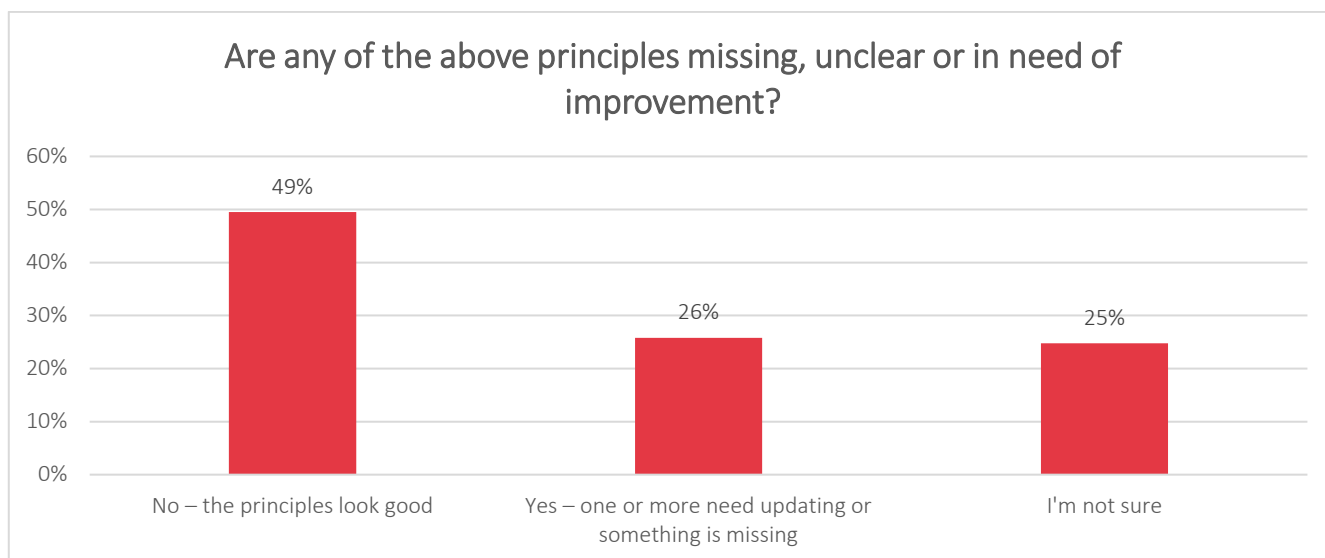
To what extent do these principles guide how community engagement is practised in your area?



Staff survey (n=40)

Are any of the above principles missing, unclear or in need of improvement?

49% of community respondents felt the principles did not need updating, 26% said one or more need updating or something is missing, and 25% were unsure. Similarly, 50% of staff felt the principles didn't need updating, 36% said one or more need updating or something is missing, and 14% were not sure.



Community survey (n=97)

Which principle(s) need updating, and what would you change or add?

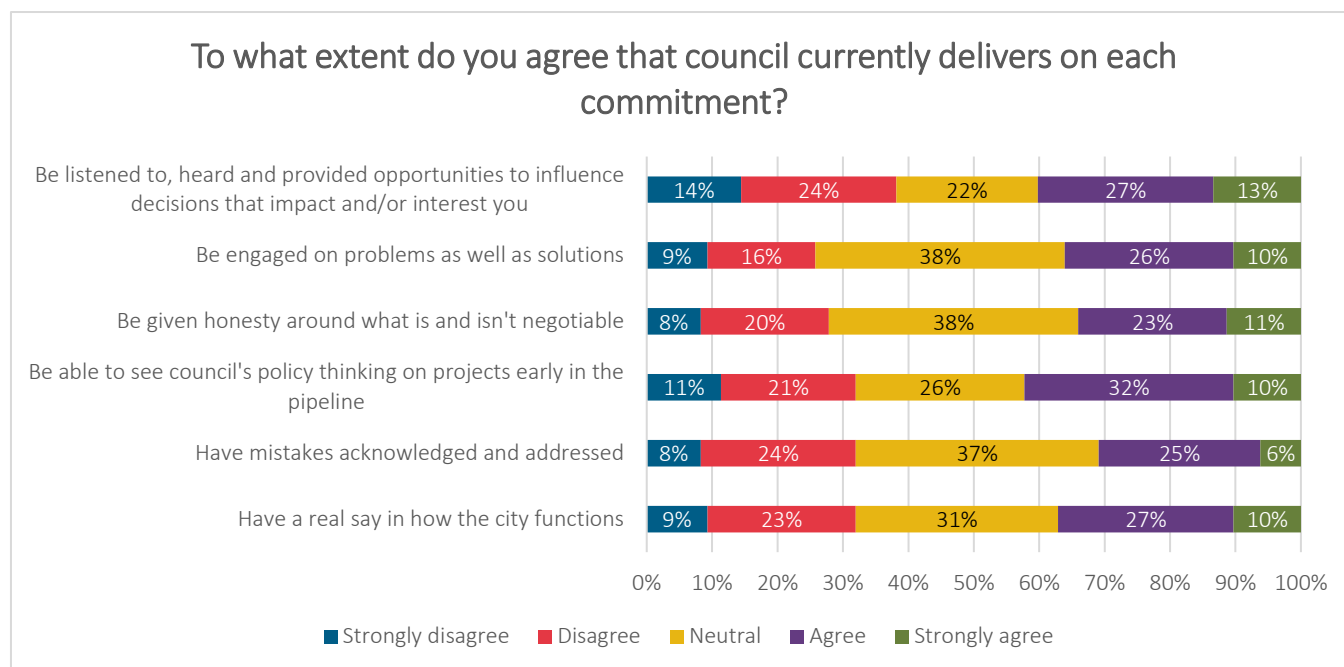
Community respondents (n=25) provided the following comments regarding changes to the principles:

Theme	Detail	Example response
Listen and act on feedback	Perceptions that consultation is tokenistic, decisions are made before engagement, and community feedback does not meaningfully influence outcomes.	<i>"Sometimes I feel it's a box ticking exercise & Council do what they want without considering resident's feedback." / "You need to listen to the community more and not to developers. The community say goes before what developer wants"</i>
Reach more diverse voices and engage earlier	Calls for earlier consultation and broader participation, particularly from underrepresented, minority and less-connected groups.	<i>"Whenever possible we engage early on challenges and not just solutions." / "Connecting with those hardest to reach needs work."</i>
Improve communication and transparency	Desire for clearer communication throughout the engagement process, including how feedback was considered in decision-making	<i>"Making sure that good feedback and information is communicated to the community at all times."</i>
Clarify and consistently apply the principles	Several respondents felt the principles were appropriate but needed clearer wording / consistent implementation.	<i>"'Hardest to reach' is vague." / "All of them need adhering to."</i>
Satisfied with current approach	A small number of respondents felt council already demonstrates genuine intention and follows through on community feedback where reasonably possible.	<i>"We have a genuine intention, and act on as much as reasonably possible, community feedback."</i>

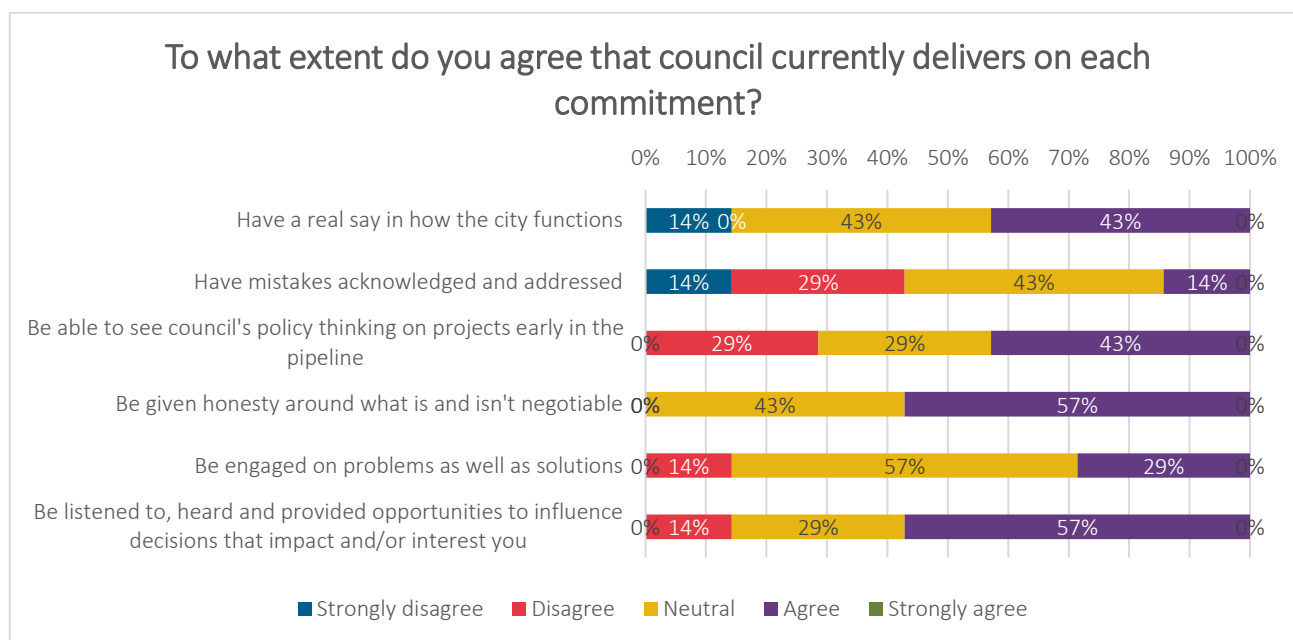
Staff responses (n=5) queried “we deliberately include as many people as we can,” suggesting it should emphasise the right stakeholders over sheer volume, and “we genuinely listen ... and keep coming back,” noting this is not always realistic once a decision has been made or an issue is out of scope.

To what extent do you agree that council currently delivers on each commitment?

Overall, responses leaned slightly toward positive / neutral for both community and staff, with “Be listened to, heard and provided opportunities to influence decisions that impact and/or interest you” scoring lowest for community. In contrast, staff scored “Have mistakes acknowledged and addressed” as the lowest.



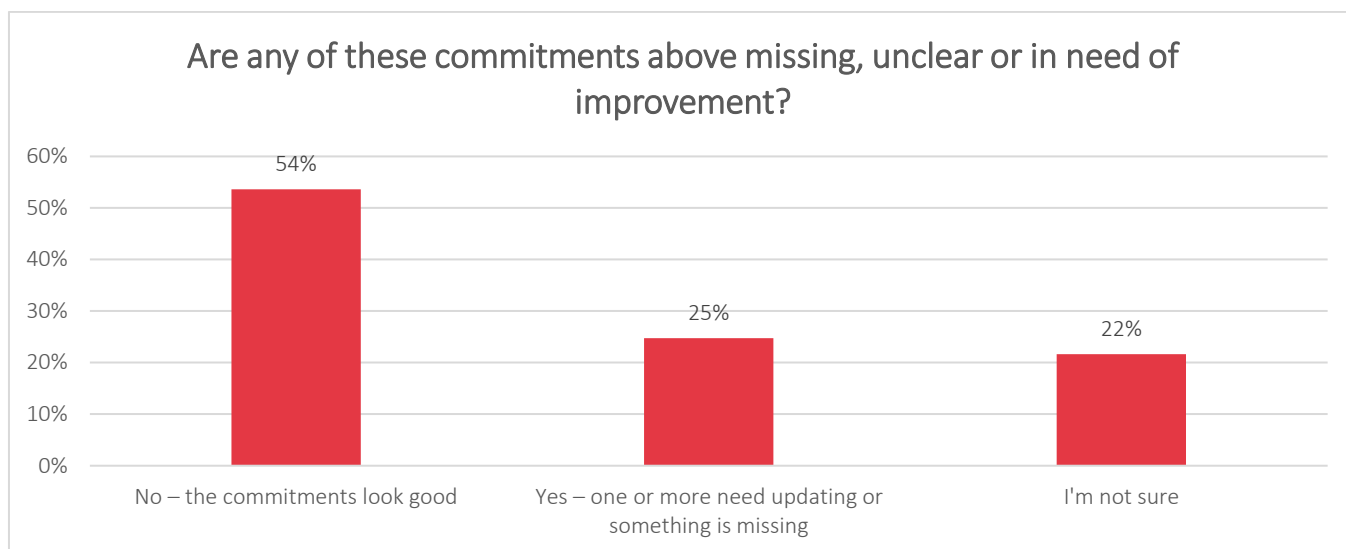
Community survey (n=97)



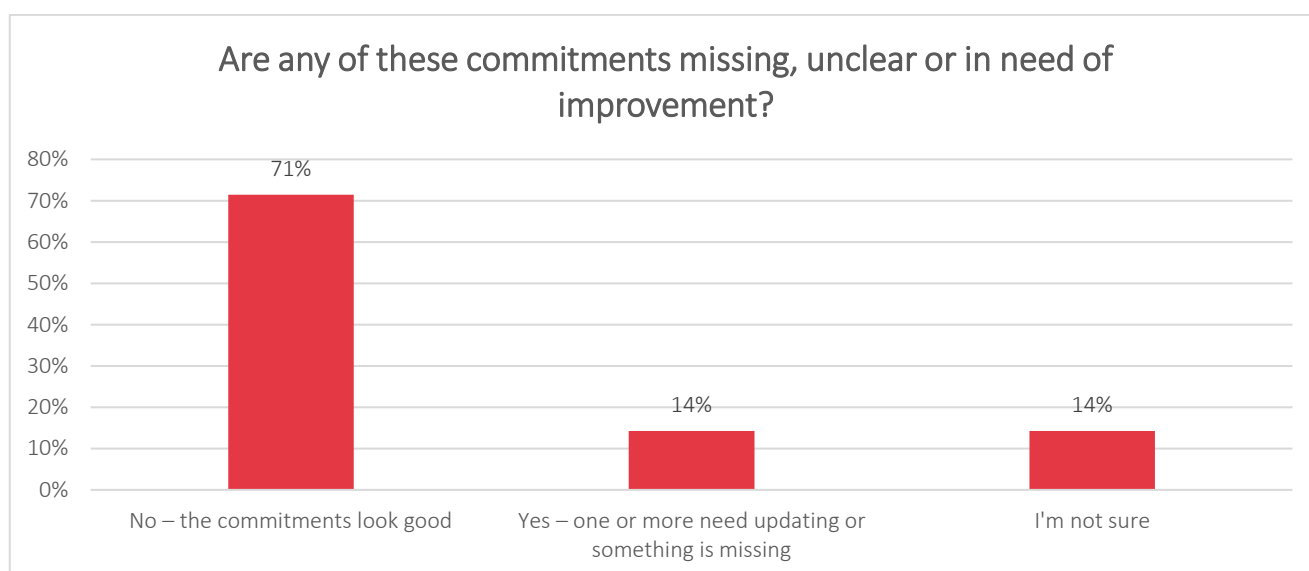
Staff survey results (n=7)

Are any of these commitments above missing, unclear or in need of improvement?

54% of the community respondents felt the commitments did not need updating; 25% felt one or more needed updating, 22% were “not sure”. Similar concerns were raised about the commitments as they did about the principles, not with the wording itself, but with consistent delivery. Staff feedback was even more supportive of the current commitments, with 71% stating “No – the commitments look good”.



Community survey (n=97)



Staff survey (n=14)

Which commitment(s) need updating, and what would you change or add?

When asking how the commitments could be amended, three themes emerged from community responses (n=24). Listening to and acting on feedback and closing the loop on what happened with it; engaging earlier and more transparently before decisions are made; and broader, more inclusive consultation reaching diverse and less-connected communities. The strongest recurring message was not to rewrite the commitments, but to demonstrate that council follows them through early, transparent engagement and visible action on feedback.

Community quotes included:

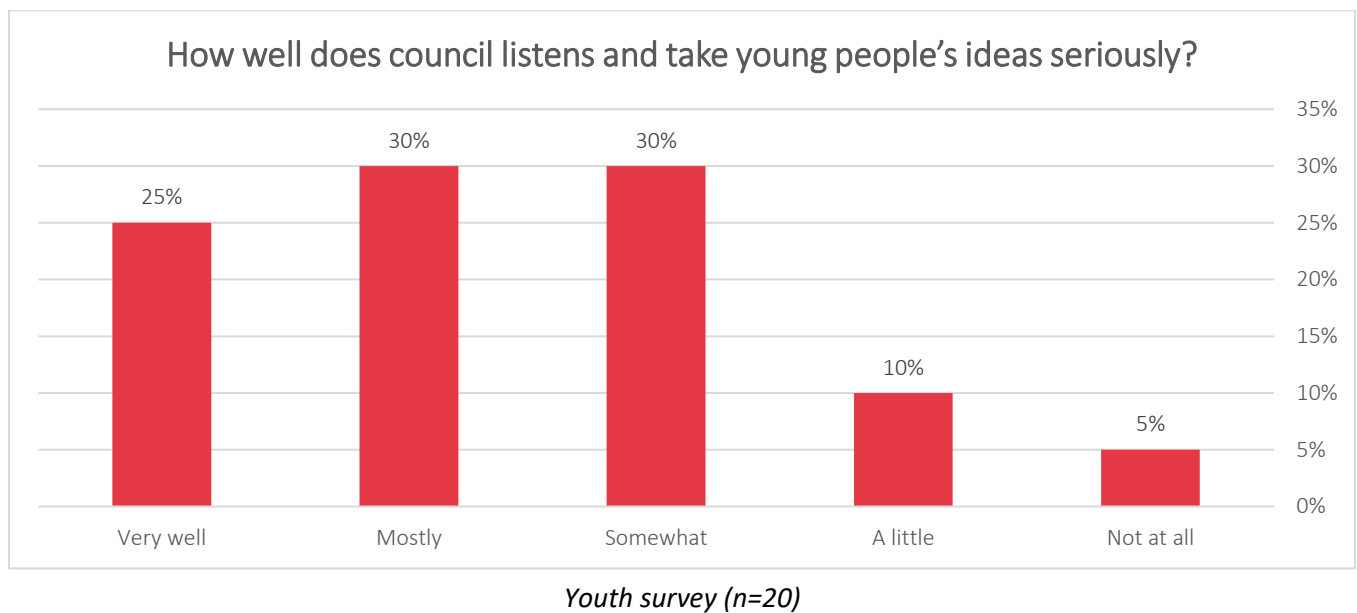
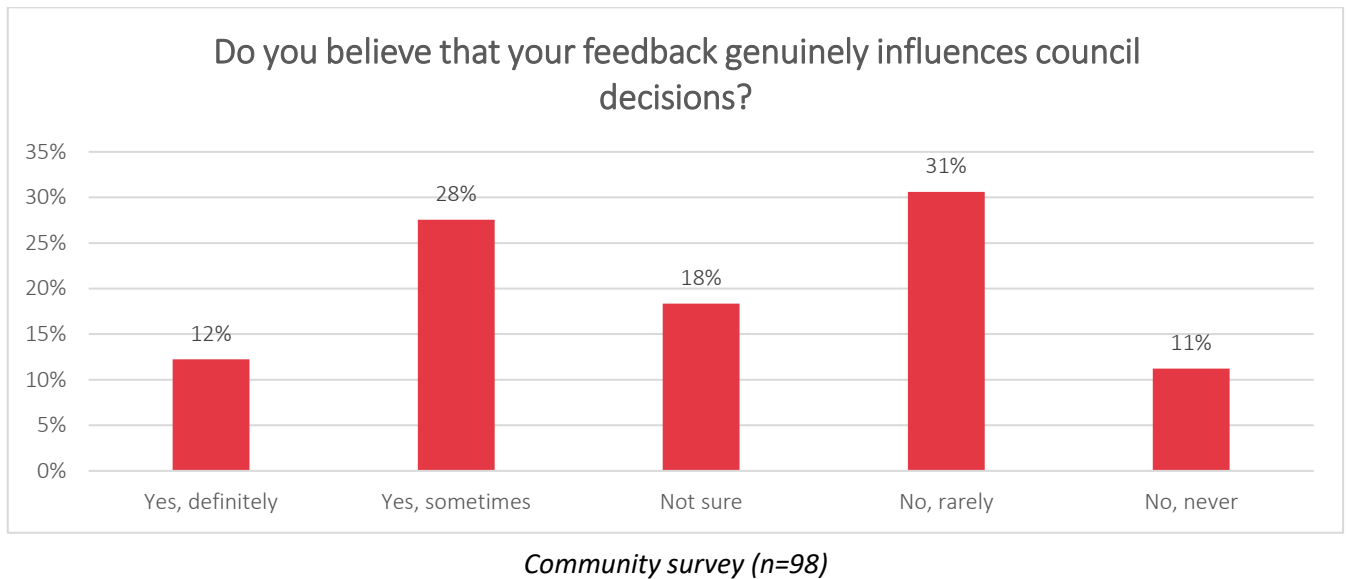
- “Listening to the people and acting on their advice.”
- “Come back to tell us how the feedback was used.”
- “I feel council often has a decision made before the public is consulted.”
- “Very short community feedback times.”
- “Transparency about what services are delivered and where things go to.”

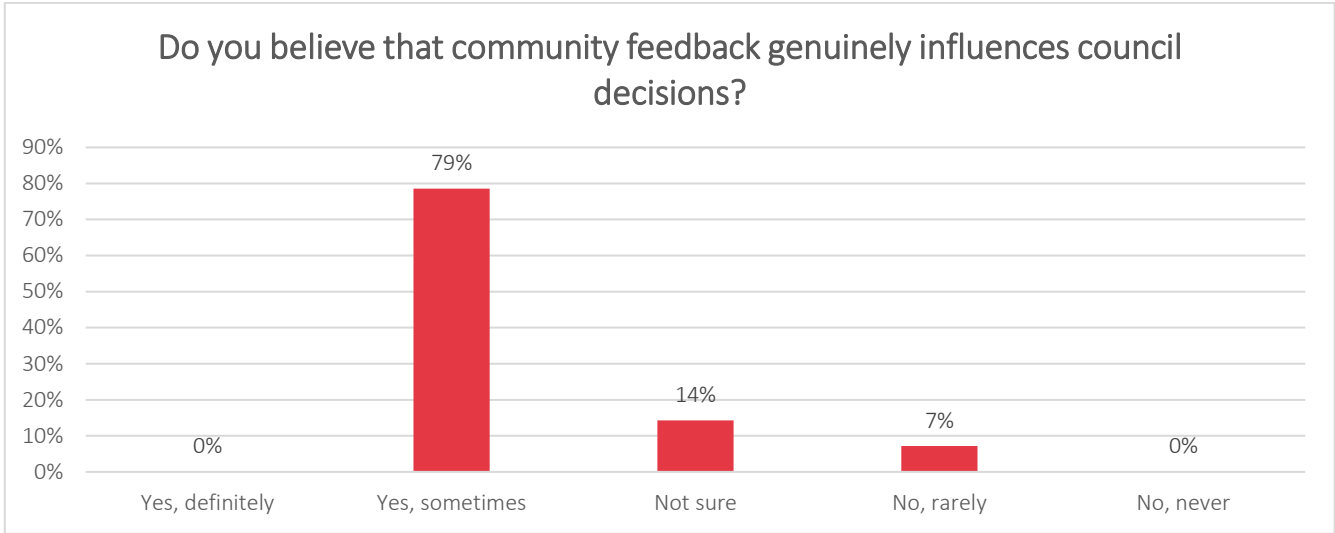
- “Actively seeking responses from all diversities e.g. CALD, First Nations and Disability community.”
- “Directly local people or people directly affected by decisions should be listened to more.”

Staff responses (n=2) shared the concern that “have mistakes acknowledged and addressed” can be difficult due to legal commitments or media risk. The other staff comment suggested that the commitments can sound vague and need to be more explicit around what can and cannot be done.

Do you believe that your feedback genuinely influences council decisions?

While the community shared mixed sentiment, youth and staff generally felt feedback does influence council decisions.

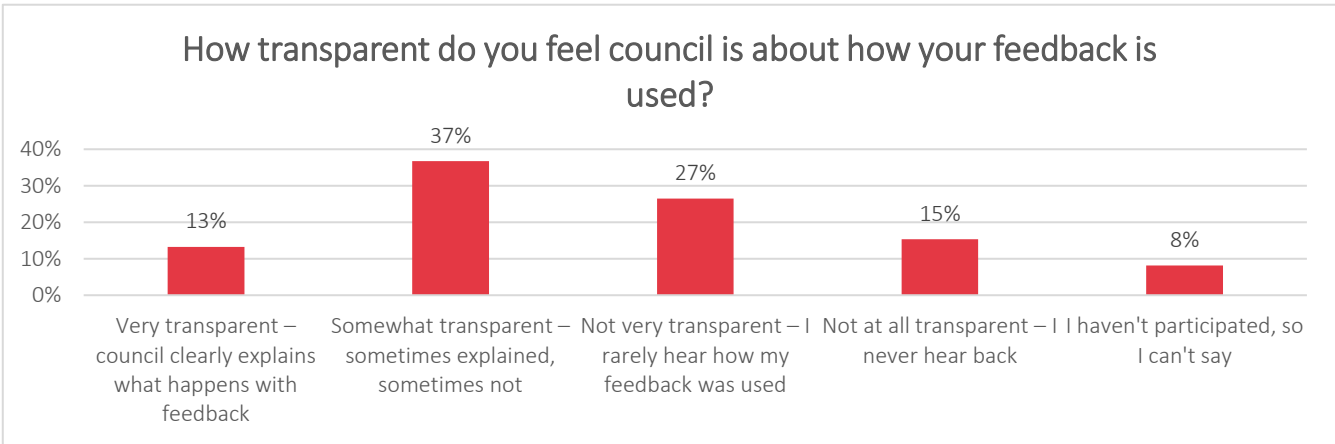




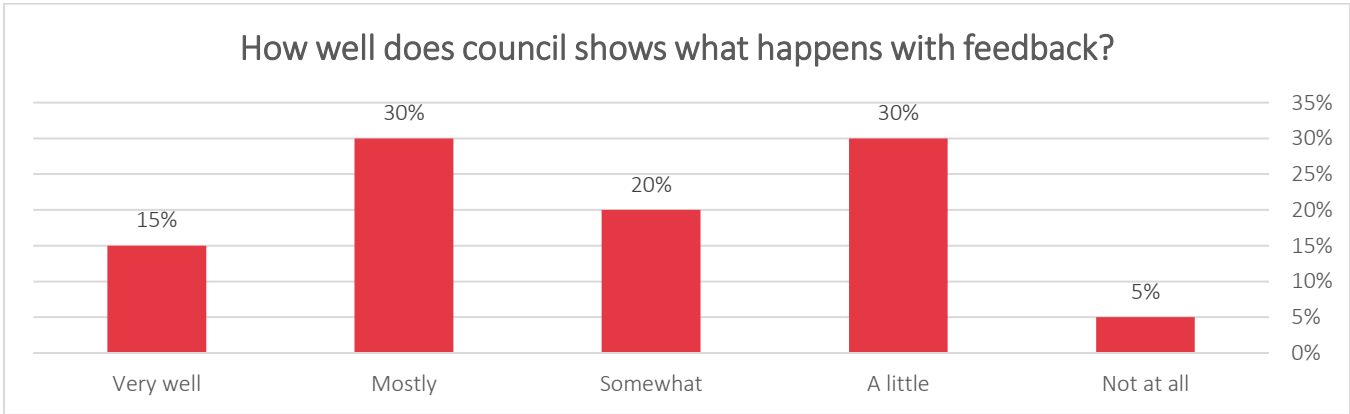
Staff survey (n=14)

How transparent do you feel council is about how your feedback is used?

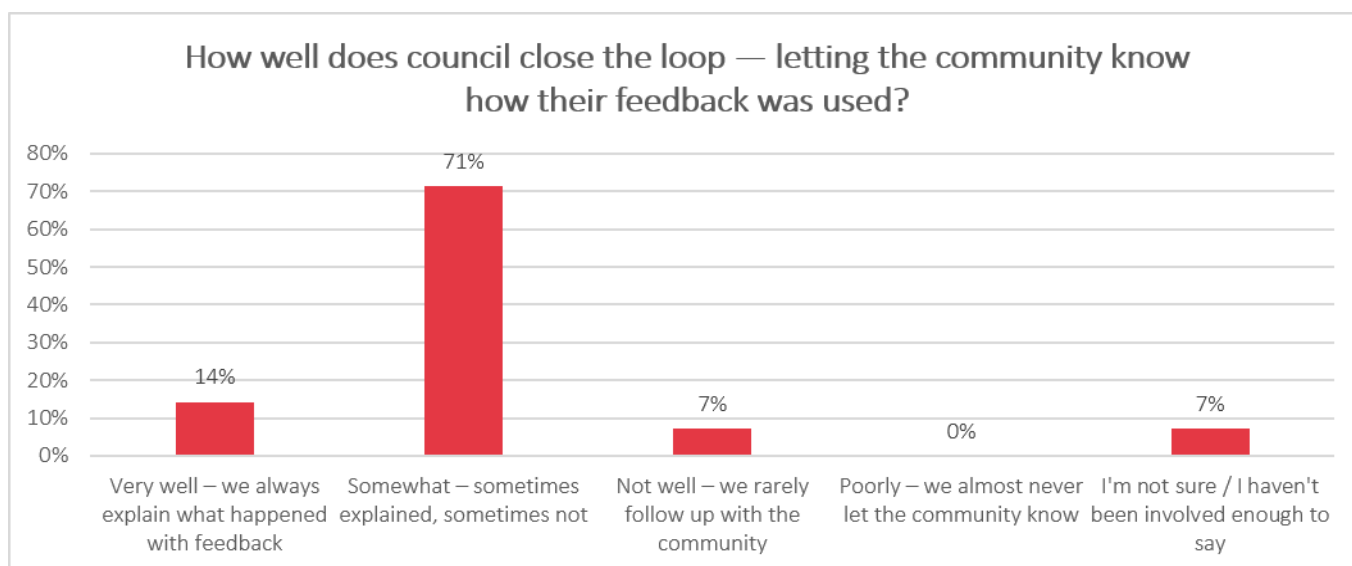
Community and youth shared mixed sentiment on council’s closing the loop processes, with a slight positive lean, generally indicating inconsistencies in experiences. Staff echoed similar sentiment, with the most common selection, “Somewhat – sometimes explained, sometimes not” (71%).



Community survey (n=98)



Youth survey (n=20)



Staff survey (n=14)

Your priorities for the policy update

Community respondents (n=100) were asked to choose between paired approaches for five policy design questions:

- **Topics for engagement:** 56% prefer specific, single-project topics vs. 42% who prefer broader topics covering several projects at once, 2% skipped the question.
- **Information from council:** 52% prefer detailed information to give informed feedback vs. 46% prefer a short, simple summary, 2% skipped the question.
- **Who council engages with:** 51% prefer deeper engagement with people most impacted. vs. 48% who prefer to “hear from as many people as possible”, 1% skipped the question.
- **Promoting engagement:** 53% prefer council focus resources on promoting the most significant opportunities each year vs. 46% prefer smaller-scale promotion spread across all opportunities, 1% skipped the question.
- **Community voice:** 68% prioritise new and diverse perspectives in the community vs. 31% prioritise established and experienced representatives, 1% skipped the question.

Overall, this feedback showcased an almost even split across community over preferred engagement approaches, except for community voice, where there was strong sentiment towards prioritising new and diverse perspectives in the community.

The youth-specific live poll during the IYAC presentation (n=20) identified differing perspectives, with clearer preferences for engagement approaches:

- **Sharing feedback:** 80% preferred to provide short, simple summaries vs. 20% who preferred to give detailed information so they could give better feedback.
- **Who council should hear from:** 65% would like council to focus on as many young people as possible vs. 35% who would like fewer people, but in more depth, those most affected by the issue.

Is there anything else you'd like council to consider in the updated Community Engagement Policy?

Community responses (n=29) shared a variety of final thoughts for the policy, as outlined in the table below.

Theme	What it captures	Example responses
Inclusive and representative engagement	Reaching a broader cross-section of Ipswich, particularly vulnerable, isolated, or minorities.	“Work with services that engage with the most vulnerable in the community; ie. CALD, First Nations and Disability.” / “Council needs to reach a lot bigger percentage of the population.” / “My residential rights are often overlooked as I live in ‘a commercial area’.”
Listen to affected communities and show their influence	Prioritising residents and groups most affected by a decision, listening to local knowledge, and allowing community to genuinely guide outcomes.	“Take into account the views and knowledge of people most affected.” / “To actually be guided by community wants and needs, not to be told.”
Transparency, accountability and closing the feedback loop	Making decision-making, interests, submissions and supporting information visible; responding to feedback; and explaining how it was or was not used.	“Commit to responding to feedback and explain why you did/did not use it.” / “No secrets or secret deals and all councillors and council workers interests made public.”
Accessible and well-designed participation	Starting engagement early, setting clear goals, offering suitable times, avoiding restrictive survey choices and reviewing effectiveness.	“Engagement sessions should include clear goals and topics.” / “The previous question... is very restrictive... this survey forces a choice!”

Other comments raised were considered outside of scope for this project, noting other projects council could undertake.

Youth feedback (n=7) highlighted wanting to see their input genuinely acted on and explained back to them, to be engaged directly and as capable stakeholders rather than just child-focused formats. Youth quotes included:

- “Show how they have implemented, or explained why they haven't implemented youth's ideas.”
- “Actually listen and take on feedback from young people.”
- “Ask schools, not get the schools to but actually go there and talk to them.”
- “Giving them more opportunities to choose their opinions not as youth but as people who also deserve to have a voice which isn't done through child like activities.”

Responses from staff (n=4) included wanting clear criteria for when the CE team needs to be involved, ensuring engagement is applied proportionately rather than required on every project given its time and cost, and a minor consistency request around terminology in the glossary.

ADDITIONAL FEEDBACK FROM STAFF

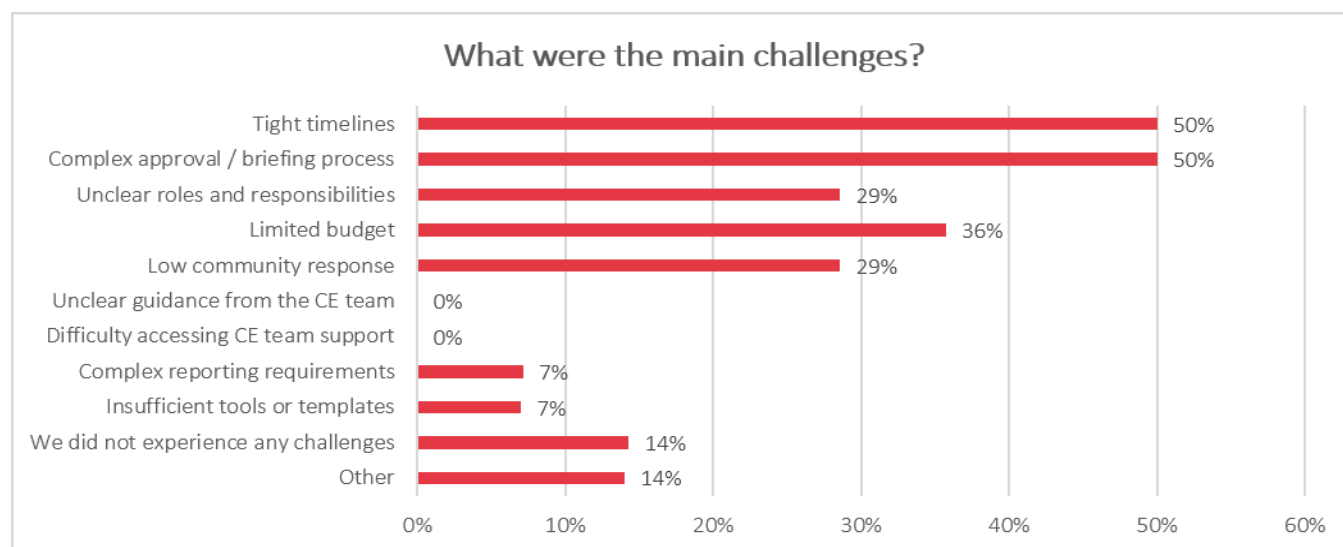
Have you been involved in a project that required community engagement?

86% staff respondents (n=14) had been involved in a project requiring community engagement; of those, 71% worked with the Community Engagement (CE) team, 7% managed it independently, and none said they were unaware the CE team could assist. Of the 21% of staff who did not have community engagement as their project 7% that said their “role did not typically involve project or strategic work” and 14% who selected other said similar or did not require a *Shape Your Ipswich* page.

What were the main challenges?

The most reported challenges were “tight timelines” (50%), and “complex approval / briefing process” (50%). This was closely followed by “limited budget” (36%), “unclear roles and responsibilities” (29%), and “low

community response” (29%). A summary of the 14% who selected other was that it did not feel like real engagement, and there was an opportunity to streamline the resources better.



Staff survey (n=14)

Please indicate your level of agreement with the following statements about your experience with community engagement

Staff (n=14) were mostly positive or neutral, with highest confidence shown for support from the CE team (79% agreed or strongly agreed), with appropriate timelines close behind (71% agreed or strongly agreed). There were a significant number of neutral responses relating to processes, as well as receiving a good community response.

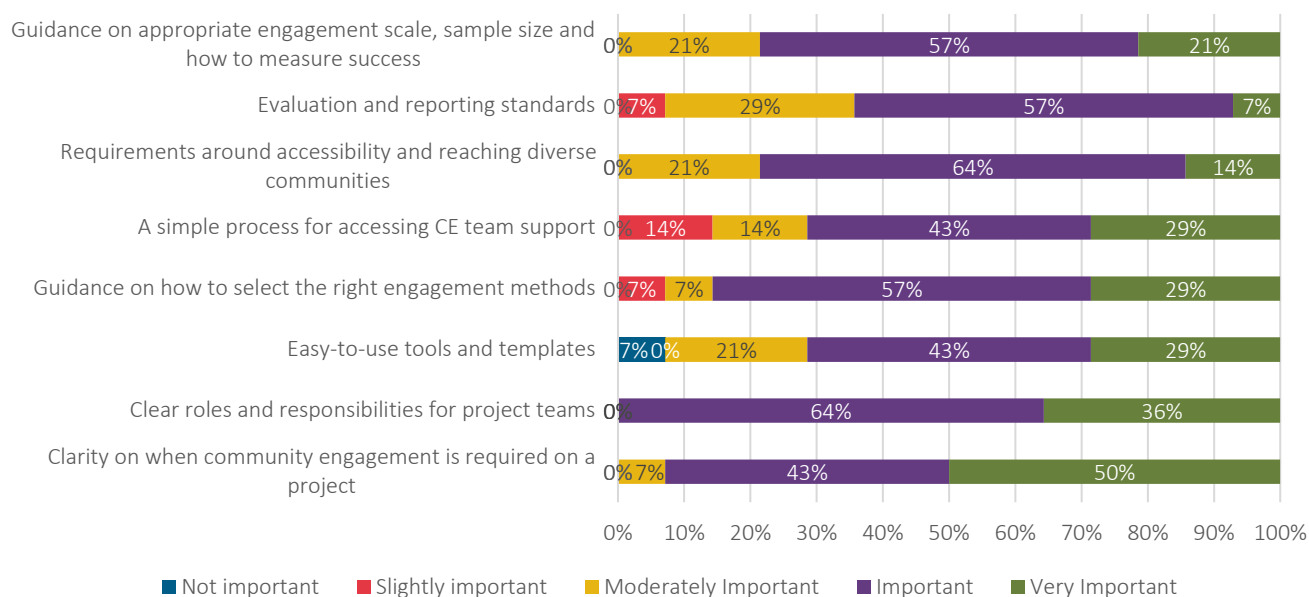


Staff survey (n=14)

How important is it that the community engagement policy and supporting resources are updated to improve how they address each of the following?

All eight areas were rated “important” or “very important” by most staff, with the most important elements being “Clear roles and responsibilities for project teams” (100% important or very important) and “clarity on when CE is required” (93% important or very important).

How important is it that the community engagement policy and supporting resources are updated to improve how they address each of the following?



Staff survey (n=14)

If you could change one thing about how council engages with the community, what would it be?

Respondents (n=2) selected “clearer guidance and tools for staff” over “More early engagement before decisions are made”, “More channels to reach diverse communities” and “Better follow through on what we do with feedback”.

What one improvement would make the most difference?

Respondents (n=10) covered a range of individual suggestions rather than one dominant theme. Several staff pointed to resourcing and capacity constraints within the CE team (“spread too thin,” needing “more presence”), while others focused on process clarity such as clearer approval guidelines, better upfront planning, and duplicated roles within the policy itself. Two comments flagged the CE Plan template specifically: clear in principle but lengthy and a burden for project leads without prior CE experience, despite good supporting guidance on council’s intranet. One respondent wanted engagement made as convenient as possible.

Is there anything specific that should be changed?

Respondents (n=8) provided mostly general feedback, with several stating they could not identify anything specific. Among those who did, one wanted more clarity on who is responsible for what, and others focused on clarity of scope, being explicit about what is and is not up for change, and a gap between the policy's language around genuine, collaborative engagement and the reality of what is delivered. Two respondents suggested converting the CE Plan template into a smarter, interactive form.

What would encourage you to work with the CE team in future?

Most respondents (n=9) described a positive existing relationship with the CE team or named straightforward enablers: clear criteria for when to engage them, remaining accessible for early face-to-face questions, and good communication throughout. A few raised more structural suggestions including increased organisational-level support for engagement and shifting the CE team's role toward a more embedded, service-oriented model.

ADDITIONAL FEEDBACK FROM ELECTED REPRESENTATIVES

Three councillors attended a pop-up drop-in session to share feedback directly. Discussion indicated general comfort with a four-week engagement period and support for Shape Your Ipswich as an engagement channel. Councillors also discussed steps council is taking to strengthen confidence in engagement data, including improvements to planning and reporting processes.

Other feedback focused on managing the risk of political content within engagement activities and making greater use of existing community groups for deeper conversations. Discussions also highlighted the need to prioritise projects where there are genuine negotiables. There was also discussion about whether late submissions to an engagement could be captured if received within a reasonable timeframe.

SUPPORTING ENGAGEMENT EVIDENCE

In addition to this engagement, Ipswich City Council has recently conducted other engagement activities that relate to this project. 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.

Corporate Plan 2026-2031: Community Engagement Report

Council's Corporate Plan 2026-2031 engagement ran from 20 October to 7 December 2025 and achieved 443 contributions. While not focused on the CE Policy itself, respondents raised several comments directly relevant to how council engages, including under the "An engaged community" outcome:

- Involve community members with lived experience
- Provide accessible opportunities for all community cohorts to engage, including hard to reach audiences
- Promotion of more engagement projects
- Ensure council decisions consider community feedback

This feedback supports findings identified in this engagement, particularly the emphasis on reaching people who are hardest to reach, and the community's desire for clearer evidence that feedback shapes decisions.

Detailed findings have been outlined in the [Corporate Plan 2026-2031 Community Engagement Report](#) (December 2025).

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.

- Both the community and young people consistently want to be engaged early, at the problem / idea stage, rather than being asked to react to a finished plan or after a project is delivered.
- Challenges typically identified in participating in engagement activities related to a lack of awareness of an opportunity, unclear on how to participate, accessibility challenges with existing channels.
- Around half of respondents across all audiences feel the current policy's principles and commitments are broadly appropriate, with the central concern raised not in the wording, but whether council consistently follows through on it in practice.
- All groups called for evidence that feedback shaped outcomes, with multiple comments indicating community were not confident their feedback influenced decisions. This was reaffirmed by community in providing the lowest confidence in the principle, "we genuinely listen at every stage, and we keep coming back" and commitment "Be listened to, heard and provided opportunities to influence decisions that impact and/or interest you".
- Preferences for future engagement approaches were generally mixed; however, showed strong preferences for prioritising new and diverse voices over established representatives. Youth shared clearer preferences, prioritising short, simple content and reaching as many people as possible.
- Staff identified tight timelines, a complex approval / briefing process and limited budget as the most common challenges to delivering community engagement, and consistently rated clearer roles and responsibilities, and clarity on when CE is required as most important.

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

APPENDICES

APPENDIX 1. COMMUNITY SURVEY

Community Engagement Policy Update

SHARE YOUR FEEDBACK

The Community Engagement Policy will be reviewed in November 2026, and we want feedback from staff who engage with the community as part of their role. Your input will help shape an updated policy that is practical and effective, identifying what works, where gaps or barriers exist, and how to strengthen engagement across council. Estimated time required to complete: 5-7 minutes.

Surveys can be returned by:

- Internal mail, ICC Mail Room (Attn: Community Engagement Team)
- Dropping off in person at 1 Nicholas Street, Ipswich
- Scanning and emailing communityengagement@ipswich.qld.gov.au

Learn more: shapeyouripswich.com.au/staff-survey-ce-policy-update

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.

1. Gender? *Required*

Select one answer only

☐ Male ☐ Non-binary / gender diverse

☐ Female ☐ Prefer not to say

2. Year of birth? *Required*

3. What is your country of birth? *Required*

4. Which suburb do you live in? *Required*

5. Which branch do you work in? *Required*

Select one answer only

☐ Business Support – Planning and Regulatory Services Department	☐ Vinika, Communications and Engagement
☐ Capital Delivery	☐ Natural Endowment
☐ City Design	☐ Nicholas Street Precinct
☐ Community and Cultural Services	☐ Office of the CEO
☐ Compliance	☐ Office of the General Manager – Asset and Infrastructure Services Department

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Community Engagement Policy Update

SHARE YOUR FEEDBACK

6. How long have you worked at Ipswich City Council? *Required*

Select one answer only

☐ Less than 1 year ☐ 3-5 years

☐ 1-2 years ☐ More than 5 years

7. How did you hear about this engagement / survey? *Required*

Select all that apply

☐ The Wire (SharePoint) ☐ Poster on my floor / desk

☐ Council's intranet ☐ DL advertisement

☐ Email from manager or team ☐ I was told by a colleague

☐ Other (please specify) _____

Your experience as a council staff member with community engagement

8. Have you been involved in a project that required community engagement? *Required*

If No, skip to Q23

Select one answer only

☐ Yes ☐ No

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Community Engagement Policy Update

SHARE YOUR FEEDBACK

Community Engagement Policy Update

SHARE YOUR FEEDBACK

Community Engagement Policy Update

SHARE
YOUR
FEEDBACK

Engagement Principles

Our seven engagement principles guide how council approaches community engagement. We want to know whether they reflect your experience, and if anything is missing.

17. To what extent do these principles guide how community engagement is practised in your area?

	1 Not at all	2 To a small extent	3 Moderately	4 Mostly	5 Completely
We know why we are engaging and we communicate this clearly	☐	☐	☐	☐	☐
We deliberately include as many people as we can	☐	☐	☐	☐	☐
We aim to be inclusive and connect with those hardest to reach	☐	☐	☐	☐	☐
We are sensitive to history and know the context	☐	☐	☐	☐	☐
Wherever possible we engage early on challenges and not just solutions	☐	☐	☐	☐	☐
We constantly listen at every stage and we keep coming back	☐	☐	☐	☐	☐
We are relevant and purposeful	☐	☐	☐	☐	☐

18. Are any of the above principles missing, unclear or in need of improvement?

If No or Not sure, skip to Q20

Select one answer only

- ☐ No – they look good
- ☐ Yes – one or more need updating or something is missing
- ☐ I'm not sure

19. Which principle(s) need updating, and what would you change or add?

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Community Engagement Policy Update

SHARE
YOUR
FEEDBACK

What the community can expect from us

20. To what extent do you agree that council currently delivers on each commitment?

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Have a real say in how the city functions	☐	☐	☐	☐	☐
Have mistakes acknowledged and addressed	☐	☐	☐	☐	☐
Be able to see council's policy thinking on projects early in the pipeline	☐	☐	☐	☐	☐
Be given honesty around what is and isn't negotiable	☐	☐	☐	☐	☐
Be engaged on problems as well as solutions	☐	☐	☐	☐	☐
Be listened to, heard and provided opportunities to influence decisions that impact and/or interest you	☐	☐	☐	☐	☐

21. Are any of these commitments above missing, unclear or in need of improvement?

If No or Not sure, skip to Q22

Select one answer only

- ☐ No – the commitments look good
- ☐ Yes – one or more need updating or something is missing
- ☐ I'm not sure

22. Which commitment(s) need updating, and what would you change or add?

23. Do you believe that community feedback genuinely influences council decisions?

Select one answer only

- ☐ Yes, definitely
- ☐ Yes, sometimes
- ☐ No, rarely
- ☐ No, never
- ☐ Not sure

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Community Engagement Policy Update

SHARE
YOUR
FEEDBACK

24. How well does council close the loop – letting the community know how their feedback was used?

Required

Select one answer only

- ☐ Very well – we always explain what happened with feedback
- ☐ Somewhat – sometimes explained, sometimes not
- ☐ Not well – we rarely follow up with the community
- ☐ Poorly – we almost never let the community know
- ☐ I'm not sure / I haven't been involved enough to say

Policy priorities

25. How important is it that the community engagement policy and supporting resources are updated to improve how they address each of the following?

	1 Not important	2 Slightly important	3 Moderately important	4 Important	5 Very important
Clarity on when community engagement is required on a project	☐	☐	☐	☐	☐
Clear roles and responsibilities for project teams	☐	☐	☐	☐	☐
Easy-to-use tools and templates	☐	☐	☐	☐	☐
Guidance on how to select the right engagement methods	☐	☐	☐	☐	☐
A simple process for accessing Cf team support	☐	☐	☐	☐	☐
Requirements around accessibility and reaching diverse communities	☐	☐	☐	☐	☐
Evaluation and reporting standards	☐	☐	☐	☐	☐
Guidance on appropriate engagement scale, sample size and how to measure success	☐	☐	☐	☐	☐

26. Is there anything else you'd like council to consider in the Community Engagement Policy Update?

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Community Engagement Policy Update

SHARE
YOUR
FEEDBACK

27. If you would like to stay informed, please provide your name and email address, and select what you would like to hear about.

Name:

Email address:

- ☐ Learning more about community engagement resources
- ☐ Participating in future consultation activities (e.g. workshops, focus groups)

Thank you for completing this survey and helping to shape council's Community Engagement Policy.

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APPENDIX 2. YOUTH SURVEY

Community Engagement Policy Update

SHARE YOUR FEEDBACK

Ipswich City Council is improving how it asks young people for ideas and makes decisions, and we want your help. Time required to complete 2-4 minutes.

Surveys can be returned by:

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

Learn more: shapeyouripswich.com.au/ce-policy-youth-survey

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 8666. For further details, visit our Privacy Statement at www.ipswich.qld.gov.au.

1. Gender? Required

Select one answer only

☐ Male ☐ Non-binary / gender diverse

☐ Female ☐ Prefer not to say

2. What year were you born in? Required

3. Which country were you born in? Required

4. Which suburb do you live in? Required

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

Select all that apply

☐ A person of Aboriginal descent

☐ A person of Torres Strait Islander descent

☐ A person with a disability, inclusive of mental illness

☐ A person identifying as LGBTIQA+

☐ A person speaking English as a second language

☐ None of the above

☐ Prefer not to say

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Community Engagement Policy Update

SHARE YOUR FEEDBACK

How do you hear from council?

Helps us understand how people found this survey and the ways they prefer to share feedback with council.

6. How did you hear about this survey? Required

Select all that apply

☐ Shape Your Ipswich (shapeyouripswich.com.au) ☐ Library, art gallery or council-operated space

☐ School (e.g. teacher, school newsletter or noticeboard) ☐ Pop-up event or stall (e.g. shopping centre, NAIDOC, community festival)

☐ Youth group or club (e.g. scouts, sports team, church group) ☐ Billboard

☐ YAC meeting or email ☐ A classmate, friend or family member

☐ Other (please specify)

7. How do you prefer to share your ideas with council?

Select all that apply

☐ Online survey (e.g. Shape Your Ipswich) ☐ Emailing council

☐ Hard copy / paper survey ☐ Calling council

☐ YAC meeting or another community group meeting ☐ Attending the council office (1 Nicholas St)

☐ Pop-up or in-person stall ☐ I don't usually take part

☐ Writing a letter to council

☐ Other (please specify)

Sharing your ideas

8. Have you ever shared your ideas with council before? Required

For example, a survey, pop-up stall, YAC meeting or youth group meeting.

If the answer is not 'Yes', skip to Q12

Select one answer only

☐ Yes ☐ No, but I've heard about them ☐ No ☐ Not sure

9. How was your experience sharing your ideas with council? Required

☐ Very bad ☐ Not great ☐ Okay ☐ Good ☐ Very Good

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Community Engagement Policy Update

SHARE YOUR FEEDBACK

10. What made it hard to take part or share your ideas? Required

Select all that apply

☐ Didn't know that I could ☐ Didn't feel like my opinion would matter

☐ Too busy / wrong timing ☐ Access issues (internet / location)

☐ Hard to understand ☐ I found it easy to take part

☐ Other (please specify)

How council is doing

11. How well do you think council does these things when asking for young people's ideas? Required

	1 Not at all	2 A little	3 Somewhat	4 Mostly	5 Very well
Explains why it is asking for feedback	☐	☐	☐	☐	☐
Makes the process clear and easy to understand	☐	☐	☐	☐	☐
Includes lots of different young people	☐	☐	☐	☐	☐
Listens and takes young people's ideas seriously	☐	☐	☐	☐	☐
Shows what happens with feedback	☐	☐	☐	☐	☐
Ask for ideas early before decisions are made	☐	☐	☐	☐	☐

12. Do you think your feedback makes a difference to council decisions? Required

Select one answer only

☐ Yes, definitely ☐ No, rarely

☐ Yes, sometimes ☐ No, never

☐ Not sure

What you think council should do

13. When should council ask for your ideas? Required

Select one answer only

☐ At the start (to help solve a problem or find an idea)

☐ Near the end (to understand your thoughts on a specific idea)

☐ After decisions are made (for council to understand the impact of the decision)

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Community Engagement Policy Update

SHARE YOUR FEEDBACK

14. When council shares a project on the Shape Your Ipswich website, what do you prefer? Required

Select one answer only

☐ Detailed information so I can give better feedback

☐ Short, simple summary that is quick to read

15. Who should council focus on hearing from? Required

Select one answer only

☐ As many people as possible

☐ Fewer people, but in more detail (those most affected)

16. Is there anything else you'd like council to do better when asking for young people's ideas?

17. If you would like to stay updated, please provide your email address and select what you would like to hear about.

Email address:

☐ Updates on this project

☐ Shape Your Ipswich newsletter

☐ Future engagement opportunities that match my areas of interest

☐ I do not wish to receive updates

18. Prize draw for people 16+ years old (optional)

Thank you for completing our survey. We appreciate your feedback. If you would like to go into the draw to win a \$100 gift card, please provide your name and email address below. If you are the winner, this is how council will contact you. Please note you need to be 16 or older to go in the draw.

Name:

Email:

Thank you for completing this survey and helping to shape council's Community Engagement Policy.

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APPENDIX 3. STAFF SURVEY

Community Engagement Policy Update



The Community Engagement Policy will be reviewed in November 2025, and we want feedback from staff who engage with the community as part of their role. Your input will help shape an updated policy that is practical and effective, identifying what works, where gaps or barriers exist, and how to strengthen engagement across council. Estimated time required to complete: 5-7 minutes.

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- Scanning and emailing communityengagement@ipswich.qld.gov.au

Learn more: shapeyouripswich.com.au/staff-survey-ce-policy-update

About you

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1. Gender? Required

Select one answer only

☐ Male
☐ Female

☐ Non binary / gender diverse
☐ Prefer not to say

2. Year of birth? Required

3. What is your country of birth? Required

4. Which suburb do you live in? Required

5. Which branch do you work in? Required

Select one answer only

☐ Business Support – Planning and Regulatory Services Department
☐ Capital Delivery
☐ City Design
☐ Community and Cultural Services
☐ Compliance

☐ Media, Communications and Engagement
☐ Natural Environment
☐ Nicholas Street Precinct
☐ Office of the CEO
☐ Office of the General Manager – Asset and Infrastructure Services Department

City of Ipswich

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Community Engagement Policy Update



☐ Development Services
☐ Executive Services
☐ Finance
☐ Fleet Services
☐ Information and Communications Technology
☐ Infrastructure Strategy
☐ Internal Audit
☐ Legal
☐ Libraries and Customer Services
☐ Marketing and Promotions

☐ Office of the General Manager – Community, Cultural and Economic Development Department
☐ Office of the General Manager – Environment and Sustainability Department
☐ Office of the Mayor
☐ People and Culture
☐ Procurement
☐ Property and Facilities
☐ Resilience Recovery
☐ Strategy Governance and performance
☐ Works and Field Services

6. How long have you worked at Ipswich City Council? Required

Select one answer only

☐ Less than 1 year
☐ 1-2 years

☐ 3-5 years
☐ More than 5 years

7. How did you hear about this engagement / survey? Required

Select all that apply

☐ The Wire (SharePoint)
☐ Council's newsletter
☐ Email from manager or team
☐ Other (please specify)

☐ Poster on my floor / level
☐ DL advertisement
☐ I was told by a colleague

Your experience as a council staff member with community engagement

8. Have you been involved in a project that required community engagement? Required

If No, skip to Q25

Select one answer only

☐ Yes
 ☐ No

City of Ipswich

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Community Engagement Policy Update



9. Did you work with the Community Engagement team (CE team) on this project?

If No, skip to Q25

Select one answer only

☐ Yes – the CE team was involved (led the engagement or provided advice / support)
☐ No – I managed the engagement independently
☐ No – I wasn't aware the CE team could assist

10. Overall, how would you rate your experience with council's community engagement process? Required

Very dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

11. Please indicate your level of agreement with the following statements about your experience with community engagement. Required

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
The process and guidance were clear and easy to follow	☐	☐	☐	☐	☐
The CE team gave me the support I needed	☐	☐	☐	☐	☐
The timelines were appropriate	☐	☐	☐	☐	☐
We received a good community response	☐	☐	☐	☐	☐
The tools and templates were easy to use	☐	☐	☐	☐	☐
The reporting process was clear	☐	☐	☐	☐	☐
The process and guidance were clear and easy to follow	☐	☐	☐	☐	☐

12. What were the main challenges?

Select all that apply

☐ Tight timelines
☐ Complex approval / briefing process
☐ Unclear roles and responsibilities
☐ Limited budget
☐ Low community response
☐ Other (please specify)

☐ Unclear guidance from the CE team
☐ Difficulty accessing CE team support
☐ Complex reporting requirements
☐ Insufficient tools or templates
☐ We did not experience any challenges

City of Ipswich

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Community Engagement Policy Update



13. What one improvement would make the most difference to how community engagement is done at council?

14. Is there anything specific about the current Community Engagement Policy or process that should be changed?

15. Why hasn't community engagement been part of your project work?

Select up to three options

☐ Community input was unlikely to influence decision-making
☐ Unsure on how to engage the community
☐ Timelines were too short
☐ Unclear whether community engagement was required
☐ Budget didn't allow for it
☐ Competing priorities / workload
☐ I managed community feedback informally
☐ Concerns about risks or sensitivity of the topic
☐ My role does not typically involve project or strategic work
☐ Other (please specify)

16. What would encourage you to work with the Community Engagement team in future?

City of Ipswich

[Shapeyouripswich.com.au](https://shapeyouripswich.com.au)

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Community Engagement Policy Update

Engagement Principles
Our seven engagement principles guide how council approaches community engagement. We want to know whether they reflect your experience, and if anything is missing.

17. To what extent do these principles guide how community engagement is practised in your area?

	1 Not at all	2 A small extent	3 Moderately	4 Mostly	5 Completely
We know why we are engaging and we communicate this clearly	☐	☐	☐	☐	☐
We deliberately include as many people as we can	☐	☐	☐	☐	☐
We aim to be inclusive and connect with those hardest to reach	☐	☐	☐	☐	☐
We are sensitive to history and know the context	☐	☐	☐	☐	☐
Whenever possible we engage early on challenges and not just solutions	☐	☐	☐	☐	☐
We genuinely listen at every stage and we keep coming back	☐	☐	☐	☐	☐
We are relevant and purposeful	☐	☐	☐	☐	☐

18. Are any of the above principles missing, unclear or in need of improvement? *Optional*
If No or Not sure, skip to Q23

Select one answer only

☐ No – they look good

☐ Yes – one or more need updating or something is missing

☐ I'm not sure

19. Which principle(s) need updating, and what would you change or add? *Optional*

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Community Engagement Policy Update

What the community can expect from us

20. To what extent do you agree that council currently delivers on each commitment? *Optional*

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
Have a real say in how the city functions	☐	☐	☐	☐	☐
Have mistakes acknowledged and addressed	☐	☐	☐	☐	☐
Be able to use council's policy thinking on projects early in the pipeline	☐	☐	☐	☐	☐
Be given honestly around what is and isn't negotiable	☐	☐	☐	☐	☐
Be engaged on problems as well as solutions	☐	☐	☐	☐	☐
Be listened to, heard and provided opportunities to influence decisions that impact and/or interest you	☐	☐	☐	☐	☐

21. Are any of these commitments above missing, unclear or in need of improvement? *Optional*
If No or Not sure, skip to Q23

Select one answer only

☐ No – the commitments look good

☐ Yes – one or more need updating or something is missing

☐ I'm not sure

22. Which commitment(s) need updating, and what would you change or add? *Optional*

23. Do you believe that community feedback genuinely influences council decisions? *Optional*
Select one answer only

☐ Yes, definitely

☐ Yes, sometimes

☐ No, rarely

☐ No, never

☐ Not sure

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Community Engagement Policy Update

24. How well does council close the loop – letting the community know how their feedback was used? *Optional*

Select one answer only

☐ Very well – we always explain what happened with feedback

☐ Somewhat – sometimes explained, sometimes not

☐ Not well – we rarely follow up with the community

☐ Poorly – we almost never let the community know

☐ I'm not sure / I haven't been involved enough to say

Policy priorities

25. How important is it that the community engagement policy and supporting resources are updated to improve how they address each of the following? *Optional*

	1 Not important	2 Slightly important	3 Moderately important	4 Important	5 Very important
Clarify on when community engagement is required on a project	☐	☐	☐	☐	☐
Clear roles and responsibilities for project teams	☐	☐	☐	☐	☐
Easy to-use tools and templates	☐	☐	☐	☐	☐
Guidance on how to select the right engagement methods	☐	☐	☐	☐	☐
A simple process for accessing CT team support	☐	☐	☐	☐	☐
Requirements around accessibility and reaching diverse communities	☐	☐	☐	☐	☐
Evaluation and reporting standards	☐	☐	☐	☐	☐
Guidance on appropriate engagement scale, sample size and how to measure success	☐	☐	☐	☐	☐

26. Is there anything else you'd like council to consider in the Community Engagement Policy Update?

Community Engagement Policy Update

27. If you would like to stay informed, please provide your name and email address, and select what you would like to hear about.

Name: _____

Email address: _____

☐ Learning more about community engagement resources

☐ Participating in future consultation activities (e.g. workshops, focus groups)

Thank you for completing this survey and helping to shape council's Community Engagement Policy.

APPENDIX 4. “WOULD YOU RATHER” POSTER FOR COMMUNITY AND YOUTH

Would you rather?

Place your sticker dot on the option you prefer

TOPICS FOR ENGAGEMENT - WHICH DO YOU PREFER COUNCIL TO FOCUS ON?

OPTION A	OPTION B
PLACE STICKER HERE Broader topics covering several projects or issues at once	PLACE STICKER HERE Specific topics focused on a single project

WHO SHOULD COUNCIL ENGAGE WITH?

OPTION A	OPTION B
PLACE STICKER HERE Hear from as many people as possible	PLACE STICKER HERE Deeper engagement with people most impacted

INFORMATION FROM COUNCIL - WHAT WORKS BEST FOR YOU?

OPTION A	OPTION B
PLACE STICKER HERE Detailed information to help me give informed feedback	PLACE STICKER HERE Short, simple summary that is quick to read

COMMUNITY VOICE - WHO SHOULD COUNCIL PRIORITISE HEARING FROM?

OPTION A	OPTION B
PLACE STICKER HERE New and diverse perspectives in the community	PLACE STICKER HERE Established and experienced representatives in the community

AND FINALLY - TELL US WHAT YOU THINK

Do you believe your feedback genuinely influences council decisions?

Strongly disagree Disagree Not sure Agree Strongly agree

Would you rather?

Place your sticker dot on the option you prefer

WHEN SHOULD COUNCIL ASK FOR YOUR IDEAS?

OPTION A	OPTION B
PLACE STICKER HERE At the start: to help solve a problem or come up with ideas	PLACE STICKER HERE Near the end: to share your thoughts on a specific idea already being planned

ON THE SHAPE YOUR IPSWICH WEBSITE, WHAT DO YOU PREFER?

OPTION A	OPTION B
PLACE STICKER HERE Detailed information so I can give better feedback	PLACE STICKER HERE Short, simple summary that is quick to read

WHO SHOULD COUNCIL FOCUS ON HEARING FROM?

OPTION A	OPTION B
PLACE STICKER HERE As many young people as possible	PLACE STICKER HERE Fewer people, but in more depth, those most affected by the issue

HOW DO YOU PREFER TO SHARE YOUR IDEAS WITH COUNCIL?

OPTION A	OPTION B
PLACE STICKER HERE Online: survey or website (e.g. Shape Your Ipswich)	PLACE STICKER HERE In person: pop up event, stall, or community group meeting

AND FINALLY - TELL US WHAT YOU THINK

Do you believe your feedback genuinely influences council decisions?

Strongly disagree Disagree Not sure Agree Strongly agree

APPENDIX 5. ENGAGEMENT TOOLS ONLINE

Quick poll - community page Quick poll We want to respect your time. What's the sweet spot for a council feedback survey? This poll has concluded. 3 minutes - just the essential rapid-fire questions thanks! 29% (2 votes) 5-10 minutes - enough to get into details. 57% (4 votes) Time isn't an issue if it's a topic I'm really passionate about 14% (1 vote) Total Votes: 7	Quick poll - youth page Quick poll We want to respect your time. What's the sweet spot for a council feedback survey? This poll has concluded. 3 minutes - just the essential rapid-fire questions thanks! 0% (0 votes) 5-10 minutes - enough to get into details. 100% (1 vote) Time isn't an issue if it's a topic I'm really passionate about 0% (0 votes) Total Votes: 1	Quick poll - staff page Quick poll If you could change one thing about how council engages with the community, what would it be? This poll has concluded. More early engagement before decisions are made 0% (0 votes) Clearer guidance and tools for staff 100% (2 votes) More channels to reach diverse communities 0% (0 votes) Better follow through on what we do with feedback 0% (0 votes) Total Votes: 2
Ideas wall contributions from community and youth page Project background How you shared Pop up events Ideas wall What does good community engagement look like to you? Tell us what matters most to you when council asks for your feedback. Your response will help shape how council engages with the Ipswich community in the future. CLOSED. The visioning activity has now concluded. Click to see all the submitted ideas. 14 July 2026 Lara says: "If you want community opinion on something, also be prepared to change that something. Don't just ask for feedback for fun." 1 1 0 7 July 2026 TinaSuth says: "Bell St and Ipswich train station desperately need a clean up. It is ugly & frightening. A terrible first impression." 1 1 0		

APPENDIX 6. IYAC PRESENTATION LIVE POLL RESULTS

Responses Overview Active Responses: 20 Average Time: 01:46 Duration: 1 Days 1. When should council ask for your ideas? At the start to help solve a problem or come up with ideas: 14 Near the end to share your thoughts on: 6 2. On the Shape Your Ipswich website, what do you prefer? Detailed information so I can give better feedback: 4 Short, simple summary that is quick to read: 16 3. Who should council focus on hearing from? As many young people as possible: 13 Fewer people, but in more depth, those most affected by the issue: 7 4. How do you prefer to share your ideas with council? On line survey or website (e.g. Shape Your Ipswich): 16 In person pop up event, stall, or community group meeting: 4 We'd love your feedback! We have just two questions for you.	5. Do you believe your feedback genuinely influences council decisions? 5.25 Average Rating Level 10: 3 Level 9: 1 Level 8: 3 Level 7: 9 Level 6: 1 Level 5: 3 Level 4: 3 Level 3: 3 Level 2: 3 Level 1: 3
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APPENDIX 7. SIGNAGE EXAMPLES

A1 Posters



A3 Poster



Print – DL Flyers



	SUBURB AND TOTAL SEDS IN LOCATION • Augustine Heights (3) • Brassall (1) • Brookwater (4) • Camira (2) • Collingwood Park (1) • Flinders View (1) • Goodna (1) • Ipswich (4) • Karalee (1) • North Ipswich (3) • Raceview (1) • Redbank (2) • Redbank Plains (5) • Ripley (1) • Springfield (4) • Springfield Lakes (4) • Yamanto (1)
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APPENDIX 8. SOCIAL MEDIA POSTS EXAMPLES

Video Ad	Still Ad	Boosted Post
Ipswich City Council Ad · 18 From revitalising the Ipswich City Heart to developing North Ipswich Reserve, Ipswich residents have helped shape how our city grows. Now there's a new opportunity for residents to shape how council engages with our community. We are reviewing our Community Engagement Policy and are inviting the Ipswich community to share your thoughts on: • What topics we capture community feedback on • Who needs to be involved in the engagement process • Which channels we use to engage the community • How we measure the success of an engagement. Your feedback through a short three-minute survey will help us understand what is working well, and where we can improve. Community members (16 years and older) who complete the survey will go into the draw to win a \$100 gift card. Visit shapeyouripswich.com.au before 26 July 2026 to complete the survey and help shape our city's future.  shapeyouripswich.com.au Ipswich, have your say Community Engagement ... Learn more 24 7 comments	Ipswich City Council Ad · 18 From revitalising the Ipswich City Heart to developing North Ipswich Reserve, Ipswich residents have helped shape how our city grows. Now there's a new opportunity for residents to shape how council engages with our community. We are reviewing our Community Engagement Policy and are inviting the Ipswich community to share your thoughts on: • What topics we capture community feedback on • Who needs to be involved in the engagement process • Which channels we use to engage the community • How we measure the success of an engagement. Your feedback through a short three-minute survey will help us understand what is working well, and where we can improve. Community members (16 years and older) who complete the survey will go into the draw to win a \$100 gift card. Visit shapeyouripswich.com.au before 26 July 2026 to complete the survey and help shape our city's future.  shapeyouripswich.com.au Ipswich, have your say Community Engagement ... Learn more 4	Ipswich City Council Ad · 18 From revitalising the Ipswich City Heart to developing North Ipswich Reserve, Ipswich residents have helped shape how our city grows. Now there's a new opportunity for residents to shape how council engages with our community. We are reviewing our Community Engagement Policy and are inviting the Ipswich community to share your thoughts on: • What topics we capture community feedback on • Who needs to be involved in the engagement process • Which channels we use to engage the community • How we measure the success of an engagement. Your feedback through a short three-minute survey will help us understand what is working well, and where we can improve. Community members (16 years and older) who complete the survey will go into the draw to win a \$100 gift card. Visit https://www.shapeyouripswich.com.au/ce-policy-update before 26 July 2026 to complete the survey and help shape our city's future.  shapeyouripswich.com.au Community Engagement Policy Update Learn more 16 🗨️ Ipswich Festi... 17 comments 10 shares

Socials



APPENDIX 9. ELECTED REPRESENTATIVES DROP-IN

Survey

This survey was made available on Shape Your Ipswich but received no responses; representatives instead shared feedback through the drop-in session below.

Community Engagement Policy Update

SHARE YOUR FEEDBACK

Ipswich City Council's Community Engagement Policy is due for review in November 2026. As elected representatives, councillors and the mayor play an important role in representing community views and will consider the updated policy for approval. This short survey seeks your feedback on how you are involved in council's community engagement activities, what is working well, and where the policy or process could be strengthened. Estimated time required to complete: 3-5 minutes.

Learn more: www.shapeyouripswich.com.au/ce-policy-reps

1. How often are you involved early enough in council's community engagement activities to provide meaningful input before key decisions are made? Required

NeverRarelySometimesUsuallyAlways

2. How would you rate the quality of information you receive about current and upcoming council engagement activities? Required

Very poorPoorNeutralGoodVery good

3. How supported do you feel in fulfilling your role of representing Ipswich residents through council's engagement processes? Required

Not supported at allSomewhat supportedAdequately supportedWell supportedVery well supported

4. How confident are you in your ability to inform your community about council's engagement opportunities and represent community views in council decision-making? Required

Not confidentSlightly confidentModerately confidentConfidentVery confident

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City of Ipswich

Community Engagement Policy Update

SHARE YOUR FEEDBACK

5. Please indicate your level of agreement with the following statements: Required

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
The role of the mayor and councillors in the policy is clear	☐	☐	☐	☐	☐
I am informed early and have a clear understanding of engagement initiatives before they commence	☐	☐	☐	☐	☐
I am kept informed of engagement outcomes and feel they give me the information I need to support informed decision making	☐	☐	☐	☐	☐

6. What one change would most improve council's community engagement activities?

7. Is there anything in the current Community Engagement Policy, particularly around the role of the mayor and councillors, that should be updated or clarified?

Thank you for completing this survey and helping to shape council's Community Engagement Policy.

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Discussion summary

Councillors discussed:

- Council to focus on engaging on projects where community feedback can genuinely influence outcomes
- Council is improving how it plans, reports and checks engagement data
- Existing community groups can support deeper conversations
- Four weeks was generally considered a suitable engagement period
- Councillors supported using Shape Your Ipswich
- Discussed ability to capture late submissions if received within a reasonable timeframe.

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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