

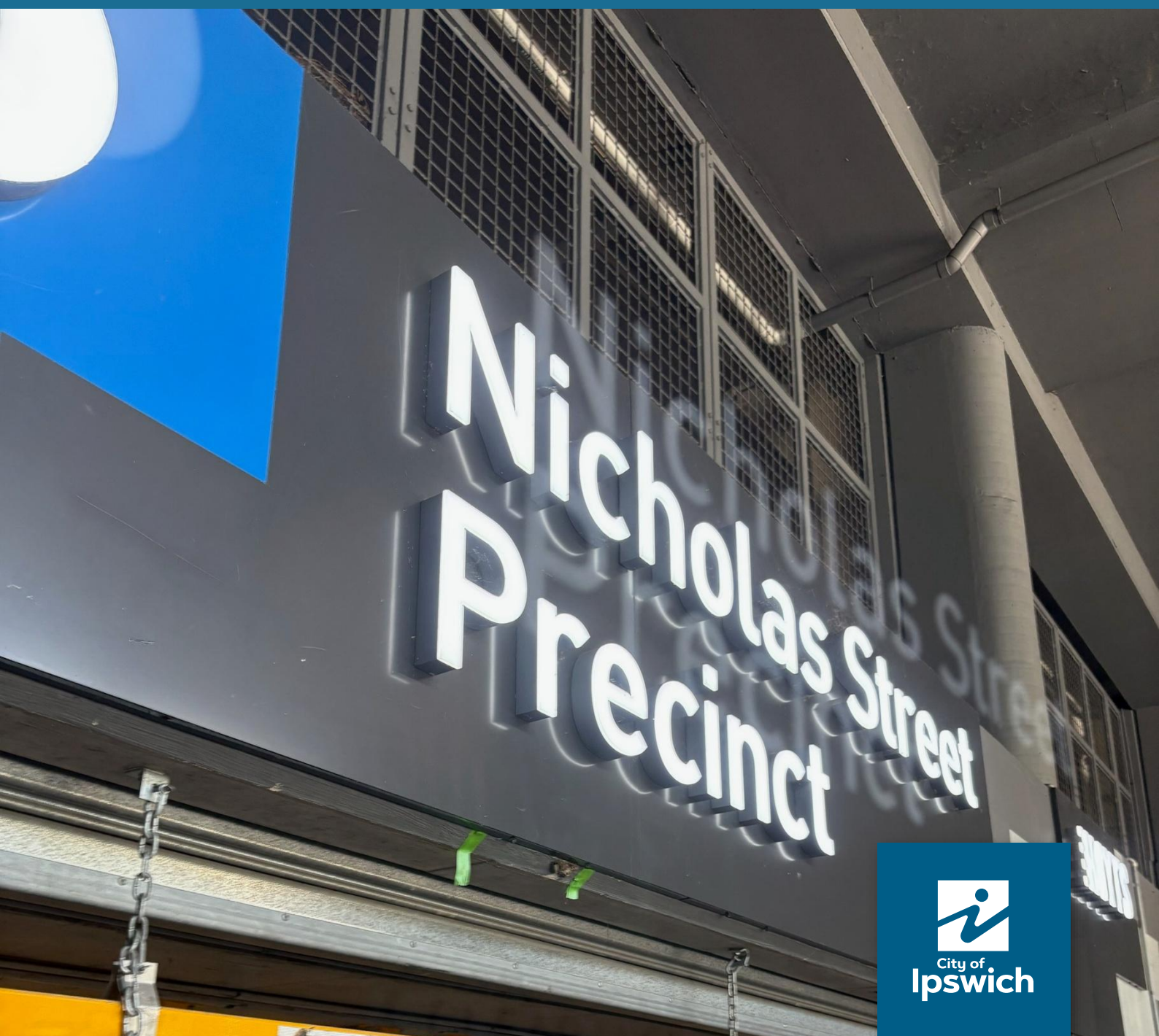
City of Ipswich

Community Engagement Report

Renaming Nicholas Street Precinct Carpark
Stage 2

April 2026

Office of the CEO





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

The following Notice of Motion recommendations were moved at the Ordinary Council meeting held on 26 February 2026:

- A. That the name of the Nicholas Street Precinct Carpark located below Tulumur Place in Ipswich, be changed to the “Tulumur Place Carpark”, to accord with Tulumur Place located above the car park.
- B. That the two “Nicholas Street Precinct” signs at the entrance to the carpark off Bremer Street be removed as soon as possible and replaced with signs that say “Tulumur Place Car Park”.

Following discussion, Resolution C2026/00/495 was carried:

That the matter be deferred until the May meeting to enable appropriate consultation (including with the Aboriginal and Torres Strait Islander community) to take place before a decision is made.

In response to the Resolution, engagement was split into two stages.

Stage one consisted of council directly contacting Traditional Owners and other First Nations groups for feedback. Consultation was open from 26 March to 8 April 2026.

Following on from the targeted engagement, stage two undertook further engagement with local businesses and the broader community for feedback. Engagement with the community aimed to determine level of support from local businesses and the broader community for the name change. Consultation was open from 14 April 2026 to 27 April 2026.

A simple survey methodology was used for the survey to support ease of engagement with stakeholders on a relatively straightforward issue. Information on the estimated cost was included based on the advice and discussion during the public Council meeting.

The themes and stakeholder insights identified in this report outline findings from stage two of engagement.

HOW WE ENGAGED

ENGAGEMENT FEEDBACK CHANNELS

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

Shape Your Ipswich

Comments were captured via an online survey on the project page, [Renaming Nicholas Street Precinct Carpark](#), hosted on Shape Your Ipswich. Survey questions can be seen in Appendix 1.

Hard copy survey

Community members were able to complete a hard copy survey to share their feedback. The questions in the survey replicated the online version on Shape Your Ipswich. These surveys could be downloaded from Shape Your Ipswich or mailed to residents on requests.

Email

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

Phone

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

PROMOTIONAL CHANNELS

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

Shape Your Ipswich

One email campaign was sent out via Shape Your Ipswich. The campaign was sent on 14 April 2026 and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest:

- Business and economy
- City design and planning
- Community
- Indigenous
- Transport and movement
- Ipswich

This campaign was sent to a total of 1,236 members, of which 509 (41.2%) opened the email.

Letter

A formal notification was dropped off on 22 April to approximately 60 tenants of Nicholas Street Precinct and surrounds. The letter provided an overview of the project and directed recipients to Shape Your Ipswich for further details.

Other media mentions

In addition to official council-managed channels, it was noted that the opportunity was also shared on the following channels during the engagement period:

- **Facebook pages** – Ipswich Today, Ipswich Tribune Today, Ipswich Queensland Community and News, Mayor Teresa Harding, Simon Ingram
- **Newspaper outlets** – Ipswich News Today
- **Radio** – River 94.9 FM

Overall, these activities led to 7,134 views of the Shape Your Ipswich page and 4,515 contributions throughout the engagement as outlined in the table below.

ENGAGEMENT CHANNEL/S	CONTRIBUTIONS ¹
Shape Your Ipswich	4,509
Hard copy survey	4
Email	2
Phone	0
TOTAL	4,515

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

WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities. 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, or potentially affect:

- Aboriginal and Torres Strait Islander communities
- Businesses within walking distance of Nicholas Street Precinct Carpark
- Regular visitors of Nicholas Street Precinct
- Ratepayers of Ipswich

Some individuals may belong to more than one of the identified affected groups. For sample size calculations, the whole Ipswich population (268,272 individuals) was adopted for sample size calculations.

Based on a 95% confidence level, it was recommended a minimum of 384 contributors participate to ensure an acceptable margin of error of 5% or less. This range aligns with industry standards for exploratory research, helping identify broad community trends and general sentiment.

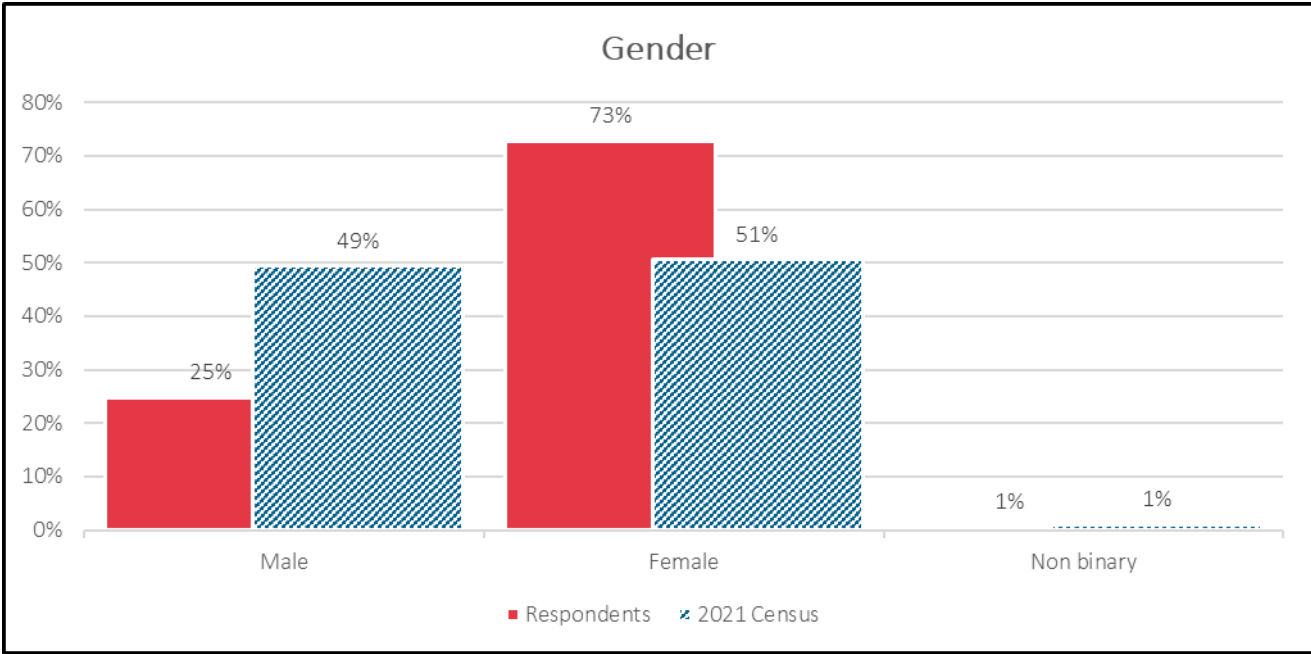
Across all engagement channels, a sample size of 4,515 was achieved, therefore comfortably meeting the recommended minimum sample size range to achieve a 95% confidence level and 1% margin of error.

DEMOGRAPHIC REPRESENTATION

Demographic information was requested through engagement channels. A minority of participants opted out of providing some or all demographic information. The respondent profile has been compared against the broader Ipswich population as a benchmark of how reflective respondents are to the actual Ipswich community.

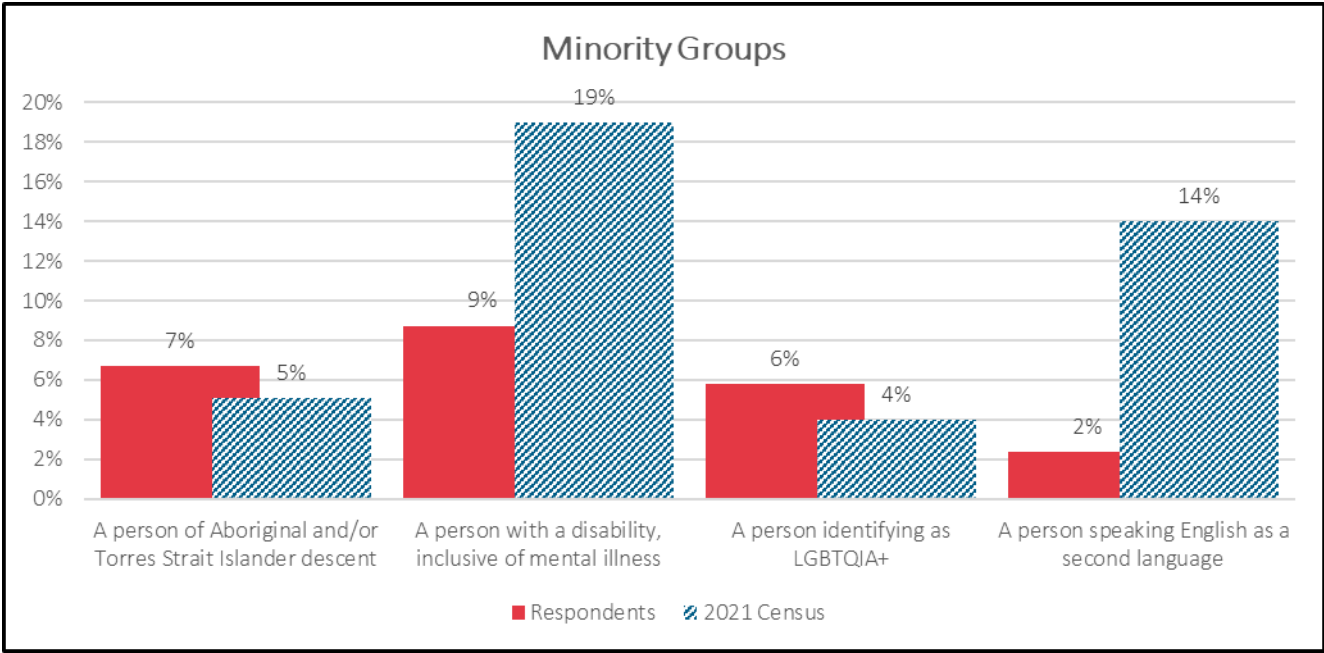
Gender

4,429 respondents confirmed their gender. The sample comprised of 25% males, 73% females, and 1% non-binary respondents. Compared to 2021 census data, males (1,117 respondents) were underrepresented. However, the overall number of responses from males is still considered sufficient for understanding themes and sentiment from this demographic.



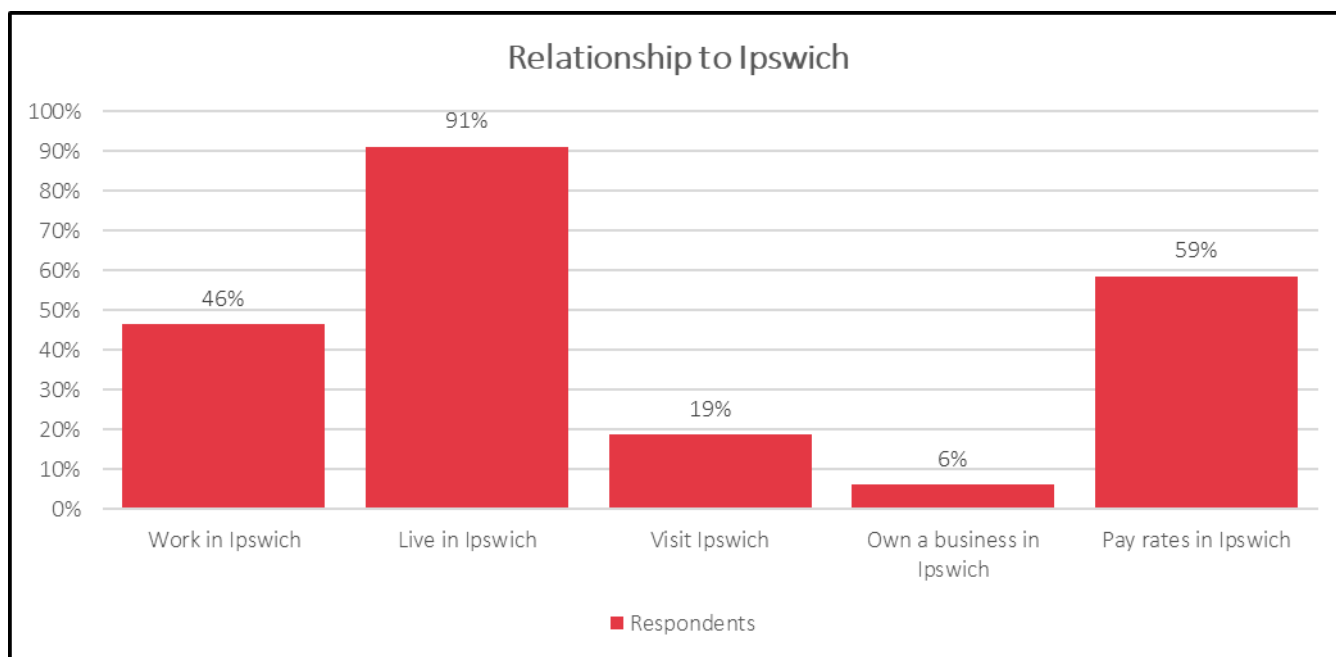
Minority groups

3,947 respondents confirmed if they identified with any of the listed minority groups. Respondents could select multiple options. The sample comprised of 7% Aboriginal and/or Torres Strait Islander descent, 9% people with a disability inclusive of mental illness, 6% people identifying as LGBTQIA+ and 2% people speaking English as a second language. Compared to 2021 census data, people with a disability inclusive of mental illness (394 respondents) and people speaking English as a second language (107 respondents) were underrepresented. However, the overall number of responses from these groups is still considered sufficient for understanding themes and sentiment from both demographic groups.



Relationship to Ipswich

4,513 respondents confirmed their relationship to Ipswich. Respondents could select multiple options. Overall, most respondents live in Ipswich (91%), with a large portion also indicating that they pay rates in Ipswich (59%), and/or work in Ipswich (46%). It is noted that of the 6% (274 respondents) who identified as owning a business in Ipswich, 20 referenced businesses that have publicly listed street addresses within a 5km radius of Nicholas Street Precinct Carpark.



OVERALL REPRESENTATIVENESS

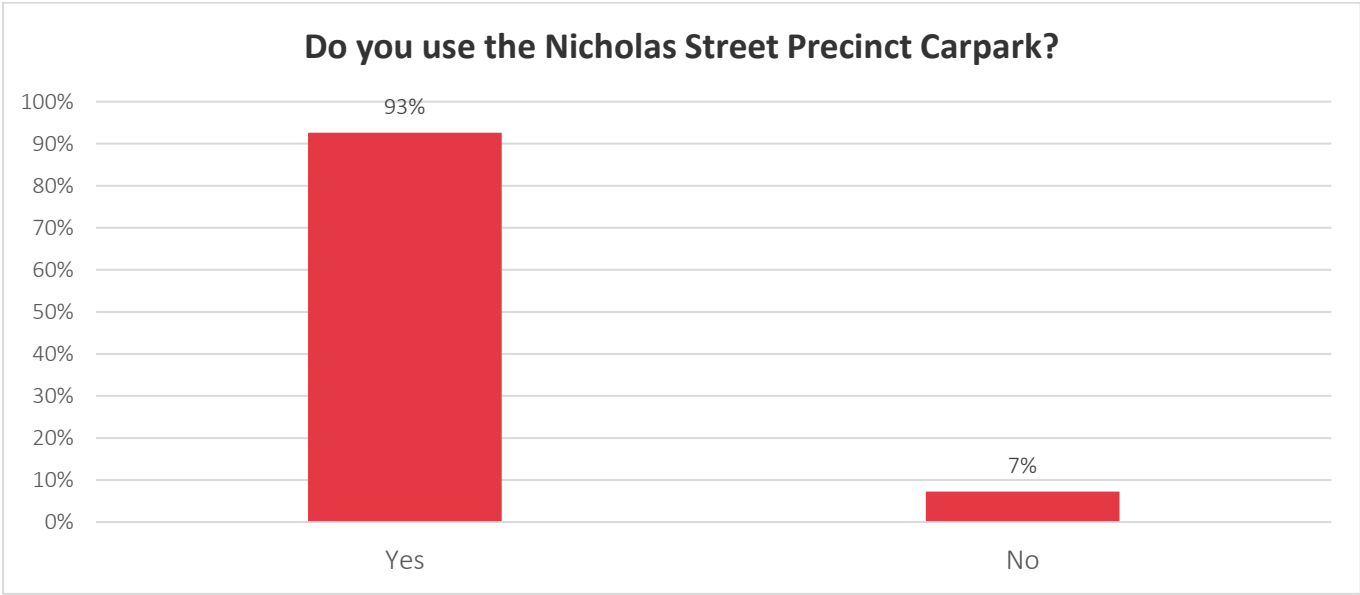
Given the strong representation across all surveyed demographics, in conjunction to comfortably meeting the recommended sample size with 4,515 contributors, findings outlined in this report are considered statistically representative of the affected community.

WHAT THE COMMUNITY TOLD US

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

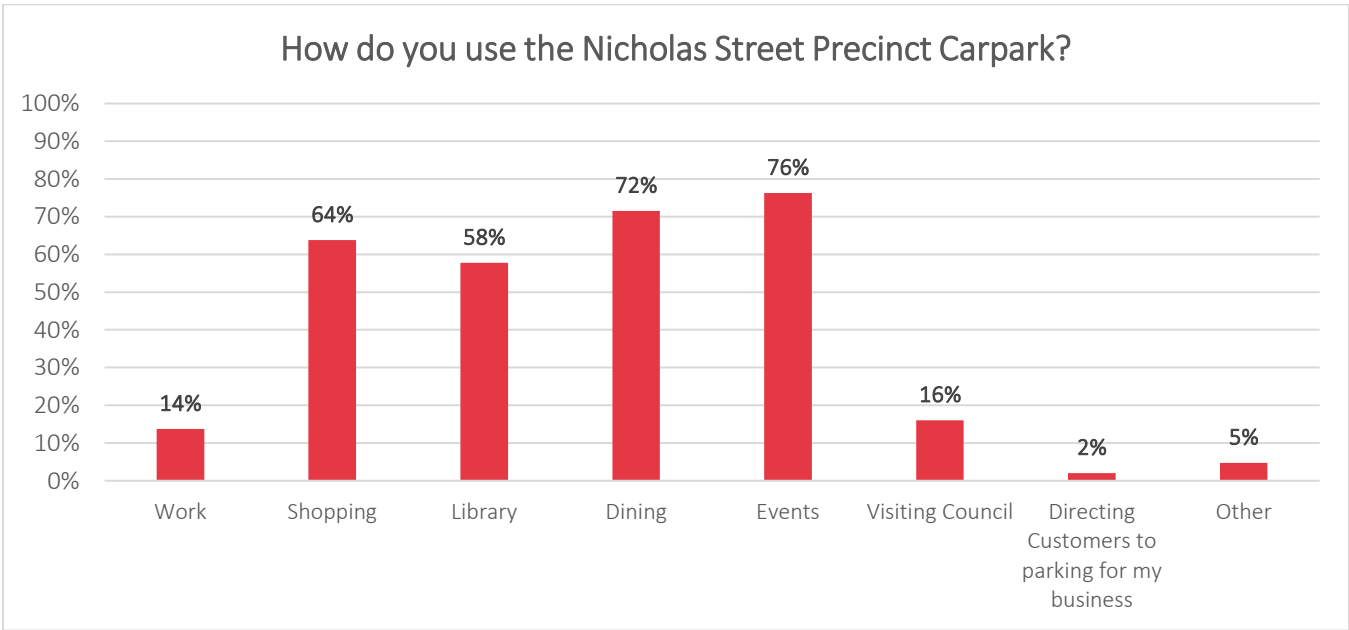
Do you use the Nicholas Street Precinct Carpark?

4,514 respondents answered this question. 93% of respondents stated they use the carpark, confirming the sample size is strongly reflective of active users of the carpark.



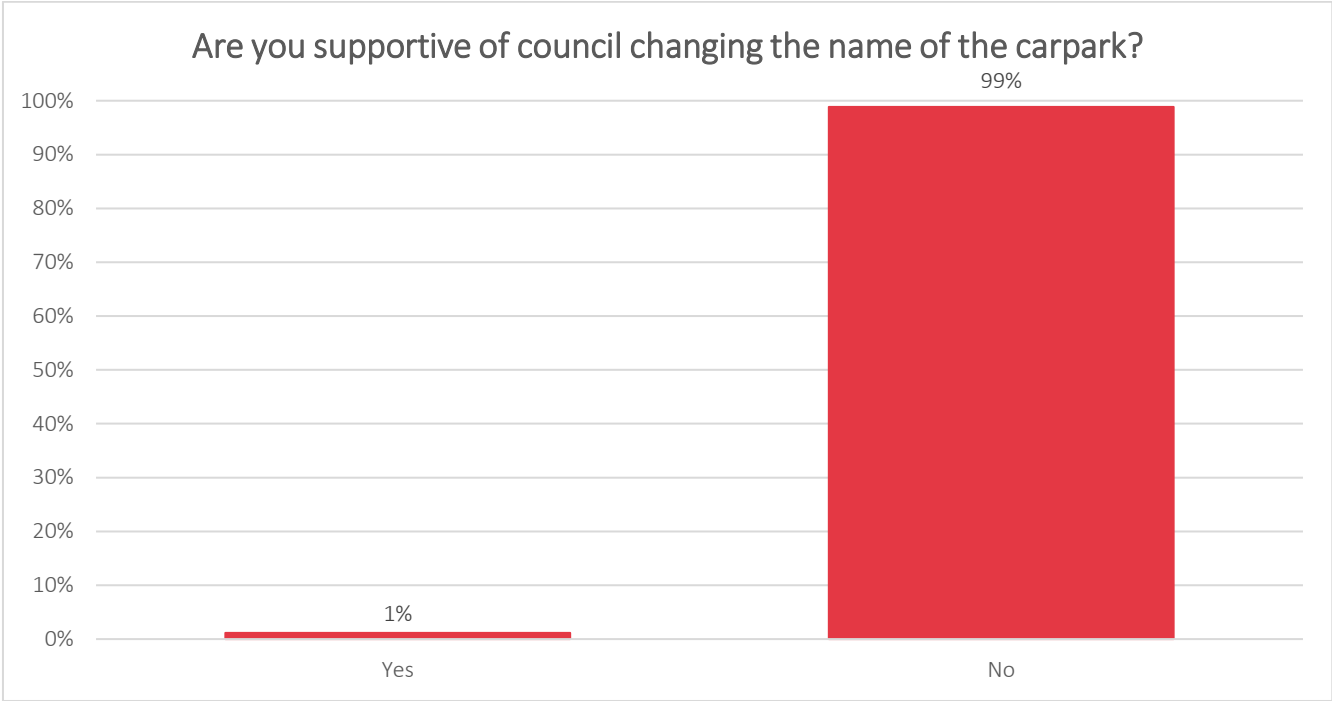
How do you use the Nicholas Street Precinct Carpark?

4,194 respondents answer this question. Respondents could select multiple options. Feedback indicated the carpark is currently used for a variety of purposes, with events (76%), dining (72%), shopping (64%) and library (58%) the most popular. Of those who selected ‘Other’, comments referenced using the carpark for education/training, transport/commuting, health/medical, entertainment/recreation, visiting local business/services, and fitness/exercise.



Are you supportive of council changing the name of the carpark?

4,514 respondents provided an answer to this question. Strong sentiment was received from the community, indicating respondents were not supportive of the proposed name change to the carpark (99%).



This engagement also specifically sought feedback from the First Nations community and local business owners, as they were identified to be more likely impacted by this decision.

- Among the 6% (302 respondents) who identified as of Aboriginal or Torres Strait Islander descent, 98% opposed changing the name of the carpark.
- Among the 2% (86 respondents) who identified as business owners who utilise the carpark for customer access, 98% opposed changing the name of the carpark.

This result strongly mirrors the broader community's stance.

Do you have any additional comments about the proposed renaming?

3,410 respondents provided an answer to this question.

Of those who do not support the name change (3,381 comments), key themes have been outlined below.

Theme	Detail
Costs	Respondents commonly expressed concern about the cost of the proposed change, noting that funds would represent better value if allocated elsewhere. This concern was heightened for residents experiencing cost-of-living pressures. Some respondents also anticipated additional costs associated with promoting a new name for the council and businesses in the area. Overall, many did not perceive sufficient benefit to justify the expenditure.

Wayfinding	Feedback indicated that the existing car park name is well established and supports clear wayfinding across the precinct. Respondents felt that a name change could confuse visitors. Several noted that the proposed name was less intuitive and may negatively affect navigation. There was also concern that it disconnected the carpark from the broader precinct, in which it also serves.
Reconciliation and cultural recognition	While many respondents supported initiatives recognising Aboriginal and Torres Strait Islander culture and history, there was a view that alternative or more meaningful opportunities may exist. Some indicated they would be more supportive if First Nations communities identified the initiative as a priority. Feedback from respondents identifying as Aboriginal and/or Torres Strait Islander aligned with this view, with some expressing concern that the proposal may be tokenistic and suggesting funds be directed to initiatives with clearer reconciliation outcomes.

Of those who support the name change (25 comments), key themes have been outlined below.

Theme	Detail
Reconciliation and cultural recognition	Respondents identified the proposed name change as a potential opportunity to support reconciliation by recognising Aboriginal and Torres Strait Islander culture and fostering a sense of respect and ownership. Support was commonly conditional on confirmation that the change was endorsed by Aboriginal and Torres Strait Islander communities as culturally appropriate.
Improved wayfinding	Some respondents considered Tulumur Place Carpark to be a more effective name for wayfinding, noting its alignment with the primary access point via Tulumur Place. Respondents observed that the Nicholas Street Precinct is relatively large and that the current name may lack the specificity needed to assist visitors in locating the car park.
Costs	Feedback on costs was mixed. While some respondents viewed the cost as reasonable, others suggested the change should be deferred until broader cost-of-living pressures across the community have eased.

Other comments also shared alternative names for the carpark, and suggestions for investments into other services across the Ipswich community. While this feedback is outside of the scope of this engagement, the feedback has been recorded for future decision-making.

Quotes from respondents included:

- “I haven’t heard any sustainable evidence that a change will produce any benefit to the community, businesses in the area, or any other stakeholders. I can appreciate the sentiment behind the proposal however this is not a necessary change at a time when the residents and businesses community have higher priority needs from their council. As a member of the

indigenous community I believe the current place name of Tulumur Place provides a meaningful level of respect and recognition. I would not like to see any confusion between a place that was well designed with a purpose to an old dark car park.”

- “If the procurement process has found that 50,000 is a fair and reasonable price, I think that's ok. I think it does need to be done as Nicholas Street is quite long and the carpark is only useful to one end of it. Timing is everything and it may be better to wait until economic conditions are more favourable for the Ipswich community in general before the work is done to reduce any negative publicity as it may be seen as a waste of money when people are struggling with economic factors beyond their control. There are plenty of roads that need upgrading or resurfaced but 50k won't get much of that done unfortunately.”
- “It is important to recognise that the car park forms an integral part of the broader precinct. Tulumur Place, Tulumur Walk, the surrounding retail and hospitality venues, the street network, the libraries, and the Council administration building all operate as interconnected elements of a single, cohesive precinct. The establishment of the precinct is fundamentally about supporting the city centre through a shared identity and the critical mass that comes from people, activity, and place working together. This collective identity is key to the precinct's success and to how it is understood and used by the community. After many years of consistent use, renaming the car park would risk creating confusion for customers and visitors and may inadvertently detract from the established precinct brand. Local businesses rely heavily on the car park as a recognised and trusted access point for their customers. Separating it from the precinct naming framework would represent a step away from integrated place-making and does not clearly demonstrate added value for the community. Maintaining a unified approach reinforces legibility, supports local businesses, and strengthens the overall success of the precinct as a shared civic and commercial destination.”
- “The rename makes sense given people would think carpark access would be off Nicholas Street. It's also a shorter name to remember. Should have been done during the initial redevelopment.”
- “As the car park is widely known as Nicholas Street Precinct, it should remain the same to avoid confusion with visitors. Also, to avoid unnecessary costs to the taxpayers.”
- “At a cost of \$50,000 to ratepayers, I don't believe this is warranted—especially given the current economic climate, rising unemployment, and increasing homelessness. Public funds should be prioritised toward essential community needs.”

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.

Renaming Nicholas Street Precinct Carpark – Stage One

As part of informing this decision, a previous stage of engagement was conducted, targeting only Aboriginal and Torres Strait Islander communities. The purpose of the engagement was to understand whether use of the word Tulumur for a carpark is considered culturally appropriate, and whether the name change was supported. 320 members of the wider First Nations Community were approached, inclusive of Traditional Owners and members of council's Murri Interagency group. 14 individuals provided feedback through this engagement. Key findings were:

- Overall, 85% of respondents confirmed the use of the word Tulumur in connection with the carpark would be considered culturally appropriate, with the remaining 15% unsure. While this was not directly asked in stage two, open field responses did not suggest concerns around the wording choice, therefore supporting initial findings.
- In stage one, 93% of respondents stated they were supportive of the proposed name change to the carpark, viewing it as a suitable way to recognise Aboriginal culture and heritage and to improve wayfinding. While financial considerations were included in both stages, a greater emphasis was placed on cultural appropriateness in stage one. The sentiment identified in stage two strongly conflicted from this earlier feedback. This may be due to the shift in engagement focus, therefore influencing who chose to participate and the types of concerns raised.

Detailed findings have been outlined in [Stage One 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.

- Overall, 99% of respondents were not supportive of the name change, indicating strong alignment across the community.
- Sentiment remained consistent across target audiences, local businesses and First Nations communities.
- Feedback generally focused on concerns around costs, with community expressing the benefits of the change did not seem worth the required investment. Others also shared concerns around worsening wayfinding and questioning whether this initiative was the most suitable opportunity for reconciliation efforts.
- Of those who were supportive of the change, comments generally focused on supporting reconciliation efforts and wayfinding improvements. While some felt the investment was reasonable, a number of comments suggests deferring the change.

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

APPENDICES

1. SURVEY QUESTIONS

1. Do you use the Nicholas Street Precinct Carpark?

Select one answer only	
☐	Yes – go to question 1a
☐	No – go to question 2

1a. How do you use the Nicholas Street Precinct Carpark?

Select all that apply	
☐	Work
☐	Shopping
☐	Library
☐	Dining
☐	Events
☐	Visiting Council
☐	Directing customers to parking for my business
☐	Other (Please specify) _____

2. Are you supportive of council changing the name of the carpark?

The Council meeting on 27 February at which the matter was discussed heard that replacement of the nine signs could cost \$50,000 based on costs from the time of installation. Would you support a renaming at this cost?

Select one answer only	
☐	Yes
☐	No

3. Do you have any additional comments about the proposed renaming?

[illegible]

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.

4. Gender Required

Select one answer only	
☐	Male
☐	Female
☐	Non-binary / gender diverse
☐	Prefer not to say

5. Year of birth Required

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6. Relationship to Ipswich Required

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

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

Select all that apply	
☐	A person of Aboriginal ancestry
☐	A person of Torres Strait Islander ancestry
☐	A person with a disability, inclusive of mental illness
☐	A person identifying as LGBTIQ+
☐	A person speaking English as a second language
☐	None of the above
☐	Prefer not to say

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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