

City of Ipswich

Community Engagement Summary Report

Renaming Nicholas Street Precinct Carpark

April 2026

Office of the CEO





ACKNOWLEDGEMENT OF COUNTRY

Ipswich City Council respectfully acknowledges the traditional Owners, the Jagera, Yuggera and Ugarapul People of the Yugara/Yagara Language Group, as the 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 has been 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.

Subject to findings from stage one, a second stage of engagement would be with the Nicholas Street Precinct businesses and general community to understand level of support for the name change.

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

WHY WE ENGAGED

Engagement aimed to:

- Whether the use of the word Tulumur is culturally appropriate for naming a carpark
- Level of support from the Aboriginal and Torres Strait Islander community for the name change

HOW WE ENGAGED

The engagement was undertaken between 26 March 2026 to 8 April 2026.

ENGAGEMENT FEEDBACK CHANNELS

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

Shape Your Ipswich

Comments were captured via one engagement tools on the private project page, [Renaming Nicholas Street Precinct Carpark](#), hosted on Shape Your Ipswich. Survey questions can be seen in Appendix 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 3810 6666 with feedback on this project.

PROMOTIONAL CHANNELS

As this engagement was targeting a key audience, communication channels for promoting the opportunity were highly targeted.

Social media

Social media posts were shared in private Traditional Owner Facebook groups. A total of approximately 106 individuals are members of the Facebooks groups used for raising awareness of this engagement opportunity.

Direct Mail

A formal email notification was sent by to the YUP Native Title Party, attendees of the Murri Interagency Meetings, and representatives from the Jagera, Yuggera and Ugarapul people. The emails were distributed to approximately 340 individuals.

Overall, these activities led to 32 views of the Shape Your Ipswich page and 14 contributions throughout the engagement as outlined in the table below.

ENGAGEMENT CHANNEL/S	CONTRIBUTIONS ¹
Shape Your Ipswich	14
Email	0
Phone	0
TOTAL	14

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

Due to the niche nature of this project and the limited project timeframe, the engagement approach did not aim for a broad statistical sample size. Instead, the quality of the sample size is determined by whether all key stakeholder groups have contributed, and detail of feedback received.

Feedback was typically addressed items within the project scope and included explanatory comments, examples, and reasoning, enabling clearer interpretation of community priorities. Overall, the engagement generated feedback of sufficient depth and clarity to meaningfully support decision-making.

DEMOGRAPHIC REPRESENTATION

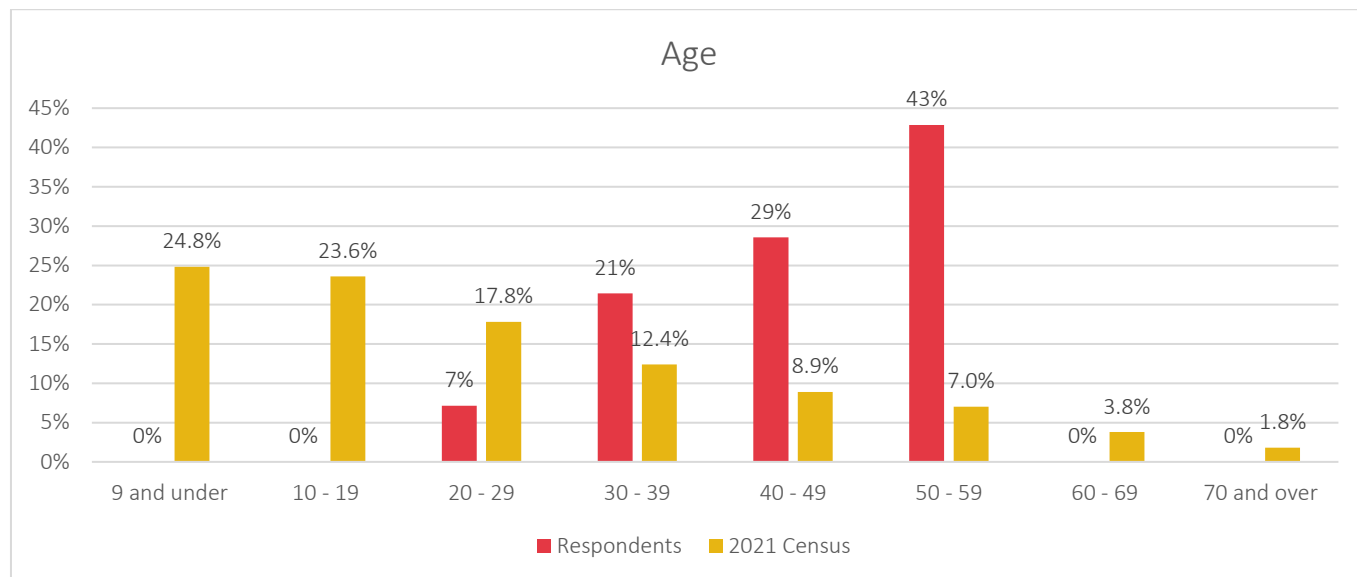
Demographic information was collected from all respondents.

Because reliable demographic data for the specific affected population is not available, the respondent profile has been compared against the [Aboriginal and Torres Strait Islander Census population in Ipswich](#). Where demographic information was not available for this specific audience, the data was compared to the Australian Bureau of Statistic's data on the broader Australian 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.

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

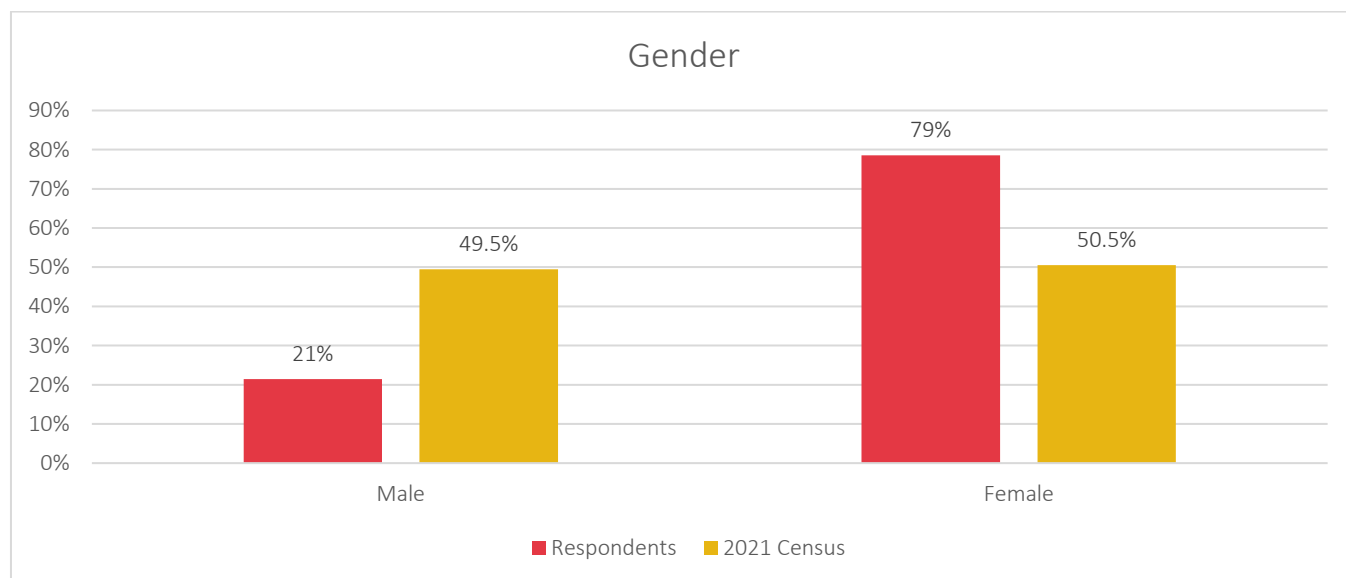
Age

Age demographics has been compared directly against Aboriginal and Torres Strait Islander Census population in Ipswich. Feedback was captured from community members between the ages of 20 – 59.



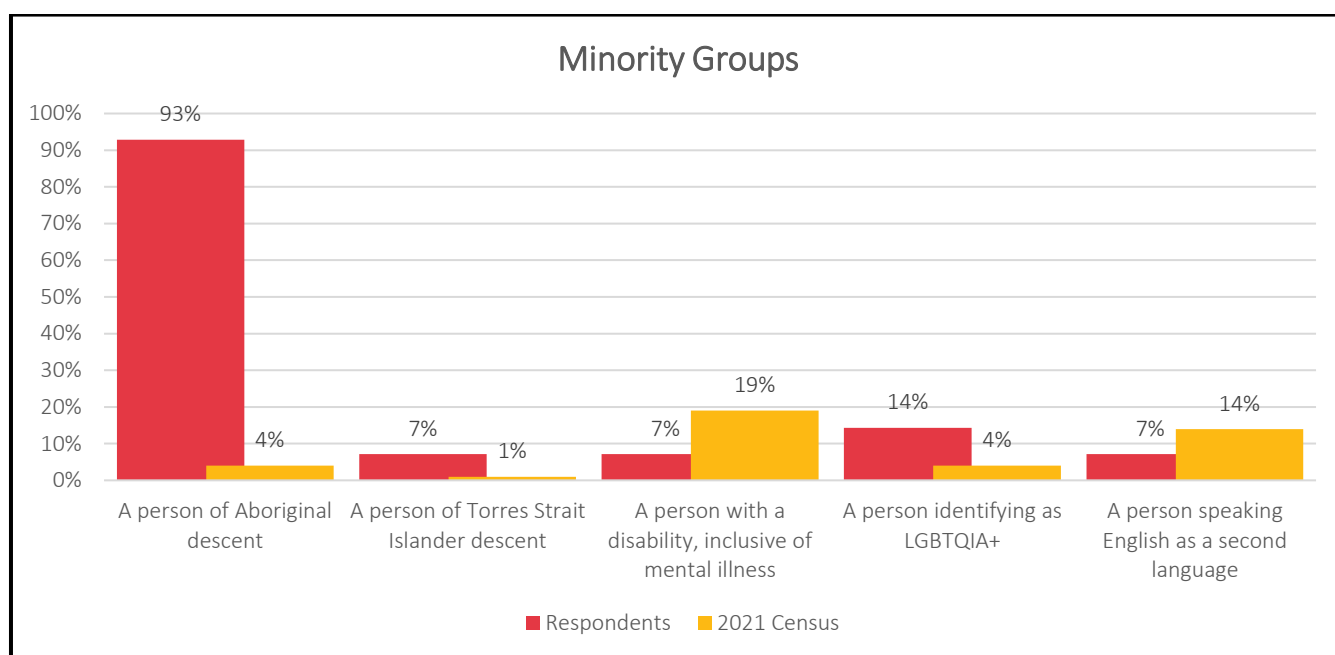
Gender

Gender demographics has been compared directly against Aboriginal and Torres Strait Islander Census population in Ipswich. Both males and females were represented in the feedback captured.



Minority groups

Minority group demographics has been compared directly against the broader Australian population as per the [Australian Bureau of Statistics](#). As this engagement targeted people of Aboriginal and/or Torres Strait Islander descent, there is significant representation from these minority groups. It is noted that, two of these respondents also confirmed themselves as Traditional Owners (Jagera, Yuggera, Ugarapul). Respondents also represented people with a disability, LGBTQIA+, and people speaking English as a second language.



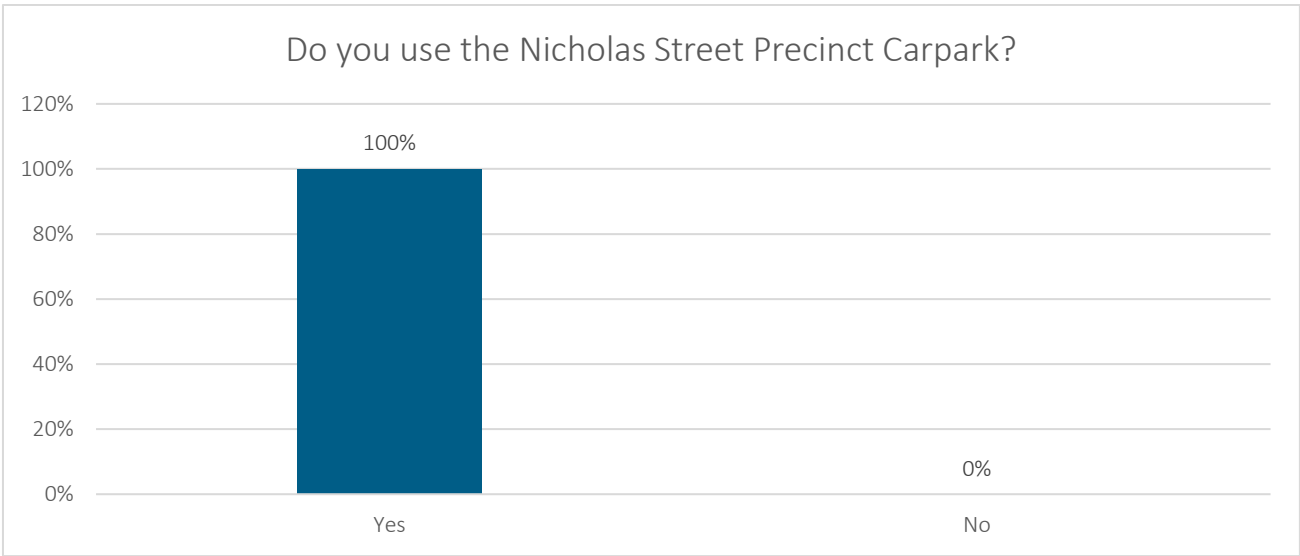
OVERALL REPRESENTATIVENESS

This engagement prioritised targeted individuals of Aboriginal and Torres Strait Islander background, with a focus on quality insights over reaching a minimum sample size. While a smaller sample size reduces representativeness of other demographics, feedback has still been captured from a reasonable spread of individuals representing different age groups, gender and minority groups to allow for informed decision-making.

WHAT THE COMMUNITY TOLD US

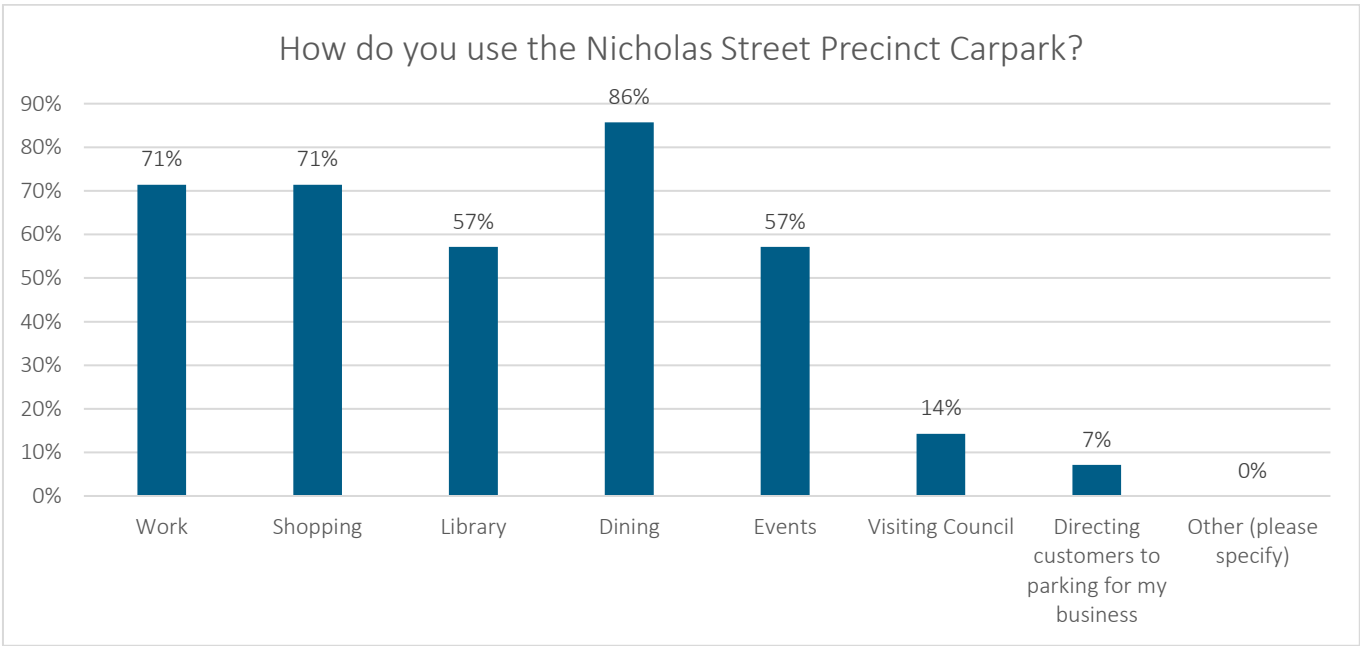
Do you use the Nicholas Street Precinct Carpark?

All respondents answered this question and confirmed they are current users of Nicholas Street Precinct Carpark.



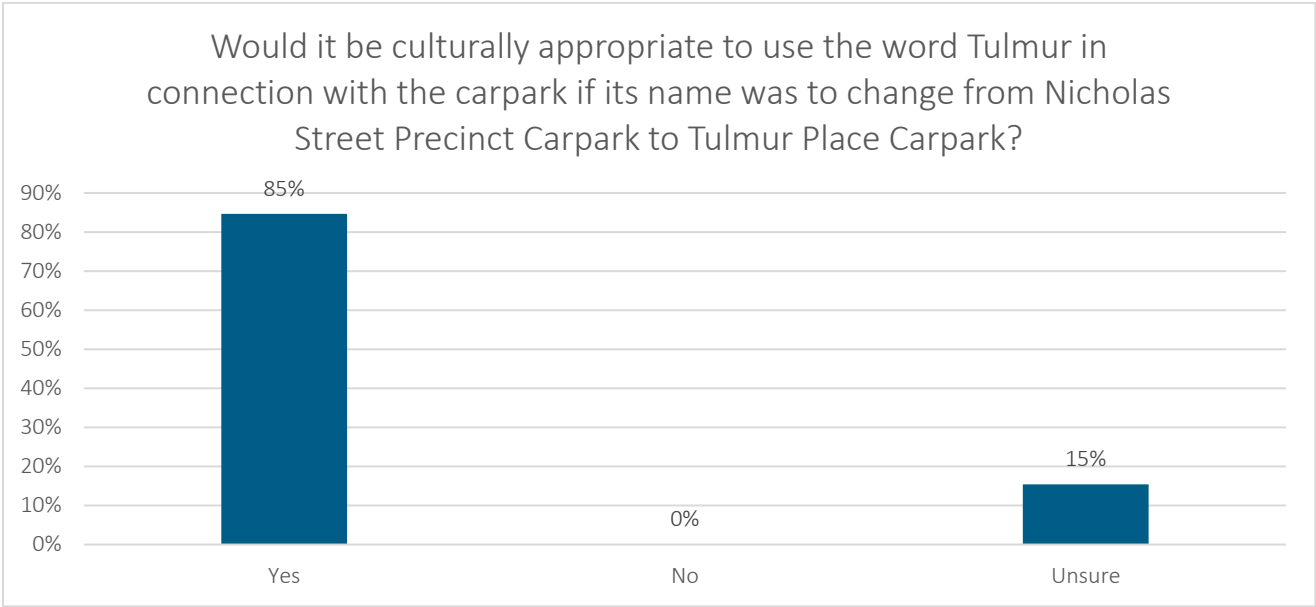
How do you use the Nicholas street Precinct Carpark?

All 14 respondents provided an answer to this question. Respondents could select multiple answers. Community feedback indicated the carpark is currently used for a diverse range of purposes, with the most common activities referenced by respondents being dining (86%), work (71%), and shopping (71%).



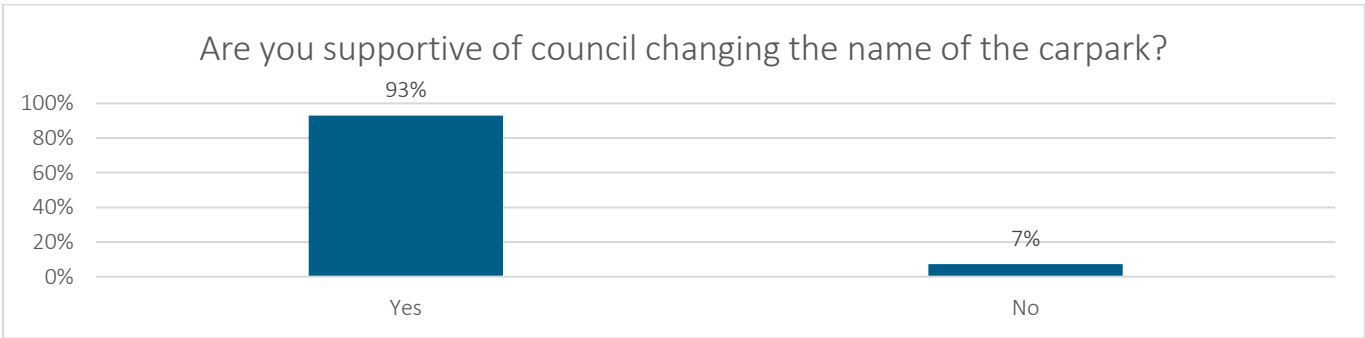
Would it be culturally appropriate to use the word Tulumur in connection with the carpark if its name was to change from Nicholas Street Precinct Carpark to Tulumur Place Carpark?

Respondents who identified as Aboriginal and/or Torres Strait Islander were asked this question. Overall, 13 responses were received. The majority (85%) confirmed they felt the use of the word Tulumur was culturally appropriate. This included both respondents who identified as Traditional Owners.



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

There was a clear preference from respondents supporting the name change of the carpark (93%). This included both Traditional Owners. Only one respondent (7%) indicated that they were not supportive of the change.



Do you have any additional comments about the proposed renaming?

Seven respondents shared additional feedback on this project, providing insights into why they either support or do not support the change. Of those supportive of the change, comments referred to:

- Reduces wayfinding confusion through clear connection to Tulumur Place
- Support if it is supported by Traditional Owners
- Supports reconciliation actions and acknowledgement of culture

Of those who were against the change, comments referred to concerns of wasting resources.

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.

Indigenous Community Consultation

To ensure Aboriginal and Torres Strait Islander perspectives are incorporated into the redevelopment of the Ipswich Central, Ipswich City Council engaged Black Drum Productions to consult with the local Indigenous community to ascertain their views on what would be culturally appropriate and engaging within the Nicholas Street redevelopment. In total, 108 responses were received to the online survey and over 270 people visited the pop-up information store to provide feedback.

Tulmur Place was endorsed by 90% of respondents as a positive choice for naming the redeveloped Civic Space. This feedback supports findings identified in this engagement. Based on this feedback, the Civic Space was named Tulmur Place.

Detailed findings have been outlined in the [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.

- Nicholas Street Precinct Carpark is an asset currently used by respondents for a diverse range of purposes, inclusive of dining, working and shopping.
- Overall, 85% of respondents (inclusive of all Traditional Owner respondents) confirmed the use of the word Tulmur in connection with the carpark would be considered culturally appropriate, with the remaining 15% unsure. This feedback aligns with previous engagement activities undertaken.
- 93% of respondents (inclusive of Traditional Owner respondents) stated they are supportive of the proposed name change to the carpark, seeing it as a suitable way to recognise the Aboriginal culture and heritage, as well as improve wayfinding.
- 7% were not supportive of the change, with concerns of wasting resources.

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

APPENDICES

1. SURVEY QUESTIONS

ABOUT YOU

Ipswich City Council is collecting your personal information in this survey to better understand community needs. This may include sensitive information, which you can choose not to provide.

Sharing your information helps ensure diverse and representative input across the region. Your data will be managed in accordance with the [Information Privacy Act 2009](#). To access or amend your information, contact our Information Privacy Officer on (07) 3810 6666.

01. Gender **Required**

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

02. Year of birth **Required**

This question must be between 1900 and 2025

03. Do you identify as any of the following? **Required**

Tick all boxes relevant to you.

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 LGBTQIA+
☐ A person speaking English as a second language
☐ None of the above
☐ Prefer not to say

04. Are you a Traditional Owner (Jagera, Yuggera, Ugarapul)? **Required**

Skip this question if

- you have not selected either "A person of Aboriginal descent", or "A person of Torres Strait Islander descent" in question Do you identify as any of the following?

Select one answer only

☐ Yes

☐ No

☐ Prefer not to say

05. Would it be culturally appropriate to use the word Tulumur in connection with the carpark if its name was to change from Nicholas Street Precinct Carpark to Tulumur Place Carpark? **Required**

Skip this question if

- you have not selected either "A person of Aboriginal descent", or "A person of Torres Strait Islander descent" in question Do you identify as any of the following?

Select one answer only

☐ Yes

☐ No

☐ Unsure

06. Do you use the Nicholas Street Precinct Carpark? **Required**

Select one answer only

☐ Yes

☐ No

07. How do you use the Nicholas Street Precinct Carpark?

Please select all that apply:

Select all that apply

☐ Work

☐ Shopping

☐ Library

☐ Dining
☐ Events
☐ Visiting Council
☐ Directing customers to parking for my business
☐ Other (please specify)

08. Are you supportive of council changing the name of the carpark? **Required**

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

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

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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