

City of Ipswich iFuture Vision Check-in

Community Engagement Report

January 2025



CONTENTS

EXECUTIVE SUMMARY 3

WHY WE ENGAGED 3

HOW WE ENGAGED.....4

WHAT THE COMMUNITY TOLD US 6

WHO ENGAGED 10

FINDINGS 12

APPENDIX 13

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



EXECUTIVE SUMMARY

The iFuture Corporate Plan for 2021-2026 commenced on 1 July 2021, representing a new era for council and the community to collectively work toward achieving the community's vision.

iFuture is divided into four themes:

- Vibrant and Growing
- Safe, Inclusive and Creative
- Natural and Sustainable
- A Trusted and Leading Organisation

The iFuture Check-in is conducted to gather feedback from Ipswich residents on our progression towards the community vision, building on feedback captured as part of the [development of the iFuture Plan 2021-2026](#) and [2021 iFuture Check-in](#).

The themes and stakeholder insights identified in this report will help inform any adjustments required to the community vision and will help inform the development of the Corporate Plan 2026-2031. It is noted further engagement will occur to further influence the iFuture Corporate Plan 2026-2031.

WHY WE ENGAGED

Council engaged the community with aims to:

- Educate stakeholders on what has been delivered over the past five years both by council and others to progress the vision
- Ensure the wording still resonates with what everyone hopes Ipswich will look like in 15 years
- Update community vision statements to be clearer and measurable.

HOW WE ENGAGED

Community engagement was undertaken between 21 October 2024 and 1 December 2024. The community was able to contribute their feedback through:

- Shape Your Ipswich
- Email
- Phone

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

Ipswich City Council social media

A paid post was shared on Facebook and Instagram for raising awareness of the project and encourage community to share their feedback. A screenshot of the posts can be seen at Appendix 1.

Social Media Channel	Date of posting	Reach ¹	Clicks ²
Meta (Facebook and Instagram)	Commenced – 24 October 2024 Finished – 1 December 2024	20,001	709

Ipswich City Council email footers

Email footers of all council employees were updated with an advertisement encouraging the community to share their feedback on this project, with the image hyperlinked to the Shape Your Ipswich project page. This was included on all emails sent internally and externally throughout the entire engagement period.

Shape Your Ipswich

Two email campaigns were sent out via Shape Your Ipswich. The first email campaign was sent on 22 October 2024 and was sent out to Shape Your Ipswich members who had selected any of the following categories of interest:

- Business and economy
- Community
- iFuture
- iFuture Check-In: Community Survey

¹ Total number of times a social media post was viewed.
² Total number of times a URL in a social media post was clicked.

This campaign was sent to a total of 855 members, of which 399 opened the email.

The second email campaign was sent on 29 November 2024 and was sent out to a general audience on Shape Your Ipswich who are subscribed to the quarterly newsletter. This campaign was sent to a total of 3,772 members, of which 1,489 opened the email.

Overall, these activities led to 3,318 views of the Shape Your Ipswich page and 31 contributors throughout the engagement as outlined in the table below.

Engagement Channels	Contributors ³
Shape Your Ipswich	31
Total	31

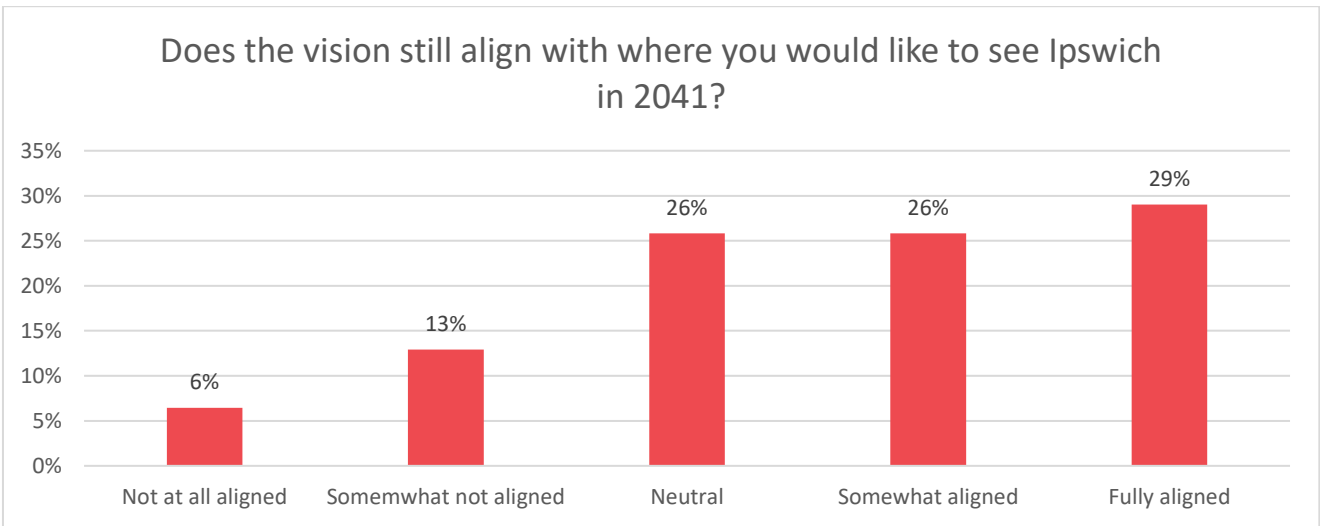
³ Total number of unique individuals who submitted feedback per engagement channel. An individual who makes more than one contribution on a single engagement channel is only counted as a single contributor. Noting individuals may be counted multiple times if submitting feedback across multiple engagement channels.

WHAT THE COMMUNITY TOLD US

Shape Your Ipswich

Comments were captured via one engagement survey on the project page, [iFuture Community Vision](#), hosted on Shape Your Ipswich. Survey questions can be seen in Appendix 2. A summary of the feedback has been outlined below.

Respondents were asked whether the vision still aligned with where they would like to see Ipswich in 2041. All 31 respondents answered this question. Overall, feedback suggested the statement generally still aligns, with 55% of respondents stating the vision either somewhat or fully aligned. 26% were neutral, while 19% felt the vision statement is somewhat or not at all aligned.



When asked to describe what realising the vision may look like by 2041, a diverse range of opinions were shared by respondents. 28 of 31 respondents answered this question. Sentiment captured from comments were mostly positive and hopeful, although a minority of respondents remained sceptical or unsatisfied with what they perceived could be achieved by the community by 2041. Key themes from comments provided have been outlined in the table below.

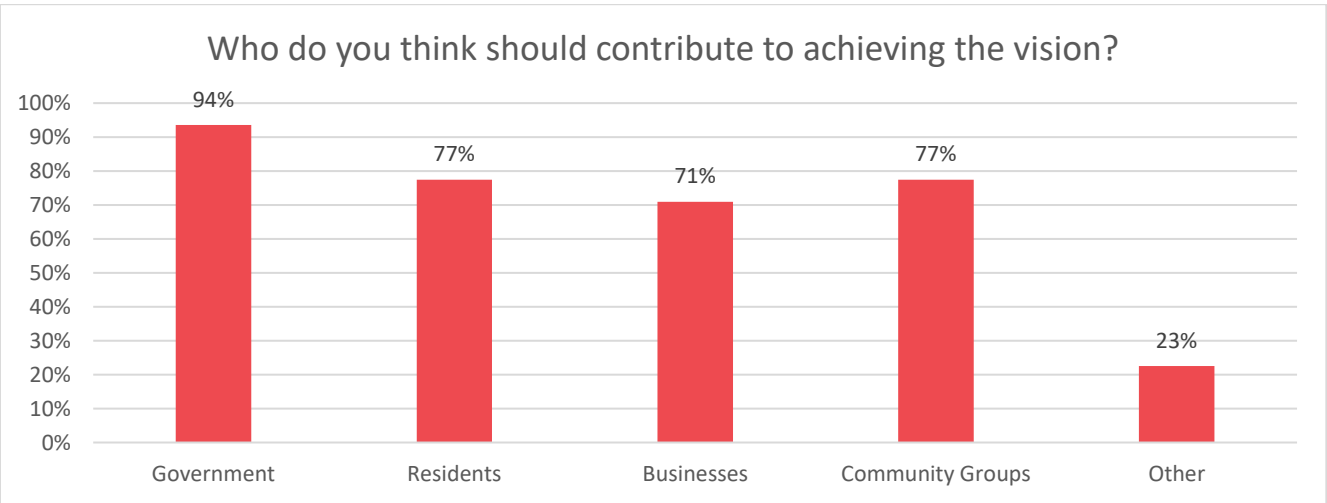
Theme	Comments
Economy	57% of respondents referenced the economy. Comments discussed creating a thriving city centre that businesses of various sizes and increased job opportunities within Ipswich. Comments mentioned a variety of businesses such as health services, retail, arts, hospitality, and forms of entertainment.
Inclusive culture	32% of respondents referenced an inclusive culture. Comments discussed welcoming people, celebrating multicultural communities, reducing anti-social behaviour, and creating an accessible and inclusive city. One comment raised concerns around diversity leading to exclusion.

Transport	32% of respondents referenced transport in and around Ipswich. Comments generally mentioned upgrades to public transport infrastructure, such as extending the train line and improving speed/reliability to reduce car dependence.
------------------	---

Other themes less commonly mentioned by the community included more housing solutions, greater focus on community health and safety, and protecting Ipswich heritage and green spaces. Quotes from respondents included:

- “The city is vibrant, it is the place where people who do not live in Ipswich visit for their weekends. There are fresh food and flower markets every weekend. There is an express train to Brisbane taking less time than a car. The historical buildings have been restored to their original glory. Artists are welcomed and supported. More music festivals are held there. Ipswich loses its 'bogan' label and becomes one of the coolest places to live.”*
- “Fully connected, reliable public transport within and throughout all of Ipswich allows young and all abilities people to independently travel to their places of work, education, socialisation and recreation. Way less car dependence. High-speed rail connects everyone to Brisbane and beyond so that Ipswich as a place of high cultural, creative and environmental interest is a pleasant place to visit for day trips. A vibrant diverse community is obvious in the thriving businesses and the homeless and vulnerable are cared for and given meaningful opportunities to stay safe and contribute to community.”*

Respondents were then asked who should contribute to achieving the vision. All 31 respondents answered this question and could select multiple options. Most respondents selected government (94%), residents (77%), community groups (77%) and businesses (71%), signifying respondents felt all should contribute to the vision. Of those who selected ‘Other’, comments identified commercial landlords, developers, homeless people, people with disabilities and everyone who spends time in Ipswich as groups who should contribute to the vision.



Respondents could then explain how they believed each of these groups could contribute to the vision.

Government

29 of 31 respondents provided feedback on how government could contribute to the vision. Comments predominately focused on funding of major infrastructure, with 52% of comments referencing the need for securing funds for infrastructure such as transport to help manage Ipswich's growing population. Additionally, respondents expected government to be responsible for long term planning for the city and using community consultation to guide decisions.

Residents

24 of 31 respondents provided feedback on how residents could contribute to the vision. 50% of comments referenced the importance of individuals providing feedback and sharing their voice on city projects. In addition, 29% suggested supporting local initiatives inclusive of businesses, programs, advocacy, events, and volunteering. Other comments referred to respecting others, property, and other assets.

Community groups

23 of 31 respondents provided feedback on how community groups could contribute to the vision. 26% of comments referenced community groups' responsibility to encourage members of the community to get involved in local initiatives. Equally, 26% also emphasised community groups acting as representatives on behalf of the community and sharing feedback on city projects. 22% of comments referenced the importance of community groups having a clear purpose and goals and collaborating with other locals to achieve them.

Businesses

22 of 31 respondents provided feedback on how businesses could contribute to the vision. 55% of comments referenced businesses investing in Ipswich, typically by setting up offices and other commercial infrastructure across the local government area. 18% referenced creating local employment opportunities, and another 18% wanted to see businesses involved and supporting local initiatives.

Respondents were then asked to share any other feedback on this project. 20 of 31 respondents answered this question. Most reemphasised feedback and concerns shared in their previous comments in the survey. Other respondents expressed willingness to contribute further feedback as needed and provided general encouragement for the vision and next steps. Other comments suggested focusing on 'quick wins' to help assist progress. One comment suggested the removal of "Join us" from the vision, as this was perceived as creating separation from community and council.

Email

The community was able to reach out to council via communityengagement@ipswich.qld.gov.au with feedback on this project. However, no contributions were received through this channel.

Phone

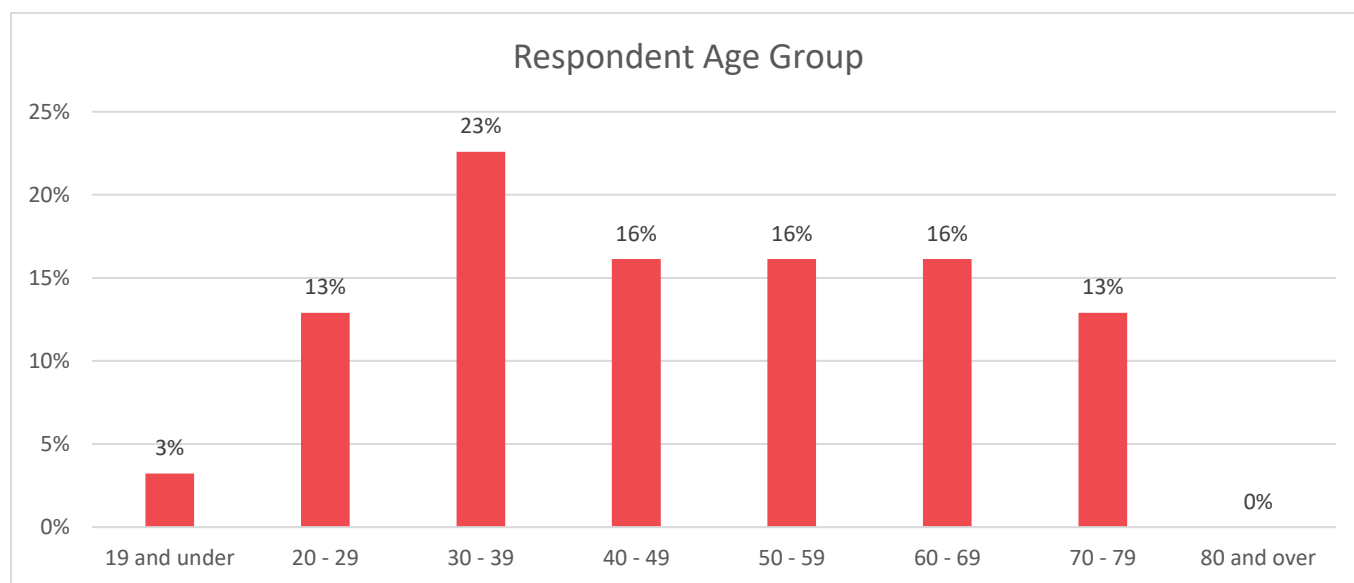
The community was able to reach out to council via 3810 6666 with feedback on this project. However, no contributions were received through this channel.

WHO ENGAGED

Where reasonable, demographic data was captured as part of engagement activities to understand the diversity of respondents.

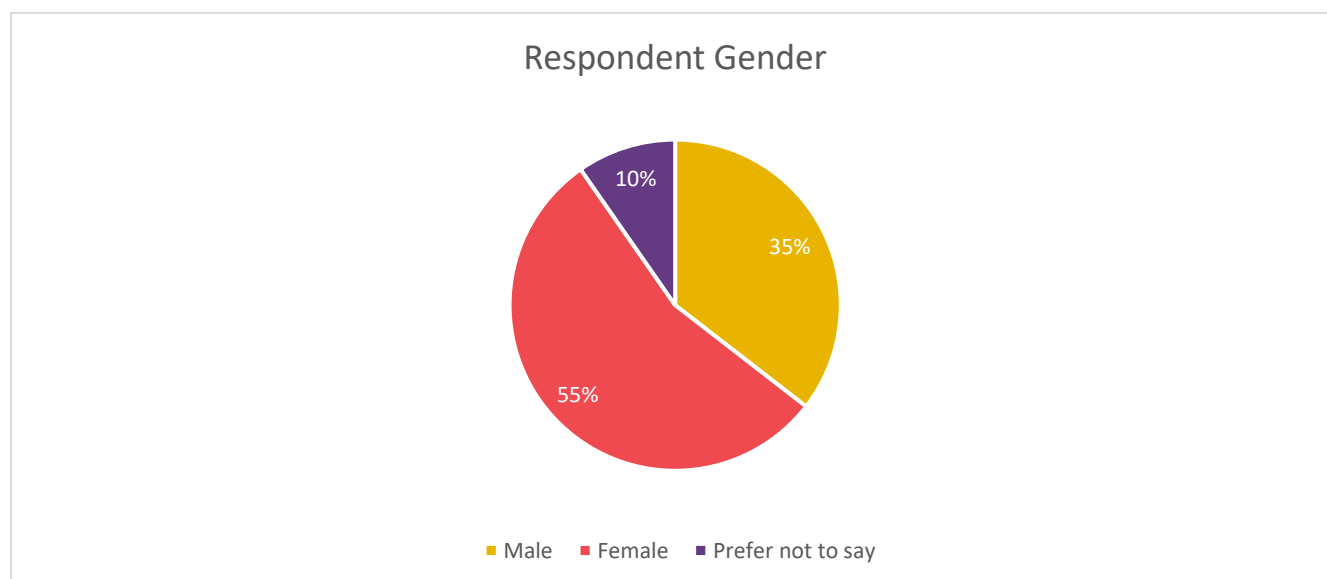
Age

Most age groups were represented by respondents, except for 80 and over. Representation was relatively consistent across age brackets between 20 – 79 years of age.



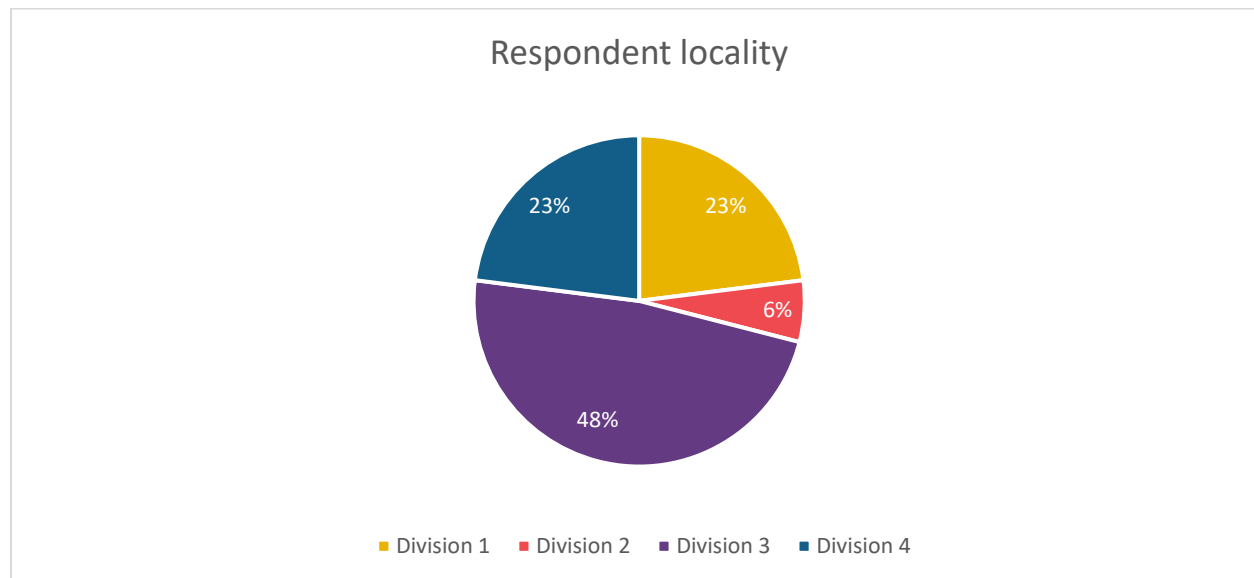
Gender

Both males and females were represented by respondents, with somewhat greater representation from females (55%) compared to males (35%). 10% preferred not to share their gender.



Locality

All respondents were in suburbs within Ipswich Local Government Area, with 22 unique suburbs represented across all four divisions. It is noted that a high percentage of respondents are in division 3 (48%).



FINDINGS

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

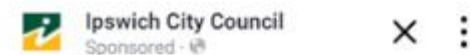
Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community's feedback has shaped this project.

- Respondents generally agreed that the vision still aligned with where they would like to see Ipswich in 2041, with 55% of respondents stating the vision either somewhat or fully aligned. Of those who felt it was less aligned, comments indicated concerns around whether the vision is achievable. The only specific suggested edit to the wording of the vision was the removal of "join us".
- Respondents identified a strong economy, inclusive culture, and reliable transport as key components for achieving the vision by 2041. In addition, comments discussed housing solutions, greater focus on community health and safety, and protecting Ipswich heritage and green spaces.
- Answers from respondents reflected the importance of all stakeholder groups playing a role in achieving the community vision, with a variety of roles and responsibilities identified for government, residents, community groups and businesses. Consistently, stakeholder groups were expected to actively play a role in supporting and collaborating on local initiatives.

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

APPENDIX

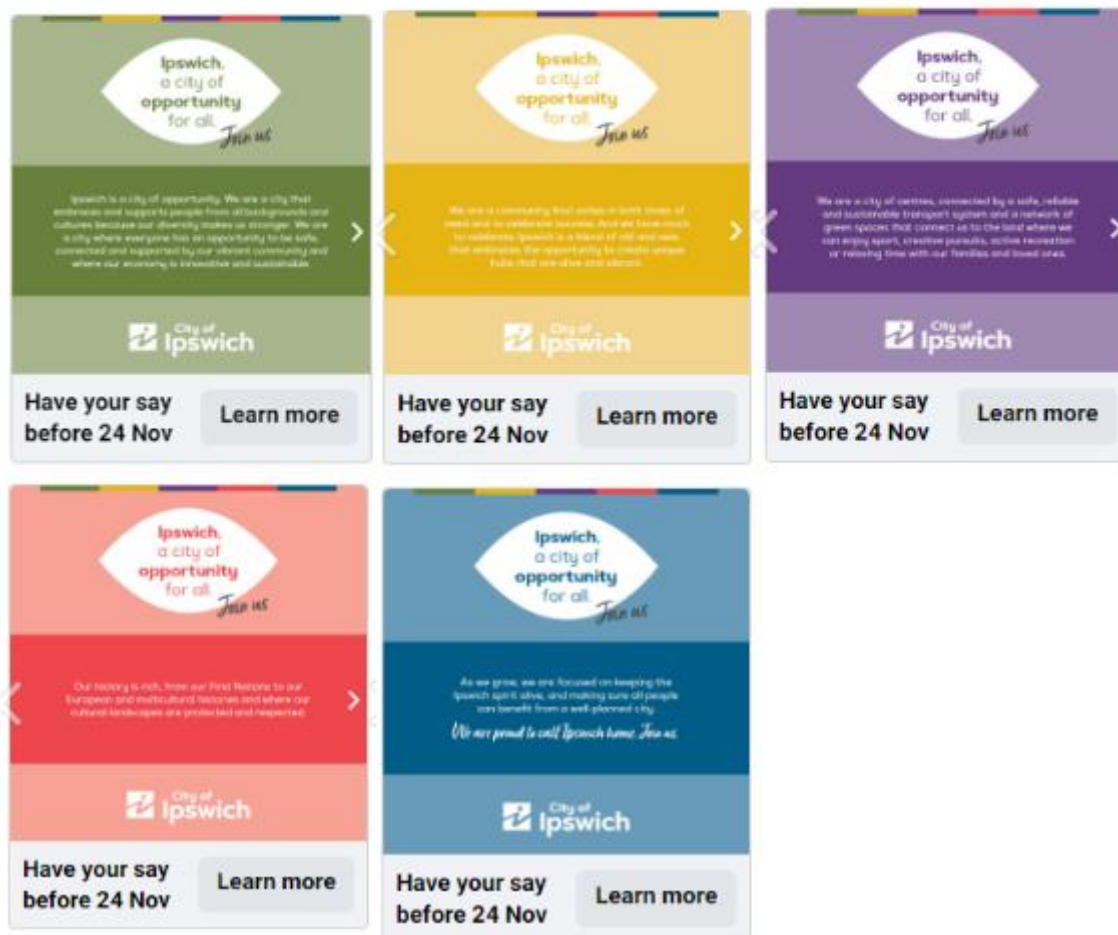
1. PAID SOCIAL MEDIA POST



Council is currently undertaking check-ins with the community to ensure our shared vision still reflects what everyone wants to see in 2041.

iFuture is council's leading strategic plan. It guides all decisions and actions that council undertakes, and acts as a five year roadmap which aligns to the city's 20-year vision, 'Ipswich, a city of opportunity for all. Join us'.

Visit [Shapeyouripswich.com.au](https://shapetheyouripswich.com.au) to tell us your thoughts.





Ipswich,
a city of
opportunity
for all.

Join us

Ipswich is a city of opportunity. We are a city that embraces and supports people from all backgrounds and cultures because our diversity makes us stronger. We are a city where everyone has an opportunity to be safe, connected and supported by our vibrant community and where our economy is innovative and sustainable.



Ipswich,
a city of
opportunity
for all.

Join us

As we grow, we are focused on keeping the
Ipswich spirit alive, and making sure all people
can benefit from a well-planned city.

We are proud to call Ipswich home. Join us.



Ipswich,
a city of
opportunity
for all.

Join us

We are a city of centres, connected by a safe, reliable and sustainable transport system and a network of green spaces that connect us to the land where we can enjoy sport, creative pursuits, active recreation or relaxing time with our families and loved ones.



Ipswich,
a city of
opportunity
for all.

Join us

We are a community that unites in both times of need and to celebrate success. And we have much to celebrate. Ipswich is a blend of old and new, that embraces the opportunity to create unique hubs that are alive and vibrant.



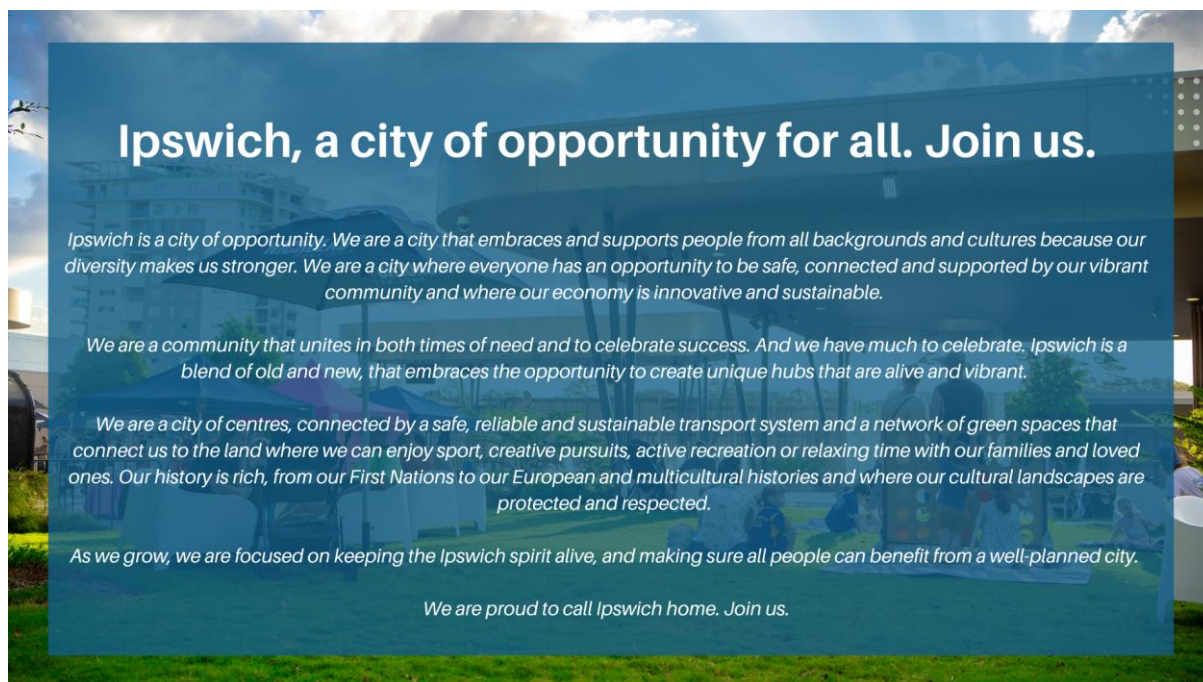
Ipswich,
a city of
opportunity
for all.

Join us

Our history is rich, from our First Nations to our European and multicultural histories and where our cultural landscapes are protected and respected.



2. IFUTURE CHECK IN SURVEY



01. Does the vision still align with where you would like to see Ipswich in 2041? **Required**

On a scale between 0 and 4, and in increments of 1, provide your rating below.

--

02. Imagine it is 2041. Describe how Ipswich has realised our vision, "a city of opportunity for all".

--

03. Who do you think should contribute to achieving the vision? **Required**

Select all that apply. You will then be given the opportunity to explain how each of these stakeholders could contribute to the vision.

Select all that apply

☐ Government

☐ Residents

☐ Businesses

☐ Community Groups

☐ Other

04. How can government contribute to achieving the vision by 2041?

Skip this question if

- you have not selected either "Government" in question Who do you think should contribute to achieving the vision?

05. How can residents contribute to achieving the vision by 2041?

Skip this question if

- you have not selected either "Residents" in question Who do you think should contribute to achieving the vision?

06. How can businesses contribute to achieving the vision by 2041?

Skip this question if

- you have not selected either "Businesses" in question Who do you think should contribute to achieving the vision?

07. How can community groups contribute to achieving the vision by 2041?

Skip this question if

- you have not selected either "Community Groups" in question Who do you think should contribute to achieving the vision?



08. Please share any other feedback



Ipswich City Council
PO Box 191, Ipswich QLD 4305,
Australia

Phone (07) 3810 6666
council@ipswich.qld.gov.au
ipswich.qld.gov.au

Join us online:



[/IpswichCityCouncil](https://www.facebook.com/IpswichCityCouncil)



[/ipswich-city-council](https://www.linkedin.com/company/ipswich-city-council)



[/IpswichCityCouncilTV](https://www.youtube.com/IpswichCityCouncilTV)