# Community Engagement Report

## River Heart Parklands

November 2024

Strategy and Performance Branch,

Office of the CEO



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# 1 Executive Summary

River Heart Parklands (River Heart) located along the Bremer River in the heart of the CBD is a widely recognised and commended leisure facility. River Heart marked the third phase of the 'River Heart' vision for the Ipswich city centre, which also included the redevelopment of Darcy Doyle Place and the Ipswich Mall, at its opening on 03 February 2007.

River Heart is impacted by flooding events of all sizes, from minor to major due to its unique location. The site has experienced seven (7) flood event impacts since its opening. Following the flood events in both 2011 and 2013, River Heart was closed for approximately 3 to 4 months as the recovery consisted of a like-for-like replacement. The water velocity at River Heart was faster in 2022 compared to 2011. The damage at River Heart in 2022 was also compounded by a second flooding event in May of the same year, causing further damage due to the already saturated landscape and the relative advanced age of the infrastructure.

Council is focused on making the site more flood resilient which can be re-opened more quickly and at a lower cost after each flood event.

In September 2024, council engaged the community to ask for feedback from the community to better understand how the parklands have been used in the past and how the community would like to use it in the future.

The themes and insights identified in this report will be considered to determine the long-term future of River Heart.

# 2 How we engaged

Over a four-week period between Tuesday 3 September and Sunday 29 September 2024, the community were able to contribute feedback through the online engagement platform (Shape Your Ipswich), in person at one of eight (8) pop ups, via email or phone.

Quantitative and qualitative data was collected from participants during engagement phases, 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%.

# 3 Findings

## 3.1 Internal Stakeholder Meeting Findings

Following the flood event in 2022, site assessments of the damage were undertaken. Since then, a number of briefings with the Mayor and Councillors have been conducted to inform them of the complexity of the site and possible options to fully re-activate the site safely for the community.

Additionally, a number of workshops were held with key stakeholders and technical experts from within Ipswich City Council and external to council to discuss and document best outcomes for River Heart.

A number of complexities were identified during the assessment of the structures, particularly the overwater structures and the ramp. Due to the complexities and cost implications to repair the assets following the likelihood of future frequent flood events, a recommendation was provided to remove a number of identified structures over the water.

## 3.2 Ipswich Youth Advisory Council Findings

Ipswich Youth Advisory Council (IYAC) is comprised 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. On Tuesday 3 September 2024, council officers presented to IYAC on the River Heart Parklands engagement. In total, 22 young people were in attendance.

The below is a summary of feedback received from IYAC:

**Before the 2022 floods:**

- IYAC members mostly visited River Heart Parklands once a year (65%) and enjoyed catching up with friends (31%) and the nature river experience (31%).
- More than 72% visited the site with family and most (59%) had used both the footpath and boardwalk to gain access to the lower levels.
- In terms of importance of the boardwalk to gain access to the lower levels of the site, majority (69%) noted not important at all or had no opinion with 30% indicating importance of the boardwalk.

**Future use:**

- The main activities IYAC would see themselves using the site for included catching up with friends/groups (55%) followed by children to play (18%), exercise (9%) and nature/river experience (9%).
- In terms of what time they thought they would visit, most thought various times (36%) followed by afternoons (27%) as the most common responses.
- If the council was to consider a varied version of the boardwalk to ensure resilience of the site in future flood related events, 54% were very or somewhat supportive, 34% were neutral and 11% somewhat or strongly opposed a varied version.

**Other comments:**

- One member of IYAC provided feedback that the money spent on repairing the site after each flood event would be better placed to ease homelessness in the community as a priority.
- One member of IYAC noted support for the water feature to remain and be back in use.

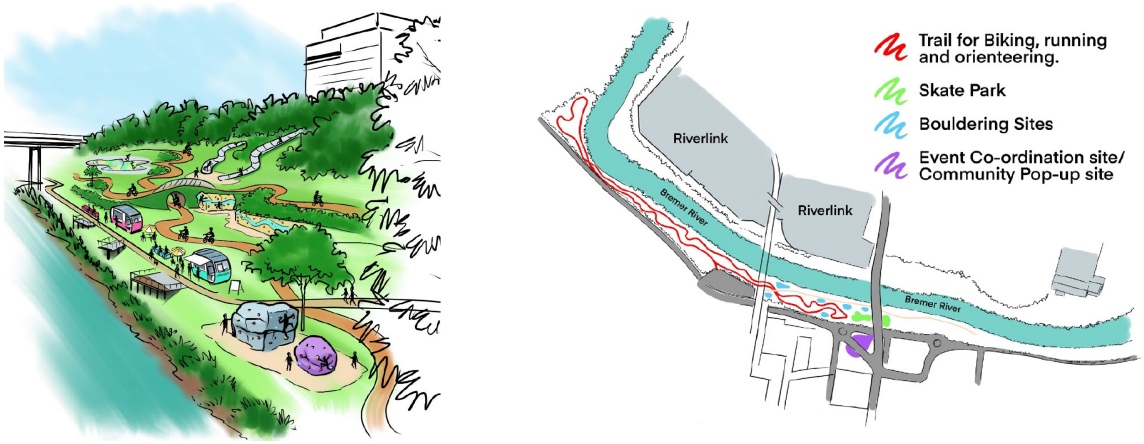
## 3.3 Phone Contribution Findings

Two contributions during the engagement period were received via phone. Feedback included comments around usage, accessibility and suggestions for the overwater structures. Feedback and suggestions captured included:

- Usage before the 2022 floods and into the future would remain the same, and how they enjoyed visiting the site for celebrations and gatherings as well as exercise.
- In terms of accessibility, one respondent found the site very accessible and had used both the footpath and boardwalk to gain access to the lower level of River Heart Parklands.
- One respondent would like council to retain the concrete footpath and walkways as they have enjoyed walking along the paths at different times of the day.
- One respondent would like to see the overwater structures moved back up towards road level where people can access and still sit and view the river. They commented that leaving them in their current position meant they remained an obstacle for future flood events.

## 3.4 Email Contribution Findings

One contribution was received via email during the engagement period. The feedback contained a combination of written feedback and feedback through sketches. Some feedback was consistent with other feedback received throughout the engagement period including suggestions such as: food vendors, markets, bike and walking paths. New ideas included; skate park, low level bouldering structures, dirt trails, close to ground slides and semi-permanent shipping container kiosks.




Images: Feedback received during the engagement period in sketch form.

## 3.5 Shape Your Ipswich Findings

Shape Your Ipswich (SYI) was one tool used for community engagement for River Heart Parklands.

Throughout the engagement period, the wider community were asked to share their thoughts on the future of River Heart Parklands whilst also providing insights on how they have used the site in the past. In total, 82 people contributed through this channel. See the full list of questions used for the survey on SYI at Appendix 1. Below outlines a summary of the feedback received via SYI. Please note, some questions allowed respondents to provide multiple responses to questions resulting in varying total number of responses received. Some questions were also optional.

## Before 2022 Floods

**Did you use the parklands before the 2022 flood events?**

More than 80% of respondents indicated they had used the parklands prior to the 2022 flood events. Of those who said no, the main reason was 'did not live in the area'.

| Response | Count |
|---|---|
| Yes | 81.7% |
| No | 18.3 |

**What were the main activities you used the parklands for before the 2022 flood events?**

The most common answers included exercise (27%), nature/river experience (24%), children to play (14%) and catching up with friends/groups, picnics, birthdays etc (14%). The least popular activity was for cultural practices and/or maintaining cultural connection (1). Other comments received included walking the dog (4), fishing, boating and canoeing (1), walking (2), showing visitors (1) and peace and relaxation (1).

| Response | Count | Response | Count |
|---|---|---|---|
| Catch up with friends/groups, picnics, birthdays etc. | 14% | Nature/River Experience | 24% |
| BYO food/drinks | 8% | Children to play | 14% |
| Use on-site BBQs | 5% | Cultural practices and/or maintaining cultural connections | 0.5% |
| Exercise | 27% | Other | 5% |

**How often did you visit the parklands before the 2022 flood events?**
Respondents were varied in the frequency of when they had visited the parklands. Almost half had visited either daily or weekly (49%) while others were less frequent but still regular.

| Response | Count | Response | Count |
|---|---|---|---|
| Daily | 24% | Monthly | 15% |
| Weekly | 25% | Quarterly | 19% |
| Fortnightly | 6% | Yearly | 10% |

**What time of the day did you like to visit the space?**
Majority of respondents liked to visit the parklands during the afternoon between 3pm – 6pm (32%) followed by early morning (21%) and during the day (19%). The least favoured time to visit was evening.

| Response | Count | Response | Count |
|---|---|---|---|
| Early Morning (5am – 9am) | 21% | Evening (6pm onwards) | 16% |
| During the day (9am – 3pm) | 19% | Can't remember | 1% |
| Afternoon (3pm – 6pm) | 32% | Various times | 10% |

**Who have you previously visited River Heart Parklands with?**
The top responses indicated by respondents for who they have previously visited the parklands with included with young children (18%), with their spouse/partner (17%), by themselves (17%) and with friends (16%). Other comments received included dog (3), family from interstate (1) and international exchange student (1).

| Response | Count | Response | Count |
|---|---|---|---|
| Young Children | 18% | Friends | 16% |
| Older Children | 10% | Special interest groups or sporting clubs | 4% |
| Adult relatives (siblings, parents, cousins etc.) | 12% | Spouse/Partner | 17% |
| Myself | 17% | Other | 2% |

**If you went to the lower level of River Heart Parklands, did you use the board walk to access this space?**

Of the respondents who answered this question, 88% had used the board walk to gain access to the lower level of the parklands.

| Response | Count | Response | Count |
|---|---|---|---|
| Yes | 36% | I have used both the footpath and the boardwalk | 52% |
| No, I used the footpath | 9% | No, I did not go to the lower level of River Heart Parklands | 3% |

**If yes, how important is the board walk to you gaining access to the lower level of River Heart Parklands?**

Majority of respondents indicated the board walk was important to them to gain access to the lower levels of the parklands with 91% answering very important, fairly important, important or slightly important.

| Response | Count | Response | Count |
|---|---|---|---|
| Very important | 33% | Slightly important | 21% |
| Fairly important | 29% | Not important at all | 8% |
| Important | 8% | No opinion | 0% |

**Would you like to provide feedback on the parklands in relation to accessibility?**

Additional feedback covering key themes provided by respondents has been outlined in the quotes below.

- *"Have more disability parking spots"*
- *"Loved the park before it flooded however some of the slopes within the lower part have been quite hard to push a wheelchair along (too much of a gradient). Not crucial to minor modifications of the park, however if you were completely redoing the river heart parklands I'd love to see DDA compliant ramps and the overall area a little flatter. Having some sort of direct access from the pedestrian bridge over the river (riverlink to Nicholas street carpark) to river heart parklands would be greatly appreciated for the North Ipswich residents. It's not a particularly safe to access because of both some interesting people in the area and car traffic."*
- *"accessibility was good"*
- *"Being paved without steps makes it easier for parents to walk with kids on bikes. Also those who are less mobile can still enjoy the facilities."*

## Future use of the parklands

**What are the main activities you would like to use River Heart Parklands for in the future?**
The most common response for what respondents would like to use the parklands for in the future included exercise (28%) and nature river experience (27%).

| Response | Count | Response | Count |
|---|---|---|---|
| Exercise | 28% | BYO food/drinks | 11% |
| Nature/River Experience | 27% | Cultural practices and/or maintaining cultural connections | 2% |
| Catch up with friends/groups, picnics, birthdays etc. | 16% | Other | 1% |
| Children to play | 13% | | |

Other comments included: “fishing, canoeing & boating” and ”Just passing by, used as a thoroughfare (remove all infrastructure)”.

**When do you think you will visit River Heart Parklands?**
Respondents indicated they were most likely to visit the parklands across various times of the day in the future including early morning, during the day and afternoon with a reduction in the number who intended to visit in the evening.

| Response | Count | Response | Count |
|---|---|---|---|
| Early Morning (5am - 9am) | 25% | Evening (6pm onwards) | 13% |
| During the day (9am - 3pm) | 17% | Not too sure | 2% |
| Afternoon (3pm - 6pm) | 26% | Various times | 15% |

**In the past, the boardwalk has helped people gain access to the lowest level of River Heart Parklands. Due to extensive damage, the boardwalk has not been open to the public and will need to be reviewed. To ensure resilience of the site in future flood related events, council may need to consider a varied version of the boardwalk. How supportive are you of this?**

Majority of respondents were supportive of council considering a varied version of the boardwalk to ensure resilient of the site in future flood related events. In total 86% indicated they were either very or somewhat supportive verse 4% who indicated somewhat or strongly oppose.

| Response | Count | Response | Count |
|---|---|---|---|
| Very supportive | 58% | Somewhat oppose | 1% |
| Somewhat supportive | 28% | Strongly oppose | 3% |
| Neutral | 6% | No opinion | 2% |

**Would you like to tell us more about your choice above?**

Many of the comments received indicated safety, resilience and access were important to them. Many comments acknowledge the cost to maintain the site due to effects of flooding with many of them supporting a varied version of the boardwalk as long as accessibility was maintained. Some comments highlighted elements of the board walk respondents enjoyed including well shaded scenic walk which provided access for people unable to use the concrete path. Some comments and feedback included:

- “The boardwalks are an important part of connecting our community to the natural environment around the heart of Ipswich. Nowhere else locally do you see anything like this.”
- “As a rate payer I am mindful of the upkeep. I personally use the area to go for scenic walks and therefore could use the concrete path next to the board walk.”
- “Being within the heavily vegetated part of the park it is a nice experience noting the shade it provides...If significant costs are associated with restoring the boardwalk it may be an idea to finish the pedestrian path along the road and have connections to the parklands.”
- “The park should be accessible to all who want to use it. Physical capacity should not be a barrier to getting to enjoy the river.”
- “If accessing from the car park end, the cement ramp down is quite steep and not accessible for those with prams, wheelchairs and other mobility devices. The board walk down is a much gentler slope.”
- “Whatever is decided it needs to be as resilient as possible to flooding. The city can't keep paying for a facility that becomes more expensive each time to fix.”

**Do you have any other feedback you would like to share?**

This question allowed respondents the opportunity to share any other feedback, ideas or comments they wanted to share that had not yet been provided. Many respondents noted enjoying the parklands particularly for exercise. Some suggestions and ideas to improve the parklands in the future provided included:

- Better access from the Bradfield Bridge to the parklands – comments such as:

  "*This is an amazing footpath, I love running along it, such a beautiful space along the river, I believe you could make a few changes that could make this into a far more popular route including stairs down from the walkway bridge to the footpath, this would link both the mall and Riverlink down to the footpath.*"

  "*It would be great if Council could consider a direct access from the bridge to the parklands such as stairs or an elevator from the bridge down to the footpath as currently the route is quite convoluted and you have to walk through the carpark and through the mall to get to the parklands."*

  *"There needs to be set of stairs and or a ramp off the rail/pedestrian river bridge down onto the site, together with good signage to get pedestrians from Riverlink and Tulmur Place to the Riverbank Reserve."*

- More greenery and environmental focus – comments such as:

  *"Would love to have the path covered in plants like at Southbank to provide a lovely natural setting and shade."*

  *"Plant it out with grasses and rushes native to the area - those that withstand being submerged"*

  *"Suitable riparian vegetation and flow modifying structure should really be thought through to give the area it's best chance for structural/environmental resilience."*

  *"Make the site safe and visually appealing through plants."*

- Improve linking of walking paths – comments such as:

  "*It would be better to have longer paths on both sides of the river than expensive and complicated sections in a small area. Get people out on the river exercising. Ipswich needs more spaces like this*."

  *"Make links on the other side of the river to have this as a longer running/walking track"*

- Increase connectivity to Ipswich Central, Tulmur Place and Riverlink from the parklands – comments such as:

  *“There isn’t a very good link from Brisbane Street to this space so I don’t tend to keep walking.”*

  *“There also needs to be a better link from Tulmur Place and the footbridge to Riverlink.”*

- Minimise infrastructure – comments such as:

  *“I don't recommend connecting the switchback boardwalk with the main path due to the need for continual maintenance and replacement. Viewing platform only. For DDA purposes, if needed to connect to the footpath, it should be constructed of galvanised steel or composite materials. Minimise the electricals at the site.”*

  *“Remove all boardwalks and just retain the concrete footpaths. Revegetate the embankments to ensure they can withstand the next inundation and reduce the damage to surrounding infrastructure (roads, bridges etc)”*

- More opportunities for art – comments such as:

  “*Council-supported, legal street art practice spaces. I think Ipswich could benefit greatly from a similar project. These walls help to develop an authentic and thriving public arts industry and community, while providing the wider public with a cost-effect art space that is constantly changing.*

  *“Potentially adding some colour through art could be nice to brighten up the area.”*

  *“Water feature should be painted. An EOI should be put out to the community for artists to paint the water feature.”*

- Showcase the history – comments such as:

  “I believe the area is under-utilised and we could benefit from a historical walk showcasing past activities on the river.”
- More bike paths, water-based activities and sport events like Park Run.
- More shade options.
- Water stations along the path.
- More nature play areas for older children.
- Improve lighting for safety reasons and also improve the look of the area, e.g. fairy lights in the old trees.
- Entertainment options such as markets and live music as well as temporary food and coffee options onsite.

In addition to the positive comments and suggestions received, some comments received from respondents were due to dissatisfaction of the current state of the parklands, reduced maintenance and clean-up process after flood events taking too long. Other comments

highlighted concerns for people sleeping rough and concerns with safety whilst visiting the parklands.

**To help us understand how best to reach the community, please tell us how you found out about this engagement.**
The top three ways respondents told us how they found about the engagement included Facebook (23%), email (20%) and flyer in the mail (19%).

| Response | Count | Response | Count |
|---|---|---|---|
| Facebook | 23% | Other | 3% |
| Email | 20% | Newsletter | 1% |
| Flyer in the mail | 19% | Pop Up Stall – Riverlink | 1% |
| Poster | 10% | Newsletter | 1% |
| Ipswich First Article | 5% | IYAC Meeting | 1% |
| Pop Up Stall – River Heart Parklands | 4% | Pop Up Stall – Tulmur Place | 1% |
| Media Release | 3% | Pop Up Stall – Bob Gamble Park | 1% |
| Word of Mouth | 3% | Prefer not to say | 1% |

Other comments included: posters on the fence at River Heart Parklands, LinkedIn and Google advertisement.

## 3.6 Pop Up Findings

Throughout the engagement period, eight (8) pop ups were held to allow the community to speak to council directly about the engagement and provide feedback in person. Pop ups were held early morning, day, afternoon as well as on weekdays and the weekend to allow opportunity for the community to attend a pop up at a time that suited them. Pop ups were held across four different sites near River Heart Parklands.

Below outlines the pop ups that were held:

| | |
|---|---|
| **Date:** Thursday 5 September 2024<br>**Location:** Riverlink<br>**Time:** 4pm – 6pm | **Date:** Thursday 19 September 2024<br>**Location:** Tulmur Place<br>**Time:** 10am – 2pm |

| | |
|---|---|
| **Date:** Tuesday 10 September 2024<br>**Location:** River Heart Parklands<br>**Time:** 6:30am – 8:30am | **Date:** Saturday 21 September 2024<br>**Location:** River Heart Parklands<br>**Time:** 8:30am – 10:30am |
| **Date:** Thursday 12 September 2024<br>**Location:** Bob Gamble Park<br>**Time:** 2pm – 4pm | **Date:** Tuesday 24 September 2024<br>**Location:** Tulmur Place<br>**Time:** 10am – 2pm |
| **Date:** Saturday 14 September 2024<br>**Location:** Riverlink<br>**Time:** 10am – 2pm | **Date:** Friday 27 September 2024<br>**Location:** River Heart Parklands<br>**Time:** 6:30am – 8:30am |

At each of the pop ups attendees were asked to share their thoughts on the future of River Heart Parklands whilst also providing insights on how they have used the site in the past. In total, 88 contributions were received through this channel. Below outlines a summary of the feedback received via pop ups.

## Before 2022 floods

**What were the main activities you used the parklands for before the 2022 flood events?**

The most common response from pop up attendees included: exercise (23%), children to play (19%), nature/river experience (16%) and catch up with friends/groups, picnics, birthdays etc (15%).

| Response | Count | Response | Count |
|---|---|---|---|
| Catch up with friends/groups, picnics, birthdays etc. | 15% | Nature/River Experience | 16% |
| BYO food/drinks | 7% | Children to play | 19% |
| Use on-site BBQs | 8% | Cultural practices and/or maintaining cultural connections | 1% |
| Exercise | 23% | Other | 8% |

Other responses included: walking the dog and Pokémon Go.

**How often did you visit the parklands before the 2022 flood events?**
Majority of respondents were regular users of the parklands prior to the 2022 flood events with 50% of respondents visiting at least weekly.

| Response | Count | Response | Count |
|---|---|---|---|
| Daily | 29% | Monthly | 15% |
| Weekly | 21% | Quarterly | 13% |
| Fortnightly | 18% | Yearly | 2% |

**What time of the day did you like to visit the space?**
Respondents indicated they were most likely to visit the parklands across various times of the day including early morning, during the day and afternoon.

| Response | Count | Response | Count |
|---|---|---|---|
| Early Morning (5am - 9am) | 30% | Evening (6pm onwards) | 11% |
| During the day (9am - 3pm) | 19% | Can't remember | 0 |
| Afternoon (3pm - 6pm) | 25% | Various times | 13% |

**Who have you previously visited River Heart Parklands with?**
The most common response from respondents was to visit the parklands with young children (30%), followed by myself (23%) and with friends (19%).

| Response | Count | Response | Count |
|---|---|---|---|
| Young Children | 30% | Special interest groups or sporting clubs | 1% |
| Older Children | 5% | Spouse/Partner | 0% |
| Adult relatives (siblings, parents, cousins etc.) | 17% | Myself | 23% |
| Friends | 19% | Other | 4% |

Other responses included: with pets (2).

**If you went to the lower level of River Heart Parklands, did you use the boardwalk to access this space?**
Majority of respondents (94%) indicated they had used the boardwalk to access the lower level of the parklands.

| Response | Count | Response | Count |
|---|---|---|---|
| Yes | 61% | I have used both the footpath and the boardwalk | 33% |
| No, I used the footpath | 2% | No, I did not go to the lower level of River Heart Parklands | 3% |

**If yes, how important is the board walk to you gaining access to the lower level of River Heart Parklands?**
Respondents indicated the board walk was important for them to gain access to the lower level of the parklands with 91% selecting very important, fairly important, important or slightly important.

| Response | Count | Response | Count |
|---|---|---|---|
| Very important | 58% | Slightly important | 7% |
| Fairly important | 14% | Not important at all | 7% |
| Important | 12% | No opinion | 0% |

**Would you like to provide feedback on the parklands in relation to accessibility?**
Additional feedback covering key themes provided by respondents has been outlined in the quotes below.

- *"Please consider people in wheelchairs (and other aids) gaining access to the lower level."*
- *"Needs to be accessible to all wheelchairs, prams, mobility walkers and those unable to do steep ramps."*
- *"Boardwalk good access for the elderly and mobility issues. Displays councils work to the community."*

## Future use of the parklands

**What are the main activities you would like to use River Heart Parklands for in the future?**

The most common response for what respondents would like to use the parklands for in the future included exercise (21%) and nature river experience (24%). This aligned to the most common responses received via Shape Your Ipswich.

| Response | Count | Response | Count |
|---|---|---|---|
| Exercise | 21% | BYO food/drinks | 7% |
| Nature/River Experience | 24% | Cultural practices and/or maintaining cultural connections | 4% |
| Catch up with friends/groups, picnics, birthdays etc. | 21% | Other | 2% |
| Children to play | 20% | | |

Other comments included: area for older children to play and an area for safe drug use.

**When do you think you will visit River Heart Parklands?**

Respondents indicated they were most likely to visit the parklands across various times of the day including early morning, during the day and afternoon with a reduction in the number who intended to visit in the evening. This aligned to the most common responses received via Shape Your Ipswich.

| Response | Count | Response | Count |
|---|---|---|---|
| Early Morning (5am – 9am) | 26% | Evening (6pm onwards) | 9% |
| During the day (9am – 3pm) | 25% | Not too sure | 0% |
| Afternoon (3pm – 6pm) | 26% | Various times | 12% |

**In the past, the boardwalk has helped people gain access to the lowest level of River Heart Parklands. Due to extensive damage, the boardwalk has not been open to the public and will need to be reviewed. To ensure resilience of the site in future flood related events, council may need to consider a varied version of the boardwalk. How supportive are you of this?**

Respondents were mostly supportive of council considering a varied version of the boardwalk to ensure resilient of the site in future flood related events. In total 91% indicated they were either very or somewhat supportive verse 4% who indicated somewhat or strongly oppose.

| Response | Count | Response | Count |
|---|---|---|---|
| Very supportive | 82% | Somewhat oppose | 0% |
| Somewhat supportive | 9% | Strongly oppose | 4% |
| Neutral | 4% | No opinion | 0% |

# 4 Who engaged

Engagement was open to the public with awareness of the project triggered by:

- Onsite signage
- Mail out to surrounding properties
- Media release
- Social media posts
- Ipswich First Article
- Inclusion in the Ipswich First email campaign
- Shape Your Ipswich email campaigns
- Targeted email campaigns

### 4.1 Signage

Onsite corflute signage was used throughout River Heart Parklands to inform and encourage the community to share their feedback via Shape Your Ipswich for the duration of the engagement period. It also provided email and phone contacts for those not wanting to or able to provide feedback via the online survey. In total, four signs were placed along River Heart Parklands from the entrance down to the last overwater structure aiming to inform people actively using the site. The artwork used for the signage can be seen at Appendix 2.

### 4.2 Mail out

Information was sent to 1,686 properties within a 1.5km radius of River Heart Parklands including residential and commercial properties from Friday 6 September 2024. The aim was to ensure the neighbouring community to the site was informed of the engagement and had the opportunity to provide feedback. The below map indicates the properties included in the mail out (light blue) and proximity to River Heart Parklands. The artwork used for the mail out can be seen at Appendix 3.

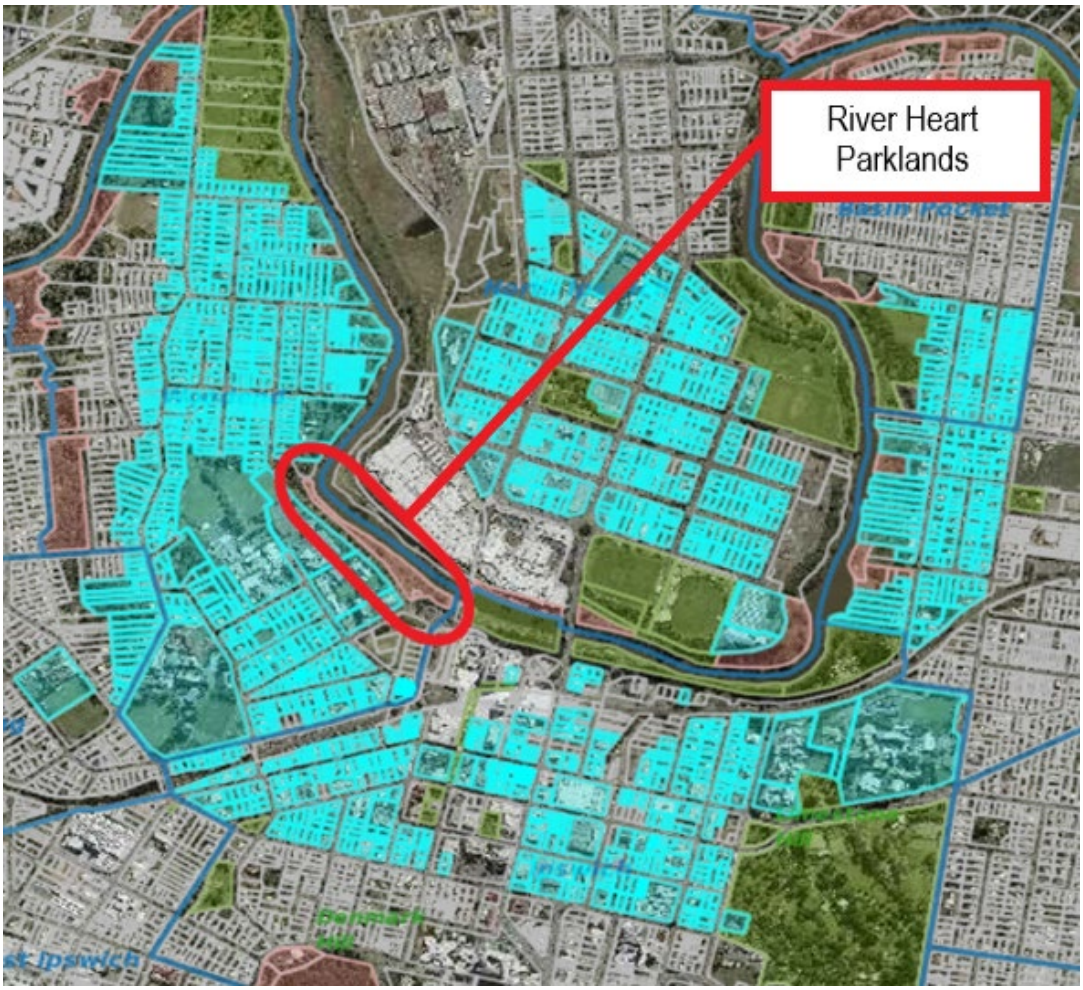


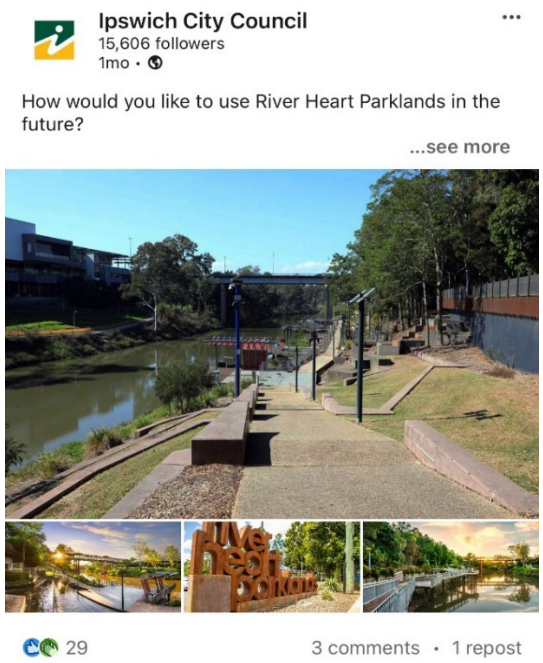

Image: Map outlining mail out distribution.

### 4.3 Media release

On Friday 6 September 2024, a media release was issued. A copy of this can be found online here https://www.ipswich.qld.gov.au/about_council/media/media-releases/articles/2024/community-consultation-kicks-off-for-river-heart-parklands

### 4.4 Social media

Throughout the engagement period, two social media posts were made. One featured on Facebook on Monday 9 September 2024 and the other on LinkedIn on 10 September 2024.

| Facebook post | LinkedIn post |
|---|---|
|  |  |
| • 78 reactions (69 likes, 7 loves and 2 laughs)<br>• 152 comments<br>• 19 shares | • 29 reactions (26 likes and 3 celebrates)<br>• 3 comments<br>• 1 repost |

### 4.5 Ipswich First Article

On Monday 9 September 2024, an Ipswich First article ‘Have your say on the River Heart Parklands future’ was distributed online. On Monday 16 September 2024, this article was featured in the Ipswich First email campaign. A copy of the Ipswich First article can be found by clicking on the below link:
https://www.ipswichfirst.com.au/have-your-say-on-river-heart-parklands-future/

### 4.6 Shape Your Ipswich email campaign

On the same day as the engagement opened, a targeted email was sent via Shape Your Ipswich to 1,111 people, of which 537 opened the email (48%). The people targeted with this email campaign were Shape Your Ipswich members who had indicated an interest in categories related to the topic of River heart Parklands. In addition to this email campaign, engagement on River Heart Parklands was also included in the quarterly newsletter sent to 3,701 members, of which 1604 people opened (43%) on 25 September 2024.

### 4.7 Targeted emails

Direct emails were sent to identified networks and neighbouring schools to advise their community of parents, students and teachers who may have an interest in the site. Emails were sent to the following groups:

- Housing and Homelessness Network – sent on 10 September 2024
- Ipswich Disability Interagency Network – sent on 10 September 2024
- Neighbouring schools included – St Edmunds, St Marys College and St Marys Catholic Primary School – sent on 10 September 2024

### 4.8 Total contributions

Overall this led to 907 views of the Shape Your Ipswich page and 195 contributions received across 5 channels. The table below details the engagement channel and number of contributions received:

| Engagement Channels | Contributions |
|---|---|
| Shape Your Ipswich contributions | 82 |
| Phone contributions | 2 |
| Email contributions | 1 |
| External Stakeholder Meeting – IYAC | 22 |
| Pop Ups (8) | 88 |
| **Total Contributions Received** | 195 |

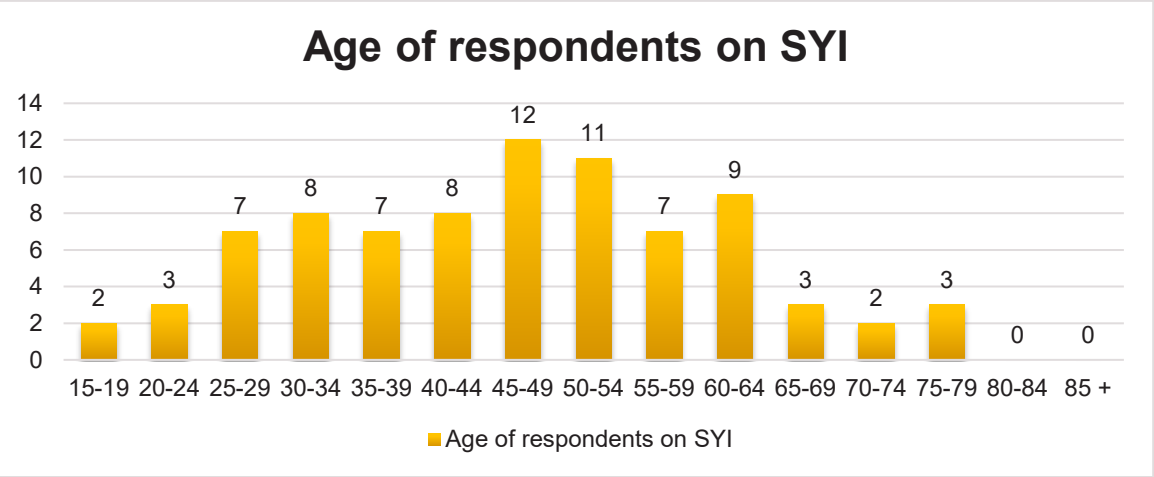
### 4.9 Demographics

Demographics were captured from those who contributed online via Shape Your Ipswich and in person at pop ups.

#### Age

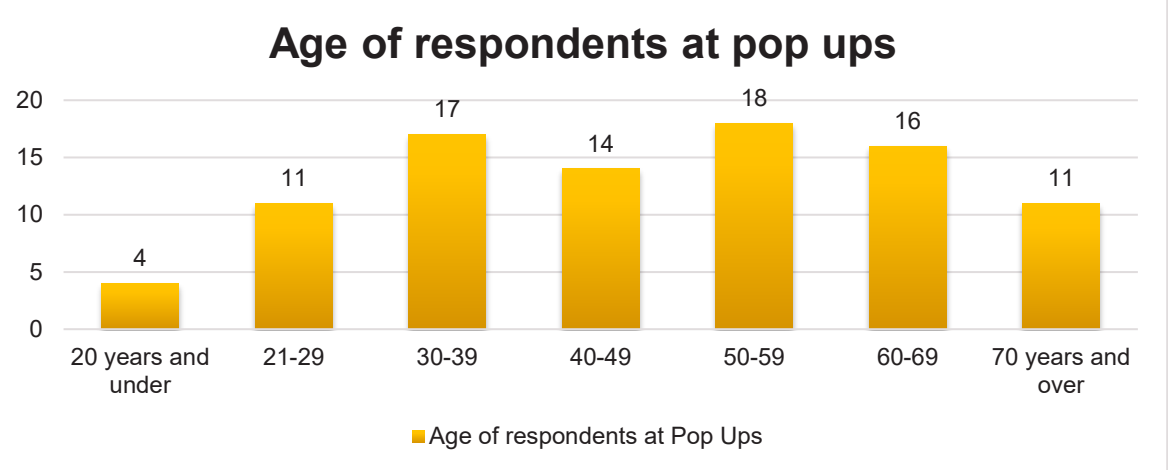
#### Shape Your Ipswich

Engagement in this project had diverse representation from most age groups. Of those where age brackets where recorded, contributors ranged between the 15-19 years age bracket, up to 75–79-year age bracket. There was somewhat greater representation from the 45-49 and 50-54 age brackets.




#### Pop Ups

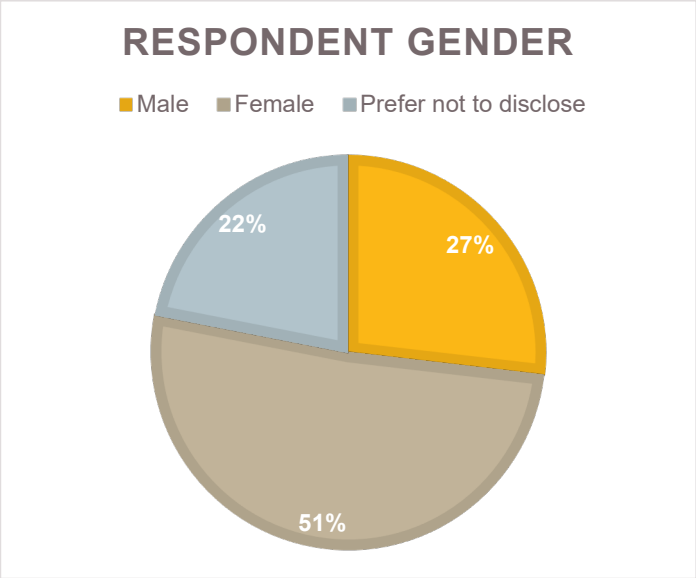
Engagement at pop ups had representation from most age groups. Contributions from those aged 50-59 was the highest and those 20 years and under the lowest.



## Gender

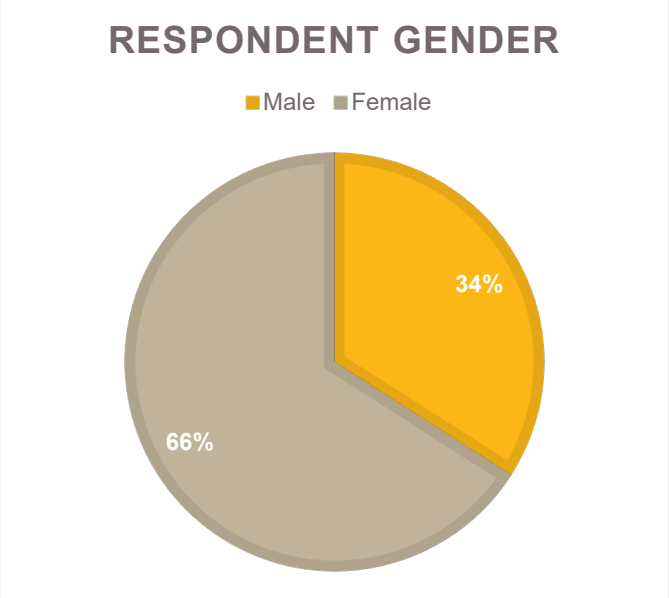
### Shape Your Ipswich

More respondents who provided feedback online via Shape Your Ipswich were female (51%) compared to males (27%). Almost a quarter of respondents did not disclose or preferred not to disclose their gender (22%).




### Pop ups

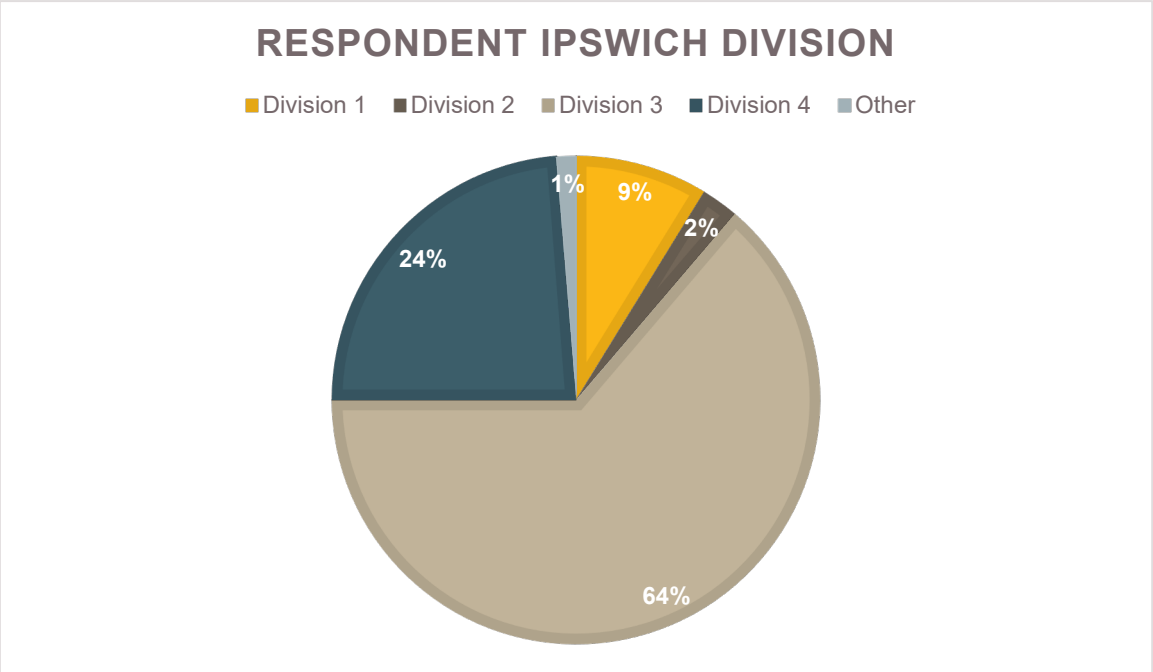
More females (66%) provided feedback at pop ups than males (34%).



## Locality

This question was only provided to respondents on Shape Your Ipswich and not at pop ups.

Respondents who provided feedback online via Shape Your Ipswich resided in 31 different suburbs across Ipswich and 1 respondent from outside of Ipswich. The highest represented suburb was Woodend with 24 respondents (29%). Division 3 was the highest represented division for respondents with 64% of them coming from the division which aligned with the promotion and location of River Heart Parklands.




## Ability

This question was only provided to respondents on Shape Your Ipswich and not at pop ups.

Respondents were given the option to advise if they had mobility or accessibility requirements. Majority of respondents (92.6%) indicated they did not have mobility or accessibility requirements.

# 5 Conclusion and recommendations

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

a. Consistently the community told us exercise and nature/river experience were the main activities they liked to use River Heart Parklands for prior to the 2022 floods as well as main activities they would like to use the site for into the future. This was noted from feedback both online and in person. Feedback from IYAC aligned to this with one difference, a focus on social gatherings. Bringing children to play at the site as well as social gatherings were also important to the wider community noted in feedback provided.
b. Most respondents were supportive of a varied version of the boardwalk to ensure resilience of the site in future flood related events. Feedback noted the cost to repair the site and the time required to reopen after flood related impact. Feedback also highlighted the importance of the board walk to access to the lower levels.
c. Priorities identified by respondents included better access to the Bradfield Bridge from River Heart Parklands, more greenery and a focus on environmental resilience, safety, accessibility, better linking of walking paths, increased connectivity to surrounding areas, minimise infrastructure and more opportunities for art.
d. Other suggestions captured included bike paths, more active and healthy opportunities, more shade, improved lighting and events and entertainment. Any suggested opportunities could be considered in future Capital Delivery projects if / when budget and prioritisation is determined.
e. Concerns raised included dissatisfaction of the current state of the parklands, reduced maintenance and clean-up process after flood events taking too long. Other comments highlighted concerns for people sleeping rough and concerns with safety whilst visiting the parklands.

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.

# 6 Appendix

1. Shape Your Ipswich Survey Questions

**Share your thoughts**
Help us understand how you have used River Heart Parklands in the past and how you would like to use it in the future by completing the below survey by Sunday 29 September 2024.

**About you**

01. Name

| |
|---|
| |

02. Age Group Required

| Select one answer only |
|---|
| ◯ 15-19 |
| ◯ 20-24 |
| ◯ 25-29 |
| ◯ 30-34 |
| ◯ 35-39 |
| ◯ 40-44 |
| ◯ 45-49 |
| ◯ 50-54 |
| ◯ 55-59 |
| ◯ 60-64 |
| ◯ 65-69 |
| ◯ 70-74 |
| ◯ 75-79 |
| ◯ 80-84 |
| ◯ 85 and over |

03.Where do you live? Required

| Select one answer only |
| --- |
| ◯ Amberley |
| ◯ Ashwell |
| ◯ Augustine Heights |
| ◯ Barellan Point |
| ◯ Basin Pocket |
| ◯ Bellbird Park |
| ◯ Blacksoil |
| ◯ Blackstone |
| ◯ Booval |
| ◯ Brassall |
| ◯ Brookwater |
| ◯ Bundamba |
| ◯ Calvert |
| ◯ Camira |
| ◯ Carole Park |
| ◯ Churchill |
| ◯ Chuwar |
| ◯ Coalfalls |
| ◯ Collingwood Park |
| ◯ Deebing Heights |
| ◯ Dinmore |
| ◯ East Ipswich |
| ◯ Eastern Heights |
| ◯ Ebbw Vale |
| ◯ Ebenezer |
| ◯ Flinders View |
| ◯ Gailes |

- ◯ Goodna
- ◯ Goolman
- ◯ Grandchester
- ◯ Haigslea
- ◯ Ipswich
- ◯ Ironbark
- ◯ Jeebropilly
- ◯ Karalee
- ◯ Karrabin
- ◯ Kholo
- ◯ Lanefield
- ◯ Leichhardt
- ◯ Lower Mount Walker
- ◯ Marburg
- ◯ Moores Pocket
- ◯ Mount Forbes
- ◯ Mount Marrow
- ◯ Mount Mort
- ◯ Mount Walker West
- ◯ Muirlea
- ◯ Mutdapilly
- ◯ New Chum
- ◯ Newtown
- ◯ North Booval
- ◯ North Ipswich
- ◯ North Tivoli
- ◯ One Mile
- ◯ Peak Crossing
- ◯ Pine Mountain

| |
|---|
| ◯ Purga |
| ◯ Raceview |
| ◯ Redbank |
| ◯ Redbank Plains |
| ◯ Ripley |
| ◯ Riverview |
| ◯ Rosewood |
| ◯ Sadliers Crossing |
| ◯ Silkstone |
| ◯ South Ripley |
| ◯ Spring Mountain |
| ◯ Springfield |
| ◯ Springfield Central |
| ◯ Springfield Lakes |
| ◯ Swanbank |
| ◯ Tallegalla |
| ◯ Thagoona |
| ◯ The Bluff |
| ◯ Tivoli |
| ◯ Walloon |
| ◯ West Ipswich |
| ◯ White Rock |
| ◯ Willowbank |
| ◯ Woodend |
| ◯ Woolshed |
| ◯ Wulkuraka |
| ◯ Yamanto |
| ◯ Other |

04.Do you identify as Aboriginal and/or Torres Strait Islander? Required

| Select one answer only |
| --- |
| ◯ Aboriginal |
| ◯ Torres Strait Islander |
| ◯ Both |
| ◯ No |

05. Council would like to understand and facilitate the continuation of cultural practices and/or the maintaining of cultural connections at the parklands. How can council best assist in facilitating the continuation of cultural practices and/or maintaining cultural connections at the parklands?

| |
| --- |
| |

06. Do you have any mobility or accessibility requirements? Required

| Select one answer only |
| --- |
| ◯ Yes |
| ◯ No |
| ◯ Not sure |

**Previous use**

07. Did you use the parklands before the 2022 flood events? Required

| Select one answer only |
| --- |
| ◯ Yes |
| ◯ No |

08.If no, what was the main reason you didn't use the parklands? Required

| Select one answer only |
| --- |
| ◯ Did not live in the area at the time |

| |
|---|
| ◯ Did not have the time |
| ◯ Was not aware of River Heart Parklands |
| ◯ Did not have an interest in using River Heart Parklands |
| ◯ Other |
| |

09. What was the main activities you used the parklands for before the 2022 flood events? Required

| **Select all that apply** |
|---|
| ☐ Catch up with friends/groups, picnics, birthdays etc. |
| ☐ BYO food/drinks |
| ☐ Use on-site BBQs |
| ☐ Exercise |
| ☐ Nature/River Experience |
| ☐ Children to play |
| ☐ Cultural practices and/or maintaining cultural connections |
| ☐ Other |
| |

10.How often did you visit the parklands before the 2022 flood events? Required

| **Select one answer only** |
|---|
| ◯ Daily |
| ◯ Weekly |
| ◯ Fortnightly |
| ◯ Monthly |
| ◯ Quarterly |
| ◯ Yearly |
| ◯ I haven't visited before |

11.What time of the day did you like to visit the space? Required

| Select all that apply |
| --- |
| ☐ Early Morning (5am - 9am) |
| ☐ During the day (9am - 3pm) |
| ☐ Afternoon (3pm - 6pm) |
| ☐ Evening (6pm onwards) |
| ☐ Can't remember |
| ☐ Various times |

12. Who have you previously visited River Heart Parklands with? Required

| Select all that apply |
| --- |
| ☐ Young Children |
| ☐ Older Children |
| ☐ Adult relatives (siblings, parents, cousins etc.) |
| ☐ Friends |
| ☐ Special interest groups or sporting clubs |
| ☐ Spouse/Partner |
| ☐ Myself |
| ☐ Other |
| |

13. If you went to the lower level of River Heart Parklands, did you use the boardwalk to access this space? Required

| Select one answer only |
| --- |
| ◯ Yes |
| ◯ No, I used the footpath |
| ◯ I have used both the footpath and the boardwalk |
| ◯ No, I did not go to the lower level of River Heart Parklands |

14.If yes, how important is the board walk to you gaining access to the lower level of River Heart Parklands? Required

| Select one answer only |
| --- |
| ◯ Very important |
| ◯ Fairly important |
| ◯ Important |
| ◯ Slightly important |
| ◯ Not important at all |
| ◯ No opinion |

15. Would you like to provide feedback on the parklands in relation to accessibility? Required

| |
| --- |
| |

**Future use**

16. What are the main activities you would like to use River Heart Parklands for in the future? Required

| Select all that apply |
| --- |
| ☐ Catch up with friends/groups, picnics, birthdays etc. |
| ☐ BYO food/drinks |
| ☐ Exercise |
| ☐ Nature/River Experience |
| ☐ Children to play |
| ☐ Cultural practices and/or maintaining cultural connections |
| ☐ Other |
| |

17. When do you think you will visit River Heart Parklands? Required

| Select all that apply |
|---|
| ☐ Early Morning (5am - 9am) |
| ☐ During the day (9am - 3pm) |
| ☐ Afternoon (3pm - 6pm) |
| ☐ Evening (6pm onwards) |
| ☐ Not too sure |
| ☐ Various times |

18. In the past, the boardwalk has helped people gain access to the lowest level of River Heart Parklands. Due to extensive damage, the boardwalk has not been open to the public and will need to be reviewed. To ensure resilience of the site in future flood related events, council may need to consider a varied version of the boardwalk. How supportive are you of this? Required

| Select one answer only |
|---|
| ◯ Very supportive |
| ◯ Somewhat supportive |
| ◯ Neutral |
| ◯ Somewhat oppose |
| ◯ Strongly oppose |
| ◯ No opinion |

19. Would you like to tell us more about your choice above?

**Thank you for your time**

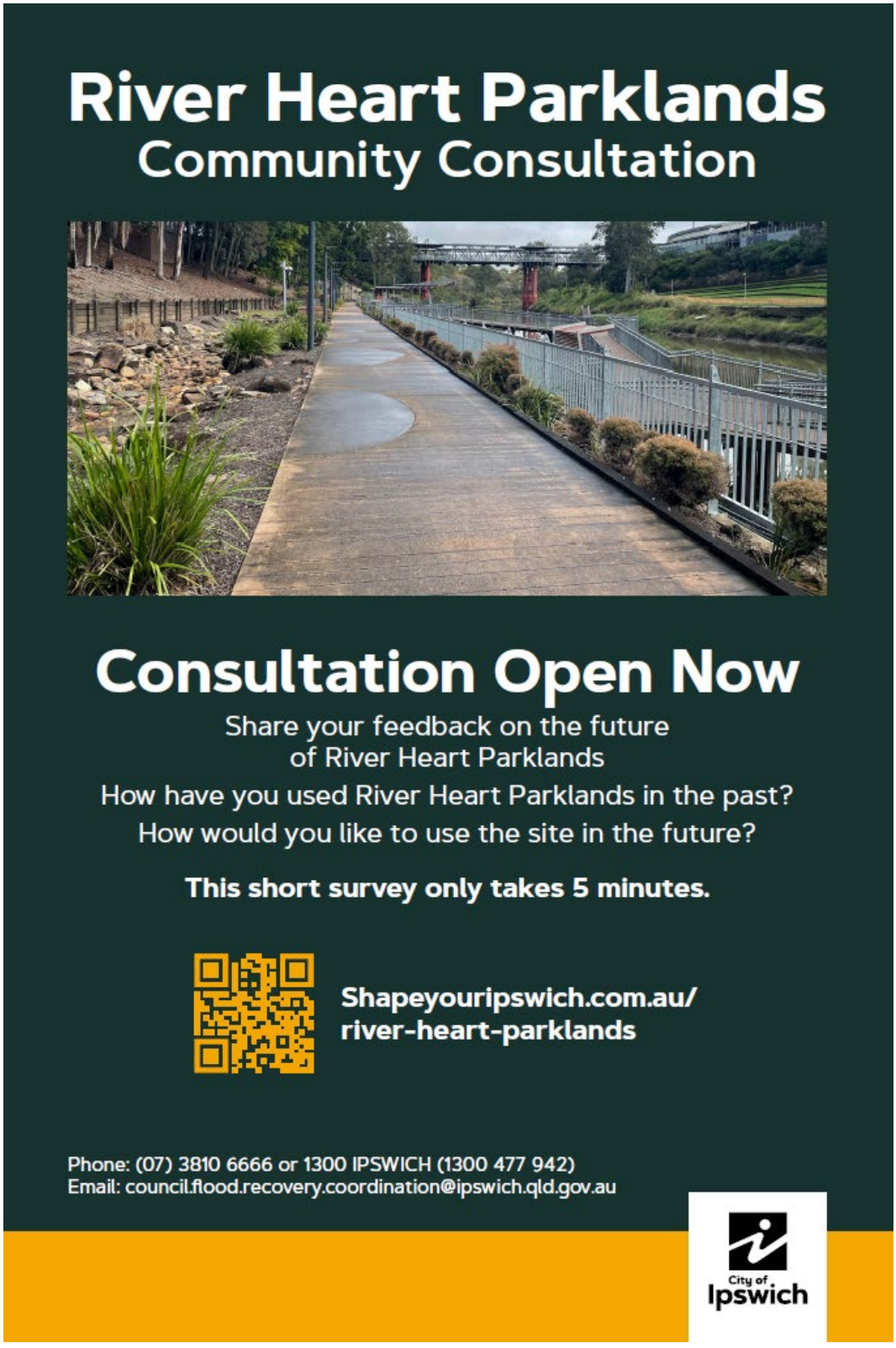
20.Do you have any other feedback you would like to share?

| |
|---|
| |

21. To help us understand how best to reach the community, please tell us how you found out about this engagement. Required

| **Select all that apply** |
|---|
| ☐ Facebook |
| ☐ Ipswich First Article |
| ☐ Media Release |
| ☐ Word of Mouth |
| ☐ Flyer in the mail |
| ☐ Email |
| ☐ Newsletter |
| ☐ Poster |
| ☐ IYAC Meeting |
| ☐ Pop Up Stall - Riverlink |
| ☐ Po Up Stall - Tulmur Place |
| ☐ Pop Up Stall - River Heart Parklands |
| ☐ Pop Up Stall - Bob Gamble Park |
| ☐ Prefer not to say |
| ☐ Other |
| |

2. Artwork for signage used onsite at River Heart Parklands



3. Artwork for post card sent to surrounding properties of River Heart Parklands

Front side




Back side

**Share your feedback on the future of River Heart Parklands!**

How have you used River Heart Parklands in the past?

How would you like to use the site in the future?

**This short survey only takes 5 minutes.**
Shapeyouripswich.com.au/river-heart-parklands

Phone: (07) 3810 6666 or
1300 IPSWICH (1300 477 942)

Email: council.flood.recovery.coordination@ipswich.qld.gov.au