



# Phase 1 Engagement Report

## iFuture

October 2020

Coordination and Performance Department

Ipswich City Council



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# 1. Introduction


In August 2020, Ipswich City Council embarked on a process of creating a community vision 20 years into the future: the year 2040. The community vision will support the development of Council’s Corporate Plan 2021-2026, including indicators and key measures of success.

Background information on iFuture was disclosed to participants prior to each engagement session. Further information is at <https://shapeyouripswich.com.au/corporate-plan-2021-2026>

# 2. Engagement approach

The following diagram illustrates the planned stakeholder & community engagement for all three phases of the project.

Figure 1 - Ipswich City Council Community Vision process, 2020-2021

IAP2	Activity	When
Inform	Past Community Engagement, Data and Anecdotal Evidence.	Completed
Involve	 <div style="display: flex; justify-content: space-around; text-align: center;"> <div>Draft Vision from today</div> <div>Economic Development CRG Draft Vision</div> <div>Resilient Communities CRG Draft Vision</div> <div>Growth Management CRG Draft Vision</div> <div>Environment CRG Draft Vision</div> <div>Transparent Governance CRG Draft Vision</div> <div>IYAC Draft Vision</div> <div>Murri-Interagency Draft Vision</div> </div>	Now – 2 September
Inform	Combined Draft Community Vision	16 September
Consult	Whole of Community Confirmation of the Community Vision	16 September - 27 November
Collaborate	Development of Corporate Plan Priorities and content	
Inform	Socialisation of draft Corporate Plan including community vision	1-26 February
Empower	Final Corporate Plan including community vision document	April

# 3. Participants

Council engaged with both internal and external stakeholders to identify the key themes for the draft community vision. In total 285 people were consulted in phase one, which included:

- 30 council staff (including the Mayor, Councillors, Executive Leadership team and subject matter experts) attended the two-day internal visioning workshop.

- 148 community members provided input via a study circle by responding to the key engagement questions of what they love now about Ipswich and what they want people to love about Ipswich in 2040.
- A total of 107 additional community representatives' members participated in one face-to-face and a series of online visioning workshops hosted by Council.

## 4. Key findings

Feedback from each engagement session was recorded and analysed via open thematic analysis. As a result, the draft community vision developed is:

### **Draft vision:**

*Ipswich (Tulmur) 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. 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. We are a City of centres, linked by a network of active green spaces that connect us to the land and where we can enjoy sports, active recreation or relaxing time with our families and loved ones. Our rich Indigenous, European and multicultural histories and cultural landscapes are treasured and celebrated. 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.*

The themes identified included:

**Strong modern economy:** Ipswich has a thriving economy with businesses ranging from the bespoke and entrepreneurial to the international and established. We drive opportunities for prosperity and support businesses to meet consumer needs and deliver reliable and skilled jobs.

**Sense of community:** We welcome, support and include people from all backgrounds and abilities, and we know that wherever we live or work we feel like we belong.

**Clean natural environment and open spaces:** We love and enjoy our waterways, our bushland, our flora and fauna, our cultural landscapes, and we also support clean industries.

**Accessible community services:** It is easy to access the social, health, and recreational services from a coordinated network that focuses on prevention and intervention where and when it's needed.

**Active places and spaces:** We are a city of centres, with active places and spaces where we can enjoy sports, active recreation or relaxing time with our families or loved ones. Our city has dedicated places for dining, and night-time entertainment.

**Celebrated history and culture:** We will preserve and celebrate our many rich cultures.



## **5. Next steps**

Broader community engagement on this draft vision and strategic themes will occur in Phase 2 (September – November 2020) and 3 (February 2021) of the project, with a view to finalise the community vision for inclusion in Council’s Corporate Plan 2021-2026 by April 2021.

Refer to Appendix for a more detailed breakdown on the themes that emerged from each engagement session, which directly informed the draft community vision and themes.

## APPENDIX – Themes by engagement session

### Internal visioning workshop

On day two of the internal visioning workshop, participants were asked to agree on the key strategic themes for the draft vision and then rank them via live polling. The key themes that emerged from the internal visioning workshop, in ranked order, were:

Figure 2. Ranked themes from internal visioning workshop



### Study circles

Council analysed the study circle data and identified the following key themes.

Table 1. Key themes from study circle data

What do you love about Ipswich now?	What do you want people to love about Ipswich in 2040?
<ul style="list-style-type: none"> <li>• Open spaces</li> <li>• History - historical buildings, cultural heritage, character houses</li> <li>• Sense of community - family &amp; all ages friendly, welcoming, diverse, safe, strong</li> <li>• Sporting facilities</li> <li>• Good available social/recreational choices</li> </ul>	<ul style="list-style-type: none"> <li>• Strong local economy</li> <li>• Strong local governance</li> <li>• Clean, accessible natural environment</li> <li>• Sustainable waste management</li> <li>• Continued sense of community - welcoming, diverse, safe, strong</li> <li>• Historical buildings preserved</li> <li>• Improved services and facilities (health, education, community centres)</li> </ul>

What do you love about Ipswich now?	What do you want people to love about Ipswich in 2040?
<ul style="list-style-type: none"> <li>• Convenient access to services - health, education, commercial</li> <li>• Parks and bikeways</li> <li>• Big house blocks</li> <li>• Country lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>• Improved road infrastructure</li> <li>• Connected, fast public transport</li> <li>• Vibrant, thriving, renewed city centre</li> <li>• Affordable</li> <li>• Improved recreation, entertainment, shopping and hospitality opportunities</li> <li>• Plentiful, free parking</li> <li>• Big house blocks</li> <li>• Improved Ipswich brand / reputation</li> <li>• Convenient, relaxed lifestyle</li> </ul>

### Community workshops

The community reference groups were asked to rank the importance of each key theme identified in the study circle data.

All of the feedback from the community representative workshops identified the following key themes. Common themes were assigned a colour to show the relationship between them across all stakeholder groups, and for each question. Themes not categorised during analysis are displayed in white.

Note: the themes presented to the IYAC group were taken from the IYAC study circle data set only. The themes from the Murri interagency workshop reflect the frequency of each theme and were not voted on via live polling.

Table 2. Key themes from community workshops, by stakeholder group

Stakeholder group	Theme #1	Theme #2	Theme #3	Theme #4	Theme #5
<b>What you love about Ipswich now?</b>					
<b>Resilient communities CRG</b>	Sense of community	Convenient access to services	Open spaces	Good available social/recreational opportunities	Parks and bikeways
<b>Economic development CRG</b>	Sense of community	Convenient access to services	Good available social/recreational opportunities Country lifestyle	Sporting facilities	Parks and bikeways
<b>Transparent governance CRG</b>	Sense of community	Convenient access to services	History	Good available social/recreational opportunities	Open spaces
<b>Growth management CRG</b>	Convenient access to services	History	Parks and bikeways	Sense of community	Open spaces
<b>IYAC</b>	Sense of community	Clean, accessible natural environment	Convenient access to services	Preserved historical buildings	Rich local history and cultural history
<b>Environment CRG</b>	Convenient access to services	Sense of community	Parks and bikeways	Country lifestyle	Good available social/recreational opportunities
<b>Murri interagency</b>	Sense of community	Diversity of people & culture	Nature & open spaces	Heritage	Education Youth Community safety/violence
<b>What you want people to love about Ipswich in 2040?</b>					
<b>Resilient communities CRG</b>	Clean accessible natural environment	Improved services and facilities	Improved recreation, entertainment, shopping and	Sustainable waste management	Sense of community



Stakeholder group	Theme #1	Theme #2	Theme #3	Theme #4	Theme #5
	Convenient relaxed lifestyle		hospitality services		
<b>Economic development CRG</b>	Strong local economy	Sense of community	Strong local governance	Improved Ipswich brand/reputation	Connected fast public transport
<b>Transparent governance CRG</b>	Strong local economy	Sense of community	Strong local governance	Historical buildings preserved	Affordable
<b>Growth management CRG</b>	Improved recreation, entertainment, shopping and hospitality services	Improved Ipswich brand/reputation	Strong local economy	Strong local governance	Improved services and facilities
<b>IYAC</b>	Improved health, education and community facilities	Jobs for young people	Employment opportunities	Sense of community	Better faster public transport
<b>Environment CRG</b>	Clean accessible natural environment	Strong local economy	Strong local governance	Sustainable waste management	Improved road infrastructure
<b>Murri interagency</b>	Education Community services	Heritage Representation	Opportunities	Diversity of people & culture Jobs	Sense of community

The key themes identified for now and in 2040 were compared and correlated to inform the key strategic themes in the community vision.

Table 3. Comparison of key themes from community workshops

What do you love about Ipswich now?	What do you want people to love about Ipswich in 2040?
<ul style="list-style-type: none"> <li>• Sense of community</li> </ul>	<ul style="list-style-type: none"> <li>• Sense of community</li> </ul>
<ul style="list-style-type: none"> <li>• Open spaces</li> <li>• Parks and bikeways</li> <li>• Sporting facilities</li> <li>• Clean accessible natural environment</li> </ul>	<ul style="list-style-type: none"> <li>• Clean accessible natural environment</li> <li>• Sustainable waste management</li> </ul>
<ul style="list-style-type: none"> <li>• Convenient access to services</li> </ul>	<ul style="list-style-type: none"> <li>• Improved services and facilities</li> <li>• Improved health, education and community facilities</li> <li>• Education</li> <li>• Community services</li> </ul>
<ul style="list-style-type: none"> <li>• History and heritage</li> </ul>	<ul style="list-style-type: none"> <li>• History and heritage</li> </ul>
<ul style="list-style-type: none"> <li>• Social/recreational opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Improved recreation, entertainment, shopping and hospitality services</li> </ul>
	<ul style="list-style-type: none"> <li>• Strong local economy</li> </ul>
	<ul style="list-style-type: none"> <li>• Strong local governance</li> </ul>

The outputs from both the internal and external workshops were then used to develop the draft community vision.