



Community Engagement Report

Sustainable Ipswich

November 2021

Infrastructure and Environment

Ipswich City Council



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Background

Purpose

Council's Environment and Sustainability Branch is undertaking a review and update of council's Sustainability Strategy to align with the Sustainability Policy. The strategy will provide a pathway for council and the community to define sustainability for the city, and how the organisation and the city can become more sustainable and liveable.

Community engagement was undertaken in 2020 for the policy development and a public awareness and activation campaign including a program of events themed around environment and sustainability. This feedback was used in the development of the strategy.

This last phase of engagement has provided an opportunity to check in with the community regarding their initial comments and thoughts on sustainability and how that has translated into the sustainability strategy. It has also been an opportunity to gain feedback on the strategy framework to achieve the goal to become a sustainable city.

Methods


Online engagement was completed through Council's digital platform, **Shape Your Ipswich**. This included:

- survey on agreement of and suggestions for the strategy framework
- poll on the level of agreement for the goal to be a sustainable city
- asking what sustainability means to participants

The project was open on Shape Your Ipswich from 11 October to 7 November 2021. There were 44 contributions.

Face-to-face sessions were also held between 11 – 22 October at several locations across the city:

- Rosewood Library – 13 participants
- Ipswich Central Library – 9 participants

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- Springfield Library – 9 participants
 - Orion Shopping Centre – 21 participants
 - Riverlink Shopping Centre – 33 participants
 - Karalee Shopping Centre – 9 participants
 - Booval Shopping Centre – 2 participants
 - Ipswich Central Business Network – 15 participants

In total, 111 people participated in these face-to-face sessions. They provided feedback on their level of agreement with the framework, level of agreement with the goal to be a sustainable city and on what sustainability meant to them.

Feedback was captured on large interactive posters using dotmocracy and freehand comments.

Overall, 155 people participated in the engagement.

Other engagement methods

The strategy was also socialised at the below events:

- Ipswich Central CBD Partnerships group – 20 participants
- Ipswich City Council Youth Sustainability Summit – 165 participants

Key Findings

There continues to be much discussion around the topic of sustainability.

For many, sustainability is a key focus for the liveability and future of the city, yet for others, they may have not given much thought as to what sustainability means for them and the full impacts.

When considering all the consultation feedback data (both SYI and face-to-face), over 90% of participants agreed or strongly agreed with the Sustainability Strategy framework. The action areas of Climate Change, Sustainable Council and Natural Environment and Healthy Waterways received the most agreement.

The Transport and Mobility action area received the least agreement consensus. This is reflected in the open comments received during the engagement regarding public transport and lack of accessibility (in terms of frequency, public transport (bus) routes and cost of trips) for people in Ipswich.

Open comments for suggestions on the action areas, presented the key themes of waste (recycling/reducing waste), reducing development and impacts on the city, increasing resource efficiency, getting more community involved in sustainability and the environment, increasing tree planting and improved public transport.

The themes regarding what sustainability means to the community was consistent with the previous feedback received in 2020: environment (native vegetation and land clearing), waste (recycling/reducing waste), resources (energy and water efficiencies) and being mindful of future generations.

93% of participants agreed or strongly agreed that the goal of becoming a sustainable city is right.

Response Data

The findings below incorporate feedback from the Shape Your Ipswich platform and face-to-face sessions.

Q. What does sustainability mean to you? This is what you told us previously. Do you still agree?

For face-to-face sessions, this was an open comment poster allowing people to contribute their thoughts in freehand writing. The question also acknowledged the feedback from previous engagement and if community still agreed.

On Shape Your Ipswich, the question was an open comment “visioner” question allowing participants to write a free text response.

Findings

Overall, respondents agreed with the previous feedback on what sustainability means. This included being mindful of future generations and the impact we have on the current environment and resources.

The common themes of recycling and reducing waste, protecting the natural environment, resource efficiency and community involvement were evident in responses.

Many responses were also at an action level regarding what individuals, organisations and government should or could be doing to improve sustainability.

Sample comments:

Longevity - in housing, financial security, employment, community and household relationships, safety

E-waste recycling + communicate sites to recycle

We need more public education on what sustainability is

Enviro concern - energy & water (as a family) - What will we have left for the children

More eco-friendly & chemical friendly

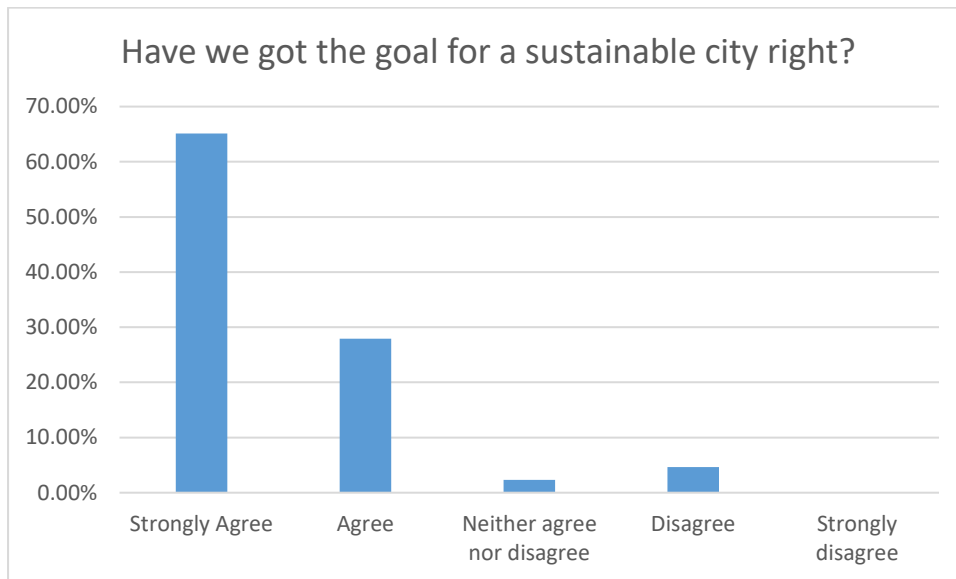
Planting the right species in the right places - water smart trees

Sustainable cost of living

Q. Have we got the goal for a sustainable city right?

For face-to-face sessions, this was a dotmocracy poster displaying level of agreement with smiley faces (strongly agree, agree, neither agree nor disagree, disagree, strongly disagree). On Shape Your Ipswich, the question was a quick poll with the same levels of agreement.

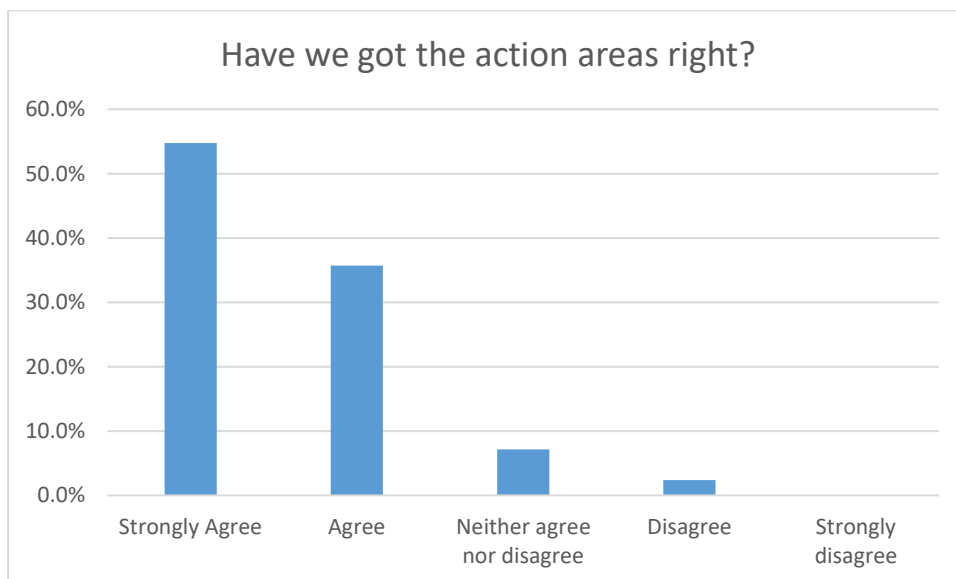
Findings



Q. Have we got the action areas right?

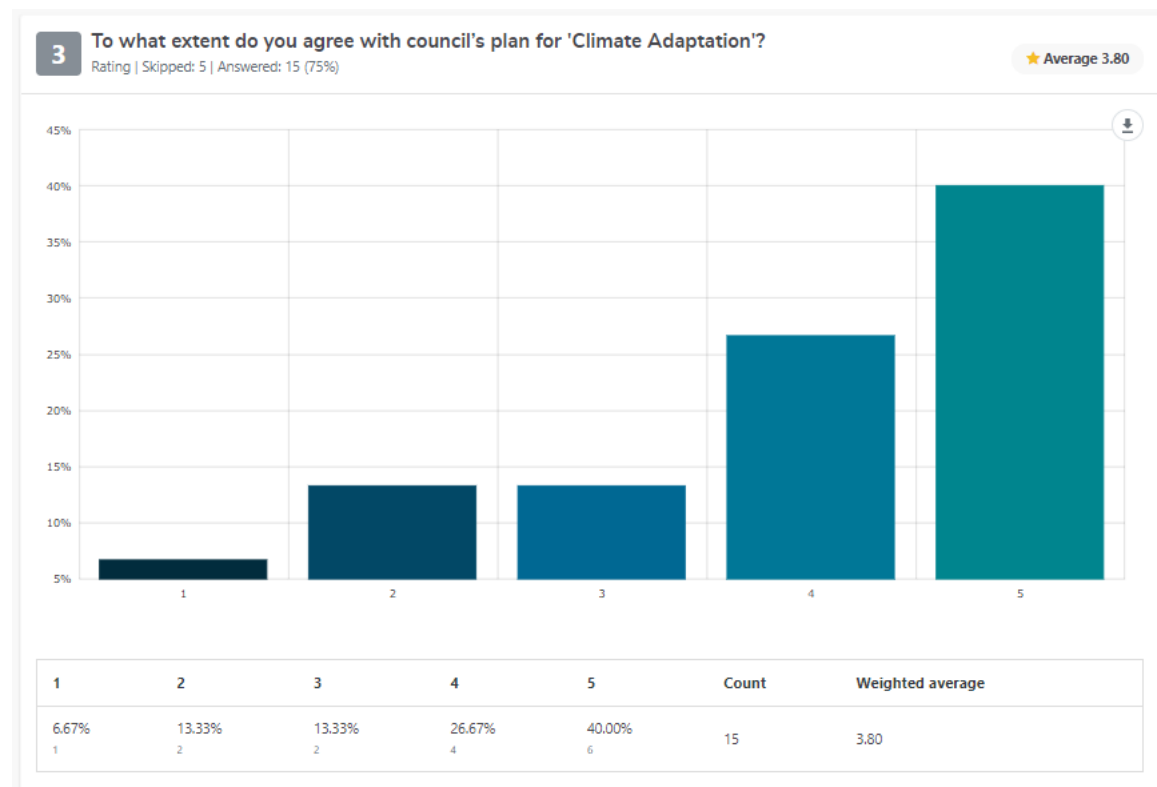
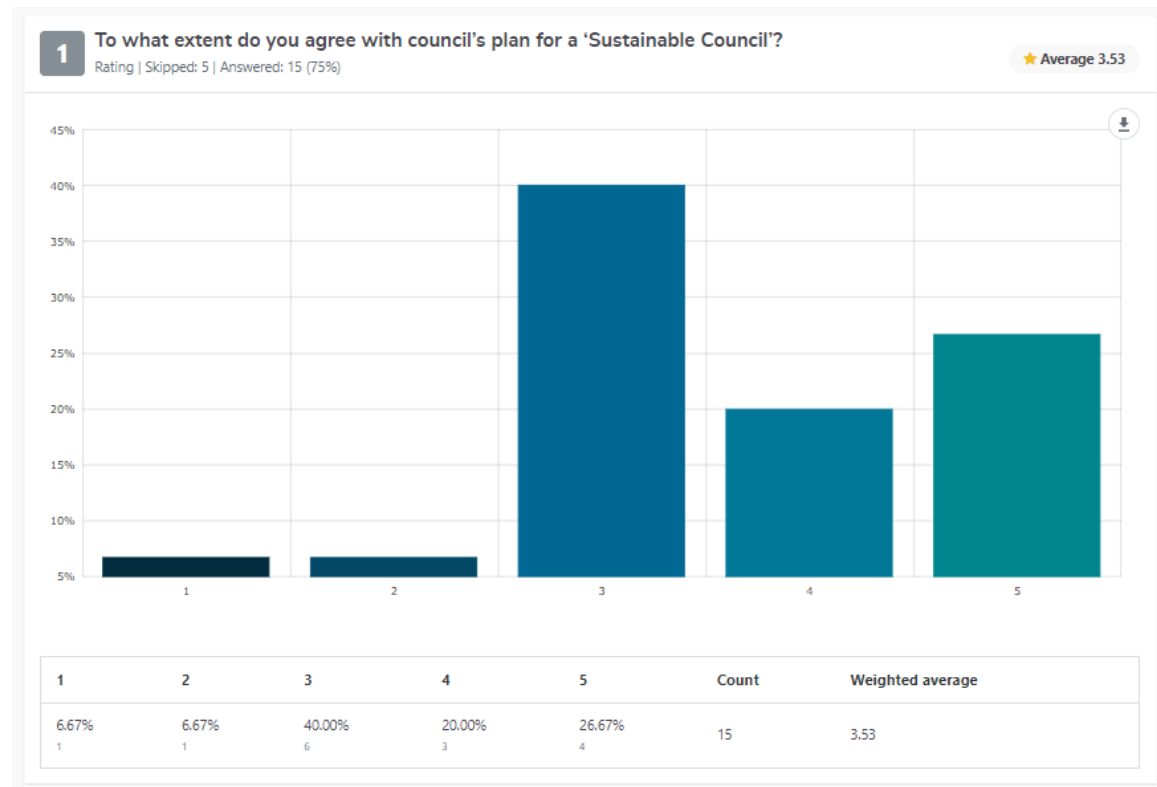
Face-to-face engagement asked the level of agreement using dotmocracy to the action areas as a whole. 90% of respondents strongly agreed or agreed with the framework action areas.

Findings



Shape Your Ipswich results were specific to each of the five action areas.

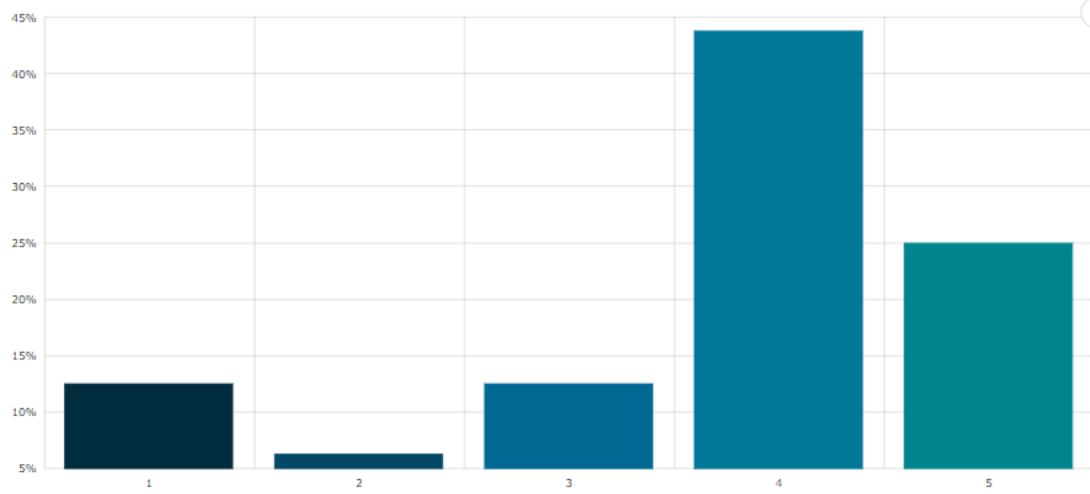
Participants responded using a level of agreement with smiley faces (5 - strongly agree, 4 - agree, 3 - neither agree nor disagree, 2 - disagree, 1 - strongly disagree)



5 To what extent do you agree with council's plan on 'Transport and Mobility'?

Rating | Skipped: 4 | Answered: 16 (80%)

★ Average 3.63

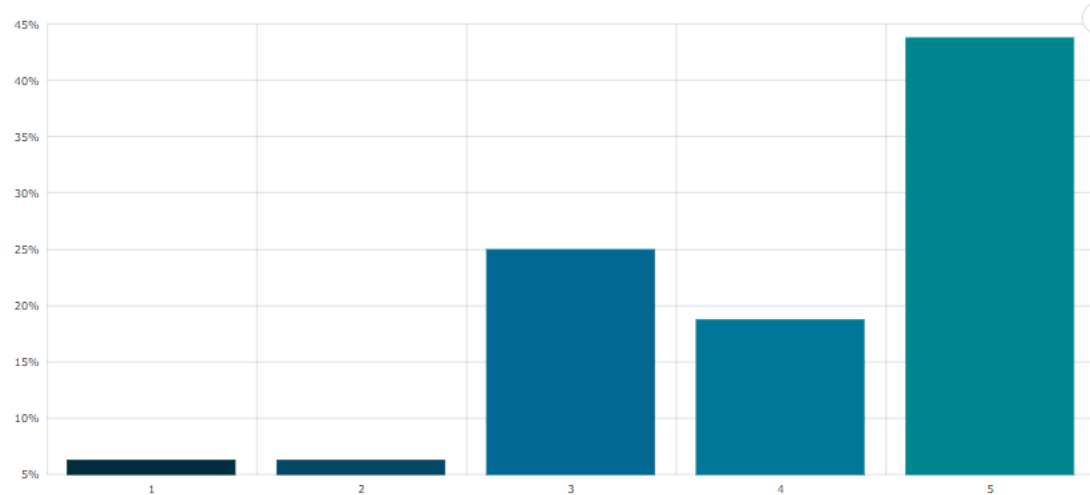


1	2	3	4	5	Count	Weighted average
12.50%	6.25%	12.50%	43.75%	25.00%	16	3.63
2	1	2	7	4		

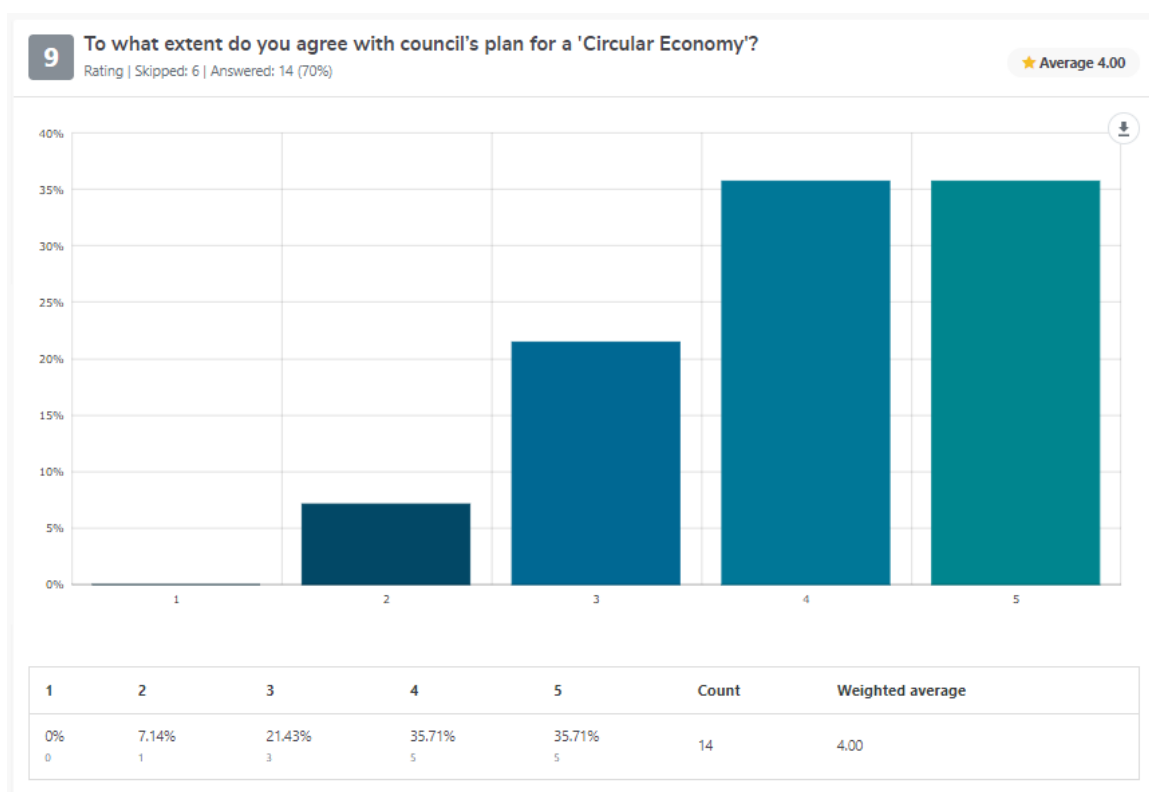
7 To what extent do you agree with council's plan for a 'Natural Environment and Healthy Waterways'?

Rating | Skipped: 4 | Answered: 16 (80%)

★ Average 3.88



1	2	3	4	5	Count	Weighted average
6.25%	6.25%	25.00%	18.75%	43.75%	16	3.88
1	1	4	3	7		



The full report addressing each of the action areas with featured comments can be read below:



2021-10-29 -
 Framework Overview

Conclusion

Feedback from this consultation has been valuable in completing the final draft of the Sustainability Strategy. With over 90% of participants agreeing or strongly agreeing with the Sustainability Strategy framework, it indicates that the strategy direction aligns with community sentiment and understanding. Community also agree with the goal of Ipswich becoming a sustainable city.

The Sustainability Strategy will now be presented to Council for endorsement.

Images

