

# Public consultation on the Draft New Ipswich Planning Scheme

## Ipswich PLAN 2024

### Phase 1

#### Community education

September 2022 - Mid May 2023

### Phase 2

#### Public consultation

May 15 - July 16 2023

### Activities included:



#### Education

27,939 visits to Shape Your Ipswich Project page

2,176 views on 7 educational videos

124 views on 3 webinars

25 zone cards and 20 fact sheets produced



#### Engagement

**6 pop-up stalls**  
Held at the Ipswich Show and in each Ipswich division

**4 talk to a planner sessions**  
31 people engaged in each Ipswich division

**3 community information sessions**  
63 people engaged in Rosewood, Goodna and Karalee

**200+ direct enquiries**  
Managed by planners over the phone, via email and face-to-face

**Ipswich Youth Advisory Council (IYAC) workshop**  
40 youth engaged between the ages of 13 - 18



#### Promotion

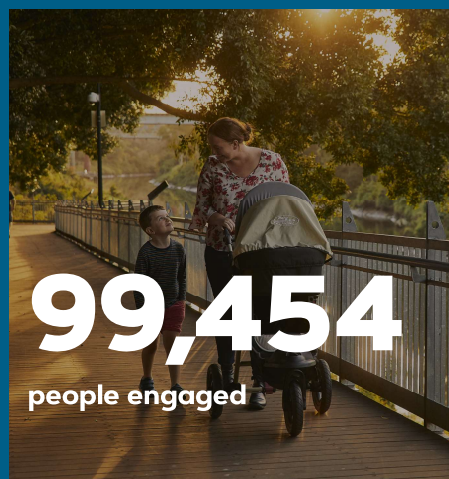
**Facebook advertisements** reaching 70,815 people

**4,000 postcards and 150 posters** distributed

**Public notice in Courier Mail and advertisements in 10 print publications**

**36 bus shelter displays and 5 billboards**

**78,000+ letters sent to all Ipswich ratepayers**



# 99,454

people engaged

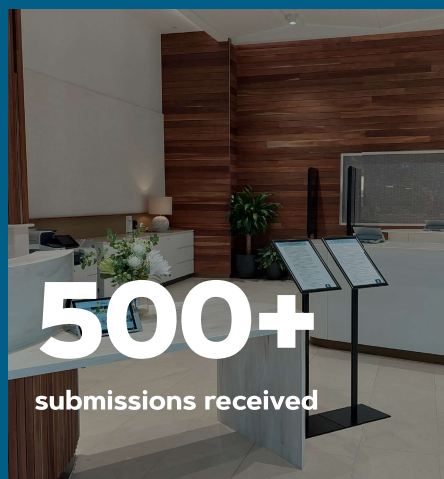


# 700+

directly engaged  
(face to face, over the phone and via email)

# 98,754

engaged online



# 500+

submissions received