

AUGUST 2023

# New Draft Ipswich Planning Scheme

Engagement outcomes report

PREPARED BY ARTICULOUS

[articulous.com.au](https://articulous.com.au)  
123 Charlotte Street, Brisbane QLD 4000



## Table of Contents

<b>1.</b>	<b>Executive summary</b> .....	<b>4</b>
1.1.	Consultation phases.....	5
1.2.	Results.....	5
<b>2.</b>	<b>Summary and evaluation</b> .....	<b>6</b>
2.1.	Statutory requirements.....	6
2.2.	Community enquiries .....	10
2.3.	Submissions .....	12
<b>3.</b>	<b>Background</b> .....	<b>14</b>
<b>4.</b>	<b>Strategy and approach</b> .....	<b>15</b>
4.1.	Statutory Framework.....	15
4.2.	Internal engagement .....	15
	<i>Councillor workshops</i> .....	15
	<i>Fortnightly councillor discussion series</i> .....	16
	<i>Internal council collaboration</i> .....	16
4.3.	Engagement and Communications Framework .....	16
4.4.	Capacity and training.....	17
	<i>Purpose</i> .....	17
	<i>Community relations training</i> .....	17
	<i>Engagement training</i> .....	17
<b>5.</b>	<b>Community education</b> .....	<b>18</b>
5.1.	Purpose.....	18
5.2.	Education materials.....	18
	<i>Zone cards</i> .....	18
	<i>Fact sheets</i> .....	19
	<i>Videos</i> .....	20
5.3.	Shape Your Ipswich .....	21
<b>6.</b>	<b>Communications and promotion</b> .....	<b>22</b>
6.1.	Phase 1.....	22
	<i>Purpose</i> .....	22
	<i>Digital</i> .....	22
	<i>Traditional</i> .....	22
6.2.	Phase 2.....	23
	<i>Purpose</i> .....	23
	<i>Digital</i> .....	23

<i>Traditional</i> .....	26
<b>7. Engagement activities .....</b>	<b>30</b>
7.1. Phase 1.....	30
<i>Purpose</i> .....	30
<i>General</i> .....	30
<i>Targeted</i> .....	30
<i>Stakeholder</i> .....	31
7.2. Phase 2.....	31
<i>Purpose</i> .....	31
<i>General</i> .....	31
<i>Targeted</i> .....	33
<i>Stakeholder</i> .....	34
<b>8. Appendix .....</b>	<b>35</b>
<i>Table 1: Consultation activities</i> .....	35
<i>Table 2: Communication Methods</i> .....	39

# 1. Executive summary

Ipswich is one of the fastest growing cities in Australia, and a key regional growth area for South East Queensland. By 2046, the city is expected to accommodate 535,000 residents.

The draft new Ipswich planning scheme will play an important role in setting out the future vision for the city and for each local area to manage how growth and change will occur.

Ipswich City Council engaged Articulous to support the delivery of an engagement program that went beyond the mandatory statutory requirements for a new planning scheme. A diverse range of education materials and engagement methods were developed to facilitate greater opportunities for the community to strengthen their understanding of the purpose and value of planning and their ability to make a meaningful contribution to shape the new planning scheme and future planning processes.

There was an unprecedented level of community interest in planning content and information.

The Shape Your Ipswich project page for the draft new planning scheme received almost 28,000 visits from more than 16,500 unique visitors. A further 700+ Ipswich residents were directly engaged face to face, over the phone and via email, ranging in age from high school students to those aged 80+ across each division of the city.



## 1.1. Consultation phases

Council identified two main desired outcomes for engagement on the draft new planning scheme, which were addressed in two phases.

1. Phase 1: Raise awareness and educate the Ipswich community on what a planning scheme is, the importance of having a draft new planning scheme, how the new planning scheme may impact their property or lifestyle and how to make meaningful contributions during the formal public consultation phase.
2. Phase 2: Consult the Ipswich community on the draft new planning scheme to identify concerns, opportunities and gather feedback on the draft new planning scheme, both informally and as formal 'properly made' submissions.

Phase 1 began in December 2022 with the launch of the 'New Ipswich Planning Scheme' website on Shape Your Ipswich. This provided accessible, user-friendly content on key planning topics and the draft new planning scheme. More than 50 unique education materials were developed for both current and future use, including fact sheets, videos and infographics.

Phase 2 covered the public consultation period for the draft scheme. Consultation ran for approximately 8 weeks, from 15 May 2023 to 16 July 2023.

## 1.2. Results

The results of the engagement are summarised below and in the one page 'Public Engagement Outcomes' in this report. Section 3 onward in this report provides detailed information on each of the phases and the engagement activities undertaken.

500+ formal submissions were received to the draft new planning scheme, an increase of 250% on the submissions that were received for the current planning scheme.

Ipswich City Council directly engaged 500+ community members and stakeholders through 24 planned engagement events, and council planners handled 200+ direct enquiries about the draft scheme over the phone, in person and via email.

A further 98,754 people were engaged online through the Shape Your Ipswich project page and Facebook advertising.

## 2. Summary and evaluation

### 2.1. Statutory requirements

The state government sets statutory requirements for the preparation of a planning scheme including its public consultation process through the *Planning Act 2016*, Ministers Guidelines and Rules and an approved Chief Executive Notice (including a mandatory communications strategy (refer Appendix 2). Listed below is a summary of these requirements and how council responded to and exceeded each of these requirements during the engagement process.

#### Public Consultation

Publish at least one public notice about the proposal to make the planning scheme in a newspaper circulating in council's local government area and on the council's website.

#### How Ipswich City Council addressed these requirements

To meet these requirements council:

- Published a public notice in the Courier Mail in accordance with the requirements of the Act and MGR
- Displayed a copy of the public notice in the concierge area of the Ipswich City Council Office in accordance with the requirements of the Act and MGR.
- Maintained a static information display of the public notice in Concierge area of Ipswich City Council office for the duration of the public consultation in accordance with the Act.
- Distributed 78,000 notices to all Ipswich ratepayers notifying them of the draft new planning scheme.

To facilitate community understanding of the planning scheme and key planning issues, notices contained a link to the Shape Your Ipswich website containing a range of education materials such as:

- Fact sheets
- Zone cards
- Videos
- FAQs
- Infographics

Keep the instrument available for inspection and purchase for a period (the consultation period) stated in the public notice of at least 40

The planning scheme was open for consultation from 15 May 2023 to 16 July 2023, a duration of 43 business days and 62 days in total.

Council raised awareness of the public consultation through a variety of activities including:

- Billboards and bus stop posters

<p>business days after the day the public notice is published.</p>	<ul style="list-style-type: none"> <li>• Print advertising</li> <li>• Social media advertising</li> </ul>
<p>Give the Minister a notice containing a summary of the matters raised in the properly made submissions and stating how the council dealt with the matters as per Step 20 of the Chief Executive Notice.</p>	<p>The statutory consultation period closed on 16 July 2023. Council is currently reviewing properly made submissions and will produce a consultation report listing all matters raised and council's response to these matters. Council will notify all submitters of this report and how their individual submission has been dealt with using a public facing report. The council will also give the Minister a notice containing a summary of the matters raised in the properly made submissions and stating how the local government dealt with the matters.</p>
<p><b>Communications Strategy</b></p>	
<p>Comply with the minimum public consultation standards prescribed in the Planning Act</p>	<p><b>How Ipswich City Council addressed these requirements</b></p> <p>The draft new planning scheme was on public display for 43 business days and 62 days in total. Council provided a statutory public notice at the beginning of this consultation period through the following channels:</p> <ul style="list-style-type: none"> <li>• Courier Mail</li> <li>• Ipswich City Council static display</li> <li>• Letters to residents</li> </ul> <p>Council supplemented the statutory notices with a series of non-statutory advertisements across the city, including published print media and social media.</p> <p>Council supported the statutory requirements with a comprehensive engagement and communications framework that included:</p> <ul style="list-style-type: none"> <li>• Scope</li> <li>• Purpose</li> <li>• Objectives</li> <li>• Phases and scheduling</li> <li>• Challenges and opportunities</li> <li>• Key messages</li> </ul>
<p>Identify the relevant key stakeholders for the purpose of public consultation.</p>	<p>As required by the <i>Planning Act 2016</i>, council gave notice of the proposed planning scheme to the Chief Executive of the Department of State Development, Infrastructure, Local Government and Planning. This notice outlined council's statutory obligations and actions required by the Chief Executive.</p> <p>Further to this notice council proactively consulted a range of key stakeholders throughout the consultation period. These included:</p> <ul style="list-style-type: none"> <li>• Direct meetings, community information sessions and talk to a planner sessions with residents living in suburbs most impacted by new provisions</li> </ul>

<p>Undertake a range of consultation methods that can be considered 'best practice' and are fit-for-purpose, generally in accordance with the Communications Strategy (New Ipswich Planning Scheme (including New Local Government Infrastructure Plan)).</p>	<ul style="list-style-type: none"> <li>Workshop with youth and young adults who do not currently own property but who will become future Ipswich residents</li> </ul> <p>The engagement and communications framework also identified key stakeholders and analysed these in the context of the IAP2 Public Participation Spectrum.</p>
<p>Prepare a report on public consultation for the Minister, to accompany the proposed planning scheme for adoption.</p>	<p>Council undertook a range of engagement and communication activities in accordance with the Department of State Development, Infrastructure, Local Government and Planning's "Community engagement toolkit for planning".</p> <p>In addition to the guidelines, council developed and delivered a range of information and engagement activities that are considered 'best practice' by the International Association of Public Participation (IAP2). Council contracted Articulous, who contributed much to this body of knowledge and who are recognised as a leading engagement practitioner, to assist in developing and delivering these activities. These included activities tailored to encourage participation from typically 'quiet' members of the community including youth and Aboriginal and Torres Strait Islander peoples and Traditional Owners.</p>
<p>Undertake its engagement process detailed below in line with the principles detailed in part 1 of the Department of State Development, Infrastructure, Local Government and Planning's (the department) Community Engagement Toolkit for planning.</p>	<p>Council will provide this public consultation report to the Minister in accompaniment with the proposed planning scheme for adoption.</p>
<p>Ipswich City Council met their commitment to exceed the minimum statutory requirements for public consultation on a new planning scheme. This can be attributed to both their delivery of a comprehensive education campaign prior to consultation and the offering of a diverse range of engagement activities during consultation. The materials developed for education will also be used on an ongoing basis to continue building planning awareness, knowledge and understanding and empower those across the Ipswich community to make informed contributions on future planning processes.</p>	<p>As mentioned earlier, council undertook a range of engagement and communication activities in accordance with the Department of State Development, Infrastructure, Local Government and Planning's "Community engagement toolkit for planning".</p>

Ipswich City Council met their commitment to exceed the minimum statutory requirements for public consultation on a new planning scheme. This can be attributed to both their delivery of a comprehensive education campaign prior to consultation and the offering of a diverse range of engagement activities during consultation. The materials developed for education will also be used on an ongoing basis to continue building planning awareness, knowledge and understanding and empower those across the Ipswich community to make informed contributions on future planning processes.

It is also proposed that during the preparation of the new draft planning scheme the progress of the Native Title Claims be monitored, and opportunities identified as they arise to engage with Traditional Owners, in addition to the other consultation methods and activities as set out in the communications strategy adopted for the draft planning scheme. Notwithstanding, the recognition of these interests are included in the new draft planning scheme. Engagement with Traditional Owners and cultural groups is encouraged and welcomed. It is expected that further engagement on this subject will extend beyond the life of the preparation of the new planning scheme and may form a future focussed amendment to the new draft planning scheme.

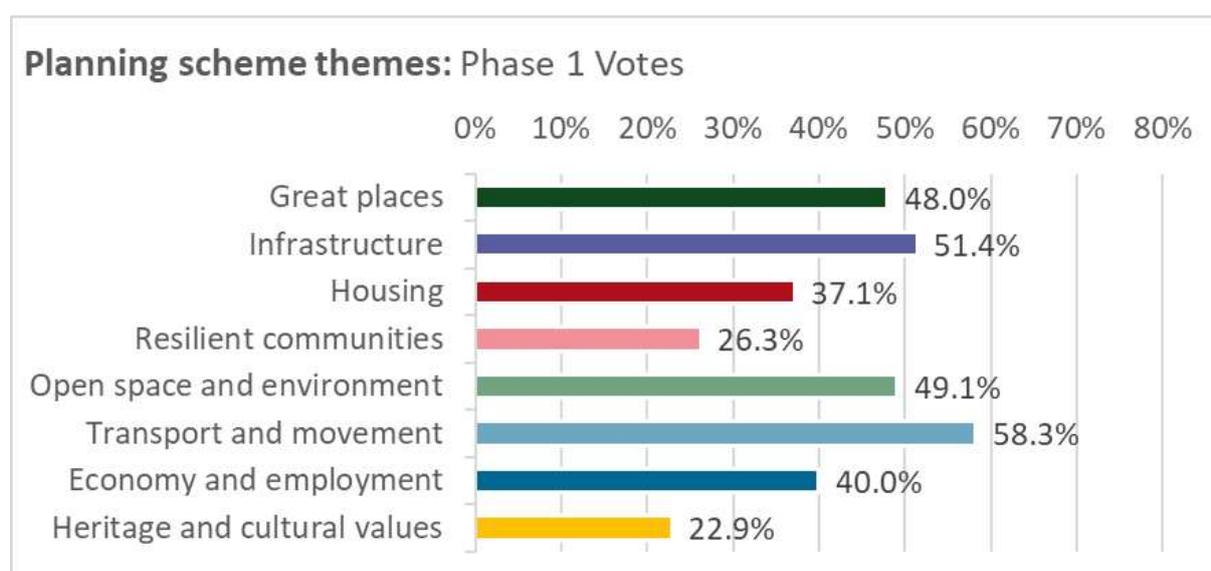
## 2.2. Community enquiries

The Strategic Framework for the draft new planning scheme was structured in accordance with 8 key themes:

- **Great places:** Create great places by strengthening our communities and protecting what we love about Ipswich - our lifestyle, our activity centres, and our rural areas.
- **Infrastructure:** Plan for the right Infrastructure to support our people, the economy and jobs, such as transport, open space, parks and community facilities.
- **Housing:** Facilitate housing choices for where and how we live.
- **Resilient communities:** Strengthen the resilience of our communities to the changing climate, natural hazards such as flood and bushfires and human-made constraints such as former mining and pipelines.
- **Open space and environment:** Conserve our natural environment, open and green spaces, natural resources and heritage.
- **Transport and movement:** Keep us connected through transport and movement.
- **Economy and employment:** Support the growth of our economic development and jobs.
- **Heritage and cultural values:** Protect the things we value, such as our heritage and cultural values.

In Phase 1 of the consultation, Ipswich residents were given the opportunity to vote on which of these themes they value most in their communities on the Shape Your Ipswich project page, at the pop-up events and the Ipswich Youth Advisory Council (IYAC) workshop.

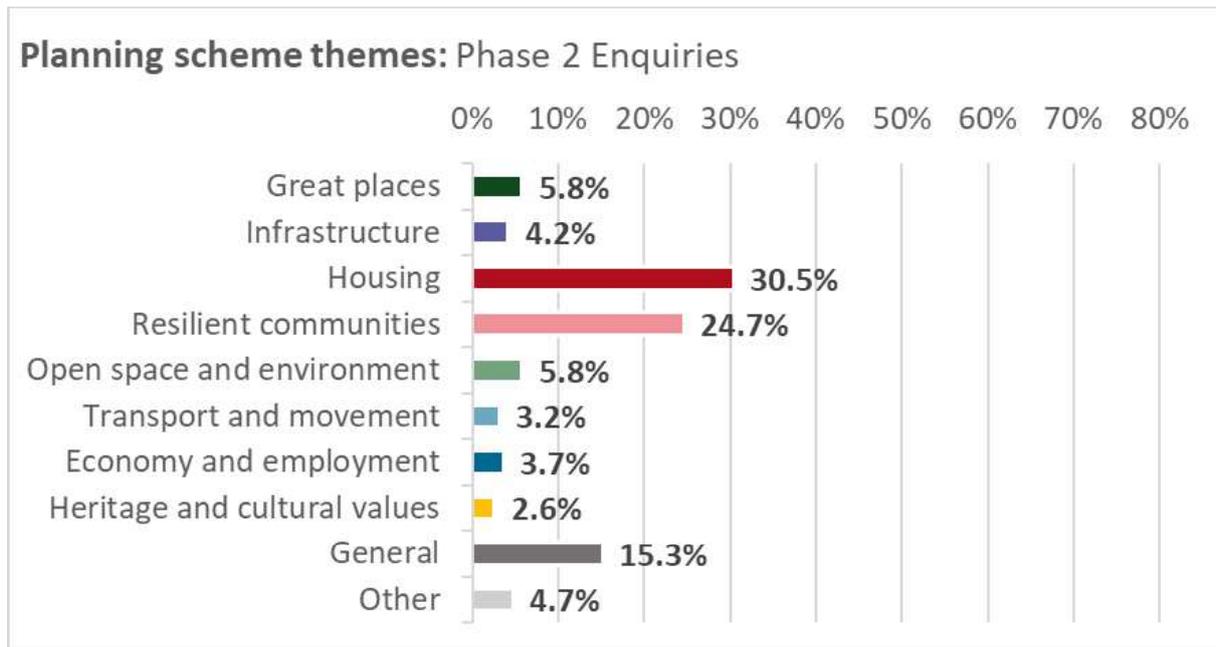
Of the 175 votes received, 58% related to 'Transport and movement', 49% to 'Open space and environment' and 48% to 'Great places'.



The enquiries received during Phase 2 (public consultation) were also analysed to identify their relation to the 8 planning scheme themes. The outcomes of the Phase 1 voting did not align with

this analysis, demonstrating some key differences between the anticipated interests of Ipswich residents and the topics with the most demonstrable interest during Phase 2 (public consultation).

Of the 190 enquiries managed by Ipswich City Council planners during consultation, 31% related to 'Housing' and 25% to 'Resilient communities'. Despite being the theme that received the most votes in Phase 1, only 3% of Phase 2 enquiries strongly related to 'Transport and movement'.



Not all enquiries received related to one of the planning scheme themes. Broader enquiries such as what a planning scheme is, how the process works, issues accessing the materials and website and requests for a big picture understanding of the scheme were categorised as 'General'. Non-descript enquires were categorised as 'Other'.

### Housing:

- Predominantly people wanting to better understand potential changes to their house/property or to density, building heights and zoning of their property and/or area.
- Some enquiries were more specific to the process of subdivision and lot reconfiguration under the new scheme.
- For example:
  - *Please explain the affect the new scheme will have on my property.*
  - *What does High Density Zoning mean for my property?*
  - *Can I establish Dual occupancy / Secondary Dwelling?*

### Resilient communities:

- These enquiries primarily related to the updated Flood Risk and Overland Flow and Bushfire Risk Overlays.
- This theme was also directly addressed through the focused community sessions held in Karalee, Rosewood and Goodna, which provided information specific to the updated hazard overlays and their potential impact.

- Some enquiries more specifically raised the Limited Development Zone and QRA Buyback Scheme.
- For example:
  - *Contests that her property did not flood in past flooding events including 2011 (that no water came onto her property)*
  - *Requested an explanation of High potential bushfire risk on the property and the effect of this on existing approvals.*
  - *Raised concerns with the application of the Limited Development Zone to land in Goodna and its effect on existing use rights, ability to rebuild an existing dwelling and reduction in market value.*

#### **Open space and environment:**

- Combination of enquiries on the new Biodiversity and Waterway Corridors and Wetlands Overlay and concerns on the protection of natural environments and green spaces.
- For example:
  - *Concerned that the plan may impact the greenspace across the road from her house.*
  - *Wetland buffer - what does it affect?*
  - *Wanted to discuss the changes to the overlays on his property which largely revolved around OV2 - Waterway Buffer and OV4 - Active Frontage.*

## 2.3. Submissions

A series of submissions were received prior to and during the engagement process. A separate report will be prepared by council following its review and consideration of all submissions that details the matters raised in submissions and how these have been addressed. This report will be made available on council's Shape Your Ipswich page to the public and will enable those who contributed to see how their submission has been addressed.

# 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

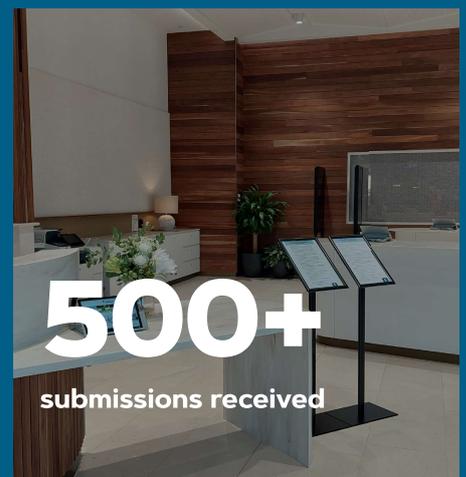
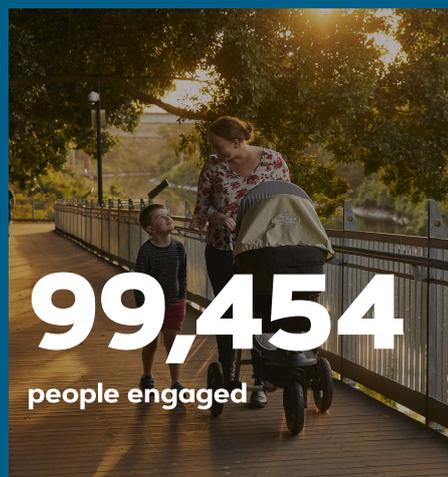
**Facebook advertisements** reaching 70,815 people

**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**



### 3. Background

Ipswich is one of the fastest growing cities in Australia and a key regional growth area for South East Queensland. In addition to rapid population growth, the city faces several unique planning challenges in waste, biodiversity, flooding and infrastructure provision.

To address these challenges and set out a future vision for the city, Ipswich City Council have drafted a new planning scheme.

The current Ipswich planning scheme came into force and effect in 2006. It is one of the oldest planning schemes in Queensland, originally prepared under the *Integrated Planning Act 1997*. Although it has undergone a number of revisions since that time, the draft new planning scheme has been drafted to account for Ipswich City's unprecedented growth and align with new State Government's planning legislation and policies.

Ipswich City Council has prepared a new draft *Local Government Infrastructure Plan (LGIP)* to accompany the draft new planning scheme. The *LGIP* was open for public consultation from 12 June 2023 to 25 July 2023.

Prior to the public release of the draft new planning scheme, Ipswich City Council delivered a community education phase from September 2022 till early 2023 to raise awareness and knowledge of the draft new planning scheme and council's planning processes.

Following the release of the draft new planning scheme, council then ran a formal engagement program to inform the community, address areas of community concern and gather feedback and formal public submissions on the planning scheme.

In addition to ensuring meaningful engagement with the community on the draft new planning scheme, this project has also provided Ipswich City Council with a suite of ongoing education tools on planning. It has also helped strengthen internal capacity for future engagement processes, with council officers given the opportunity to work directly with and be mentored by experienced engagement professionals.

## 4. Strategy and approach

### 4.1. Statutory Framework

In accordance with the *Planning Act 2016*, Ipswich City Council was required to give notice of the proposed planning scheme to the delegate of the Chief Executive of the Department of State Development, Infrastructure, Local Government and Planning (DSDILGP).

This notice had to explain how council would address the statutory requirements set by the department (DSDILGP) for preparing a new planning scheme such as the handling of ongoing requests for information; timeframe management; public notification and consultation on the planning scheme; preparation and delivery of a communication strategy; and changing the proposed planning scheme.

To address the communications strategy requirements, Ipswich City Council had to prepare a detailed strategy outlining the diverse range of communication and engagement activities that would be implemented. This included print advertisements, public signage, direct mail, stakeholder briefings, social media advertising, web content, eAlerts and phone hotline, email address and enquiry counter.

Following a review by the chief executive, an amended notice was produced and issued in December 2021, outlining a tailored process for making the draft new planning scheme. The amended notice is [publicly available](#) on the DSDILGP website, and outlines the steps to be actioned by Ipswich City Council, the chief executive and the department Minister across the below key phases:

1. Planning and preparation
2. State Interest review
3. Public consultation
4. Minister's Consideration
5. Adoption

### 4.2. Internal engagement

#### Councillor workshops

To inform the preparation of the Engagement and Communications framework, Articulous facilitated a workshop with the Ipswich City Council Mayor, Councillors and project team.

The workshop provided the Mayor and Councillors with an opportunity to discuss what success would look like for this engagement process, the negotiables and non-negotiables, and the community questions, values and aspirations that should be addressed through the planning scheme and engagement.

The feedback from this session was used to refine a list of potential activities for community education and engagement. Articulous then facilitated a follow-up session with the Mayor, Councillors and project team to gather feedback on these activities and refine the approach.

## Fortnightly councillor discussion series

The council project team attended fortnightly meetings with Councillors to provide updates on the drafting process and engagement. These meetings were also an opportunity for Councillors to share regular feedback and offer suggestions.

The Councillors are also recognised as invaluable sources of on the ground knowledge, with specific insight to offer on their communities. These meetings gave the project team an opportunity to gather that knowledge, including community sentiment regarding the draft new planning scheme and notable feedback, questions or concerns to address. These meetings were also an opportunity to educate Councillors on planning issues that were the subject of the planning scheme, and of interest to the community.

## Internal council collaboration

The success of this consultation relied on strong collaboration across several areas of council. The project was led by the City Design team with support from subject matter experts across the Planning and Regulatory Services and Infrastructure and Environment departments (now Asset and Infrastructure Services Department and Environment and Sustainability Department).

The council project team also established an internal Project Advisory Group and internal engagement group to ensure a coordinated approach to both internal and external consultation across Ipswich City Council.

The Media and Stakeholder Relations and Marketing and Promotions teams also played a key role in the setup and maintenance of the Shape Your Ipswich website and promotion of the public consultation, notably through the development and distribution of collateral.

Once public consultation began, the Community and Cultural Services and Libraries and Customer Service teams played an important role in directing interested community members to the correct information channels and resources.

## 4.3. Engagement and Communications Framework

Following the workshops with council, Articulous developed a comprehensive engagement and communications framework for the strategy, planning and delivery of engagement on the draft new planning scheme. This outlined:

- The scope, purpose and objectives of the engagement.
- How and when this would be delivered (scope, phases and scheduling).
- The key challenges and opportunities to be addressed.
- How the engagement process would meet the 5 key principles for engagement (Educational and innovative; Meaningful; Inclusive and accessible; Responsive and transparent; and Comprehensive).
- The levels of engagement for both phases of the engagement under the IAP2 Public Participation Spectrum.

A diverse range of activities and methods were recommended for engaging both the community and stakeholders, along with a suite of key messages for both phases of the engagement.

## Audience profiles

The framework was also developed with the intent of maximising education and engagement across the diverse Ipswich community. Using both state-wide information regarding community knowledge, interest and engagement in planning and a contextual analysis of the Ipswich region, three in-depth community profiles were developed for:

1. People supportive of change
2. People neutral / disengaged on change
3. People resistant to change

Each of these audience profiles outlined commonly shared characteristics and demographics, subgroups to target within the audience, their key planning concerns, what they value, and the barriers to meaningful engagement. This informed the development of unique, targeted key messages for each audience profile on planning and the planning scheme.

## 4.4. Capacity and training

### Purpose

Ipswich City Council leveraged the engagement process as an opportunity to increase internal knowledge and capacity on community relations and engagement.

In addition to providing ongoing strategic advice, feedback and guidance, Articulous delivered a series of training sessions to council staff between January and May 2023.

### Community relations training

As this is the first time Ipswich City Council has digitally launched a draft new planning scheme, training was held on methods to engage and interact with the community through digital channels and social media. Topics included key steps for building a community relations strategy, using data to better understand audiences, and dos and don'ts for managing community feedback.

### Engagement training

Ahead of consultation opening on the draft new planning scheme, engagement training was delivered to council staff from City Design, Libraries, Marketing and Customer Service. Topics included using active listening to manage conversations, tips for maintaining situational and self-awareness, managing complaints and tactics for difficult behaviours.

An additional engagement training session was held with planners from the City Design team to address key questions that emerged from the previous session. Topics included core facilitation skills such as active listening, reported speech and paraphrasing, creating a working agreement, exploring issues and closing conversations.

## 5. Community education

### 5.1. Purpose

Ipswich City Council made a commitment to exceed the statutory requirements for public consultation on a new planning scheme. A core part of meeting this commitment was the delivery of a community education campaign that would de-code difficult planning language and concepts for the general public to build planning awareness, knowledge and understanding of planning in the Ipswich community. The objective was also to ensure that this was useable for ongoing education purposes.

A range of materials were developed for this purpose, all of which were made publicly available on the dedicated Shape Your Ipswich project page.

Through the delivery of the community education campaign, council facilitated greater opportunities for the community to strengthen their understanding of the purpose and value of planning and their ability to make meaningful contributions to the planning scheme and future planning processes.

### 5.2. Education materials

#### Zone cards

The draft new planning scheme introduced a number of changes to zones in alignment with state government mandated requirements to make them simpler and easier to understand, including zone name changes, fewer zones and less complex zone codes. The proposed zones are grouped under 9 categories:

1. Centres
2. Residential
3. Recreation
4. Environmental
5. Rural
6. Industry
7. Tourism
8. Community
9. Other

To help the community better understand the zones in the draft new planning scheme and how they might apply to their area, council worked with Articulous to design zone cards for each of the 25 proposed zones.



The zone cards outline development that is encouraged and expected, development that is unlikely to be approved and what council might consider when assessing a development application in each respective zone.

The zone cards were also provided as printed collateral at a range of consultation events and made available as downloadable PDFs on the Shape Your Ipswich project page; this content was viewed online 663 times by 506 unique visitors.

## Fact sheets

Council worked with Articulous to develop 20 fact sheets covering a range of topics including what a planning scheme is, how it relates to housing and infrastructure, what zones and overlays are and how to make a submission on the scheme.



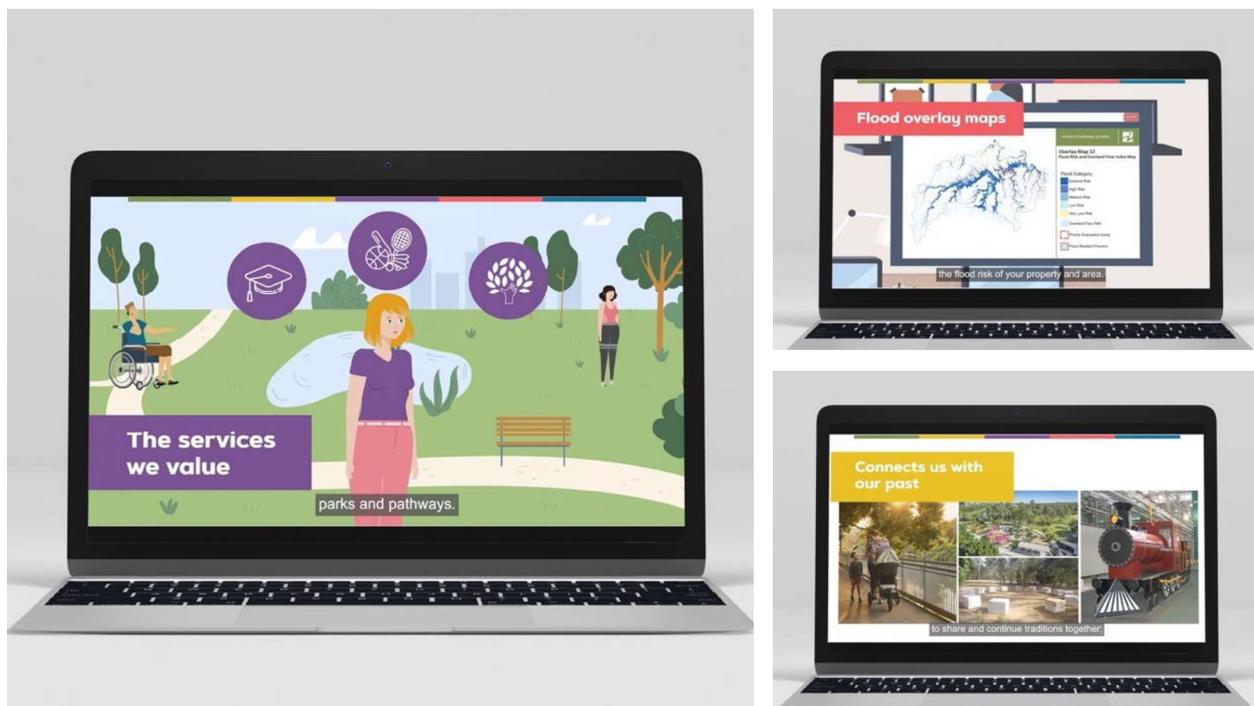
These fact sheets were also used as a tool for explaining key differences in the proposed draft new planning scheme compared to the current, such as:

- Updated mapping for the Flood Risk and Overland Flow Overlay
- Updated mapping for the Bushfire Prone Areas Overlay
- The introduction of new overlays for Biodiversity and Waterway Corridors and Wetlands

The fact sheets were provided as printed collateral at a range of consultation events and made available as downloadable PDFs on the Shape Your Ipswich project page; this content was viewed online 662 times by 463 unique visitors.

## Videos

Videos were used to communicate high-level information on key planning topics and the scheme in a visual, easy to understand format. To make these videos engaging for a broad cross-section of the Ipswich community, a combination of visual elements was used including animation, infographics and images.



7 educational videos were produced and shared to the council Shape Your Ipswich project page and YouTube channels, being collectively viewed 2,176 times. In addition to supporting community education for the draft new planning scheme, these videos were developed with the intention of continued use as an education tool for planning.

Council worked with Articulous to produce 5 videos on the below topics:

- Flooding, resilience and planning in Ipswich
- Different Homes for Different People (housing)
- Resilient communities
- Infrastructure where and when it's needed
- Protecting cultural heritage and landscape values.

Council produced a further 2 videos on the below topics:

- New Planning Scheme: Ipswich Plan 2024 (promotional video)
- Planning in Ipswich.

The 'Planning in Ipswich' video was adapted with permission from Townsville City Council from their 'Planning for Townsville's Future' video. By aligning the messaging of this video with another Queensland Council, it served two purposes: educating the Ipswich community and supporting a coordinated approach to planning education across the State.

## 5.3. Shape Your Ipswich

The Shape Your Ipswich project page played a key role in both Phase 1 and Phase 2 of the engagement. From its launch in September 2022 to the close of consultation on 16 July 2023, the page was visited 25,461 times by 16,575 unique visitors. In total, the various pages across the site were viewed 51,544 times.

The project page first launched in September 2022 as part of Phase 1, housing the range of education materials developed alongside other content such as infographics, FAQs and relevant supporting documents. Across the community education phase, the project received 7,355 page visits. Almost half (46%) of subscribers to the project registered during this phase.

In preparation for the launch of public consultation on May 15, a number of content changes were made and new pages were added for lodging a formal submission on the draft new planning scheme and viewing the draft scheme and mapping. Traffic to the project page peaked the week consultation was launched (15 May - 21 May), receiving 13,547 page visits (26% of the total page visits).

Overall, the pages most frequented across the project were:

- Planning Scheme Submission: 1,939 visits from 1,315 unique visitors
- Planning Scheme Consultation Events: 1,019 page visits from 811 unique visitors
- Ipswich Plan 2024 Supporting Documents: 954 page visits from 637 unique visitors
- Ipswich Plan 2024 Fact Sheets: 662 page visits from 463 unique visitors
- Ipswich Plan 2024 Zones: 633 page visits from 506 unique visitors

## 6. Communications and promotion

### 6.1. Phase 1

#### Purpose

A suite of communications was distributed during Phase 1 for the primary purpose of raising awareness across the Ipswich community about the draft new planning scheme ahead of public consultation. These communications were also a means of increasing interest in both the scheme and planning in the city overall and directing people to the Shape Your Ipswich project page for further information and education.

#### Digital

##### Social media

Ipswich City Council shared a Facebook post notifying Ipswich residents about the upcoming public consultation for the draft new Ipswich planning. This post reached approximately 2,800 people and received 349 engagements (reactions, comments and shares) and 439 link clicks to the Shape Your Ipswich project page.

##### E-alerts

The draft new planning scheme was highlighted in eAlerts sent by Ipswich City Council's Planning and Regulatory Services Department in January 2023 and April 2023. These alerts provided updates on the release of content and additional information on the planning scheme.

Content on the planning scheme was also included in 'The Beating Heart' EDM distributed by council's Economic Development team.

##### Ipswich First

Banners and prominent advertisement spaces on the Ipswich First website and EDMs were used to increase community awareness about the draft new planning scheme.

#### Traditional

##### Print Media

Between March and April 2023, Ipswich residents were notified about the scheme and upcoming public consultation through a range of publications.

- An advert in the quarterly publication *Ipswich in Autumn* in March 2023, which is distributed to 71,000 homes and residents.
- A special insertion in the *Mayor and Community Matters* newsletter, which is distributed to 71,000 homes and residents.
- A public notice issued on the draft new planning scheme on 24 April 2023 in the classifieds section of the Courier Mail.

## Signage

Digital billboards were utilised in the month of April to notify the public of the draft new planning scheme and advertise the Shape Your Ipswich project page, in rotation with other council and non-council promotions. These digital billboards were located in:

- East Street, Ipswich
- Brisbane Street, Ipswich
- Ipswich Motorway, Goodna
- Tulumur Place, Ipswich

## Radio

Prior to consultation launching, elected representatives were provided with radio speaking points to raise awareness of the draft new planning scheme and the importance of each resident having their say:

- 3 March 2023: Councillor Kunzelmann raised awareness of the upcoming draft new planning scheme on West Bremer Radio.
- 11 May 2023: Mayor Teresa Harding encouraged the community to have their say on River 949.
- 12 May 2023: Mayor Teresa Harding encouraged the community to have their say on West Bremer Radio.

## 6.2. Phase 2

### Purpose

Communications in Phase 2 were aimed at encouraging Ipswich residents to have their say on the draft new planning scheme by making a formal submission and raising awareness of the various consultation activities being run by council.

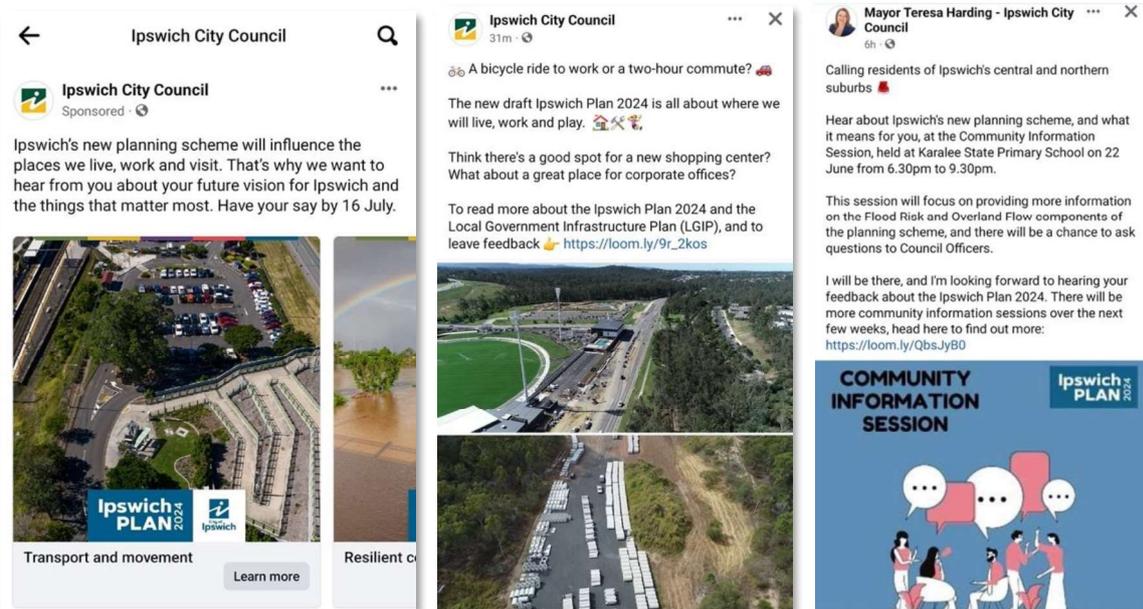
### Digital

#### Social Media

Ipswich City Council ran a series of Facebook advertisements promoting the Shape Your Ipswich project page, encouraging feedback on the draft new planning scheme, and promoting consultation activities to targeted areas.

These advertisements reached approximately 70,815 people and received 3,961 engagements (reactions, comments, and shares) and 3,672 link clicks through to the Shape Your Ipswich project page.

6 posts were shared organically on Council’s Facebook page. These posts reached approximately 44,792 people and received 3,521 engagements (reactions, comments and shares) and 5,579 link clicks to the Shape Your Ipswich project page.



Councillors also used their social media channels to promote consultation on the planning scheme and consultation activities in their respective divisions. This included:

- 12 Facebook posts by Mayor Teresa Harding to her following of approximately 8,200
- 11 Facebook posts by Ipswich City Councillors with a collective following of approximately 5,600

### E-alerts

Ipswich City Council sent out eAlerts to subscribers of the Shape Your Ipswich project page. These alerts provided updates on when public consultation was open and additional information on consultation activities.

**SHAPE YOUR IPSWICH** 

## Shape Your Ipswich Community Update

Hi LSLS

The chilly mornings have arrived so we hope you find a warm spot to provide your feedback on some key topics this Winter.

[Projects open for your feedback](#)

### New Planning Scheme



As our city grows, we need a new planning scheme to help us plan for the future. This is your chance to share your thoughts on how the new planning scheme relates to your street, suburb and city.

Information on how the planning scheme affects you and making a submission is on the project page. There are also several opportunities to talk with a planner face-to-face if you have specific questions about your property.

[Read more and make a submission](#)

**eALERTS** 

**Number 173: 5 July 2023**

**Don't forget to have your say**

We are now in our last weeks of the community consultation on the draft Ipswich Plan 2024. You can still share your thoughts on how the new planning scheme relates to your property, suburb and city until 16 July 2023.

Visit the project page to:

- view the draft Ipswich Plan 2024
- do a property search and download a property report
- make a submission.

The Ipswich Plan 2024 once adopted will shape planning and development for decades to come. Now is the perfect opportunity to provide your feedback on the draft new planning scheme.

[Visit the webpage to find out more and make your submission.](#)



The City of Ipswich Planning and Regulatory Services Department  
 E: [plandev@ipswich.qld.gov.au](mailto:plandev@ipswich.qld.gov.au) | W: [ipswichplanning.com.au](http://ipswichplanning.com.au) | PO Box 191, Ipswich QLD 4305

### Ipswich First

Banners, prominent advertisement spaces and EDMs were used to promote the draft new planning scheme on the Ipswich First website. This promotion aimed to increase community awareness of consultation activities and how to submit feedback on the draft new planning scheme.

### Internal marketing

Email signature banners were used by Ipswich City Council staff to promote that the consultation phase was open and to direct external email recipients on where to access the feedback page.

## Traditional

### Letters

More than 78,000 letters were sent to all ratepayers in the Ipswich local government area. This letter outlined the dates for public consultation, explained how the draft new planning scheme, including a Feasible Alternative Assessment Report (FAAR), might affect residents and directed them to the Shape Your Ipswich project page. Furthermore, the letter outlined the different ways you could make a submission (online, via email or via post). An additional design element of having a QR code leading to the *Ipswich Plan 2024 (draft)* ensured residents could easily access the draft scheme. The letter also included a FAQs page to ensure all information provided to residents was clear and understandable.

### Postcards and posters

5000 post cards and 150 posters were distributed across businesses in the Ipswich local government area to encourage the community to send in their feedback and submission on the draft planning scheme. These included QR codes leading to the Shape Your Ipswich project page and were displayed at various consultation activities.

### Signage

A print billboard was located in Bremer Street, Ipswich from 8 May to 4 June 2023 to encourage drivers and pedestrians to go to the Shape Your Ipswich project page and make formal submission on the draft new planning scheme.

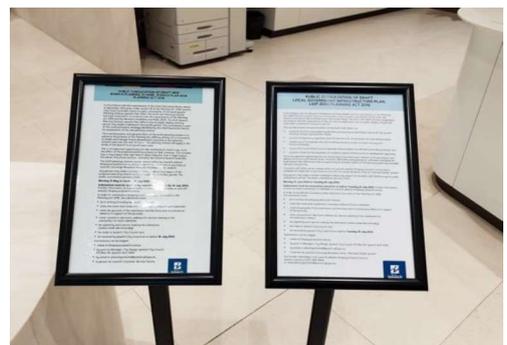
Between 29 May and 5 June 2023, there were an additional 36 bus shelter panel displays across Ipswich. These were used to further promote the Shape Your Ipswich project page and the consultation activities.

Digital signage depicting the Shape Your Ipswich project page was utilised in local shopping centres between 15 May and 25 June 2023. These digital sites were on display for two weeks and were located in:

- Orion Shopping Centre, Springfield Central
- Riverlink Shopping Centre, North Ipswich
- Redbank Plaza Shopping Centre, Redbank
- Booval Fair Shopping Centre, Booval

Pull-up banners were also used at Ipswich Libraries locations and various consultation activities.





## Media releases

During the consultation period, Ipswich City Council's Media and Stakeholder Relations team prepared and distributed 8 media releases covering the following topics:

- Have your say on the draft new Ipswich Planning Scheme

- Help protect a Character Place with your nomination
- How will your backyard look under the new draft planning scheme?
- A bicycle ride to work or a two-hour commute...Planning to live, work and play
- Protecting the environment for future generations
- Have your say on future locations for Ipswich infrastructure
- Less than two weeks left to have your say on the new draft Ipswich Plan 2024
- More than 500 submissions as draft Ipswich Plan 2024 progresses

### Print media

The Shape Your Ipswich project page and other consultation activities were promoted in several print media publications. This included:

- An advert in the quarterly publication *Ipswich in Winter*, which is distributed to 71,000 homes and residents.
- An advert in the monthly newsletter *Ipswich 60 and Better*.
- An advert in the monthly magazine *Ipswich Local News Magazine*, which is distributed to 70,000 households.
- An advert in the weekly paper *Local Ipswich News*, which had approx. 10,000 copies circulated.
- An advert in the weekly paper *Ipswich News Today*, which had approx. 5,000 copies circulated.
- An advert in the weekly paper *Ipswich Tribune* which had approx. 5,000 copies circulated.
- An advert in the weekly paper *Moreton Border News* which had approx. 4,100 copies circulated.

Mayor Teresa Harding further promoted the planning scheme through several newspaper columns:

- A column encouraging community input for the draft new planning scheme in *Ipswich News Today*, which had approx. 5,000 copies circulated.
- A column on the times and locations of consultation events in the *Greater Springfield Chamber of Commerce* monthly newsletter.
- A column announcing that the Local Government Infrastructure Plan (LGIP) was open for consultation in *Ipswich News Today*, which had approx. 5,000 copies circulated.
- A column sharing the number of formal submissions received in *Ipswich News Today*, which had approx. 5,000 copies circulated.

### Radio

The draft new planning scheme consultation and activities were regularly promoted by Mayor Teresa Harding during the weekly segment 'Week that was on Council' on the West Bremer Radio program The Brekky Club.

In addition to this, elected representatives were provided with radio speaking points to raise awareness of public consultation on the draft new planning scheme and encourage formal submissions:

- 19 May 2023: Councillor Jonic announced that the draft new Ipswich planning scheme was open for consultation on West Bremer Radio.
- 15 June 2023: Mayor Teresa Harding discussed how Council plan for places to live, work and play on River 949.
- 16 June 2023: Councillor Fechner discussed how Council plan for places to live, work and play on West Bremer Radio.

## 7. Engagement activities

### 7.1. Phase 1

#### Purpose

Engagement activities were run prior to public consultation (Phase 2) to raise awareness of the draft new planning scheme, encourage residents to have their say when consultation opens, and direct them on where to learn more through the Shape Your Ipswich project page.

#### General

##### **Pre-consultation pop-up stalls**

Pre-consultation pop-up stalls were hosted in libraries in the Division 1, 2, 3 and 4 council areas:

- Division 1: Wednesday 3 May 2023, Redbank Plains Town Centre Shopping Centre
- Division 2: Friday 5 May 2023, Orion Shopping Centre
- Division 3: Thursday 4 May 2023, Booval Fair
- Division 4: Tuesday 2 May 2023, Rosewood Drakes

These pop-ups aimed to raise community awareness that council had prepared a draft new planning scheme and encourage residents to be engaged and provide feedback once consultation commenced. Each pop-up was held for one day in each division from May 2 – May 5, with two council strategic planning officers on site to respond to community questions and concerns.

#### Targeted

##### **Community meetings**

On Saturday 6 May 2023, Ipswich City Council representatives attended a community meeting for the Marburg and Districts Residents Association. They gave an overview of the draft new planning scheme, explained the need for a new planning scheme, the value of understanding how the planning scheme affects their properties and the importance providing feedback and getting involved. They then answered questions from the community.

##### **Ipswich Youth Advisory Council Workshop (IYAC)**

Ipswich Youth Advisory Council (IYAC) is a diverse youth cohort run by Ipswich City Council. Participants are aged between 13-18 years of age and meet monthly to discuss various issues facing young people in Ipswich.

On May 8 2023, Articulous facilitated a workshop with approximately 40 IYAC members. Through several interactive activities, members learned more about how planning schemes work and the community values, interests and needs they need to consider. They were encouraged to consider the placemaking values most important to them, map their own ideas for planning in Ipswich, and provide recommendations for the new planning scheme.

The feedback from this workshop was summarised in a report to Council to ensure youth preferences and values in relation to planning and the planning scheme could be carefully considered.

## Stakeholder

### **Community panel session - New Ipswich Planning Scheme**

On 18 January 2023, Ipswich City Council hosted a community panel session in which 23 members of the Shape Your Ipswich Community Panel Group attended. This session was used to inform the development of the engagement program.

### **Aboriginal and Torres Strait Islander Employee Working Group**

An internal council working group council's City Design team engaged with in late February 2023. The team provided a short presentation of the upcoming consultation and asked the group to share the message with their communities on the importance of getting involved.

## 7.2. Phase 2

### Purpose

A range of engagement activities were delivered during the consultation period, with the primary purpose of encouraging people across the Ipswich community to have their say on the draft new planning scheme by making a formal submission. Phase 2 consultation also aimed to:

- Provide opportunities for residents in each division of Ipswich to speak directly with planners about the scheme and its potential impact on their property and area.
- Educate and engage residents on key changes proposed in the scheme.
- Address community specific concerns, particularly in relation to flooding, bushfire and biodiversity.

### General

#### **Dedicated hotline, email enquiry address and enquiry desk**

Ipswich City Council were committed to providing opportunities for all Ipswich residents to speak with planners on their specific questions and concerns. In addition to the consultation activities, a dedicated hotline, email enquiry address, enquiry link on Shape Your Ipswich, and enquiry desk were established for the duration of the consultation. A total of 200+ direct enquiries were managed by the City Design team: 101 over the phone; 68 via email; 20 in person (via enquiry counter or events); and 1 via direct mail.

## **Ipswich Show**

Ipswich City Council hosted a pavilion stall to talk about the public consultation and to hand out the draft new planning scheme postcards and colouring-in sheets & bookmarks to draw people to the stand. This event ran from the 19<sup>th</sup> – 21<sup>st</sup> of May 2023 with Friday 19 May being the public holiday in Ipswich. The Ipswich Show is a key community event with many members of the public attending each year, providing council an opportunity to leverage the heavy foot traffic to share details about the draft new planning scheme.

## **Webinars**

Three live webinars were hosted by council via Zoom to cover key information and changes in the draft new planning scheme. These webinars were later made available on the Shape Your Ipswich project page and Ipswich City Council's YouTube channel and have since been viewed a total of 124 times. The three topics covered were:

- Thursday 25 May 2023: What is a Planning Scheme?: Key parts of the planning scheme, what it does, why we need one and how to get a property report.
- Monday 29 May 2023: Open Space and Environment (Biodiversity): More information about the Biodiversity Overlay of the planning scheme. This overlay mapping identifies land with matters of local environmental significance (MLES) and matters of state environmental significance (MSES).
- Wednesday 31 May 2023: Natural Hazards (Bushfire and flooding): More information on the Bushfire Prone Areas Overlay and Flood Risk and Overland Flow Overlay.

## **Talk to a planner sessions**

Talk to a planner sessions were hosted in local libraries from each division as a drop-in style session:

- Division 1: Tuesday 6 June 2023, Redbank Plains Library
- Division 2: Thursday 8 June 2023, Springfield Library
- Division 3: Thursday 25 May 2023, Ipswich City Library
- Division 4: Friday 2 June 2023, Rosewood Library

The sessions allowed the community to have one-on-one conversations with council officers and planners about the draft new planning scheme. This allowed for more in depth and technical questions to be answered and community members could get advice on their own properties.

## Targeted

### **Stronger Communities Masterclass (Facilitated by Volunteering Queensland)**

Ipswich City Council had a pop-up stand to hand out draft new planning scheme postcards at the event on 15 May 2023. A total of 65 community groups were represented at the session.

### **Community information sessions**

Three community information sessions were hosted in Goodna, Rosewood and Karalee to engage with community members about components of the planning scheme that are relevant to those areas.

- Eastern and Southern Suburbs: Tuesday 13 June 2023, Goodna State Primary School
- Western Suburbs and Rural Areas: Monday 19 June 2023, Rosewood State High School
- Central and Northern Suburbs: Thursday 22 June 2023, Karalee State Primary School

These sessions focused on providing more information on the Flood Risk and Overland Flow Overlay in the draft new planning scheme. Information was targeted depending on which area it was held in. Council officers were also on site should community members have any questions about the planning scheme or their properties.

### **Community meetings**

Ipswich City Council representatives attended 2 community meetings during consultation - Karalee Residents Association and Pine Mountain Progress Association. They gave an overview of the draft new planning scheme, explained the need for a new planning scheme, the value of understanding how the planning scheme affects their properties and the importance providing feedback and getting involved. They then answered questions from the community.

- Wednesday 31 May 2023: Karalee Residents Association, Karalee State School
- Monday 19 June 2023: Pine Mountain Progress Association AGM - Community Meeting, Pine Mountain Public Hall

## Stakeholder

### **Public Consultation Launch Event**

Ipswich City Council hosted an invitation only launch event with industry (developers and consultants) and state government representatives to launch the public consultation phase for the draft new planning scheme.

On 14 July 2023, Mayor Teresa Harding and Council's General Manager, Planning and Regulatory Services Brett Davey both presented at the UDIA Breakfast with the "[Ipswich Planning Scheme Update](#)". This event covered new updates on the planning scheme and how these might affect organisation's projects. It also covered the strategic vision and planning behind the scheme and how it will affect the delivery of housing for the growing population.

### **Aboriginal and Torres Strait Islander Employee Working Group**

Council's City Design team engaged with the working group regarding consultation and asked for their assistance to share the message with their communities on the importance of getting involved.

The team also met with Yuggera Ugarapul People Native Title Party (YUP) members on 21 June 2023 to discuss the new planning scheme and opportunities for further engagement and involvement by Traditional Owners in planning.

The progress of the Native Title Claims will continue to be monitored during the preparation of the new draft planning scheme, and opportunities will be identified as they arise to engage with Traditional Owners

### **Ipswich Planning Scheme Industry Update - UDIA Breakfast**

Mayor Teresa Harding and Council's General Manager, Planning and Regulatory Services Brett Davey both presented at the UDIA Breakfast with the "[Ipswich Planning Scheme Update](#)". This event covered new updates on the planning scheme and how these might affect organisation's projects. It also covered the strategic vision and planning behind the scheme and how it will affect the delivery of housing for the growing population.

## 8. Appendix

Table 1: Consultation activities

Consultation Event	Engagement Type	When & Where	Attendance	Summary / Notes
Community Panel Session - New Ipswich Planning Scheme	Stakeholder	6:30pm – 8:30pm 18 Jan 2023 North Ipswich Reserve	23 members of the SYI Community Panel Group	
Aboriginal and Torres Strait Islander Employee Working Group monthly meeting	Stakeholder	11:00am – 11:15am 28 Feb 2023 Council Building, 1 Nicholas Street	Approx. 20 attendees	An internal council working group in which City Design engaged with and provided a short presentation of the upcoming consultation and ask the group to share the message with their communities on the importance of getting involved.
Pre-Consultation Pop-Up Stall (Division 4)	General	12:00pm – 4:00pm 2 May 2023 In front of Rosewood Drakes, John Street		The community pre-consultation pop-ups were intended to spread the word that council has prepared a draft new planning scheme that would soon be on consultation from the 15 May – 16 July and encourage the community to be engaged and provide feedback once consultation commenced.
Pre-Consultation Pop-Up Stall (Division 1)	General	12:00pm – 4:00pm 3 May 2023 Redbank Plains Town Centre Shopping Centre, Redbank Plains		The community pre-consultation pop-ups were intended to spread the word that council has prepared a draft new planning scheme that would soon be on consultation from the 15 May – 16 July and encourage the community to be engaged and provide feedback once consultation commenced.

Pre-Consultation Pop-Up Stall (Division 3)	General	12:00pm – 4:00pm 4 May 2023 Booval Fair, Booval	The community pre-consultation pop-ups were intended to spread the word that council has prepared a draft new planning scheme that would soon be on consultation from the 15 May – 16 July and encourage the community to be engaged and provide feedback once consultation commenced.
Pre-Consultation Pop-Up Stall (Division 2)	General	12:00pm – 4:00pm 5 May 2023 Orion Shopping Centre, Springfield Central	The community pre-consultation pop-ups were intended to spread the word that council has prepared a draft new planning scheme that would soon be on consultation from the 15 May – 16 July and encourage the community to be engaged and provide feedback once consultation commenced.
Marburg and Districts Residents Association meeting		6 May 2023 Council Building, 1 Nicholas Street	Approx. 25 attendees Council officers explained what the planning scheme is, why it's important, how it could impact their community and individual properties, and the value of providing feedback and getting involved. They then answered questions from the community.
Ipswich Youth Advisory Council Workshop (IYAC)	Targeted	4:30pm – 6:30pm 8 May 2023 Council Building, 1 Nicholas Street	Approx. 40 attendees Articulous facilitated a workshop with approximately 40 IYAC members. Through interactive activities, they were able to learn more about how planning schemes work, consider the placemaking values most important to them, map their ideas for planning in Ipswich, and provide recommendations for the new planning scheme.
Stronger Communities Masterclass (facilitated by Volunteering Queensland)	Targeted	6:00pm – 8:30pm 15 May 2023 Council Building, 1 Nicholas Street	Pop-up stand handing out new planning scheme postcards at the event. A total of 65 community groups were represented at the <a href="#">session</a> .
Public Consultation Launch Event	Stakeholder	6:00pm – 9:00pm 16 May 2023 North Ipswich Reserve	Approx. 90 industry and state government representatives Invitation only launch with industry (developers and consultants) and state government representatives

Ipswich Show	General	9:00am – 9:00pm 19 – 21 May 2023 Ipswich Show Grounds	Ipswich show patrons	Pavilion stall to talk about the public consultation and handing out the new planning scheme postcards and colouring-in sheets & bookmarks to draw people to the stand.
Talk to a Planner Session (Division 3)	General	3:00pm – 8:00pm 25 May 2023 Ipswich Central Library	5 enquiries	Drop-in session where the community could have one-on-one conversations with a council officer about the draft new planning scheme.
Webinar: What is a Planning Scheme?	General	6:00pm 25 May 2023 Online	5 online attendees (7 RSVPs)	Sessions made available on SYI and Council's Youtube channel a week after online session
Webinar: Open Space and Environment (Biodiversity)	General	6:00pm 29 May 2023 Online	Nil online attendees (1 RSVP)	Sessions made available on SYI and Council's Youtube channel a week after online session
Karalee Residents Association - Community Meeting	Targeted	7:00pm 31 May 2023 Karalee State School	Approx. 20 attendees	Council officers explained what the planning scheme is, why it's important, how it could impact their community and individual properties, and the value of providing feedback and getting involved. They then answered questions from the community.
Webinar: Natural Hazards (Bushfire and Flooding)	General	6:00pm 31 May 2023 Online	Nil online attendees (1 RSVP)	Sessions made available on SYI and Council's Youtube channel a week after online session
Talk to a Planner Session (Division 4)	General	2:00pm – 7:00pm 2 June 2023 Rosewood Library	Approx. 16 enquiries	Drop-in session where the community could have one-on-one conversations with a council officer about the draft new planning scheme.
Talk to a Planner Session (Division 1)	General	2:00pm – 7:00pm 6 June 2023 Redbank Plains Library	Approx. 15 enquiries	Drop-in session where the community could have one-on-one conversations with a council officer about the draft new planning scheme.
Talk to a Planner Session (Division 2)	General	3:00pm – 8:00pm 8 June 2023 Springfield Library	Approx. 3 enquiries	Drop-in session where the community could have one-on-one conversations with a council officer about the draft new planning scheme.

Community Information Session - Goodna State School	Targeted	6:00pm – 9:00pm 13 June 2023 Goodna State School	Approx. 30 attendees	Community members were provided the opportunity to have one-on-one conversations with Council officers. Articulous facilitated council presentations on what a planning scheme is, why it's important, and how the draft new planning may impact residents in the Eastern and Southern Suburbs.
Community Information Session - Rosewood State High School	Targeted	6:00pm – 9:00pm 19 June 2023 Rosewood State High School	Approx. 30 attendees	Community members were provided the opportunity to have one-on-one conversations with Council officers. Articulous facilitated council presentations on what a planning scheme is, why it's important, and how the draft new planning may impact residents in the Western Suburbs and Rural Areas.
Pine Mountain Progress Association AGM - Community Meeting	Targeted	7:30pm – 9:30pm 19 June 2023 Pine Mountain Public Hall	Pine Mountain Progress Association (Approx. 30 attendees)	Council officers explained what the planning scheme is, why it's important, how it could impact their community and individual properties, and the value of providing feedback and getting involved. They then answered questions from the community.
Community Information Session - Karalee State School	Targeted	6:30pm – 9:30pm 22 June 2023 Karalee State School	Approx. 25 attendees	Community members were provided the opportunity to have one-on-one conversations with Council officers. Articulous facilitated council presentations on what a planning scheme is, why it's important, and how the draft new planning may impact residents in the Central and North Suburbs.
Ipswich Planning Scheme Industry Update - UDIA Breakfast	Stakeholder	7:30am – 9:00am 14 July 2023 Brother's Leagues Club Ipswich, Raceview	UDIA participants (Approx. 120 attendees)	Mayor Harding and General Manager, Planning and Regulatory Services Brett Davey both presented on " <a href="#">Ipswich Planning Scheme Update</a> ".

Table 2: Communication Methods

Type	Channel	Description	In-market dates
<b>Digital</b>	Facebook advertisements	Advert run across Facebook targeting Ipswich residents, male and female, aged 18+ years	24 April – 3 July 2023
	Facebook page posts	7 posts published to the Ipswich City Council Facebook page, which has more than 58,000 followers	May – July 2023
	Ipswich First advertisements	Banner and MREC advertisements supplied to Media team to use on Ipswich First website and in Ipswich First EDMs	24 April – 3 July 2023
	Signature banner	Banner image included underneath council-wide email signature block	8 – 24 May 2023
	Ipswich in Autumn	Half page, colour advert in council's quarterly publication, distributed to 71,000 Ipswich homes and residents	13 March 2023
	Community Matters	Four page special insertion in the Mayor and Councillors Community Matters newsletter, distributed to 71,000 Ipswich homes and residents	24 April 2023
	Ipswich in Winter	Full page, colour advert in council's quarterly publication, distributed to 71,000 Ipswich homes and residents	29 May 2023
	Ipswich 60 and Better	Full page, full colour advert in this monthly newsletter [A4]	May 2023
	Ipswich Local News Magazine	Quarter page, full colour advert in this free, monthly magazine that is distributed to 70,000 Ipswich households	4 May 2023
	Local Ipswich News	2x quarter page, full colour advert in this weekly (Wednesdays) paper, approx. 10,000 copies circulated	10 May and 7 June 2023
<b>Print</b>	Ipswich Tribune	2x banner page, full colour advert in this weekly (Wednesdays) paper, approx. 5,000 copies circulated	10 May and 7 June 2023
	Ipswich News Today	2x quarter page, full colour advert in this weekly (Thursdays) paper, approx. 5,000 copies circulated	11 May and 8 June 2023
	Moreton Border News	Newspaper column from Mayor Harding	8 June, 29 June and 27 June 2023
	Greater Springfield Chamber of Commerce	2x quarter page, full colour advert in this weekly (Fridays) paper, distributed to 4,100 of Ipswich's western/rural suburb residents	12 May 2023 and 9 June 2023
	Courier Mail	Column from Mayor Harding in monthly newsletter	June 2023
		Public Notice in the classifieds section	24 April 2023

City-wide postcard and poster distribution	Print of 150x A3 posters for paid distribution Print of 5,000x double sided A6 postcards for paid distribution and client use	24 April – 3 July 2023
	Distribution of 150x A3 posters and 4,000x postcards across Ipswich LGA local businesses	
Digital billboard	<i>East Street, Ipswich</i> - Outdoor, digital billboard - advert included in rotation with other council and non-council promotions <i>Brisbane Street, Ipswich</i> - Outdoor, digital billboard - advert included in rotation with other council and non-council promotions <i>Ipswich Motorway, Goodna</i> - Outdoor, digital billboard - advert included in rotation with other council and non-council promotions (faces direction of traffic inbound to Ipswich) <i>Tulmur Place, Ipswich</i> - Outdoor, digital billboard - advert included in rotation with other council and non-council promotions	1 – 30 April 2023 1 – 30 April 2023 17 – 30 April 2023 1 – 30 April 2023
Bremer Street billboard	Print advert on billboard site located along Bremer Street, Ipswich	8 May – 4 June 2023
Bus shelter panels	Display on 36 bus shelter panels across Ipswich.	29 May – 5 June 2023
Shopalives	Orion - 2x digital sites at Orion Shopping Centre, Springfield Central for period of 2 weeks Riverlink - 2x digital sites at Riverlink Shopping Centre, North Ipswich for period of 2 weeks Redbank Plaza - 2x digital sites at Redbank Plaza Shopping Centre, Redbank for period of 2 weeks	22 May – 25 June 2023 15 – 28 May 2023 22 May – 4 June 2023
PRs eAlerts	Booval Fair - 2x digital sites at Booval Fair Shopping Centre, Booval for period of 2 weeks Inclusion in PRs eAlerts EDM	15 – 28 May 2023 17 January 2023 Mid-April (TBC)
The Beating Heart	Inclusion in Economic Development's 'The Beating Heart' EDM	24 April 2023
West Bremer Radio	Prepared speaking points on the draft new planning scheme discussed during radio appearance by Councillor Kunzelmann	3 March 2023

## Outdoor

**EDM**  
(Electronic direct mail)

## Radio

	Prepared speaking points discussed during radio appearance by Mayor Harding	12 May 2023
	Prepared speaking points discussed during radio appearance by Councillor Jonic	19 May 2023
	Prepared speaking points discussed during radio appearance by Councillor Fechner	16 June 2023
River 949	Prepared speaking points discussed during radio appearance by Mayor Harding	11 May 2023
	Prepared speaking points discussed during radio appearance by Mayor Harding	15 June 2023
<b>Support elements</b>	Header image created for Shape Your Ipswich webpage	
Shape Your Ipswich banner .jpg		
Ratepayer consultation letter	70,000+ letters with supporting information to all landowners in hard copy or digital format	April – May 2023
Promotional video	Short and long planning scheme promotional video	
Pull up banners	6x pull up banners for use at Ipswich Libraries locations and pop up events	24 April 2023
Launch event invite	Invitation	
Isoplan	Electronic publishing of the planning scheme and maps	From 15 May 2023