

# Path to Treaty market and social research

2023 Report summary

---

By Dr Katie Roe and Jaxom McCreadie-Roe  
IPS Management Consultants



## **Acknowledgement**

*We acknowledge the Traditional Owners and Custodians of Country throughout Australia and acknowledge their continuing connection to land, water and community. We pay our respects to the people, the cultures and the Elders past and present.*



Dr Katie Roe  
Phone: 0448 971 314  
Email: [katie.roe@ipsau.com.au](mailto:katie.roe@ipsau.com.au)  
Website: [www.ipsau.com.au](http://www.ipsau.com.au)

This report summary was prepared by Dr Katie Roe and Jaxom McCreadie-Roe. This work has been produced by IPS Management Consultants (IPS) on behalf of the Queensland Department of Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships.

IPS is a Supply Nation certified, majority First Nation-owned company providing innovative and focused consulting services in research and evaluation, Indigenous advisory, organisational capability and business advisory.

## Introduction

---

The Queensland Government's Path to Treaty Communication Strategy seeks to engage all Queenslanders who may not have had a chance to participate in consultations that were undertaken on the Path to Treaty in 2019 and community briefings in 2021. The focus is to continue broad community engagement and generate support for the Path to Treaty. One of the key and consistent messages has been that for the Path to Treaty to succeed, non-First Nations Queenslanders must understand and support the reform.

IPS Management Consultants was engaged by the Queensland Department of Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships (Department) to conduct market research to gain insights into current sentiments toward treaty-making and gauge current levels of understanding across Aboriginal, Torres Strait Islander and non-First Nations communities.

The 2023 Path to Treaty market and social research was designed to establish a baseline understanding of the perceptions, attitudes and behaviours of the broader Queensland population and provide insights to assist in identifying opportunities to respond to those measures. The research comprised a mixed methodology of a statistically representative online survey and limited community conversations conducted at locations specified by the Department. The findings will inform communication strategies to raise awareness and educate Queenslanders about the Path to Treaty.

## Methodology

---

Queenslander awareness and attitude towards treaty were captured through a statistically representative online survey and limited community conversations. The online, quantitative survey was disseminated across Queensland with quotas for geography, age, gender and First Nations participation based on ABS 2021 census data. The survey was live from 25 November 2022 and closed on 19 December 2022 with a target of 2,000 completed surveys. All quotas were met and a total of 2,322 responses have informed this report.

Community conversations were held with First Nations people and non-First Nations people in Cairns, Townsville, Mt Isa (2 sessions), Weipa (2 sessions), Thursday Island, Ipswich and Logan (2 sessions) from 12 December 2022 to 16 December 2022. Conversations were two hours in duration and centred around five discussion points. A total of 66 people attended the conversations. See appendix 2 within the final report for full methodology.

## Findings

---

The research found a strong correlation to an increased level of awareness and knowledge leading to an increased positive view towards truth telling and the Path to Treaty. It was also found that there is a low level of awareness of both truth telling and Path to Treaty across the community and, as such, hesitancy to engage with the treaty process.

Importantly, the link between knowledge and engagement can be used to guide communications strategies by ensuring that user friendly information is provided to address current levels of misconceptions, reduce scepticism and raise awareness.

## Key findings: Awareness of First Nation's culture, heritage and history

- 78% of Queenslanders have an average or lower understanding of First Nations culture and heritage and 22% of survey respondents have an above average understanding (51% average understanding, 27% below average).
- Half of respondents (54%) have a desire to learn more about First Nations culture and heritage.
- 19% of Queenslanders know what truth telling is and 81% either don't know or are unsure.
- 59% had a desire to know the truth of First Nations culture and history and 66% agree that all Queenslanders should know the truth.

## Key findings: Knowledge, interest and importance of treaty

- 26% had heard about the Path to Treaty, 74% had not or were unsure.
- 29% were very or extremely interested in the treaty process while 51% were slightly or moderately interested and 20% were not interested at all.
- 55% of Queenslanders have a desire to help rebuild relationships between First Nations and non-First Nations people.
- 27% of survey respondents felt treaty was very or extremely important to them personally.
- 29% of respondents indicated that treaty would be very or extremely important to non-First Nations people while 62% felt it was very or extremely important to First Nations people.
- 77% of Queenslanders think treaty will benefit all Queenslanders to some extent and 23% said it would not benefit Queenslanders at all (34% a lot or a great deal, 43% a moderate amount or a little).
- 64% agree that we need to acknowledge First Nations people as the original custodians of Queensland.
- 58% agree that Queensland should work towards a treaty between First Nations people and the Queensland Government.

# Path to Treaty Market and Social Research

Summary of key findings

**78%** of Queenslanders have an average or lower understanding of culture and heritage

**27%**  
Below average understanding

**51%**  
Average understanding

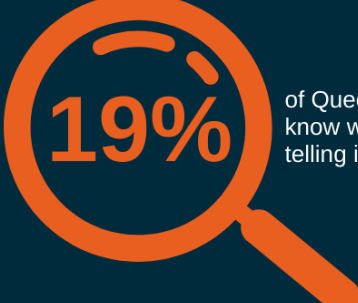
**22%**  
Above average understanding

**54%** of Queenslanders want to learn more about First Nations culture and heritage




**66%** of Queenslanders agree that all Queenslanders should know the truth of First Nations culture and history

**19%** of Queenslanders know what truth telling is



**59%** of Queenslanders have a desire to know the truth of the history of Queensland's First Nations peoples



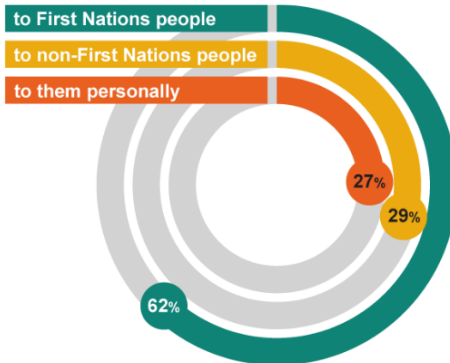
**26%** of Queenslanders have heard about the Path to Treaty

### Interest in the treaty process


Very or extremely 29%  
Slightly or moderately 51%  
Not at all 20%



### Queenslanders think treaty is very or extremely important



**55%** of Queenslanders have a desire to help rebuild the relationship between First Nations people and non-First Nations people



**77%** of Queenslanders think treaty will benefit all Queenslanders to some extent

**64%** of Queenslanders agree that we need to acknowledge the First Nations people as the original custodians of Queensland

**58%** of Queenslanders agreed that Queenslanders should work towards a treaty between First Nations people and the Queensland Government

Informed by key findings from the Path to Treaty Market and Social Research conducted by IPS on behalf of the Queensland Department of Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships.

Developed by IPS Management Consultants | [ipsau.com.au/research](http://ipsau.com.au/research)



