



maroochy

2025

a visioning journey

community visioning newsletter issue no.3, august 2004

### Francis Howes thanks Community Participants

On behalf of the members of the Community Task Force for the Maroochy 2025 visioning project I wish to express my thanks to the community and Maroochy Shire for the privilege of being involved in such a ground breaking pursuit. It certainly positions Maroochy Shire at the forefront of the emerging global trend for communities to choose to participate in creating their own future, rather than being passive recipients of change.

The 32 volunteer members of the Task Force were selected on the basis of being representative of the community demographic in age, gender and geographic location. We came together as a group of people who didn't know one another but had a shared passion for the future of this exciting and beautiful region. We wanted to contribute to creating a vision but were also very conscious of our responsibility to display integrity in truly representing the many views expressed by community members through workshops, interviews, surveys, websites, school activities and the very exciting Visioning Summit.

I encourage all residents of Maroochy Shire to participate in the next stages of the Maroochy 2025 process and to jointly take ownership of our shared vision for the future. Thank you to my fellow Community Task Force members for their commitment of time and energy.

What has evolved is a dynamic statement from a community that knows where it wants to go. The shared vision is about building a stronger more self-reliant community fully committed to its preferred future and willing to partner with other stakeholders in actioning the vision and creating a truly connected Maroochy Shire.



Francis Howes handing over the Community Vision Document to Maroochy Mayor Joe Natoli



inside »»

- The Process 2
- Community Vision 3
- Workshop Dates 4

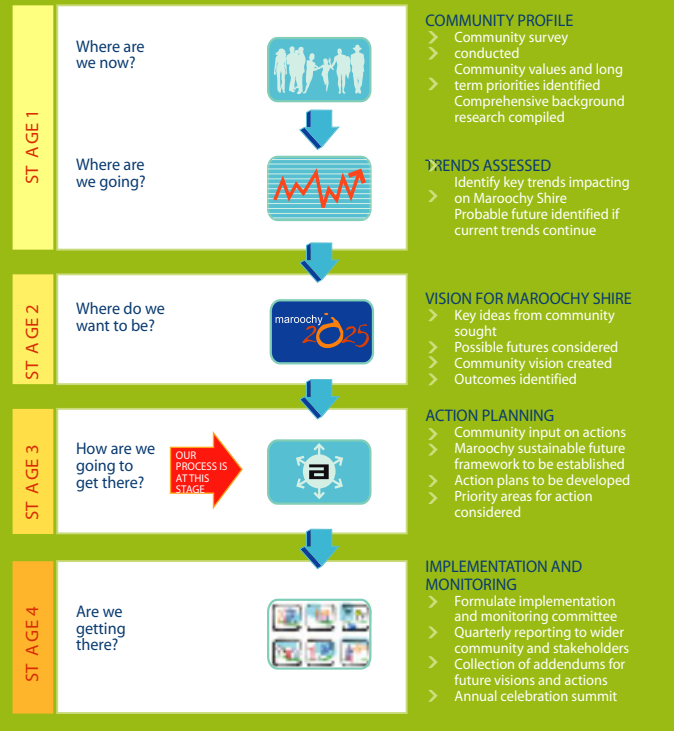
# The Maroochy 2025 Community

From the Blackall Ranges to the Pacific Ocean, Maroochy on the Sunshine Coast is a place that our connected community is proud to call home. Maroochy's residents live in harmony alongside our clean waterways, beaches, diverse bush lands and farmlands. We respect and protect these natural places because they are home to our valued wildlife; they nurture our well being, our physical and community needs and our economy. We are happy, healthy, safe, productive, creative and empowered. Learning, sharing knowledge and experiences, inspiring each other and making decisions together is our way of life. Our leadership is responsive and is focused on building trust and a better inclusive future whilst holistically providing for our basic needs in the present. Maroochy's distinct towns and villages are designed to minimise energy-use, resource use and environmental impacts. Our communities are connected by efficient public transport and walk and cycle paths. Maroochy's viable rural and urban economies mutually benefit each other to protect our natural assets and provide diverse long-term employment. We have a unique "Bush and Beach" culture we know this and we actively care for it and for each other.

## OVERVIEW OF MAROOCHY 2025 COMMUNITY VISION

In 2025, Maroochy's distinctive and separate towns and communities are interconnected through ecological, social and economic relationships. We are a network of learning communities with liveable places separated by a patchwork of rural lands and natural havens with biodiversity. Here we can breathe in the humid richness of rainforest, waterfalls, wetlands, honeyed wildflowers or the salted spray of our beaches. We value the mutual benefits of building and improving our "Bush and Beach" culture. This means that our rural and urban lifestyles are not competing against one another for resources, but rather are supporting one another to provide diverse lifestyle choices that can be sustained by our region's resources. Our built environment is clean and green, and celebrates our cultural values and heritage.

## The Process



**COMMUNITY PROFILE**

- > Community survey conducted
- > Community values and long term priorities identified
- > Comprehensive background research compiled

**TRENDS ASSESSED**

- > Identify key trends impacting on Maroochy Shire
- > Probable future identified if current trends continue

**VISION FOR MAROOCHY SHIRE**

- > Key ideas from community sought
- > Possible futures considered
- > Community vision created
- > Outcomes identified

**ACTION PLANNING**

- > Community input on actions
- > Maroochy sustainable future framework to be established
- > Action plans to be developed
- > Priority areas for action considered

**IMPLEMENTATION AND MONITORING**

- > Formulate implementation and monitoring committee
- > Quarterly reporting to wider community and stakeholders
- > Collection of addendums for future visions and actions
- > Annual celebration summit

## Maroochy 2025 Community Vision Documents

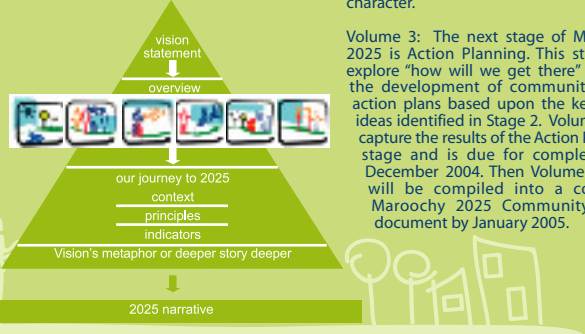
Two volumes of the Community Vision document are now available from [www.maroochy2025.net](http://www.maroochy2025.net). There will be three Volumes to the Maroochy 2025 Community Vision and each volume will contain the results of the 3 stages of the project.

Volume One provides a description of "where we are now in 2004" and "where are we headed if we stay on the same path?" providing a 'possible scenario' for Maroochy Shire in 2025.

Volume 2 describes "where we prefer to be" in 2025, and presents the community vision for Maroochy in 2025. Since April 2003 over 3,570 members of our community have contributed 39,722 public responses to visioning questions and invested 32,514 hours of their time in participating in the project. 3,368 vision ideas were also collected from the community. The information was then validated by two independent researchers.

Following this, the Community Task Force documented the Community Vision. It describes Maroochy's preferred future as if it has become a reality. The reader is placed in the future. It provides an "Introductory Vision Statement", and then an "Overview" that describes the preferred future for Maroochy in 2025. Next a detailed description of "Our Journey to our Vision of the Future" is provided. Here the major challenges we overcame to create a better future in Maroochy as well as the priority issues we focussed on ("Key Focus Areas") are summarised. The "Key Vision Ideas" that guided us in our journey are listed. Each key focus area also provides a framework for our vision indicators – how the community will measure the achievement of the vision. The metaphor that underpins the community vision is described in the final section. This is the deeper story that drives our motivation to create a better future in Maroochy. A 2025 narrative is also provided that describes the preferred future as a story through the eyes of a fictional character.

Volume 3: The next stage of Maroochy 2025 is Action Planning. This stage will explore "how will we get there" through the development of community-based action plans based upon the key vision ideas identified in Stage 2. Volume 3 will capture the results of the Action Planning stage and is due for completion by December 2004. Then Volumes 1 to 3 will be compiled into a complete Maroochy 2025 Community Vision document by January 2005.



## Summit

The Maroochy 2025 community visioning process reached an important milestone on Saturday 3<sup>rd</sup> April 2004 when over 300 Shire residents, Councillors, special guests, artists, Council staff and many more, attended a Summit at the Innovation Centre to poll the vision ideas and discuss alternatives to our future.

Participants "plugged into the Future" by witnessing the display of many results to date. Some of these included:

- ý Youth perspectives for Maroochy's future,
- ý Artistic interpretations of 4 types of possible futures for Maroochy Shire
- ý Ms Francis Howes, spokesperson for the Community Taskforce
- ý Dr Sohail Inayatullah a leading Futurist
- ý Newly elected mayor Cr Joe Natoli's commitment to the project
- ý Images and artworks from the community
- ý Maroochy Shire School Vision Summit results

In the "join the dots for our future" session, participants were given the opportunity to prioritise the 124 key vision ideas that will help to achieve our preferred future. The 124 key vision ideas on display were collated and sorted by the Community Taskforce, from the 3368 vision ideas collected from the community since April 2003.

The community involvement in Maroochy 2025 has been fantastic. Well done Maroochy Shire. The project has seen 2482 people involved since April 2003 contributing over 12,000 public responses to visioning questions. The community has also invested over 14,000 hours of their time in participating in the project. (not including the actual Summit) A huge Thank You from the Maroochy 2025 Project Team.

"Our imagination is the only limit to what we can hope to have in the future".

### What is Maroochy 2025?

Maroochy 2025 is about our community recording visions and actions for the future of Maroochy Shire. Our community has spoken, they have shared their images and thoughts regarding the future of Maroochy Shire. The Maroochy 2025 Project Team has recorded these comments and now presents these visions, as compiled by our 32 member Maroochy 2025 Community Task Force. Maroochy 2025 is about sharing visions on the future for Maroochy Shire communities and its people.



Cr. Zrinka Johnston with other members of the public at the 2025 Summit



TAFE students participating in the organisation of the 2025 Summit as part of an Active Learning Program



Community Artist Lyn Moes with a banner produced by Maroochy residents as part of the visual art component of the visioning process

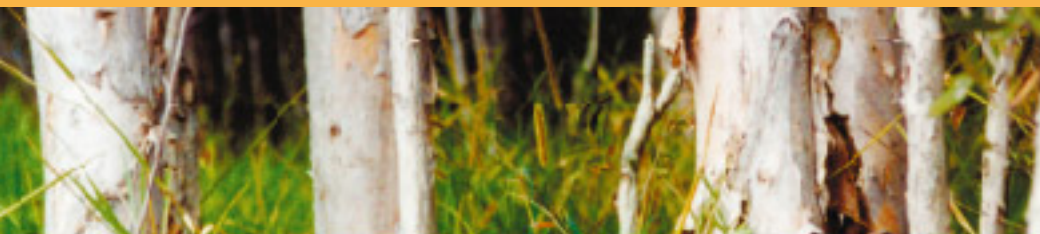


# have your say on the future

After 12 months of community consultation, the Maroochy 2025 Community Vision is now complete. Thank you to everyone in the community who displayed great interest and enthusiasm by participating in the visioning process.

Maroochy 2025 is now entering Stage 3 of the project (Action Planning) that seeks to answer the question 'how are we going to get there?' During this phase, action-planning teams will be coordinated to help draft strategies and actions based upon the Key Vision Goals to formulate a community action plan to achieve the vision for Maroochy by 2025.

The Action Planning Teams are very keen for further community input into the project. If you are interested in being part of the Maroochy 2025 Action Planning process come along to the many community workshops which will be held in August as scheduled in the table below and October 2004. The purpose is to generate strategies and actions that will assist in achieving the community vision.



## Action Planning Teams

Six action-planning teams will be formed, one team dedicated to each Key Focus Area of the project who will follow a prescribed action planning process. Each of the teams will consist of between 9 to 12 people representing community members, key Government agencies, private sector stakeholders and Maroochy Shire Council representatives who will work together to create action plans to achieve the Maroochy 2025 vision.

Also continuing on this stage of the journey are our fantastic Community Task Force who have representation on each of the Action Planning Teams.

## Community Workshops

There are eight workshops to be held in August at venues across Maroochy Shire so don't miss your chance to take part in one of the workshops to record your ideas and plans to achieve the Maroochy 2025 vision.

For further information or to view the Community Vision document please visit the website:

[www.maroochy2025.net](http://www.maroochy2025.net)

or call the Project Office on 5441 8125

Palmwoods	Monday 16 August	5.30 - 7pm	Palmwoods Primary School, 111 Palmwoods Montville Road, Palmwoods
Nambour	Tuesday 17 August	5.30 - 7pm	Nambour RSL, Rosemount Room, Nambour
Buderim	Wednesday 18 August	5.30 - 7 pm	Headland Bowls Club, Syd Lingard Drive, Buderim
Coolum	Thursday 19 August	5.30 - 7pm	Coolum Youth & Community Centre, Jack Morgan Park, Coolum
Mountain Creek	Monday 23 August	5.30 - 7pm	Mountain Creek High School, Lady Musgrave Drive, Mountain Creek
Yandina	Tuesday 24 August	5.30 - 7pm	Yandina School of Arts Farrell Street, Yandina
Maroochydore	Wednesday 25 August	5.30 - 7pm	Maroochydore RSL & Ex-Services Club Inc, Memorial Avenue, Maroochydore
Kenilworth	Thursday 26 August	5.30 - 7pm	Kenilworth Hall, Maleny Road, Kenilworth

