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RESEARCH REPORT

on

Maroochy 2025 Community Visioning

TELEPHONE SURVEY No.2

Validation of Draft Vision

JUNE 2004

J2021

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Executive Summary of Key Findings

Introduction

Market Facts was commissioned to conduct a telephone survey of 484 residents from Maroochy Shire Council to validate the outcomes of an extensive community engagement process associated with the Maroochy 2025 community visioning project. The survey outcomes will confirm the extent to which a broader sample of the general community agree with the future visions and values formulated through the Maroochy 2025 project.

Research Methodology

The random telephone survey comprised 484 Residents from Maroochy Shire Council. The majority of respondents interviewed were full-time residents of the Maroochy Shire. Less than 1% of the total sample were part-time residents but nominated Maroochy Shire as their primary residence.

A total of 44 respondents were interviewed from each of Maroochy Shire Council's 11 divisions.

The results presented in this report have been based on a 95% confidence level with a maximum Probable Error of $\pm 4.45\%$. This means that if we were to undertake this survey again and again (over repeated random samplings of the community) that very probably (95 times out of 100), the percentages for the total sample given in this report would be within $\pm 4.45\%$. So we can be 95% confident that the random sample taken for this survey does represent the community and that the results are representative of the community.

Community Awareness

- 69% of respondents were aware of the Maroochy 2025 community visioning project.
- In the first survey (November 2003), 20% of respondents were aware of the Maroochy 2025 community visioning project.

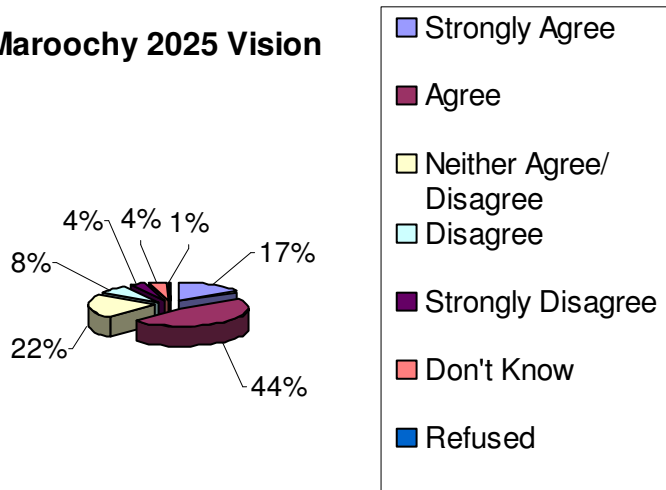
Key Findings

Overall Vision Statement – Preferred Future

Respondents were asked to what extent they agreed with the vision statement for the project.

A summary of their response is shown below.

Maroochy 2025 Vision



Core Value Statements – Ranking

Respondents ranked the three core value statements as follows:

1. Our leadership is based on genuine partnership to achieve our vision, lifelong and participation with an empowered community.
2. Our local economy deeply values our natural environment and helps protect it at a profit whilst generating diverse opportunities for “green employment”.
3. Our deeper story or metaphor is that Maroochy is like living rainforest rather than a single tree that grows, dies and falls.

Vision Ideas

Each of the 30 key vision ideas have been summarised in a matrix table within their respective focus area grouping.

The matrix table shows respondents rating of the vision idea, ranking within the focus area, mean scores for each vision idea and an overall average for the focus area. (refer pages 18 - 36)

The following table shows the top five vision ideas taken from a table of overall ranking (by mean) of the 30 vision ideas (refer page 37) presented across the six focus areas. The mean score is the average of all the respondents' ratings, 'crucial', 'important' etc. ratings through to 'don't know'. It is indicative of the overall importance of the vision idea to total sample of respondents. This is in comparison on to the % of support ratings, which provide the frequency (%) of support for the vision idea.

The first ranking column shows the position of the vision idea within the overall focus area, using the following abbreviations:

- *NE = (Sustain the Natural Environment)*
- *COMM = (Create healthy, vibrant, inclusive learning communities)*
- *T = (Improve transport, infrastructure and mobility)*
- *L = (Promote responsible leadership and decision making to achieve our vision)*
- *R & U G = (Smartly manage rural and urban growth)*
- *E = (Create an innovative and diverse economy)*

The mean score for each vision idea is then shown.

For comparison purposes the % of support ratings are also included in the table and an overall ranking (by % of support) is also provided.

| Vision Idea | Focus Area & Rank | Mean | Overall Ranking (Mean) | % of support | Overall Ranking (% of support) |
|---|------------------------------|-------------|-------------------------------|---------------------|---------------------------------------|
| From our reverence of water, we developed innovative an alternative strategies in sewerage treatment, biological filters and reuse of treated water. | NE 1 | 4.5 | 1 | 96.3% | =12 |
| All ages are able to safely access our diverse natural environment. We lead the way with clean water, waterways, beaches, environs and recreational parks. | NE 2 | 4.47 | 2 | 99.4% | 1 |
| Our reliable and affordable public transport provides comfortable and equitable access to all users. Eg it caters for the needs of the elderly, people with disabilities, mothers with strollers and young people with bikes/boards. | T 1 | 4.47 | 3 | 98.8% | 2 |
| Maroochy River has revegetated banks, and is teeming with marine and bird life. | NE 3 | 4.45 | 4 | 98.3% | 3 |
| Council and regional stakeholders provided a balanced and diverse range of travel options, including public infrastructure for walking and cycling networks, roads, multi-modal greenways, transit lanes, rail, light rail, ferry, CBD shuttles and Park'n'Ride stations. | T 2 | 4.39 | 5 | 98% | =6 |

Socio demographic profile of respondents

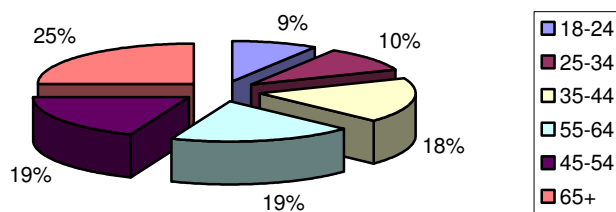
Gender

- 51% of respondents interviewed were female and 49% were male.

Age Group

The age group of respondents interviewed is summarised graphically below.

Respondent Age Groups

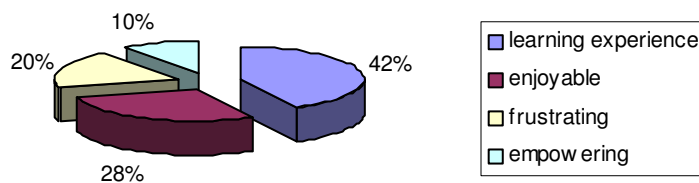


Feedback on involvement in 'Maroochy 2025' Project

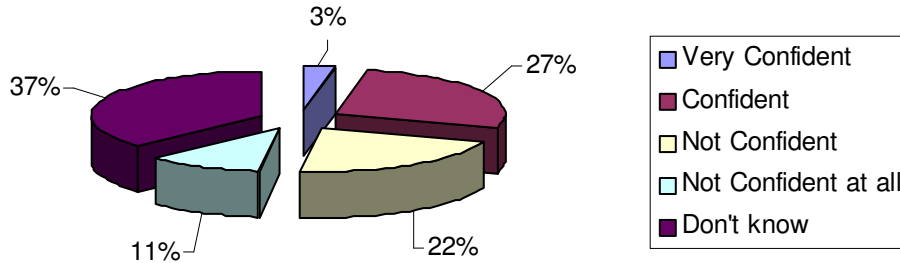
- 9% of respondents interviewed had been involved in the project.

Respondent descriptions of the personal impact of their involvement in the Maroochy 2025 community visioning process are summarised graphically below.

Personal Impact of Maroochy 2025 Involvement



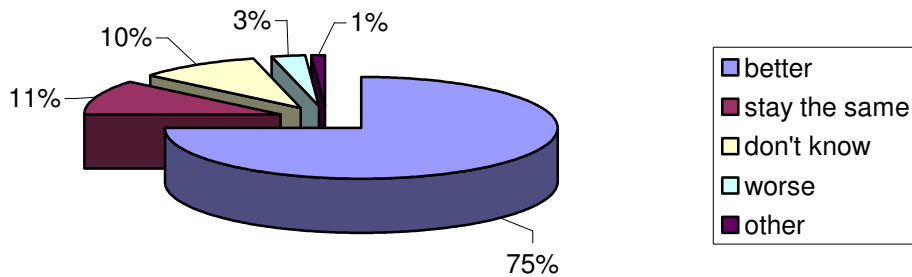
Confidence Levels



- 75% of respondents believed that Maroochy would be a better place to live if the community works together to achieve a shared vision.

Their responses are shown graphically below.

Shared Vision



Confidence in 'Maroochy 2025' community visioning process

- Just over 30% of respondents interviewed were very confident/confident that the Maroochy 2025 community visioning process would become a way of life in the Shire and improve community governance in the future.

What Does All this Mean?

- The community positively endorses the vision yet the taskforce needs to do more work to refine it.
- The Key Focus Areas (goals) identified by the Taskforce address the community's needs and expectations for the future. (they are spot on)
- Most Key Vision ideas are well supported by the community.
- A large increase in community awareness about the project has occurred between Nov 2003 and May 2004.
 - 20% awareness to 69% awareness
- The community is not confident (cynical) about the vision becoming a reality or way of life in community governance.

Introduction

Market Facts was commissioned to conduct a telephone survey of 484 residents from Maroochy Shire Council to validate the outcomes of an extensive community engagement process associated with the Maroochy 2025 community visioning project.

Background

As part of the Maroochy 2025 Community Visioning process, two scientific surveys were conducted. The first survey conducted in November 2003 validated community values, aspirations, focus areas and key choices to be made in Maroochy for a better future. The first survey was an important way for the Community Taskforce to understand "where our community is now" and what are their concerns for the future. In May 2004 a second scientific survey was conducted to validate the draft vision statement for the preferred future of Maroochy in 2025, its core values, its goals (key focus areas) and key initiatives (30 vision ideas) and their priorities.

The Ideas tested in the second survey were compiled by the Community Taskforce as they refined and developed the community preferences and feedback collected from the Visioning Summit held on 2 April 2004. The results of this survey will assist the Community Taskforce by checking the validity of their work to date and also in drafting the Community Vision for Maroochy. As a result this survey is an important part of the visioning process and checking "where we want to be in 2025". (see process map)

Research Methodology

Maroochy Shire Council's M2025 project team and Market Facts developed this community survey from the work of the Social Research Laboratory, National Arizona University for the Flagstaff 2020 community visioning process. For Maroochy 2025, 484 randomly selected residents of the Shire were phone interviewed to gauge the opinion of the silent majority.

66% of the community sample surveyed during the first survey and 93 people from the Summit stated they were prepared to be questioned again to provide feedback on the draft Maroochy 2025 vision. The benefits of this include:

- 1) Providing closure and legitimacy to the sample group of the process visions;
- 2) Building more champions for the M2025 visioning process within the wider community;
- 3) Measure the personal impact of the visioning process caused by participation;
- 4) Measure changes in the confidence levels of participants as a result of the draft M2025 vision.

However, upon advice from Market Facts, the sample group of 484 people were randomly selected to ensure an unbiased sample. The alternative option pursued by the taskforce was to send the previous participants a key stakeholder interview kit and analyse their results as a separate sample group for comparison. This report does not summarise the results of the Stakeholder Surveys.

From the sample of 484 Residents from Maroochy Shire Council, the majority of respondents interviewed were full-time residents of the Maroochy Shire. Less than 1% of the total sample were part-time residents but nominated Maroochy Shire as their primary residence.

A total of 44 respondents were interviewed from each of Maroochy Shire Council's 11 divisions.

The following age quotas were achieved:

| Age Group | 2001 Census | Achieved |
|------------------|--------------------|-----------------|
| 0-14 | 20.5% | n.a |
| 15-24 | 11.6%* | 9% |
| 25-34 | 11.8% | 10% |
| 35-44 | 14.9% | 18% |
| 45-54 | 13.9% | 19% |
| 55-64 | 11.0% | 19% |
| 65+ | 16.4% | 25% |

* For legal reasons, 15-18 age group are not normally interviewed in a random telephone survey.

A total of 3421 telephone numbers were attempted with 2332 connected calls being made to achieve the 484 completed surveys.

Confidence Levels

The results presented in this report have been based on a 95% confidence level with a maximum Probable Error of $\pm 4.45\%$. This means that if we were to undertake this survey again and again (over repeated random samplings of the community) that very probably (95 times out of 100), the percentages for the total sample given in this report would be within $\pm 4.45\%$. So we can be 95% confident that the random sample taken for this survey does represent the community and that the results are representative of the community.

Matrix Tables

Matrix tables are used throughout the report to present comparative data. In particular comparative data is included in matrix tables for the three core value statements, six focus areas and thirty vision ideas. This comparative data has been ranked within its respective groupings in the matrix tables using a mean score. This mean score is commonly referred to as an average, which is the sum of all the scores divided by the number of scores. For example the mean score for core value 'Sustain the Natural Environment' is 4.50 which means that the average response is halfway between 'Strongly Agree' and 'Agree'. Where appropriate mean scores have also been averaged to give a total overall mean for a particular grouping of data.

In all matrix tables for the three core value statements, six focus areas and thirty vision ideas, a % of support is also provided to illustrate the frequency of support in percentage terms.

On page 37, an Overall Ranking of the Vision Ideas is provided using two ranking methods, firstly by mean, as used throughout the report, and then by % of support which is the combined percentages for 'Crucial', 'Important' and 'Nice to have' ratings for the vision ideas.

Detailed Findings

Community Awareness of 'Maroochy 2025' community visioning project

Respondents were asked whether they had heard about the Maroochy 2025 community visioning project. (Refer Tables 1 & 1a)

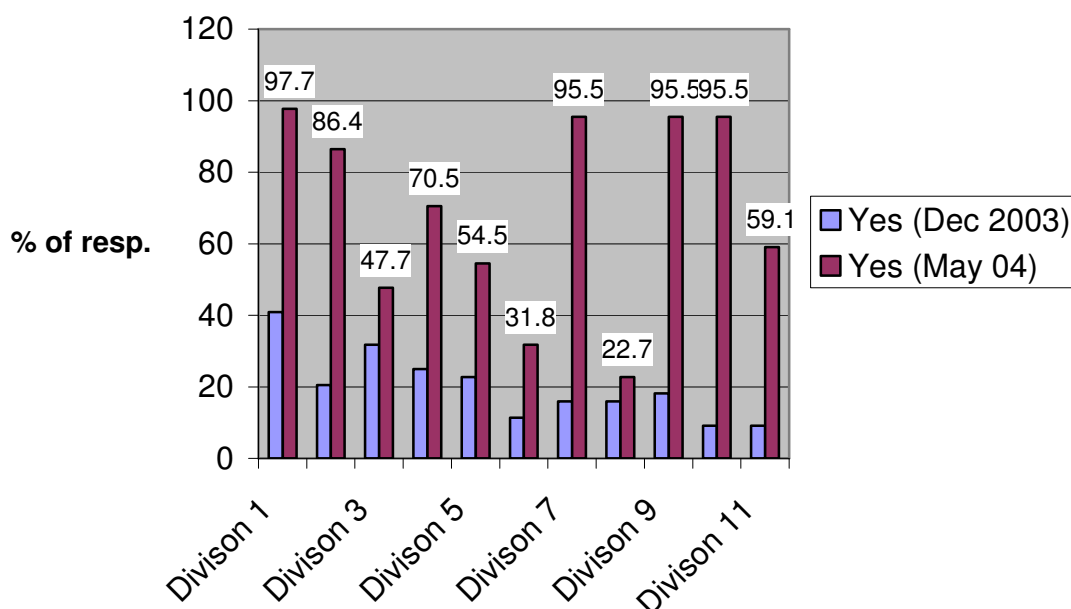
- 69% of respondents were aware of the Maroochy 2025 community visioning project.

The only significant variances from the sample average were the 79% of respondents aged between 55-64 who were aware of the project:

- In the first survey (December 2003), 20% of respondents were aware of the Maroochy 2025 community visioning project.

The following chart shows a comparison of awareness levels (% of respondents) of the project by Division between the two surveys.

Community Awareness of Maroochy 2025 Project

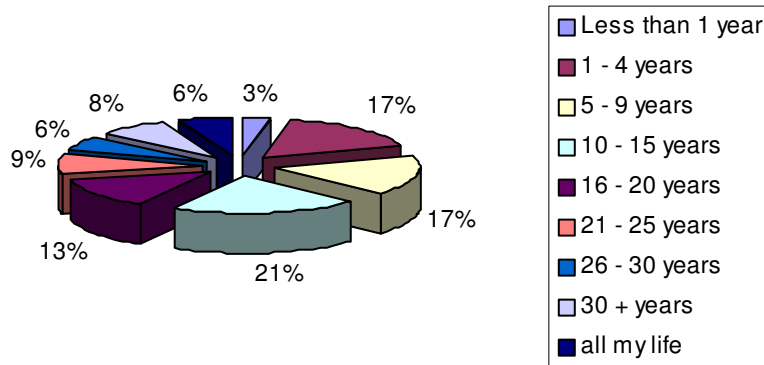


Time Living in Shire

Respondents were asked how long they had lived in the Maroochy area. (Refer to Table 2)

A summary of their responses is shown below.

Length of time living in Maroochy area

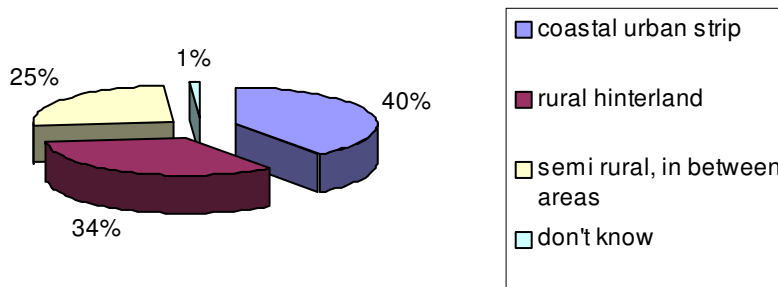


Where respondents live

Respondents were asked whether they lived on the coastal urban strip, rural hinterland or in the semi rural in between areas. (Refer to Table 3)

A summary of where respondents live is shown below.

Where respondents live



Overall Vision Statement – Preferred Future

Respondents were told that the preferred future for Maroochy in 2025 is Maroochy's connected and learning villages.

Respondents were asked to what extent they agreed with the following vision statement -

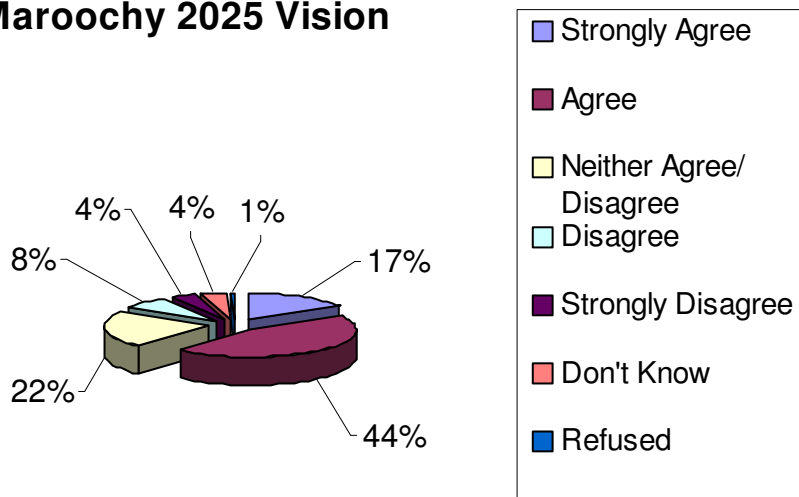
In this future we are happy because...

We have time to sit by the river and watch the black swans glide across the crystal waters.

We are an empowered society. Supported by an inclusive leadership, we cherish our natural assets and our Indigenous and multi-cultural heritage. We are prospering through ecologically sustainable development and industry. We live in a caring community of inter-connected villages and towns. This makes life in Maroochy safe, fun and fulfilling. Most of all, we value life-long learning. We have time to listen to each other's stories.

A summary of their responses is shown below.

Maroochy 2025 Vision



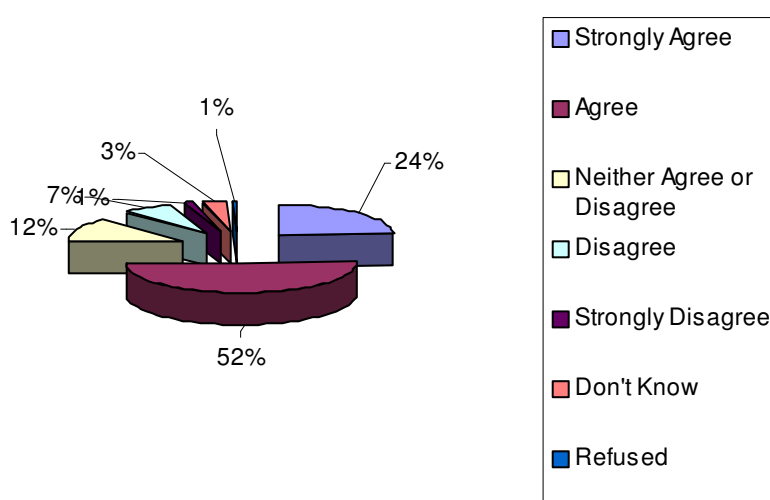
Core Value Statements

The following table summarises the respondents ranking of the three core value statements. The % of support is also shown and is the sum of respondents who 'strongly agreed' and 'agreed' with the core value statements.

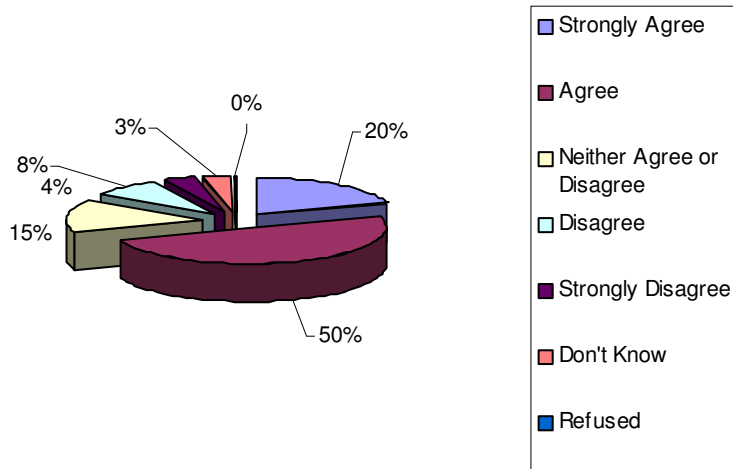
| | Rank | TOTAL | Strongly Agree | Agree | % of support | Neither Agree or Disagree | Disagree | Strongly Disagree | Don't Know | Refused | Mean |
|--|------|-------|----------------|-------|--------------|---------------------------|----------|-------------------|------------|---------|-------------|
| Our leadership is based on genuine partnership to achieve our vision, lifelong and participation with an empowered community. | 1 | 484 | 23.8% | 51.2% | 75% | 12.4% | 7.2% | 1.4% | 3.3% | 0.6% | 3.92 |
| Our local economy deeply values our natural environment and helps protect it at a profit whilst generating diverse opportunities for "green employment". | 2 | 484 | 20.2% | 49.2% | 69.4% | 15.1% | 8.3% | 3.5% | 3.3% | 0.4% | 3.77 |
| Our deeper story or metaphor is that Maroochy is like living rainforest rather than a single tree that grows, dies and falls. | 3 | 484 | 17.1% | 44.6% | 61.7% | 19.8% | 7.9% | 3.7% | 5.4% | 1.4% | 3.68 |
| AVERAGE FOR ALL CORE VALUE STATEMENTS | | | | | | | | | | | 3.79 |

A breakdown of respondent's ratings/the extent they agreed with the core value statements is shown below.

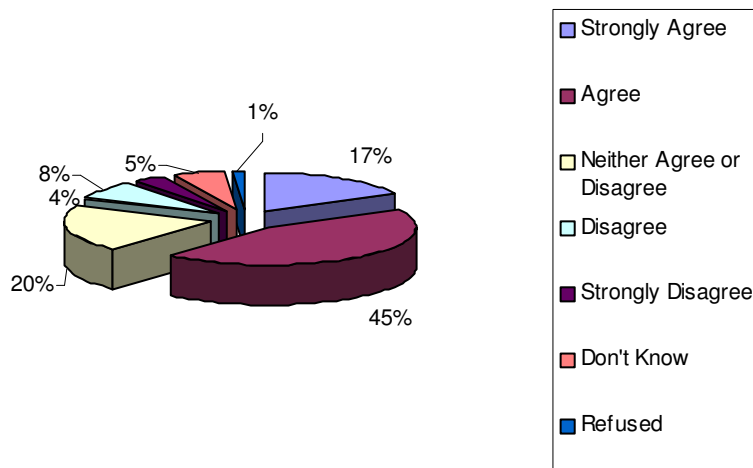
Our leadership...



Our local economy...



Our deeper story...



Focus Areas

The following table summarises the respondents ranking of the six key focus areas. The % of support is also shown and is the sum of respondents who 'strongly agreed' and 'agreed' with the focus areas.

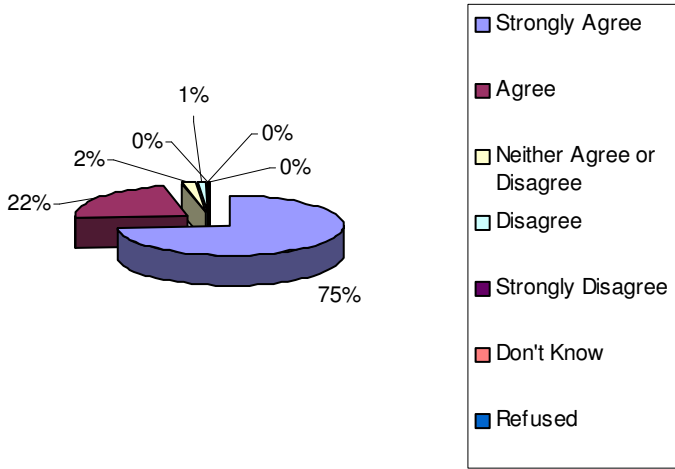
| | Rank | TOTAL | Strongly Agree | Agree | % of support | Neither Agree or Disagree | Disagree | Strongly Disagree | Don't Know | Refused | Mean |
|--|------|-------|----------------|-------|--------------|---------------------------|----------|-------------------|------------|---------|-------------|
| Improve transport infrastructure and mobility | 1 | 484 | 74.2% | 22.3% | 96.5% | 2.1% | 1.2% | 0.0% | 0.2% | 0.0% | 4.70 |
| Promote responsible leadership and decision making to achieve our vision | 2 | 484 | 62.8% | 33.9% | 96.7% | 2.3% | 0.4% | 0.4% | 0.2% | 0.0% | 4.59 |
| Smartly manage our rural and urban growth | 3 | 484 | 62.8% | 31.6% | 94.4% | 3.9% | 0.8% | 0.6% | 0.0% | 0.2% | 4.55 |
| Sustain the Natural Environment | 4 | 484 | 57.9% | 36.6% | 94.5% | 3.7% | 1.4% | 0.4% | 0.0% | 0.0% | 4.50 |
| Create healthy, vibrant, inclusive learning communities | 5 | 484 | 48.3% | 45.9% | 94.2% | 5.0% | 0.4% | 0.0% | 0.4% | 0.0% | 4.43 |
| Create an innovative and diverse economy | 6 | 484 | 50.6% | 40.7% | 91.3% | 6.2% | 1.7% | 0.0% | 0.8% | 0.0% | 4.41 |
| AVERAGE FOR ALL FOCUS AREAS | | | | | | | | | | | 4.53 |

Respondents were then asked if these 6 key focus areas cover the major issues facing Maroochy. (Refer to Tables 4 & 5)

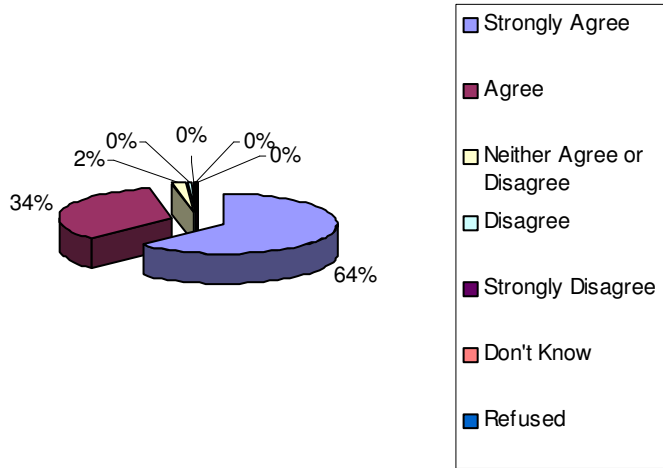
- For the 12% of respondents who answered no, the following focus areas were suggested:
 - A stronger focus on the environment/environmental protection -31%
 - Town planning (re. old farm land) – 13%
 - Population cap - 13%
 - Public transport – 11%
 - Listen to/consult the community - 11%
 - Create employment – 9%
 - Public safety – 7%
 - More services for hinterland/rural areas – 5%
 - Affordable housing – 4%

A breakdown of respondent's ratings/the extent they agreed with the focus areas is shown below. The focus areas are shown in rank order.

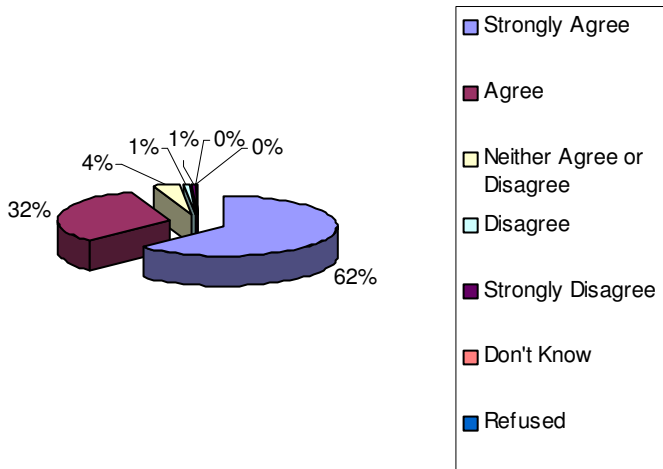
Transport & Mobility

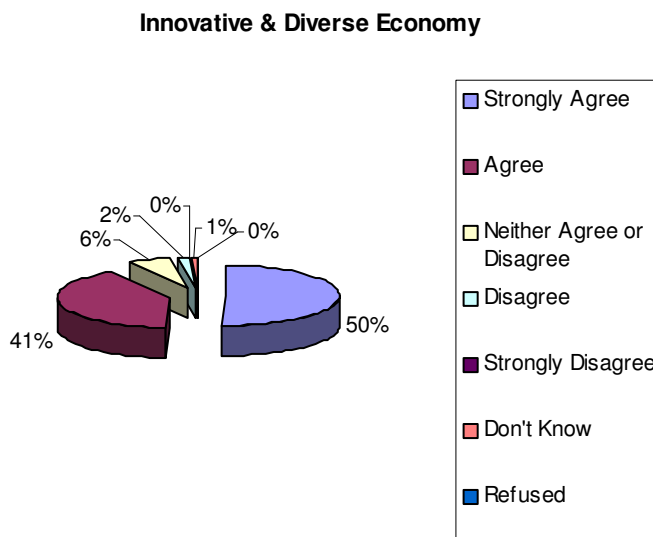
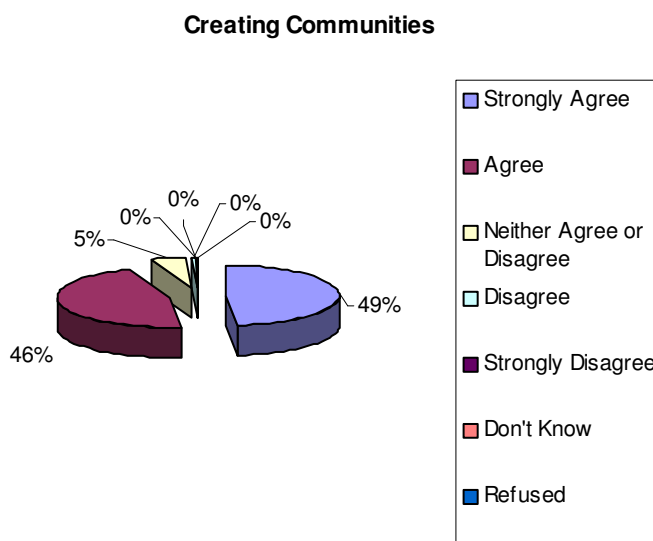
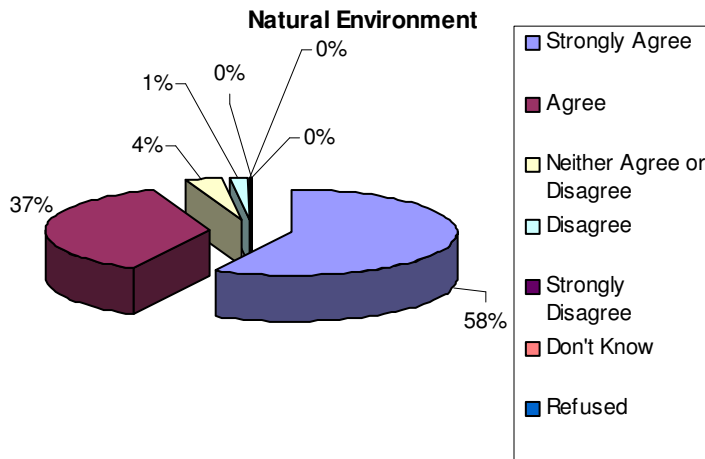


Responsible Leadership - Shared Vision



Manage Rural & Urban Growth





Vision Ideas

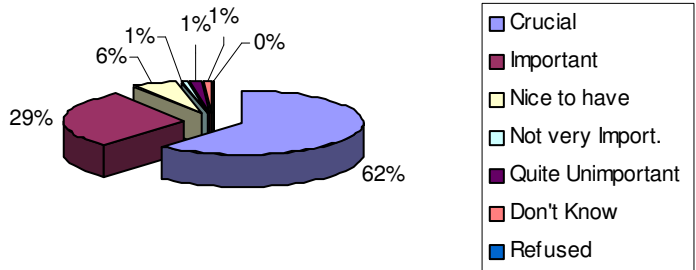
For each of the 30 key vision ideas, they have been summarised in a matrix table within their respective focus area grouping. The matrix table shows respondents rating of the vision idea, ranking by mean within the focus area, mean scores for each vision idea and an overall average for the focus area. The % of support is also shown and is the sum of respondents who agreed that the vision ideas were, 'crucial', 'important' or 'nice to have'.

a) Sustain the Natural Environment

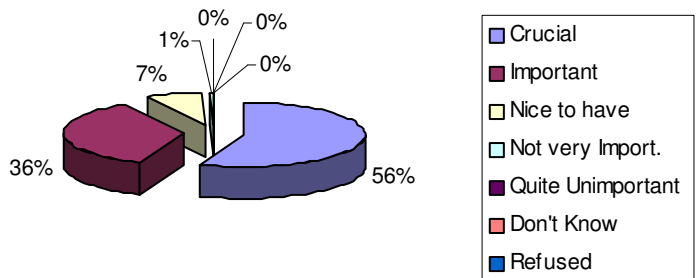
| | Rank | Sample Size | Crucial | Import - ant | Nice to have | % of support | Not very Import. | Quite Unimp- ortant | Don't Know | Refused | Mean |
|--|------|-------------|---------|--------------|--------------|--------------|------------------|---------------------|------------|---------|-------------|
| From our reverence of water, we developed innovative an alternative strategies in sewerage treatment, biological filters and reuse of treated water. | 1 | 484 | 61.8% | 28.7% | 5.8% | 96.3% | 1.0% | 1.4% | 1.2% | 0.0% | 4.50 |
| All ages are able to safely access our diverse natural environment. We lead the way with clean water, waterways, beaches, environs and recreational parks. | 2 | 484 | 56.0% | 36.0% | 7.4% | 99.4% | 0.6% | 0.0% | 0.0% | 0.0% | 4.47 |
| Maroochy River has revegetated banks, and is teeming with marine and bird life. | 3 | 484 | 56.4% | 31.4% | 10.5% | 98.3% | 0.4% | 0.2% | 1.0% | 0.0% | 4.45 |
| Through a united regional approach we are motivated to protect our natural environments. | 4 | 484 | 53.1% | 34.1% | 8.7% | 95.9% | 1.7% | 1.2% | 1.0% | 0.2% | 4.38 |
| Through strict environmental legislations, we manage to balance human and environmental needs. | 5 | 484 | 47.5% | 37.0% | 10.5% | 95% | 2.1% | 2.3% | 0.4% | 0.2% | 4.26 |
| AVERAGE FOR FOCUS AREA AS A WHOLE | | | | | | | | | | | 4.41 |

A breakdown of respondent's importance ratings for each of the vision ideas within the focus areas is shown below. The vision ideas are shown in rank order.

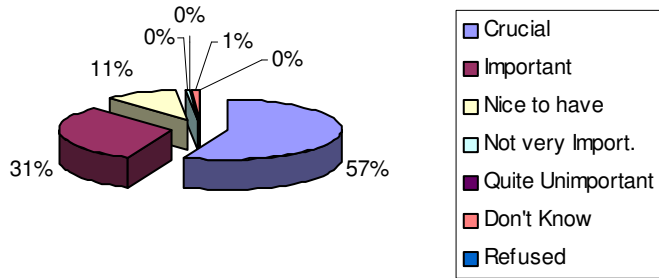
From our reverence of water...



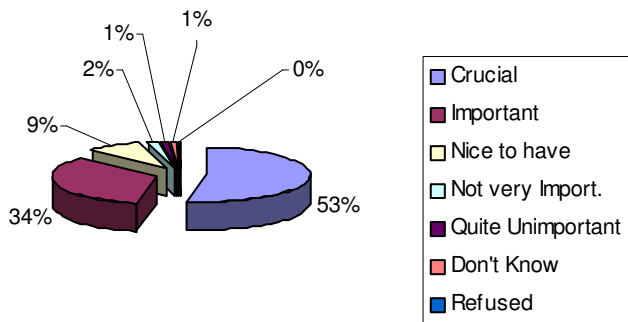
All ages are able to safely access our environment...



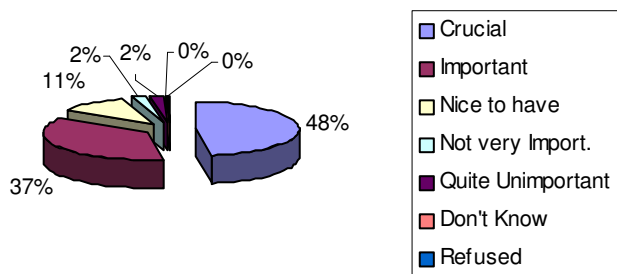
Maroochy River has revegetated banks...



Through a united regional approach



Through strict environmental legislations...

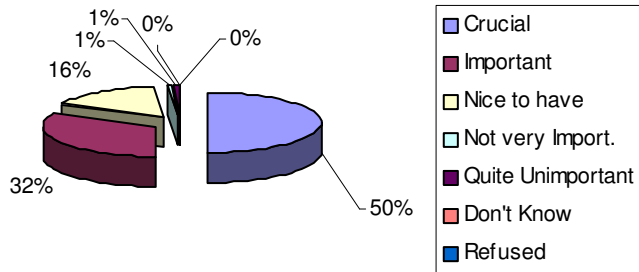


b) Create healthy, vibrant, inclusive, learning communities'

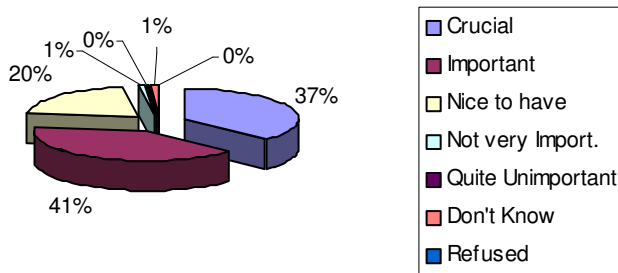
| | Rank | TOTAL | Crucial | Import-ant | Nice to have | % of support | Not very import. | Quite Unimportant | Don't Know | Refused | Mean |
|---|------|-------|---------|------------|--------------|--------------|------------------|-------------------|------------|---------|-------------|
| We develop a community culture of concern about the safety and well being of others as we are about ourselves. We take responsibility for the effects of our action on others. | 1 | 484 | 50.0% | 32.2% | 16.3% | 98.5% | 0.6% | 0.8% | 0.0% | 0.0% | 4.30 |
| We are an inclusive society for all – people have a sense of belonging. | 2 | 484 | 37.2% | 40.1% | 20.5% | 97.8% | 0.8% | 0.4% | 1.0% | 0.0% | 4.14 |
| We are a learning community that focuses on equitable access to life long learning, public education and training. We built the value and worth of our people, communities and interactions between the ages. /education and training | 3 | 484 | 33.7% | 45.5% | 18.8% | 98% | 1.2% | 0.4% | 0.4% | 0.0% | 4.11 |
| We inform, educate and provide products and services to all ages on holistic healthy living | 4 | 484 | 34.3% | 41.9% | 21.3% | 97.5% | 2.1% | 0.2% | 0.2% | 0.0% | 4.08 |
| We create pleasant public places, town squares and village community centres to educate, inform and celebrate social opportunities. | 5 | 484 | 26.7% | 50.0% | 20.7% | 97.4% | 1.9% | 0.6% | 0.2% | 0.0% | 4.00 |
| AVERAGE FOR FOCUS AREA AS A WHOLE | | | | | | | | | | | 4.13 |

A breakdown of respondent's importance ratings for each of the vision ideas within the focus areas is shown below. The vision ideas are shown in rank order.

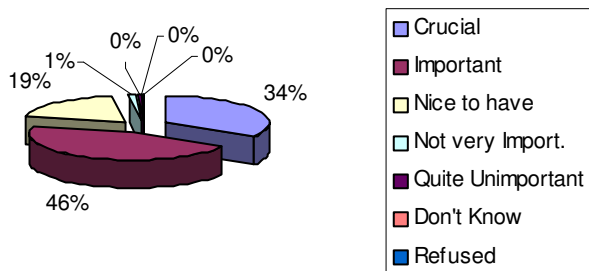
We develop a community culture of concern...



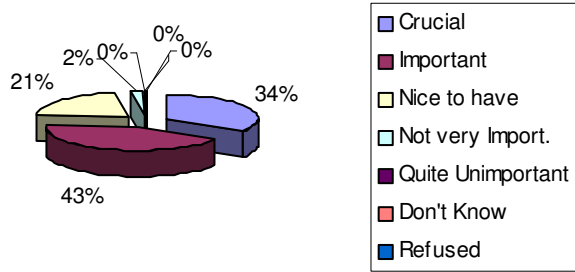
We are an inclusive society for all...



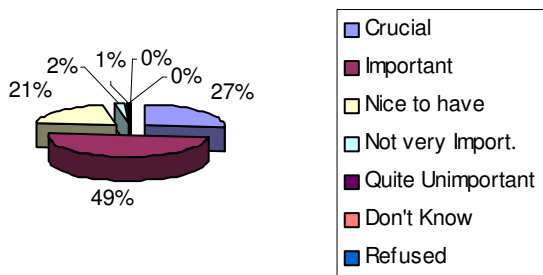
We are a learning community...



We inform, educate...



We create pleasant public places...

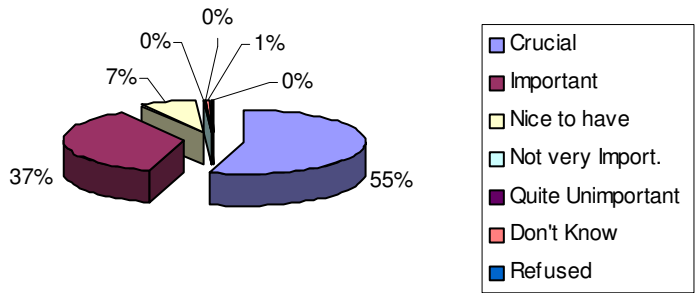


c) Improve transport infrastructure and mobility

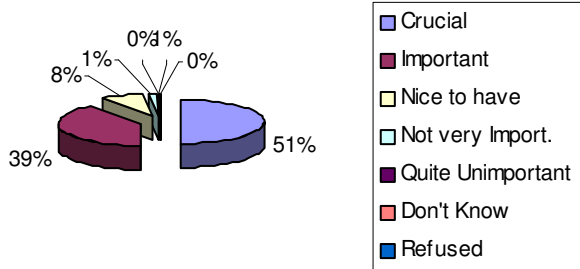
| | Rank | TOTAL | Crucial | Import - ant | Nice to have | % of support | Not very Import. | Quite Unimp- ortant | Don't Know | Refused | Mean |
|--|------|-------|---------|--------------|--------------|--------------|------------------|---------------------|------------|---------|-------------|
| Our reliable and affordable public transport provides comfortable and equitable access to all users. Eg it caters for the needs of the elderly, people with disabilities, mothers with strollers and young people with bikes/boards. | 1 | 484 | 54.8% | 36.6% | 7.4% | 98.8% | 0.4% | 0.0% | 0.6% | 0.2% | 4.47 |
| Council and regional stakeholders provided a balanced and diverse range of travel options, including public infrastructure for walking and cycling networks, roads, multi-modal greenways, transit lanes, rail, light rail, ferry, CBD shuttles and Park'n'Ride stations. | 2 | 484 | 50.2% | 39.5% | 8.3% | 98% | 1.4% | 0.0% | 0.6% | 0.0% | 4.39 |
| By careful urban and transport planning, we have distinct walkable villages where people live, work and play and grow old without having to leave. Our urban residents are within comfortable walking distance to a public transport service. | 3 | 484 | 52.1% | 32.4% | 10.1% | 94.6% | 2.1% | 2.3% | 0.6% | 0.4% | 4.31 |
| The jewel in our public transport system in Maroochy is a light rail (electric tram) service connecting all townships and business centres. Parts of the former Cane tramways are now light rail passenger lines or trails. | 4 | 484 | 36.8% | 30.6% | 21.7% | 89.1% | 4.8% | 2.9% | 2.9% | 0.4% | 3.97 |
| In 2025 Private passengers cars are restricted from our CBDs and seaside tourist centres. These areas are people friendly and beautified and are serviced by frequent and free public shuttles or public-pool electric cars available at Park'n'Ride depots in convenient locations. | 5 | 484 | 24.6% | 26.4% | 22.5% | 73.5% | 12.8% | 8.5% | 5.2% | 0.0% | 3.48 |
| AVERAGE FOR FOCUS AREA AS A WHOLE | | | | | | | | | | | 4.13 |

A breakdown of respondent's importance ratings for each of the vision ideas within the focus areas is shown below. The vision ideas are shown in rank order.

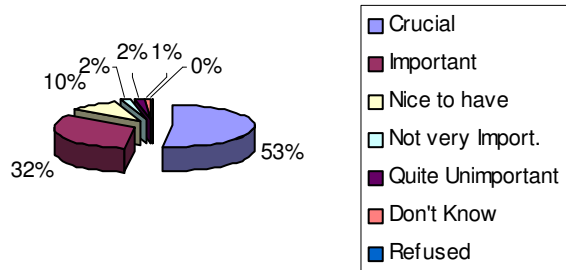
Reliable, affordable and equitable public transport



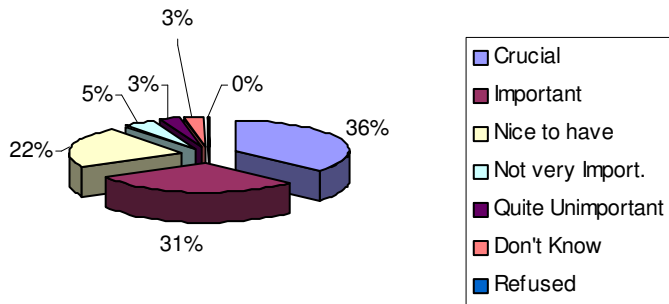
Balanced and diverse range of travel options



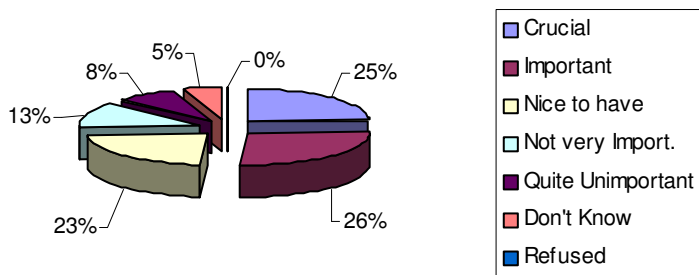
Residents are within walking distance of public transport



Light rail service connecting all townships



Park 'n' Ride depots in convenient locations

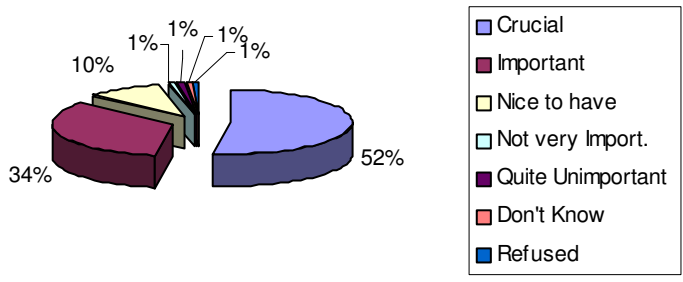


d) Promote Responsible leadership and decision making to achieve our vision.

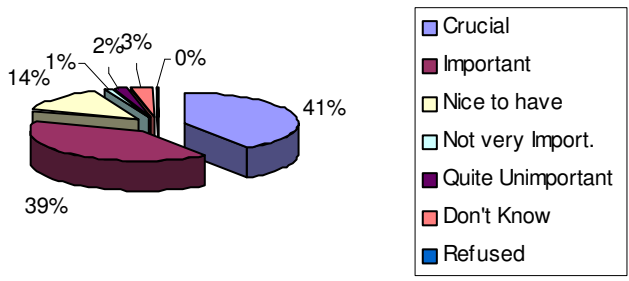
| | Rank | Sample Size | Crucial | Import-ant | Nice to have | % of support | Not very Import. | Quite Unimp-ortant | Don't Know | Refused | Mean |
|--|------|-------------|---------|------------|--------------|--------------|------------------|--------------------|------------|---------|-------------|
| Community leaders educate themselves to be ethical, inclusive, informed, compassionate, transparent, collaborative and life-long learners. | 1 | 484 | 52.5% | 33.7% | 10.1% | 96.3% | 1.0% | 1.0% | 0.8% | 0.8% | 4.38 |
| Our decision-making is based on achieving the community vision's long-term goals and action plan through partnerships, and Council consults with community panels to ensure consistency with the community vision. | 2 | 484 | 40.7% | 39.3% | 13.6% | 93.6% | 1.0% | 1.7% | 3.3% | 0.4% | 4.21 |
| Community visioning is a way of life and corporate governance for us, enabling community and government partnerships. Keeping our visions "alive" we regularly update it to stay in tune with the community's changing values and circumstances. Keeping our visions alive /stay in tune | 3 | 484 | 34.9% | 41.3% | 16.1% | 92.3% | 2.7% | 1.4% | 3.5% | 0.0% | 4.09 |
| Legislation allows community initiated referenda and e-polling on major issues that affect the community vision for our future. | 4 | 484 | 33.7% | 40.7% | 15.9% | 90.3% | 2.5% | 2.7% | 3.9% | 0.6% | 4.05 |
| A regional council for the Sunshine Coast empowers our distinct local communities to manage their own places to achieve our community's regional vision. | 5 | 484 | 30.8% | 41.3% | 15.3% | 87.4% | 1.7% | 3.7% | 7.0% | 0.2% | 4.01 |
| AVERAGE FOR FOCUS AREA AS A WHOLE | | | | | | | | | | | 4.15 |

A breakdown of respondent's importance ratings for each of the vision ideas within the focus areas is shown below. The vision ideas are shown in rank order.

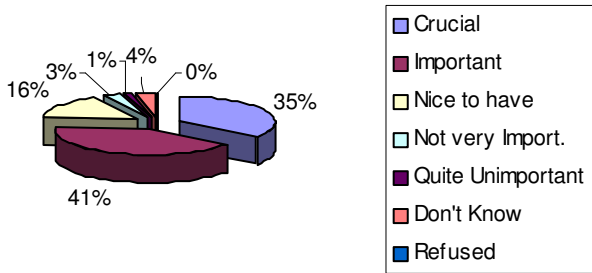
Community leaders educate themselves to be ethical...



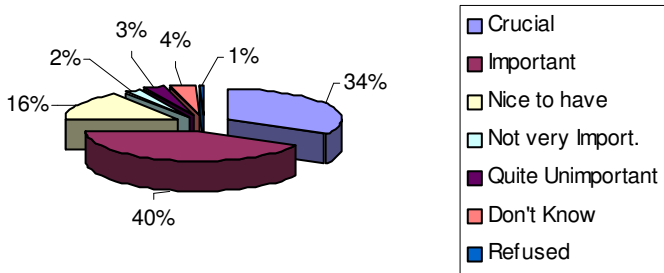
Our decision making is based on achieving the community vision's long term goals...



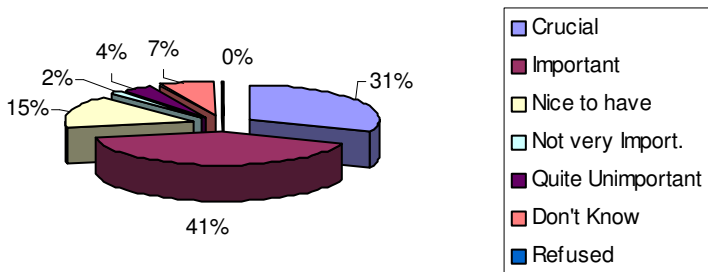
Community visioning is a way of life...



Legislation allows community initiated referenda and e-polling on major issues...



A Regional Council for the Sunshine Coast



e) Smartly manage our rural and urban growth

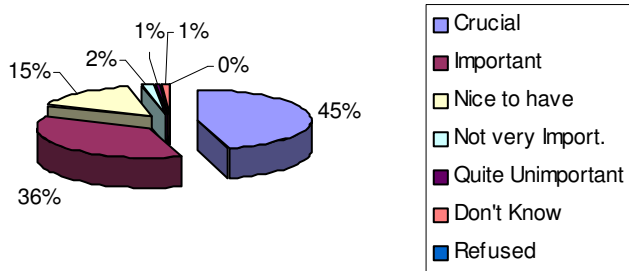
| | Rank | Sample Size | Crucial | Important | Nice to have | % of support | Not very Import. | Quite Unimportant | Don't Know | Refused | Mean |
|--|------|-------------|---------|-----------|--------------|--------------|------------------|-------------------|------------|---------|-------------|
| We reduce the impacts of urban living by creating environmentally sensitive developments and innovative buildings (green architecture) designed for our climate and lifestyle, to be energy and water efficient, to generate solar power, to harvest water and recycle grey water. | 1 | 484 | 45.7% | 35.5% | 15.3% | 96.5% | 1.9% | 0.6% | 1.0% | 0.0% | 4.25 |
| Affordable, adaptable, liveable and "green" housing exists for our diverse community - meeting the needs of all ages. | 2 | 484 | 35.1% | 45.5% | 17.6% | 98.2% | 0.8% | 0.2% | 0.8% | 0.0% | 4.15 |
| We have urban containment boundaries to protect the viability and bio-diversity of our natural resources and the quality of life of our unique townships. | 3 | 484 | 35.5% | 41.7% | 15.1% | 92.3% | 1.9% | 2.3% | 3.1% | 0.4% | 4.10 |
| Our diverse communities mainly live, work and play in high quality, distinct, compact, walkable urban villages/towns separated by green belts, wildlife corridors, natural ecosystems and rural lands. Our unique rural and urban landscapes, heritage and characteristics are clearly identifiable. | 4 | 484 | 40.3% | 33.3% | 19.4% | 93% | 2.5% | 2.3% | 1.9% | 0.4% | 4.09 |
| We capped the population to sustain our natural resources, keep water and sewerage and transport infrastructure affordable and keep a healthy quality of life a reality for our residents and future generations. | 5 | 484 | 40.7% | 26.2% | 14.5% | 81.4% | 6.6% | 7.4% | 4.1% | 0.4% | 3.90 |

AVERAGE FOR FOCUS AREA AS A WHOLE

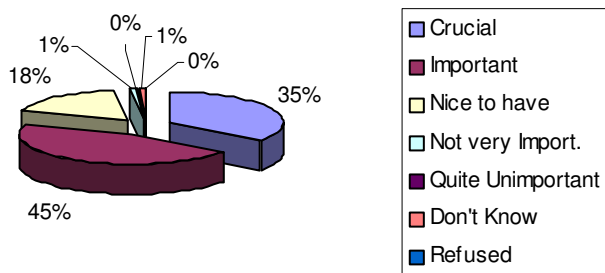
4.10

A breakdown of respondent's importance ratings for each of the vision ideas within the focus areas is shown below. The vision ideas are shown in rank order.

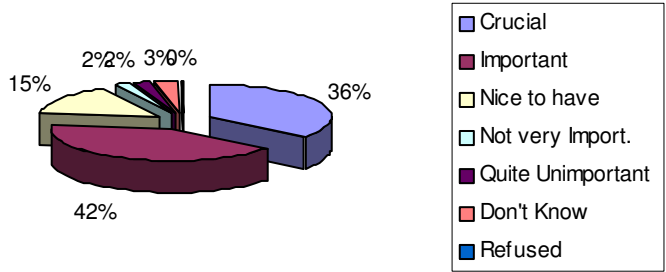
...creating environmentally sensitive developments and innovative buildings...



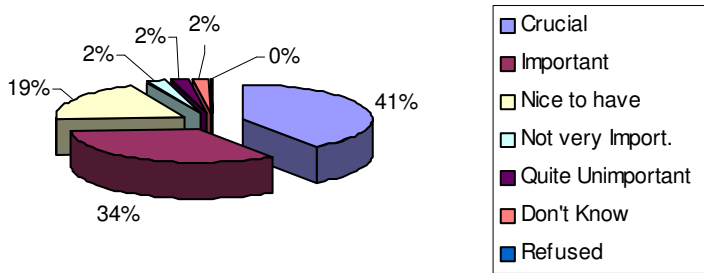
Affordable, adaptable, livable 'green' housing...



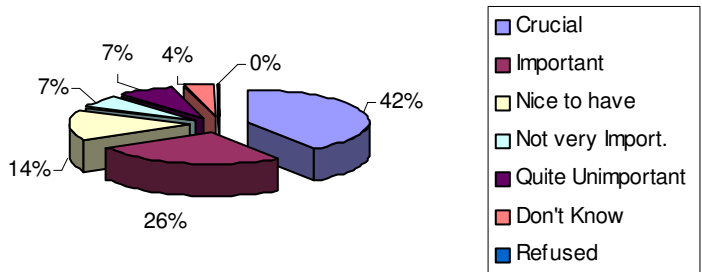
...Urban containment boundaries to protect viability and bio-diversity of our natural resources...



...high quality, distinct, compact, walkable urban villages/towns...



We capped the population to sustain our natural resources

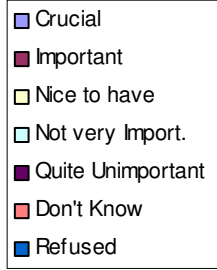
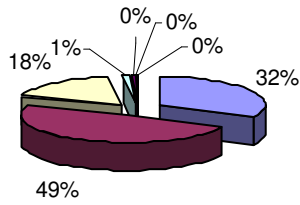


f) Creative and Innovative and Diverse economy

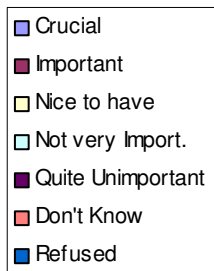
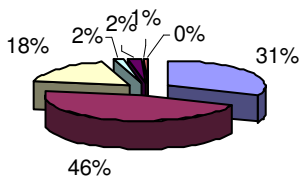
| | Rank | Sample Size | Crucial | Important | Nice to have | % of support | Not very Import. | Quite Unimportant | Don't Know | Refused | Mean |
|---|------|-------------|---------|-----------|--------------|--------------|------------------|-------------------|------------|---------|-------------|
| In urban areas we are known for our clean, green and varied light industries including, eco-tourism, education, healthcare professions, retail, service, hospitality, renewable energy innovations. | 1 | 484 | 32.4% | 47.7% | 17.8% | 97.9% | 1.2% | 0.4% | 0.4% | 0.0% | 4.11 |
| In rural areas we are known for our farm-tourism, farm forestry, and organic produce for our wide and varied markets. | 2 | 484 | 31.0% | 46.7% | 17.6% | 95.3% | 1.7% | 2.3% | 0.8% | 0.0% | 4.03 |
| We developed new technologies to assist an innovative and diverse economy while maintaining support for established professions and industries. | 3 | 484 | 25.8% | 44.8% | 21.3% | 91.9 | 2.1% | 1.9% | 3.9% | 0.2% | 3.95 |
| Through collaborative, creative, community minded efforts, our innovative businesses build natural and human capital, are globally competitive and export orientated and celebrates the success of a diverse and knowledgeable workforce culture. | 4 | 484 | 21.7% | 39.9% | 23.1% | 84.7% | 2.7% | 1.2% | 10.7% | 0.6% | 3.88 |
| Our vibrant community lifestyle, creativity and infrastructure, makes us an e-enterprise mecca for small business with global reach via the web. | 5 | 484 | 17.8% | 39.9% | 23.6% | 81.3% | 6.0% | 1.9% | 10.5% | 0.4% | 3.74 |
| AVERAGE FOR FOCUS AREA AS A WHOLE | | | | | | | | | | | 3.94 |

A breakdown of respondent's importance ratings for each of the vision ideas within the focus areas is shown below. The vision ideas are shown in rank order.

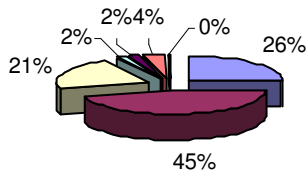
In our urban areas we are known for our clean green and varied light industries...



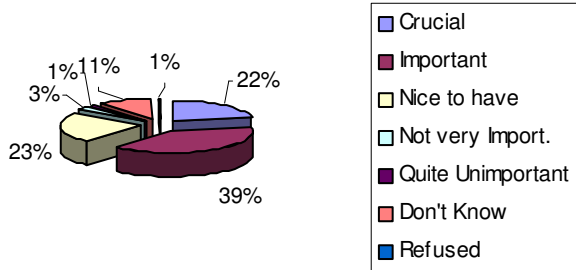
In our rural areas we are known for our farm-tourism, forestry and organic produce ...



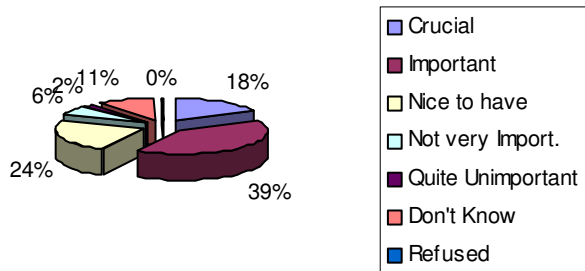
We developed new technologies to assist an innovative and diverse economy...



Through collaborative, creative, community minded efforts, our innovative businesses build natural and human capital...



...an e-enterprise mecca - via the web for small business with global reach via the web...



Overall Ranking of Vision Ideas

The following table shows an overall ranking (by mean) of the 30 vision ideas presented across the six focus areas. The mean score is the average of all the respondents' ratings, 'crucial', 'important' etc. ratings through to 'don't know'. It is indicative of the overall importance of the vision idea to total sample of respondents. This is in comparison on to the % of support ratings, which provide the frequency (%) of support for the vision idea.

The first ranking column shows the position of the vision idea within the overall focus area, using the following abbreviations:

- *NE = (Sustain the Natural Environment)*
- *COMM = (Create healthy, vibrant, inclusive learning communities)*
- *T = (Improve transport, infrastructure and mobility)*
- *L = (Promote responsible leadership and decision making to achieve our vision)*
- *R & U G = (Smartly manage rural and urban growth)*
- *E = (Create an innovative and diverse economy)*

The mean score for each vision idea is then shown.

For comparison purposes the % of support ratings are also included in the table and an overall ranking (by % of support) is also provided.

| Vision Idea | Focus Area & Rank | Mean | Overall Ranking (Mean) | % of support | Overall Ranking (% of support) |
|---|-------------------|------|------------------------|--------------|--------------------------------|
| From our reverence of water, we developed innovative an alternative strategies in sewerage treatment, biological filters and reuse of treated water. | NE 1 | 4.5 | 1 | 96.3% | =12 |
| All ages are able to safely access our diverse natural environment. We lead the way with clean water, waterways, beaches, environs and recreational parks. | NE 2 | 4.47 | 2 | 99.4% | 1 |
| Our reliable and affordable public transport provides comfortable and equitable access to all users. Eg it caters for the needs of the elderly, people with disabilities, mothers with strollers and young people with bikes/boards. | T 1 | 4.47 | 3 | 98.8% | 2 |
| Maroochy River has revegetated banks, and is teeming with marine and bird life. | NE 3 | 4.45 | 4 | 98.3% | 3 |
| Council and regional stakeholders provided a balanced and diverse range of travel options, including public infrastructure for walking and cycling networks, roads, multi-modal greenways, transit lanes, rail, light rail, ferry, CBD shuttles and Park'n'Ride stations. | T 2 | 4.39 | 5 | 98% | =6 |
| Through a united regional approach we are motivated to protect our natural environments. | NE 4 | 4.38 | =6 | 95.9% | 13 |
| Community leaders educate themselves to be ethical, inclusive, informed, compassionate, transparent, collaborative and life-long learners. | L 1 | 4.38 | =6 | 96.3% | =12 |

| | | | | | |
|--|-----------|------|-----|-------|-----|
| By careful urban and transport planning, we have distinct walkable villages where people live, work and play and grow old without having to leave. Our urban residents are within comfortable walking distance to a public transport service. | T 3 | 4.31 | 7 | 94.6% | 16 |
| We develop a community culture of concern about the safety and well being of others as we are about ourselves. We take responsibility for the effects of our action on others. | COMM 1 | 4.3 | 8 | 98.5% | 4 |
| Through strict environmental legislations, we manage to balance human and environmental needs. | NE 5 | 4.26 | 9 | 95% | 15 |
| We reduce the impacts of urban living by creating environmentally sensitive developments and innovative buildings (green architecture) designed for our climate and lifestyle, to be energy and water efficient, to generate solar power, to harvest water and recycle grey water. | R & U G1 | 4.25 | 10 | 96.5% | 11 |
| Our decision-making is based on achieving the community vision's long-term goals and action plan through partnerships, and Council consults with community panels to ensure consistency with the community vision. | L 2 | 4.21 | 11 | 93.6% | 17 |
| Affordable, adaptable, liveable and "green" housing exists for our diverse community - meeting the needs of all ages. | R & U G 2 | 4.15 | 12 | 98.2% | 5 |
| We are an inclusive society for all – people have a sense of belonging. | COMM 2 | 4.14 | 13 | 97.8% | 8 |
| We are a learning community that focuses on equitable access to life long learning, public education and training. We built the value and worth of our people, communities and interactions between the ages. /education and training | COMM 3 | 4.11 | =14 | 98% | =6 |
| In urban areas we are known for our clean, green and varied light industries including, eco-tourism, education, healthcare professions, retail, service, hospitality, renewable energy innovations. | E 1 | 4.11 | =14 | 97.9% | 7 |
| We have urban containment boundaries to protect the viability and bio-diversity of our natural resources and the quality of life of our unique townships. | R & U G 3 | 4.10 | 15 | 92.3% | =19 |
| Community visioning is a way of life and corporate governance for us, enabling community and government partnerships. Keeping our visions "alive" we regularly update it to stay in tune with the community's changing values and circumstances. | L 3 | 4.09 | =16 | 92.3% | =19 |
| Our diverse communities mainly live, work and play in high quality, distinct, compact, walkable urban villages/towns separated by green belts, wildlife corridors, natural ecosystems and rural lands. Our unique rural and urban landscapes, heritage and characteristics are clearly identifiable. | R & U G 4 | 4.09 | =16 | 93% | 18 |
| We inform, educate and provide products and services to all ages on holistic healthy living | COMM 4 | 4.08 | 17 | 97.5% | 9 |
| Legislation allows community initiated referenda and e-polling on major issues that affect the community vision for our future. | L 4 | 4.05 | 18 | 90.3% | 21 |

| | | | | | |
|--|-----------|------|----|-------|----|
| In rural areas we are known for our farm-tourism, farm forestry, and organic produce for our wide and varied markets. | E 2 | 4.03 | 19 | 95.3% | 14 |
| A regional council for the Sunshine Coast empowers our distinct local communities to manage their own places to achieve our community's regional vision. | L 5 | 4.01 | 20 | 87.4% | 23 |
| We create pleasant public places, town squares and village community centres to educate, inform and celebrate social opportunities. | COMM 5 | 4.00 | 21 | 97.4% | 10 |
| The jewel in our public transport system in Maroochy is a light rail (electric tram) service connecting all townships and business centres. Parts of the former Cane tramways are now light rail passenger lines or trails. | T4 | 3.97 | 22 | 89.1% | 22 |
| We developed new technologies to assist an innovative and diverse economy while maintaining support for established professions and industries. | E 3 | 3.95 | 23 | 91.9% | 20 |
| We capped the population to sustain our natural resources, keep water and sewerage and transport infrastructure affordable and keep a healthy quality of life a reality for our residents and future generations. | R & U G 5 | 3.90 | 24 | 81.4% | 25 |
| Through collaborative, creative, community minded efforts, our innovative businesses build natural and human capital, are globally competitive and export orientated and celebrates the success of a diverse and knowledgeable workforce culture. | E 4 | 3.88 | 25 | 84.7% | 24 |
| Our vibrant community lifestyle, creativity and infrastructure, makes us an e-enterprise mecca for small business with global reach via the web. | E 5 | 3.74 | 26 | 81.3% | 26 |
| In 2025 Private passengers cars are restricted from our CBDs and seaside tourist centres. These areas are people friendly and beautified and are serviced by frequent and free public shuttles or public-pool electric cars available at Park'n'Ride depots in convenient locations. | T 5 | 3.48 | 27 | 73.5% | 27 |

Socio demographic profile of respondents

Gender

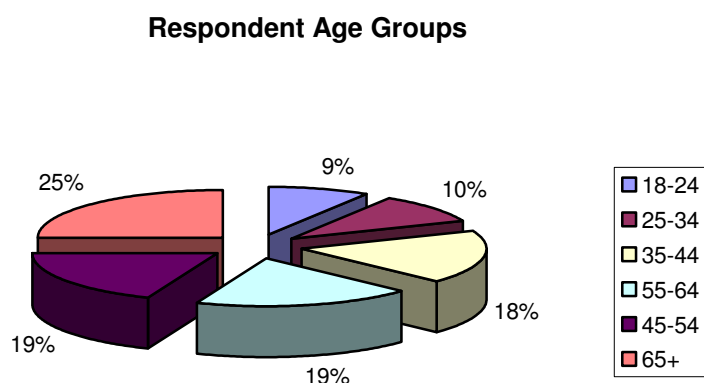
(Refer to Table 6)

- 51% of respondents interviewed were female and 49% were male.

Age Group

(Refer to Table 7)

The age group of respondents interviewed is summarised graphically below.



Psychographic profile of respondents

Respondents were then asked a series of psychographic questions. (Refer to Tables 8 – 10)

When asked what they relied on in life:

- 60% relied on the power of self.
- 21% relied on the strength of a group.
- 67% of males relied on the power of self.

When asked what they preferred in society:

- 43% stated comprehensive rules and regulations.
- 37% stated minimal rules and regulations.

When asked in life where they sensed they were:

- 39% stated they were surviving.
- 40% stated they were enterprising.
- 45% of males stated they were enterprising
- 42% of females stated they were surviving
- In the 65 years and over, 46% stated they were surviving.

Feedback on involvement in 'Maroochy 2025' Project

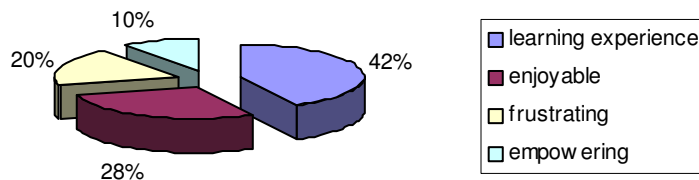
Respondents were asked whether they had been involved in the 'Maroochy 2025' Project. (Refer to Tables 11 & 12)

- 9% of respondents interviewed had been involved in the project.

They were then asked how they would describe the personal impact of their involvement in the Maroochy 2025 community visioning process?

Respondent descriptions are summarised graphically below.

Personal Impact of Maroochy 2025 Involvement



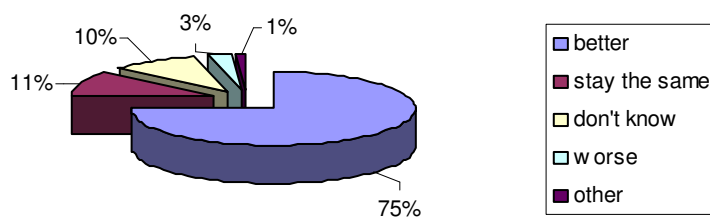
Future Perceptions - working together to achieve a 'shared vision'

Respondents were asked *If our community works together to achieve our shared vision, in the future, do you think Maroochy Shire will become a better place to live, a worse place, or will it stay the same?* (Refer to Table 13)

- 75% of respondents believed that Maroochy would be a **better place to live** if the community works together to achieve a shared vision.

Their responses are shown graphically below.

Shared Vision



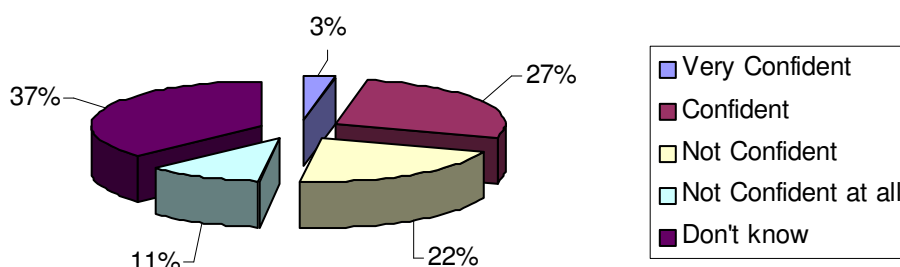
Confidence in 'Maroochy 2025' community visioning process

How confident are you that the Maroochy 2025 community visioning process will become a way of life in the Shire and improve community governance in a lasting way? (Refer to Tables 14 - 16)

- Just over 30% of respondents interviewed were very confident/confident that the Maroochy 2025 community visioning process would become a way of life in the Shire and improve community governance in the future.

Confidence levels of the total sample are shown graphically below.

Confidence Levels



The reasons given by respondents expressing confidence (either Very Confident or Confident) in the project are outlined below. In some cases respondents gave multiple responses.

| Respondent Comment | No. of respondents | % |
|---------------------------------------|---------------------------|----------|
| Lot of effort put into it already | 114 | 80 |
| Will stick to plan | 88 | 62 |
| Depends on community | 11 | 8 |
| New Council will help make it happen | 6 | 4 |
| Things can only get better | 2 | 1 |
| Council a leader in clean environment | 1 | 1 |
| | <i>n = 143</i> | |

The reasons given by respondents expressing confidence (either Not Confident or Not Confident at all) in the project are outlined below. In some cases respondents gave multiple responses.

| Respondent Comment | No. of respondents | % |
|---|---------------------------|----------|
| Can't see any changes | 65 | 41 |
| No faith in Council | 60 | 37 |
| Too may vested interest e.g. developers | 24 | 15 |
| New Council will help make it happen | 16 | 10 |
| A leaders dream | 16 | 10 |
| Too expensive | 3 | 2 |
| | <i>n = 161</i> | |

What Does All this Mean?

- The community positively endorses the vision yet the taskforce needs to do more work to refine it.
- The Key Focus Areas (goals) identified by the Taskforce address the community's needs and expectations for the future. (they are spot on)
- Most Key Vision ideas are well supported by the community.
- A large increase in community awareness about the project has occurred between Nov 2003 and May 2004.
 - 20% awareness to 69% awareness
- The community is not confident (cynical) about the vision becoming a reality or way of life in community governance.

Appendix (Questionnaire & Tables referred to in Report)

**MAROOCHY 2025 SURVEY NO. 2
MAY 2004**

SAMPLE: 484

QUOTAS: Equal representation of males and females.

44 respondents from each of Maroochy Shire Council's 11 divisions.

Aim to achieve age group quotas in line with first survey as follows:

| Age Group | 2001 Census | Achieved in Survey No. 1 | |
|---------------------|--------------------|---------------------------------|------------|
| 0-14 | 20.5% | na | |
| 15-24 (18-24) | 11.6%* | 9% | 44 |
| 25-34 | 11.8% | 8% | 39 |
| 35-44 | 14.9% | 19% | 92 |
| 45-54 | 13.9% | 20% | 97 |
| 55-64 | 11.0% | 18% | 87 |
| 65+ | 16.4% | 26% | 125 |
| TOTAL SAMPLE | | | 484 |

Introduction:

Good morning/afternoon/evening my name is _____ from Market Facts, a Queensland Market Research company. We are doing a survey on behalf of the Maroochy 2025 Community Taskforce and Maroochy Shire Council. As part of the Maroochy Shire's Community Vision 2025 project, we would like to hear your opinions on the draft Maroochy 2025 vision. Your contribution will help the Community Taskforce to finalise our vision for Maroochy's Preferred Future. After the vision is announced in June, an action plan will be developed to achieve our vision for 2025.

[IF THERE IS SOME DOUBT THAT RESPONDENT IS AN ADULT, ASK "ARE YOU 18 YEARS OF AGE OR OLDER?" IF NOT ASK FOR A TIME TO CALL BACK WHEN AN ADULT WILL BE AVAILABLE – NOTE IN LOGBOOK/DATABASE]

If YES:

1) Firstly, are you a full-time or part-time resident of the Maroochy Shire area?

1) Full-time [Skip to Q. 2]

2) Part-time

3) Other/Don't Know/Refused **[TERMINATE AND THANK**

RESPONDENT FOR TIME AND EXPLAIN THAT THE SURVEY IS FOR PRIMARY RESIDENTS OF THE SHIRE]

1a) Do you consider the Maroochy Shire area to be your primary or secondary residence?

1) Primary Residence

2) Secondary Residence

3) Other/Don't Know/Refused

[TERMINATE AND THANK RESPONDENT FOR TIME AND EXPLAIN THAT THE SURVEY IS FOR PRIMARY RESIDENTS OF THE SHIRE]

[If Respondent is full or part-time, primary resident of the Shire, continue.]

Have you heard about the Maroochy 2025 community-visioning project?

1b) Yes/No [If No]

Would you like me to send you a fact sheet in the mail, OR alternatively, if you have access to the web, you can find us on www.maroochy2025.net.

[If yes, please note details]

I would just like to assure you of the following points:

- all of your answers will be confidential and will only be reported as part of a group response;
- after starting the survey, you may decide not to continue at any time, and you may refuse to answer any question if you choose.

[PROCEED]

2) How long have you been living in Maroochy Shire?

- 1) _____ [Round answer to nearest year].
- 2) Less than one year
- 3) All my life
- 4) Don't Know/Refused

3) Do you live on Maroochy's

1. Coastal urban strip
 2. Rural Hinterland or
 3. Semi-rural, in between areas
 4. Other [RECORD VERBATIM ANSWER]
-
5. Don't Know
 6. Refused/NA

Validation of Preferred Future, its values and Overall Vision Statement for Maroochy 2025

During the visioning process, the taskforce collected over 14,000 comments from the community about their concerns for the future of Maroochy. To provide a compass point for where we would like to go. The taskforce explored 4 alternative futures based on the community's core values. These were polled at the summit and the preferred future will be tested in this community survey.

4) I am about to read the preferred future of Maroochy in 2025, its core values and the vision statement developed by the Community Taskforce from the results of the Summit. Please indicate your level of agreement for these statements from 1 to 5, with 5 being 'Strongly Agree', 4 'Agree', 3 'Neither Agree or Disagree', 2 'Disagree', 1 'Strongly Disagree'.

The preferred future for Maroochy in 2025 is Maroochy's connected and learning villages.

In this future we are happy because...

We have time to sit by the river and watch the black swans glide across the crystal waters. We are an empowered society. Supported by an inclusive leadership, we cherish our natural assets and our Indigenous and multi-cultural heritage. We are prospering through ecologically sustainable development and industry. We live in a caring community of inter-connected villages and towns. This makes life in Maroochy safe, fun and fulfilling. Most of all, we value life-long learning. We have time to listen to each other's stories.

| Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree | DK | Refused |
|----------------|-------|---------------------------|----------|-------------------|----|---------|
| 5 | 4 | 3 | 2 | 1 | 0 | 9. |

5) The core Values of our Preferred Future – Maroochy's connected and learning villages are:

| | Strongly Agree | Agree | Neither Agree or Disagree | Disagree | Strongly Disagree | DK | Refused |
|--|----------------|-------|---------------------------|----------|-------------------|----|---------|
| Our local economy deeply values our natural environment and helps protect it at a profit whilst generating diverse opportunities for "green" employment. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Our leadership in this future is based on genuine partnerships to achieve our vision, lifelong learning and participation with an empowered community | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Our deeper story or metaphor is that Maroochy is like a living rainforest rather than a single tree that grows, dies and falls. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |

Validation of “vision statements” for each Focus Area

- 6) I am about to read the 6 vision statements for each focus area. These were developed by the community taskforce to focus our energies on what matters most to our community, in creating a better future. These statements also describe what we value. Again, please indicate your level of agreement for these statements on a scale of 1 to 5.

To create a better future and achieve our vision for Maroochy’s connected and learning communities we must:

| | Strongly Agree | Agree | Neither Agree of Disagree | Disagree | Strongly Disagree | DK | Refused |
|---|----------------|-------|---------------------------|----------|-------------------|----|---------|
| Sustain the Natural Environment | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Create healthy, vibrant, inclusive, learning communities. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Improve transport infrastructure and mobility. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Promote Responsible leadership and decision making to achieve our vision. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Smartly manage our rural and urban growth. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Create an innovative and diverse economy. | 5 | 4 | 3 | 2 | 1 | 6 | 9. |

- 7a) These 6 key focus areas cover the major issues facing Maroochy. Do you wish to add any other key focus area or make any changes to this list?

Yes 1 No 2

(If Yes) what would they be?

Community Evaluation of the Vision Ideas (programmes)

Through visioning activities such as the schools visioning program, community workshops, individual questionnaires and focus groups, over 3500 vision ideas were collected. The Community taskforce sorted these into 124 key vision ideas that were presented and polled at the Summit.

8a) I am about to read out the top 24 key vision ideas polled at the Summit and refined by the Taskforce. Please rate the importance of the Key Vision Idea for the future of Maroochy on a scale of 1 to 5 with 5 being 'Crucial', 4 'Important', 3 'Nice to have', 2 'Not Very Important' and 1 'Quite Unimportant'. Please keep in mind when rating these ideas, that future funding priorities may be influenced by the importance level you place on these.

For the first focus area - '**Sustain the Natural Environment**', how would you rate the following vision ideas:

| <i>Crucial</i> | <i>Important</i> | <i>Nice to have</i> | <i>Not very Important</i> | <i>Quite Unimportant</i> | <i>DK</i> | <i>Refused</i> |
|---|-------------------------|----------------------------|----------------------------------|---------------------------------|------------------|-----------------------|
| Through a united regional approach we are motivated to protect our natural environments. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| From our reverence for water, we developed innovative and alternative strategies in sewerage treatment, biological water filters and re-use of treated water. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Through strict environmental legislations, we manage to balance human and environmental needs. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| The Maroochy River has revegetated banks, and is teeming with marine and bird life. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| All ages are able to safely access our diverse natural environment. We lead the way with clean water, waterways, beaches, environs and recreational parks. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |

8b) For the second focus area - **‘Create healthy, vibrant, inclusive, learning communities’**, how would you rate the following vision ideas. Keeping in mind that your importance rating may influence future funding priorities

| <i>Crucial</i> | <i>Important</i> | <i>Nice to have</i> | <i>Not very Important</i> | <i>Quite Unimportant</i> | <i>DK</i> | <i>Refused</i> |
|---|------------------|---------------------|---------------------------|--------------------------|-----------|----------------|
| We develop a community culture of concern about the safety and wellbeing of others as we are about ourselves. We take responsibility for the effects of our action on others. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We created pleasant public places, town squares and village community centres to educate, inform and celebrate social opportunities. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We are an inclusive society for all - people have a sense of belonging. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We are a learning community that focuses on equitable access to life long learning, public education and training. We built the value and worth of our people, communities and interactions between the ages. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We inform, educate and provide products and services to all ages on holistic healthy living. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |

8c) For the third focus area - '**Improve transport infrastructure and mobility**', how would you rate the following vision ideas. Keeping in mind that your importance rating may influence future funding priorities

| <i>Crucial</i> | <i>Important</i> | <i>Nice to have</i> | <i>Not very Important</i> | <i>Quite Unimportant</i> | <i>DK</i> | <i>Refused</i> |
|--|------------------|---------------------|---------------------------|--------------------------|-----------|----------------|
| By careful urban and transport planning, we have distinct walkable villages where people live, work and play and grow old without having to leave. Our urban residents are within comfortable walking distance to a public transport service. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Council and regional stakeholders provided a balanced and diverse range of travel options, including public infrastructure for walking and cycling networks, roads, multi-modal greenways, transit lanes, rail, light rail, ferry, CBD shuttles and Park'n'Ride stations. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| The jewel in our public transport system in Maroochy is a light rail (electric tram) service connecting all townships and business centres. Parts of the former Cane tramways are now light rail passenger lines or trails. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Our reliable and affordable public transport provides comfortable and equitable access to all users. Eg it caters for the needs of the elderly, people with disabilities, mothers with strollers and young people with bikes/boards. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| In 2025 Private passengers cars are restricted from our CBDs and seaside tourist centres. These areas are people friendly and beautified and are serviced by frequent and free public shuttles or public-pool electric cars available at Park'n'Ride depots in convenient locations. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |

8d) For the fourth focus area - '**Promote Responsible leadership and decision making to achieve our vision**', how would you rate the following vision ideas. Keeping in mind that your importance rating may influence future funding priorities

| <i>Crucial</i> | <i>Important</i> | <i>Nice to have</i> | <i>Not very Important</i> | <i>Quite Unimportant</i> | <i>DK</i> | <i>Refused</i> |
|--|------------------|---------------------|---------------------------|--------------------------|-----------|----------------|
| Community leaders educate themselves to be ethical, inclusive, informed, compassionate, transparent, collaborative and life-long learners. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| A regional council for the Sunshine Coast empowers our distinct local communities to manage their own places to achieve our community's regional vision. | | | | | | |

| | | | | | | |
|--|---|---|---|---|---|----|
| 5 | 4 | 3 | 2 | 1 | 6 | 9 |
| Our decision-making is based on achieving the community vision's long-term goals and action plan through partnerships, and Council consults with community panels to ensure consistency with the community vision. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Legislation allows community initiated referenda and e-polling on major issues that affect the community vision for our future. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Community visioning is a way of life and corporate governance for us, enabling community and government partnerships. Keeping our visions "alive" we regularly update it to stay in tune with the community's changing values and circumstances. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |

8e) For the fifth focus area - '**Smartly manage our rural and urban growth**', how would you rate the following vision ideas. Keeping in mind that your importance rating may influence future funding priorities

| <i>Crucial</i> | <i>Important</i> | <i>Nice to have</i> | <i>Not very Important</i> | <i>Quite Unimportant</i> | <i>DK</i> | <i>Refused</i> |
|--|------------------|---------------------|---------------------------|--------------------------|-----------|----------------|
| We capped the population to sustain our natural resources, keep water and sewerage and transport infrastructure affordable and keep a healthy quality of life a reality for our residents and future generations. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Our diverse communities mainly live, work and play in high quality, distinct, compact, walkable urban villages/towns separated by green belts, wildlife corridors, natural ecosystems and rural lands. Our unique rural and urban landscapes, heritage and characteristics are clearly identifiable. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We reduce the impacts of urban living by creating environmentally sensitive developments and innovative buildings (green architecture) designed for our climate and lifestyle, to be energy and water efficient, to generate solar power, to harvest water and recycle grey water. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Affordable, adaptable, liveable and "green" housing exists for our diverse community - meeting the needs of all ages. | | | | | | |

| | | | | | | |
|---|---|---|---|---|---|----|
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We have urban containment boundaries to protect the viability and bio-diversity of our natural resources and the quality of life of our unique townships. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |

8f) And for the final focus area - '**Create an innovative and diverse economy**', how would you rate the following vision ideas. Keeping in mind that your importance rating may influence future funding priorities

| <i>Crucial</i> | <i>Important</i> | <i>Nice to have</i> | <i>Not very Important</i> | <i>Quite Unimportant</i> | <i>DK</i> | <i>Refused</i> |
|---|------------------|---------------------|---------------------------|--------------------------|-----------|----------------|
| Through collaborative, creative, community minded efforts, our innovative businesses build natural and human capital, are globally competitive and export orientated and celebrates the success of a diverse and knowledgeable workforce culture. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| Our vibrant community lifestyle, creativity and infrastructure, makes us an e-enterprise mecca for small business with global reach via the web. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| We developed new technologies to assist an innovative and diverse economy while maintaining support for established professions and industries. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| In rural areas we are known for our farm-tourism, farm forestry, and organic produce for our wide and varied markets. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |
| In urban areas we are known for our clean, green and varied light industries including, eco-tourism, education, healthcare professions, retail, service, hospitality, renewable energy innovations. | | | | | | |
| 5 | 4 | 3 | 2 | 1 | 6 | 9. |

Thank you very much for your time. Now I would like to ask a few questions so we can classify your answers.

9) RECORD GENDER Male 1
 Female 2

10) What age group are you in? Would you be

| | | | |
|-----------|---|-----------------|---|
| 18 - 24 ? | 1 | 45 - 54 ? | 4 |
| 25 - 34 ? | 2 | 55 - 64 ? | 5 |
| 35 - 44 ? | 3 | 65 yrs and over | 6 |

Psychographic questions

- 11a) In life do you rely mainly on:
- | | |
|--------------------------|---|
| the power of self; | 1 |
| the strength of a group; | 2 |
| neither | 3 |
| other | 4 |
- 11b) In Society do you prefer:
- | | |
|------------------------------------|---|
| comprehensive rules and regulation | 1 |
| minimal rules and regulation | 2 |
| neither | 3 |
| other | 4 |
- 11c) In life do you sense you are:
- | | |
|---------------|---|
| surviving; | 1 |
| enterprising; | 2 |
| neither | 3 |
| other | 4 |
- 12) Have you been involved in the 'Maroochy 2025' Project?
- | | | | | |
|-----|---|----|---|------------|
| Yes | 1 | No | 2 | [GO TO 14] |
|-----|---|----|---|------------|
- 13) How would you describe the personal impact of your involvement in the Maroochy 2025 community visioning process? [open ended]

| | |
|---------------------|---|
| Empowering | 1 |
| Enjoyable | 2 |
| Frustrating | 3 |
| learning experience | 4 |

14) **[ASK ALL]** If our community works together to achieve our shared vision, in the future, do you think Maroochy Shire will become a better place to live, a worse place, or will it stay the same?

- Better 1
- Worse 2
- Stay the Same 3
- Other 4
- Don't Know 5
- Refused 6

15) **[ASK ALL]** How confident are you that the Maroochy 2025 community visioning process will become a way of life in the Shire and improve community governance in a lasting way?

| Very Confident | Confident | Don't Know | Not Confident | Not Confident at all |
|----------------|-----------|------------|---------------|----------------------|
| 1 | 2 | 3 | 4 | 5 |

15b) If 1 or 2, why? _____

If 4 or 5, why not? _____

Thank you very much for your time. Your responses will help the Maroochy 2025 Community Taskforce to finalise the final vision statement and key vision ideas. My supervisor may need to validate my work – for that reason may I have your first name please, and just confirming the telephone number I dialed was
 Respondent's name: _____

Telephone number: _____

TABLES REFERED TO IN REPORT

Table 1: Have you heard about the Maroochy 2025 community-visioning project?

| | Gender | | | Age Group | | | | | |
|-----------------|-----------|-------|--------|-----------|-----------|-----------|-----------|------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| Yes | 68.8 | 68.2 | 69.4 | 67.4 | 65.2 | 70.1 | 69.4 | 77.8 ++ | 62.5 - |
| No | 31.2 + | 31.8 | 30.6 | 32.6 | 34.8 | 29.9 | 30.6 | 22.2 | 37.5 |

Table 1a. Have you heard about the Maroochy 2025 community-visioning project?

| | Total | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Unweighted Base | 484 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 | 44 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 |
| Yes | 333 | 43 | 38 | 21 | 31 | 24 | 14 | 42 | 10 | 42 | 42 | 26 |
| | 68.8 | 97.7 | 86.4 | 47.7 | 70.5 | 54.5 | 31.8 | 95.5 | 22.7 | 95.5 | 95.5 | 59.1 |
| | | 12.9 | 11.4 | 6.3 | 9.3 | 7.2 | 4.2 | 12.6 | 3.0 | 12.6 | 12.6 | 7.8 |
| | | +++ | +++ | --- | | -- | --- | +++ | --- | +++ | +++ | +++ |
| No | 151 | 1 | 6 | 23 | 13 | 20 | 30 | 2 | 34 | 2 | 2 | 18 |
| | 31.2 | 2.3 | 13.6 | 52.3 | 29.5 | 45.5 | 68.2 | 4.5 | 77.3 | 4.5 | 4.5 | 40.9 |
| | | 0.7 | 4.0 | 15.2 | 8.6 | 13.2 | 19.9 | 1.3 | 22.5 | 1.3 | 1.3 | 11.9 |
| | | --- | --- | +++ | | ++ | +++ | --- | +++ | --- | --- | --- |

Table 2: How long have you been living in the Maroochy area?

| | Gender | | | Age Group | | | | | |
|------------------|--------|------------|-----------|-------------|-------------|-------------|-------------|------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| 10-15 years | 20.9 | 20.1 | 21.6 | 32.6 ++ | 17.4 | 19.5 | 22.4 | 15.6 | 21.7 |
| 1-4 years | 17.1 | 16.3 | 18.0 | 20.9 | 32.6 +++ | 18.4 | 13.3 | 14.4 | 14.2 |
| 5-9 years | 16.5 | 18.0 | 15.1 | 7.0 - | 13.0 | 26.4 +++ | 12.2 | 20.0 | 15.0 |
| 16-20 years | 12.4 | 13.0 | 11.8 | 16.3 | 8.7 | 10.3 | 21.4 +++ | 6.7 - | 10.8 |
| 21-25 years | 9.1 | 12.1 ++ | 6.1 -- | 2.3 | 4.3 | 5.7 | 11.2 | 13.3 | 10.8 |
| 30+ years | 8.1 | 8.8 | 7.3 | - | - | 3.4 - | 4.1 | 14.4 ++ | 15.8 +++ |
| All my life | 6.4 | 6.3 | 6.5 | 16.3 +++ | 8.7 | 10.3 + | 3.1 | 4.4 | 3.3 |
| 26-30 years | 6.0 | 4.2 - | 7.8 + | - | 13.0 ++ | 3.4 | 6.1 | 8.9 | 5.0 |
| Less than 1 year | 3.3 | 1.3 -- | 5.3 ++ | 4.7 | 2.2 | 2.3 | 5.1 | 2.2 | 3.3 |
| Refused | 0.2 | - | 0.4 | - | - | - | 1.0 ++ | - | - |

Table 3: Do you live on Maroochy's...

| | Gender | | | Age Group | | | | | |
|------------------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 100.0 | 239 100.0 | 245 100.0 | 43 100.0 | 46 100.0 | 87 100.0 | 98 100.0 | 90 100.0 | 120 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| Coastal urban strip | 39.9 | 38.1 | 41.6 | 41.9 | 34.8 | 37.9 | 42.9 | 42.2 | 38.3 |
| Rural hinterland | 33.7 | 33.9 | 33.5 | 30.2 | 39.1 | 32.2 | 36.7 | 34.4 | 30.8 |
| Semi-rural, in between areas | 24.6 | 26.4 | 22.9 | 25.6 | 26.1 | 26.4 | 18.4 | 22.2 | 29.2 |
| Don't know | 1.7 | 1.7 | 1.6 | 2.3 | - | 3.4 | 1.0 | 1.1 | 1.7 |
| Refused | 0.2 | - | 0.4 | - | - | - | 1.0 ++ | - | - |

Table 4: Do you wish to add any other key focus area or make any changes to the list?

| | Gender | | | Age Group | | | | | |
|-----------------|--------|-------|--------|-----------|-----------|-----------|-----------|-----------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| No | 88.4 | 90.0 | 86.9 | 90.7 | 87.0 | 92.0 | 84.7 | 88.9 | 88.3 |
| Yes | 11.6 | 10.0 | 13.1 | 9.3 | 13.0 | 8.0 | 15.3 | 11.1 | 11.7 |

Table 5: (If YES) What would they be?

| | Gender | | | Age Group | | | | | | |
|---|--------|-------|--------|-----------|-----------|-----------|-----------|-----------|-----------------|------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over | |
| Unweighted Base | 56 | 24 | 32 | 4 | 6 | 7 | 15 | 10 | 14 | |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| | | 42.9 | 57.1 | 7.1 | 10.7 | 12.5 | 26.8 | 17.9 | 25.0 | |
| A strong Environment / environment protection | | 30.4 | 33.3 | 28.1 | 100.0 | 16.7 | 57.1 | 20.0 | 30.0 | 14.3 |
| Town planning laws re old farm land | | 12.5 | 18.8 | - | 16.7 | 28.6 | 26.7 | 20.0 | - | |
| Population Cap | 12.5 | 16.7 | 9.4 | - | 16.7 | - | 13.3 | - | 28.6 | |
| Public Transport | 10.7 | 16.7 | 6.3 | - | - | - | 6.7 | 10.0 | 28.6 | |
| Listen to/ Consult Community | | 10.7 | 8.3 | 12.5 | - | - | 14.3 | 6.7 | 10.0 | 21.4 |
| Create employment | 8.9 | 8.3 | 9.4 | - | 16.7 | 28.6 | - | 20.0 | - | |
| Public Safety | 7.1 | - | 12.5 | - | 16.7 | - | 6.7 | - | 14.3 | |
| More services for hinterland/5.4 rural areas | | 8.3 | 3.1 | - | - | - | 13.3 | 10.0 | - | |
| Affordable housing | 3.6 | - | 6.3 | - | 16.7 | - | 6.7 | - | - | |

Table 6: Gender

| | Gender | | | Age Group | | | | | |
|-----------------|--------|-------|--------|-----------|-----------|-----------|-----------|-----------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| Female | 50.6 | - | 100.0 | 44.2 | 69.6 | 43.7 | 53.1 | 52.2 | 47.5 |
| | | | +++ | | +++ | | | | |
| Male | 49.4 | 100.0 | - | 55.8 | 30.4 | 56.3 | 46.9 | 47.8 | 52.5 |
| | | +++ | | | --- | | | | |

Table 7: Age Group

| | Gender | | | Age Group | | | | | |
|-----------------|--------|-------|--------|-----------|-----------|-----------|-----------|-----------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| 65 yrs and over | 24.8 | 26.4 | 23.3 | - | - | - | - | - | 100.0 |
| | | | | | | | | | +++ |
| 45-54 yrs | 20.2 | 19.2 | 21.2 | - | - | - | 100.0 | - | - |
| | | | | | | | +++ | | |
| 55-64 yrs | 18.6 | 18.0 | 19.2 | - | - | - | - | 100.0 | - |
| | | | | | | | | +++ | |
| 35-44 yrs | 18.0 | 20.5 | 15.5 | - | - | 100.0 | - | - | - |
| | | | | | | +++ | | | |
| 25-34 yrs | 9.5 | 5.9 | 13.1 | - | 100.0 | - | - | - | - |
| | | --- | +++ | | +++ | | | | |
| 18-24 yrs | 8.9 | 10.0 | 7.8 | 100.0 | - | - | - | - | - |
| | | | | +++ | | | | | |

Table 8: In life do you rely mainly on:

| | Gender | | | Age Group | | | | | |
|-------------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 100.0 | 239 100.0 | 245 100.0 | 43 100.0 | 46 100.0 | 87 100.0 | 98 100.0 | 90 100.0 | 120 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| the power of self | 57.9 | 66.5 +++ | 49.4 --- | 53.5 | 54.3 | 51.7 | 62.2 | 66.7 + | 55.0 |
| the strength of a group | 20.5 | 16.3 -- | 24.5 ++ | 30.2 + | 26.1 | 24.1 | 9.2 --- | 17.8 | 23.3 |
| other | 17.4 | 13.4 -- | 21.2 ++ | 14.0 | 15.2 | 18.4 | 20.4 | 14.4 | 18.3 |
| neither | 4.3 | 3.8 | 4.9 | 2.3 | 4.3 | 5.7 | 8.2 ++ | 1.1 - | 3.3 |

Table 9: In society do you prefer...

| | Gender | | | Age Group | | | | | |
|------------------------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 100.0 | 239 100.0 | 245 100.0 | 43 100.0 | 46 100.0 | 87 100.0 | 98 100.0 | 90 100.0 | 120 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| comprehensive rules and regulation | 42.6 | 38.5 - | 46.5 + | 27.9 -- | 43.5 | 42.5 | 44.9 | 43.3 | 45.0 |
| minimal rules and regulations | 37.2 | 39.3 | 35.1 | 46.5 | 32.6 | 31.0 | 34.7 | 41.1 | 39.2 |
| other | 13.2 | 15.1 | 11.4 | 20.9 | 13.0 | 14.9 | 15.3 | 8.9 | 10.8 |
| neither | 7.0 | 7.1 | 6.9 | 4.7 | 10.9 | 11.5 + | 5.1 | 6.7 | 5.0 |

Table 10: In life do you sense you are...

| | Gender | | | Age Group | | | | | |
|-----------------|--------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| enterprising | 39.9 | 44.4 ++ | 35.5 -- | 39.5 | 37.0 | 42.5 | 39.8 | 44.4 | 35.8 |
| surviving | 38.4 | 34.7 - | 42.0 + | 30.2 | 43.5 | 34.5 | 37.8 | 34.4 | 45.8 + |
| other | 16.1 | 15.1 | 17.1 | 23.3 | 13.0 | 13.8 | 15.3 | 17.8 | 15.8 |
| neither | 5.6 | 5.9 | 5.3 | 7.0 | 6.5 | 9.2 | 7.1 | 3.3 | 2.5 - |

Table 11: Have you been involved in the 'Maroochy 2025' Project?

| | Gender | | | Age Group | | | | | |
|-----------------|--------|-------|--------|-----------|-----------|-----------|-----------|-----------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 | 239 | 245 | 43 | 46 | 87 | 98 | 90 | 120 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| No | 91.5 | 91.2 | 91.8 | 93.0 | 97.8 | 89.7 | 89.8 | 90.0 | 92.5 |
| Yes | 8.5 | 8.8 | 8.2 | 7.0 | 2.2 | 10.3 | 10.2 | 10.0 | 7.5 |

Table 12: How would you describe the personal impact of your involvement in the Maroochy 2025 community visioning process?

| | Gender | | | Age Group | | | | | |
|---------------------|--------|-------|--------|-----------|-----------|-----------|-----------|-----------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 40 | 22 | 18 | 3 | 1 | 7 | 10 | 9 | 10 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | | 55.0 | 45.0 | 7.5 | 2.5 | 17.5 | 25.0 | 22.5 | 25.0 |
| Learning experience | 42.5 | 36.4 | 50.0 | - | 100.0 | 71.4 | 50.0 | 33.3 | 30.0 |
| Enjoyable | 27.5 | 36.4 | 16.7 | 66.7 | - | 14.3 | 20.0 | 33.3 | 30.0 |
| Frustrating | 20.0 | 22.7 | 16.7 | 33.3 | - | - | 20.0 | 22.2 | 30.0 |
| Empowering | 10.0 | 4.5 | 16.7 | - | - | 14.3 | 10.0 | 11.1 | 10.0 |

Table 13: If our community works together to achieve our shared vision, in the future, do you think Maroochy Shire will become a better place to live, a worse place or will it stay the same?

| | Gender | | | Age Group | | | | | |
|-----------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 100.0 | 239 100.0 | 245 100.0 | 43 100.0 | 46 100.0 | 87 100.0 | 98 100.0 | 90 100.0 | 120 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| Better | 75.4 | 74.1 | 76.7 | 76.7 | 69.6 | 78.2 | 78.6 | 77.8 | 70.8 |
| Stay the same | 11.0 | 13.0 | 9.0 | 9.3 | 13.0 | 11.5 | 7.1 | 7.8 | 15.8 ++ |
| Don't know | 9.5 | 8.4 | 10.6 | 9.3 | 13.0 | 6.9 | 9.2 | 11.1 | 9.2 |
| Worse | 2.7 | 3.3 | 2.0 | - | 4.3 | 1.1 | 4.1 | 3.3 | 2.5 |
| Other | 1.0 | 0.4 | 1.6 | 2.3 | - | 2.3 | 1.0 | - | 0.8 |
| Refused | 0.4 | 0.8 | - | 2.3 ++ | - | - | - | - | 0.8 |

Table 14: How confident are you that the Maroochy 2025 community visioning process will become a way of life in the Shire and improve community governance in a lasting way?

| | Gender | | | Age Group | | | | | |
|----------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 484 100.0 | 239 100.0 | 245 100.0 | 43 100.0 | 46 100.0 | 87 100.0 | 98 100.0 | 90 100.0 | 120 100.0 |
| | | 49.4 | 50.6 | 8.9 | 9.5 | 18.0 | 20.2 | 18.6 | 24.8 |
| Don't know | 37.0 | 38.5 | 35.5 | 44.2 | 41.3 | 34.5 | 35.7 | 33.3 | 38.3 |
| Confident | 26.9 | 23.0 - | 30.6 + | 34.9 | 26.1 | 28.7 | 27.6 | 24.4 | 24.2 |
| Not confident | 22.3 | 21.8 | 22.9 | 18.6 | 21.7 | 20.7 | 24.5 | 25.6 | 20.8 |
| Not confident at all | 10.7 | 13.4 + | 8.2 - | 2.3 - | 8.7 | 12.6 | 10.2 | 14.4 | 10.8 |
| Very confident | 3.1 | 3.3 | 2.9 | - | 2.2 | 3.4 | 2.0 | 2.2 | 5.8 ++ |

Table 15: (If Very Confident/Confident) Why?

| | Gender | | | Age Group | | | | | |
|---------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 143 100.0 | 62 100.0 | 81 100.0 | 15 100.0 | 13 100.0 | 28 100.0 | 28 100.0 | 23 100.0 | 36 100.0 |
| | | 43.4 | 56.6 | 10.5 | 9.1 | 19.6 | 19.6 | 16.1 | 25.2 |
| Lot of effort put into it already | 79.7 | 80.6 | 79.0 | 86.7 | 84.6 | 85.7 | 75.0 | 78.3 | 75.0 |
| Will stick to plan | 61.5 | 62.9 | 60.5 | 66.7 | 46.2 | 71.4 | 67.9 | 52.2 | 58.3 |
| Depends on community | 7.7 | 4.8 | 9.9 | - | - | 7.1 | 10.7 | 4.3 | 13.9 |
| New Council will help it happen | 4.2 | 4.8 | 3.7 | - | 7.7 | - | 3.6 | 8.7 | 5.6 |
| Things can only get better | 1.4 | 1.6 | 1.2 | - | - | - | 3.6 | 4.3 | - |
| Council a leader in clean environment | 0.7 | - | 1.2 | - | 7.7 | - | - | - | - |

Table 16: (If Not Confident/Not Confident at all) Why?

| | Gender | | | Age Group | | | | | |
|---|--------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-----------------|
| | Total | Male | Female | 18-24 yrs | 25-34 yrs | 35-44 yrs | 45-54 yrs | 55-64 yrs | 65 yrs and over |
| Unweighted Base | 161 100.0 | 84 100.0 | 77 100.0 | 9 100.0 | 14 100.0 | 29 100.0 | 34 100.0 | 37 100.0 | 38 100.0 |
| | | 52.2 | 47.8 | 5.6 | 8.7 | 18.0 | 21.1 | 23.0 | 23.6 |
| Can't see any changes | 40.4 | 35.7 | 45.5 | 44.4 | 42.9 | 20.7 | 38.2 | 43.2 | 52.6 + |
| No faith in Council | 37.3 | 35.7 | 39.0 | 22.2 | 21.4 | 48.3 | 41.2 | 37.8 | 34.2 |
| too many vested interests eg developers | 14.9 | 17.9 | 11.7 | 22.2 | 7.1 | 24.1 | 20.6 | 10.8 | 7.9 |
| A leaders dream | 9.9 | 11.9 | 7.8 | 22.2 | 35.7 | 6.9 | 8.8 | 5.4 | 5.3 |
| Too expensive | 1.9 | 1.2 | 2.6 | - | - | - | 2.9 | 2.7 | 2.6 |