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DRAFT **RESEARCH REPORT**

on

Maroochy 2025 Community Visioning

TELEPHONE SURVEY No.3

Validation of Draft Strategies

DECEMBER 2004

J2038

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Executive Summary of Key Findings

Introduction

Market Facts was commissioned to conduct a telephone survey of 300 residents from Maroochy Shire Council to validate the outcomes of third stage of the Maroochy 2025 community visioning project. The survey outcomes will confirm the extent to which a broader sample of the general community support the strategies developed by Community Action Planning Teams on behalf of the Maroochy 2025 Community Taskforce.

Research Methodology

The random telephone survey comprised 300 Residents from Maroochy Shire Council.

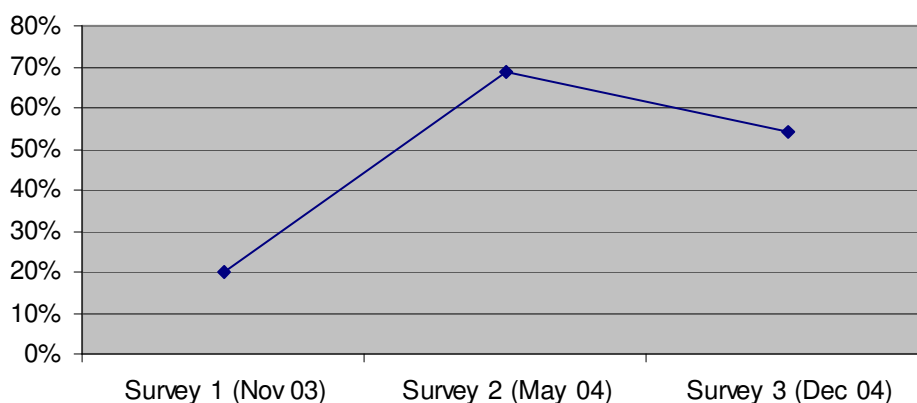
The results presented in this report have been based on a 95% confidence level with a maximum Probable Error of $\pm 4.45\%$. This means that if we were to undertake this survey again and again (over repeated random samplings of the community) that very probably (95 times out of 100), the percentages 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

- **54%** of respondents were aware of the Maroochy 2025 project.
- In the first survey (December 2003), **20%** of respondents were aware of the Maroochy 2025 community visioning project.
- In the second survey (May 2004), **69%** of respondents were aware of the Maroochy 2025 community visioning project.

The following chart shows a comparison of awareness levels (% of respondents) of across the three surveys.

Trend Analysis - Community Awareness Nov 03 - Dec 04



Key Findings

Ranking of Strategies

The following tables (overleaf) show an overall ranking (by mean and by % of support) of the 10 top ranking strategies presented across the six focus areas. The mean score is the average of all the respondents' ratings, 'very supportive', 'supportive' 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 to the % of support ratings, which provides the frequency (%) of support for the vision idea.

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

- *NE = (Our valued Natural Environment)*
- *COMM = (Our healthy, vibrant, inclusive learning communities)*
- *T = (Our diverse transport, infrastructure and mobility)*
- *L = (Our responsible leadership and decision making to achieve our vision)*
- *R & U G = (Our smartly managed rural and urban growth)*
- *E = (Our innovative and diverse economy)*

A more detailed breakdown of the overall ranking of the 30 strategies is contained in the 'Strategy Ranking Tables' in the Appendix. (Refer to pages 50-58)

Top 10 Ranked Strategies (by Mean)

R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	4.60
T 1	Develop high standard public transport systems.	4.49
NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	4.45
NE 2	Increase biological filtering of the built and natural environment...	4.43
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	4.42
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	4.41
T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	4.34
T 3	Develop our communities so that all elements of community have access and mobility options.	4.34
COMM 3	Foster environments that improve levels of self esteem...	4.33
E 2	Promote environmentally and socially sustainable business practices.	4.32
L 1	Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.	4.30

Top 10 Strategies Ranked by % of Support

R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	94.3%
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	92.7%
NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	91.3%
E 2	Promote environmentally and socially sustainable business practices.	90.7%
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	90.3%
T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	89.0%
T 3	Develop our communities so that all elements of community have access and mobility options.	88.7%
NE 2	Increase biological filtering of the built and natural environment...	88.3%
T 1	Develop high standard public transport systems.	87.7%
R & UG 2	Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically	87.7%
COMM 3	Foster environments that improve levels of self esteem...	85.7%

The two highlighted strategies:

- *“Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically.”*
- *“Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.”*

are the only ones not reflected in both of the top 10 ranking tables above. There is therefore a remarkable similarity with the community’s level of support for the top ranking strategies.

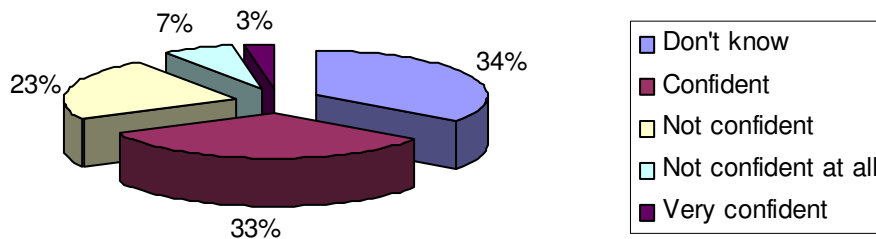
Evaluation of Maroochy 2025

When respondents were asked about their confidence in achieving the strategies,

- 33% of respondents were confident that they could be achieved, and
- an almost equal number of respondents (34%) or one in three 'didn't know' whether the strategies could be achieved.

Their responses are shown graphically below.

Confident Strategies can be achieved

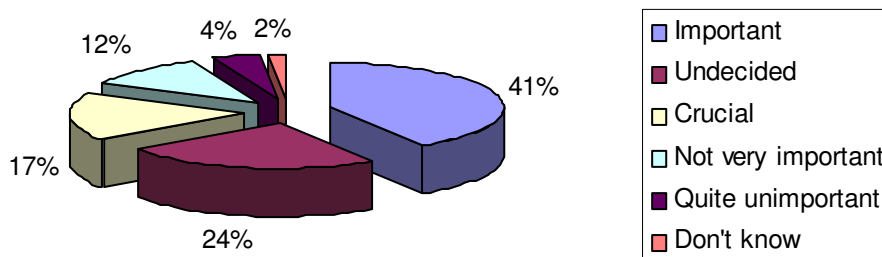


When respondents were then asked about their role in implementation,

- 41% of respondents thought it was 'important', and
- 24% of respondents 'didn't know'.

Their responses are shown graphically below.

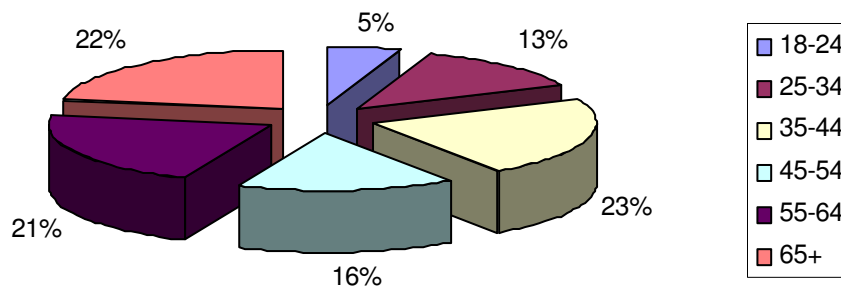
Future Involvement in Implementing Strategies



Socio demographic profile of respondents

- Equal representations (50%) of male and female respondents were interviewed.
- The age group of respondents interviewed is summarised graphically below.

Respondent Age Groups



In Summary,

- There is generally a very high % of support for the strategies. The highest recorded support was 94% for:

“Provide innovative solutions for our communities to reduce water and energy consumption levels”

The lowest recorded support was 67% for:

“Build upon our existing foresight capabilities through applied learning projects”.

- The community is not confident (cynical) about the strategies being achieved. Over 60% of respondents either didn't know (34%) or were 'not confident' or 'not confident at all' (30%) about the strategies being achieved.
- There is a reasonably high level of ownership or 'sense of responsibility' for future implementation of the strategies. With 57% of respondents believing that they need to become involved in implementing the strategies. Less than 20% of respondents considered their role in implementation to be either 'not very important' or 'quite unimportant'.
- Community awareness about the project has declined slightly from the previous survey level of 69% to 54%. This equates to just over half of the respondents who were interviewed being aware of the project.

Introduction

Market Facts was commissioned to conduct a telephone survey of 300 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 support the strategies developed by Community Action Planning Teams on behalf of the Maroochy 2025 Community Taskforce.

Background

As part of the Maroochy 2025 Community Visioning process, two scientific surveys were previously 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 strategies) 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 the second survey were used to assist the Community Taskforce by checking the validity of their work to date and also in drafting the Community Vision for Maroochy.

The current survey (third survey) validates the third stage of 'action planning', for the Maroochy 2025 project. The purpose of this stage is to answer the question of "How will we get to our vision in 2025?" Community Action Planning Teams with representatives from community businesses, and government were established in July 2004 to develop strategies on behalf of Maroochy Shire. The survey establishes the level of community support for these strategies.

Research Methodology

Maroochy Shire Council's M2025 project team and Market Facts developed this third community survey instrument. The sample group comprised 300 people who were randomly selected to ensure an unbiased sample.

From the sample of 300 Residents from Maroochy Shire Council, the majority of respondents interviewed were full-time residents of the Maroochy Shire.

The following age groups were represented in the random sample that were interviewed as follows:

Age Group	December 2004 Survey
0-14*	
15-24*	5.3%
25-34	13%
35-44	22%
45-54	16%
55-64	21%
65+	22.3%

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

A total of 2295 telephone numbers were attempted with 1287 connected calls being made to achieve the 300 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 for the six focus areas. 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 the focus 'Our valued natural environment' is 4.31, which means that the average response is almost halfway between 'Very Supportive' and 'Supportive'.

In all matrix tables, a % of support is also provided to illustrate the frequency of support in percentage terms.

On page 32, an summary of the 'Top 10 Ranking Strategies' 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 'Very Supportive' and 'Supportive' ratings for the Strategies.

Detailed Findings

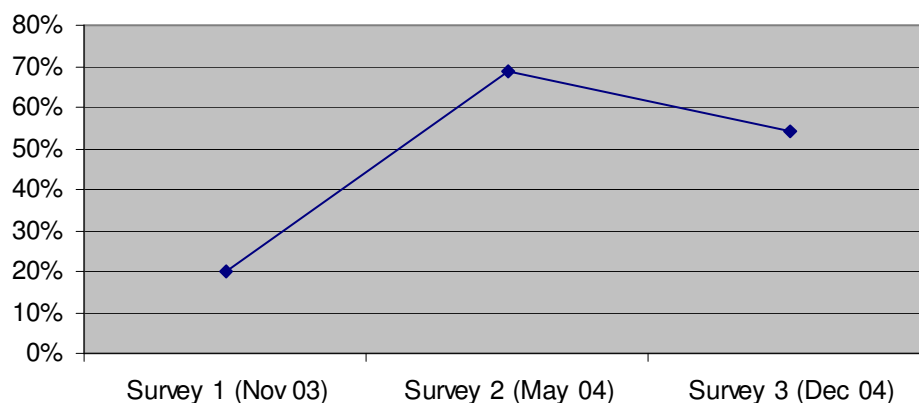
Community Awareness of 'Maroochy 2025' community visioning project

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

- **54%** of respondents were aware of the Maroochy 2025 project.
- In the first survey (December 2003), **20%** of respondents were aware of the Maroochy 2025 community visioning project.
- In the second survey (May 2004), **69%** of respondents were aware of the Maroochy 2025 community visioning project.

The following chart shows a comparison of awareness levels (% of respondents) of across the three surveys undertaken to date.

**Trend Analysis - Community Awareness
Nov 03 - Dec 04**

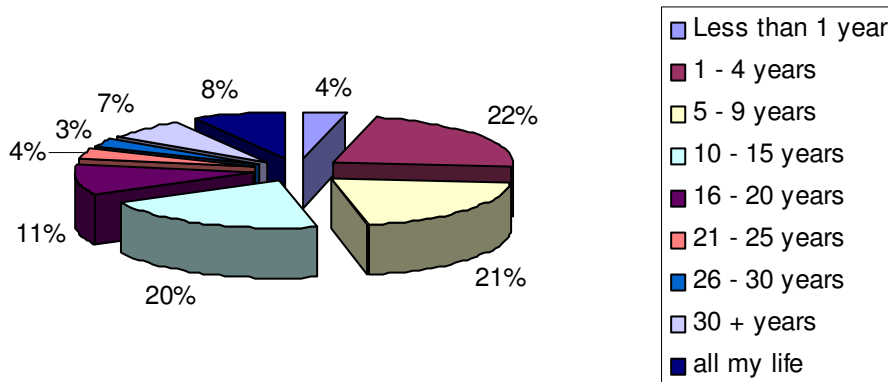


Time Living in Shire

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

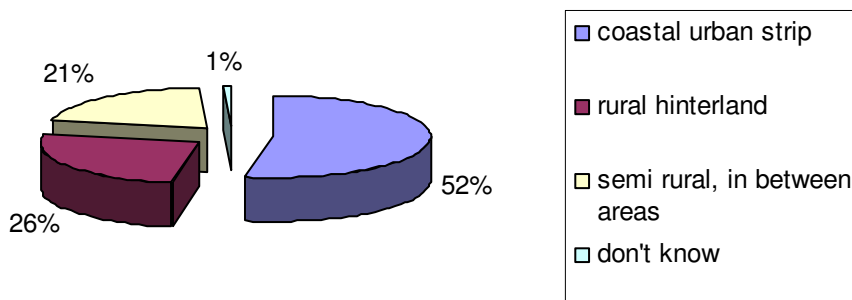


Where respondents live

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



Support for Strategies

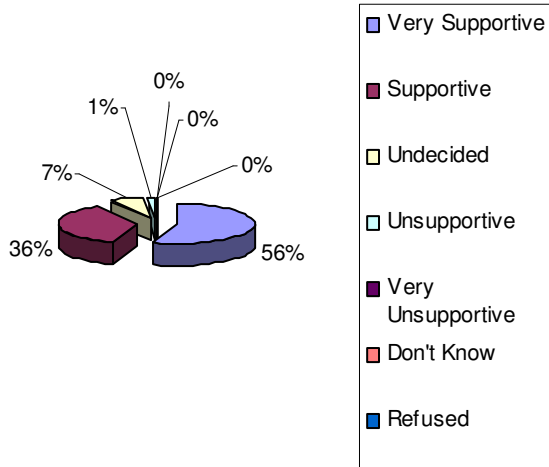
For each of the 30 key strategies, they have been summarised in a matrix table within their respective focus area grouping. The matrix table shows respondents level of support for the strategy, ranking by mean within the focus area, mean scores for each strategy and an overall average for the focus area. The % of support is also shown and is the sum of respondents who supported the strategies with a 'very supportive' or 'supportive' rating.

a) Our Valued Natural Environment

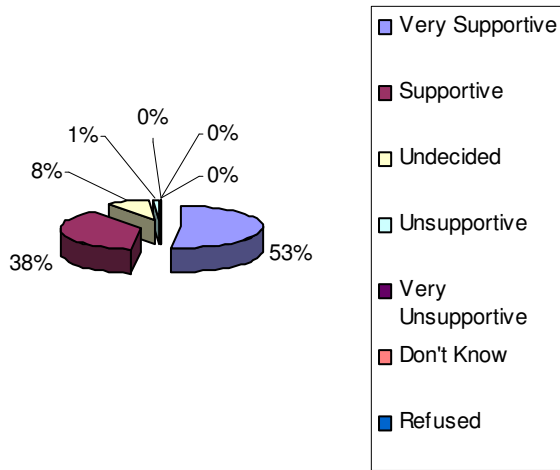
	RANK	Sample Size	Very Supportive	Supportive	% of support	Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean
Develop, research, implement world best practice standards for: water quality, waterway condition...	1	300	55.0%	36.3%	91.3%	7.3%	1.3%	0.0%	0.0%	0.0%	4.45
Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	2	300	52.0%	38.3%	88.3%	8.3%	1.3%	0.0%	0.0%	0.0%	4.41
Increase biological filtering of the built and natural environment...	3	300	54.7%	33.7%	90.3%	7.7%	2.3%	0.0%	0.0%	1.7%	4.43
Strengthen existing legislation to ensure our natural environment is valued...	4	300	45.7%	36.0%	81.7%	10.7%	3.7%	2.3%	1.7%	0.0%	4.21
Sustain an aesthetically pleasant landscape.	5	300	36.7%	48.0%	84.7%	13.7%	1.3%	0.3%	0.0%	0.0%	4.19
AVERAGE FOR THEME AS A WHOLE											4.34

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

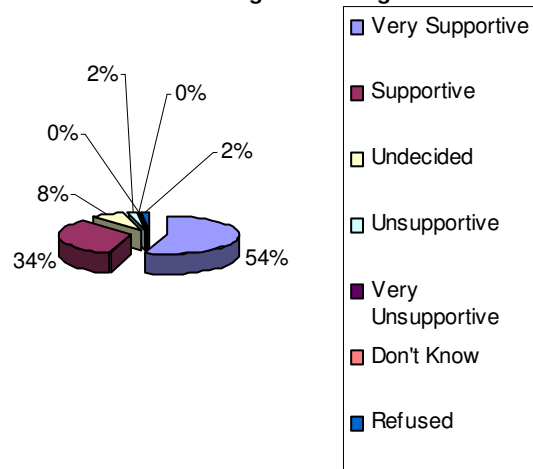
Develop, research, implement



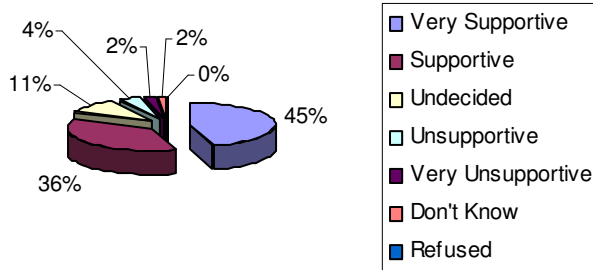
Establish programs...



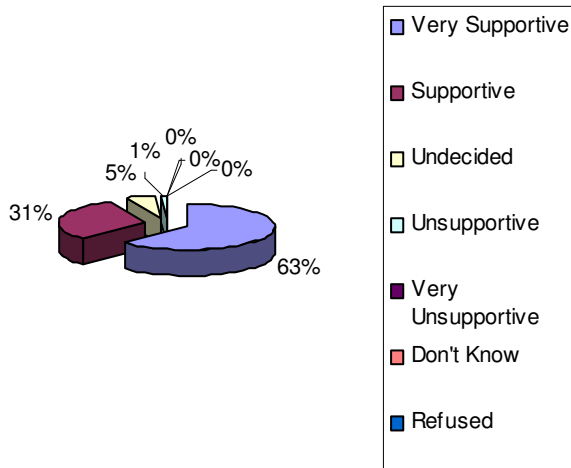
Increase biological filtering...



Strengthen existing legislation...



Sustain an aesthetically pleasant landscape.

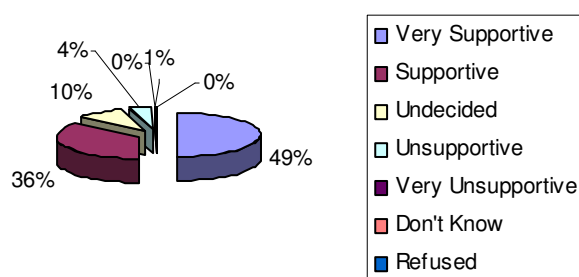


b) Our healthy, vibrant, inclusive, learning communities

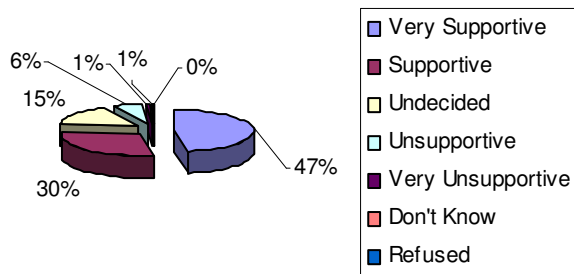
	RANK	Sample Size	Very Supportive	Supportive	% of support	Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean
Foster environments that improve levels of self esteem...	1	300	50.0%	35.7%	85.7%	9.7%	4.0%	0.0%	0.7%	0.0%	4.33
Identify, select and implement successful and innovative affordable housing for all ages.	2	300	47.3%	30.0%	77.3%	15.3%	6.0%	0.7%	0.7%	0.0%	4.18
Create community hubs with allocated spaces to provide access to information...	3	300	27.3%	53.0%	80.3%	14.3%	3.3%	0.7%	1.3%	0.0%	4.04
Establish a broad range of learning and entertainment opportunities...	4	300	28.7%	48.3%	77.0%	18.7%	3.7%	0.3%	0.3%	0.0%	4.02
Develop a social plan that addresses affordable and inclusive programs...	5	300	29.7%	44.0%	73.7%	20.0%	5.0%	0.3%	1.0%	0.0%	3.99
AVERAGE FOR THEME AS A WHOLE											4.11

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

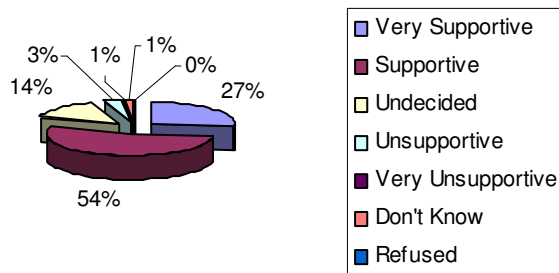
Foster environments...



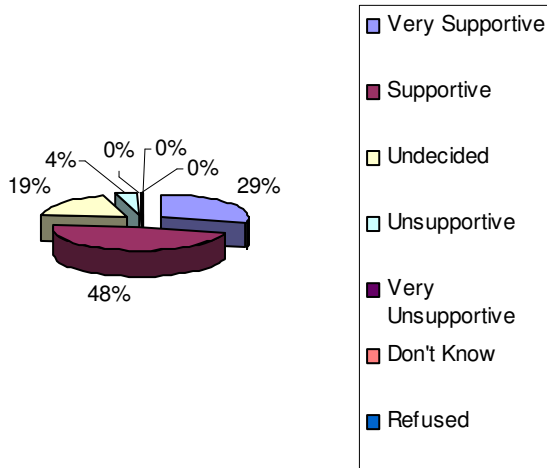
Identify,select and implement...



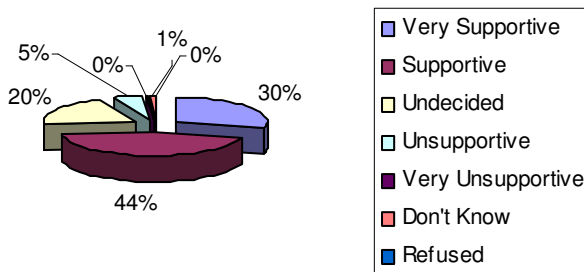
Create community hubs...



Establish a broad range...



Develop a social plan..

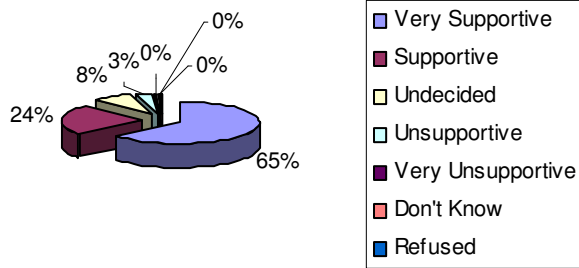


c) Our diverse transport infrastructure and mobility

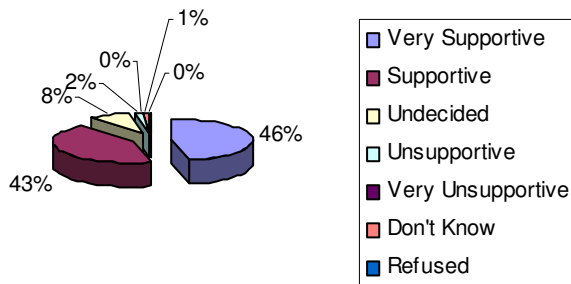
	RANK	Sample Size	Very Supportive	Supportive	% of support	Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean
Develop high standard public transport systems.	1	300	64.3%	23.3%	87.7%	8.0%	3.3%	0.3%	0.3%	0.3%	4.49
Partner with our State and Local Government partners in the development of integrated transport solutions.	2	300	46.3%	42.7%	89.0%	8.0%	1.7%	0.3%	0.7%	0.3%	4.34
Develop our communities so that all elements of community have access and mobility options.	3	300	47.0%	41.7%	88.7%	8.7%	2.3%	0.0%	0.3%	0.0%	4.34
Develop urban living environments that feature a mix of connected walkable facilities.	4	300	39.0%	41.0%	80.0%	15.3%	3.7%	0.0%	1.0%	0.0%	4.16
Educate and encourage our communities to utilise a diverse range of travel options.	5	300	35.3%	45.0%	80.3%	15.0%	3.3%	0.7%	0.0%	0.7%	4.12
AVERAGE FOR THEME AS A WHOLE											4.29

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

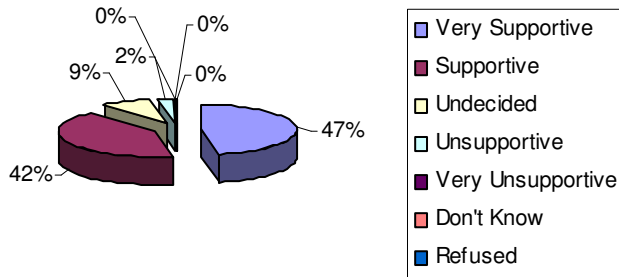
Develop high standard public transport systems.



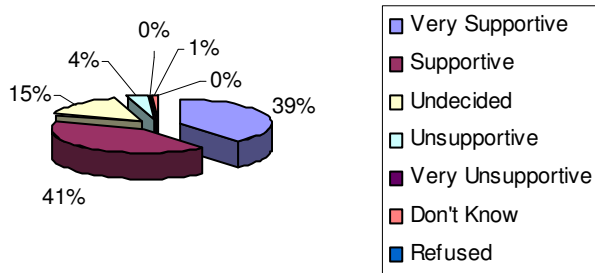
Partner with our State and Local Government partners...



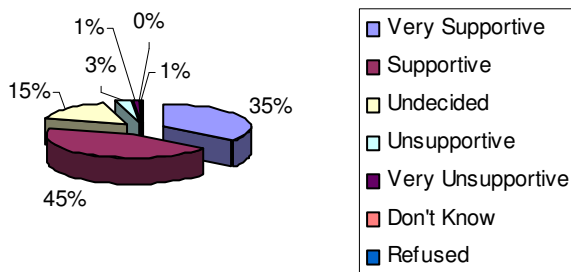
Develop our communities...



Develop urban living environments...



Educate and encourage our communities...

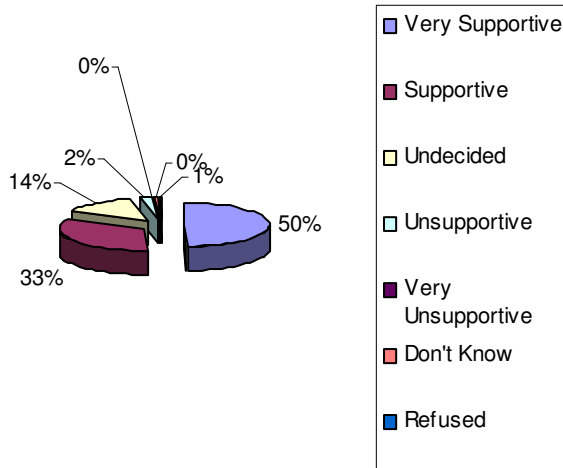


d) Our responsible leadership and participatory decision making and foresight

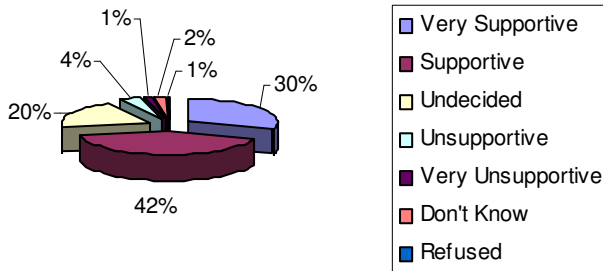
	RANK	Sample Size	Very Supportive	Supportive	% of support	Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean
Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.	1	300	49.3%	33.0%	82.3%	14.3%	2.0%	0.3%	0.3%	0.7%	4.30
Establish and nurture a responsible leadership, decision making and foresight learning cultures through utilising existing social networks based upon principles of trust.	2	300	30.0%	42.7%	74.0%	19.7%	3.7%	1.3%	2.0%	0.7%	3.99
Determine and ensure we are utilising, affirming, and enhancing our current Community and Village leadership skills and knowledge bases.	3	300	22.7%	52.0%	72.7%	20.3%	2.0%	0.0%	2.3%	0.7%	3.98
Use our existing and developed social networks to link our communities through relationships that result in shared knowledge and understanding.	4	300	24.7%	49.3%	74.7%	22.0%	2.7%	0.0%	1.3%	0.0%	3.97
Build upon our existing foresight capabilities through applied learning projects.	5	300	23.0%	44.3%	67.3%	22.7%	4.7%	0.3%	4.7%	0.3%	3.89
AVERAGE FOR THEME AS A WHOLE											4.03

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

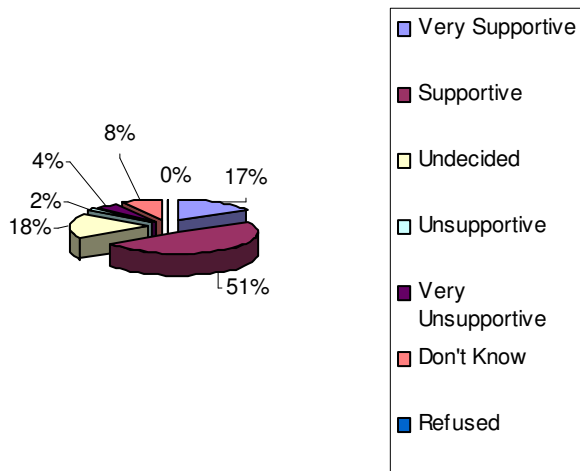
Ensure we are achieving our visions...



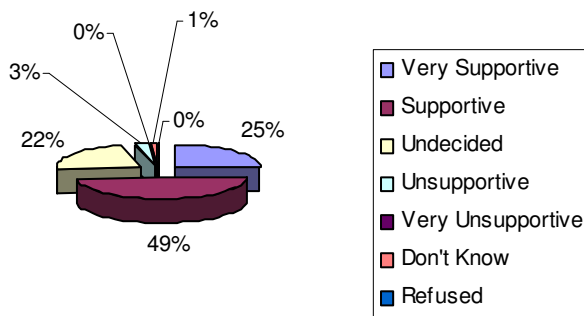
Establish and nurture a responsible leadership...



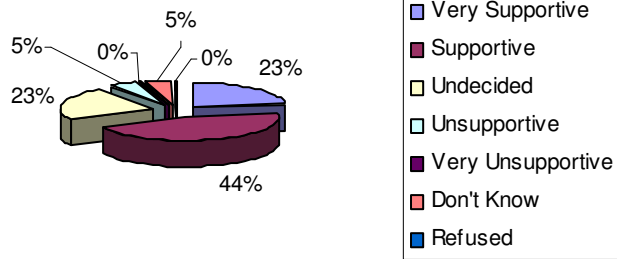
Determine and ensure we are...



Use our existing and developed social networks...



**Build upon our existing foresight capabilities
of life...**

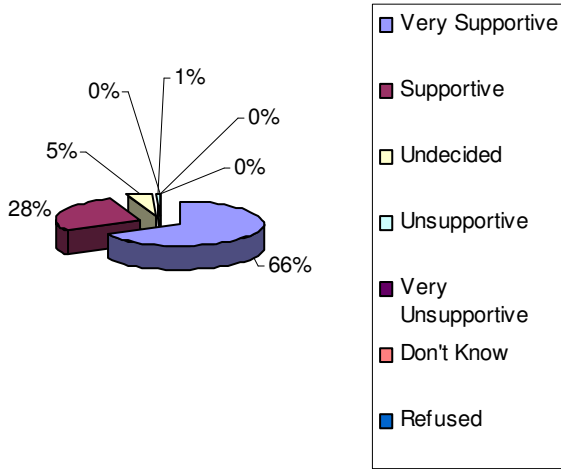


e) Our smartly managed rural and urban growth

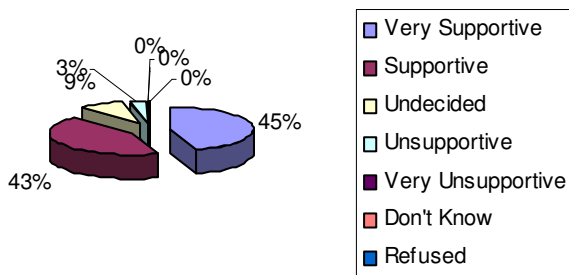
	RANK	Sample Size	Very Supportive	Supportive	% of support	Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean
Provide innovative solutions for our communities to reduce water and energy consumption levels	1	300	66.3%	28.0%	94.3%	5.0%	0.7%	0.0%	0.0%	0.0%	4.60
Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically	2	300	45.0%	42.7%	87.7%	8.7%	3.0%	0.3%	0.3%	0.0%	4.29
Partner our framework for Local Growth that considers the Regional Management Plan with other agencies for the purposes of creating buffers, green space, urban areas and staging of infrastructure.	3	300	41.3%	43.7%	85.0%	13.3%	1.0%	0.7%	0.0%	0.0%	4.24
Assist our communities to utilise innovation urban designs that ensures sustainable principle outcomes.	4	300	32.0%	45.3%	77.3%	16.0%	1.7%	0.0%	4.7%	0.3%	4.13
Estimate and manage the population growth based on sustainable outcomes	5	300	42.0%	34.7%	76.7%	14.0%	5.0%	3.0%	1.0%	0.3%	4.09
AVERAGE FOR THEME AS A WHOLE											4.27

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

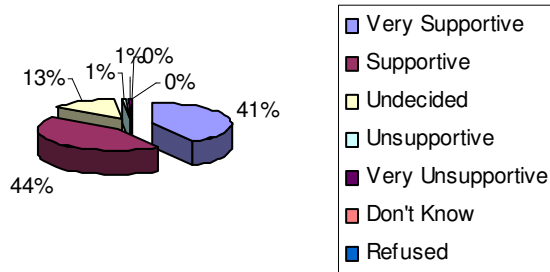
Provide innovative solutions...



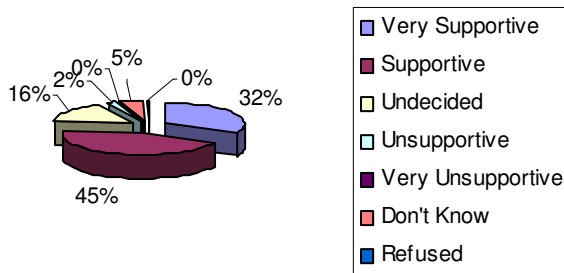
Build upon our vibrant and diverse rural areas...



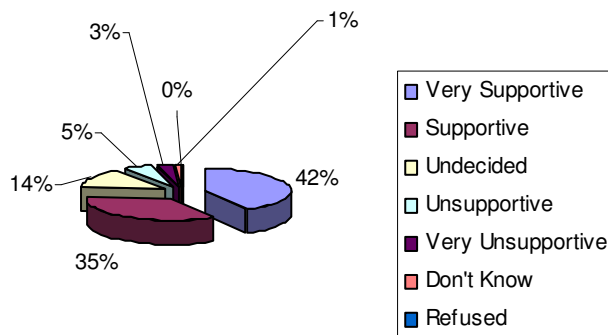
Partner our framework for Local Growth...



Assist our communities to...



Estimate and manage...

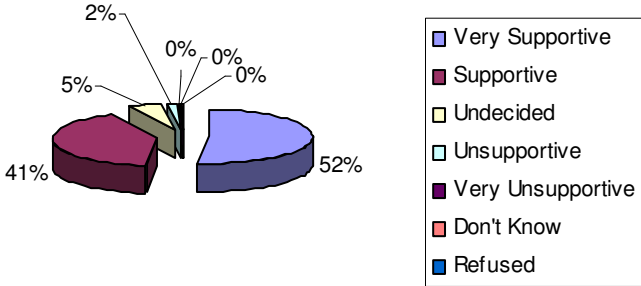


f) Our innovative and diverse economy

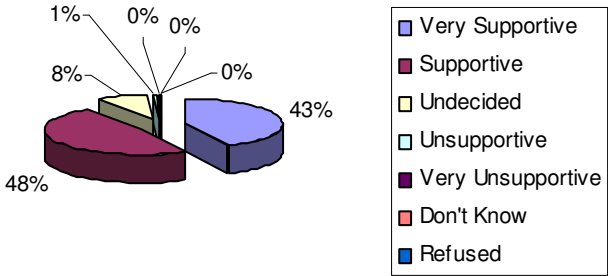
	RANK	Sample Size	Very Supportive	Supportive	% of support	Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean
Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	1	300	51.7%	41.0%	92.7%	5.0%	1.7%	0.3%	0.3%	0.0%	4.42
Promote environmentally and socially sustainable business practices.	2	300	42.7%	48.0%	90.7%	8.3%	0.7%	0.3%	0.0%	0.0%	4.32
Nuture start up, micro and small businesses enterprises.	3	300	41.0%	42.0%	83.0%	13.0%	2.3%	1.0%	0.7%	0.0%	4.20
Increase the diversification of our industry base.	4	300	42.0%	36.3%	78.3%	15.3%	3.3%	0.7%	2.3%	0.0%	4.18
Enhance our existing innovative, entrepreneurial and creative cultures by: increasing economic and social capacities, by showcasing our best practice models and celebrating our entrepreneurship, and research in business growth.	5	300	22.7%	48.7%	71.3%	20.0%	3.3%	2.3%	2.3%	0.7%	3.89
AVERAGE FOR THEME AS A WHOLE 4.20											

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

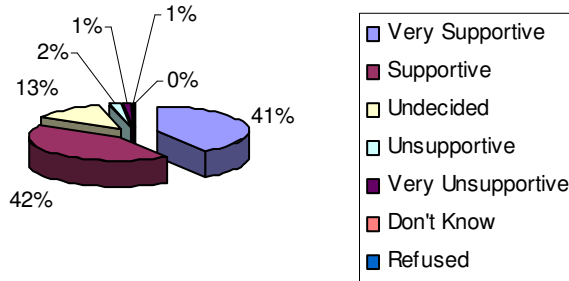
Target and partner with others to facilitate...



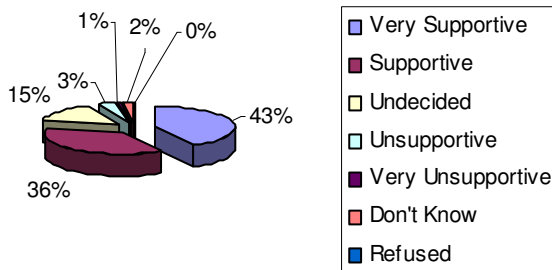
Promote environmentally and socially sustainable business practices.



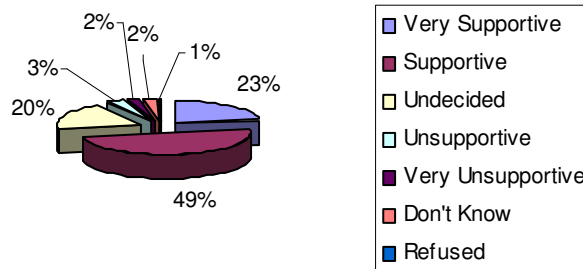
Nature start up, micro and smal businesses enterprises.



Increase the diversification of our industry base.



Enhance our existing innovative, entrepreneurial and creative cultures by...



Overall Ranking of Strategies

The following tables (overleaf) show an overall ranking (by mean and % of support) of the 10 top ranking strategies presented across the six focus areas. The mean score is the average of all the respondents' ratings, 'very supportive', 'supportive' 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 to the % of support ratings, which provide the frequency (%) of support for the vision idea.

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

- *NE = (Our valued Natural Environment)*
- *COMM = (Our healthy, vibrant, inclusive learning communities)*
- *T = (Our diverse transport, infrastructure and mobility)*
- *L = (Our responsible leadership and participatory decision making and foresight)*
- *R & U G = (Our smartly managed rural and urban growth)*
- *E = (Our innovative and diverse economy)*

A more detailed breakdown of the ranking of the 30 strategies is contained in the 'Strategy Ranking Tables' in the Appendix. (Refer to Pages 50-58)

Top 10 Ranked Strategies (by Mean)

R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	4.60
T 1	Develop high standard public transport systems.	4.49
NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	4.45
NE 2	Increase biological filtering of the built and natural environment...	4.43
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	4.42
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	4.41
T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	4.34
T 3	Develop our communities so that all elements of community have access and mobility options.	4.34
COMM 3	Foster environments that improve levels of self esteem...	4.33
E 2	Promote environmentally and socially sustainable business practices.	4.32
L 1	Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.	4.30

Top 10 Strategies Ranked by % of Support

R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	94.3%
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	92.7%
NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	91.3%
E 2	Promote environmentally and socially sustainable business practices.	90.7%
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	90.3%
T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	89.0%
T 3	Develop our communities so that all elements of community have access and mobility options.	88.7%
NE 2	Increase biological filtering of the built and natural environment...	88.3%
T 1	Develop high standard public transport systems.	87.7%
R & UG 2	Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically	87.7%
COMM 3	Foster environments that improve levels of self esteem...	85.7%

The two highlighted strategies (shown in bold text);

- *“Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically.”*
- *“Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.”*

are the only ones not reflected in both of the top 10 ranking tables above. There is therefore a remarkable similarity with the community’s level of support for the top ranking strategies.

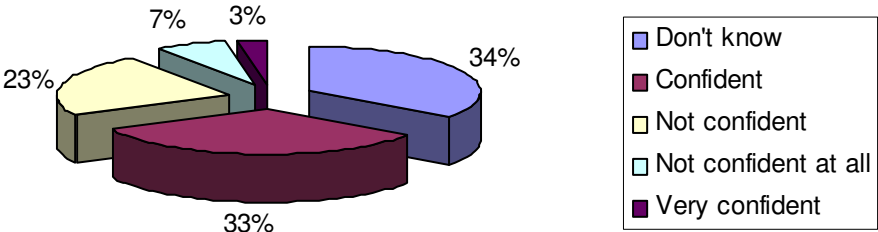
Evaluation of Maroochy 2025

Respondents were then asked to provide the Maroochy 2025 Team with some feedback about how confident they were that the community vision would be achieved. They were asked how confident they were that the strategies they just rated could be achieved. (Refer to Table 4)

- 33% of respondents were confident that the strategies could be achieved, and.
- an almost equal number of respondents (34%) or one in three 'didn't know' whether the strategies could be achieved.

Their responses are shown graphically below.

Confident Strategies can be achieved

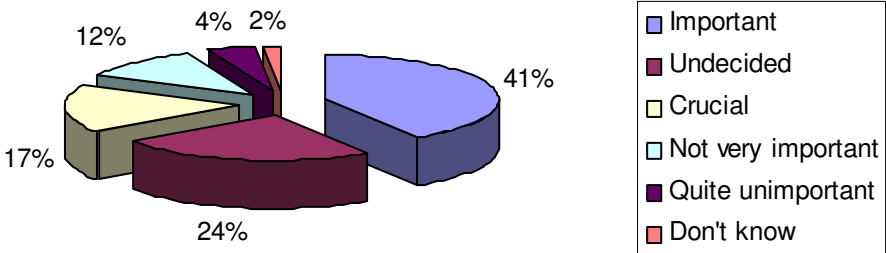


Respondents were then asked how important they thought it was that they become involved in implementing these strategies. (Refer to Table 5)

- 41% of respondents thought it was 'important', and
- 24% of respondents 'didn't know'.

Their responses are shown graphically below.

Future Involvement in Implementing Strategies



Socio demographic profile of respondents

Gender

(Refer to Table 6)

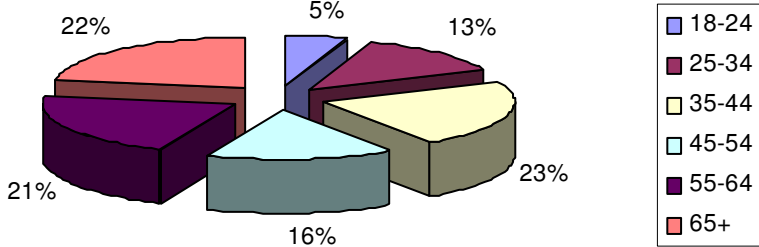
- Equal representations (50%) of male and female respondents were interviewed.

Age Group

(Refer to Table 7)

The age group of respondents interviewed is summarised graphically below.

Respondent Age Groups



In summary,

- There is generally a very high % of support for the strategies. The highest recorded support was 94% for:

“Provide innovative solutions for our communities to reduce water and energy consumption levels”

The lowest recorded support was 67% for:

“Build upon our existing foresight capabilities through applied learning projects”.

- The community is not confident (cynical) about the strategies being achieved. Over 60% of respondents either didn't know (34%) or were 'not confident' or 'not confident at all' (30%) about the strategies being achieved.
- There is a reasonably high level of ownership or 'sense of responsibility' for future implementation of the strategies. With 57% of respondents believing that they need to become involved in implementing the strategies. Less than 20% of respondents considered it to be either 'not very important' or 'quite unimportant' their role in implementation.
- Community awareness about the project has declined slightly from the previous survey level of 69% to 54%. That is just over half of the respondents who were interviewed were aware of the project.

Appendix (Questionnaire & Tables referred to in Report)

Q# _____

MAROOCHY 2025 SURVEY NO. 3

SAMPLE: 300

QUOTAS: Equal representation of males and females.
respondents across Maroochy Shire Council

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 Visioning 2025 project, we would like to hear your opinions on the draft Maroochy 2025 Strategies for 2005 - 2010.

[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 (Continue)

2) Part-time (Continue)

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.]**

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

Yes 1

No 2

[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.]

[For all respondents please advise the following]

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?
- * _____ [Round answer to nearest year].
- 97 Less than one year
- 98 All my life
- 99 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
- * Other [RECORD VERBATIM ANSWER]
-
4. Don't Know
5. Refused/NA

Validation of Maroochy 2025 – Strategies & Action Plans for 2005 – 2010 for each Focus Area

The Maroochy 2025 project is about developing a shared community vision for Maroochy Shire in 2025. The process is currently in its third stage, called Action Planning. The purpose of this stage is to answer the question of “How will we get to our vision in 2025?” Community Action Planning Teams with representatives from community businesses, and government were established in July 2004 to develop these strategies on behalf of Maroochy Shire.

The Maroochy 2025 project team now needs to understand how much you would support the strategies they have developed. These strategies have been grouped into the six key focus areas that relate to the Maroochy 2025 vision.

I am about to read out the top 30 key strategies developed by these Community Action Planning Teams. Please rate your degree of support for each of these strategies on a scale of 1 to 5 with:

- 5, Very Supportive
- 4, 'Support
- 3, 'Undecided
- 2, Unsupportive, and
- 1, 'Very Unsupportive'

Please keep in mind when rating these ideas that future-funding priorities may be influenced by the importance level you place on these.

The Maroochy 2025 Team have defined 'strategy' as broad activities required to achieve a goal, control a critical success factor or overcome a barrier.

4a) For the first focus area - 'Our valued Natural Environment', how would you rate the following strategies:

<i>Very Supportive</i>	<i>Supportive</i>	<i>Undecided</i>	<i>Unsupportive</i>	<i>Very Unsupportive</i>	<i>DK</i>	<i>Refused</i>
Strategy 1: Increase biological filtering of the built and natural environments through designing and implementing long term development, management and rehabilitation of our water and waterways.						
5	4	3	2	1	9	6.
Strategy 2: Develop, research, implement world best practice standards for: Water quality, waterway condition, beach condition, flora and fauna condition, interface between the built environment and nature						
5	4	3	2	1	9	6.
Strategy 3: Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones to improve water quality and biodiversity						
5	4	3	2	1	9	6.
Strategy 4: Sustain an aesthetically pleasant landscape						
5	4	3	2	1	9	6.
Strategy 5: Strengthen existing legislation to ensure our natural environment is valued.						
5	4	3	2	1	9	6.

4b) For the second focus area - 'Our healthy, vibrant, inclusive, learning communities', how would you rate the following strategies. Keeping in mind that your importance rating may influence future funding priorities

<i>Very Supportive</i>	<i>Supportive</i>	<i>Undecided</i>	<i>Unsupportive</i>	<i>Very Unsupportive</i>	<i>DK</i>	<i>Refused</i>
Strategy 1: Identify, select and implement successful and innovative affordable housing for all ages						
5	4	3	2	1	9	6.
Strategy 2: Establish a broad range of learning and entertainment opportunities that is inclusive and contributes to our community's cultural diversity						
5	4	3	2	1	9	6.
Strategy 3: Foster environments that improve levels of self-esteem and uniqueness in our young people that contributes to the growth of self-motivated, independent learners.						

5	4	3	2	1	9	6.
Strategy 4: Create community hubs with allocated spaces to provide access to information, education and support services, shopping facilities and celebration of events						
5	4	3	2	1	9	6.
Strategy 5: Develop a social plan that addresses affordable and inclusive programs for cultural, sport, leisure, relaxation and creative arts needs.						
5	4	3	2	1	9	6.

4c) For the third focus area - ‘ **Our diverse transport infrastructure and mobility**’, how would you rate the following strategies. Keeping in mind that your importance rating may influence future funding priorities

<i>Very Supportive</i>	<i>Supportive</i>	<i>Undecided</i>	<i>Unsupportive</i>	<i>Very Unsupportive</i>	<i>DK</i>	<i>Refused</i>
Strategy 1: Develop high standard public transport systems.						
5	4	3	2	1	9	6.
Strategy 2: Partner with our State and Local Government partners in the development of integrated transport solutions.						
5	4	3	2	1	9	6.
Strategy 3: Educate and encourage our communities to utilise a diverse range of travel options.						
5	4	3	2	1	9	6.
Strategy 4: Develop urban living environments that feature a mix of connected walk able facilities.						
5	4	3	2	1	9	6.
Strategy 5: Develop our communities so that all elements of community have access and mobility options.						
5	4	3	2	1	9	6.

4d) For the fourth focus area - ‘ **Our responsible leadership and participatory decision making and foresight**, how would you rate the following strategies. Keeping in mind that your importance rating may influence future funding priorities

<i>Very Supportive</i>	<i>Supportive</i>	<i>Undecided</i>	<i>Unsupportive</i>	<i>Very Unsupportive</i>	<i>DK</i>	<i>Refused</i>
Strategy 1: Ensure we are achieving our visions through a values based and ethical leadership framework that is accountable to the community.						
5	4	3	2	1	9	6.
Strategy 2: Determine and ensure we are utilising, affirming, and enhancing our current Community and Village leadership skills and knowledge bases..						
5	4	3	2	1	9	6
Strategy 3: Use our existing and developed social networks to link our communities through relationships that results in shared knowledge and understanding.						
5	4	3	2	1	9	6.
Strategy 4: Establish and nurture a responsible leadership, decision making and foresight learning cultures through utilizing existing social networks based upon principles of trust.						
5	4	3	2	1	9	6.
Strategy 5: Build upon our existing foresight capabilities through applied learning projects.						
5	4	3	2	1	9	6.

4e) For the fifth focus area - **‘Our Smartly managed rural and urban future’**, how would you rate the following strategies.

<i>Very Supportive</i>	<i>Supportive</i>	<i>Undecided</i>	<i>Unsupportive</i>	<i>Very Unsupportive</i>	<i>DK</i>	<i>Refused</i>
Strategy 1: Provide innovative solutions for our communities to reduce water and energy consumption levels						
5	4	3	2	1	9	6.
Strategy 2: Assist our communities to utilize innovation urban designs that ensures sustainable principled outcomes.						
5	4	3	2	1	9	6.
Strategy 3: Partner our framework for Local Growth that considers the Regional Management Plan with other agencies for the purpose of creating buffers, green space, urban areas and staging of infrastructure.						
5	4	3	2	1	9	6.

Strategy 4: Build upon our vibrant and diverse rural areas to ensure that they remain sustainable economically.

5	4	3	2	1	9	6.
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Strategy 5: Estimate and manage the population growth based on sustainable outcomes

5	4	3	2	1	9	6.
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4f) And for the final focus area - **‘Our innovative and diverse economy’**, how would you rate the following strategies. Keeping in mind that your importance rating may influence future funding priorities

<i>Very Supportive</i>	<i>Supportive</i>	<i>Undecided</i>	<i>Unsupportive</i>	<i>Very Unsupportive</i>	<i>DK</i>	<i>Refused</i>
Strategy 1: Increase the diversification of our industry base						
5	4	3	2	1	9	6.
Strategy 2: Enhance our existing innovative, entrepreneurial and creative cultures by: increasing economic and social capacities, by showcasing our best practice models and celebrating our entrepreneurship, and research in business growth.						
5	4	3	2	1	9	6.
Strategy 3: Nurture start-up, micro and small businesses enterprises.						
5	4	3	2	1	9	6.
Strategy 4: Promote environmentally and socially sustainable business practices.						
5	4	3	2	1	9	6.
Strategy 5: Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents.						
5	4	3	2	1	9	6.

Evaluation of Maroochy 2025

Now, we would like you to provide the Maroochy 2025 Team with some feedback about how confident you are that the community vision will be achieved.

5. Are you confident that the strategies that you have just rated can be achieved?

TABLES REFERED TO IN REPORT

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

	Gender									Ref.
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Unweighted Base	300	150	150	16	39	66	48	63	67	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		50.0	50.0	5.3	13.0	22.0	16.0	21.0	22.3	0.3
Yes	54.3	57.3	51.3	31.3	48.7	57.6	52.1	55.6	61.2	-
No	45.7	42.7	48.7	68.8	51.3	42.4	47.9	44.4	38.8	100.0

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

	Gender									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Ref.
Unweighted Base	300	150	150	16	39	66	48	63	67	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		50.0	50.0	5.3	13.0	22.0	16.0	21.0	22.3	0.3
All my life	8.3	6.7	10.0	12.5	5.1	9.1	8.3	6.3	10.4	-
30	7.3	6.0	8.7	-	2.6	7.6	12.5	7.9	7.5	-
20	7.0	6.0	8.0	12.5	10.3	4.5	10.4	6.3	4.5	-
10	6.7	6.7	6.7	-	7.7	7.6	4.2	11.1	4.5	-
3	6.3	6.0	6.7	-	10.3	9.1	4.2	4.8	4.5	100.0
2	6.0	6.0	6.0	-	7.7	3.0	6.3	9.5	6.0	-
5	5.7	7.3	4.0	6.3	5.1	6.1	8.3	3.2	6.0	-
4	5.3	6.0	4.7	6.3	12.8 ++	3.0	4.2	1.6	7.5	-
6	3.7	2.7	4.7	-	5.1	6.1	4.2	1.6	3.0	-
7	3.7	4.7	2.7	6.3	5.1	4.5	-	7.9 ++	-	-
15	3.7	2.7	4.7	6.3	-	3.0	4.2	4.8	4.5	-
Less than one year	3.7	4.0	3.3	6.3	2.6	3.0	4.2	7.9 ++	-	-
1	3.3	4.0	2.7	18.8	7.7	4.5	-	-	1.5	-
8	3.3	4.7	2.0	-	-	4.5	4.2	1.6	6.0	-
9	3.3	2.7	4.0	-	2.6	4.5	4.2	4.8	1.5	-
11	3.3	2.7	4.0	-	2.6	3.0	6.3	3.2	3.0	-
16	3.0	2.7	3.3	6.3	2.6	4.5	-	1.6	4.5	-

14	2.7	2.7	2.7	6.3	-	3.0	2.1	3.2	3.0	-
12	2.0	3.3 +	0.7 -	-	-	1.5	-	1.6	6.0 +++	-
24	2.0	3.3 +	0.7 -	-	-	3.0	2.1	3.2	1.5	-
19	1.7	2.0	1.3	6.3	-	-	-	1.6	4.5 ++	-
25	1.7	2.0	1.3	6.3	5.1 +	1.5	-	-	1.5	-
23	1.3	0.7	2.0	-	-	-	4.2 +	-	3.0	-
13	1.0	-	2.0 +	-	2.6	1.5	-	-	1.5	-
18	1.0	0.7	1.3	-	-	1.5	-	3.2 +	-	-
26	0.7	1.3	-	-	2.6	-	-	1.6	-	-
27	0.7	0.7	0.7	-	-	-	4.2 +++	-	-	-
28	0.7	-	1.3	-	-	-	-	1.6	1.5	-
21	0.3	0.7	-	-	-	-	-	-	1.5 +	-
22	0.3	0.7	-	-	-	-	-	-	1.5 +	-
29	0.3	0.7	-	-	-	-	2.1 ++	-	-	-

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

	Gender									Ref.
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Unweighted Base	300	150	150	16	39	66	48	63	67	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		50.0	50.0	5.3	13.0	22.0	16.0	21.0	22.3	0.3
Coastal Urban Strip	52.7	52.7	52.7	50.0	61.5	47.0	54.2	50.8	55.2	-
Rural HInterland	25.7	26.7	24.7	25.0	30.8	28.8	20.8	31.7	17.9	-
Semi-rural	21.0	20.0	22.0	25.0	7.7	24.2	25.0	17.5	23.9	100.0
Refused	0.7	0.7	0.7	-	-	-	-	-	3.0	-
									+++	

STRATEGY RANKING TABLES

RANKED BY FOCUS AREA

		Sample Size	Very Supportive	Supportive	% support	of Undecided	Unsupportive	Very Unsupportive	Not Applicable	- Don't Know	Mean
NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	300	55.0%	36.3%	91.3%	7.3%	1.3%	0.0%	0.0%	0.0%	4.45
NE 2	Increase biological filtering of the built and natural environment...	300	54.7%	33.7%	88.3%	7.7%	2.3%	0.0%	0.0%	1.7%	4.43
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	300	52.0%	38.3%	90.3%	8.3%	1.3%	0.0%	0.0%	0.0%	4.41
NE 4	Strengthen existing legislation to ensure our natural environment is valued	300	45.7%	36.0%	81.7%	10.7%	3.7%	2.3%	1.7%	0.0%	4.21
NE 5	Sustain an aesthetically pleasant landscape	300	36.7%	48.0%	84.7%	13.7%	1.3%	0.3%	0.0%	0.0%	4.19
COMM 1	Identify, select and implement successful and innovative affordable housing for all ages.	300	47.3%	30.0%	77.3%	15.3%	6.0%	0.7%	0.7%	0.0%	4.18
COMM 2	Establish a broad range of learning and entertainment opportunities...	300	28.7%	48.3%	77.0%	18.7%	3.7%	0.3%	0.3%	0.0%	4.02
COMM 3	Foster environments that improve levels of self esteem...	300	50.0%	35.7%	85.7%	9.7%	4.0%	0.0%	0.7%	0.0%	4.33
COMM 4	Create community hubs with allocated spaces to provide access to information...	300	27.3%	53.0%	80.3%	14.3%	3.3%	0.7%	1.3%	0.0%	4.04
COMM 5	Develop a social plan that addresses affordable and inclusive programs...	300	29.7%	44.0%	73.7%	20.0%	5.0%	0.3%	1.0%	0.0%	3.99
T 1	Develop high standard public transport systems.	300	64.3%	23.3%	87.7%	8.0%	3.3%	0.3%	0.3%	0.3%	4.49

T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	300	46.3%	42.7%	89.0%	8.0%	1.7%	0.3%	0.7%	0.3%	4.34
T 3	Develop our communities so that all elements of community have access and mobility options.	300	47.0%	41.7%	88.7%	8.7%	2.3%	0.0%	0.3%	0.0%	4.34
T 4	Develop urban living environments that feature a mix of connected walkable facilities.	300	39.0%	41.0%	80.0%	15.3%	3.7%	0.0%	1.0%	0.0%	4.16
T 5	Educate and encourage our communities to utilise a diverse range of travel options.	300	35.3%	45.0%	80.3%	15.0%	3.3%	0.7%	0.0%	0.7%	4.12
L 1	Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.	300	49.3%	33.0%	82.3%	14.3%	2.0%	0.3%	0.3%	0.7%	4.30
L 2	Establish and nurture a responsible leadership, decision making and foresight learning cultures through utilising existing social networks based upon principles of trust.	300	30.0%	42.7%	72.7%	19.7%	3.7%	1.3%	2.0%	0.7%	3.99
L 3	Determine and ensure we are utilising, affirming, and enhancing our current Community and Village leadership skills and knowledge bases.	300	22.7%	52.0%	74.7%	20.3%	2.0%	0.0%	2.3%	0.7%	3.98
L 4	Use our existing and developed social networks to link our communities through relationships that result in shared knowledge and understanding.	300	24.7%	49.3%	74.0%	22.0%	2.7%	0.0%	1.3%	0.0%	3.97
L 5	Build upon our existing foresight capabilities through applied learning projects.	300	23.0%	44.3%	67.3%	22.7%	4.7%	0.3%	4.7%	0.3%	3.89
R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	300	66.3%	28.0%	94.3%	5.0%	0.7%	0.0%	0.0%	0.0%	4.60

R & UG 2	Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically	300	45.0%	42.7%	87.7%	8.7%	3.0%	0.3%	0.0%	0.3%	0.0%	4.29
R & UG 3	Partner our framework for Local Growth that considers the Regional Management Plan with other agencies for the purposes of creating buffers, green space, urban areas and staging of infrastructure.	300	41.3%	43.7%	85.0%	13.3%	1.0%	0.7%	0.0%	0.0%	0.0%	4.24
R & UG 4	Assist our communities to utilise innovation urban designs that ensures sustainable principle outcomes.	300	32.0%	45.3%	77.3%	16.0%	1.7%	0.0%	4.7%	0.3%	0.3%	4.13
R & UG 5	Estimate and manage the population growth based on sustainable outcomes	300	42.0%	34.7%	76.7%	14.0%	5.0%	3.0%	1.0%	0.3%	0.3%	4.09
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	300	51.7%	41.0%	92.7%	5.0%	1.7%	0.3%	0.3%	0.0%	0.0%	4.42
E 2	Promote environmentally and socially sustainable business practices.	300	42.7%	48.0%	90.7%	8.3%	0.7%	0.3%	0.0%	0.0%	0.0%	4.32
E 3	Nuture start up, micro and small businesses enterprises.	300	41.0%	42.0%	83.0%	13.0%	2.3%	1.0%	0.7%	0.0%	0.0%	4.20
E 4	Increase the diversification of our industry base.	300	42.0%	36.3%	78.3%	15.3%	3.3%	0.7%	2.3%	0.0%	0.0%	4.18
E 5	Enhance our existing innovative, entrepreneurial and creative cultures by: increasing economic and social capacities, by showcasing our best practice models and celebrating our entrepreneurship, and research in business growth.	300	22.7%	48.7%	71.3%	20.0%	3.3%	2.3%	2.3%	0.7%	0.7%	3.89
RANKED BY MEAN												
		Sample Size	Very Supportive	Supportive	% supported	of Undecided	Unsupportive	Very Unsupportive	Not Applicable	Don't Know	Mean	

R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	300	66.3%	28.0%	94.3%	5.0%	0.7%	0.0%	0.0%	0.0%	4.60
T 1	Develop high standard public transport systems.	300	64.3%	23.3%	87.7%	8.0%	3.3%	0.3%	0.3%	0.3%	4.49
NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	300	55.0%	36.3%	91.3%	7.3%	1.3%	0.0%	0.0%	0.0%	4.45
NE 2	Increase biological filtering of the built and natural environment...	300	54.7%	33.7%	88.3%	7.7%	2.3%	0.0%	0.0%	1.7%	4.43
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	300	51.7%	41.0%	92.7%	5.0%	1.7%	0.3%	0.3%	0.0%	4.42
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	300	52.0%	38.3%	90.3%	8.3%	1.3%	0.0%	0.0%	0.0%	4.41
T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	300	46.3%	42.7%	89.0%	8.0%	1.7%	0.3%	0.7%	0.3%	4.34
T 3	Develop our communities so that all elements of community have access and mobility options.	300	47.0%	41.7%	88.7%	8.7%	2.3%	0.0%	0.3%	0.0%	4.34
COMM 3	Foster environments that improve levels of self esteem...	300	50.0%	35.7%	85.7%	9.7%	4.0%	0.0%	0.7%	0.0%	4.33
E 2	Promote environmentally and socially sustainable business practices.	300	42.7%	48.0%	90.7%	8.3%	0.7%	0.3%	0.0%	0.0%	4.32
L 1	Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.	300	49.3%	33.0%	82.3%	14.3%	2.0%	0.3%	0.3%	0.7%	4.30
R & UG 2	Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically	300	45.0%	42.7%	87.7%	8.7%	3.0%	0.3%	0.3%	0.0%	4.29

R & UG 3	Partner our framework for Local Growth that considers the Regional Management Plan with other agencies for the purposes of creating buffers, green space, urban areas and staging of infrastructure.	300	41.3%	43.7%	85.0%	13.3%	1.0%	0.7%	0.0%	0.0%	4.24
NE 4	Strengthen existing legislation to ensure our natural environment is valued	300	45.7%	36.0%	81.7%	10.7%	3.7%	2.3%	1.7%	0.0%	4.21
E 3	Nature start up, micro and small businesses enterprises.	300	41.0%	42.0%	83.0%	13.0%	2.3%	1.0%	0.7%	0.0%	4.20
NE 5	Sustain an aesthetically pleasant landscape	300	36.7%	48.0%	84.7%	13.7%	1.3%	0.3%	0.0%	0.0%	4.19
E 4	Increase the diversification of our industry base.	300	42.0%	36.3%	78.3%	15.3%	3.3%	0.7%	2.3%	0.0%	4.18
COMM 1	Identify, select and implement successful and innovative affordable housing for all ages.	300	47.3%	30.0%	77.3%	15.3%	6.0%	0.7%	0.7%	0.0%	4.18
T 4	Develop urban living environments that feature a mix of connected walkable facilities.	300	39.0%	41.0%	80.0%	15.3%	3.7%	0.0%	1.0%	0.0%	4.16
R & UG 4	Assist our communities to utilise innovation urban designs that ensures sustainable principle outcomes.	300	32.0%	45.3%	77.3%	16.0%	1.7%	0.0%	4.7%	0.3%	4.13
T 5	Educate and encourage our communities to utilise a diverse range of travel options.	300	35.3%	45.0%	80.3%	15.0%	3.3%	0.7%	0.0%	0.7%	4.12
R & UG 5	Estimate and manage the population growth based on sustainable outcomes	300	42.0%	34.7%	76.7%	14.0%	5.0%	3.0%	1.0%	0.3%	4.09
COMM 4	Create community hubs with allocated spaces to provide access to information...	300	27.3%	53.0%	80.3%	14.3%	3.3%	0.7%	1.3%	0.0%	4.04
COMM 2	Establish a broad range of learning and entertainment opportunities...	300	28.7%	48.3%	77.0%	18.7%	3.7%	0.3%	0.3%	0.0%	4.02

L 2	Establish and nurture a responsible leadership, decision making and foresight learning cultures through utilising existing social networks based upon principles of trust.	300	30.0%	42.7%	72.7%	19.7%	3.7%	1.3%	2.0%	0.7%	3.99
COMM 5	Develop a social plan that addresses affordable and inclusive programs...	300	29.7%	44.0%	73.7%	20.0%	5.0%	0.3%	1.0%	0.0%	3.99
L 3	Determine and ensure we are utilising, affirming, and enhancing our current Community and Village leadership skills and knowledge bases.	300	22.7%	52.0%	74.7%	20.3%	2.0%	0.0%	2.3%	0.7%	3.98
L 4	Use our existing and developed social networks to link our communities through relationships that result in shared knowledge and understanding.	300	24.7%	49.3%	74.0%	22.0%	2.7%	0.0%	1.3%	0.0%	3.97
L 5	Build upon our existing foresight capabilities through applied learning projects.	300	23.0%	44.3%	67.3%	22.7%	4.7%	0.3%	4.7%	0.3%	3.89
E 5	Enhance our existing innovative, entrepreneurial and creative cultures by: increasing economic and social capacities, by showcasing our best practice models and celebrating our entrepreneurship, and research in business growth.	300	22.7%	48.7%	71.3%	20.0%	3.3%	2.3%	2.3%	0.7%	3.89
RANKED BY % OF SUPPORT											
		Sample Size	Very Supportive	Supportive	% support	of Undecided	Unsupportive	Very Unsupportive	Not Applicable	- Don't Know	Mean
R & UG 1	Provide innovative solutions for our communities to reduce water and energy consumption levels	300	66.3%	28.0%	94.3%	5.0%	0.7%	0.0%	0.0%	0.0%	4.60
E 1	Target and partner with others to facilitate the development of a skilled workforce and job accessibility for all community residents	300	51.7%	41.0%	92.7%	5.0%	1.7%	0.3%	0.3%	0.0%	4.42

NE 1	Develop, research, implement world best practice standards for: water quality, waterway condition...	300	55.0%	36.3%	91.3%	7.3%	1.3%	0.0%	0.0%	0.0%	4.45
E 2	Promote environmentally and socially sustainable business practices.	300	42.7%	48.0%	90.7%	8.3%	0.7%	0.3%	0.0%	0.0%	4.32
NE 3	Establish programs to appropriately rehabilitate waterways, wetlands and riparian zones...	300	52.0%	38.3%	90.3%	8.3%	1.3%	0.0%	0.0%	0.0%	4.41
T 2	Partner with our State and Local Government partners in the development of integrated transport solutions.	300	46.3%	42.7%	89.0%	8.0%	1.7%	0.3%	0.7%	0.3%	4.34
T 3	Develop our communities so that all elements of community have access and mobility options.	300	47.0%	41.7%	88.7%	8.7%	2.3%	0.0%	0.3%	0.0%	4.34
NE 2	Increase biological filtering of the built and natural environment...	300	54.7%	33.7%	88.3%	7.7%	2.3%	0.0%	0.0%	1.7%	4.43
T 1	Develop high standard public transport systems.	300	64.3%	23.3%	87.7%	8.0%	3.3%	0.3%	0.3%	0.3%	4.49
R & UG 2	Build upon our vibrant and diverse rural areas to ensure they remain sustainable economically	300	45.0%	42.7%	87.7%	8.7%	3.0%	0.3%	0.3%	0.0%	4.29
COMM 3	Foster environments that improve levels of self esteem...	300	50.0%	35.7%	85.7%	9.7%	4.0%	0.0%	0.7%	0.0%	4.33
R & UG 3	Partner our framework for Local Growth that considers the Regional Management Plan with other agencies for the purposes of creating buffers, green space, urban areas and staging of infrastructure.	300	41.3%	43.7%	85.0%	13.3%	1.0%	0.7%	0.0%	0.0%	4.24
NE 5	Sustain an aesthetically pleasant landscape	300	36.7%	48.0%	84.7%	13.7%	1.3%	0.3%	0.0%	0.0%	4.19
E 3	Nuture start up, micro and small businesses enterprises.	300	41.0%	42.0%	83.0%	13.0%	2.3%	1.0%	0.7%	0.0%	4.20

L 1	Ensure we are achieving our visions through values based and ethical leadership that is accountable to the community.	300	49.3%	33.0%	82.3%	14.3%	2.0%	0.3%	0.3%	0.7%	4.30
NE 4	Strengthen existing legislation to ensure our natural environment is valued	300	45.7%	36.0%	81.7%	10.7%	3.7%	2.3%	1.7%	0.0%	4.21
COMM 4	Create community hubs with allocated spaces to provide access to information...	300	27.3%	53.0%	80.3%	14.3%	3.3%	0.7%	1.3%	0.0%	4.04
T 5	Educate and encourage our communities to utilise a diverse range of travel options.	300	35.3%	45.0%	80.3%	15.0%	3.3%	0.7%	0.0%	0.7%	4.12
T 4	Develop urban living environments that feature a mix of connected walkable facilities.	300	39.0%	41.0%	80.0%	15.3%	3.7%	0.0%	1.0%	0.0%	4.16
E 4	Increase the diversification of our industry base.	300	42.0%	36.3%	78.3%	15.3%	3.3%	0.7%	2.3%	0.0%	4.18
COMM 1	Identify, select and implement successful and innovative affordable housing for all ages.	300	47.3%	30.0%	77.3%	15.3%	6.0%	0.7%	0.7%	0.0%	4.18
R & UG 4	Assist our communities to utilise innovation urban designs that ensures sustainable principle outcomes.	300	32.0%	45.3%	77.3%	16.0%	1.7%	0.0%	4.7%	0.3%	4.13
COMM 2	Establish a broad range of learning and entertainment opportunities...	300	28.7%	48.3%	77.0%	18.7%	3.7%	0.3%	0.3%	0.0%	4.02
R & UG 5	Estimate and manage the population growth based on sustainable outcomes	300	42.0%	34.7%	76.7%	14.0%	5.0%	3.0%	1.0%	0.3%	4.09
L 3	Determine and ensure we are utilising, affirming, and enhancing our current Community and Village leadership skills and knowledge bases.	300	22.7%	52.0%	74.7%	20.3%	2.0%	0.0%	2.3%	0.7%	3.98

L 4	Use our existing and developed social networks to link our communities through relationships that result in shared knowledge and understanding.	300	24.7%	49.3%	74.0%	22.0%	2.7%	0.0%	1.3%	0.0%	3.97
COMM 5	Develop a social plan that addresses affordable and inclusive programs...	300	29.7%	44.0%	73.7%	20.0%	5.0%	0.3%	1.0%	0.0%	3.99
L 2	Establish and nurture a responsible leadership, decision making and foresight learning cultures through utilising existing social networks based upon principles of trust.	300	30.0%	42.7%	72.7%	19.7%	3.7%	1.3%	2.0%	0.7%	3.99
E 5	Enhance our existing innovative, entrepreneurial and creative cultures by: increasing economic and social capacities, by showcasing our best practice models and celebrating our entrepreneurship, and research in business growth.	300	22.7%	48.7%	71.3%	20.0%	3.3%	2.3%	2.3%	0.7%	3.89
L 5	Build upon our existing foresight capabilities through applied learning projects.	300	23.0%	44.3%	67.3%	22.7%	4.7%	0.3%	4.7%	0.3%	3.89

Table 4: Are you confident that the strategies that you have rated can be achieved?

	Gender									Ref.
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Unweighted Base	300 100.0	150 100.0 50.0	150 100.0 50.0	16 100.0 5.3	39 100.0 13.0	66 100.0 22.0	48 100.0 16.0	63 100.0 21.0	67 100.0 22.3	1 100.0 0.3
Don't know	34.7	32.0	37.3	50.0	41.0	42.4	20.8 --	23.8 --	38.8	100.0
Confident	33.0	32.7	33.3	18.8	38.5	30.3	39.6	36.5	28.4	-
Not confident	23.0	22.7	23.3	31.3	17.9	16.7	20.8	31.7 +	23.9	-
Not confident at all	6.7	9.3 +	4.0 -	-	2.6	9.1	14.6 ++	4.8	4.5	-
Very confident	2.7	3.3	2.0	-	-	1.5	4.2	3.2	4.5	-

Table 5: How important do you think it is that you become involved in implementing these strategies?

	Gender									Ref.
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Unweighted Base	300 100.0	150 100.0 50.0	150 100.0 50.0	16 100.0 5.3	39 100.0 13.0	66 100.0 22.0	48 100.0 16.0	63 100.0 21.0	67 100.0 22.3	1 100.0 0.3
Important	41.0	37.3	44.7	31.3	43.6	42.4	39.6	47.6	35.8	-
Undecided	24.0	26.0	22.0	37.5	23.1	25.8	20.8	17.5	26.9	100.0
Crucial	17.3	14.0	20.7	18.8	23.1	16.7	20.8	17.5	11.9	-
Not very important	11.7	15.3 ++	8.0 --	6.3	10.3	10.6	10.4	11.1	16.4	-
Quite unimportant	4.3	6.0	2.7	-	-	4.5	6.3	3.2	7.5	-
Don't know	1.7	1.3	2.0	6.3	-	-	2.1	3.2	1.5	-

Table 6: Gender

Gender										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Ref.
Unweighted Base	300	150	150	16	39	66	48	63	67	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		50.0	50.0	5.3	13.0	22.0	16.0	21.0	22.3	0.3
Male	50.0	100.0 +++	-	62.5	46.2	42.4	45.8	47.6	61.2 ++	100.0
Female	50.0	-	100.0 +++	37.5	53.8	57.6	54.2	52.4	38.8 --	-

Table 7: Age group

	Gender									Ref.
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Unweighted Base	300	150	150	16	39	66	48	63	67	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		50.0	50.0	5.3	13.0	22.0	16.0	21.0	22.3	0.3
65+	22.3	27.3	17.3	-	-	-	-	-	100.0	-
		++	--						+++	
35-44	22.0	18.7	25.3	-	-	100.0	-	-	-	-
						+++				
55-64	21.0	20.0	22.0	-	-	-	-	100.0	-	-
								+++		
45-54	16.0	14.7	17.3	-	-	-	100.0	-	-	-
							+++			
25-34	13.0	12.0	14.0	-	100.0	-	-	-	-	-
					+++					
18-24	5.3	6.7	4.0	100.0	-	-	-	-	-	-
Refused	0.3	0.7	-	-	-	-	-	-	-	100.0