



PLACESCORE

**LIVEABILITY STUDY
EXECUTIVE SUMMARY**

**FEBRUARY 2022
V 3.1**



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PART A: BACKGROUND AND EXECUTIVE SUMMARY

RESEARCH STUDY SUMMARY

ABOUT PLACE SCORE

Place Score offers two sophisticated data collection tools, Care Factor (CF) survey and Place Experience (PX) Assessments.

Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived place experience.

Together they help you identify what is important, how a neighbourhood is performing, and what the focus of change should be. An attribute with a high CF but a low PX should be a priority for investment as it will have the most positive impact on the most amount of people.



THE DATA

Between 3 November and 5 December 2021, Place Score, on behalf of Noosa Shire Council, collected online surveys:

 **1,655 people shared their values (CF)**

 **1,452 people rated a neighbourhood (PX)**

 **1,240 ideas for change were collected**

A TOTAL OF 4,347 DATA SETS!

These community insights are the basis of your Liveability Study, which identify key investment areas for the LGA, by neighbourhood and for key demographic groups.

ABOUT THE RESPONDENTS

LGA CARE FACTOR			
DEMOGRAPHIC	TARGET (ABS)	ACHIEVED	CONFIDENCE
ALL	1,500	1,655	99% +-3.2%
FEMALE	771	1,082	99% +-3.9%
MALE	729	554	99% +-5.5%
15-24	376	99	95% +- 9.8%
25-44	288	303	95% +-5.6%
45-64	471	791	99% +-4.6%
65+	360	462	99% +-6.0%

LGA PX ASSESSMENT			
DEMOGRAPHIC	TARGET (ABS)	ACHIEVED	CONFIDENCE
ALL	750	1,452	95% +-1.3pts
FEMALE	385	940	95% +-1.6pts
MALE	364	496	95% +-2.2pts
15-24	188	81	95% +-5.4pts
25-44	144	258	95% +-3.1pts
45-64	235	693	95% +-1.9pts
65+	180	420	95% +-2.4pts

2016 CENSUS

Federal Government ABS data

n = 52,149

Gender



Age



Country of birth

Australia	60%
United Kingdom	8%
New Zealand	4%
Germany	1%
South Africa	1%

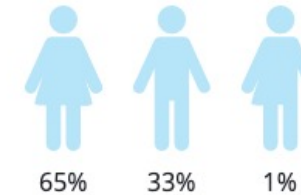
CARE FACTOR

Place Score CF data

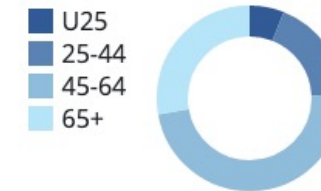
n = 1,655

Pop = 52,149

Gender



Age



Country of birth

Australia	75%
New Zealand	5%
USA	1%
Germany	1%

PLACE EXPERIENCE

Place Score PX data

n = 1,452

Pop = 52,149

Gender



Age



Country of birth

Australia	75%
New Zealand	5%
USA	1%
South Africa	1%

EXECUTIVE SUMMARY (1/3)

YOUR COMMUNITY VALUES

The Noosa community aspires to have neighbourhoods that feature unique natural environments that are well protected.



Neighbourhoods that offer shared community amenities, like local shops within walking or cycling distance.



Neighbourhoods that feature locally owned and operated businesses that provide the community with their daily needs.



Neighbourhoods that provide an attractive and high quality environment that people can be proud of.



YOUR NEIGHBOURHOOD PERFORMANCE

The Noosa LGA received an average score of 70/100; two points higher than the National Benchmark Average. Kin Kin, Noosa North Shore and Cooran are the only neighbourhoods performing under the national average.



NET PROMOTER SCORE (NPS)¹

Every neighbourhood received a positive NPS, meaning residents are likely to promote and recommend their area to others (LGA average of +41). Residents of Pomona have the highest NPS across the LGA with +53!



Area with the highest liveability score²

Noosa Heads (74/100)

Noosa's best performing attribute³

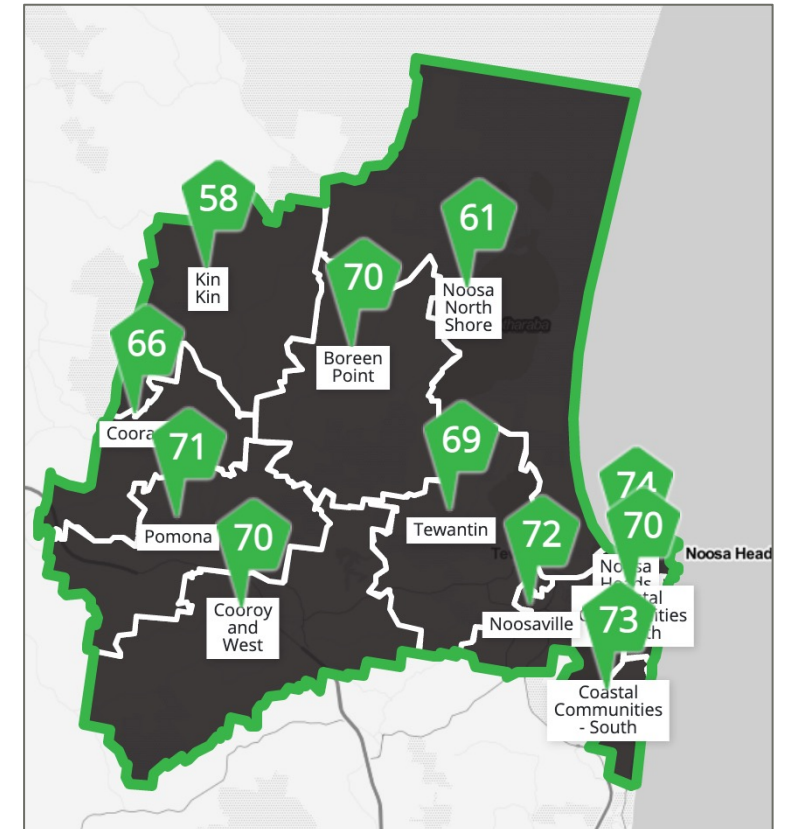
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.) (8.6/10)

Area with the lowest liveability score²

Kin Kin (58/100)

Noosa's worst performing attribute³

Range of housing prices and tenures (low to high \$, buy or rent etc.) (4.8/10)



EXECUTIVE SUMMARY (2/3)

LIVEABILITY SNAPSHOT

On average, Noosa LGA has more liveability contributors than improvement opportunities. In other words, the LGA's neighbourhoods are performing well where it matters most.

The LGA especially meets community members' values regarding the local economy and environmental sustainability.

However, some highly valued aspects of a neighbourhood can still be improved. These top improvement opportunities are associated with movement, open space and management and safety.

All Place Attribute associated with social facilities and services are classified as improvement opportunities.

Note: Although there are no Place Attributes at the LGA level that are classified as the highest level of priority (Prioritise), this is not the case for every neighbourhood. A neighbourhood breakdown can be found on pages 16-20 of this report and on your Liveability Platform.



EXECUTIVE SUMMARY (3/3)

Noosa is performing well at the LGA level, which is reflected by the majority of the community liveability actions being focused on nurturing what is currently works well.

This includes the connection and presence of nature in Noosa's neighbourhoods, and the protection of these natural environments. The Noosa community also highly values its local centres that offer convenience while being locally owned.

Noosa's neighbourhoods also meet community values when it comes to offering a safe environment and spaces that can contribute to a stronger community spirit.

There are currently no highly valued and critically performing Place Attributes (Prioritise).

However, some highly valued Place Attributes could be improved, specifically around movement and open spaces. Consider investing in active and public transport options, or manage community expectations around this. Improving the condition and quality of public spaces could also contribute to local liveability.

Nurture

These attributes are valued most of your community and are performing at high levels. **Consider how to nurture and build on these strengths.**

	Protection of the natural environment
	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
	Landscaping and natural elements (street trees, planting, water features etc.)
	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
	Locally owned and operated businesses.
	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
	Sense of personal safety (for all ages, genders, day or night)
	Sense of belonging in the community
	Overall visual character of the neighbourhood

Prioritise

There are currently no Place Attributes in this category at the LGA-level.

Manage

These attributes are valued by most of your community but performing at moderate levels. **Manage investment strategies that increase these attributes' contribution to local liveability.**

	General condition of public open space (street trees, footpaths, parks etc.)
	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
	Quality of public space (footpaths, verges, parks etc.)

PART B: LGA PROFILE, PERFORMANCE AND PRIORITIES

INTRODUCTION

The following section summarises key insights from your Liveability Study including:

- Top 15 Care Factors
- Neighbourhood Liveability
- Neighbourhood Liveability by Demographic
- Community Recommendations
- Recommendations by Theme
 - Movement
 - Open Space
 - Economy
 - Environmental Sustainability
 - Social Facilities and Services
- Community ideas for change



YOUR COMMUNITY VALUES

'Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)' is Noosa's #1 Care Factor



YOUR COMMUNITY LIVEABILITY RECOMMENDATIONS

The best way to improve liveability across Noosa is to invest in active and public transport options.



YOUR NEIGHBOURHOOD PERFORMANCE

Noosa's neighbourhoods received an average liveability score of 70/100.

Noosa Heads received the highest liveability score (74/100).

Kin Kin received the lowest liveability score (58/100).



YOUR COMMUNITY IDEAS FOR CHANGE

Improving movement, opens spaces and management and safety are amongst the top community ideas for change.

TOP 15 CARE FACTORS

Above everything else, the Noosa community's ideal neighbourhood features unique natural environments that are well protected.

It has a well maintained and managed high-quality public domain; footpaths, parks, roads and other public assets.

This ideal neighbourhood features a strong economy with locally owned and operated businesses that provide the community with their daily needs.

It offers a sense of safety and diverse community amenities within walking or cycling distance.

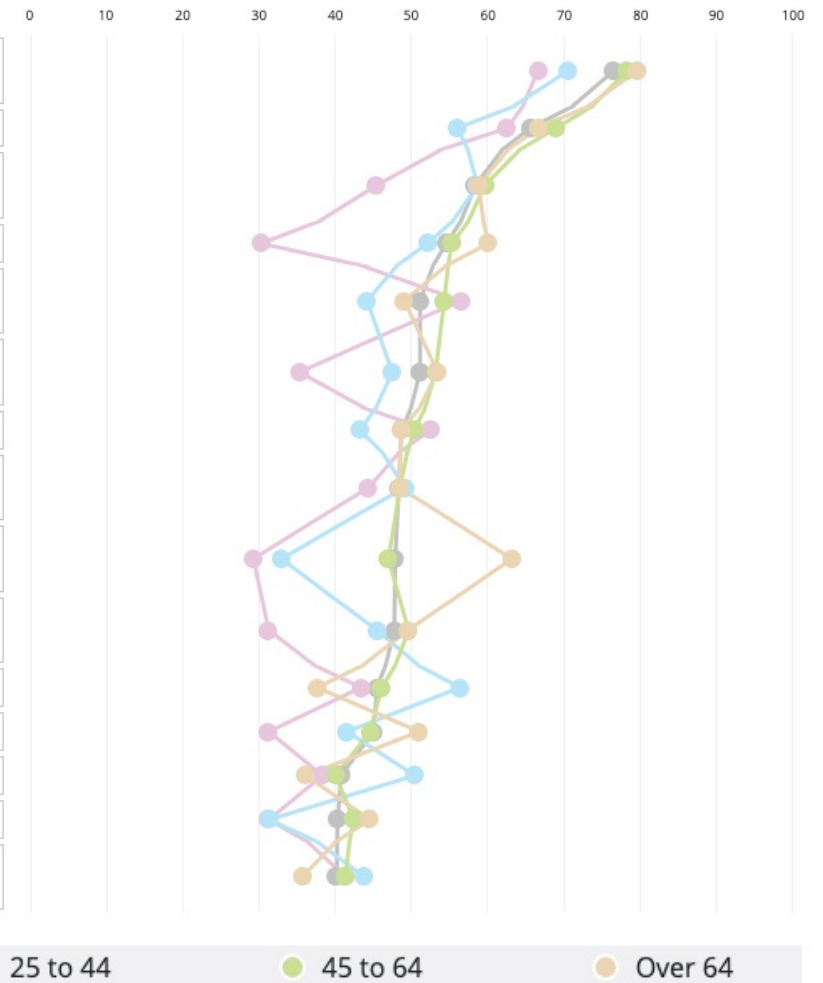
The Care Factor survey asks respondents to select what is most important to them in their ideal neighbourhood in each of five Place Dimensions. The Place Dimensions and associated Place Attributes reveal what attracts and attaches people to a neighbourhood, as well as the barriers to entry or connection.

The LGA top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in the 'ideal neighbourhood'.

You can use this data to help define projects in the planning stages.

TOP 15 CARE FACTORS BY AGE GROUP

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	77%
Protection of the natural environment	66%
General condition of public open space (street trees, footpaths, parks etc.)	58%
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	55%
Landscaping and natural elements (street trees, planting, water features etc.)	51%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	51%
Sense of personal safety (for all ages, genders, day or night)	49%
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	48%
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	48%
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	48%
Locally owned and operated businesses	46%
Sense of belonging in the community	45%
Quality of public space (footpaths, verges, parks etc.)	41%
Overall visual character of the neighbourhood	40%
Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	40%



NEIGHBOURHOOD LIVEABILITY

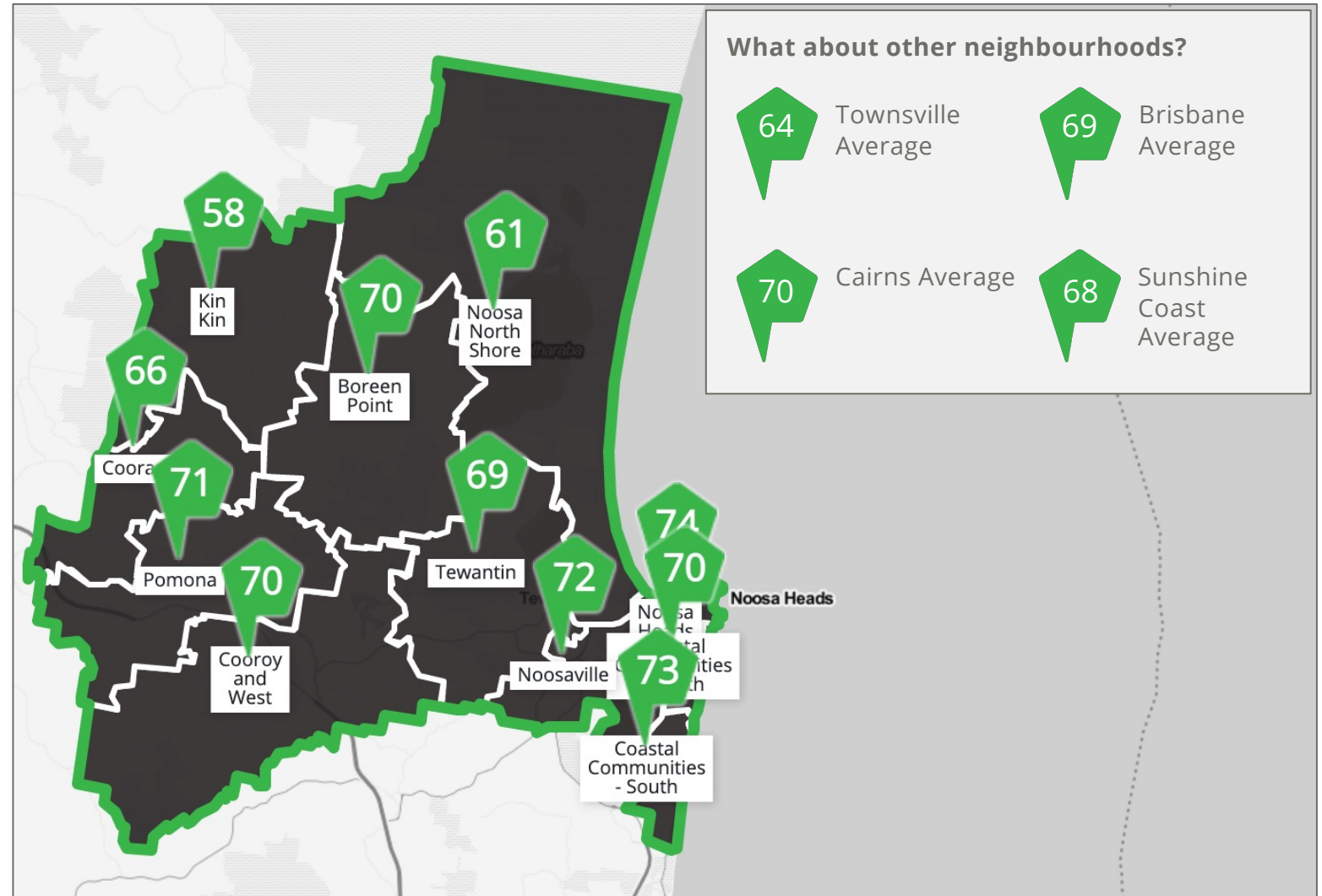
On average, Noosa's neighbourhoods scored a 70/100, which is two points above Place Score's National Benchmark Average of 68/100.

The neighbourhoods with the highest levels of liveability include Noosa Heads (74/100), Coastal Communities – South (73/100), Noosaville (72/100), and Pomona (71/100).

The northern end of Noosa LGA includes some of the suburbs with the lowest levels of liveability. These include Kin Kin (58/100), Noosa North Shore (61/100), and Cooran (66/100).

A PX Assessment asks our community to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

We can compare how our community rated the liveability of their current neighbourhoods, and use this data to identify areas performing better or worse than the LGA average.



NEIGHBOURHOOD LIVEABILITY BY DEMOGRAPHIC

Residents of Noosa Heads aged 65+ and residents of Coast Communities - South aged between 45-64 are experiencing the highest level of liveability (76/100).

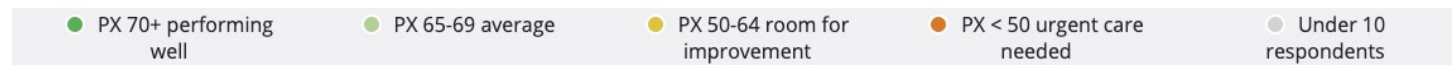
On average, visitors and workers rated Noosa's neighbourhoods higher than residents (72 vs 70/100).

People under 25 have one of the lowest levels of neighbourhood liveability across the LGA, with an average score of 67/100 (5% lower than residents aged 65+).

Women in Kin Kin and Pomona experience a lower level of neighbourhood liveability than men (-8% and -7% respectively).

Conversely, men in Boreen Point and Cooran experience a lower level of neighbourhood liveability than women (-7% and -5% respectively).

	n =	Total PX Score	Male	Female	Under 25 years old	25 to 44 years old	45 to 64 years old	Over 64 years old	Resident	Visitor	Worker
Entire LGA	1,452	70	70	70	67	69	70	72	70	72	72
Boreen Point	61	70	66	73			70	73	70		
Coastal Communities - North	181	70	70	69	66	67	71	70	70		
Coastal Communities - South	110	73	72	74		73	76	69	73		
Cooran	74	66	62	67		66	65		65		
Cooroy and West	126	70	69	71		75	68	69	70		
Kin Kin	34	58	64	56			59		59		
Noosa Heads	147	74	75	75	75	75	74	76	75	75	
Noosa North Shore	18	61		60					62		
Noosaville	277	72	73	72	68	69	71	75	72	71	69
Pomona	85	71	76	69		67	72	71	71		
Tewantin	339	69	69	68	61	66	68	71	68		75



COMMUNITY RECOMMENDATIONS

Noosa is performing well at the LGA level, which is reflected by the majority of the community liveability actions being focused on nurturing what is currently works well.

This includes the connection and presence of nature in Noosa’s neighbourhoods, and the protection of these natural environments. The Noosa community also highly values its local centres that offer convenience while being locally owned.

Noosa’s neighbourhoods also meet community values when it comes to offering a safe environment and spaces that can contribute to a stronger community spirit.

There are currently no highly valued and critically performing Place Attributes (Prioritise).

However, some highly valued Place Attributes could be improved, specifically around movement and open spaces. Consider investing in active and public transport options, or manage community expectations around this. Improving the condition and quality of public spaces could also contribute to local liveability.

Nurture

These attributes are valued most of your community and are performing at high levels. **Consider how to nurture and build on these strengths.**

	Protection of the natural environment
	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
	Landscaping and natural elements (street trees, planting, water features etc.)
	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
	Locally owned and operated businesses.
	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
	Sense of personal safety (for all ages, genders, day or night)
	Sense of belonging in the community
	Overall visual character of the neighbourhood

Prioritise

There are currently no Place Attributes in this category at the LGA-level.

Manage

These attributes are valued by most of your community but performing at moderate levels. **Manage investment strategies that increase these attributes’ contribution to local liveability.**

	General condition of public open space (street trees, footpaths, parks etc.)
	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
	Quality of public space (footpaths, verges, parks etc.)

RECOMMENDATIONS BY THEME

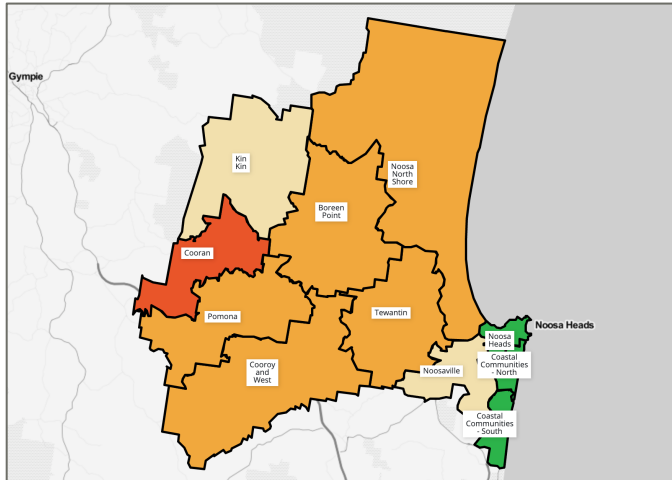
HOW TO READ YOUR RESULTS

Place Score has further segmented your data to highlight investment categories for individual themes.

This table provides the rationale and recommended course of action based on community insights.

		CF %	Score /10
Nurture	These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.	≥40%	≥7
Prioritise	Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.	≥40%	<6
Manage	Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.	≥40%	<7-6
Maintain	These attributes are potential threats - they are among the poorest performing, but not the most valued. If values change these attributes can move up to 'Prioritise'. Consider how to engage with stakeholders to future-proof or de-risk these attributes.	<40%	<7
Monitor	These attributes are doing well. They are among the top performers, and not highly valued compared to other attributes. Monitor performance to ensure they do not become something we need to manage in the future.	<40%	≥7

MOVEMENT



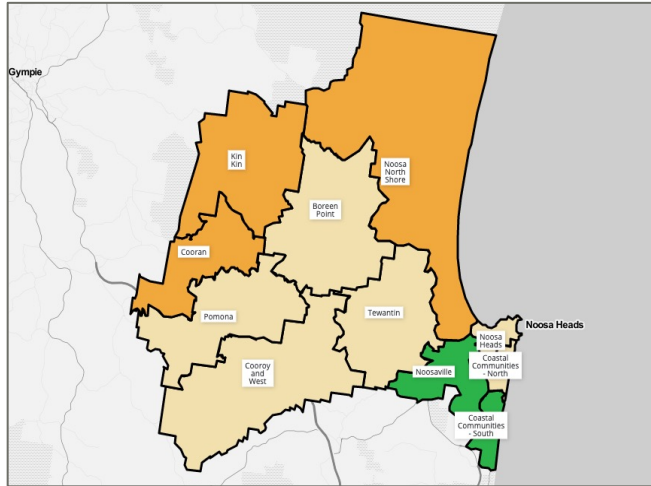
Council has the opportunity to maximise community outcomes by improving active and public transport options in Boreen Point, Teewantin and Cooran. Better active connections between housing and local centres in Cooran, Cooroy and West, Teewantin, Coastal Communities – North and Pomona could also positively impact liveability.

- 'Access and safety of walking cycling and/or public transport' could be improved in every neighbourhood, with the exception of Noosa Heads, Coastal Communities – South and Coastal Communities – North, where it is performing well and should be nurtured.
- 'Walking/jogging/bike paths that connect housing to communal amenity' is performing well and should be nurtured in Noosa Heads, Noosaville and Coastal Communities – North.
- Kin Kin and Noosa North Shore underperform in every Place Attribute associated with movement.

	n =	Access and safety of walking, cycling and/or public transport	Connectivity	Ease of driving and parking	Walking/jogging/bike paths that connect housing to communal amenity
Entire LGA	1,452	Manage	Monitor	Maintain	Manage
Boreen Point	61	Prioritise	Maintain	Monitor	Maintain
Coastal Communities - North	181	Nurture	Monitor	Monitor	Nurture
Coastal Communities - South	110	Nurture	Monitor	Maintain	Nurture
Cooran	74	Prioritise	Maintain	Monitor	Prioritise
Cooroy and West	126	Maintain	Monitor	Maintain	Prioritise
Kin Kin	34	Maintain	Maintain	Maintain	Maintain
Noosa Heads	147	Nurture	Monitor	Maintain	Nurture
Noosa North Shore	18	Maintain	Maintain	Maintain	Prioritise
Noosaville	277	Manage	Monitor	Maintain	Nurture
Pomona	85	Maintain	Monitor	Monitor	Prioritise
Teewantin	339	Manage	Monitor	Maintain	Manage

Colours on map represent how a theme is performing in each location based on: Defend (One or more defend attribute and no manage or maximise), Monitor (all attributes for the location are a monitor), Maintain (No maximise and one or less manage), Manage (One maximise or more than one manage), Nurture (More than one manage).

OPEN SPACE



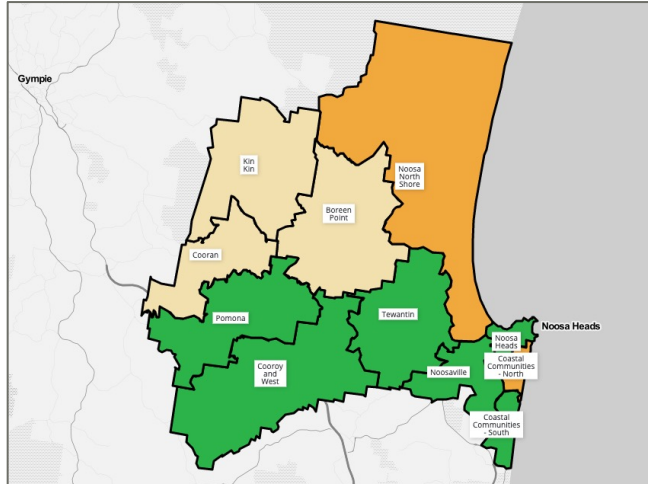
Council has the opportunity to maximise community outcomes by investing in the quality of public spaces in Cooran and Coast Communities - South. Improving physical comfort in Kin Kin could also greatly improve liveability.

- The 'Quality of public space (footpaths, verges, parks etc.)' is positively contributing to liveability in Noosa Heads and Noosaville but could be improved in every other neighbourhood.
- Consider investments that provide more or better 'Spaces for group of community activities and/or gatherings' in Boreen Point and Kin Kin.
- 'Spaces suitable for play (from toddlers to teens)' is performing poorly in every neighbourhood except Coast Communities - South.
- To future proof your neighbourhoods, consider increasing the provision of public spaces in every neighbourhood except Noosa Heads, Noosaville, Coast Communities - South, Tewantin and Coast Communities - North.

	n =	Amount of public space	Free places to sit comfortably by yourself or in small groups	Physical comfort	Quality of public space	Spaces for group or community activities and/or gatherings	Spaces suitable for play
Entire LGA	1,452	Monitor	Monitor	Monitor	Manage	Monitor	Maintain
Boreen Point	61	Maintain	Nurture	Nurture	Maintain	Manage	Maintain
Coastal Communities - North	181	Monitor	Monitor	Monitor	Manage	Monitor	Maintain
Coastal Communities - South	110	Monitor	Monitor	Nurture	Maintain	Monitor	Monitor
Cooran	74	Maintain	Maintain	Maintain	Prioritise	Maintain	Maintain
Cooroy and West	126	Maintain	Monitor	Monitor	Maintain	Maintain	Maintain
Kin Kin	34	Maintain	Monitor	Prioritise	Maintain	Manage	Maintain
Noosa Heads	147	Monitor	Monitor	Monitor	Monitor	Monitor	Maintain
Noosa North Shore	18	Maintain	Maintain	Monitor	Prioritise	Maintain	Maintain
Noosaville	277	Monitor	Monitor	Monitor	Nurture	Monitor	Maintain
Pomona	85	Maintain	Monitor	Nurture	Manage	Maintain	Maintain
Tewantin	339	Monitor	Monitor	Monitor	Manage	Maintain	Maintain

Colours on map represent how a theme is performing in each location based on: Defend (One or more defend attribute and no manage or maximise), Monitor (all attributes for the location are a monitor), Maintain (No maximise and one or less manage), Manage (One maximise or more than one manage), Manage (More than one manage).

ECONOMY



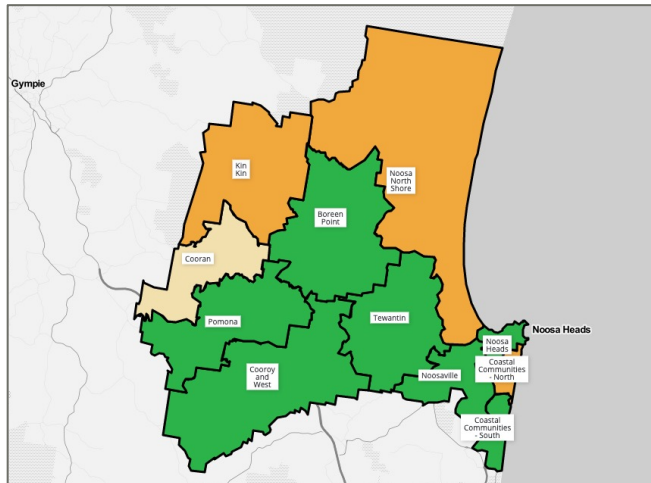
Council has the opportunity to maximise community outcomes by improving access to neighbourhood amenities in Noosa North Shore. There is also room for improvement for every economy-related Place Attribute in Kin Kin and Coastal Communities North.

- 'Local employment opportunities (within easy commute)' is performing poorly across Noosa. Consider partnerships that maintain and improve local employment options.
- 'Things to do in the evening (bars, dining, cinema, live music etc.)' should be nurtured in Noosa Heads, where it is highly valued and performing well. Consider improving the evening economy in every other neighbourhood.
- Managing community expectations or an uplift in the provision of day-to-day shopping in Cooran and Coastal Communities - North has the potential to impact local liveability positively.

	n =	Access to neighbourhood amenities	Local businesses that provide for daily needs	Local employment opportunities	Locally owned and operated businesses	Things to do in the evening
Entire LGA	1,452	Nurture	Nurture	Maintain	Nurture	Maintain
Boreen Point	61	Maintain	Maintain	Maintain	Monitor	Maintain
Coastal Communities - North	181	Manage	Manage	Maintain	Manage	Maintain
Coastal Communities - South	110	Nurture	Nurture	Maintain	Nurture	Maintain
Cooran	74	Maintain	Manage	Maintain	Nurture	Maintain
Cooroy and West	126	Nurture	Nurture	Maintain	Nurture	Maintain
Kin Kin	34	Maintain	Maintain	Maintain	Maintain	Maintain
Noosa Heads	147	Nurture	Nurture	Maintain	Nurture	Nurture
Noosa North Shore	18	Prioritise	Maintain	Maintain	Maintain	Maintain
Noosaville	277	Nurture	Nurture	Maintain	Nurture	Maintain
Pomona	85	Nurture	Nurture	Maintain	Nurture	Maintain
Tewantin	339	Nurture	Nurture	Maintain	Nurture	Maintain

Colours on map represent how a theme is performing in each location based on: Defend (One or more defend attribute and no manage or maximise), Monitor (all attributes for the location are a monitor), Maintain (No maximise and one or less manage), Manage (One maximise or more than one manage), Nurture (More than one manage).

ENVIRONMENTAL SUSTAINABILITY

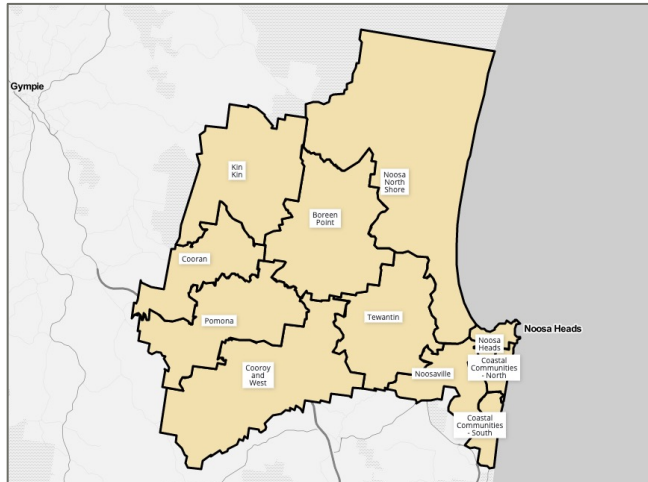


Council has the opportunity to maximise community outcomes by improving the provision of landscaping in Noosa North Shore, along with encouraging more sustainable behaviours from community members in Kin Kin. Nurturing and protecting nature is central to ensuring the current levels of liveability remain the same in the future.

- Consider investing in the ‘Sustainable urban design (water sensitive design, transport oriented design, sustainable building design, density etc.)’ in every neighbourhood, starting with Coastal Communities – North.
- Improved management regarding the ‘Protection of the natural environment’ could have a significant positive impact on liveability in Cooran, Kin Kin and Coast Communities – North.

	n =	Elements of natural environment	Landscaping and natural elements	Protection of the natural environment	Sustainable behaviours in the community	Sustainable urban design
Entire LGA	1,452	Nurture	Nurture	Nurture	Monitor	Maintain
Boreen Point	61	Nurture	Nurture	Nurture	Monitor	Maintain
Coastal Communities - North	181	Nurture	Nurture	Manage	Manage	Manage
Coastal Communities - South	110	Nurture	Nurture	Nurture	Monitor	Maintain
Cooran	74	Nurture	Nurture	Manage	Nurture	Maintain
Cooroy and West	126	Nurture	Nurture	Nurture	Monitor	Maintain
Kin Kin	34	Nurture	Nurture	Manage	Prioritise	Maintain
Noosa Heads	147	Nurture	Nurture	Nurture	Maintain	Maintain
Noosa North Shore	18	Nurture	Prioritise	Nurture	Maintain	Maintain
Noosaville	277	Nurture	Nurture	Nurture	Monitor	Maintain
Pomona	85	Nurture	Nurture	Nurture	Monitor	Maintain
Tewantin	339	Nurture	Nurture	Nurture	Monitor	Maintain

SOCIAL FACILITIES AND SERVICES



Based on the values of the overall community, there are no pressing issues regarding social facilities and services. However, these attributes are generally performing poorly, and some subsets of highly value them. Consider partnerships or projects that can improve these features.

- Investing in the 'Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)' is a priority for women in Cooran and Coastal Communities – North.
- Family and community services, child services and local education options are underperforming in every neighbourhood.

	n =	Access to shared community and commercial assets	Child services	Family and community services	Local education options
Entire LGA	1,452	Maintain	Maintain	Maintain	Maintain
Boreen Point	61	Maintain	Maintain	Maintain	Maintain
Coastal Communities - North	181	Monitor	Maintain	Maintain	Maintain
Coastal Communities - South	110	Maintain	Maintain	Maintain	Maintain
Cooran	74	Maintain	Maintain	Maintain	Maintain
Cooroy and West	126	Monitor	Maintain	Maintain	Maintain
Kin Kin	34	Maintain	Maintain	Maintain	Maintain
Noosa Heads	147	Monitor	Maintain	Maintain	Maintain
Noosa North Shore	18	Maintain	Maintain	Maintain	Maintain
Noosaville	277	Monitor	Maintain	Maintain	Maintain
Pomona	85	Maintain	Maintain	Maintain	Maintain
Tewanтин	339	Maintain	Maintain	Maintain	Maintain

Colours on map represent how a theme is performing in each location based on: Defend (One or more defend attribute and no manage or maximise), Monitor (all attributes for the location are a monitor), Maintain (No maximise and one or less manage), Manage (One maximise or more than one manage), Manage (More than one manage).

COMMUNITY IDEAS FOR CHANGE

Most community ideas for change relate to improving movement, open spaces, and management and safety.

The most common theme amongst community ideas is improving movement (49% of all responses). A preliminary review reveals that nearly 12% of ideas relate to walkability compared to 9% to improve car accessibility.

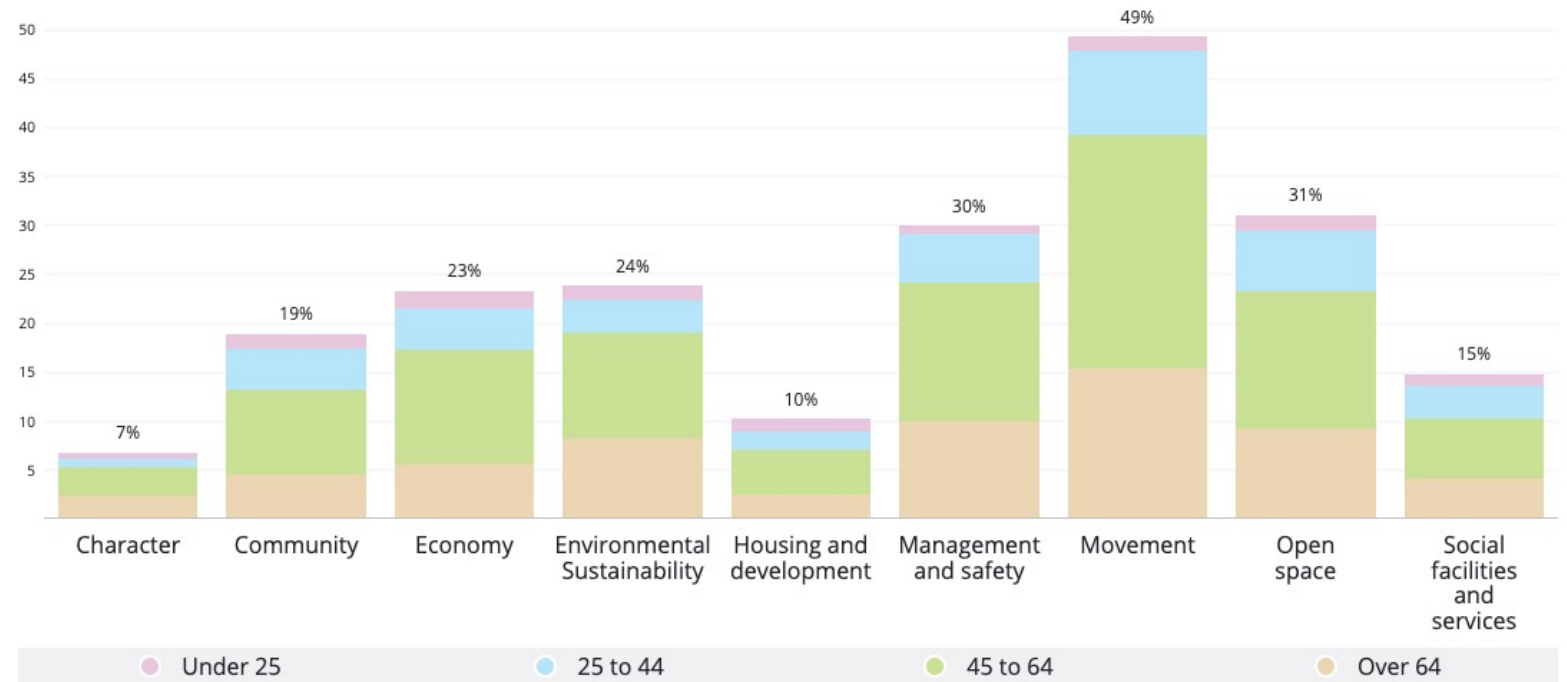
The second most common theme is open space, with nearly 20% of ideas relating to more or better parks, and almost 10% relating to play spaces.

Most ideas within the management and safety theme relate to improving the general sense of safety and the offer or restriction of spaces for dogs.

"Installation of more footpaths & cycle lanes to make walking & cycling safer and easier to do."
Female, 45-64, Pomona

"An off-leash dog park would be an awesome idea. Also a more challenging playground for kids and a space for teens to hangout."
Female, 24-64, Cooran

NOOSA COMMUNITY IDEAS FOR CHANGE BY AGE GROUP



Place Score asked the community: 'What's your big or small idea to improve your neighbourhood?' and 'What's missing in your neighbourhood that would make it better for you?'

1,240 answers were collected and classified under nine different themes. An idea can be classified in more than one theme (e.g. someone may share an idea that relates to movement and economy).

You can use this data to help define projects at the local level and for different groups in our neighbourhoods.

PART C: LENGTH OF RESIDENCY

KEY FINDINGS (1/2)

LENGTH OF RESIDENCY

When completing their survey, community members also shared how many years they have been residing in Noosa Shire Council.

This information allows us to review values, performance and priorities based the amount of time they have lived in the Shire.

ABOUT THE RESPONDENTS

0-4 years

314 shared their values
274 rated their neighbourhood

5-9 years

290 shared their values
258 rated their neighbourhood

10+ years

904 shared their values
802 rated their neighbourhood



COMMUNITY VALUES

Regardless of the length of residence, community members are aligned on the importance of unique natural features and the protection of the natural environment.

The top 15 most valued Place Attributes are generally similar across the three groups.

Key differences:

- A higher percentage of residents of 10+ years selected 'Sense of neighbourhood safety (from crime, traffic, pollution etc.)' (58% vs 49% for under 5yrs).
- A higher percentage of residents of 5-9 years selected 'Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)' (55% vs 45% for 10+yrs).
- A lower percentage of residents of 10+ years selected 'Walking/jogging/bike paths that connect housing to local amenity' (49% vs 57% for 5-9yrs).



NEIGHBOURHOOD PERFORMANCE

Every group shares the same average PX Score of 70/100.

Residents who moved to the Shire less than 5 years ago, are most likely to promote their area to others (NPS of +54 vs +39).

All groups rated their neighbourhoods similarly in regards to the top performers:

- *Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)*
- *Overall visual character of the neighbourhood*
- *Sense of personal safety (for all ages, genders, day or night)*
- *There are people like me (age, gender, interests, ethnic backgrounds etc.)*

All cohorts share the same bottom two Place Attributes (housing prices and local employment). Interestingly, long-term residents rate 'Range of housing prices and tenures' lower than any other group.

KEY FINDINGS (2/2)

COMMUNITY RECOMMENDATIONS

Unsurprisingly, as the three residency cohorts generally share the same values and ratings, their priorities are also highly aligned.

One of the most significant differences in recommended actions is around the 'General condition of public open space'. All highly value it, but long-time residents (10+ years) rated it lower than their counterparts (6.7 vs 7.2).

Other variations in strength or priority are minor and mostly relate to one group being slightly more or less aligned in their values. However, those slight changes in values do not warrant Council planning differently based on the length of residency.

The adjacent table summarises the differences in community strengths and priorities by the length of residency.

	LGA Average	0-4 Years	5-9 Years	10+ Years
Protection of the natural environment			Manage*	
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)				
Sense of neighbourhood safety (from crime, traffic, pollution etc.)				
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)				
Landscaping and natural elements (street trees, planting, water features etc.)				
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)				
Locally owned and operated businesses.				
Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)			Monitor	
Sense of personal safety (for all ages, genders, day or night)				
Sense of belonging in the community				
Overall visual character of the neighbourhood				Monitor
General condition of public open space (street trees, footpaths, parks etc.)		Nurture	Nurture	
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)				
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)				
Quality of public space (footpaths, verges, parks etc.)		Maintain		

* Community members that have resided in the LGA for 5-9 years rated this Place Attributes a 6.98 on average. Meaning this Place Attributes is classified as something to "Manage", but is also very close to a score that would classify as a "Defend".

TOP 15 CARE FACTORS BY LENGTH OF RESIDENCY

0 – 4 YEARS

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	75%
Protection of the natural environment	62%
General condition of public open space (street trees, footpaths, parks etc.)	58%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	54%
Landscaping and natural elements (street trees, planting, water features etc.)	53%
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	53%
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	49%
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	48%
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	47%
Sense of belonging in the community	46%
Locally owned and operated businesses	46%
Sense of personal safety (for all ages, genders, day or night)	46%
Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	42%
Overall visual character of the neighbourhood	41%
Quality of public space (footpaths, verges, parks etc.)	39%

5 – 9 YEARS

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	80%
Protection of the natural environment	65%
General condition of public open space (street trees, footpaths, parks etc.)	62%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	57%
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	57%
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	55%
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	53%
Landscaping and natural elements (street trees, planting, water features etc.)	51%
Sense of personal safety (for all ages, genders, day or night)	48%
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	47%
Locally owned and operated businesses	47%
Quality of public space (footpaths, verges, parks etc.)	44%
Sense of belonging in the community	44%
Overall visual character of the neighbourhood	40%
Amount of public space (footpaths, verges, parks etc.)	39%

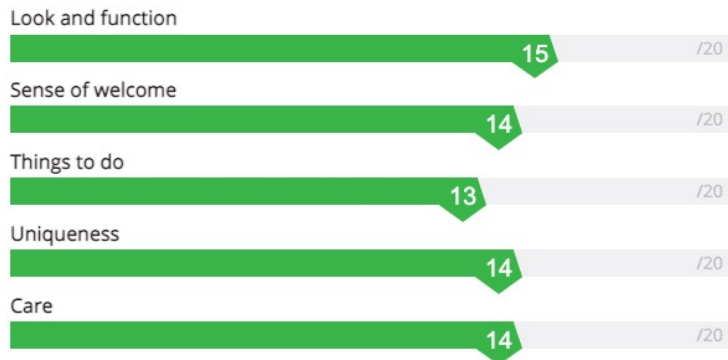
10 + YEARS

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	77%
Protection of the natural environment	67%
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	58%
General condition of public open space (street trees, footpaths, parks etc.)	57%
Landscaping and natural elements (street trees, planting, water features etc.)	50%
Sense of personal safety (for all ages, genders, day or night)	50%
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	49%
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	47%
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	46%
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	45%
Sense of belonging in the community	45%
Locally owned and operated businesses	44%
Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	41%
Quality of public space (footpaths, verges, parks etc.)	40%
Overall visual character of the neighbourhood	39%

PX SCORES BY LENGTH OF RESIDENCY

0 - 4 YEARS

PX SCORE



NET PROMOTER SCORE



5 - 9 YEARS

PX SCORE



NET PROMOTER SCORE



10 + YEARS

PX SCORE



NET PROMOTER SCORE



TOP AND BOTTOM PLACE ATTRIBUTES

0 – 4 YEARS

The top 5 place attributes of 0-4 years / 10

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	8.7
Sense of personal safety (for all ages, genders, day or night)	8.3
Overall visual character of the neighbourhood	8.3
There are people like me (age, gender, interests, ethnic backgrounds etc.)	8.1
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	8.0

The bottom 5 place attributes of 0-4 years / 10

Range of housing prices and tenures (low to high \$, buy or rent etc.)	5.1
Local employment opportunities (within easy commute)	5.2
Child services (child care, early learning, after school care, medical etc.)	5.5
Local education options (from elementary to adult education)	5.9
Spaces suitable for play (from toddlers to teens)	5.9

5 – 9 YEARS

The top 5 place attributes of 5-9 years / 10

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	8.7
Overall visual character of the neighbourhood	8.3
Sense of personal safety (for all ages, genders, day or night)	8.2
There are people like me (age, gender, interests, ethnic backgrounds etc.)	7.9
Sense of belonging in the community	7.9

The bottom 5 place attributes of 5-9 years / 10

Local employment opportunities (within easy commute)	4.9
Range of housing prices and tenures (low to high \$, buy or rent etc.)	5.3
Unusual or unique buildings and/or public space design	5.4
Child services (child care, early learning, after school care, medical etc.)	5.4
Things to do in the evening (bars, dining, cinema, live music etc.)	5.7

10 + YEARS

The top 5 place attributes of 10 years or more / 10

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	8.5
Overall visual character of the neighbourhood	8.0
Sense of personal safety (for all ages, genders, day or night)	8.0
There are people like me (age, gender, interests, ethnic backgrounds etc.)	7.9
Welcoming to all people	7.9

The bottom 5 place attributes of 10 years or more / 10

Range of housing prices and tenures (low to high \$, buy or rent etc.)	4.6
Local employment opportunities (within easy commute)	5.0
Evidence of recent public investment (roads, parks, schools etc.)	5.5
Unusual or unique buildings and/or public space design	5.6
Things to do in the evening (bars, dining, cinema, live music etc.)	5.8

THANK YOU