Communications and Engagement Report

Our Moreton: Corporate Plan and Community Wellbeing Strategy

February 2022

Contents

Glossary of common terms

Term	Definition
Council	Moreton Bay Regional Council
CALD	Culturally and Linguistically Diverse
GLAM	Galleries, Libraries and Museums
LGBTIQA+	Lesbian, Gay, Bisexual, Transgender and/or gender diverse, Intersex, Queer, Asexual and Questioning
Moreton Says	A region wide survey program over three years to better understand and keep track of the things that matter most to our communities
Our Moreton	Project name for project encompassing development of Corporate Plan and six regional strategies
Pillars	The five strategic pillars are the foundations to ensure everything we do aligns to achieve our vision
Pop-up events	Small displays with activities held at community events
PWD	People with disability
Your Say Moreton Bay	Council's community engagement online platform

Executive Summary

An inclusive engagement program was delivered across the Moreton Bay region during October and November 2021 as part of the Our Moreton program. This first round sought input into Council's Corporate Plan and Community Wellbeing Strategy. Stakeholder input is integral to ensuring our strategies are community focused and driven, as we develop our roadmap for the region over the next 20 years.

Our communities responded to this opportunity, with highly valuable and relevant information collected across the many interactions around the region. Stakeholders openly provided comment at Council displays, community events, focus groups, community pop-up sessions, and through a Moreton Says Pulse survey. The following key data illustrates the reach of the engagement program and quantum of information received:

•   Over 430 people participated in events
•   2,370 surveys received
•   Over 5,000 comments received.

Corporate Plan

Participants provided feedback on the proposed vision with overwhelming support to place more direct emphasis on the value our communities place in our environment. Respondents were positive about the key pillars within the Corporate Plan however, provided overall feedback around the order of these pillars. Participants supported Council's intent for greater accountability and customer service as expressed through the Corporate Plan.

Community Wellbeing Strategy

Stakeholders recognised inequity and evidence of social issues in the region and supported the need for a well-considered and action-focused Community Wellbeing Strategy. Participants responded with empathy and provided many constructive suggestions as to the ways Council and our communities can help facilitate stronger communities, while supporting vulnerable people and families.

Through comments received, the key areas of interest included:

- The need to support vulnerable people, including victims of domestic and family violence and people experiencing homelessness.
- Ongoing expansion of active transport through paths, nature trails and safe places to cycle to improve connectivity between and within communities.
- Upgrade of existing infrastructure and facilities in parks and natural spaces to improve accessibility such as accessible public toilets.
- Bringing communities together through cultural festivals and events.
- Safer and more inclusive public spaces, which are well planned and managed.
- Affordable access to facilities and to cultural, community and recreational programs.
- Greater respect and recognition of First Nations peoples.
- Developing stronger and well supported community organisations.
- Need for improved communication and promotion about facilities and programs, including enhancing Council's website.
- Ongoing leadership and support to ensure disaster preparedness and community resilience.

Very detailed responses were received in response to this strategy, and Council has rich data and clear direction from the community to enable the drafting of the Community Wellbeing Strategy. Many participants are interested in how their suggestions are being considered by Council and are keen to review the draft strategy in 2022 when available.

1 Introduction

This summary report covers the results of the communication and engagement that was undertaken by Council between 27 October 2021 and 24 November 2021 for the Our Moreton program focusing on the Corporate Plan and the Community Wellbeing Strategy.

2 Communication and engagement overview

2.1 Purpose

The purpose of the Our Moreton program is to work with our communities on Council's identified vision, priorities and five strategic pillars; raising awareness of Our Moreton to ensure stakeholders can influence the decisions taken by Council to develop meaningful relationships for future plans.

2.2 Objectives

The objectives of the Our Moreton program are to:

- Provide our communities with inclusive opportunities for clear, transparent and genuine input into the strategic direction of Council.
- Provide a coordinated and consistent approach to engagement across all strategies to avoid consultation fatigue.
- Develop lasting relationships with community representatives through transparency and clarity of decision making with ongoing resources and communication.
- Ensure opportunities are provided for targeted and deliberative engagement with key cohorts to enable buy in for subsequent plans and activities.

2.3 Approach

Communication and engagement for this complex program of work has been split over two rounds with two phases of consultation for each - the first for input and the second for feedback on the draft documents.

Figure 1: Our Moreton Engagement Rounds

A comprehensive communication and engagement strategy for Round One, Phase 1 was developed to enable community to provide input into the Corporate Plan and the Community Wellbeing Strategy via:

- A **comprehensive awareness campaign** including webpages, media, displays in our libraries, and a series of social media posts designed to engage our communities and get their feedback on future planning.
- A **region-wide survey** under the Moreton Says program to ensure there is sufficient reach across all our communities.
- A series of **focus groups** designed to get input into the development of the Corporate Plan, proposed vision, pillars, and strategies.
- A series of **community pop-ups** at established community events around the region providing the opportunity for community members to talk to Council officers.

2.4 Headline outputs

Following are some of the key outputs from this engagement program.

Figure 2: Key outputs of Our Moreton Round One, Phase 1
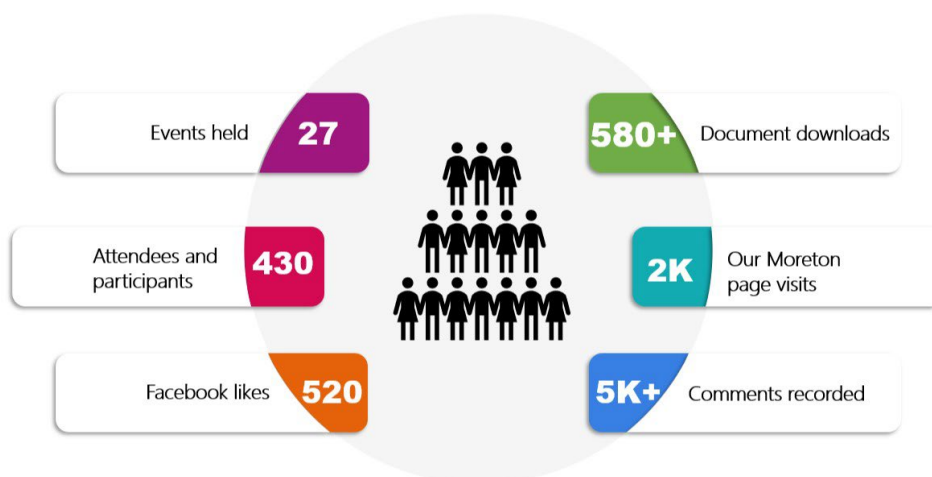
Please reference Appendix A for detailed information about this program.

3 Engagement participation

These engagement activities provided invaluable feedback for Council consideration. The summary of findings in this report are noted by Council for consideration in the draft Corporate Plan and the draft Community Wellbeing Strategy.

3.1 Activities

A large amount of feedback was collected through the following engagement activities:

•   Community pop-up displays, activities and discussions
•   Community focus groups and engagement sessions
•   Special interest focus groups.

Data was also generated through an online Moreton Says survey about the Corporate Plan and Community Wellbeing Strategy. The survey data has been separately recorded and analysed.

3.2 Attendance and feedback generated

Table 1: Engagement participation

Engagement channel	Participant numbers	Feedback (volume)
Community pop-up sessions	240	295
Focus groups and community sessions	191	
Corporate Plan (specific)		172
Community Wellbeing Strategy		1,020
Other Feedback		299
Moreton Says Pulse Survey	2,370	3,210 comments
Total from all sources	**2,801**	**4,996**

Necessity for data coding: This large feedback data set was sorted and 'coded' to identify key themes. The intent is to provide a more focused and manageable secondary data set to inform the strategies.

The way in which the highly detailed comments were 'rolled up' into a more manageable number of themes is illustrated below:

Figure 3: Analysis of participant comments from the focus groups and coding provided high level directions to support Council's strategic planning
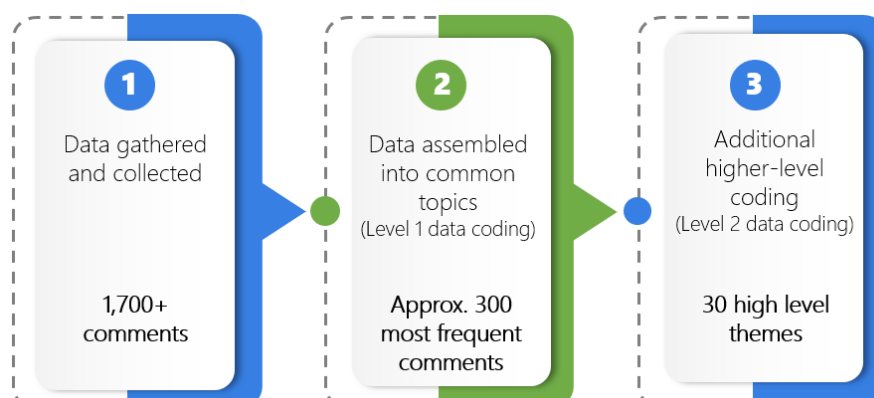
3.3   Qualitative research - quality assurance

The overall engagement methodology relied heavily on qualitative research; whereby anecdotal 'evidence' was collected from stakeholders. The researchers applied controls to quality assure the collection, recording and reporting of data to ensure reliability of findings.

The quality controls included:

- Applying established data 'coding' methodology – organising 'like' ideas into more generalised themes
- Applying coding at a level where context and original meaning is still apparent
- One person coded the entire data set for consistency
- The data was coded and analysed by an experienced, independent third party (to avoid potential and unintentional bias based on preconceived ideas and memory)
- The person coding was an observer during the engagement program, and therefore understood the context in which comments were made
- Checking relevance of data recorded and collated to defined topics
- Applying triangulation methodology, to compare Council observations and records, with the primary database for consistency (this is described further within this report).

Based on these measures, the outcomes are considered to be valid and reliable.

3.4   Quality assurance - perspectives of Council leads

As described earlier, a 'triangulation' methodology was applied as a further quality assurance measure. This involves sourcing a separate data source to compare to the original data set (Data set A). This approach is used to verify and test accuracy within qualitative research.

Triangulation was achieved through consideration of notes taken by senior Council leads who participated in and observed the engagement sessions (minimum of one Council person per table of a maximum of six participants).

Without reviewing the collated data set, Council officers prepared a list of the key issues and interests based on their observations.

This list was provided to the data analyst after the recorded data set had been coded (as per earlier section) for comparison. Data set A and Data set B were compared and considered to ensure an accurate representation of themes was captured.

3.5   Discussion – context of reporting and findings

Breadth of data received and recorded

Participants spoke about many topics of interest to them, and discussions extended beyond the Corporate Plan and Community Wellbeing Strategy. For example, data was generated that will relate more closely to future strategy preparation (e.g., growth and planning) which is scheduled for 2022. This valuable information has been collected and provided to the relevant Council departments, but is not detailed in this report.

Merging 'like' data sources

Data sets have been merged to establish key, common themes.

In response to planning themes and draft content participants were asked to:

- Explain why this topic was important to them and their experience.
- Share their ideas and opportunities for consideration.

The review of the data illustrates these complementary questions drew comparable and aligned data, from which key themes have been identified. These questions generated somewhat different perspectives on the topic, as intended in the structure of the questions. However, the responses could be coded to organise and confirm the participant's sentiment about the topic.

General feedback sheets were also used during community sessions to record other input. This anecdotal data has also been reviewed, with relevant feedback included within the combined data set.

Ratio and relativity of responses

Participant feedback was recorded in each session and 'pop-up' interaction. During the community sessions, participants also ranked their priorities via a voting system.

These numbers have been tallied to provide an appreciation of rank order and priority, according to the number of mentions.

The higher the number the greater the confidence the responses received would be held more broadly by MBRC residents and stakeholders; and are representative.

While there may be less confidence that lower mentions are representative, there appears to be merit in many of the responses. For example, a small number of respondents suggested Moreton Bay should seek to host at least one Olympic sport in 2032. A small number of respondents suggested Council should foster the arts and creative expression as driver of employment opportunities.

Suggestions such as these appear to have merit, while not being often mentioned or rated highly at the time.

Figure 4: A structured activity in the focus groups provided opportunity for participants to rate the importance of feedback and initiatives.
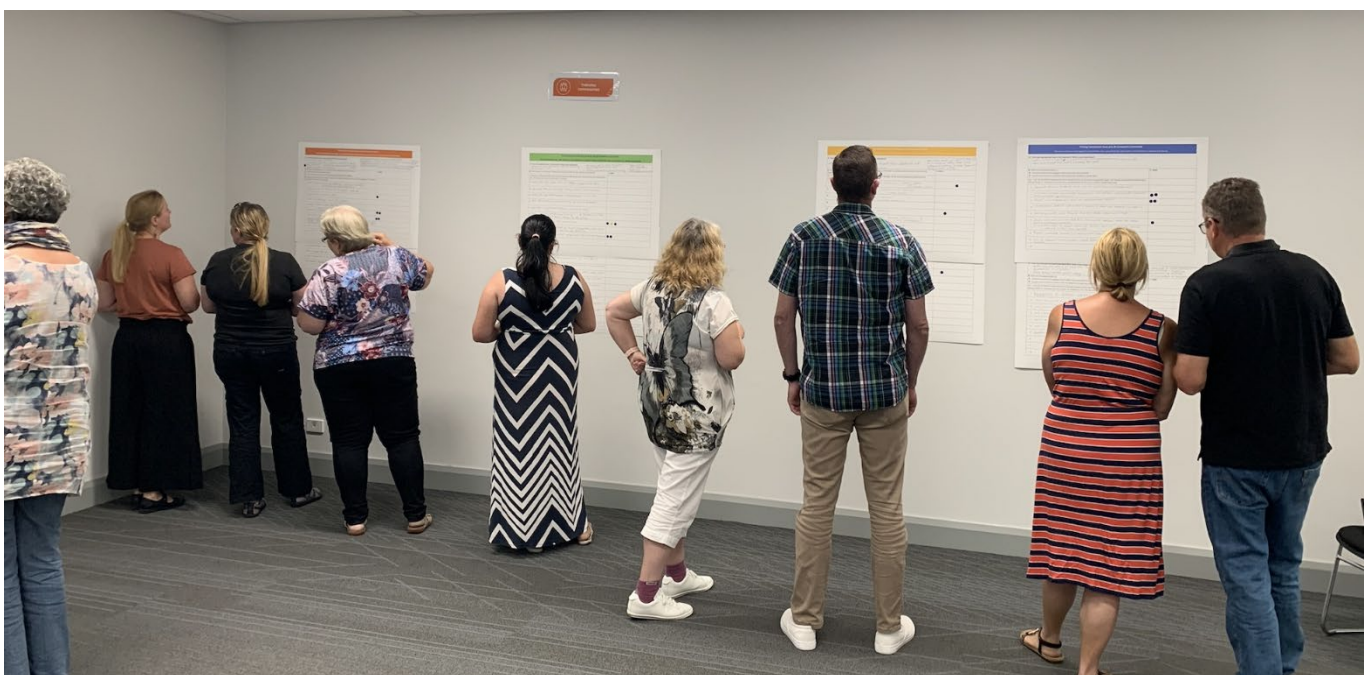
Alignment, integration and overlap of responses

As the themes and topics within the pillars were closely aligned and not mutually exclusive, there is some repetition of response.

An example includes the need for inclusive and accessible places and events for people with disability, which was raised across most discussions about the Community Wellbeing Strategy. The need for greater inclusion of First Nations, is a further example.

This demonstrates there are common themes across the different outcome areas, which appears to be helpful for Council to appreciate.

Specific and conceptual/regional and local

The data generated and collected ranges from conceptual to very specific and local. The responses have been coded as regional themes to assist with strategy setting.

Many participants explained the need for whole of region planning which was relevant at the local level, based on the specific needs and context of that community.

Role of Council

Engagement drew feedback regarding holistic quality of life and lifestyle which is broader than Council's remit or resources. As explained within the sessions, there will initiatives and opportunities, which:

- Council can **deliver** – has responsibility and means.
- Council can **coordinate and support** with others – including other levels of Government and other organisations such as community groups.
- Council can **advocate** on behalf of community (other agencies and levels of Government are responsible and are resourced).

Note: the data has not been sorted or coded to make these distinctions. This is mentioned in this report to avoid the assumption Council can accept, resource, and implement all suggestions provided across the engagement program.

4 Participant Responses - Corporate Plan: vision and strategic pillars

Council is developing a new Corporate Plan which will outline our priorities for the next five years. This will be guided by a renewed vision and five strategic pillars which will set the foundations for everything we do.

Council received feedback on the Corporate Plan and vision through the Moreton Says online survey and through this engagement program. This section emphasises the feedback received through the engagement program, with reference to the online survey data. Overall, there was high consistency from both data sources.

4.1 Structure and hierarchy of the Corporate Plan

Figure 5: Corporate Plan structure and hierarchy

This section reports on each of these levels within the Corporate Plan hierarchy.

4.2   Proposed Vision

Council used the feedback from the first Moreton Says survey to develop a short, sharp vision statement which describes the future aspirations for the region. In addition, Council has provided a longer explanatory version of this vision for those wanting more guidance on how this links through to the pillars and the services Council offers.

Both the short and long vision statements required further input from our communities to understand if Council had incorporated the key values and sentiments of our communities. Participants were asked what the vision meant to them and if there was anything missing from the vision.

They were asked to review and provide feedback on:

- The proposed vision - 'More opportunity. More liveable. More connected. Moreton Bay.'
- The five strategic pillars and the goals which sit within them.

There was relatively limited 'direct' response to the vision and vision wording through the focus groups. Facilitators at the events noted most participants wanted to go directly to discussing their first area of interest (or driver for attending) and found the topic of a vision to be quite broad. As a result, much of the commentary related across the pillars rather than specifically to the vision. Copies of the short vision and the long vision were provided at tables for participant consideration. The long vision was generally not referred to by participants who considered the text to be too long.

However, the most specific and directly relevant comments and themes provided during discussion on the vision (and the pillars as they related to the vision) were:

- Support for the term 'liveable' and participants related to planning and lifestyle
- Query as to the use of 'more' and its appropriateness in a region with extensive vulnerable communities. Whilst some participants felt 'more' wasn't desired if they have sufficient today. This was compared to people experiencing homelessness or other vulnerable people who have far less, as an example. Others linked this to the desire for more building and development over environmental protection and with greed and therefore expressed concern
- Moreton Bay should be first within statement
- Preference for the words 'environment' and 'sustainable' to be included in vision
- Should lead with 'To be'
- Not strategic, too generic
- Limited connection between vision and pillars - what does it really mean?
- Interest in whether the pillars all have the same weighting and importance
- Why is Progressive Economy first?
- Opportunity appears to be supported with responses in relation to economic progress
- Connected is supported within commentary, including social and physical connectivity.

Other comments provided related to deliverables and outcomes which tended to relate more closely to pillars and goals and have been considered in that context.

Consideration of survey results

The above sentiments are consistent with the feedback provided within the context of the broader community feedback in the Moreton Says Pulse Survey. The survey results found that whilst the proposed vision would make the region a better place, there were key aspects of the vision that were missing such as environment and sustainability.

4.3   Strategic pillars and goals

The Corporate Plan (2022-2027) will help to prioritise Council's projects, activities, and services for the next five years. Council has proposed five strategic pillars which will help to guide our day-to-day decision making and inform the annual operational plan, capital program and budget each year.

These strategic pillars cover key delivery areas, and each have a goal to provide the roadmap to shape the future of the region for the next 20 years. Participants were asked:

- How important do you think these goals are for reaching our vision?
- Is there anything else you think should be included in the goals to reflect your priorities for the region?

The following feedback was received:

Table 2 - Response to Corporate Plan pillars

Strategic pillars	Most frequent statements made in response to this strategic pillar*	Direct/ indirect support for pillars
Progressive Economy	**Support for:** - Greater employment opportunities for residents, including for youth - Jobs to be available closer to home, with less travel for work.	**Yes** – comments received by participants imply support for pillar
Thriving Communities	**Support for:** - Improved social connectivity - Inclusion and acceptance of diversity - Greater recognition of First Nations culture and cultural diversity - Enhanced community services, including affordable/social housing and shelter for vulnerable people and responding to mental health - Enhancing and protecting Moreton Bay unique lifestyle.	**Yes** – comments received by participants imply support for pillar
A Well-Planned Region	**Support for:** - Balanced regional growth management - Improved regional planning, and reliability of planning scheme - Effective local land use and services planning (not just regional planning) - Improved car and public transport experience – increased transport infrastructure and public transport services - Better planning for active transport and safety of pedestrians and cyclists.	**Yes** – comments received by participants imply support for pillar
Healthy Environments	**Support for:** - Environment protection and sustainability - Climate change response - Respond to litter issues.	**Yes** – comments received by participants imply support for pillar
An Engaged Council	**Support for:** - Enhanced Council leadership - Improved accountability, transparency, and customer service - Ongoing engagement and improved communication - Building greater regional identity and community pride.	**Yes** – comments received by participants imply support for pillar

Some of the feedback was directly applicable data from Community Wellbeing Strategy feedback however it has been included here as is pertinent to the pillar.

Following is other key contextual information:

- The pillars as proposed are endorsed by participants based the feedback received.
- All feedback received could be aligned with the proposed pillars (therefore the pillars were inclusive of participant interests).
- The generality of the goals was raised and the desire that they should be measurable.
- It was suggested that 'Healthy Environments' may be changed to 'Sustainable Environments'.
- Sustainability was frequently cited and seen to be important and relevant to all pillars.
- Queries about equity of weighting across all pillars was raised - Economy appears first and resulted in interpretation from community members that perhaps this was a higher priority area for Council. A suggestion may be to consider the order of the pillars in the diagram to ensure people and communities are considered first.
- The words Progressive and Thriving were found to be confusing among some participants, however this did not appear to be a barrier to participation based on the quantum of comments generated through the sessions.

Corporate Plan - goals

Discussion in relation to Corporate Plan tended to focus on the **vision** and **pillars**.

There was limited discussion about the goals, other than some concern that delivery by 2033 was too late (the goals are stated to be completed by 2033). The responses received from participants in relation to the goals suggests an opportunity to further refine and provide clarity around the intent of the goals.

Corporate Plan - strategies

The draft Corporate Plan hierarchy includes specific strategies which will allow Council to implement the vision and goals. While there were only limited specific or direct comments recorded, the strategies appear to be well supported or accepted.

There was some objection to the Progressive Economy 'leading' the list of pillars. There was query as to whether stakeholders will be able to critique the Regional Economic Development Strategy (which was consulted on in 2020 and adopted in early 2021).

There was minor contention about the notion of the term 'wellbeing' regarding the 'Community Wellbeing Strategy'. However, this was **not** a limitation to the volume and quality of data generated and evidently was better understood when discussing the themes within this strategy.

Participants were generally keen to review the strategies when drafting had been completed to:

- See how their input had been adopted.
- Understand the balance of input from other sessions.
- Contribute further.

Consideration of survey results

The above sentiments are consistent with the feedback provided within the context of the broader community feedback in the Moreton Says Pulse Survey. The survey shows support for the pillars and alignment with the commentary whilst some areas may need further consideration.

Following is other key contextual information:

- Summary of feedback on the pillars: Review order of the pillars, with communities being seen as the focus of Council activities and the need to place them first.

- The language selected to describe pillars was questioned by some participants; however, discussion was not inhibited by the current naming.

- Simplifying the goal statements to remove the reference to 2033 at the beginning may improve readability.

- Council should ensure feedback is incorporated within each of the pillars (i.e. the Community Wellbeing Strategy was the primary focus of this consultation phase, with other strategies to be consulted on in 2022). Information and suggestions across all pillars were provided and should be distributed to the relevant pillar or strategy owners when these key documents are progressed.

5 Participant Responses - Community Wellbeing Strategy

Our Community Wellbeing Strategy will guide Council's role in supporting healthy, resilient, inclusive, and connected communities for the next 20 years.

The following key focus areas have been developed based on Moreton Says feedback, and background policy and demographic research:

- **Healthy and Active Communities** - Our communities make healthy and active lifestyle choices and have access to the required services and facilities.

- **Safe and Resilient Communities** - Our communities are safe, resilient, and respectful so that in times of adversity they can protect our people and places.

- **Creative Communities** – Our communities embrace opportunities for participation in creative experiences and that celebrate the region's stories, cultures, and identities.

- **Connected Communities** - We have inclusive and engaged communities that value diversity and sustain connections to people and places.

Participants were asked to give feedback on both their lived experience of each of these four areas as well as their suggestions for inclusion in the Community Wellbeing Strategy. This ensured feedback around the following areas could be considered in the strategy:

- What services and facilities communities like and utilise.
- Areas of service Council should focus on, that are not currently addressed.
- Future needs, opportunities, and aspirations for the region.

Feedback on these four key areas has been coded as described earlier to ensure accurate representation of the comments and suggestions. Feedback could be considered as:

- Common across focus areas
- Unique to each focus area.

Following are the high-level themes that were common across all the feedback:

Table 3 - Community Wellbeing Strategy - High level themes

Key theme observed and heard	Key comments
Connectivity	• Connectivity and mobility are a critical enabler of community participation and lifestyles – both between communities and within. • Well-designed communities (when they are first established) can create community wellbeing. • There needs to be ongoing focus on safety for less mobile pedestrians and cyclists, for both on and off-road connections. • Consideration of shade, rest stops, safety and design of connecting walkways is needed. • Lack of public transport (or connectivity end-to-end) makes it difficult for non-drivers (e.g., some people with disability or young people) or families with only one car • Enhanced connectedness is needed between neighbours and communities, particularly for new residents, seniors and CALD communities.
Enhanced Information and communication	• Provision of information for community in an easy and consistent manner needs to be addressed. • Access to information, content inclusions and location and distribution of information needs improvement.

Key theme observed and heard	Key comments
	• Whilst Council has some great programs, understanding what is happening locally or regionally is incredibly difficult for many in the communities. • The lack of a local newspaper in many parts of the region results in loss of information - people feel less connected and informed. • Council's website could offer better information on Council services - Community Directory, Grants, Your Say Moreton Bay, Healthy and Active Moreton etc. • There are critical social and physical barriers that limit or prevent engagement from some under-represented individuals and groups. These barriers can create great anxiety and feelings of isolation – Council can help improve inclusion through engagement and communication.
Enhancing support for homeless and DFV	• Growing need for enhanced services for people experiencing homelessness and domestic and family violence, with Council being more active. • Opportunities for delivery of services such as simple shelters, food and provisions. • Consideration for the vulnerable of all ages. • Difficult personal circumstances can prevent participation in community activities.
Supporting vulnerable people	• Lack of affordable and social housing is directly contributing to homelessness • Focus on how Council and community can better support vulnerable individuals and communities. • Council and community organisations have a role to support family and domestic violence victims. • Council can keep people safe in many ways – inclusion and respect, safe spaces, emergency management and building community resilience.
Affordability	• Affordability of access to community facilities such as room hire for small interest groups should be considered more. • Affordability of activities is a significant inhibition to connecting and participating among some financially disadvantaged groups/areas. • The expense of housing and living is negatively impacting individual and family wellbeing in many parts of the region.
Accessible, inclusive, and activated facilities and services	• Improved access to community facilities for public use is important. It can be inhibited by cost, regulatory requirements or lack of multi-lingual or gender-neutral signage. • Greater representation of our diverse community (First Nations, CALD, LGBTIQA+, people with disability, young people, older people) in our promotional materials; administration and participation in sport and cultural activities (e.g., competitions, exhibitions, performances); and staff. • Provision or facilitation of more multicultural events at Council facilities. • Increase use of underutilised recreational assets. • Greater accessibility through provision of accessible facilities - parking and access. • Cultural and interpersonal capability of staff in engaging with members of diverse communities (First Nations, CALD, LGBTIQA+, people with disability) are critical to offering a positive and inclusive experience. • High quality, well-designed and accessible parks, and playgrounds and community facilities.
Safety through design	• Inclusion of lighting and activation in parks, public places, retail and commercial areas and connector routes/pathways. • Need to work with other agencies to improve safety. • Perception of a lack of safety can be a powerful barrier to participation.

Key theme observed and heard	Key comments
Recognition of Aboriginal and Torres Strait Islanders	• Need for better awareness and understanding of Aboriginal and Torres Strait Islander history, expectations, interests, and concerns, and improved cultural liaison and communication capabilities within Council. • Facilities or spaces focused on celebrating Aboriginal and Torres Strait Islander cultures are lacking.
Stronger Community Organisation Networks	• Increase diversity of role of community centres to assist in education, programs and support services. • Increased networking and coordination of services and community groups to build connections and community engagement. • Education and assistance in understanding financial or grant requirements.
Acknowledging our history	• Acknowledging and preserving the people, environmental and architectural history of the region is critical now and in the future.
Open Spaces	• Ensure good planning and design to incorporate open spaces which are often linked to community wellbeing.
Maintaining the Arts focus	• Need to maintain high quality of arts and cultural experiences and facilities, and sport and recreation opportunities. • Desire for additional cultural and music festivals and events. • Recognising creative communities such as Samford, Dayboro and Redcliffe as opportunities to promote tourism.

Following is the coded data received in response to the key focus areas of the proposed Community Wellbeing Strategy and summarised as:

1. Healthy and Active
2. Safe and Resilient
3. Creative Communities
4. Connected Communities.

5.1 Healthy and active

Table 4 – Key themes: Healthy and active

Response
More inclusive, accessible infrastructure and programs • More accessible, walkable places, with shade. • Promote active travel with ongoing infrastructure improvements including shade/ cover/ more exercise programs. • Improve disability access to parks and recreational spaces, with all-abilities and all-age playgrounds/ greater inclusion, including parking for people with disability.
Planning, design, and delivery of places for healthy and active lifestyles • More quiet, relaxing community and open places are planned, including within higher density development areas. • Need regional community infrastructure planning appropriate for each community, including youth. • Ensure developers contribute/ infrastructure provided with development, not after. • Include people with disabilities in infrastructure planning/ co-design/ braille trail. • Community gardens are facilitated through planning.
Affordable participation, with support of community organisations • Ensure affordability of access to facilities and recreational/sporting programs to encourage participation. • Provide access to affordable and means tested gyms, recreational centres, and sports clubs. • Increase support, networking, and funding for recreational and community groups to facilitate healthy and active lifestyles. • Increase and diversify the role of community centres as places for healthy and active lifestyle opportunities/ strong community organisations. • More and better information about what recreational places and programs are available. • More places for informal education and support/ inc. youth/ promote active and healthy lifestyle, diet and mental health support (+ Financial literacy courses recommended).
More and improved parks, toilets and facilities • More parks, play and exercise equipment, including shade. • More and better serviced toilets/ Introduce gender neutral toilet signage. • More pools, aquatic recreational programs/ free swimming lessons, with advocacy for regional waterpark(s).
Nature based trails and environmentally beneficial activity • Increase extent of natural/ environmental trails, with maps to promote. • Coordinate environmental clean-up days. • Extend/ plan/ implement regional bike trail. • Extension of horse trail and rail trails.

Public safety
• Enhance bike safety/ separation from vehicles/ dedicated bike lanes.
• Improve pedestrian safety/ careful placement of pedestrian crossings.
• Better manage electrified scooters.
• Monitoring use of public space/ safety/ CCTV.
• Support activation, lighting, and CCTV, to improve confidence and safety.
More programs and activation
• Guided local history walks, including First Nations culture.
• More support for seniors to be active.
• Celebrate multicultural values and facilitate more events.
• Improve public transport to events, including people with disability.
• Increase use of underutilised recreational assets.
• Make available for others (more affordable for community groups to use).
• Make it easier to volunteer - less red tape e.g., Blue Card, insurances.
Social support, including mental health support
• Enhanced mental health support through activities, including Men's Sheds and mental health support for youth and LGBTIQA+ communities.
• More supports in the region for people experiencing domestic and family violence (DFV)
• Enhanced homelessness support services, for people experiencing or at risk - in response to less affordable housing, increasing domestic and family violence and higher rates of mental health issues. These supports could include accommodation, and sourcing and supplying food that would be otherwise be wasted to achieve healthier eating.
• Programs to develop a holistic approach to health with your body and mind and finding balance and fulfilment. Having access to healthy food options and education and programs. Developing body image, confidence and staying in shape.
Dog ownership
• Improve dog behaviour in public spaces.
• More dog off-leash areas.
Leveraging Olympics
• Identify an Olympic sport to be held in Moreton Bay region.

5.2   Safe and Resilient

Table 5 – Key Themes – Safe and Resilient

Response
Building strong communities and neighbourhood connection
• Continue to build more connected communities, strong neighbour relationships, and community organisations – more connected and resilient.
• Foster community connectivity within new communities.
• Improved mediation to reduce neighbour disputes.
• Opportunity to renew Neighbourhood Watch and Safe House models.
Infrastructure and design – community safety
• Application of crime prevention through environmental design (CPTED) principles, lighting, security cameras (CCTV) to improve safety and perceptions of safety.
• Improved lighting along paths, safe pedestrian crossings.
• Need for greater activation of dated CBDs to improve safety and perception of safety.

Response
Disaster readiness and community resilience • Improved community education and preparation to enhance community readiness and resilience to natural disasters. • Education/ access to information for all languages (CALD)/ promote contact points and explain what to do in emergency. • Enhance the use of Apps (Moreton Alerts) SMS, and social media to connect and communicate.
Secure housing • Need more secure housing and accommodation, including social housing. • Concern about housing affordability.
Homelessness and DFV support • Need for greater capacity of DFV shelters. • Need greater support for people experiencing homelessness. • Council must play a role.
Safety in public spaces • Enforcement of local laws, more visibility of rangers to address inappropriate behaviours in public space, including weekends. • More police and greater liaison between police, Council and the community re responses to crime 'hot spots'.
Reducing regional bushfire risks • Enhanced management of fire risks including reducing fuel loads and access to water. • Response needed to climate change to reduce fire risks.
Young people's safety and support • Concern about young people's behaviour in public spaces and conversely young people being vulnerable in public spaces. • Young people need recreational and cultural opportunities, mental health and mentoring support, and safe places to 'hang out'. • Support for employment/ entry pathways and opportunities into work and career development for young people. • Getting to know the community, developing good relationships with the police. • Want more social acceptance within the community.
Traffic and speed management • Need to better control speeding and hooning. • Traffic calming needed in some high-risk areas.
Public safety • Some people don't feel safe in community (some young people and members of CALD communities). Conversely, many participants reported feeling safe in the community yet there were a few issues raised. • Prefer not to not go out at night, or do not go out at night limiting participation in community. • People should take personal responsibility for their safety.
Responding to drug use • More drug rehabilitation programs and policing of drug use. • Perceptions of drug use in parks making families unwilling to use those parks.
Enhanced safety on public transport • Enhance safety of public transport, particularly trains/ train stations.

Response
Independence from utility-supplied power during disasters
• Alternative power sources recommended (e.g., solar) for resilience.

5.3 Creative Communities

Table 6 – Key themes: Creative Communities

Response
Enhanced cultural events and programs
• Opportunity to increase the number and diversity of cultural festivals, celebrations, and programs.
• More opportunities for cultural expression and exhibitions, including for young people and people with disability and LGBTIQA+ so they feel represented.
Information and communication re facilities and events
• Need to better communicate cultural opportunities/ promote facilities and programs (particularly to counter loss of newspapers).
• Information with inclusive language e.g. CALD, gender diverse and accessible materials e.g. large print, simple English.
• Improve Council website/ create directory or app.
• Include visitor information in shopping centres.
Cultural expression and education
• More opportunities to express and educate about cultural identity and history – including First Nations culture and other cultures.
• Cultural expression is important for identity, mental health and self-esteem.
• Art trails/ more public art.
• Being exposed to more cultural experiences, celebrations, festivals and attractions around the Moreton Bay Region.
Improved access to community facilities
• Improved and easier access to community facilities for public use for cultural events/ celebrating culture.
• Less onerous regulations/ more affordable.
• Some facilities are underutilised and should be activated, providing others with opportunity to access and use.
Increased diversity of offer
• Current Galleries, Libraries and Museums (GLAM) offer needs to be made more relevant for all demographics (young – old and different cultures) and extended.
• Strong endorsement of quality of existing libraries and personnel.
• More libraries/ library upgrades.
• Extend library hours/ extend time and range of mobile libraries.
First Nations cultural centre
• Need for a First Nations cultural centre or space.
Endorsement
• Endorsement of the quality of Council community facilities, programs, and Council personnel.
Community cultural grants
• Easier access to grant funding for cultural purposes/ less complicated to seek grant funding.

Regional Entertainment Centre
• Advocacy for regional entertainment centre (equivalent to Brisbane).   • Regional environmental discovery/ environment centre.
Transport to events
• Support easier transport and access to cultural experiences.
Inclusive cultural experiences
• More inclusive GLAM experience for people with disability, e.g., audio guides and other languages.
Memorials
• Enhance military history memorials.   • Regional public military history memorials are great.
Economic development opportunity
• Support arts as generator of economic opportunity and employment.

5.4   Connected Communities

Table 7 – Key themes: Connected Communities

Response
Community facilities
• Facilitate more multi-functional inclusive and safe community places for hire and use/ affordable/ accessible/ easier to rent.   • Ensure community facilities are welcoming to CALD/ inclusive through language and signage.
Improve public transport
• Address difficulty of access/ promote transport options for greater awareness and to enhance participation in community activities by non-drivers.   • Ensure awareness of access requirements and challenges for people with disability when scheduling events.
Enhanced events program
• Facilitate events to facilitate connections and learning from others/ cultural events for CALD to feel included.   • Facilitate opportunities for young and older people to mix/ exchange/ connect.
Information and communication
• Improved information formats and sharing to promote "what's on"/ events.   • Community activities directory (many did not know of web based My Community Directory)/ Improved Council website to access information.   Council information centres/ trained and knowledgeable Council staff.
Information – new residents and CALD
• Specific, inclusive resources for CALD and new residents – e.g. 'Welcome Kits' - information on services, organisations, cultural places/ spaces.   • Welcome programs at schools and within the community for new resident families.   • English language lessons to reduce isolation, combined with social activities.
First Nations – inclusion and recognition

• Better First Nations recognition and engagement.
   o   Council officer training around appropriate communication and the need for action with Reconciliation Action Plan beyond tokenism.
   o   Access to traditional lands

Response
o   Signage/cultural history trails/ increased use of traditional names   o   First Nations cultural centre or space.
Strengthened and better coordinated community organisations • Increased networking and coordination of services and community groups to build connections and civic engagement. • Support community organisations/ stronger community organisations to build connections. • Assist not for profit groups with financial advice/ assistance to access grants.
Welcoming public spaces • Regional botanical garden/ safe, welcoming, and clean community parks and spaces. • More community gardens for people to connect (with café, as a suggestion). • Having support and comfortable spaces for underrepresented communities to gather including LBGTIQA+, religious groups and First Nations residents. • Having spaces where young people can feel comfortable, hang out, and access information for young people.
Connecting infrastructure • Important role of planning and infrastructure provision to create connections. • Better paths and physical infrastructure, inclusive of mobility scooters and people with disability/ wider footpaths. • Activation of centres through planning to make more welcoming and easier to access.
Volunteering • Encourage and support volunteering for social connections.
Ongoing engagement • Ongoing engagement and establishment of reference groups to boost understanding and trust between Council and community. • More focused connection with special interest/ needs groups to be attuned to needs (e.g., people with disability, LBGTIQ etc – as per focus groups).
Connecting through technology • Facilitating connections through IT/ social platforms. • Increase digital literacy of older people to connect.

6   Consideration of further feedback

Many ideas and opportunities in specific geographic locations were provided throughout the focus groups. Some of these ideas were for immediate implementation whilst others were more future focused, for consideration by Council. These ideas have been provided to the relevant teams across Council.

6.1   Feedback snapshot

Below is an extract of some the feedback and ideas received from our communities:

- *A Community Hub – offering a range of special services and multiple in-services available. Culturally appropriate services, non-Clinical model – Government Funded, Health and Well-being and Social and emotional well-being programs for our young people, Domestic Violence Counselling and Welfare Support services. Education for young people –-computer skills and job training, resume development etc. Elders space to share culture with young and empower culture.*

- *Council should advocate to State for increased responses to social issues such as homelessness.*

- *Establishment of an access and inclusion advisory/reference group which could provide input and feedback to Council to help guide initiatives and raise awareness of issues impacting people with disabilities.*

- *Partnership opportunity for not-for-profit 'breakfast clubs' using excess food to go to schools so socio-economically challenged children can eat and then learn/be engaged more productively in learning.*

- *Creating community gardens to bring people together and also help those struggling financially to make them feel safe and happy by allowing them to feed their families.*

- *Better use of waterways - could have aqua park to bring in more people with kayaks, paddle boards, windsurfers etc to hire out and also create employment opportunities for young people.*

- *Support services for single parents - for example, adapt 'Men's Shed' model to 'family shed' with a range of programs, resources and networking. Local community centres could act as the hub for this, how to better utilise and leverage these facilities.*

- *Spaces for alternative art to engage disconnected/disenfranchised people. Use empty shops/spaces for popup creative shops.*

- *Making sure facilities are accessible for all - wheelchair friendly and have suitable pathways to access facilities. Planning to enable all community members to be active and healthy. Footpaths that connect infrastructure that encourages walking, riding, ramps, more easily accessible.*

- *Provide access to affordable and means tested gyms, recreational centres and sports clubs.*

- *There is not enough info about what is happening in community. More publications along with what is on across region, but more of a service directory tool. Suggested the local Councillor newsletter could have a brief update re what was happening across the region e.g., festivals, etc.*

- *More opportunities for migrants to hear, learn and practice English to improve job readiness and community participation.*

- *Housing developments where standard garages don't house more modern, bigger vehicles and as a result they are parking on the streets causing traffic issues - consider in planning going forward.*

- *Safe spaces for homeless - Some parks could be safe spaces provided for them to go. Partnership with different levels of government. Place to wash clothes, use bathroom, have a shower 24/7.*

- *Need to foster respect for and address cultural diversity that exists in the region. Need to foster inter-generational exchange and respect (this supports safe and resilient communities).*

- *More opportunities to learn about the Aboriginal and Torres Strait Islander history of the region. Provide spaces to learn about the true history of this nation. Council has a role to play in making available opportunities to safely learn about our First Nations culture.*

- *Council should support networking and opportunities for community groups/organisations, multicultural communities etc to connect with each other and meet new people.*

- *Incorporation of audio descriptions in videos uploaded to Council's website and social media platforms.*

- *Establishment of a Discovery Centre to promote our natural environment.*
- *Needs to be gender neutral toilet and other signage.*

7   Moreton Says survey data

During delivery of the engagement program, a Moreton Says Pulse survey was promoted to gather additional and complementary data about the Corporate Plan and the Community Wellbeing Strategy.

The survey sought additional information from people who participated within the engagement program (pop-ups and engagement sessions) along with the broader community.

The data collected during the survey has been recorded and reported on by a specialist, independent online research company, Voconiq. While this is a separate report, following is a summary which is relevant to the findings from the engagement program:

- 2,370 surveys were completed.
- The survey achieved good demographic and range across the region, while attracting an older cohort than the regional average.
- The Corporate Plan vision was generally supported, however there was preference expressed for greater emphasis on environmental and sustainability values. Liveability was also a strong expressed value by respondents.
- Query was expressed about the term 'progressive' within the 'Progressive Economy' pillar. This concern appears tied to a sense this means ongoing urban expansion.
- The pillars and goals were endorsed as appropriate to achieve the vision and steer a positive future for the region.
- Respondents supported the Community Wellbeing Strategy themes; however the relevance of inclusion was less understood.
- Vulnerability to natural disasters was expressed (home emergency kits and a home emergency plan was expressed as important preparations).
- There is some wariness regarding trust and approval of Council, with suggestion this improving and respondents seeking more demonstration.
- The greatest areas of concern regarding Council performance (relevant to trust and approval) are management of planning and development.

These outcomes appear to complement and reinforce the findings of this report, and vice-versa. This can provide Council with additional confidence in the reliability of findings within this report.

Note - Please note the above is a summary prepared for comparison, and the Voconiq report should be read in full to appreciate all relevant detail.

8   Engagement review

Council's Community Engagement team is committed to ongoing evaluation to ensure our engagement is effective and can be continually improved. We continually assess the effectiveness of our engagement practices in achieving the objectives set for our programs.

Table 1 Objectives set for Our Moreton engagement

Objectives	Achievements
Provide Community with **inclusive opportunities** for clear, transparent, and genuine input into the strategic direction of Council	We engaged specialist facilitators to deliver a range of inclusive engagement opportunities across the region. This included: • 5 broad focus groups and 14 smaller cohort focus groups • 8 community pop-ups • A mix of in-person and online focus groups and One-on-one interviews • Moreton Says Pulse survey • Positive feedback from participants that small group arrangements didn't feel rushed.
Provide a **coordinated and consistent approach to engagement** across all of the strategies to avoid consultation fatigue	We presented the entire 'Our Moreton' program with simple, unified messaging that achieved: • A consistent communications and engagement approach was achieved • No negative feedback received on type or level of activity
Develop **lasting relationships with community representatives** through transparency and clarity of decision making with ongoing resources and communication	We have started the process of establishing meaningful relationships across the region, and have identified how our community representatives want to be involved in the future: • Desire by several community organisations to plan the engagement with Council from the outset • Commitment received to get involved in future consultations and review consultation reports
Ensure opportunities are provided for **targeted and deliberative engagement with key cohorts** to enable buy in for subsequent plans and activities	We deliberately set out to reach parts of our communities whose voices are often missing from engagement. This included: • 14 targeted cohort focus groups - 4 were cancelled due to low intended attendance however one-on-one interviews were conducted • 3 targeted community organisation and service provider focus groups

The frequency and consistency of key interests and interests expressed by participants across the breadth of the program, provides confidence in the findings.

While there are always limitations to the effectiveness of engagement in identifying the preferences of the whole community, these limits can be tested during consultation in relation to this report and future drafts of the Corporate Plan and the future Wellbeing Strategy. Participants can comment as to whether the information gathered through this engagement has faithfully translated into the strategies.

9   Appendix A – Communication and engagement

9.1   Moreton Says Pulse Survey

The Moreton Says Pulse survey included questions to seek input for Phase 1. The survey received 2,370 responses and the results of this survey have been prepared by an independent third party Voconiq and provided separately. The report can be viewed at: https://bit.ly/3FGglld

9.2   Community Pop-ups

A series of eight (8) **community pop-ups** were held at established community events across the region providing the opportunity for community members to talk to Council about Our Moreton and what they would like to see for the future of our region. Ten events were scheduled with two being cancelled due to poor weather.

Table 10: Community Pop-ups events

Date	Event	Location
Sunday 17 October 2021	SES Expo	Bribie Island
Sunday 24 October 2021	Park Jam	Arana Hills
Sunday 31 October 2021	Redcliffe Markets	Redcliffe
Wednesday 3 November 2021	Caboolture Town Square Markets	Caboolture
Sunday 7 November 2021	Dayboro Markets	Dayboro
Sunday 7 November 2021	Mazlin Park Beachmere	Beachmere
Friday 12 - Sunday 14 November 2021	Farm Fantastic Expo	Caboolture
Thursday 18 November 2021	Woodford IGA	Woodford

We spoke to a diverse group of over 240 people of various ages from many different locations at these events. We received valuable feedback through a couple of interactive activities on the proposed vision and the Community Wellbeing Strategy.

9.3   Focus Groups

A series of focus groups were held across the region, designed to discuss in detail the proposed approach to the vision, Corporate Plan and Community Wellbeing Strategy. A total of 23 focus groups were scheduled with four being cancelled due to low participant numbers, with the opportunity provided to registrants to attend other sessions. During Phase 1, over a period of four weeks, a total of seventeen (17) focus groups were held with 191 people including representatives from over 76 community groups/organisations and service providers.

Table 11: Our Moreton Broad Focus Groups

Date	Event	Location
Saturday 6 November 2021	Community members focus group	Eatons Hill
Wednesday 10 November 2021	Community groups/organisations focus group	Eatons Hill
Thursday 11 November 2021	Community groups/organisations focus group	Sandstone Point
Tuesday 16 November 2021	Service providers focus group	Caboolture
Tuesday 16 November 2021	Community members focus group	Caboolture

Table 12: Our Moreton Cohort Focus Groups

Date	Event	Location
Wednesday 27 October 2021	Youth focus group	North Lakes
Wednesday 17 November 2021	First Nations focus group	Strathpine
Thursday 18 November 2021	First Nations focus group	Deception Bay
Thursday 18 November 2021	First Nations focus group	Caboolture
Monday 1 November 2021	CALD focus group	Bracken Ridge TAFE
Tuesday 2 November 2021	CALD focus group	Caboolture
Wednesday 17 November 2021	CALD focus group	ONLINE
Thursday 4 November 2021	People with disability focus group	Redcliffe
Tuesday 16 November 2021	People with disability focus group	ONLINE
Tuesday 9 November 2021	LGBTIQA+ focus group	ONLINE
Wednesday 17 November 2021	LGBTIQA+ focus group	Strathpine
Tuesday 23 November 2021	LGBTIQA+ focus group	Redcliffe

The focus groups were designed to:

- Provide an overview of the Our Moreton program
- Capture feedback on the Corporate Plan, proposed vision, strategic pillars, and the Community Wellbeing Strategy
- Provide the opportunity for reflection on the feedback with Council

Participants were provided with reading material prior to the focus group. This included the Our Moreton factsheets so participants could understand and consider the information for discussion.

At the start of the focus groups, participants were provided an overview of this information designed to bring clarity to the many different parts of the Corporate Plan as well as the goals and outcomes of the strategic pillars and more specifically, the Community Wellbeing Strategy.

Inclusive opportunities to participate

To ensure inclusive opportunities to participate, focus groups were divided into larger groups and smaller groups. This was to accommodate those who didn't feel comfortable sharing in larger groups or who expressed an interest in attending a group with people who identified with similar lived experiences. Smaller groups also allowed for detailed discussions with groups who may have English as the second (or third) language or literacy barriers that would prevent active participation in a large group. The engagement program also sought to actively engage with groups who are often under-represented in public engagement programs.

Focus group locations were chosen taking into consideration accessibility, proximity to public transport and across a number of locations around the region to minimise travel for participants where possible. The option to participate online was also offered. Locations of events will be moved around the region for future rounds to ensure equitable opportunities for all communities.

The recruitment for focus groups was opened four (4) weeks prior to the groups. Invitations to participate were sent out to those who had previously expressed an interest to join a focus group through Moreton Connects, those who are registered on the Your Say Moreton Bay site, community groups/organisations, and to those who have previously attended events with Council. Focus group recruitment was also promoted through Council's website, social media pages, and a media release.

Below is a snapshot of the demographic data available for those who participated in a focus group.

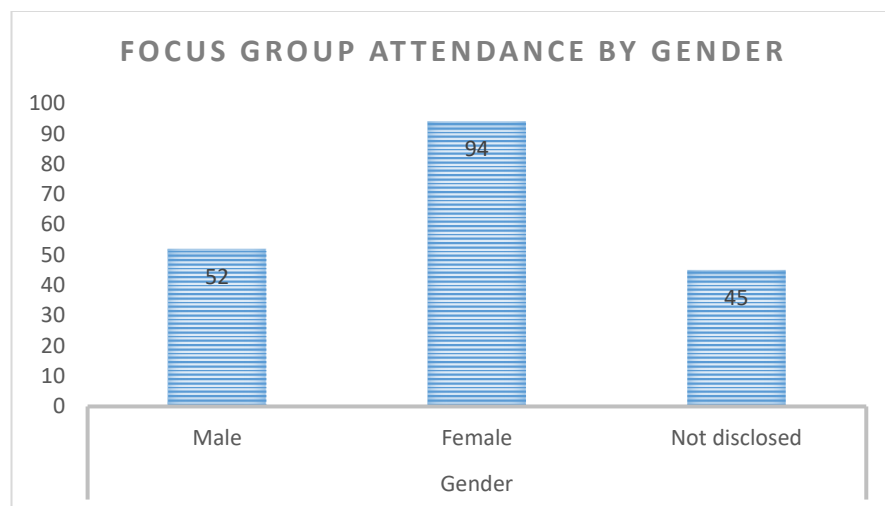Figure 6: Our Moreton Focus group attendees by gender

FOCUS GROUP ATTENDANCE BY GENDER

Gender	Attendance
Male	52
Female	94
Not disclosed	45

Figure 7: Our Moreton Focus group attendees by age

FOCUS GROUP ATTENDANCE BY AGE

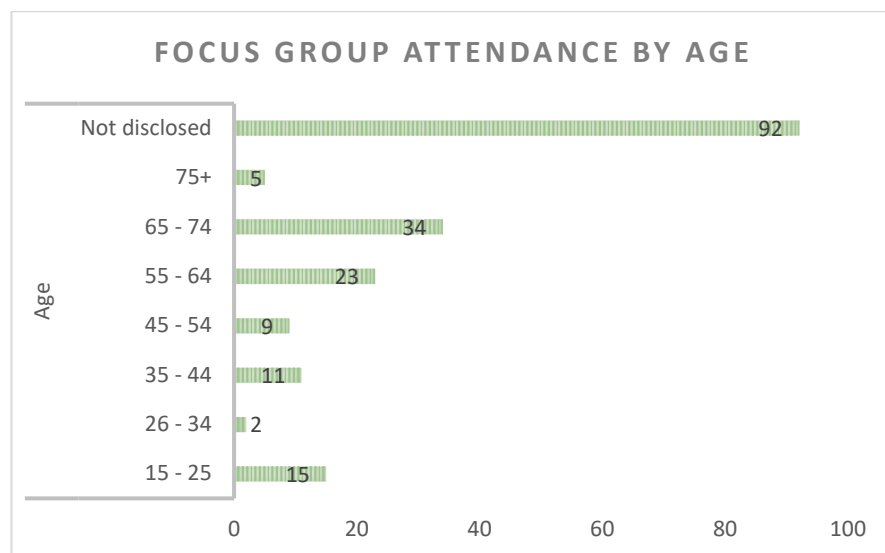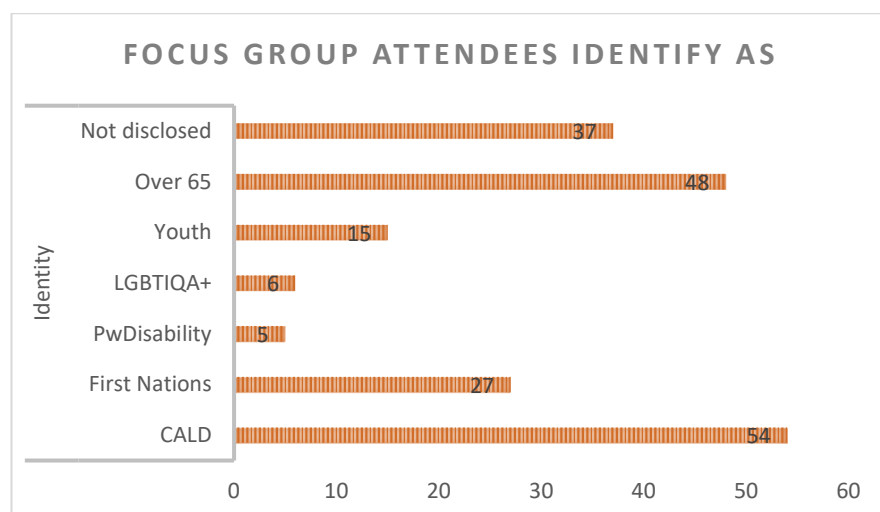| Age	Attendance
Not disclosed	92
75+	5
65 - 74	34
55 - 64	23
45 - 54	9
35 - 44	11
26 - 34	2
15 - 25	15

Figure 8: Our Moreton Focus group attendees by how they identified
(NB: some participants identified with more than one group)

FOCUS GROUP ATTENDEES IDENTIFY AS

Identity	Attendance
Not disclosed	37
Over 65	48
Youth	15
LGBTIQA+	6
PwDisability	5
First Nations	27
CALD	54

9.4   Your Say Moreton Bay web pages

The Our Moreton web page was launched on 27 September 2021. As at late November the key highlights were:

- 2.16K total visits to the project page
- 582 document downloads
- 173 engaged participants
- 446 informed participants
- 1,718 aware participants
- 173 focus group registrations.

9.5   Your Say Moreton Bay emails

Four emails were sent out to Your Say Moreton Bay subscribers to raise awareness of the Our Moreton program, invite recipients to register to join a focus group and to complete the Moreton Says Pulse Survey.

Table 13: Your Say Moreton Bay emails to target groups

Email subject	Date sent	Recipients	Open rate	Click rate
Your Say Moreton Bay Newsletter - October 2021	5 October 2021	4,089	64.2%	17%
Last chance to join a focus group and have your say	19 October 2021	4,080	50.1%	2.3%
Your Say Moreton Bay Newsletter - November 2021	1 November 2021	4,119	50.9%	9%
Don't miss out! Have you had your say?	17 November 2021	4,418	44.2%	6.7%

Emails with information were sent out to the following stakeholder groups:

- Moreton Connects registrants who had expressed an interest in joining a focus group (emailed twice)
- Community Organisations and Service providers that the Community Services, Sport and Recreation Department has relationships with inviting to attend focus group
- Mayor email to Community Groups/Organisations inviting them to attend a focus group
- Councillors email to Community Groups/Organisations inviting them to attend a focus group
- Those who registered for a focus group yet did not attend were invited to complete survey
- Everyone who attended a focus group were emailed to remind them of the opportunity to also complete the survey.

9.6   Social media insights

Social media for Our Moreton included the Moreton Says Facebook and Instagram accounts as well as Council's main Facebook page. For the period 27 October to 23 November 2021, we received:

- 828,166 total impressions
- 340,564 estimated reach
- 520 Facebook page likes
- 264 Instagram followers

9.7 Media coverage

A media release for the Our Moreton program was sent out on Wednesday 20 October 2021 when the program and Moreton Says Pulse survey launched. Data shows 109 people read this media release online (as at 16 November 2021).

9.8 Communication and engagement collateral

The following communications and engagement collateral was used for Our Moreton:

- Your Say Moreton Bay - Our Moreton web page
- Your Say Moreton Bay - Thriving Communities web page
- Factsheet: Our Moreton
- Factsheet: Corporate Plan
- Factsheet: Our Vision
- Factsheet: Thriving Communities
- Factsheet: Healthy Environments
- Factsheet: A Progressive Economy
- Factsheet: A Well- Planned Region
- Factsheet: An Engaged Council
- Our Moreton FAQs
- Our Moreton media release