

# Moreton Says Pulse #5 Survey Report

- Growing the region's economy
- Local job creation
- Night life in your area
- Community relationship with Council

**MORETON  
SAYS...**





## ACKNOWLEDGEMENTS

Voconiq and Moreton Bay Regional Council would like to acknowledge and thank the many community members from across the region and beyond that participated in the Moreton Says Pulse 5 survey – your voices matter and are making a positive impact on how Council makes decisions and conducts its work.

Voconiq acknowledges that the Moreton Says project is funded by Moreton Bay Regional Council.

## CITATION

Voconiq (2023). Moreton Says Pulse #5 survey report. Voconiq, Australia.

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## INTRODUCTION

Moreton Says is a three-year survey series asking the Moreton Bay community their views on a range of topics. This program aims to bring community voices into Council's planning and decision-making.

Moreton Bay Regional Council is committed to building a strong and vibrant economy that delivers all the benefits that make our communities attractive places to live, work, learn and visit. In early 2021, Council launched a Regional Economic Development Strategy (REDS) with the aim of ensuring the region's economy grows in sustainable ways, supporting local jobs and economic activity while preserving the values that make the region unique.

To make sure Council is on the right track, in this fifth Moreton Says Pulse survey, we asked about:

1. Growing the Moreton Bay Region's economy
2. Local job creation
3. The nightlife in your area.

The survey was open to Moreton Bay residents, visitors and those that work in the region, with data collected between 1 and 29 March 2023. Responses will be used to identify opportunities for improvement, plan new projects based on real community feedback, and ensure Council is meeting the needs of their communities.

## ENGAGEMENT AND PARTICIPATION

A broad-scale communication and engagement campaign was delivered to encourage community members to participate in the survey. This involved:

- social media and online advertising
- pop-ups at local events and markets
- contacting local community groups and schools
- signs and banners at outdoor spaces and venues around the region
- displays and paper copies of the survey at Council's libraries and customers service centres
- email invites to all community members who have registered for previous Moreton Says surveys.

**2,690** community members from across the region participated in the survey. This is a large, statistically robust sample. For most groups in the sample (e.g., by gender, geographic area) there are more than 60 people in each group, allowing meaningful comparisons to be made.

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**Participation by location:**

9.7%	Bribie Island and surrounds
9.7%	Caboolture and surrounds
3.1%	Dayboro and surrounds
7.0%	The Hills District and surrounds
10.3%	Narangba and surrounds
11.9%	North Lakes and surrounds
26.3%	Redcliffe Peninsula
3.4%	Samford Valley and surrounds
10.4%	Strathpine and surrounds
3.8%	Woodford-D'Aguilar and surrounds
1.2%	Not recorded
3.2%	Outside region

Table 1. Participation by location

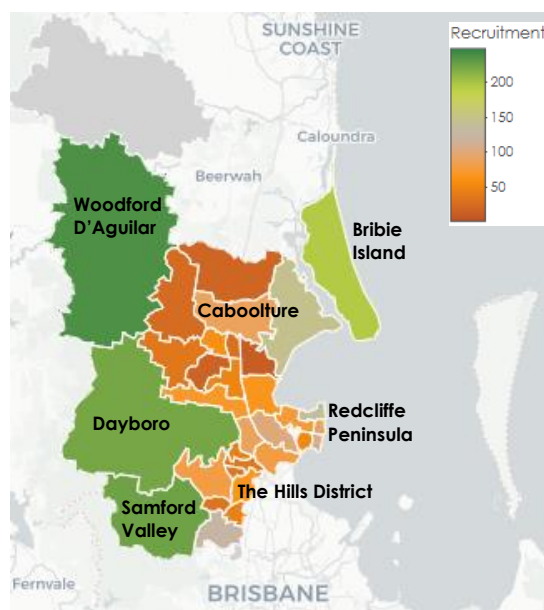


Figure 1. Participation in the fifth Pulse by statistical area across the Moreton Bay Region, with selective reference labels.

**Demographic profile of the sample**

The demographic profile of participants in this survey closely reflects that of the previous Moreton Says surveys. This allows for stable and meaningful comparisons to be undertaken between this and past Moreton Says surveys:

- 58.7% of participants identified as female, 39.1% as male, 1.5% preferred not to say, 0.5% preferred to self-describe, and 0.2% identified as non-binary
- Each age bracket was represented in the sample; however, 15-24 and 25-34 age brackets were underrepresented by between 6-14%. The 45+ age brackets were overrepresented by between 3-10%, relative to the region's population
- 9.5% of participants indicated they were living with a disability, 2.3% were a carer/support worker, 3.0% preferred not to say if they had a disability and 85.2% reported they did not have a disability
- 2.0% of participants indicated they were of Aboriginal or Torres Strait Islander heritage and 94.8% indicated they were not. 3.2% did not respond
- 94.5% of participants indicated English was their first language, 4.8% indicated English was not their first language and 0.8% preferred not to say
- 96.4% of participants indicated they were a resident of Moreton Bay Region, 3.0% lived somewhere else and 0.7% preferred not to say.

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## SUMMARY OF RESULTS

We all want a better future for ourselves and our families - one where local jobs and access to essential goods and services help our communities prosper. Economic growth delivers many community benefits that make communities attractive places to live, work, learn, and visit. This includes more local job opportunities, better access to essential goods and services, and providing more things to do.

In this fifth Pulse survey of the series, community views on growing the region's economy were explored. The results are presented in four sections:

1. Growing the region's economy
2. Local job creation
3. Nightlife in your area
4. Community relationship with Council.



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## 1. Growing the region's economy

As the population of the region grows, Council will play an important part in ensuring the economy supports productive and prosperous lives for residents and offers great experiences for residents and visitors. The survey explored general views about supporting the growth of the regional economy in the coming years, but first we sought to understand how the community rate their knowledge of Council's role in supporting the economic development of the Moreton Bay Region. While there was a spread of knowledge ratings, most responses (22%) were at the mid-range of the scale and an overall average score of 5.6 out of 10.

### Please rate your knowledge of Council's role in supporting the economic development of the Moreton Bay Region

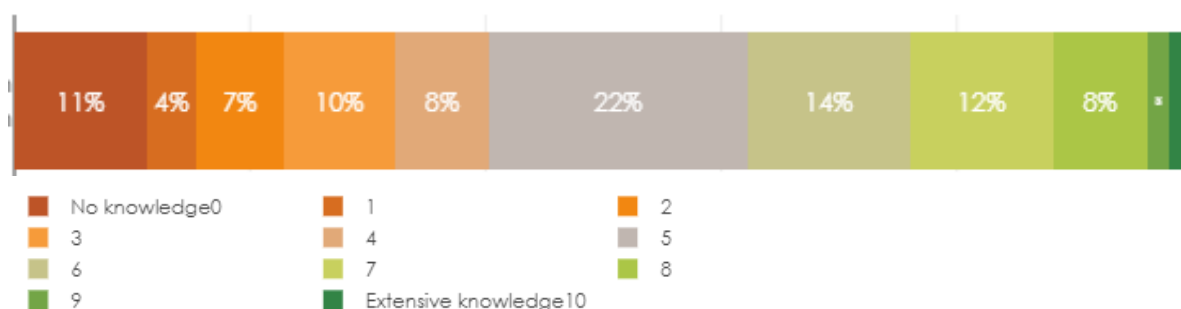


Figure 2. Knowledge of Council's role in supporting the economic development of the Moreton Bay Region

The survey included questions related to performance of the Moreton Bay Region's economy, importance of economic growth, inclusivity of Council's economic development policies, effectiveness of Council's support for small businesses, and awareness of businesses operating in the region.

Most respondents agree on the importance of economic growth and the need for the economy to offer great experiences for residents and visitors. However, respondents were largely neutral/unsure on the inclusivity of Council's economic development policies, whether Council is finding new and better ways of driving economic growth or if Council is providing adequate resources and support for small businesses. Council therefore has an opportunity to enhance community awareness about their economic development activities to support more engaged conversations about their role in contributing to a vibrant, prosperous region.



**Please rate your agreement with the following statements:**

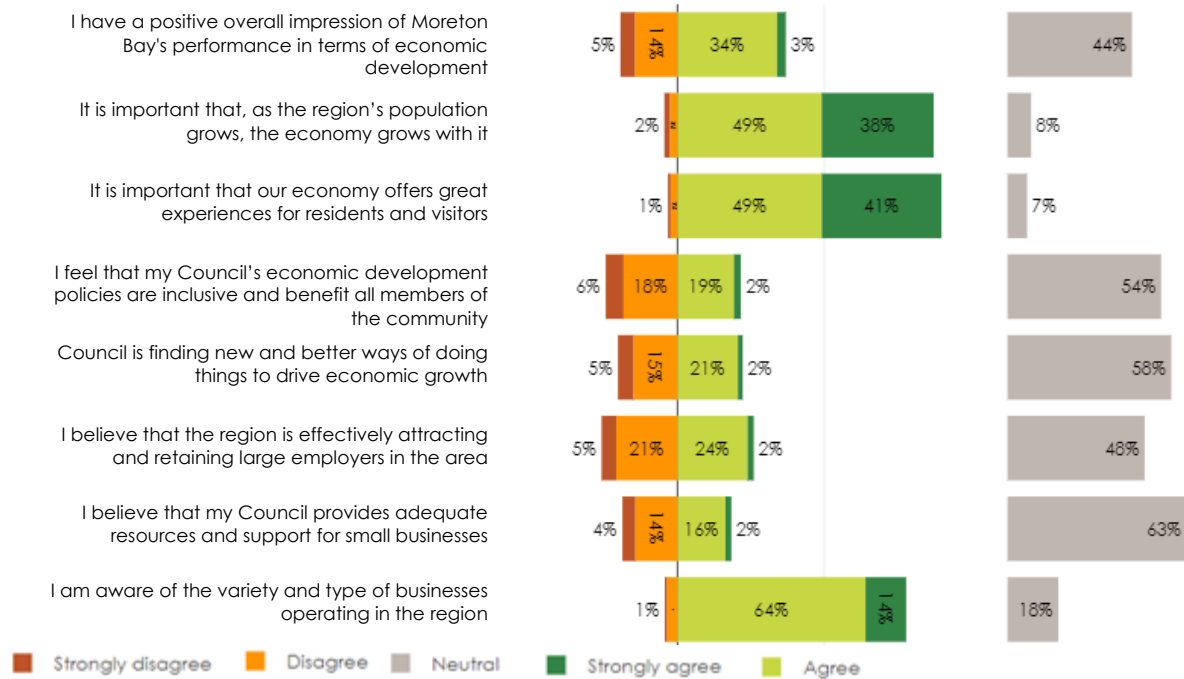


Figure 3. Frequency distribution of Councils contribution to regional economic development



## 2. Local job creation

A key focus for Council is supporting the creation of new jobs in the Moreton Bay Region. Ensuring residents have the best access to jobs, skills, and opportunities will help create a better future for them and their families. This section of the survey seeks to bring community perspectives into Council's strategy implementation for job creation.

The survey included questions about the benefits of local job creation, importance of new local jobs and businesses, reasons for working away from where one lives, importance of diverse local jobs, impact of local job creation on transport infrastructure, and confidence in the future job opportunities in the region.

Almost all (94%) respondents agree creating new local jobs and businesses to ensure people can live and work in the region is important. 91% agree having more local jobs in the region provides flow-on benefits to smaller local businesses and most respondents (85%) agree local job creation helps to reduce the dependence on long-distance commutes and traffic congestion. Similarly, 76% believe creating more local jobs means there will be less pressure on transport infrastructure.

### Please rate your agreement with the following statements:

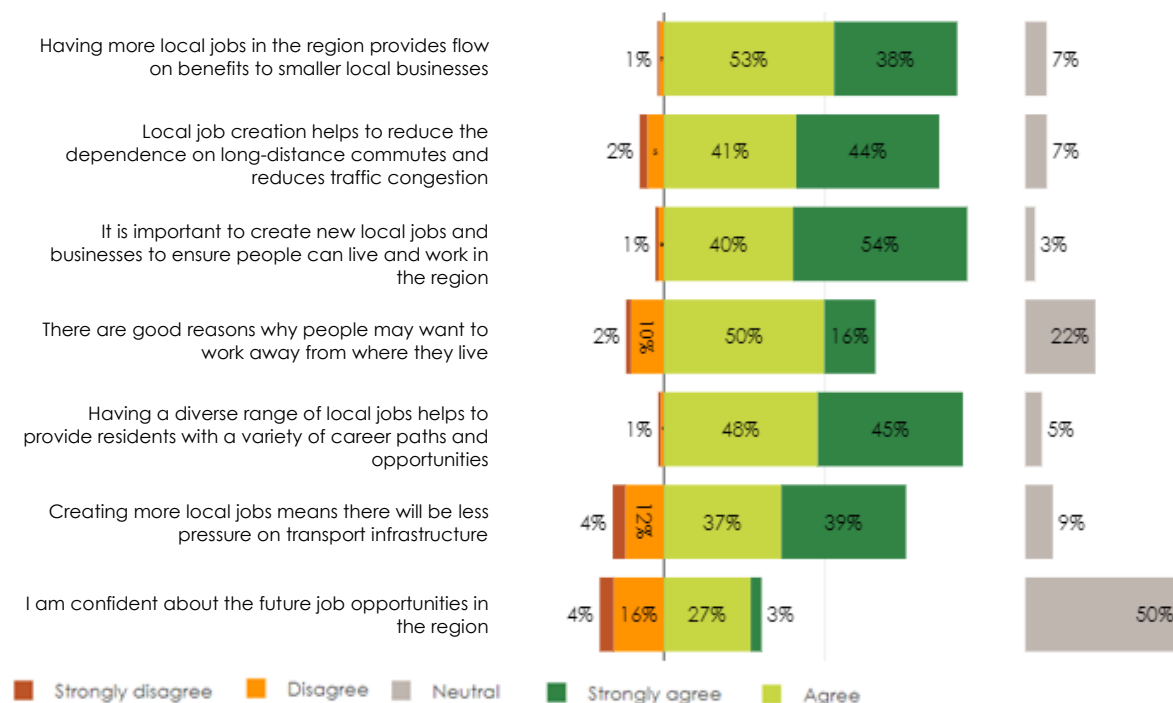


Figure 4. Frequency distribution of importance of job creation in the region



While 30% of respondents indicated they felt confident about the future of job opportunities in the region, half (50%) held neutral views and 20% indicated they did not feel confident. Increasing community confidence about future job opportunities in the region should therefore be a focus for Council.

Most (66%) felt there were good reasons for people to work away from where they live, although 22% were neutral/unsure and 12% disagreed. Having a diverse range of local jobs that help provide residents with a variety of career paths and opportunities was seen to be very important by 93% of respondents and greater choice of employment opportunities was the top reason nominated for why residents may choose to or feel obligated to work outside of the region.

The main reasons nominated for why residents may choose to or feel obligated to work outside of the region are listed below.

**We would like to understand the main reasons you think residents may choose to, or feel obligated to, work outside the region (select all that apply)**

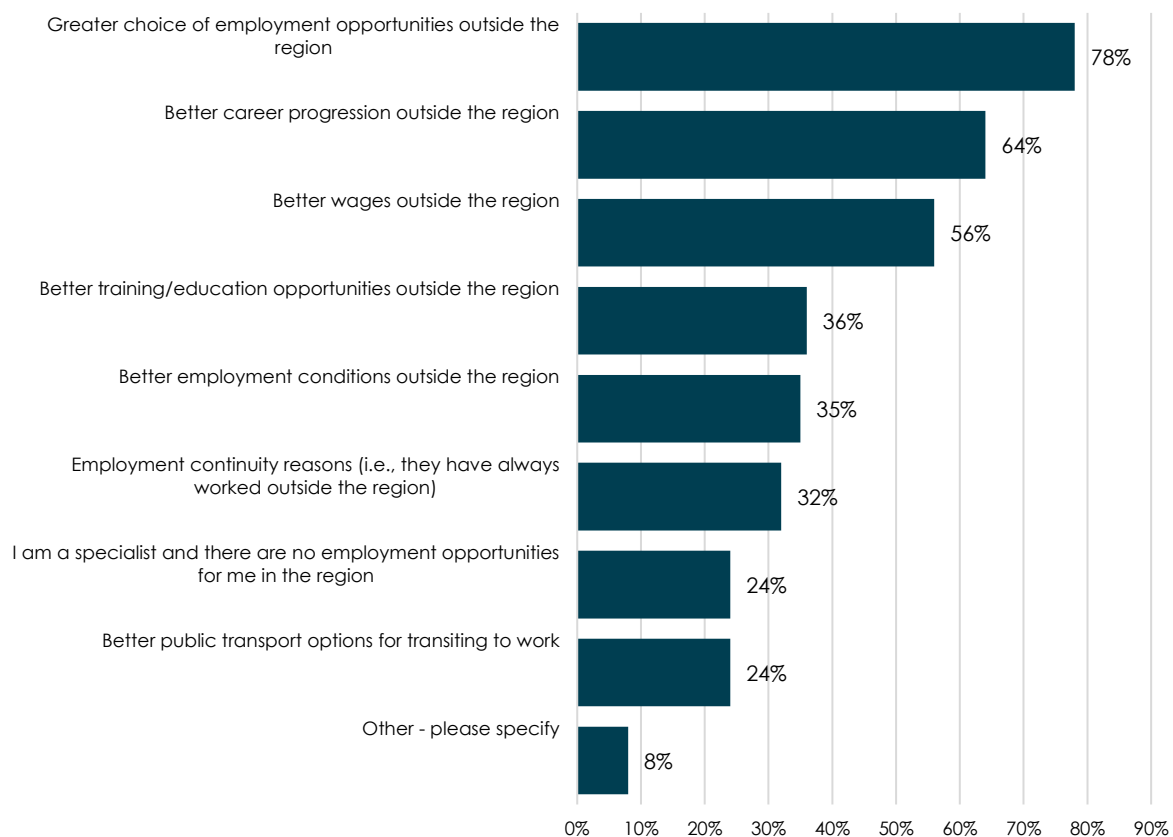


Figure 5. Perspectives of reasons for people working outside of the region.

Respondents were also encouraged to leave additional comments about local job creation. Despite rating lower in the earlier list, public transport, transport infrastructure and traffic/road congestion were by far the focus of these comments. Some also expressed frustration about lack of office space and limited job opportunities in certain industries. There were also calls for greater support for small businesses and for more permanent, stable jobs. Other comments suggest specific ideas for boosting economic growth, such as developing an industrial centre or investing in tourism infrastructure. Some expressed concern about Council's role in job creation, while others are critical of the Council's handling of small business. Finally, there were comments about the need to address the current unemployment rate, as well as concerns about the impact of population growth on the region.



Figure 6. Word cloud illustrating comments about local job creation

Examples of commentary regarding local job creation include:

*"More and better-connected public transport would better encourage locals to work locally."* – Albany Creek resident

*"There needs to be more office space made available so professionals can work in the area and not just hospitality and retail, create shared workspaces for people who work remotely but don't have an office at home or small business owners who need a dynamic workspace but can't afford or need an entire office"* - Margate resident.

*"I'd like to see some more job training schemes and more opportunities for those who are long term unemployed and also those with disabilities. Also, we've got so many homeless on the region and some form of employment could help get people out of tent cities."* - Woody Point resident.

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### 3. Nightlife in your area

Creating a vibrant local nightlife, where there is a wide range of activities for residents and visitors to enjoy, is an area of consideration for Council.

Nightlife, also known as the 'night-time economy', brings economic benefits for local businesses (e.g., local food, beverages, entertainment, accommodation businesses) and helps create more liveable communities. The following questions were asked to understand community views on how Council may work to improve nightlife in their local area.

The survey included questions about the importance of having a vibrant local nightlife, the regulation and management of the local nightlife, the inclusiveness of the local nightlife, the importance of the nightlife to the local economy, investment in growing the night-time economy, safety when going out at night, and availability of options for entertainment and dining out at night.

The results suggest residents have mixed opinions about nightlife in their local area (see Figure 7). While some respondents believe having a vibrant local nightlife is important, they do not feel the nightlife is well-regulated and managed, or inclusive and welcoming to all members of the community. However, many respondents recognise the importance of nightlife to the local economy and believe investment in growing the night-time economy is worthwhile. Concerns about safety when going out at night and availability of options for entertainment and dining out at night were also expressed. It will be important for Council to take these concerns into account and work together to address the issues raised by the community.

Out of all the respondents, 44% considered a vibrant nightlife to be important to them personally, 28% didn't have a strong opinion, and another 28% disagreed with the importance of nightlife. However, these numbers changed quite a bit when grouped by age. Specifically, 87% of those under 30 thought nightlife was important, compared to 58% of those between 31 and 50, and only 31% of those 51 years and older.

When it comes to the current vibrancy and excitement of the local nightlife, however, most (65%) disagreed that their local area was vibrant and exciting. This was particularly so for those under 30, with 86% disagreeing. 55% of all respondents do not feel there are enough options for entertainment and dining out at night in their local area. Once again, this was more prominent in those under 30 years, with 74% disagreeing.

Despite variations in opinions about whether nightlife was important to them personally, 59% of all respondents' agreed nightlife is essential to the local economy and that investment in growing the night-time economy is worthwhile, with 65% agreeing. Those under 30 were particularly supportive of investment in the night-time economy, with 87% agreeing it was worthwhile.

Opinions were divided as to whether nightlife is well-regulated and managed, with 23% indicating they thought it was and 23% indicating it

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wasn't. More than half (54%) of respondents were neutral/unsure. Respondents were similarly divided on the issue of inclusiveness of the local nightlife, where 30% agreed it was, and 24% disagreed. 46% were neutral/unsure. This presents an opportunity for Council to promote more broadly how local nightlife is regulated and managed and improve measures to make the nightlife more inclusive and welcoming.

For example, when going out at night, most (42%) respondents indicated that they feel safe, but 32% did not and 26% were neutral/unsure. Those under 30 felt most unsafe, with 46% indicating that they do not feel safe going out at night in their local area.

**Please rate your agreement with the following statements:**

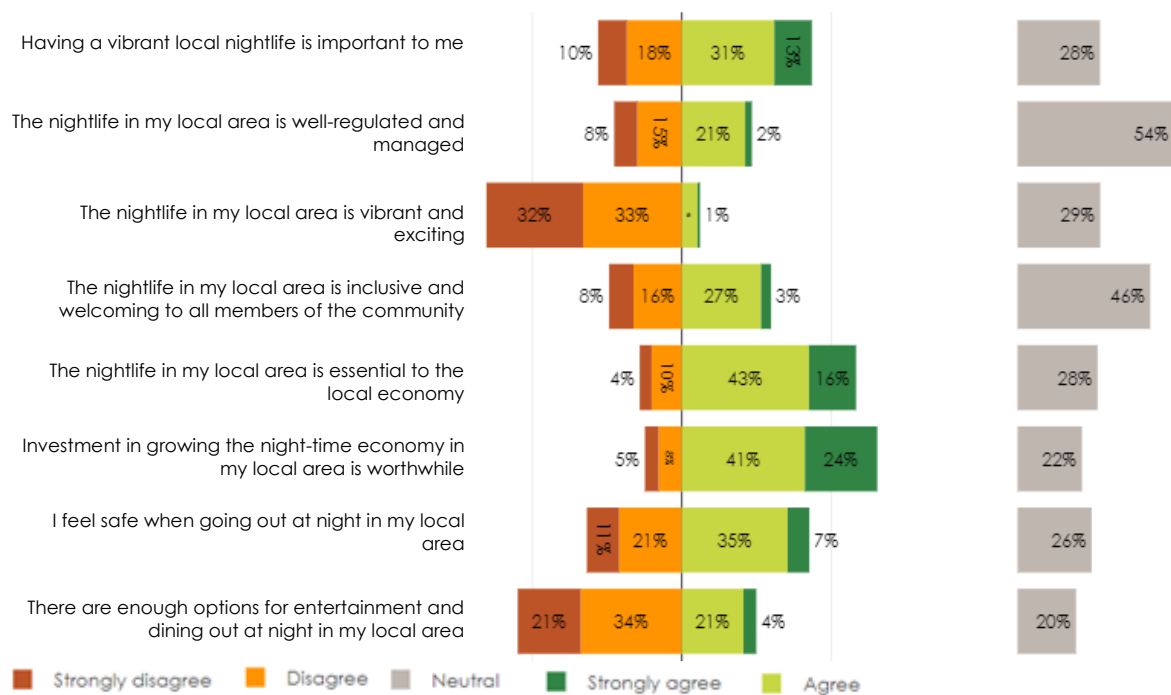


Figure 7. Frequency distribution of views on local night-time economy

Respondents were encouraged to leave suggestions for improving the nightlife in their local area. Public transport and transport options were once again a common topic. Live music was a popular suggestion as were night markets.

Other suggestions included having more coffee shops and restaurants open at night, providing safe spaces for families to dine out without disturbances, creating entertainment hubs away from residential areas, offering diverse options for young people, supporting local community clubs, and investing in restaurants and nightlife venues that cater to all members of the community. Some suggest creating outdoor areas with independent restaurants and bars and finishing stalled development projects to improve the overall experience.

Comments from those under 30 mainly revolve around improving the nightlife and entertainment options in the Moreton Bay Region. There is a desire for more variety in the entertainment options, including dedicated nightlife areas, live music venues, tabletop game nights, and teenage hangout sessions in libraries and community places.

Some community members are concerned about the negative impacts of nightclubs and 'undesirable elements' and suggest investing in arts festivals, night markets, and other cultural events instead. They suggest diversifying away from drinking culture, providing more family-friendly activities.

Several mentioned the need for more police presence and safer residential areas for pedestrians, enhancing security, improving traffic control and parking, and promoting passive surveillance and lighting to improve safety. They suggest the need for better transport services, more light, security patrols, and CCTV in public parks, as well as regulating parking at event venues.



Figure 8. Word cloud of comments about night life in the Moreton Bay Region

Examples of comments regarding nightlife in the region include:

*"What nightlife?????" – Kallangur resident*

*"No public transport to get to any activities elsewhere" – Beachmere resident.*

*"I feel to improve nightlife you need an increase in different types of venues but also public transportation to link it all together." – Griffin resident*

*"More variety"- Warner resident*

*"Having a nightlife culture for all ages to enjoy and increase the consumption options for the consumers, such as lounge bars with live music, street food vendors or light shows and other light activities to encourage tourists, extended trading for restaurants and shops/shopping centres and urban beautification by landscape lighting." - Redcliffe resident*

*"There are very limited options in the area, plenty of restaurants but no music venues or places appealing to younger residents."- Redcliffe resident.*

*"I love the Nightlife, but I want to feel safe to better enjoy." - Kallangur resident*

*"More disability inclusive activities in public spaces, family and community events, more utilisation of community buildings and areas for ALL community residents, more activities for the workers within the community to benefit outside working hours" – Deception Bay resident.*



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## 4. Community relationship with Council

The first survey of the Moreton Says series provided a detailed baseline of community perspectives about Council and its work. We used that data to explore in more detail the key drivers of trust in and approval of Council. These key drivers, as well as trust and approval, are being measured over time to help Council and community members to understand how the relationship changes, and the extent to which Council's approaches to deepen the relationship are successful.

The following questions are central to the relationship Council has with communities across the region.

### Contact with Council

The amount of contact with Council amongst respondents remains low. Almost half (47%) had no contact with Council. This is a greater proportion than at the first survey where 31% had no contact.

Out of the people who had contact with Council, 64% reported a positive experience. Experiences have stayed much the same since the first survey.

**How much contact have you had with people from Moreton Bay Regional Council in the last 3 months (i.e., December to February), both face to face and through other ways like emails or phone calls?**

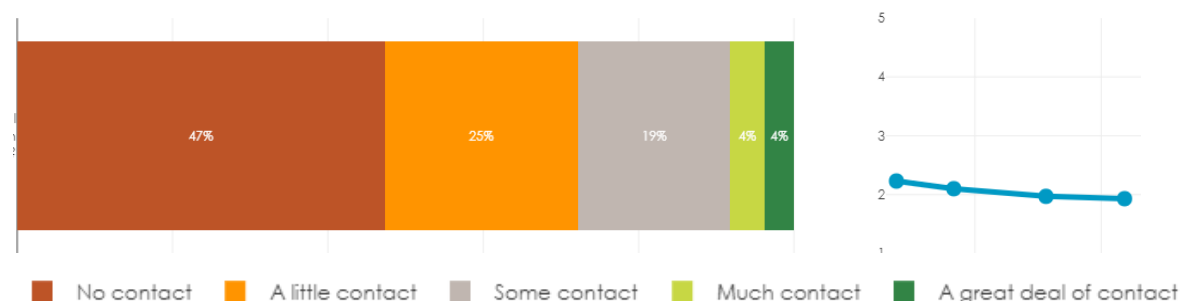


Figure 9. Frequency distribution and average over-time of contact quantity.

**(If some contact) Please rate your overall experience when you have interacted with people from your council:**

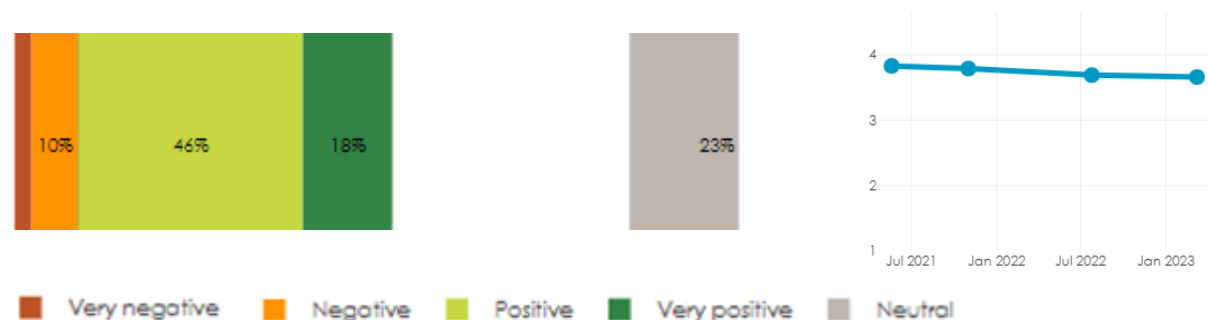


Figure 10. Frequency distribution and average over time of contact quality.

## Fairness

The extent to which Council is seen to be responsive to community concerns and demonstrates it is listening to community perspectives was a strong positive driver of trust in the first survey. Ratings of Council responsiveness improved from 2.8 to 3.0. Figure 11, however, reveals that a large proportion (48%) of community members are still responding with a neutral score on this measure, as they did in the Anchor survey, indicating Council needs to continue demonstrating they are willing and active participants in a conversation about current work and the future of the region.

The community's perception of whether they receive a fair share of Council's resources has remained the same since the first survey. The ratings have stayed in the middle of the scale, with an average score of 3.0 out of 5.

**Thinking about Moreton Bay Regional Council, please rate the extent to which you agree with the following statements:**

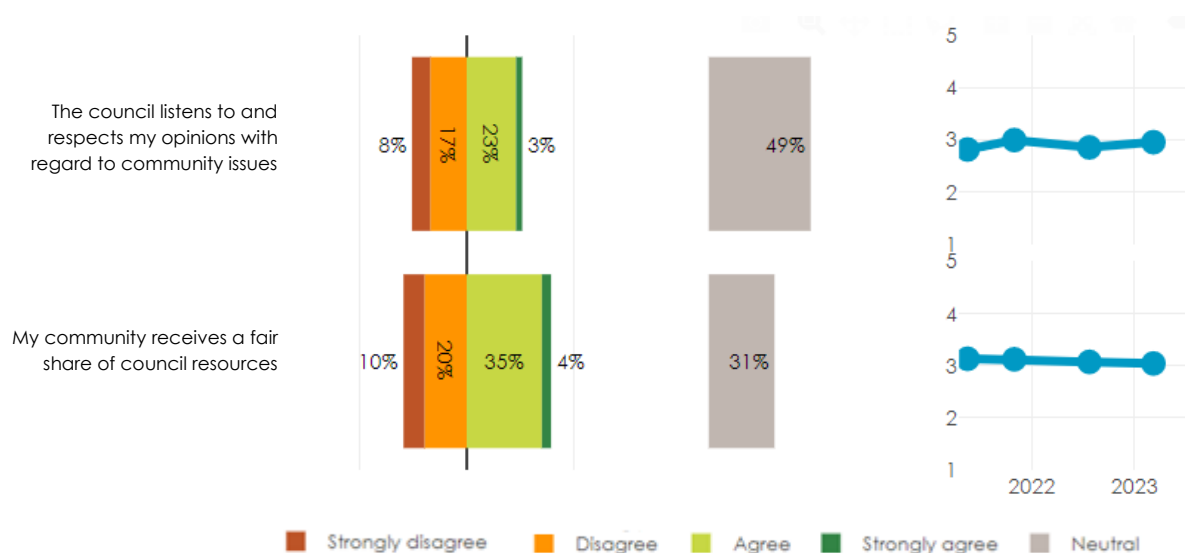


Figure 11. Frequency distribution and average over-time of Council governance measures.

## Internal and external governance mechanisms

Over the course of Moreton Says, we have measured perceptions of internal and external governance mechanisms. Average scores for external regulations that ensure Council does the right thing have improved slightly, moving from 2.6 at the first survey to 2.8 out of 5 at the most recent survey. However, scores for how transparently the council operates have remained relatively stable, moving from 2.5 at the first survey to 2.6 out of 5 in the latest survey.

### With respect to Moreton Bay Regional Council, to what extent do you think:

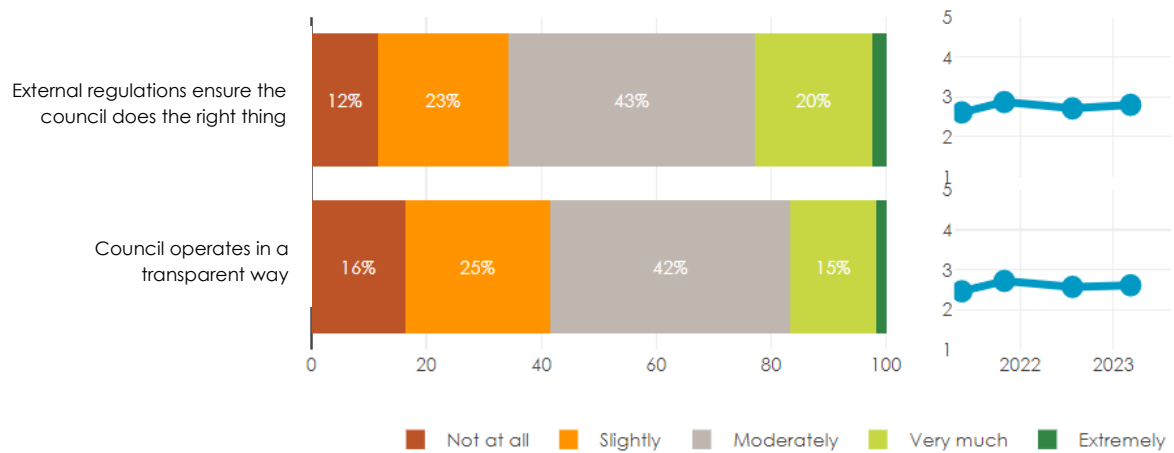


Figure 12. Frequency distribution and average over-time of Council governance measures.

### Trust and approval

Trust in Council to act responsibly and to act in the best interests of the local community, has remained quite steady over the course of the Moreton Says survey series, with average scores ranging from 2.6 and 2.8 out of 5.

Approval of Council has remained at the mid-point of the scale, with average scores ranging from 2.9 to 3.1.

### How much do you:



Figure 11. Frequency distribution and average over time of trust and approval.



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## CONCLUSION

Council is committed to building a strong and vibrant economy. This Pulse #5 survey will help Council to identify opportunities for improvement, plan new projects based on real community feedback, and ensure Council is meeting the needs of their communities.

It was clear from the Pulse #5 survey that while most respondents agreed on the importance of economic growth and the need for the economy to offer great experiences for residents and visitors, they were largely neutral/unsure about Council economic development policies and initiatives. Council should therefore enhance community awareness about their economic development activities to support more engaged conversations.

Creating new local jobs and businesses to ensure people can live and work in the region is important to most residents and visitors. However, only a third of respondents felt confident about the future of job opportunities in the region. Increasing community confidence about future job opportunities in the region should therefore be an important focus for Council.

Similarly, most agree the night-time economy is essential to the local economy and investment in growing it in the region is worthwhile, particularly residents under 30 years of age. There was a call for more options, as well as improved safety and security measures in popular nightlife areas. Working with local businesses and community groups to enhance the nightlife experiences in the region and address safety concerns is therefore an important role Council should play in the development and growth of the local economy.

Finally, measures tracked over time show the relationship between Council and community members has remained quite stable. There are opportunities for Council to help community members see how their perspectives are being incorporated into planning and decision-making, and to work on enhancing the experience of community members in their interactions with Council.

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