

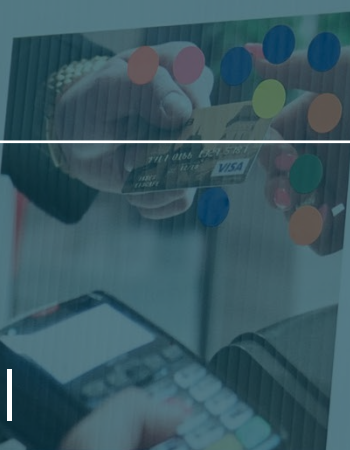
# Moreton Says Pulse #6 Survey Report

- Community Wellbeing
- Satisfaction with Council
- Relationship with Council

**MORETON  
SAYS...**

Why do you want to continue to work, live or play  
in the Moreton Bay Region?

Vote for your top three.



Affordable lifestyle



New house



Restaurants, cafes and shops



Services (e.g. health, schools, sport and recreation facilities)



Enriching experiences  
libraries, galleries,





## ACKNOWLEDGEMENTS

Voconiq and City of Moreton Bay would like to acknowledge and thank the many community members that participated in the Moreton Says Pulse 6 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 City of Moreton Bay.

## CITATION

Voconiq (2023). Moreton Says Pulse #6 survey report. Voconiq, Australia.

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## INTRODUCTION

The Moreton Says initiative is an ongoing survey series dedicated to gauging the opinions and perspectives of the Moreton Bay community on various topics. The primary objective of this program is to integrate the voices of the community into the planning and decision-making processes of Council.

In this latest survey, we delved into three critical areas:

1. Community Wellbeing
2. Satisfaction with Council
3. Relationship with Council.

The survey was open to residents of Moreton Bay, visitors, and those employed within the region, and data collection occurred between 8 August and 5 September 2023. The insights gathered will play a pivotal role in identifying areas for enhancement, devising new projects grounded in genuine community input, and helping Council remain responsive to the evolving needs of diverse 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, markets and the university campus
- 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
- promotion through a range of Council newsletters
- email invites to all community members who have registered for previous Moreton Says surveys.

**2,898** 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:

11.9%	Bribie Island and surrounds
10.4%	Caboolture and surrounds
2.8%	Dayboro and surrounds
7.3%	Hills District and surrounds
11.1%	Narangba and surrounds
10.5%	North Lakes and surrounds
23.6%	Redcliffe Peninsula
3.2%	Samford Valley and surrounds
10.1%	Strathpine and surrounds
4.1%	Woodford-D'Aguilar and surrounds
1.4%	Not recorded
3.4%	Outside region

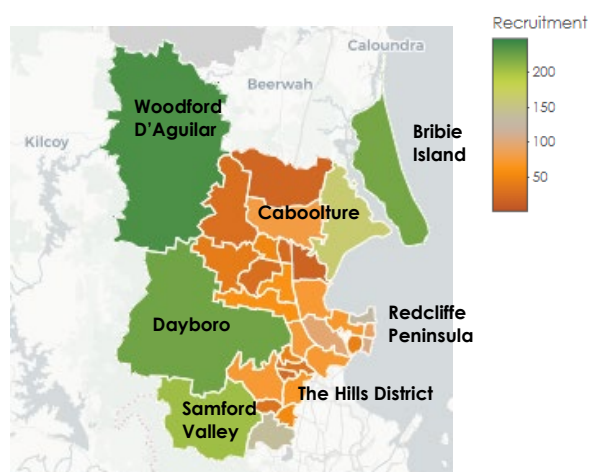


Figure 1. Participation in the sixth Pulse by statistical area across the Moreton Bay region, with selective reference labels.

Table 1. Participation by location

### Demographic profile of the sample

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

- 58.2% of participants identified as female, 39.2% as male, 1.5% preferred not to say, 0.7% preferred to self-describe, and 0.3% identified as non-binary
- Each age bracket was represented in the sample; however, 15-24 and 25-34 age brackets were underrepresented by between 8-15% and the 45+ age brackets were overrepresented by between 4-9%, relative to the region's population
- 10% of participants indicated they were living with a disability, 2.8% were a carer/support worker, 3.6% preferred not to say if they had a disability and 83.5% reported they did not have a disability
- 2.2% of participants indicated they were of Aboriginal or Torres Strait Islander heritage and 94.1% indicated they were not. 3.7% did not respond
- 93.8% of participants indicated English was their first language, 5.2% English was not their first language and 0.9% preferred not to say
- 96.2% of participants indicated they were a resident of the Moreton Bay region, 3.2% lived somewhere else and 0.6% preferred not to say.

## SUMMARY OF RESULTS

Over the last three years, Moreton Says surveys has asked for feedback on everything from playgrounds to population growth. City of Moreton Bay (Council) has been using this feedback to drive informed decision-making and deliver better results for communities across the Moreton Bay region.

In this sixth survey of the series, we asked how the community are feeling about their safety and wellbeing, the future directions for the region, and whether Council is meeting expectations.

The results are presented in three sections:

1. Community Wellbeing
2. Satisfaction with Council
3. Relationship with Council.

The results for each section are presented below.



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## 1. Community Wellbeing

The results related to community wellbeing are presented below in Figure 2. These ratings provide valuable insights into how communities within City of Moreton Bay collaborate, foster a sense of belonging, and respond to challenges. These items were asked in the very first Moreton Says survey in 2021, which enabled comparison over time as shown in the blue graphs to the right of Figure 2 below.

The results from this survey are very consistent with the findings from the initial Moreton Says survey conducted in 2021. Notably, the highest level of agreement (74%) was observed for the pride associated with being a member of their community. However, opinions were divided when considering whether individuals feel a sense of community with the entire Moreton Bay region and whether they believe the community has effective leadership that safeguards its collective interests.

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

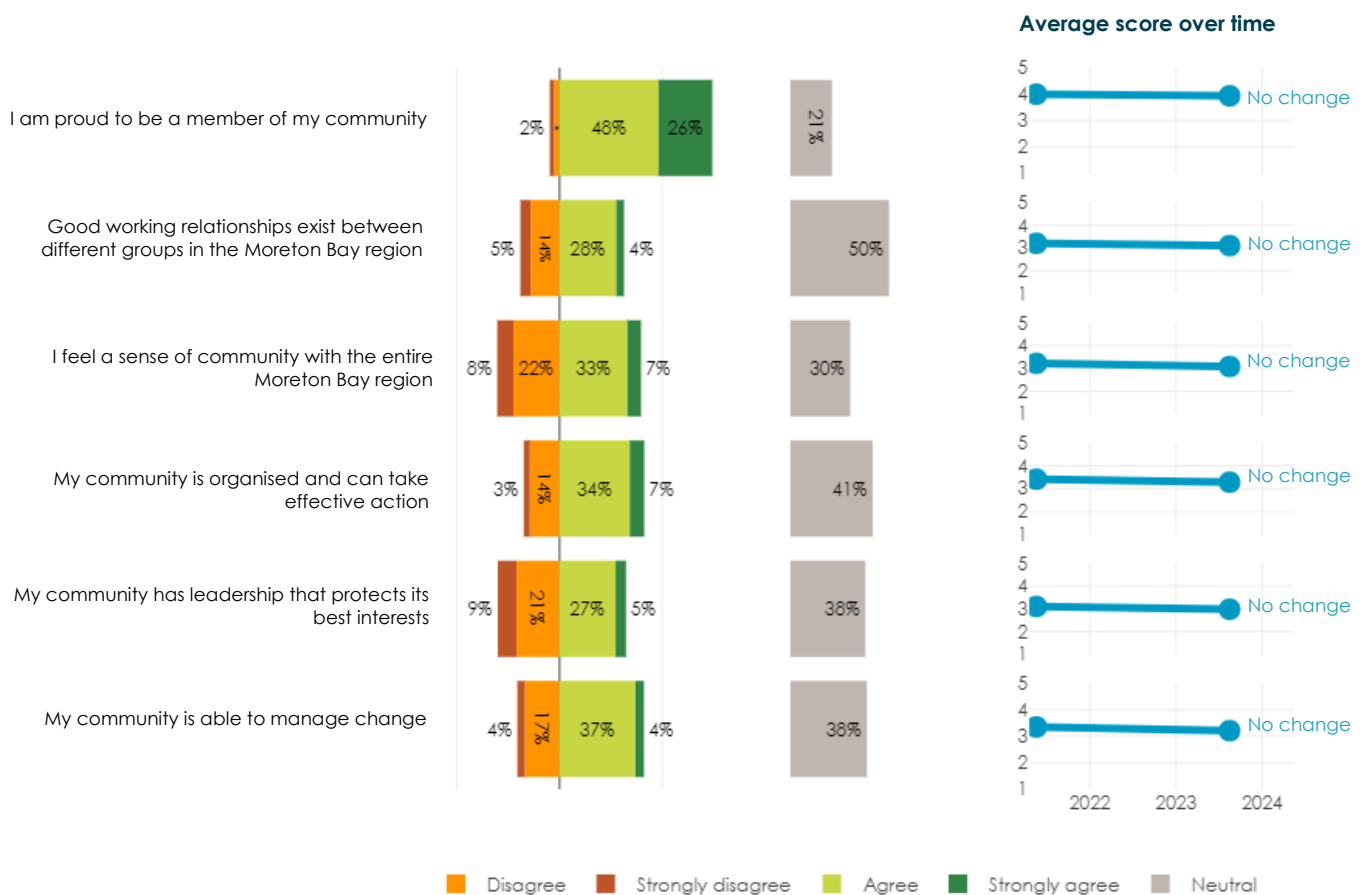


Figure 2. Agreement with community wellbeing statements.

Many respondents (78%) were generally content with their life overall, and a significant portion (64%) reported satisfaction with their sense of belonging. However, there are areas of concern, particularly regarding feelings of safety and financial comfort to achieve their desired lifestyle.

Notably, satisfaction levels related to feeling safe and affording one's desired lifestyle has seen a decline since 2021. In 2021, the average satisfaction score for feeling safe was 3.6 out of 5. This has decreased to 3.3 out of 5 in the most recent survey. Likewise, satisfaction with the ability to afford the desired lifestyle has dropped from an average score of 3.7 out of 5 in 2021 to 3.4 out of 5 in the most recent survey. These scores are reflective of the widely reported current cost of living and housing affordability pressures.

**Please rate your satisfaction with the following aspects of your life in City of Moreton Bay:**

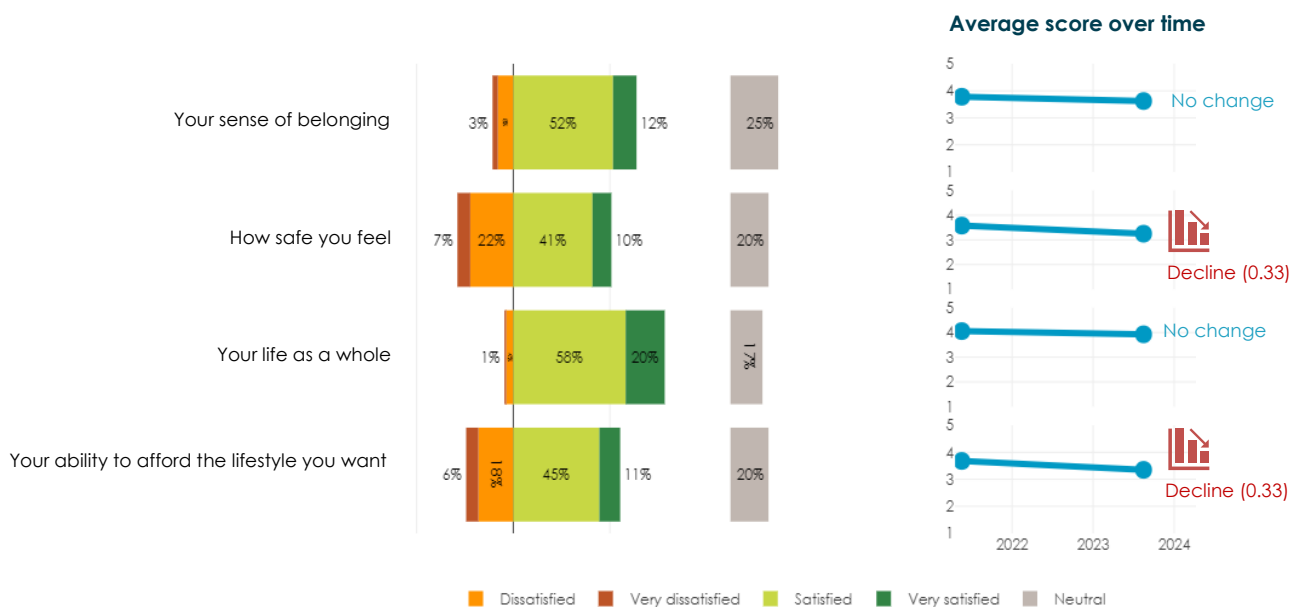


Figure 3. Satisfaction with life in City of Moreton Bay.

**What should your council be focusing on to ensure City of Moreton Bay is where you want to live, work or visit in the future?**



Figure 4. Word cloud of focus themes for City of Moreton Bay.

When asked for suggestions on what council should focus on to ensure City of Moreton Bay is a desirable place to live, work or visit in the future, there was a strong emphasis on protecting the natural environment and mitigating against climate change. The community also values its history and heritage and have a desire to retain and protect it.

*"Protecting the natural environment which is what makes Moreton Bay special"* – Resident, Ferny Hills

*"Retaining nature, well planned and environmentally responsible development"*- Resident, Morayfield

*"Be proud of our history and heritage and retain as much of it as possible before it is lost forever. Our history is our roots and our heart and it's important that the council embraces and protects it."* - Resident, Kippa-Ring

*"That development doesn't negate the various heritage-listed items, wildlife corridors, marine parks, etc"* - Resident, Woody Point

*"Plant more trees and respect heritage by revamping old buildings thoughtfully..."* - Resident, Kallangur



Public transport service provision is seen as a priority, with a need for more frequent services. Infrastructure to support population growth and improve road congestion is also highlighted. There is a call for affordable housing and land availability, particularly for families with lower combined incomes.

*"Public Transport Service Provision. There are currently zero frequent public transport services in the entire 'city' this is an embarrassment and should be resolved as a matter of urgency. Without this the entire region is beholden to the automobile." – Resident, Bray Park*

*"Increase public transport (buses for instance are non-existent and if they are they are not frequent which beats the purpose of even having one at all)." – Resident, Strathpine.*

*"Better infrastructure to support growth." – Resident, Scarborough*

*"Affordable land. Mandate affordable house/land availability for family incomes below \$100k" – Resident, Caboolture*



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Comments left expressed concerns about high rise buildings and housing density. Some residents believe high-rise development should be limited along the coast and be positioned further inland. It was suggested high-density buildings should provide more parking and availability of off-street public parking should be increased. Additionally, some residents advocated for regulations regarding the construction of apartments, such as setbacks from the street, the use of more aesthetically pleasing materials, and better landscaping.

Safety is a recurring concern, including addressing issues such as 'hooning' and theft. Additionally, there is a focus on community well-being, including addressing homelessness and drug addiction.

*"Work with State Government to improve on youth crime problems." – Resident, Redcliffe*

*"Council needs to make plans of action and implement initiatives and laws that will directly support the people that live here, especially our most vulnerable, and that will help everyone maintain an acceptable quality of life and preserve our communities. Poverty is the mother of crime and anti-social behaviour." – Resident, Burpengary*

*"Safety, crime. And also too many hoons speeding, doing burnouts and making loud car noises." – Resident, Bray Park*

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## 2. Satisfaction with Council

The survey sought to gather insights from respondents regarding Council's performance across its diverse range of responsibilities. The levels of satisfaction expressed toward Council are in line with what was reported in 2021. The majority (69%) expressed satisfaction or high satisfaction with the Council's management of day-to-day services within the region, such as landscaping, maintenance and cleaning.

However, consistent with 2021 findings, there continues to be notable dissatisfaction with Council's handling of long-term planning for the city's future needs. This includes aspects like managing growth and developing infrastructure, with 44% of respondents indicating they are dissatisfied or very dissatisfied with Council's performance in these areas.

### Overall, how satisfied are you with:

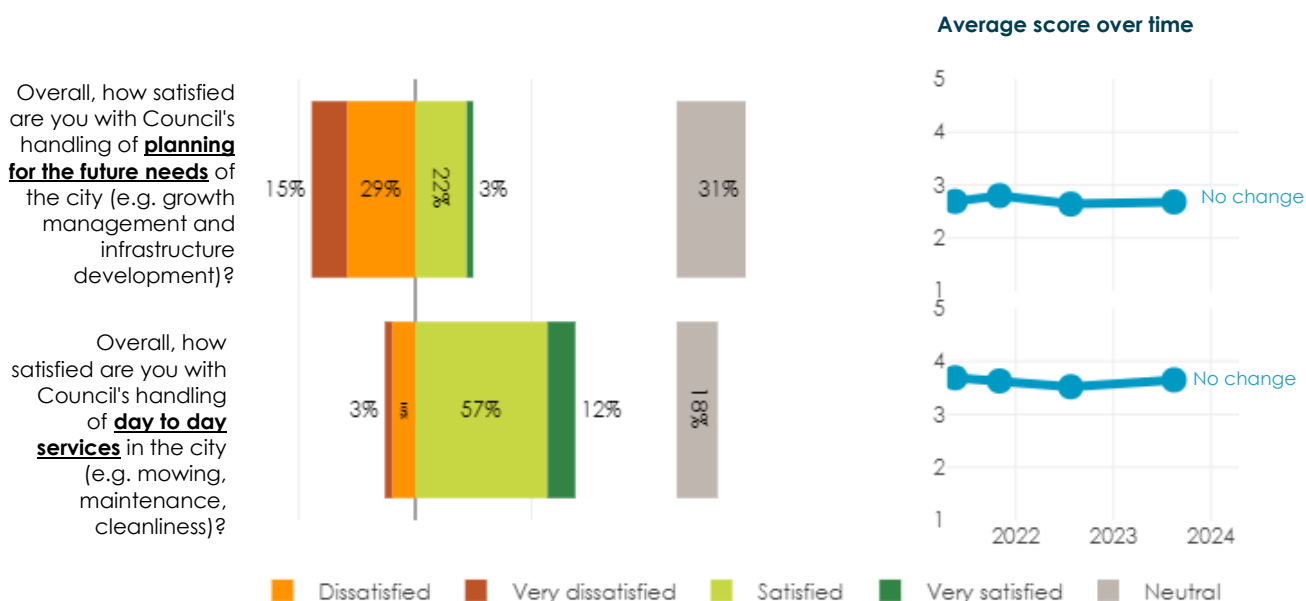


Figure 5. Overall satisfaction with Council performance on day-to-day and future activities.

The highest levels of satisfaction are evident in the following three areas:

1. Waste and recycling (e.g., bin services, waste management and recycling facilities)
2. Sports, recreation, and community venues (e.g., playing fields, public swimming pools, community halls)
3. Maintaining public spaces (e.g., footpaths, parks, beaches).



Conversely, the top three areas where dissatisfaction levels are notable are:

1. Building and development (e.g., town planning, development application processes)
2. Protecting and preserving the environment (e.g., forest, animal habitats, management of waterways)
3. Planning for natural disasters and climate change.

**Please rate how satisfied you are with Council's work in the following areas:**

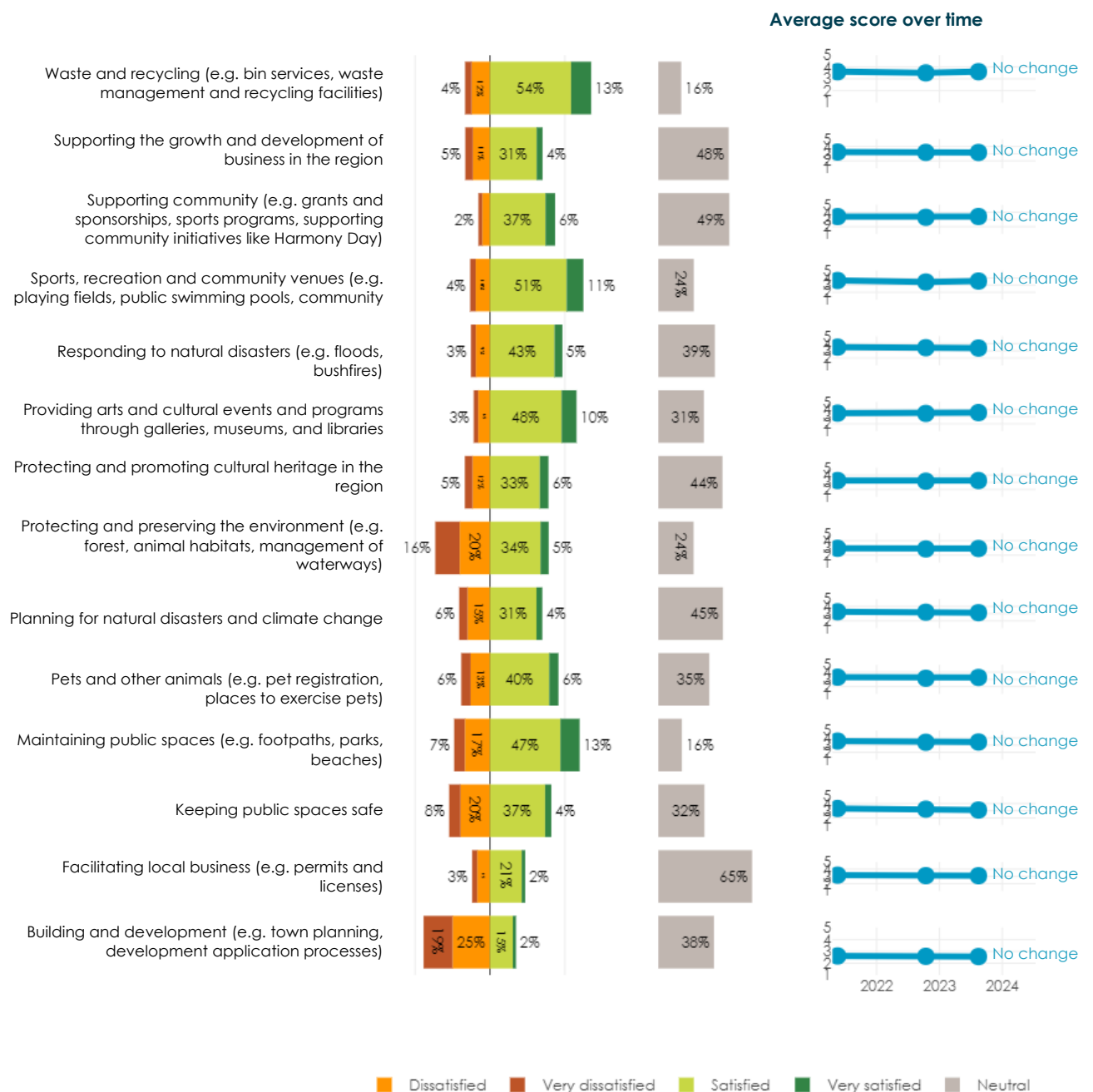


Figure 6. Satisfaction with Council's work.

Around 41% of respondents expressed satisfaction with the economic conditions in the Moreton Bay region, and a similar proportion (46%) agree things in the region are generally on the right track. However, opinions diverge when it comes to the direction of Council, with 39% agreeing Council is heading in the right direction, 29% disagreeing, and 32% remaining neutral or unsure. This was the first time asking these questions, so there is no over time data at this point.

An area of opportunity highlighted pertains to demonstrating how Council uses feedback from these surveys for enhancing its operations. Interestingly, nearly half of the respondents (49%) are neutral or unsure about whether Council has been effectively using the feedback from the Moreton Says surveys to improve its operations. This presents an opportunity for Council to better showcase its responsiveness to community feedback.

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

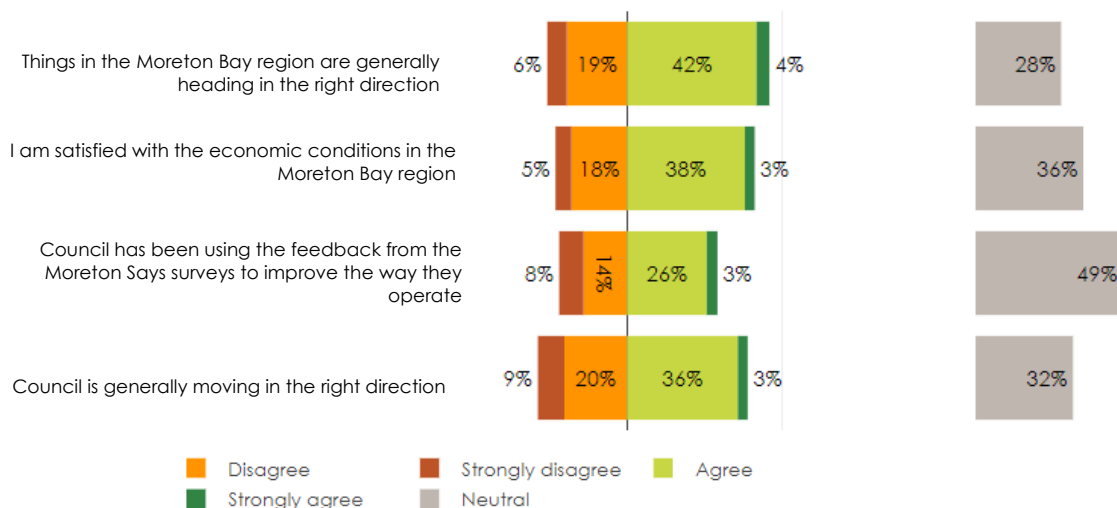


Figure 7. Community sentiment on key statements about Council's performance.

### 3. Community relationship with Council

The initial survey in the Moreton Says series provided us with a strong foundation for grasping the community's perspective regarding the Council and its activities. Using this data, the factors that influence people's trust and approval of the Council were explored. We also continue to monitor changes in community trust and approval of Council over time, allowing us to gauge the effectiveness of the Council's initiatives aimed at enhancing its relationship with the community.

Particular attention is given to the following key questions to gain insights into how the Council engages with communities throughout the region:

#### Contact with Council

Nearly half of the surveyed individuals (46%) reported no interaction with Council, a notable increase compared to the initial survey, where 31% had no contact. Among those who did engage with Council, 65% had positive contact experiences. Importantly, the nature of these experiences has remained relatively stable since the first survey.

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

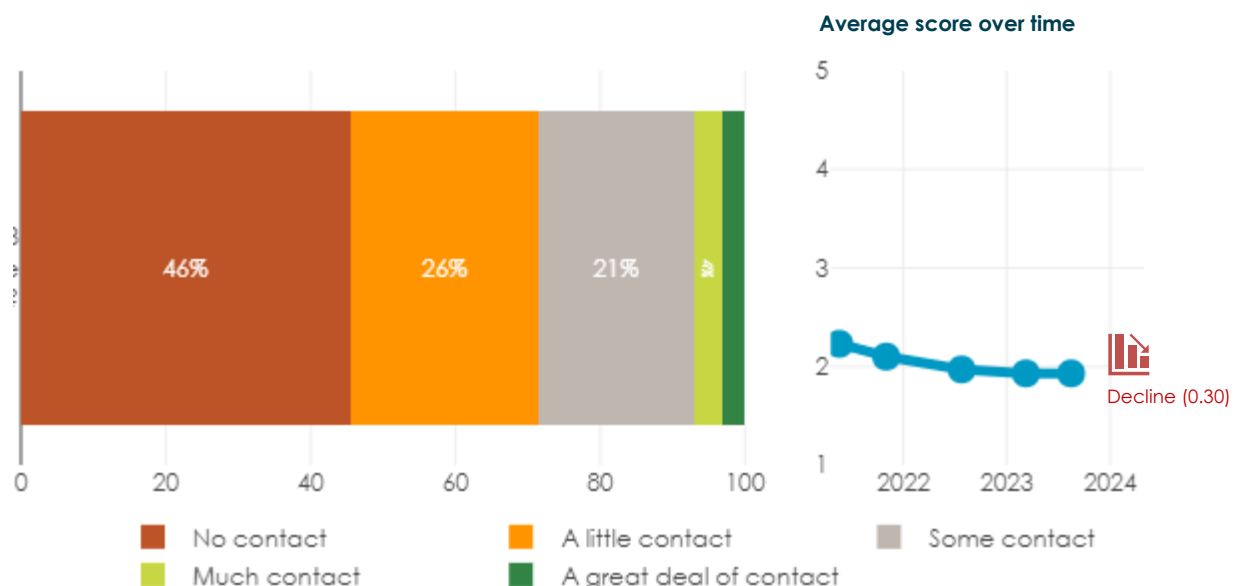


Figure 8. Frequency distribution and average over-time of contact quantity.



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

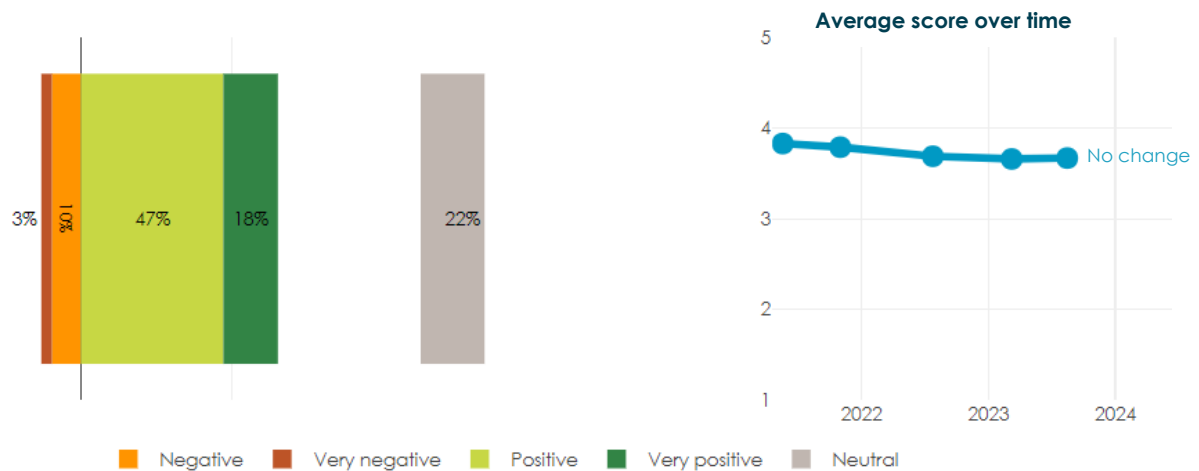


Figure 9. Frequency distribution and average over-time of contact quality.

## Fairness

In the initial survey, the degree to which Council was perceived as responsive to community concerns and demonstrated attentiveness to community perspectives emerged as a robust positive factor influencing trust. In the current survey, there is nearly an equal division of respondents on whether Council genuinely listens to community concerns, with 31% in agreement, 35% in disagreement, and 34% remaining neutral or uncertain.

Similarly, when it comes to Council's willingness to adapt its practices in response to community concerns, opinions are divided with 21% in agreement, 39% in disagreement, and 39% expressing neutrality or uncertainty. Likewise, regarding whether the Council listens to and respects opinions regarding community issues, responses were split with 27% in agreement, 33% in disagreement, and 39% neutral or unsure. These findings highlight the need for continued efforts to enhance public trust and engagement.

### Thinking about Council, please rate the extent to which you agree with the following statements:

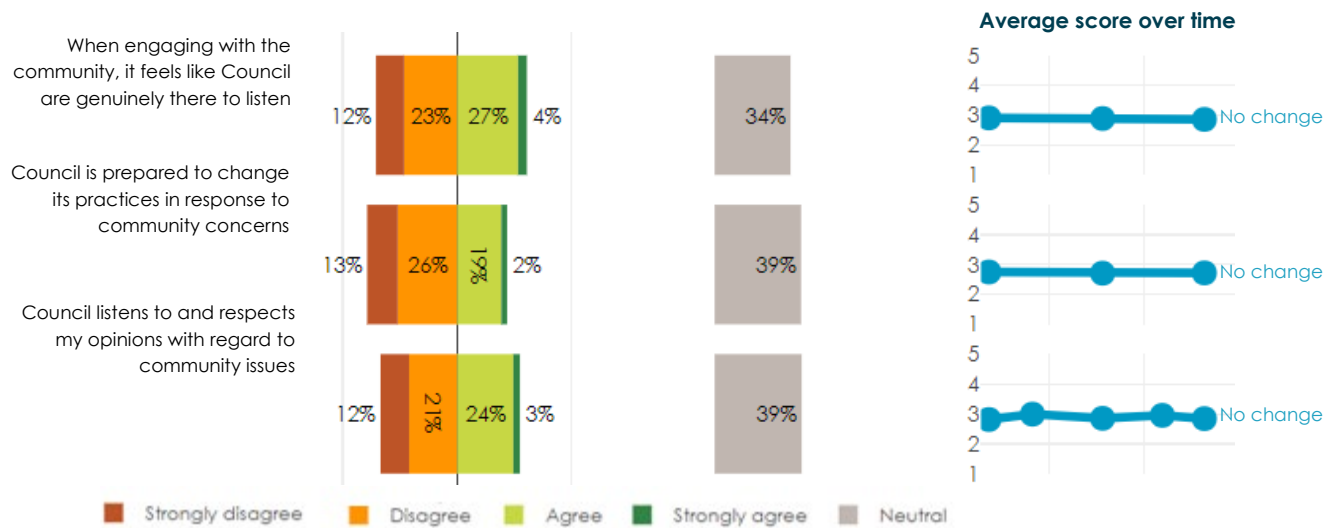


Figure 10. Frequency distribution and average over-time of Council governance measures.

Respondent's views on the extent to which they receive an equitable allocation of council resources has remained consistent since the initial survey. Ratings have remained around the midpoint of the scale over the last three years, with an average score of 3 out of 5.

### Please rate the extent to which you agree with the following statements:

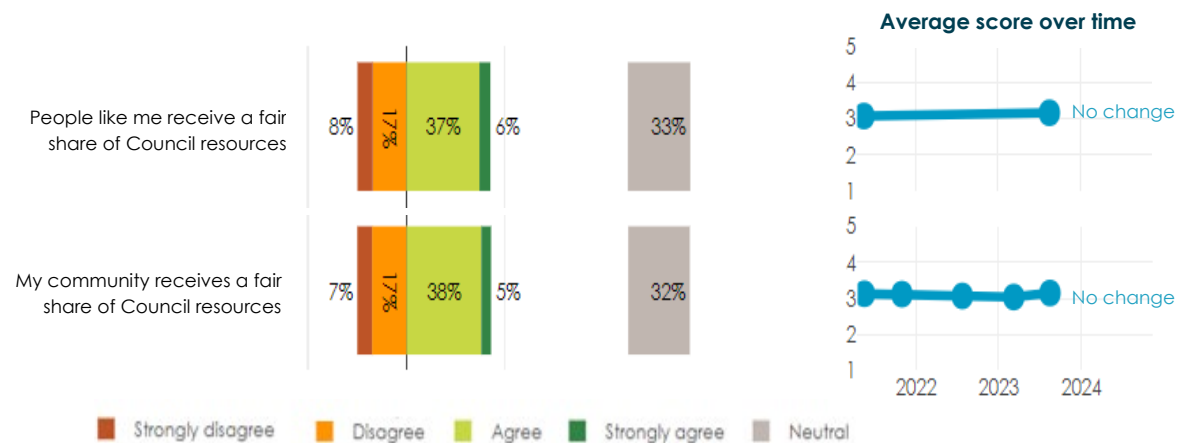


Figure 11. Frequency distribution and average over-time of Council governance measures.

## Internal and external governance mechanisms

Throughout the duration of Moreton Says, community perceptions of both internal and external governance mechanisms have been assessed. Average ratings for external regulations designed to ensure Council's adherence to ethical standards have shown improvement, progressing from 2.6 in the initial survey to 2.8 out of 5 in the most recent survey. Average ratings of confidence in internal policies and guidelines have shown little change since 2021. Assessments of Council's transparency in its operations have remained unchanged.

### With respect to City of Moreton Bay, to what extent do you think:

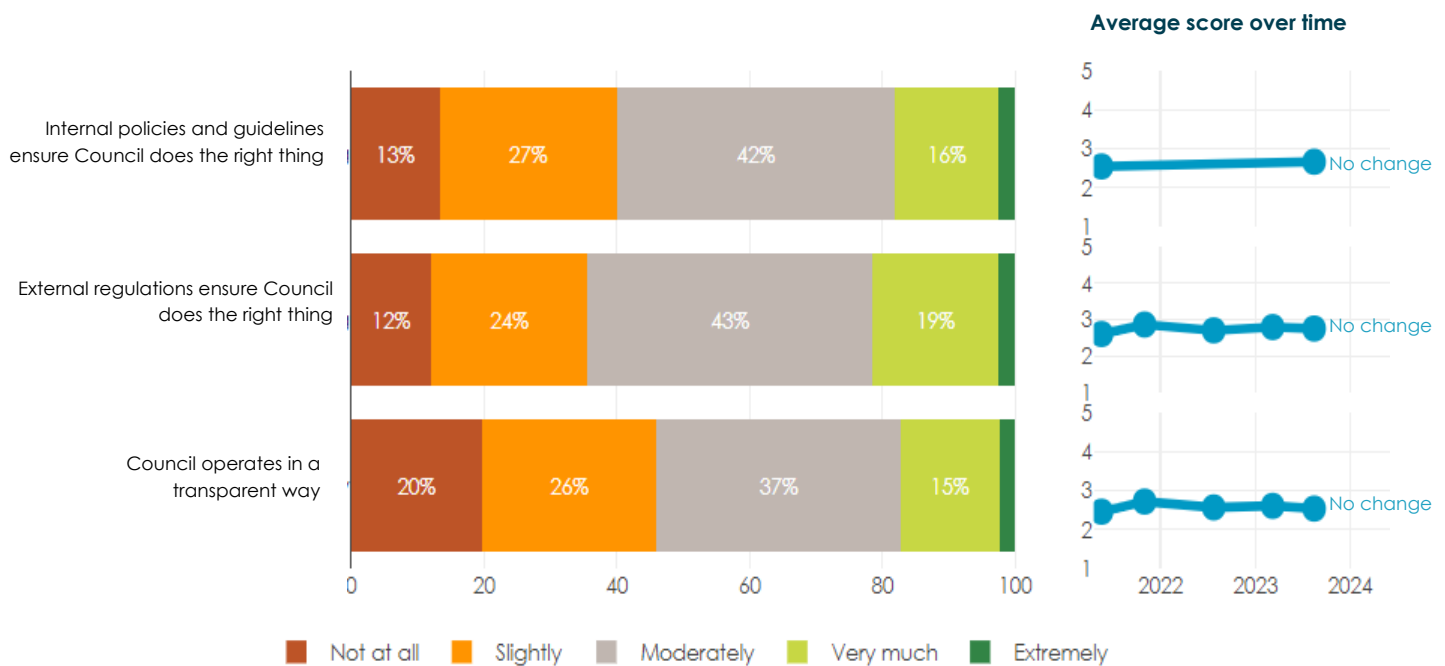


Figure 12. Frequency distribution and average over-time of Council governance measures.



## 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. In the most recent survey, the average score for trust was 2.6 out of 5, consistent with the previous survey and down from 2.7 in the initial 2021 survey.

Approval has remained around the mid-point of the scale throughout the Moreton Says survey series, with average scores ranging from 2.8 to 3.1. In the most recent survey, the average score was 2.9 out of 5, consistent with the previous survey and the initial survey in 2021. There are opportunities for Council to strengthen trust and approval scores by focusing on the drivers of these outcome measures - open communication, transparency, and responsiveness to community feedback.

### Thinking about Council specifically, please rate how much you:

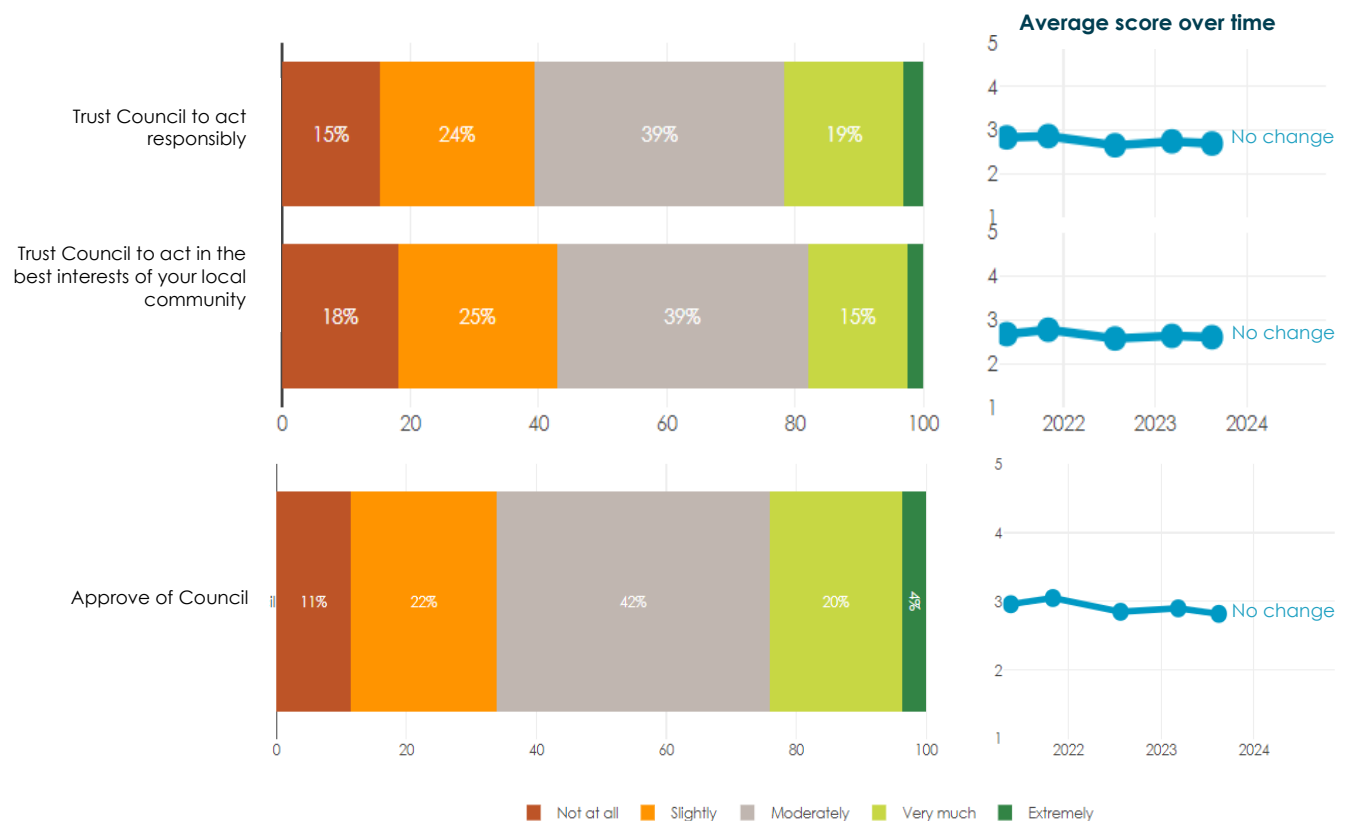


Figure 13. Trust and approval of Council.

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## CONCLUSION

The insights from Pulse #6 offers valuable understanding of community wellbeing, satisfaction with City of Moreton Bay, and Council's relationship with the community. The findings reveal a strong sense of pride among community members in their local communities, although challenges persist in fostering region-wide unity and confidence that within-community leadership can represent community interests. Of increasing concern within the region are resident's sense of safety and the continuing cost of living pressures felt by many. In both areas, ratings have become more negative over time.

Ratings of Council's management of day-to-day services has retained high satisfaction ratings across time, reflecting a real strength for City of Moreton Bay. The areas that garnered the highest levels of satisfaction among respondents include waste and recycling services, sports, recreation, and community venues, and maintenance of public spaces. These areas reflect the aspects of council services and facilities most positively perceived by the community.

However, as with the first time these measures were included in 2021, community members remain less satisfied with Council's longer-term planning for the region. Specifically, dissatisfaction is evident in aspects related to building and development, environmental conservation efforts, and preparedness for natural disasters and climate change. These areas are well aligned with expressed values and priorities of community members and visitors to the region throughout the Moreton Says program.

Overall, these results show Council has work to do in building stronger levels of trust with community and approval of its activities beyond day-to-day services. As residents experience the challenge of ongoing cost of living pressures, there is a role for Council in demonstrating it understands these pressures and is working to support community members maintain the quality of life afforded by this beautiful region.

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