

REIMAGINING OUR MORETON BAY:

Engagement Summary
July 2022

THE JOURNEY

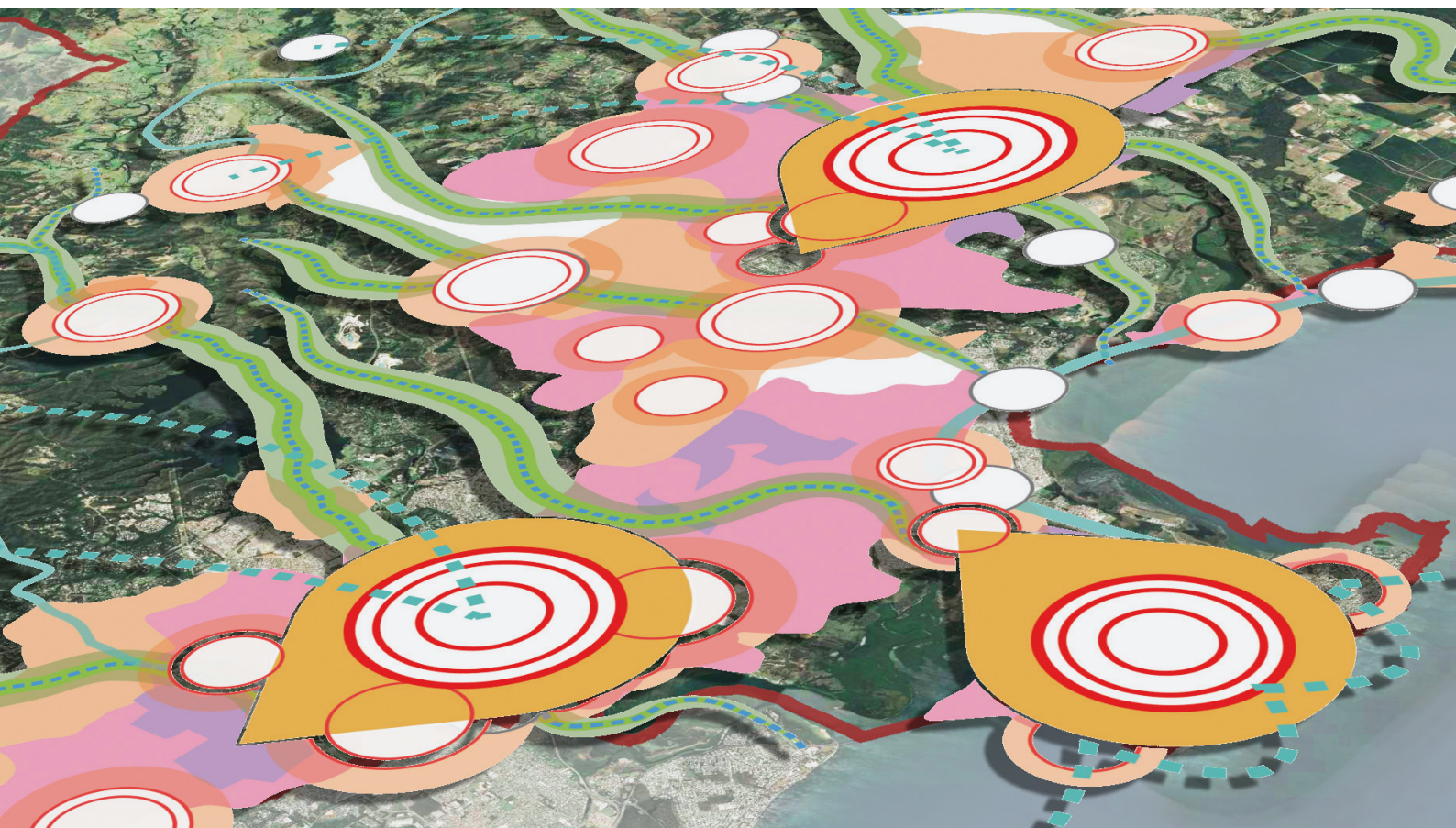
In early- to mid-2022, Moreton Bay Regional Council actively sought the views of the community regarding reclassifying from a 'regional' to a 'city' council.

This idea began in December 2021, when the Mayor outlined ambitions for the region and the challenges and connotations associated with being a "regional" council when advocating to the Federal Government. Following on from that, council started exploring the possible social and economic benefits a change in classification might bring to benefit the region.

In March 2022, the Council received a report providing an overview of the findings from early community focus groups. At that briefing Council sought to continue exploring the potential for City classification by expanding community consultation to gather broader feedback.

In May 2022 Council asked our communities to read the discussion paper, *Reimagining Moreton Bay: A city of amazing places & natural spaces*. The paper outlined how Moreton Bay might become a lifestyle-focused polycentric city with connected business and community centres interwoven with a network of natural ecological expanses.

Our communities were then invited to share their views about the potential of becoming a city via an online survey. This survey closed on 30 May 2022. Council's independent consultant analysed survey responses and these have been summarised in this report.



A SNAPSHOT: WHAT ENGAGEMENT WAS CONDUCTED

Engagement was conducted in phases, which included the Your Say Moreton Bay survey tool but also other methods.

PHASE 1 - 12 X ONLINE FOCUS GROUPS (FG)

- 64 residents
- A mix of life stages, gender, professions, employment status and time in region (<5 years vs 5+ years) was achieved for each geographic area

PHASE 2 - IN-DEPTH IMMERSION SESSIONS GROUPS

- 18 x in-depth interviews
- More deeply explore perceptions and reactions

PHASE 3 - YOUR SAY MORETON BAY

- 1 April – 30 May 2022
- 26 profiling questions + 5 reclassification questions
- 451 total survey participants

PHASE 4 - COMMUNITY AND BUSINESS LEADER POLLS

- 20 May 2022
- 5 reclassification questions
- 150 guests

The Your Say Moreton Bay survey was also part of a suite of consultation mechanisms Council used to inform its deliberations on reclassification, which included a Courier Mail survey and social media reactions.

COMMUNICATION

A broad range of communication channels were used to promote the opportunity for the community to respond to the survey.

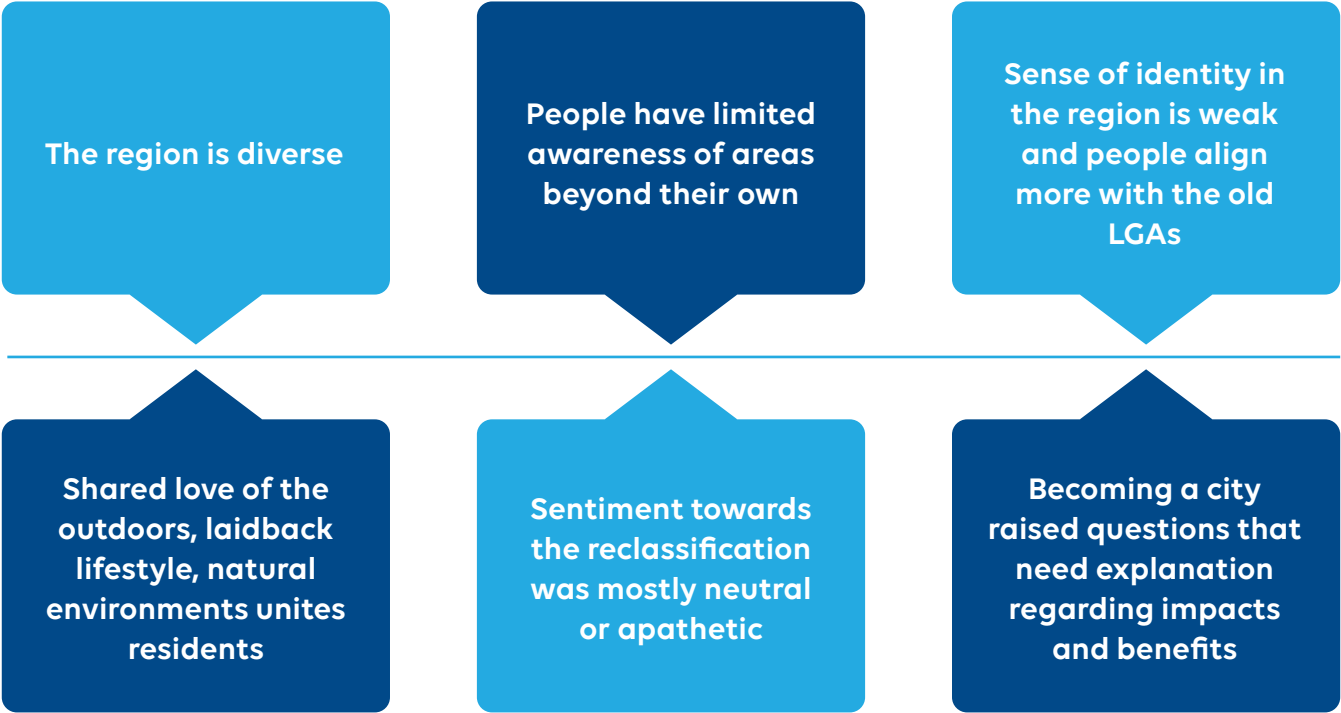
COMMUNICATION	FORMAT	REACH - NO OF MESSAGES
Your Say Moreton Bay homepage	Online	677
Your Say Moreton Bay Reimagining Moreton Bay survey landing page (visits)	Online	2,975
Reimagining Moreton Bay discussion paper (PDF downloads)	Online	1,433
Your Say Moreton Bay newsletter - 3 May	Online	4,968
Council website homepage (visits)	Online	73,939
Council media release webpages	Online	232,000
Reimagining Moreton Bay webpages (on corporate website)	Online	1,385
Council Facebook page posts (organic reach)	Online	191,573
Council Facebook promoted posts (ad reach)	Online	124,920
Council LinkedIn page posts (impressions as reach not available)	Online	21,712
Council LinkedIn ad campaign (impressions)	Online	3,334
Council internal staff newsletters x 2	Online	4,000
Councillor newsletters to residents - May 2022 edition	Print	192,614
Banners, posters, and printed materials available at council libraries	Print	172,352
Luncheon attendees via presentations and printed materials	In-person	150
Ads - 99.7 Bridge FM	Community Radio	2,102,000
Ads - 101.5FM	Community Radio	935,000
Television, radio and online media coverage	Television, Radio, Online	2,464,700
Mayoral correspondence	Online	8

WHO TOOK PART?

PHASES	PARTICIPANTS	PROJECT MANAGEMENT	REPORTING
Phase 1 - Focus groups	64	Consultant researcher	Consultant researcher
Phase 2 - Immersion sessions	18	Consultant researcher	Consultant researcher
Phase 3 - Your Say Moreton Bay Survey	451	Council officers	Consultant researcher
Phase 4 - Community and business leader polls	150	Council officers	Council officers

WHAT WE HEARD...

Key themes emerged from the Your Say Moreton Bay survey.
These were:



SUGGESTIONS

The survey also highlighted community sentiment around any proposed rebranding and perceptions of Council's identity. This has highlighted the following concerns and will be absorbed into any future deliberations around rebranding.

- Involve community – consult, co-design and commission locally
- Clearly communicate benefits (impacts and value)
- Keep it simple – cost save, shop around
- Embrace a 'green city' concept
- Honour and acknowledge traditional places and names
- Promote strengthened identity, inclusion and connectivity.

WHAT DID THE SURVEY SAY IN TERMS OF SUPPORT FOR RECLASSIFICATION?

Using a 5-point scale (5 = strongly supportive), responses were divided almost squarely in half, with an average result of 2.6 overall.

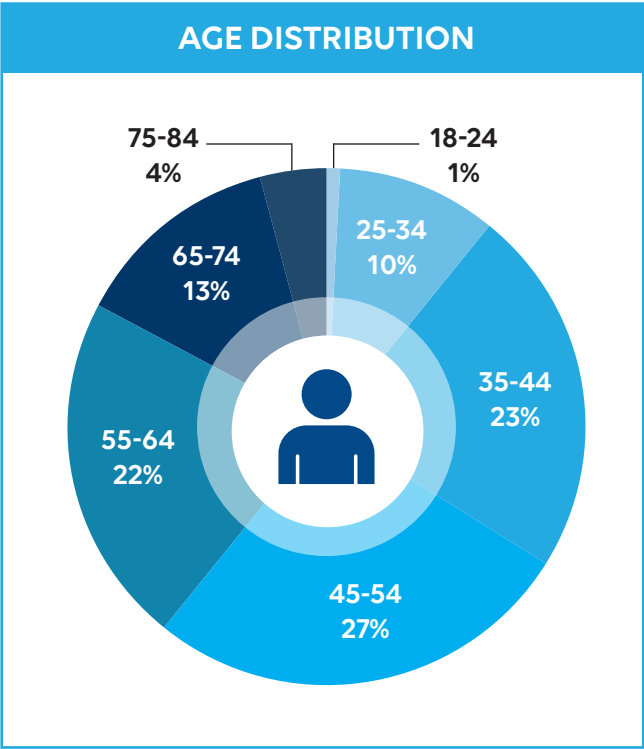
The proposed reclassification tended to have a moderate level of importance on average (average score 3.0).

Age influences support with younger people significantly more likely to be supportive. People 55-64yrs most likely to oppose it. People aged 65+ and 35-44 years are the next most supportive age groups. Location seems to influence sentiment, with residents in central areas such as North Lakes and Strathpine more likely to be supportive.

The relatively small number of people who completed the survey (451), whilst still a representative sample, may also be an indication that residents do not have a strong opinion either way on the reclassification proposal.

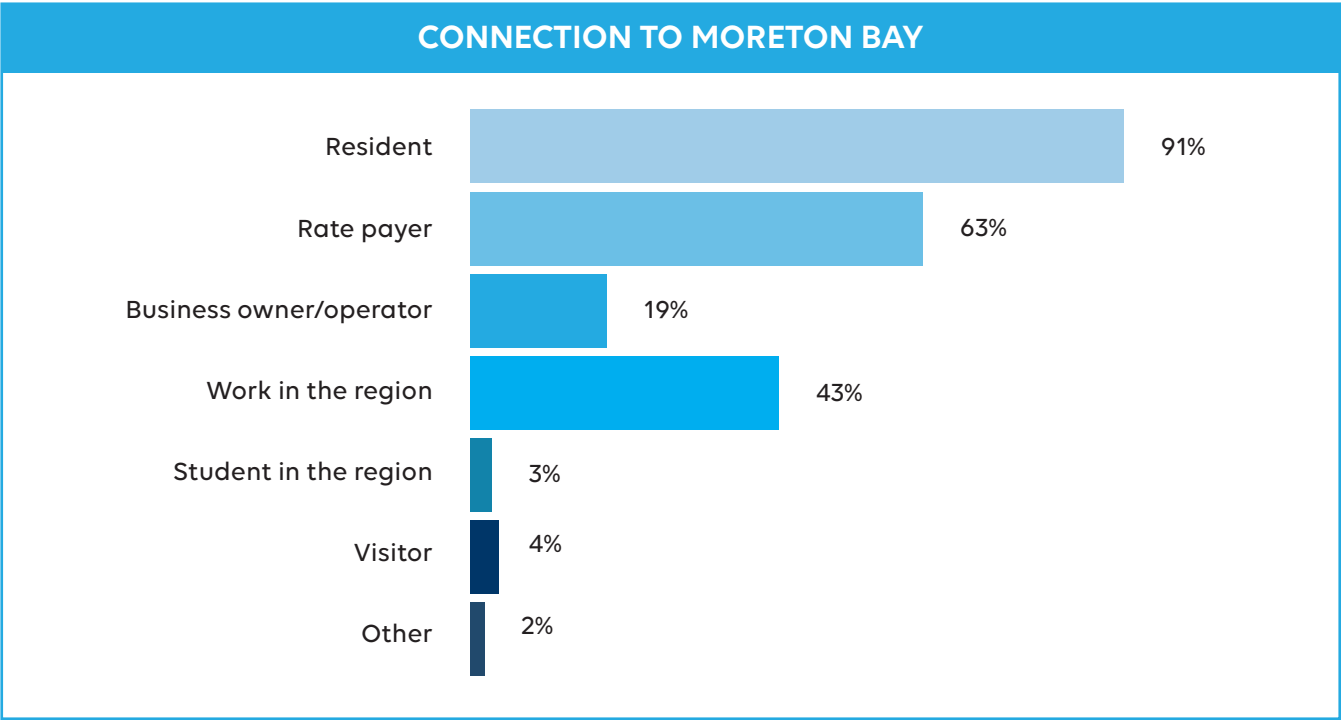
ABOUT SURVEY PARTICIPANTS

Survey participants were from a mix of locations, connections and ages.



PARTICIPANTS BY LOCATION

Bribie–Beachmere	6%
Caboolture	17%
Caboolture Hinterland	5%
Narangba–Burpengary	21%
North Lakes	11%
Redcliffe	14%
Strathpine	9%
The Hills District	10%
Non-Moreton	7%



COMMUNITY INTERESTS & VALUES

The survey was able to gauge how community members perceive the region. The core values identified in this survey align with the previous Moreton Says survey.

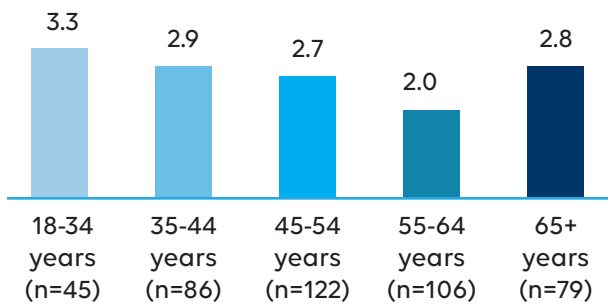


AREAS OF INTEREST	% OF COMMUNITY
Parks and Recreation	67
Infrastructure, Roads and Transport	67
Planning, Building and Development	67
All Projects / Community Consultations	65
Natural Environment and Conservation	63
Beaches, Oceans and Waterways	59
Social and Community Issues	57
Water, Waste and Recycling	52
Council Services and Programs	51
Events, Arts, Culture and Heritage	51
Policy, Governance and Council Budget	49

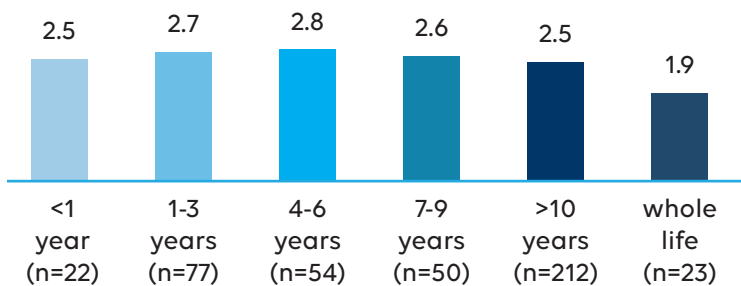


ATTITUDES TOWARD RECLASSIFICATION

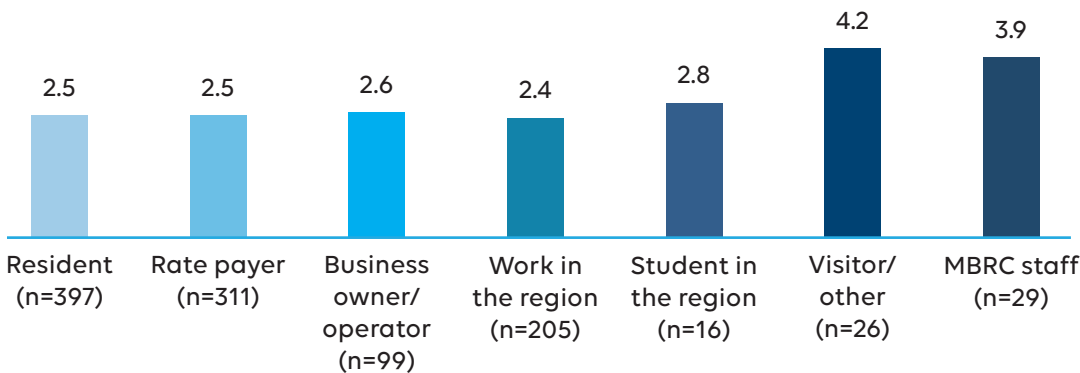
Average ratings of the extent to which community support the reclassification, by age.



Average ratings of the extent to which community support the reclassification, by time lived in the region.



Average ratings of the extent to which community support the reclassification, by connection to the region.



COMMON CONCERNS

Similar to common themes, common concerns also emerged from respondents surveyed. Common criticisms among survey respondents:

Priorities – misappropriation
(e.g. spend money on other things)

'Just a name change' – some see
it as superficial

Unnecessary expense – the
region already has all it needs

"I don't believe the council is in a financial spot to spend extra money on rebranding when they can't afford to fix the roads."

"Cost is a big issue... Money needs to be spent in so many local places."

APPEALING CONCEPTS

At the same time, there were also some appealing concepts from respondents. These were largely around the proposed benefits of reclassification.

More funding and investment for
the region (ideally substantiated)

Economic growth

Upgrades to roads,
parks, facilities etc

Better work-life balance
(less commute)

Preserving nature

Status and recognition
(our fair share)

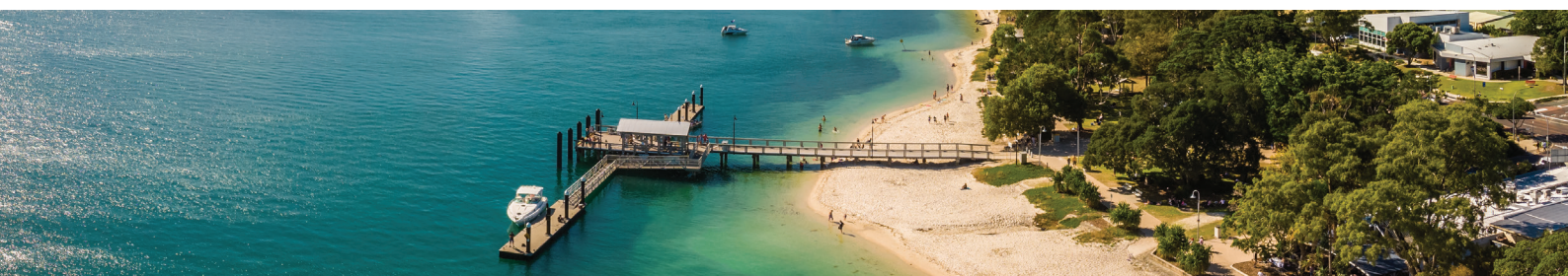
Stronger identity,
inclusion and unity

Using actual statistics and
figures to compare and illustrate
points

Better options (future)
for young people

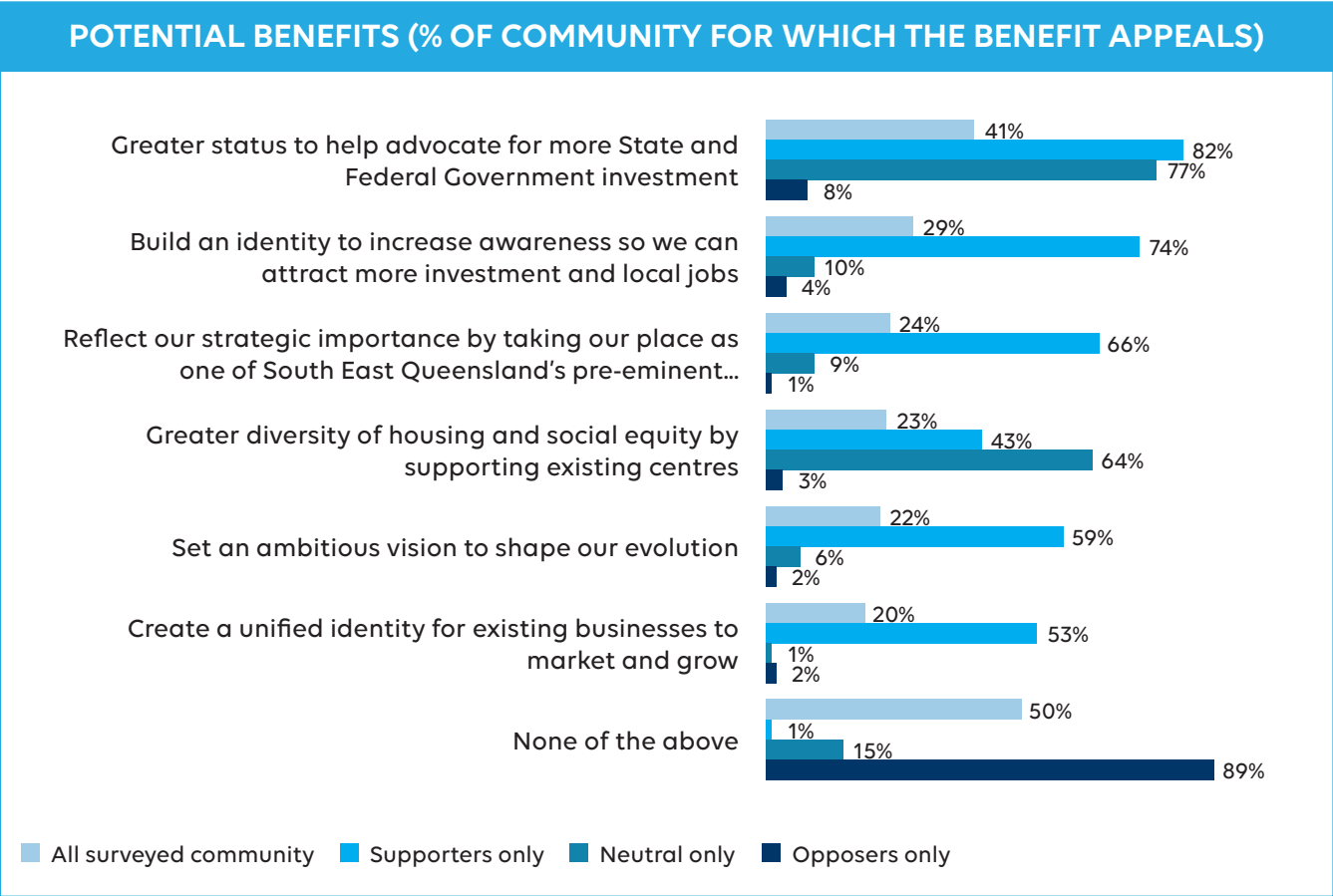
"At first I wasn't interested in the idea. I don't usually like change. I thought it might change our laidback kind of living and turn us into a bustling city. But reading all the information has changed my mind and I may be on board with the name change."

"Stating that if we are a city the federal and state governments will send more investment to our region helped change my mind. The wording 'fair share of investment' especially. I feel we get overlooked with federal/state money."



RANKING THE BENEFITS

Survey respondents ranked the benefits as follows.



"I see this (more funding) as a positive for bringing more money in to support local business, which in turn offers more employment opportunities."



COMMUNITY AND BUSINESS LEADERS POLLS

Alongside the Your Say Moreton Bay survey, the views of community and business leaders were also explored, and were used to inform Council's decision making.

A total of 150 leaders were polled on 20 May 2022. An overview of their views included:

61% viewed greater status to advocate for more investment as a benefit that appealed to them

Participants suggested two other key benefits to them, and the broader community, were: **"Investment"** and **"opportunity"**

The top three issues participants indicated they would like council to consider in their decision: **"Environment"**, **"Cost"**, and **"Just do it!"**

88% ranked their support for reclassification and the most highly ranked responses were **"Strongly support"** and **"Somewhat Support"**

74% ranked the importance of the reclassification relative to their day-to-day life and work in the region and the highest rankings were **"Very important"** and **"Somewhat important"**

NEXT STEPS

On 20 July 2022, Moreton Bay Regional Council resolved to support referring the council reclassification to the Minister for Local Government. The submission will address Section 13 of the Local Government Regulation 2012.

Moreton Bay Regional Council is committed to keeping our communities informed of the submission's progress.

