

Moreton Says Pulse #4 Survey Report

- Community engagement with:
 - Sport and recreation areas
 - Arts and culture programs
 - Open outdoor spaces
- Communication with Council
- Satisfaction with Council's performance

**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 4 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 (2022). Moreton Says Pulse #4 survey report. Voconiq, Australia.

INTRODUCTION

Moreton Says is a 3-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.

The fifth survey of the series was open to Moreton Bay residents, visitors and those that work in the region, with data collected between the 4 October and 31 October 2022.

Moreton Bay Regional Council is responsible for delivering a broad range of services that aim to enhance the lives and improve the wellbeing of people living in and visiting the region. In this fourth Moreton Says survey, we explored:

1. How communities engage with Council's sport and recreation areas, arts and culture programs and open spaces
2. How communities would like to hear from Council
3. How well Council is doing across a broad range of activities they have responsibility for.

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.

2,852¹ 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. Increasing participation in the 16-24 age bracket will further enhance the sample.

¹ The dataset for this survey was split into two groups for analysis. One with responses received before an incorrect logic setting was identified, and the other with responses received after the logic setting was fixed. The demographic profile of the two datasets were compared and a series of statistical tests conducted. No significant differences between the two datasets were identified. In line with best practice, this report presents the results of surveys completed after the logic setting was corrected. Comments submitted by all community members have been provided to Council for their consideration.

Participation by location:

11.1%	Bribie Island and surrounds
8.8%	Caboolture and surrounds
3.1%	Dayboro and surrounds
8.8%	Hills District
10.7%	Narangba and surrounds
12.0%	North Lakes and surrounds
22.7%	Redcliffe Peninsula
4.2%	Samford Valley
9.4%	Strathpine and surrounds
4.0%	Woodford-D'Aguiar and surrounds
1.2%	Not recorded
4.1%	Outside region

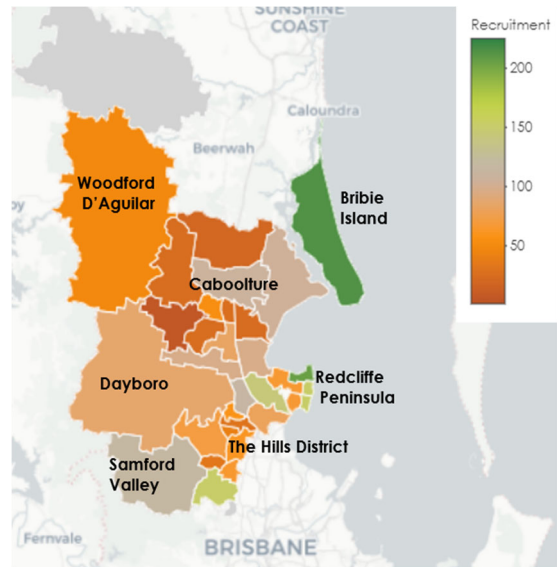


Figure 1. Participation in fourth Pulse by statistical area across the Moreton Bay Region, with selective reference labels.

Table 1. Participation by location

Demographic profile of the sample

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

- 59.4% of participants identified as female, 38.4% as male, 1.5% preferred not to say, 0.4% preferred to self-describe, and 0.4% identified as non-binary
- Each age bracket was represented in the sample; however, 15-24 and 25-34 age brackets were underrepresented by between 7-15%. The 45+ age brackets were overrepresented by between 3-11%, relative to the region's population
- 10.0% of participants indicated they were living with a disability, 2.3% were a carer/support worker, 2.7% preferred not to say if they had a disability and 84.9% reported they did not have a disability
- 2.1% of participants indicated they were of Aboriginal or Torres Strait Islander heritage and 94.9% indicated they were not
- 94.5% of participants indicated English was their first language, 4.9% English was not their first language and 0.6% preferred not to say
- 95.1% of participants indicated they were a resident of the Moreton Bay Region, 4.1% lived somewhere else and 0.8% preferred not to say.

SUMMARY OF RESULTS

The results of the fourth Pulse survey are presented in six sections:

1. Activities enjoyed in the Moreton Bay region
2. Engagement with arts & culture programs and facilities
3. Engagement with sports & recreation programs and facilities
4. Use of outdoor open spaces
5. Communication with Council
6. Satisfaction with Council

The results for each section are presented below.



© Moreton Bay Regional Council

1. Activities enjoyed in the Moreton Bay region

First, the survey sought to understand which activities communities enjoy doing in their spare time through attendance or participation. The results of this question highlight the region’s love for the outdoors.

The top five responses involved being active in public outdoor spaces, outdoor recreation, social gatherings in public outdoor spaces, general exercise, and outdoor music, theatre, or arts events. Reading was also popular and made it in to the top five in Strathpine and surrounds, Caboolture and surrounds, as well as Woodford D’Aguilar and surrounds. Playing or watching organised sports was not as highly rated, nor were organised group activities.

We would like to understand which of the following activities you enjoy doing in your spare time through attendance or participation (Select all that apply)

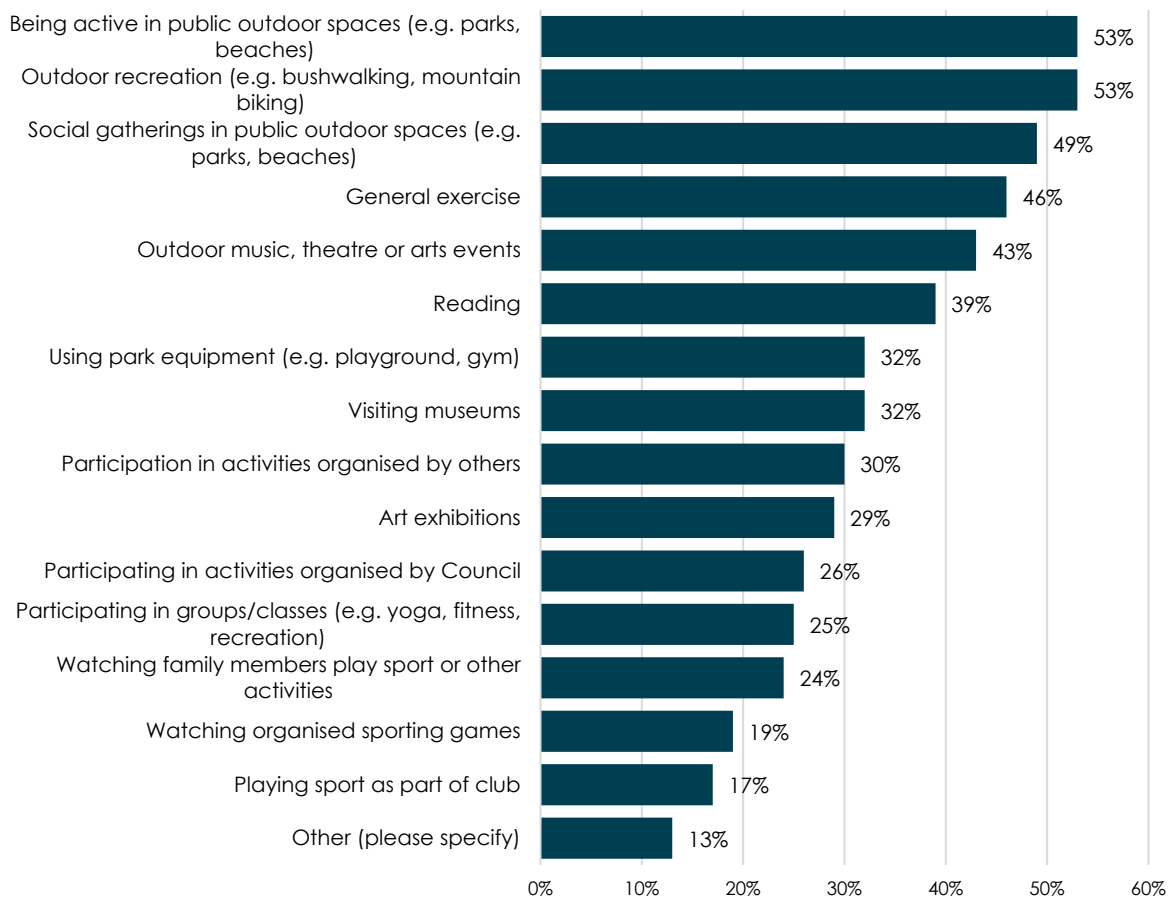


Figure 2. Activities communities in the Moreton Bay region enjoy doing in their spare time

Of the 13% of participants that selected 'other', the overwhelming response related to activities with dogs (e.g. walking a dog, taking a dog to an off-leash area). Other popular activities included water sports, cycling, environmental activities (e.g. conservation activities, bush walking), cultural events, food-related activities (e.g. dining out, picnics), and horse related activities.

Participants were then offered an opportunity to express, in their own words, the types of activities they would like to enjoy if they had no restrictions on their time or money. The most frequent activities listed were arts activities including art workshops and classes, and the desire to attend and/or participate in public art exhibitions (i.e. similar to the Gold Coast's Swell Sculpture Festival), pop up galleries or permanent exhibitions.

Water related activities were also frequently nominated, as were a desire to engage in fitness activities, more opportunities to engage in theatre activities, and to engage more actively with the history of the region. Finally, many participants that left a comment in this section indicated that nothing more was needed in the region.

If you had no restriction on time or money, what cultural or community program or activity would you do in addition to those you have selected above?



Figure 3. Word cloud of comments left by community members when asked which cultural or community program or activities they would do in a world without the restrictions on time and money

The following quotes are examples of these suggestions:

"Attending big name concerts, learning arts and crafts such as painting, mosaic art and pottery. Attending live events like musicals." – Deception Bay resident

"I would like to attend more live music performances. Would love to have a festival closer to me" – Strathpine and surrounds resident

"Tai chi in the park" – Samford Valley resident

"Water sports (kayaking, small boat sailing, paddleboarding etc.)- the low-cost activities" – Redcliffe resident

"Go to libraries, museums, art galleries and run, cycle, bushwalk, and go to more festivals" – Visitor to Moreton Bay

"Comedy nights, environmental events, dance classes, yoga in the park, markets, live music" – Caboolture and surrounds resident

"Your Active and Healthy program for families and kids is fantastic. I wish these were run more frequently on weekends" - Samford Valley Resident

"Attending outdoor organised activities suited to my mobility needs" - Narangba Resident

"Sadly, very few community activities or events are organised in the area I live in, it appears that Redcliffe is the only area that gets events" - Morayfield Resident

2. Engagement with arts & culture programs and facilities

Council's arts and culture program includes art galleries, libraries, temporary public art activities, live music, performing arts and museums. There are 16 council-owned facilities across the region that offer events, workshops, talks, and exhibitions, and many more private venues. Council's cultural services program is focused on providing opportunities for residents to experience and participate in arts and culture in their everyday lives and growing opportunities for artists.

Pulse #4 survey sought to understand what is important about these programs, why community members use them and what barriers prevent participation. Responses will help Council to better plan and prioritise these programs and facilities to ensure they are meeting the needs of the region's communities.

Libraries were the most frequently visited facility, with 65% of respondents indicating they had visited a library at least once in the last 12 months and 29% of respondents had visited more than 7 times in the past year. Outdoor arts or cultural events, museums and galleries were not as well attended. While almost a third of respondents (24-35%) had attended 1-2 times in the last 12 months, over half (51-57%) had not visited these facilities at all. There was little variation in responses based on location in the region.

In the last 12 months, approximately how many times have you visited or attended the following Council arts and culture programs and facilities?

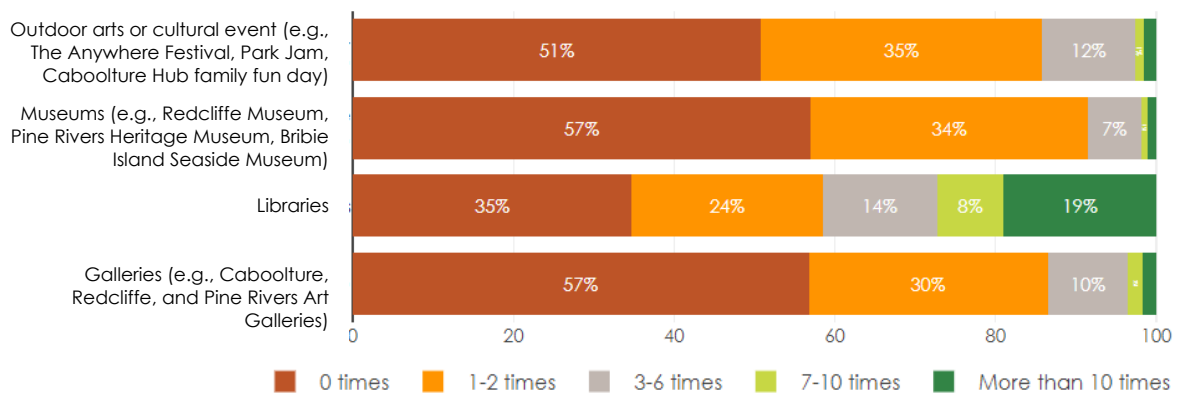


Figure 4. Frequency distribution of use of Council art and culture programs and facilities.

Having fun or to be entertained was the top-rated reason for attending Council's arts and culture programs and facilities. Socialising and connecting with others and improving one's wellbeing were the second and third top reasons nominated. Entertaining children and accessing information or resources without cost was important to respondents in Strathpine and surrounds. Understanding other perspectives or cultures appeared in the top three for Woodford-D'Aguilar and surrounds, Samford and surrounds, and Bribie Island and coastal areas.

We'd like to better understand the reason/s why you attended these arts and culture programs. (Choose your top three)

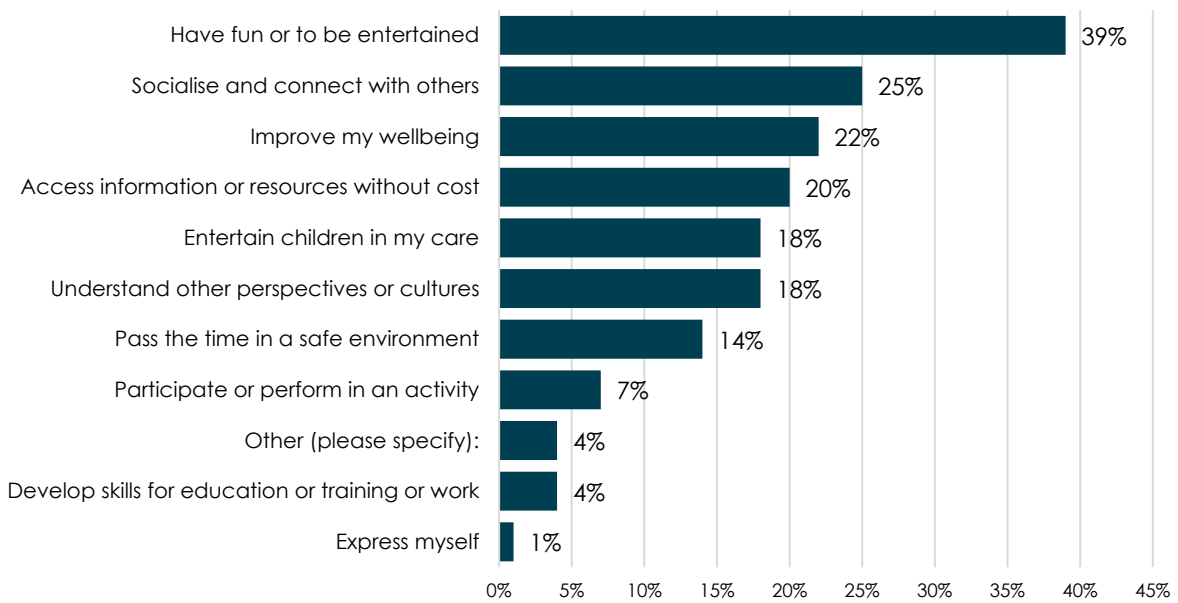


Figure 5. Reasons for attending arts and culture programs.



© Moreton Bay Regional Council

The number one barrier to attending more of Council's arts and cultural programs was by far a lack of awareness or information. Lack of time and cost of tickets was also presented as a barrier, closely followed by distance to where one lives.

There were some differences in responses from different parts of the region. Distance to where I live was cited as the number one barrier for respondents in Dayboro and surrounds and appeared in the top three for residents in the Hills District, Woodford-D'Aguilar and surrounds, Samford and surrounds, and Bribie Island and coastal areas. Lack of personal interest also made the top three in Strathpine and surrounds, Caboolture and surrounds, and Narangba and surrounds.

There was also commentary around the fact that while Council events may be free to attend, the cost of purchasing drinks and food may act as a barrier to attending these events:

"Money to buy items at the event such as food, gifts" - Burpengary resident

Other reasons provided in additional comments included parking and transport as a significant barrier along with a lack of events of interest or events reflecting the cultural diversity of the region:

"If you joined things together I could get my husband to go with me i.e. a market with an art show and good coffee van with undercover seating" - Burpengary resident

"Don't see many Pacific events held in my area, or First Nations events"
Woodford and surrounds

We'd like to better understand the barriers to attending more of your Council's arts and cultural programs. (Choose your top three)

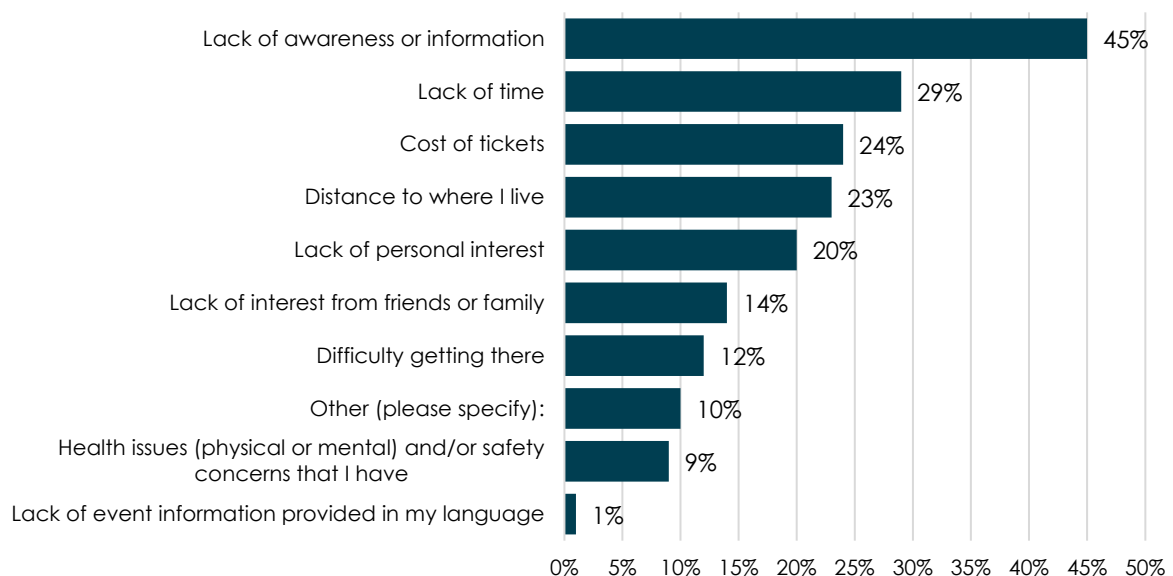


Figure 6. Barriers to attendance of Council art and cultural programs.

3. Engagement with sports & recreation programs and facilities

The survey then sought to understand how communities in the Moreton Bay region are engaging with Council’s sports and recreation programs and facilities. Council manages more than 70 sports parks which provide the opportunity for communities to participate in their favourite organised sports. These parks may have a range of fields, courts and surfaces. In addition, there are also several programs and social activities such as group fitness, yoga, nature walks, and parents’ groups that also use park spaces.

Participating in organised sport and using the facilities for other recreation outside of sport hours were tied as the number one reason for attending Council’s sporting facilities. Watching family members play sport was in the top three in most locations.

Not having attended sporting facilities at all was the third most frequently selected option overall. This was the top response in Redcliffe and surrounds, Caboolture and surrounds, Woodford-D’Aguilar and surrounds, Dayboro and surrounds, Narangba and surrounds, and Bribie Island and coastal areas.

Please select the reasons you have attended Council's sporting facilities (Choose your top three)

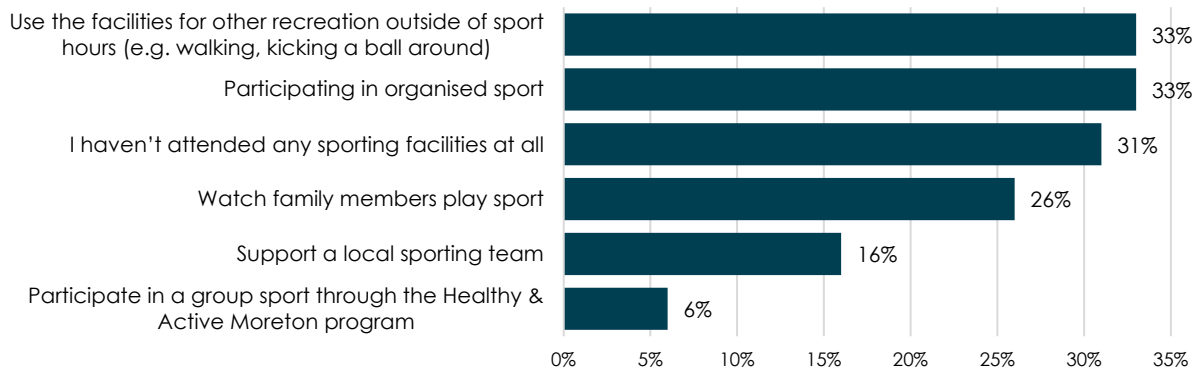


Figure 7. Reason's for attending Council's sporting facilities.

Lack of awareness or information was the top barrier for use of Council's sporting facilities. However, it was more closely followed by lack of interest and time than was indicated for barriers to participating arts and cultural programs and facilities. Lack of interest was cited as the number one barrier in Redcliffe and surrounds, Woodford-D’Aguilar and surrounds, Dayboro and surrounds, and Narangba and surrounds. Distance to where one lives was cited as a top three barrier in Woodford-D’Aguilar and Dayboro and surrounds. Not having friends or family that play is also nominated as barrier in the Hills District.

Those who chose to provide more commentary on barriers to using Council sporting facilities mostly referred to a lack of interest. However, this was closely followed by not enough facilities and comments from a large group of people over 55 years of age who said there were not enough options for them or they were unable to participate.

“Would love to participate but feel like maybe I’m too old to get back into sports. Not sure if there are clubs and teams for people my age who haven’t played sports since school (20+ yrs ago)”, 35 - 45 year old North Lakes resident

“I’m heavily involved with a local cricket club and the lack of cricket facilities in the area is concerning” – North Lakes and surrounds resident

“We have very few sporting clubs on Bribie Island - especially for kids. The distance to Caboolture at the time that practice is on is unachievable” – Bribie Island and coastal surrounds resident

We'd like to understand any barriers to the use of your Council's sporting facilities. (Choose your top three)

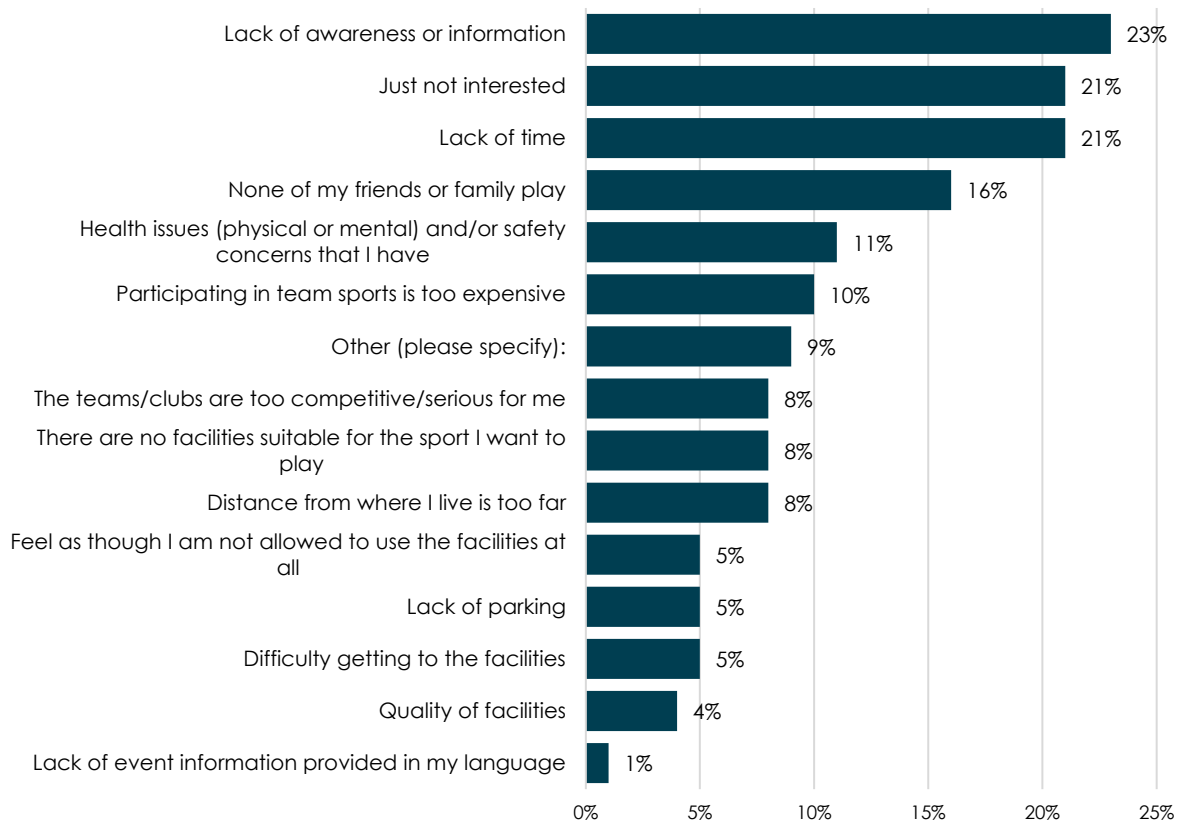


Figure 8. Barriers to using Council sporting facilities.

Council's Healthy & Active Moreton program is an avenue for residents to be more active, more often through participation in fitness, recreation and sport activities and workshops. Approximately one in five (21%) respondents had participated in this program at least once in the last 12 months. However, most (79%) respondents had not participated in the program at all. There was little variation in responses based on location in the region, age, or gender.

In the last 12 months, how often have you participated in Council's Healthy & Active Moreton program

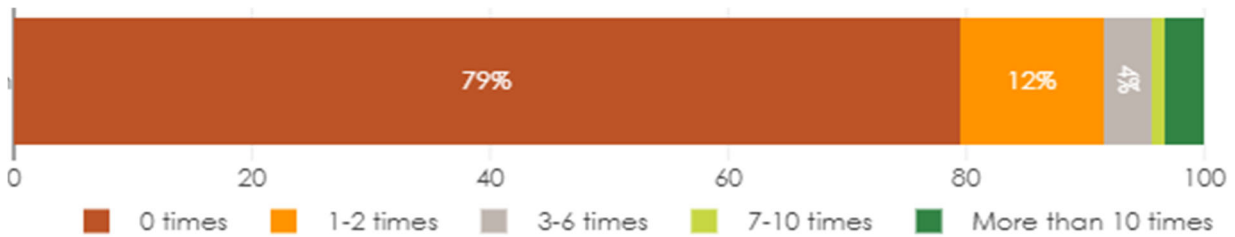


Figure .9 Frequency distribution of attendance of Health and Active Moreton program.

For those that had participated in the Healthy & Active Moreton program, the number one reason for participating was to improve one's health and wellbeing. Having fun or enjoying the experience was rated second. The affordability of the program was the third top reason for attending.

We'd like to better understand the reasons why you participated in the Healthy & Active Moreton program. (Choose your top three)



Figure 10. Reasons for participating in Healthy & Active Moreton program.

Lack of information was again nominated as the number one barrier to participating in the Healthy & Active Moreton program, followed by the activities not being available at suitable times. Lack of time generally was the third most common reason selected. Distance from where I live was again nominate by Woodford-D'Aguilar and surrounds, and Samford and surrounds. Lack of appeal was cited in Dayboro and surrounds, North Lakes and surrounds, and Samford and surrounds. A preference for participating in activities by myself made the top three in Redcliffe and surrounds.

We'd like to understand why you haven't participated in the Healthy & Active Moreton program. (Choose your top three)

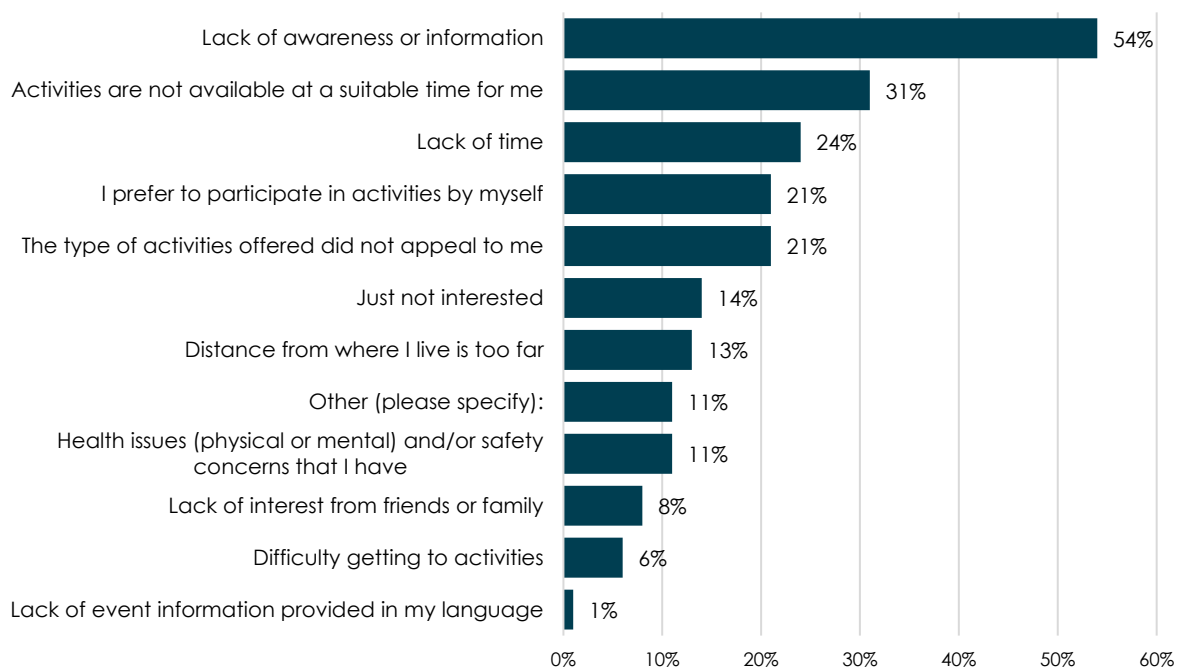


Figure 11. Reasons for not participating in Healthy & Active Moreton program.



4. Use of outdoor open spaces

Council manages an extensive outdoor open space network which include natural areas, parkland with play and picnic facilities, sports fields and civic spaces in town centres. These spaces may be used for individual needs or for social gathering and programs offering community members opportunities to meet people and connect. In this section of the survey, we asked how frequently the spaces were used, what features communities like to see in parks and outdoor spaces in their neighbourhood and any barriers to their use.

The region's love of natural areas shone through again, with natural areas (e.g., bushland, waterways) being the most frequently used outdoor spaces. 39% of respondents indicated that they use natural areas more than once a week. Informal open spaces are less frequently used. Almost half (49%) of the respondents indicated that they had never used an informal open space.

Responses were quite consistent across the region, although Caboolture and surrounds indicated more use of informal open spaces and less use of natural areas than other locations. Respondents from Woodford-D'Aguilar and surrounds indicated less use of park playgrounds and picnic facilities than others. Residents from Bribie Island and coastal areas, Redcliffe and surrounds and the Hills District were the most frequent users of natural areas.

Please indicate how often you use the following outdoor spaces:

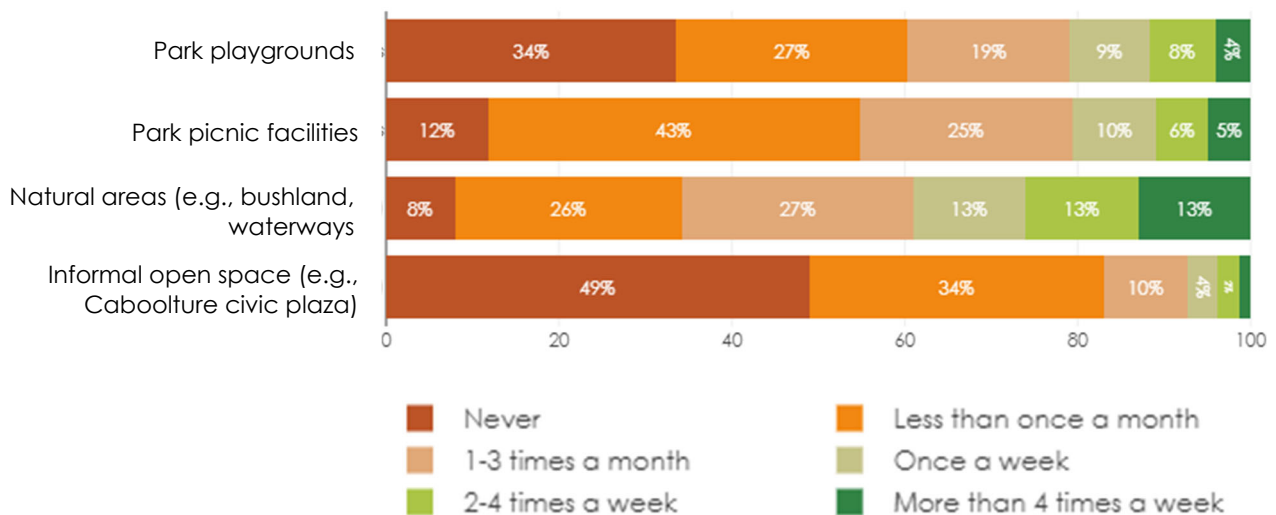


Figure 12. Frequency of use of Council's outdoor open spaces.

Spaces for relaxing and being in nature, spaces for daily exercise, picnic and BBQ facilities, tables and seating and playgrounds (all ages and abilities) were nominated as the top five things communities in the Moreton Bay Region would like to see in parks and outdoor spaces in their neighbourhoods.

Playgrounds were a higher priority in Caboolture and surrounds and North Lakes and surrounds than in other locations. Pathways featured in the top five in Dayboro and surrounds, Narangba and surrounds, and Samford and surrounds. Nature-based play featured in the top five for Strathpine and surrounds, Redcliffe and surrounds, Caboolture and surrounds and Bribie Island and coastal areas.

Those participants that selected "other" on this question often cited the need for more toilets, taps and water bubblers as features they would like to see more often in parks and outdoor spaces. Community members also indicated they would like to see more spaces for both formal and informal sporting activities such as bike riding, frisbee, pickle ball, hiking, and affordable community tennis courts. Greater shade provided by structures and trees, and more seating, were also frequently nominated.

"Toilets/showers! This is the main limitation on time spent in such spaces. No, I am not incontinent! Also, bikeways that connect with bikeways avoiding busy roads." Dayboro and surrounds resident

"Toilets & water bubbles in more "green" areas, but particularly parks. And rubbish bins, particularly at sports fields" – Narangba and surrounds resident

"More bushland reserves and linear linkages to reserves outside of flood areas (mozzies). Most corridors are restricted to drainage lines" - Caboolture and surrounds resident

"Areas set aside for bushwalking, birdwatching only- excluding dogs, bikes and horses" - Bribie Island and coastal areas resident

"More mountain biking skills parks that are accessible to tweens and teens, such as the Nerang bike riding area, or even a simpler area but enough to accommodate huge demand especially in the Warner and Eatons hill area" - Hills district

What would you like to see in parks and outdoor spaces in your neighbourhood? (Select your top five).

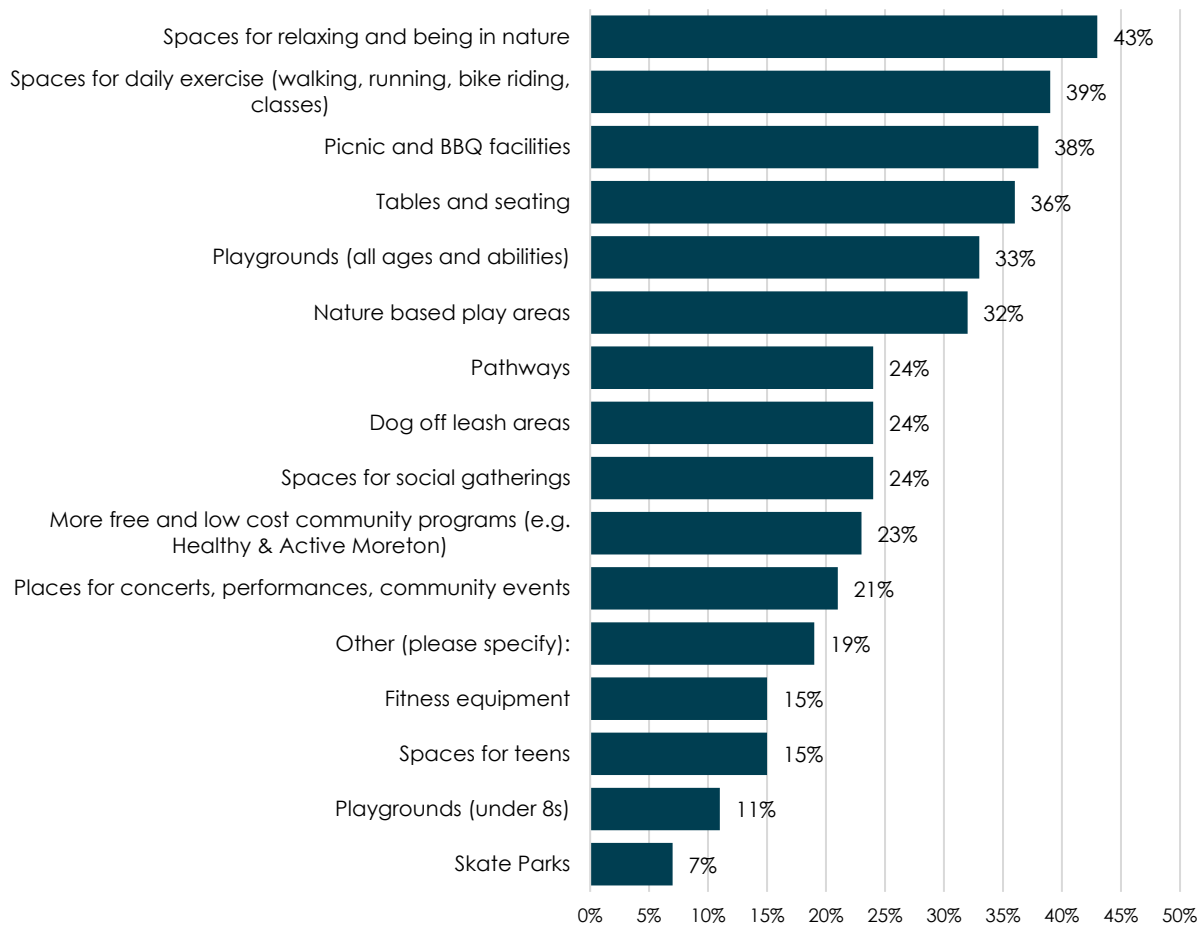


Figure 13. Features communities in the Moreton Bay region like to see in parks and outdoor spaces in their neighbourhood

Lack of time was nominated as the biggest barrier to using parks and open space areas, followed by lack of awareness or information. The level of cleanliness was nominated as the third most common barrier, tied equally with a range of 'other' self-nominated reasons. In equal fifth place was the space being too busy or not feeling safe in the space.

We'd like to better understand any barriers to the use of parks and open space areas. (Select your top five)

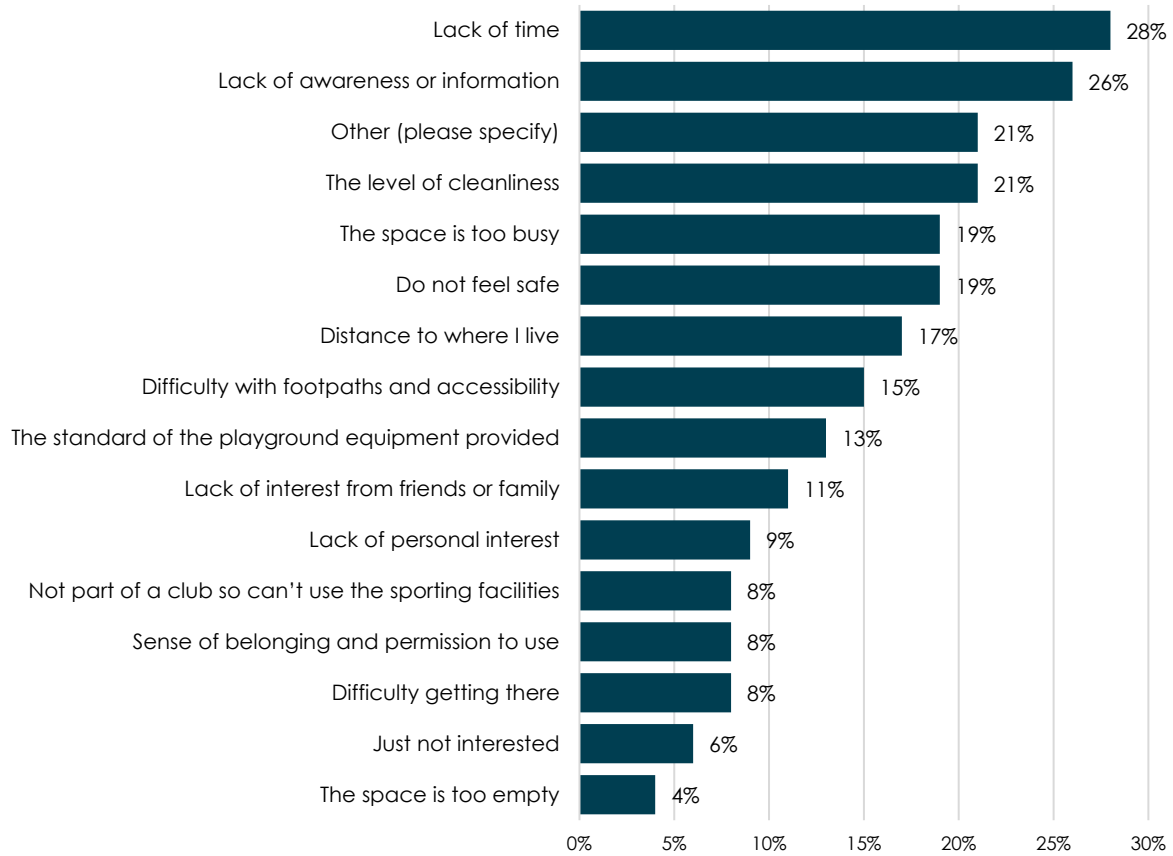


Figure 14. Barriers to using parks and open space areas.

While many indicated they were satisfied with local parks and open space areas, others indicated availability (and cleanliness) of toilets and lack of shade, car parking and public transport to access them were additional barrier to the use. Several responses indicated that too many dogs were also a barrier, while others indicated not enough pet friendly parks were available.

"I don't have any issues out where we live. Compared to other states, Queensland does an excellent job in regards to parks, picnic areas and shaded BBQ area's" – Caboolture and surrounds resident

"I thoroughly enjoy the parklands and cycle / foot paths around my address and further afield (eg Narangba). Thanks. Much appreciated" – Narangba and surrounds resident

"Toilets. Whether young or old, if there are no toilets you can't stay long" – Bribie Island and coastal areas resident

5. Communication with Council

In this section, we asked community members how they would you like to hear from Council. This will help Council better target their communications. Email was by far the preferred way to receive information. Newsletters via email and social media followed in a tied second place. Signs and posters in public spaces and newsletters were a close third and fourth.

How would you like to receive information from your Council? (pick your top three preferences)

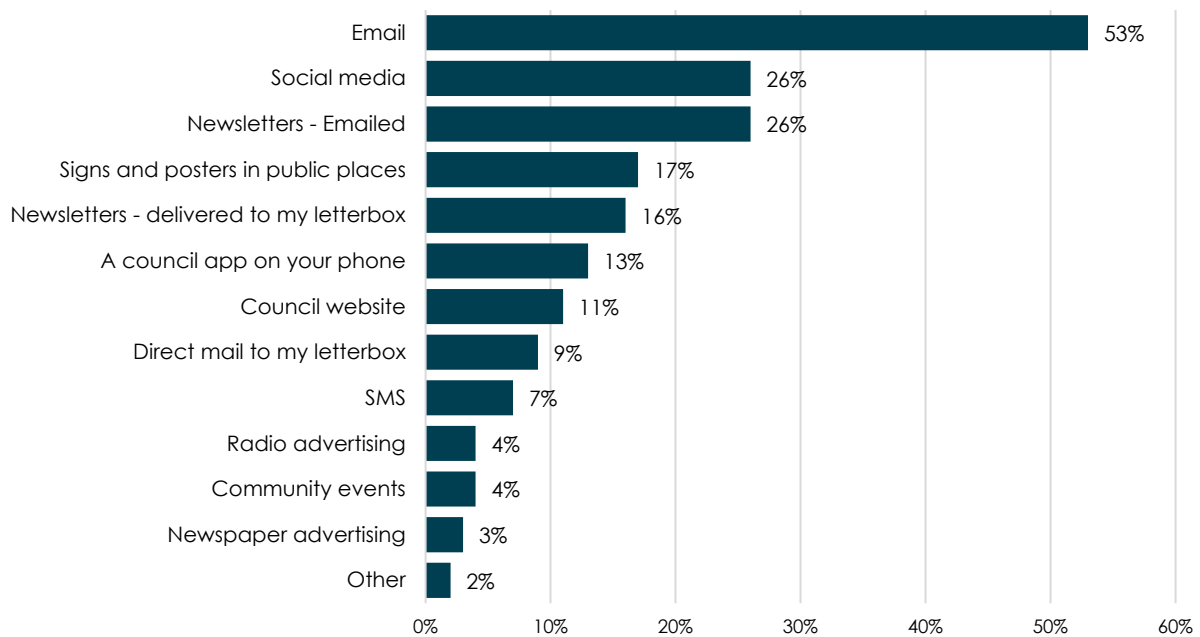


Figure 15. Preferences for receiving information from Council.

6. Satisfaction with Council

In the final section of the survey, we asked respondents to help Moreton Bay Regional Council understand how well they're doing across a broad range of activities they have responsibility for. Overall levels of satisfaction have remained steady since this question was asked in the first survey of the Moreton Says series. Average scores across the activity areas sit at the mid-point of the scale, ranging from 2.6 to 3.5 out of 5.

Consistent with the first survey, the area with most satisfaction was **waste and recycling**. Similarly, **building and development** remained the area in which communities across the region are least satisfied. Levels of satisfaction regarding the protection and preservation of the environment were a bit more divided. The greatest level of uncertainty was about **facilitating local business**, where 68% indicated they held neutral/uncertain views.

Some differences in levels of satisfaction between locations were recorded. For example:

- Respondents who live outside the region were often more satisfied than respondents who live in the region
- Respondents from Bribie Island and coastal areas, the Hills District, Redcliffe and surrounds, and Samford and surrounds were more satisfied with **sports, recreation and community venues** than respondents from Caboolture and surrounds, North Lakes and surrounds and, Woodford-D'Aguilar and surrounds
- Respondents from Redcliffe and surrounds were more satisfied with the **range of park facilities** than most other locations in region. Caboolture and surrounds, Dayboro and surrounds, North Lakes and surrounds and Woodford-D'Aguilar and surrounds were the least satisfied with the range of park facilities
- Respondents from Bribie Island and coastal areas and Redcliffe and surrounds were more satisfied with **maintenance of public spaces** than respondent in most other locations in the region
- Caboolture and surrounds were less satisfied than other locations regarding **pets and other animals** and **keeping public spaces safe**.
- Respondents from North Lakes and surrounds indicated a lower level of satisfaction than other locations for **supporting community**
- Respondents from Bribie Island and coastal areas, Narangba and surrounds, Samford and surrounds and Woodford-D'Aguilar and surrounds were less satisfied with **protecting and preserving the environment** than most other locations in the region.

The overall results are presented in Figure 16 below.

Please rate how satisfied you are with your council's work in the following areas on a scale from "Very dissatisfied" to "Very satisfied"

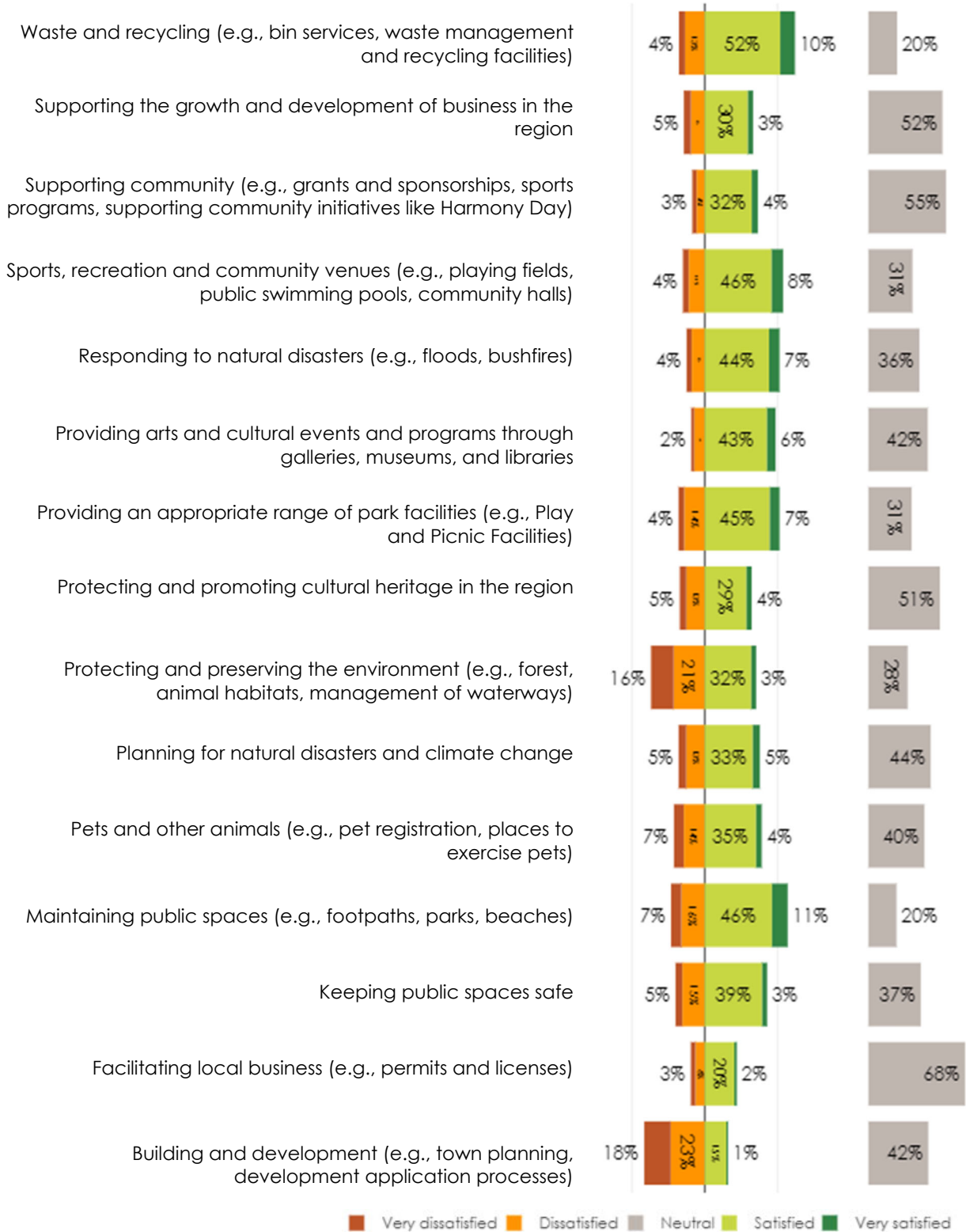


Figure 16. Frequency distributions of community satisfaction.

CONCLUSION

Moreton Says aims to bring community voices into Council's planning and decision-making. This Pulse #4 survey will help Council to better plan and prioritise these programs and facilities to ensure they are meeting the needs of the region's communities.

The survey has once again highlighted the region's love for the outdoors and bond with nature. Many of the activities communities in the region enjoy are based around enjoying the outdoors. Many also enjoy the art and culture facilities the region offers, particularly its libraries, however there is an opportunity to increase engagement with these facilities and programs.

While there is limited control over how much time people feel they have available for engaging with Council activities, Council can implement strategies to increase awareness through the provision of information. Email was nominated as the preferred method for communication with Council, followed by social media. Adjusting the times and locations and the types of activities to better suit the schedules and interests of residents across the region is also an opportunity for Council to improve engagement.

While overall there is a moderate level of satisfaction with the activities of Council, scores at the mid-point of the scale present an opportunity for improvement for Council. Results also indicate the levels of satisfaction vary across the region on certain activities. The results also indicate that levels of satisfaction have remained steady since the previous survey in which they were asked. To improve these scores, it will be important to Council to address the feedback provided from across the region.



Voconiq

Engagement Science
Insights

Phone
1800 232 836

Email
info@voconiq.com

Address
Level 6, 25 King St,
Bowen Hills, Qld
Australia, 4006

