

QPRC

Community Strategic Plan Engagement Report

Cultural Capital with Three Plus
May 2017

culturalcapital



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Executive Summary

1.1 The Community Voice

1.1.1 LIKES: Community and environmental values

When asked what they like about living in Queanbeyan-Palerang, community sentiment galvanised around the benefits that flow from living in country communities – residents strongly related to one another and to nature in its various manifestations within the region.



The community of Queanbeyan-Palerang shares a common appreciation of the benefits of living in a place that offers the opportunity for **strong social and environmental connections** traditionally associated with country and rural communities.



This is augmented by the opportunities available through its convenient **proximity to the larger metropolitan centre of Canberra and the coast**.



It is a **neighbourly, friendly, caring and inclusive community**, in which people enjoy the **peace and quiet and natural beauty** of the natural environment – the landscape, the bush and the clean air.

With some variation, the key reasons people live in and like Queanbeyan-Palerang are:

Country Lifestyle	The Community	Location
Natural Beauty	Peace and Quiet	Employment

1.1.2 DISLIKES: Public realm and roads

When asked to focus on what they don't like, respondents described the **physical appearance of their surroundings** and **problems with roads and transport** – getting around their locality.



Respondents commented most frequently on the **ugliness and neglect of public places** – the noise, graffiti, rubbish and general neglect.



The second highest category of issues related to **roads, traffic and transport**. Respondents describe congestion and lack of connectivity, and poor public transport.



The third highest dislike was **feeling unsafe**, with comments registered on drug related crime.



There is dissatisfaction with **sports and recreation facilities**, and playgrounds.



Across the four sub-regions, there was a consistent view that **dogs** are a problem.

But across responses to all questions, **roads** is by far the major issue confronting the community and Council: the highest ranking issue needing to be tackled by the council, the highest ranking factor in what would make life better, the highest ranking factor in what the new region needs to have or have more of to be a better place to live.

1.1.3 An effective Council

While Council's performance was raised as a lower level issue in most questions, when asked what needed to change in Queanbeyan-Palerang if the region is going to be **the place you want it to be**, respondents said it was the performance of the Council.

Respondents want, primarily, an effective Council: a Council that is accountable, efficient, representative; a Council that listens; a Council that budgets well and keeps rates under control.

The second issue on the list of changes was also directly related to Council's performance: city planning. Respondents want Council to change the way that Council handles its city planning – to be strategic and innovative in its control of future development. This is linked to another important matter for change, also a Council responsibility – protection of the environment and heritage of the region.

1.1.4 The environment

Whether residents of suburbs or countryside, respondents were consistent in their descriptions of the elements of the landscape to which they relate.

They are the trees, mountains, bush – the open spaces and countryside; and the rivers and other water bodies.

The rivers of the Queanbeyan-Palerang are considered by respondents to be the greatest environmental asset – the Queanbeyan, Molonglo, Mongarlowe and Shoalhaven.

Of the parks and gardens, the second most highly valued environmental assets, Queanbeyan Park and Queen Elizabeth Park II Park were mentioned.

The region's environmental reserves were considered by respondents as the third most highly prized environmental asset – including Budawang, Monga, Deua, Tallaganda and Cumbern.

The fourth category is natural landscapes – a broad category that captures everything from wilderness and bushland to natural biodiversity.

1.1.5 The future Queanbeyan-Palerang

Respondents want to see Queanbeyan-Palerang ten years from now described as:

A place offering a wonderful lifestyle for families, a lifestyle created in large part by passive and active enjoyment of the natural and built environment.

The lifestyle is friendly, safe and relaxed – the result of living in an environmental haven, with clean and pristine waterways and bushland, a well maintained urban public realm and a commitment to sustainable energy and waste.

1.2 Strategic Priorities



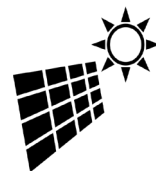
Maintenance of road infrastructure to allow safe and easy travelling through the region, and advocacy for improved public transport.



Provision and maintenance of public realm, including pedestrian and bike paths.



Protection of the natural environment.



Adoption of sustainable and renewable energy and management of waste.



A fair, transparent and accountable Council that creates opportunities for engagement and responds to the community's aspirations.



Land use planning that responds to local needs.

1.3 Community Vision

The community vision is presented as a series of statements reflecting and responding to the expressions of community collected through the community survey.

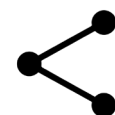
In preparing these statements, Cultural Capital has also taken account of the sentiments expressed in the community engagement undertaken on the CBD Master Plan and the Economic Development Strategy.



We are a friendly and caring community.



We feel safe in the places we visit in our built and natural environment.



We are well connected to accessible services and facilities that provide our needs for living, work and leisure.



We respect the indigenous relationship with the land we live on.



We enjoy the natural beauty and opportunity of our natural environment, and act to protect it through our management of energy and waste.



We take pride in our public places, which provide a unique civic identity.



Our community and our identity are made vibrant by the expression of arts and culture around us.



We are served by a Council that listens to us, and responds in our best interests. In all their actions, our Council provides the leadership we need to achieve our common aspirations.



We have a diverse, resilient and smart economy fostering businesses that create jobs and wealth for all in our community.

Brief and Methodology

2.1 THE BRIEF

Cultural Capital was engaged to undertake community engagement to contribute to the development of the Queanbeyan-Palerang Community Strategic Plan (CSP).

The purpose of the engagement was to:

- ascertain the community vision for the LGA over the next 10 years
- define their strategic priorities in respect of the Quadruple Bottom Line
 - o community
 - o economy
 - o environment
 - o leadership
- present the information within the new CSP arranged around FIVE Strategic Directions (SD) consisting of:
 - o SD1: a vibrant and active Queanbeyan-Palerang (QP) – COMMUNITY
 - o SD2: a prosperous QP – CHOICE
 - o SD3: a sustainably managed QP – CHARACTER
 - o SD4: a connected QP – CONNECTION
 - o SD5: a well governed QP – CAPABILITY

2.2 OUR RESPONSE – THE METHODOLOGY

2.2.1 Engagement tools

Cultural Capital proposed a three part approach to capturing information from the community:

- a structured online questionnaire / survey (see Section 3)
- video vox pops in high traffic areas (see Section 4)
- capturing stories from hard to reach stakeholder groups

2.2.2 Promoting the project to the community

2.2.2.1 Branding the project

QPRC accepted Cultural Capital's recommendation to give the project an identity as a means of promoting the online survey to the community.

The project was given the identity of:

Our Future – make it yours

2.2.2.2 Community Champions

Cultural Capital worked with QPRC to secure the voluntary services of prominent members of the QP community to encourage community participation in the survey.

The Champions promoted the opportunity through:

- the event to launch the survey by Administrator Tim Overall on 2 February 2017
- video uploaded to Council social media platforms
- newspaper advertisements

2.2.2.3 E-newsletters

The opportunity to participate was also promoted on several occasions by QPRC to its community and business group email databases – a total of over 1,100 emails.

2.2.2.4 Vox pops and video storytelling

The second and third elements of Cultural Capital's engagement tools (see section 2.2.1), the vox pops and videos of storytellers in the community, were undertaken early. Content was uploaded and shared through QPRC's social media platforms to raise awareness of the opportunity to participate in the survey.

2.2.2.5 Newspaper advertisements and media releases

QPRC promoted the online survey through its standard community newspaper advertisements and through the dissemination of media releases.

2.2.2.6 Facebook

QPRC created a discussion on the online survey on its Facebook page.

The purpose of the Facebook discussion was to promote the opportunity for engagement through the online survey. It was not intended to provide information for this report.

2.3 CROSS-REFERENCING ENGAGEMENT OUTCOMES

While undertaking engagement for the Community Strategic Plan, QPRC was also managing engagement programs for Council’s Economic Development Strategy and CBD Masterplan Renewal.

Economic Development Strategy (EDS)

Consultation took place via personal interviews and group workshops in the three centres of Queanbeyan, Bungendore and Braidwood.
Inputs from concurrent engagements for the Community Strategic Plan were fed into the process.
These programs were facilitated by professional engagement consultants.
Four themes common across the region emerged from these engagement activities:

- 1. Improvement of public realm in our towns as an economic driver
- 2. Creation of an identity to enable regional marketing and promotion
- 3. The need for a residential customer base in all towns, driven by planning
- 4. Release of land for industry

Ultimately, after all EDS engagement processes were synthesised, Council elected to craft a new vision for economic development around seven key areas:

- 1. Prosperity
- 2. Identity
- 3. Environment
- 4. Vibrant business centres
- 5. Capturing visitors
- 6. The next generation
- 7. Leadership

The full Economic Development Strategy Engagement Report may be viewed as a separate document.

Queanbeyan CBD Masterplan Renewal

Consultation took place via a series of workshops with stakeholders in the Queanbeyan CBD.
Inputs from current engagements for the Community Strategic Plan and Economic Development Strategy were fed into the process.
The programs were facilitated by professional engagement consultants including an urban designer with significant master planning expertise.

After analysis of the 2009 Masterplan, it was determined that this engagement focus on exploring and prioritising the vision and values held by the community for the CBD. Ultimately, after the CBD engagement processes were synthesised, Council elected to craft a new vision supported by a set of values for the CBD Masterplan:

Vision: A contemporary city with a country heart

Values: A compact, connected and caring city
Lively and inviting streets and spaces
Connected to nature
Culturally expressive
Energetic economy

The full CBD Masterplan Renewal Engagement Report may be viewed as a separate document.

Community Survey Outcomes

3.1 The Survey

The primary tool to gain information for understanding community aspirations and satisfaction, with which to inform the Community Vision and Strategic Directions, was the community survey, which was available on-line on the QPRC website between 2 February 2017 and 12 March 2017.

Hard copy surveys were made available at QPRC offices and libraries in Queanbeyan, Bungendore and Braidwood.

The survey is at Appendix 1.

It was completed by 236 respondents (see Table1).

Information in this section is taken from the Excel spreadsheet summary output provided to Cultural Capital by QPRC.

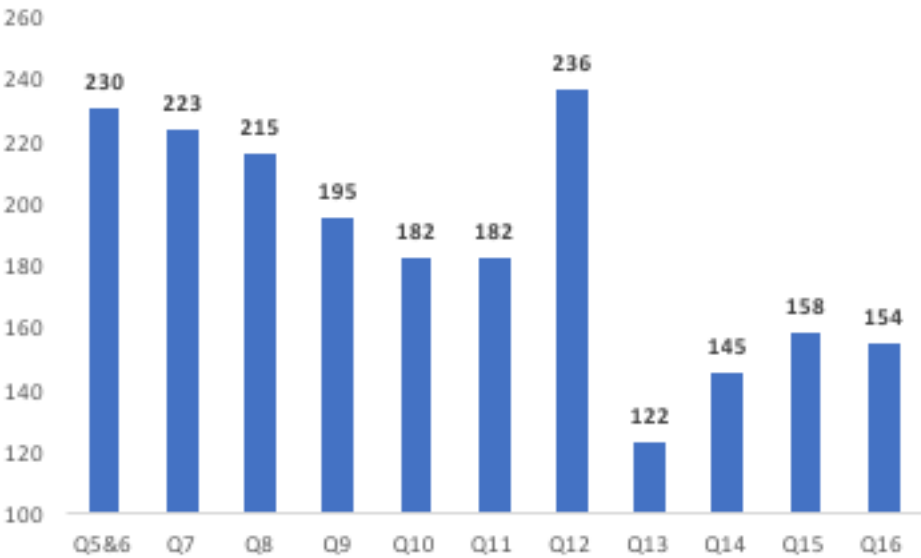


Table 1

3.2 Demographics

Respondents were asked to identify themselves by three parameters:

- age group
- sub-region of residency
- length of residency

The outcomes of these parameters are presented below.

3.2.1 In which part of our region do you live?

QPRC has identified four sub-regions as key areas of importance to the council. Respondents were asked to nominate which of the four sub-regions they lived in. The four options were:

- A. **Urban area:** Queanbeyan-Jerrabomberra-Googong
- B. **Urban fringe:** including, but not limited to, Wamboin, Bywong, Royalla, The Ridgeway, Fernleigh Park, Burra
- C. **Rural village:** Bungendore, Braidwood or Captains Flat
- D. **Rural area:** including, but not limited to, Nerriga, Araluen, Forbes Creek, Rossi, Hoskinstown, Majors Creek, Reidsdale, Oallen

The number of respondents by sub-region is set out in Table 2 below.

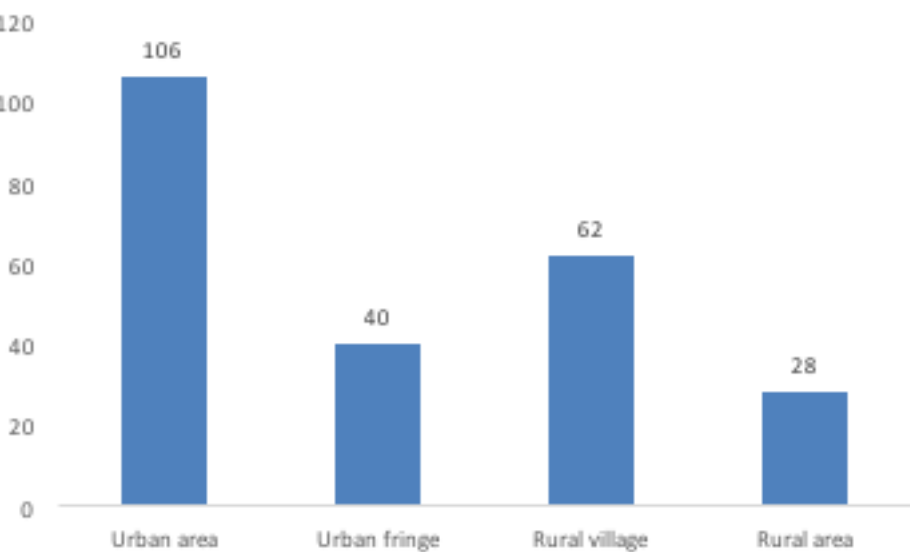


Table 2

3.2.2 What age group are you in?

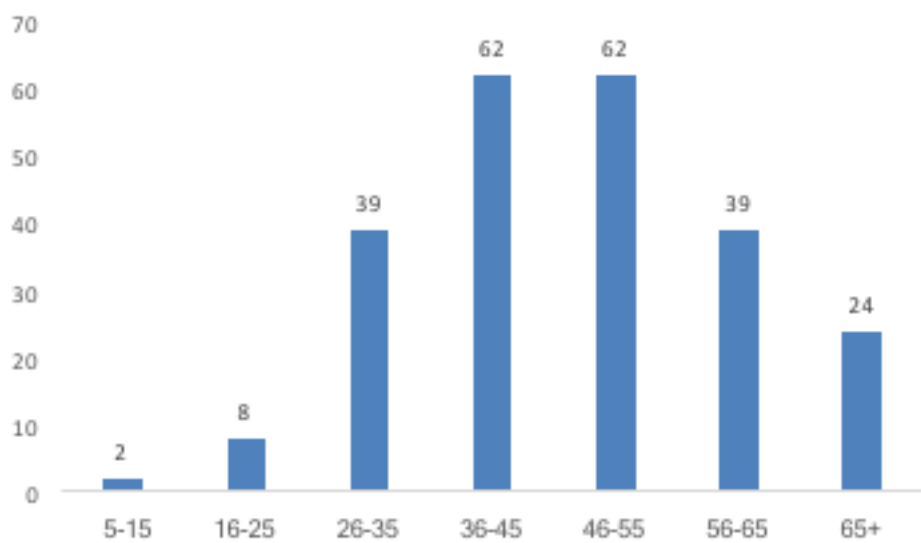


Table 3

3.2.3 How long have you lived in what is now the Queanbeyan-Palerang Region?

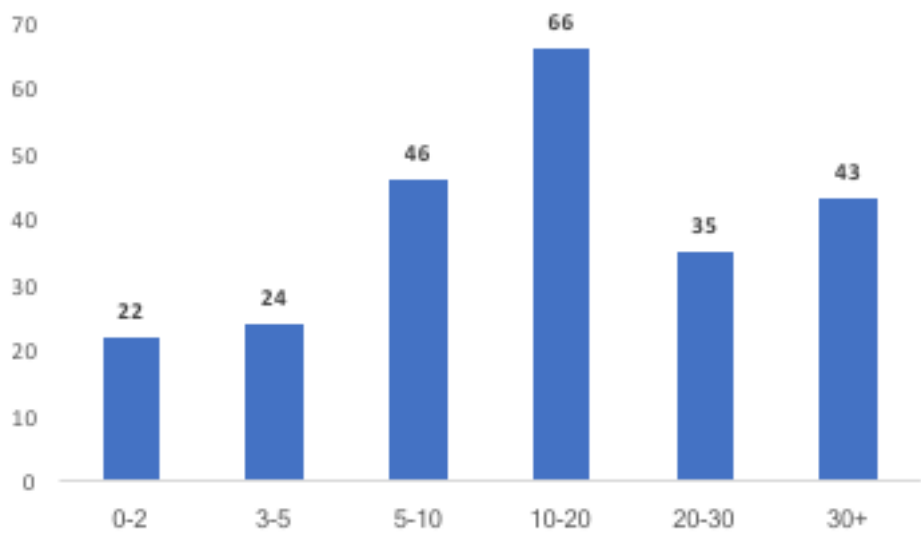


Table 4

3.3 Why do you live where you live and what do you like about it?

3.3.1 The region

Top 10 Issues



The community of Queanbeyan-Palerang share a common appreciation of the benefits of living in a place that offers the opportunity for strong social and environmental connections traditionally associated with country or rural communities, and the opportunities available through its convenient proximity to the larger metropolitan centre of Canberra and the coast.

The region is a community that is neighbourly, friendly, caring and inclusive, enjoying the peace and quiet and natural beauty of the natural environment – the landscape, the bush and the clean air.

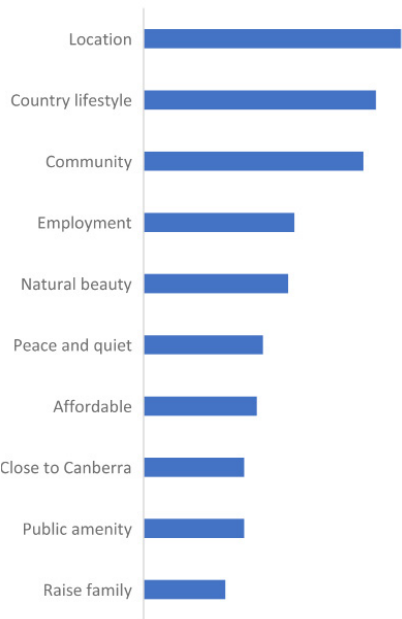
With some variation, the key reasons people live in and like the Queanbeyan-Palerang Region are:

- country lifestyle
- the community
- location
- natural beauty
- peace and quiet
- employment



3.3.2 Urban area: Queanbeyan-Jerrabomberra-Googong

Top 10 Issues



The urban areas of Queanbeyan, Jerrabomberra and Googong place a heavier emphasis than the other three sub-regions on the benefits of the location of their residence – its proximity to employment and services in Canberra.

Location and proximity to Canberra are dominant factors in deciding what they enjoy about where they live.

“We love being able to live in a beautiful bush surrounding only 10 minutes from Queanbeyan and 25 minutes from Civic”

Residents enjoy a country lifestyle, the natural beauty of their surroundings and a strong sense of community.

“I love the community feeling in Queanbeyan”

“Quiet street, with nice gardens, though the street trees are a little lacking Close to beautiful river walking track which bring great joy for my soul”

They enjoy good public amenity and local facilities.



3.3.3 Urban fringe

Top 10 Issues



Living in the urban fringe provides a peaceful and quiet country lifestyle and access to both the environment and the services and opportunities of Canberra. Residents feel that they live in an enjoyable social and physical landscape.

Residents also enjoy their local facilities and the proximity to Queanbeyan.

“Space, peace and quiet, not too far from Queanbeyan, good road access”

“I love the peace and quiet but am still within easy reach of all the facilities of the Capital”



3.3.4 Rural village

Top 10 Issues



Residents of rural communities appreciate their lifestyle in the peace and quiet and natural beauty of their environment, and the benefits of living in friendly, supportive villages – places to raise families.

“Bungendore is a wonderful little town with an amazing community spirit”

“Friendly community feel, safe for family”

We live here for the quiet village environment that provides us with fabulous family lifestyle, relaxed atmosphere and way of life that is not available in a city

Canberra is a less dominant factor: it is close enough to be accessible. The impact of traffic between Canberra and the coast is important.



3.3.5 Rural area

Top 10 Issues



Country lifestyle and community are the dominant factors for residents of rural communities. Their choice of lifestyle and surroundings provides an affordable and safe environment for raising families. They enjoy their peace and quiet.

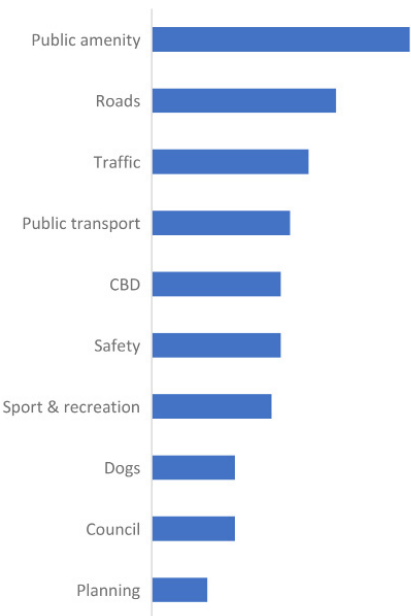
“The community, the peace, the view out my back window, the clean air, the Bush, just the whole lot”

“The community is friendly and close knit, It’s quiet and relatively crime free, it’s safe for my 3 children”



3.4.2 Queanbeyan-Jerrabomberra-Googong

Top 10 Issues



Poor public amenity dominated responses from the urban area, followed by roads, traffic and transport problems.

"Lack of good pedestrian facilities like foot paths and pedestrian crossings and lack of affordable and frequent public transport"

"The roads are very poorly maintained causing significant costs on the vehicle in wear and regular tyre damage"

The Queanbeyan CBD is a source of dissatisfaction, as is, to a lesser extent, the planning undertaken by and the performance of QPRC.

"Disjointed town centre"

"Main Street is a disaster area, some of it old and run down, and too much traffic, thoroughfare to the coast from Canberra"

"Council changing zoning and enabling building in parks or parklets. Green space is the lungs of the city, especially as Queanbeyan expands"

"Not a safe community"

Respondents want more and better sporting and recreation facilities.

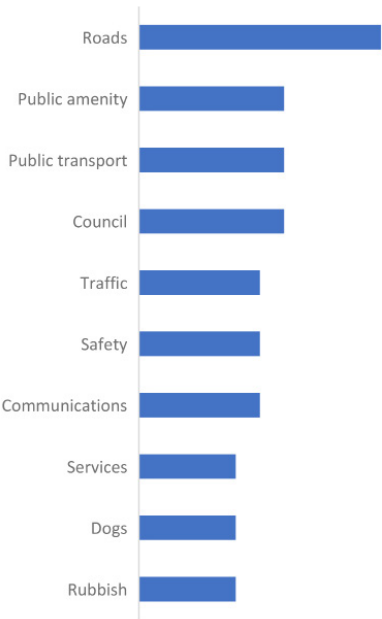
"There are no playgrounds for the kids"

"No sports facilities"



3.4.3 Urban fringe

Top 10 Issues



Urban fringe respondents regard public amenity as the biggest single dislike, followed by safety, rates, recreation, facilities and roads.

“There are no footpaths to link into town”

Communications matters (internet, phone and television) are also important dislikes.

“The utter neglect and lack of care when it comes to the provision of telecommunications services that work”

“Sometimes it can be a bit isolated and the poor internet quality”

“A good and reliable mobile phone service (absent now) and internet communications (absent now)”

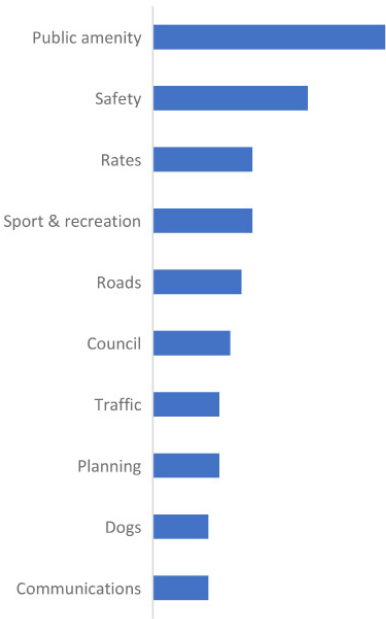
Dogs are a less serious dislike, but the issue is a regional theme.

“Some residents do not look after their wandering and barking dogs”



3.4.4 Rural village

Top 10 Issues

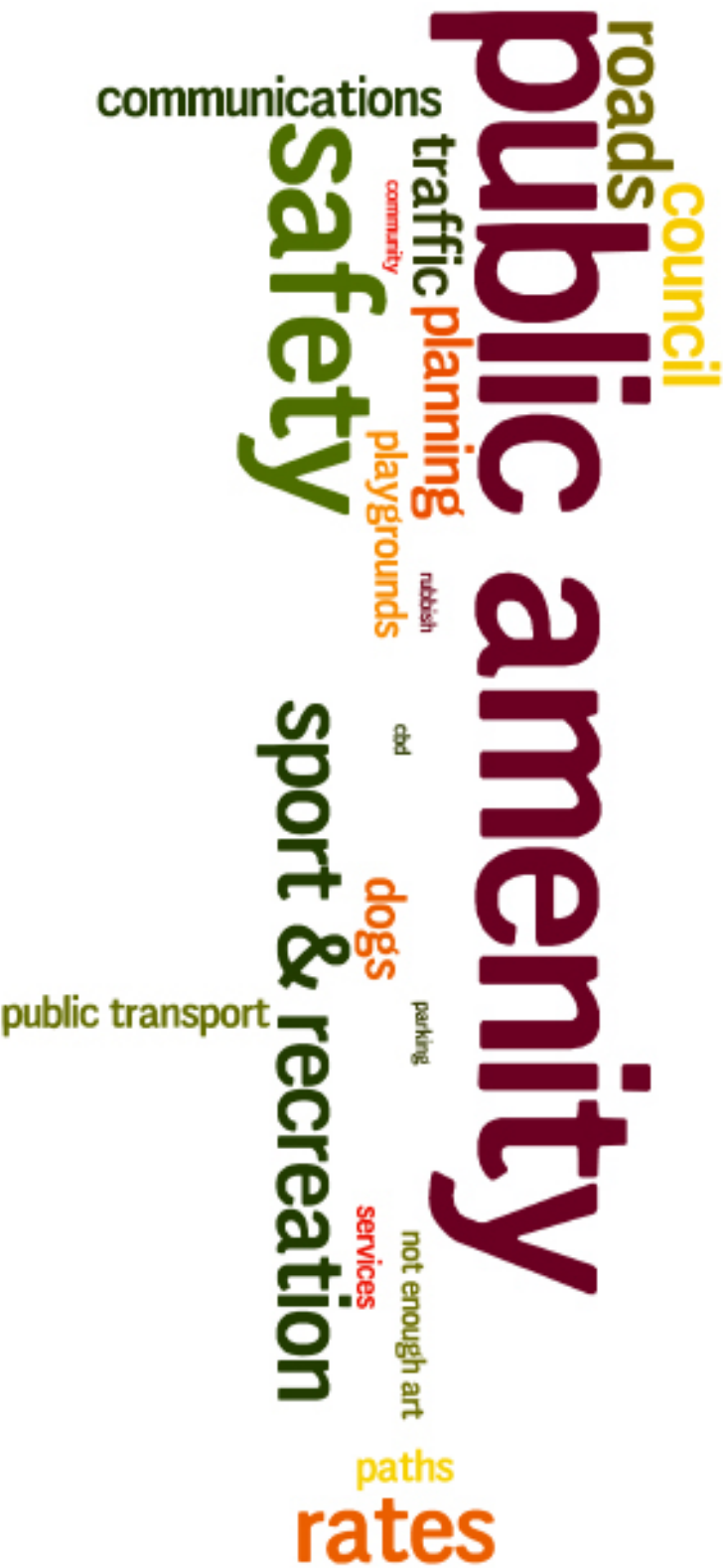


After public amenity, safety is the major dislike for respondents from rural villages.

Council rates are an issue, and there is dissatisfaction with sports and recreation facilities. Matters relating to Council form a significant category of dissatisfaction when the elements of rates, council, planning and dogs are combined.

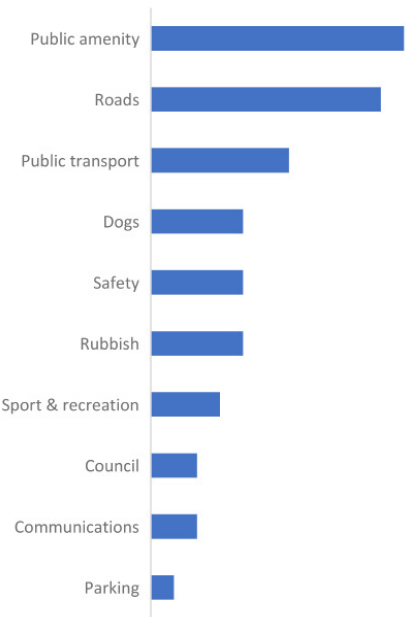
“Lack of internet”

“No community centre, no access to arts facilities for hands on workshops”



3.4.5 Rural area

Top 10 Issues



Respondents from rural areas also listed poor public amenity as the major dislike of the locality in which they live.

Roads and public transport are the second level of problems, followed by dogs and safety.

Residents experience problems with connection to telephone, internet and television services.

“Lack of entertainment/stimulating activities”

“Barking dogs / dangerous dogs / neighbours who don’t control their dogs”

The maintenance of roads is a significant dislike.

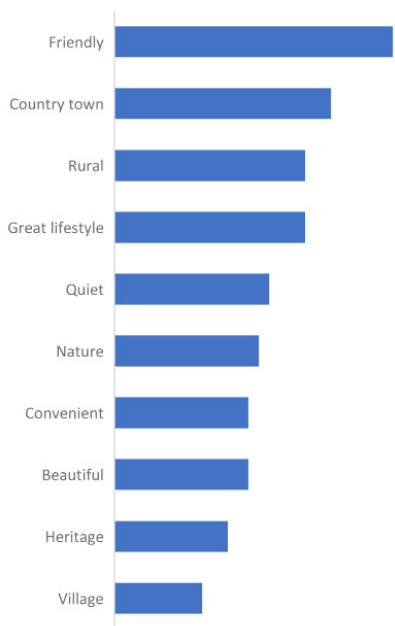
“Going into Braidwood and getting flat tyres because of the state of the road”



3.5 How would you describe where you live to a first time visitor?

3.5.1 The region

Top 10 Issues



As in the response to Question 5 and 6, there is a shared appreciation and enjoyment across Queanbeyan-Palerang of positive community values.

Queanbeyan-Palerang is described as friendly, a country town, rural and having a great lifestyle.

"I live in a warm, friendly and welcoming community"

"A paradise - one that takes a lot of looking after and careful stewardship"

"Country setting with easy access by road to Australia's capital city. Magnificent restful vista"

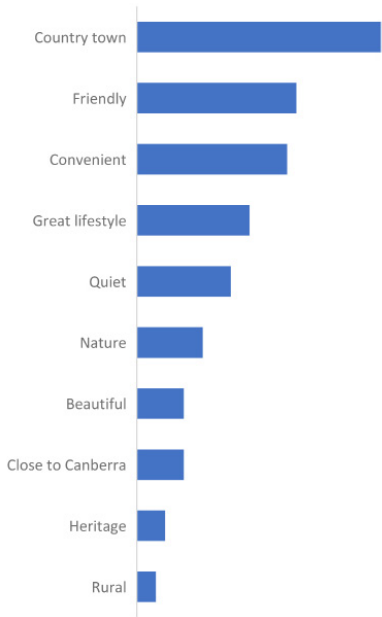
"A large regional town with a wonderful diverse cultural mix, just across the border from the ACT, so we get the strong sense of community with the benefits of city level services and convenience"

With minor variations, the four sub-regions reflect the benefits of the social and physical environment within which they live.



3.5.2 Queanbeyan-Jerrabomberra-Googong

Top 10 Issues

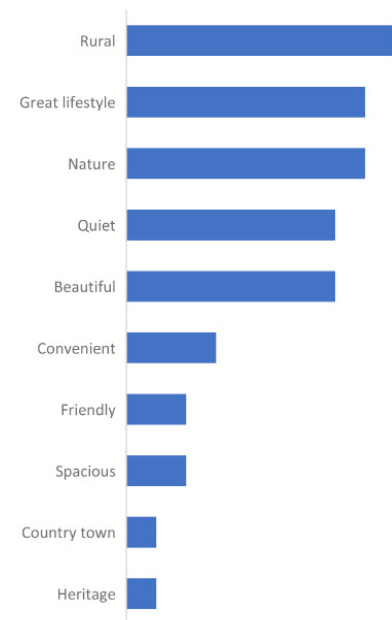


Urban residents rated the friendly country town feel highest. Convenience and lifestyle were important as were quiet, beautiful and natural. Heritage was rated at ninth.



3.5.3 Urban fringe

Top 10 Issues



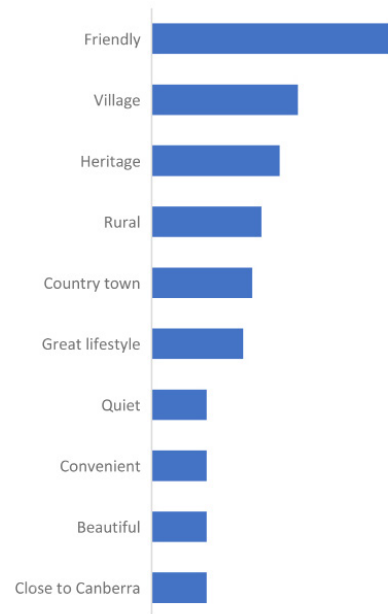
Urban fringe respondents placed a very high value on their rural context. They appreciated the country lifestyle in both social and landscape terms.

Heritage rated tenth for these respondents.

great lifestyle
rural
quiet
convenient
beautiful
nature

3.5.4 Rural village

Top 10 Issues

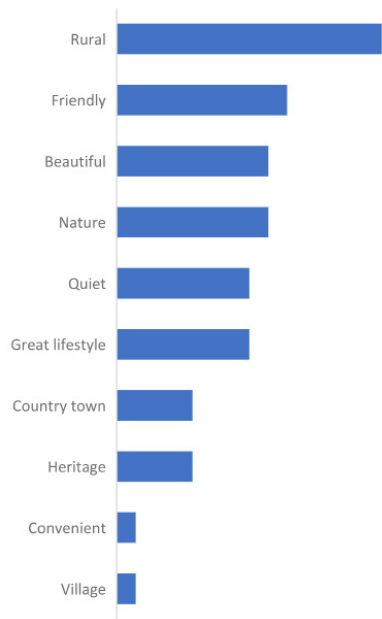


Community and environmental values dominated for respondents in rural villages, who valued heritage more highly than other residents, at third.



3.5.5 Rural area

Top 10 Issues



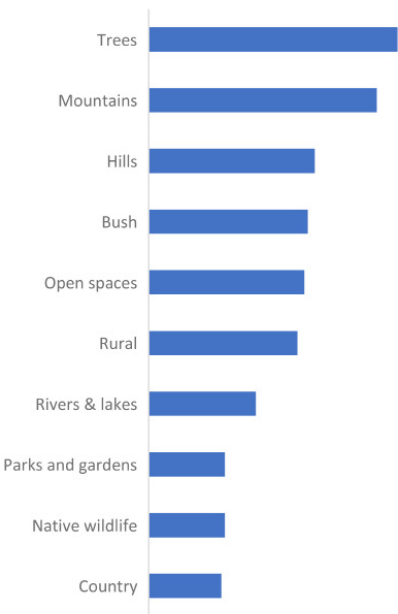
The rural areas valued their rural locations. Natural values of beauty, nature and quiet rated highly, as did community values of friendliness and lifestyle. Heritage rated seventh for these towns.



3.6 What sort of landscape makes you think about your home suburb/town?

3.6.1 The region

Top 10 Issues



Whether residents of suburbs or countryside, respondents were consistent in their descriptions of the elements of the landscape to which they relate.

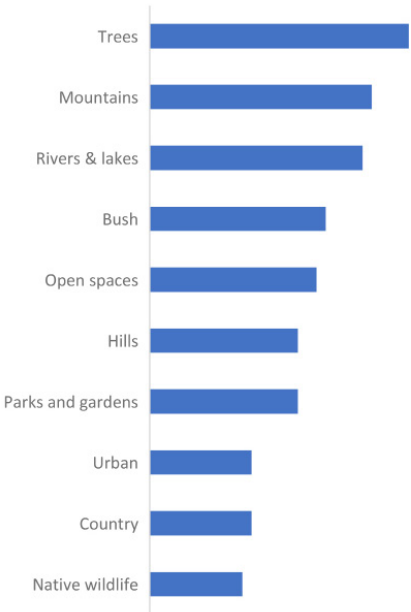
They are the trees, mountains, bush – the open spaces and countryside; and the rivers and other water bodies.

- “Native plants, plenty of birds and wildlife. Lots of tall trees”
- “I love the rolling hills, granite rocks and beautiful trees around here”
- “I love the river & the bird life”
- “Natural rugged dry bushland teaming with wild life and birds”
- “The river, the bush, the CBD”



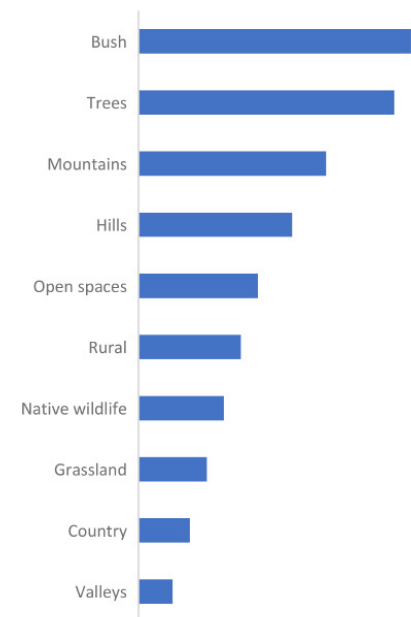
3.6.2 Queanbeyan-Jerrabomberra-Googong

Top 10 Issues



3.6.3 Urban fringe

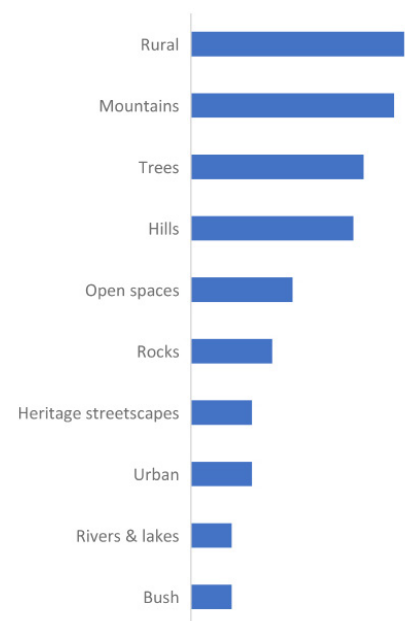
Top 10 Issues





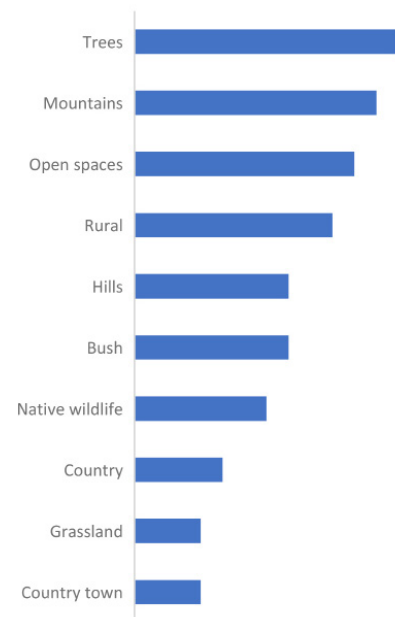
3.6.4 Rural village

Top 10 Issues



3.6.5 Rural area

Top 10 Issues



3.7 What are the four things that the new region of Queanbeyan-Palerang needs to have, or to have more of, to be a better place to live?

Within an overall desire to be more modern in services, facilities and appearance, respondents want better fundamental services – roads and recreation facilities.

Respondents want more cafes and restaurants, community events, a cinema and a vibrant CBD.

“Better community services & programs to engage residents - things that WE want, not festivals etc that are inflicted on us”

“More notable shops in main street ... Late night eateries ... Cinema ... More community activities”

They want better roads – better maintenance and capital improvements that deliver safety and convenience – and public transport.

“Better public transport to other towns and cities”

“Improved public transport (affordable and timely) supporting the move toward being environmentally friendly”

“Improved regional roads and connections to thoroughfares to large ACT roads”

The emphasis on more sports and recreation facilities, including aquatic and playgrounds, is also expressed through a desire that there be a focus on the young people of the community.

“Community centres, youth centres, seniors centres - places where people can meet, socialise, learn something, belong”

“More things and better infrastructure for young people to do in small rural communities”

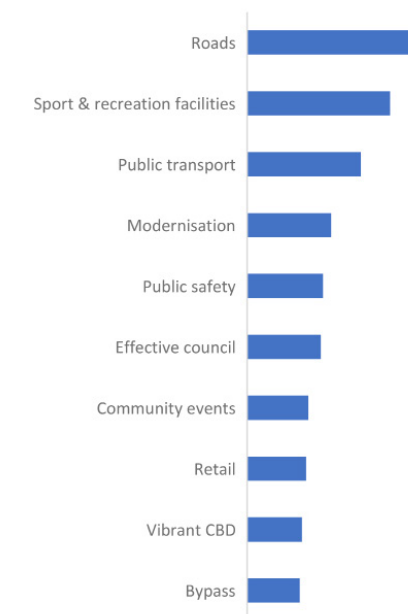
At the heart of these better services and a more modern region, is an effective and responsive Council with a fair rates structure, strategic planning and a vision that is funded.

“More pro-active council that focuses on what it should be doing, rather than responding to every misguided suggestion and wasting precious rates money on things very few need”

“Serious long term planning”

“Respect for the different environments within the region and active adherence to environmental policies”

Top 10 Issues



3.8 What are the four most important issues that the new Queanbeyan-Palerang Regional Council has to tackle to make your life better?

Respondents focused again on the need to be able to travel around their region easily and safely. Roads (highest ranked matter), public transport (7), Bypass (8) and traffic management (11) is the highest ranking issue for QPRC to tackle.

"Work out a better plan for traffic in the CBD and Cooma St (EDE is a good start) incorporating measures to account for expected population growth"

"Roads condition and safety, weed management, sensible road network for commuters"

"Please repair and maintain Captains Flat Rd"

"Road safety in Braidwood - pedestrian"

"Roads - repairing main roads & more passing lanes"

"Bypasses for QBN, Bungendore & Braidwood"

Outside of management and maintenance of roads, general maintenance of the environment is the most pressing matter. The category of maintenance was the second highest category, and public realm (making the region more attractive, livable) was third.

"Make Queanbeyan more pedestrian friendly with better paths, zebra crossings, pedestrian islands etc (paths promote healthier lifestyle, less reliance on car)"

"Get recycling centre set up at the tip"

"We need a tip, clean water and increased use of renewable energy"

"Youth opportunities, community amenities in smaller rural centres"

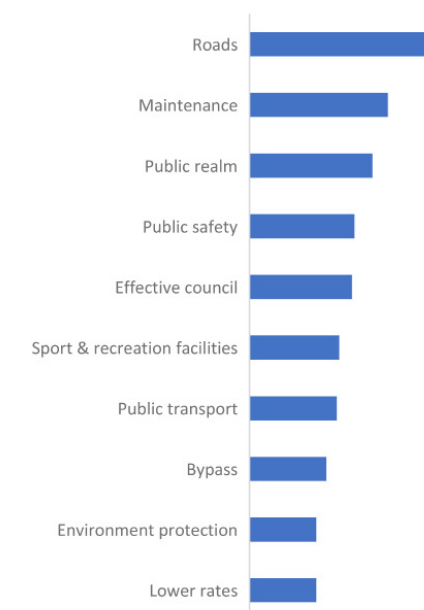
Public safety was the fourth most urgent issue for QPRC to address.

"Drugs & crime - get the meth labs out of Queanbeyan"

Then came Council itself. Respondents want to see a QPRC that is responsive, representative, equitable and open to scrutiny, a government that addresses red tape.

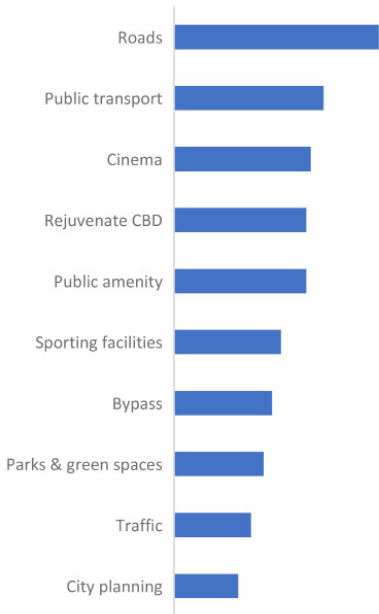
"Lower council rates ... Better response time to complaints from the public"

Top 10 Issues



3.9.2 Queanbeyan-Jerrabomberra-Googong

Top 10 Issues

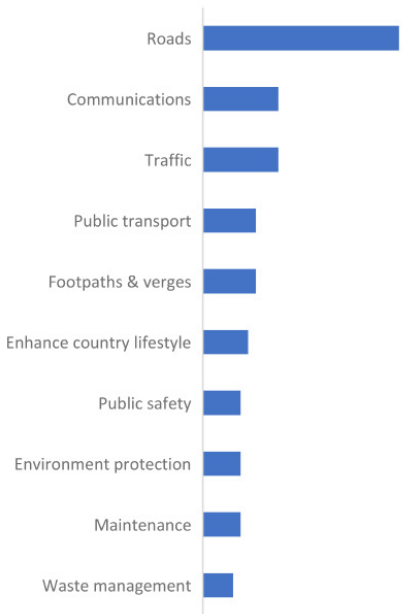


Unsurprisingly, the urban areas placed high priority on urban issues; building a cinema, rejuvenating the CBD and improving public amenity in addition to the top two issues of roads and public transport.



3.9.3 Urban fringe

Top 10 Issues

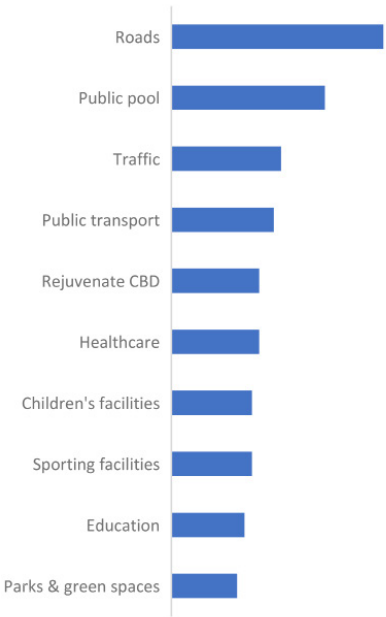


Along with communications, roads, traffics and public transport dominated for this group. Most other concerns were maintenance and service issues.



3.9.4 Rural village

Top 10 Issues

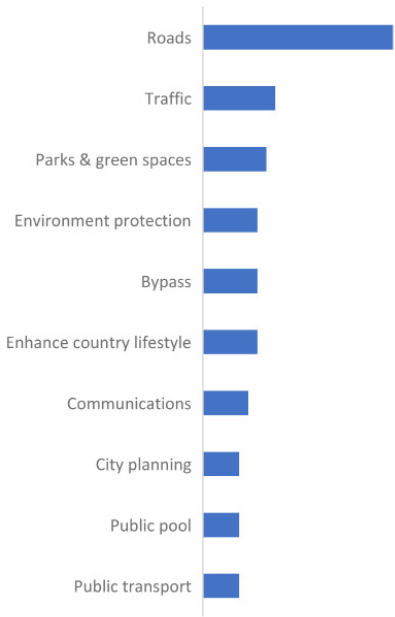


For residents of rural villages, roads and traffic were in the top three. Public transport rated fourth for this group, the Queanbeyan CBD renewal was important, as well as access to services like healthcare, education and sporting facilities.



3.9.5 Rural area

Top 10 Issues



The rural areas rated roads and traffic as their top two issues with public transport at tenth. Green spaces, environmental protection and country lifestyle rated highly for this group.



3.10 What are Queanbeyan-Palerang’s four best economic or business assets?

The two leading responses describe the region’s economic or business assets in terms of its geographical proximity to the population, services and facilities of Canberra.

“Proximity to high-wealth markets - Canberra, Southern Highlands, Sydney”

The Queanbeyan-Palerang community itself – its diversity and identity – is the third highest listed asset, followed by the towns/villages of the region – Braidwood, Bungendore and Captains Flat. Comments suggest this asset can be linked to tourism (seventh ranked asset).

“Its people - if they’re employed & motivated, they’ll stay, work hard and invest for the good of the region”

“Council is an Organisation not a Business. The Rate payers are your biggest asset, look after them”

“Quality farming land to the east and the opportunities for primary production AND value adding industries ... Potential for tourism, if only it had the facilities and attractions”

“Local artists, craftspeople and farming, especially, specialist foods, low food mile focused or organic farming”

Respondents regard the affordable living and amenity offered by Queanbeyan-Palerang as the fifth ranking economic asset.

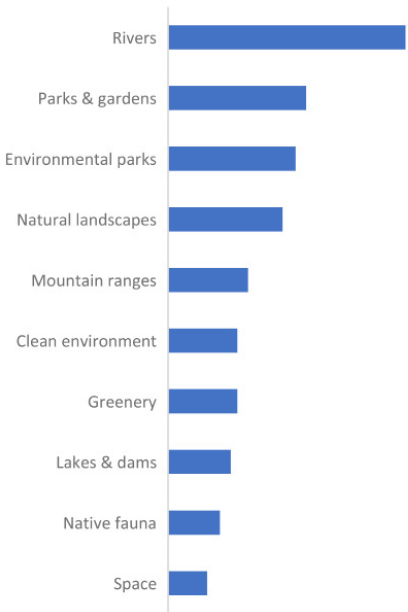
“The Queanbeyan Park, the pools, loads of space for businesses to develop. Easy access to Canberra”

Top 10 Issues



3.11 What are Queanbeyan-Palerang’s four best environmental assets?

Top 10 Issues



The rivers of the Queanbeyan-Palerang are considered by respondents to be the greatest environmental asset – the Queanbeyan, Molonglo, Mongarlowe and Shoalhaven.

Of the parks and gardens, that were the second most highly valued asset, Queanbeyan Park and Queen Elizabeth Park II Park were mentioned.

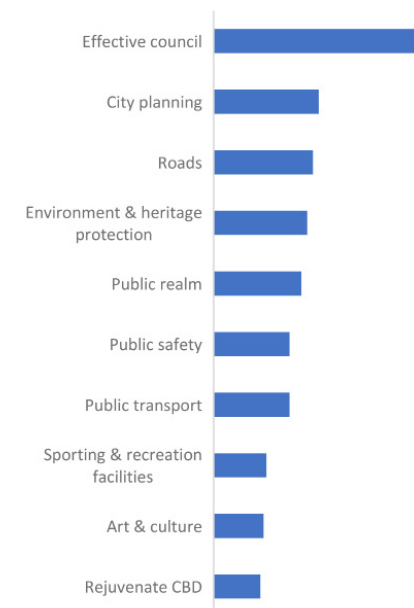
The region’s significant environmental reserves were considered by respondents as the third most highly prized environmental asset – including Budawang, Monga, Deua, Tallaganda and Cuumbean.

The fourth category is natural landscapes – a broad category that captures everything from wilderness and bushland to biodiversity.



3.12 What needs to change in Queanbeyan-Palerang if the region is going to be the place you want it to be?

Top 10 Issues



The highest ranking response from respondents was the need for QPRC to be an effective Council. That is, a Council that is accountable, efficient, representative; a Council that listens; a Council that budgets well and keeps rates under control.

"A vibrant democracy"

"Streamlined and updated Council administrative processes - duplication is rife and very frustrating for residents"

The next highest desire for change is to the way that Council handles its city planning – being strategic and innovative in its control of the development that the region will face. This is linked to the fourth highest matter for change – protection of the environment and heritage of the region.

"Better development planning to develop centres of interest and businesses"

"A well thought out strategic plan for the town of Bungendore, with community consultation"

"Tight planning controls to prevent greedy developers pushing through unsympathetic developments, in Queanbeyan and in the new towns of the shire"

The third highest category was roads.



3.13 How would you like to describe your region to a visitor 10 years from now?

Respondents want to see Queanbeyan-Palerang ten years from now described as a place offering a wonderful lifestyle for families that is marked by the environment within which they live.

The lifestyle is friendly, safe, relaxed and comfortable – the result of living in an environmental haven, with clean and pristine waterways and bushland.

“Pretty, vibrant, easy to get around and safe”

“A pleasant, affordable area in which to live with good amenities and a laid-back lifestyle”

This notion of being an environmental haven is supported by a desire to be a community that has a sustainable approach to the use of energy and the treatment of waste.

“A place that welcomes everyone and is a harmonious place to live. A place that practices sustainability and treads lightly on the planet”

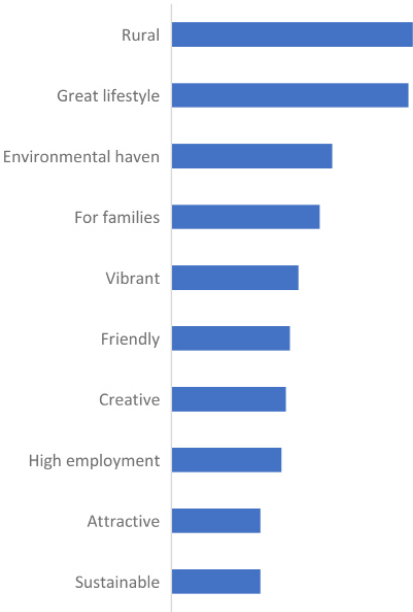
Queanbeyan-Palerang is a community that contributes to a vibrant economy that creates employment, and a vibrant cultural scene.

“Renewable energy, cleaner river, jobs of the future, energetic CBD”

“We are not struggle town. We need to be a vibrant community where people want to meet and come together. We have an image problem”

“A cohesive, all inclusive region that supports and promotes its products, its people that live in a rural and city lifestyle. The rural region supports the city and vice versa (we don’t have to rely on Canberra)”

Top 10 Issues



Vox Pop Outcomes



The purpose of the vox pops was to:

- visibly engage with the community to promote the CSP engagement process
 - Queanbeyan** views 8200
 - Bungendore** views – 7800
 - Braidwood** views – 4600
- provide another layer of information to add to the online survey



The vox pops were recorded as follows:

- Bungendore**, 18 February 2017
Various locations, between 10am and 11.30am, 7 people interviewed
- Queanbeyan**, 19 February 2017
Town markets, between 10.30am and 12.30, 11 people interviewed
- Braidwood**, 25 February 2017
Various locations, between 10am and 1pm, 11 people interviewed



Vox pop participants were asked to describe:

- what they loved about where they lived
- what services, facilities or community attitudes that place needed to be a better place

The vox pops are attached as a USB as Appendix.

4.1 Queanbeyan

4.1.1 Themes

- **We're a friendly, supportive, country community**
- **To thrive we need to develop what we have**
- **We need to do our own thing, be ourselves**
- **We're never gonna be Canberra ...**
- **So we need to differentiate from Canberra**
- **We need specialty retail**
- **What other "specialty things" will improve QBN**



4.1.2 What we love

- Community spirit (6)
- Country town (3)
- Great place to bring up kids/family feeling (2)
- Always meet people you know in street (2)
- Can walk everywhere, don't need car
- Everything is ten minutes away
- Can walk along the river
- Vibrant and happy
- Not too big/not too small
- Proximity to Canberra
- Great park with old trees
- Markets
- Everyone gets along
- Can get a hug if you need one

4.1.3 What we need

- Cinema (3)
- Bike paths
- Corner stores
- Transport
- Hockey field
- Shade in the new park
- Keep the small town feeling
- Don't try and be Canberra
- Improve the shopping here
- More specialty retail
- Council should support the markets
- To do more here so we are more self-contained, less reliant on Canberra

4.2 Bungendore

4.2.1 Themes

- **We're here because we like it as is**
- **We need to retain that character even as we grow**
- **We're pro-business and need to support and facilitate that**
- **We need a school**
- **We need some tourism infrastructure to bring new opportunity**
- **The new developments in Bungendore are not a great fit with our values**



4.2.2 What we love

- Community spirit (4)
- The way people pull together, like in the recent fires (3)
- Friendly people (3)
- Peace and quiet (2)
- Small town feel
- But we give each other space too, don't live in each other's pockets
- It's a family place with a great atmosphere
- Geographic relationship with Canberra – not too near, not too far

4.2.3 What we need

- Keep our strong community spirit (4)
- The rail trail: Bungendore to Captains Flat
- Council should support cycling infrastructure
- A high school
- Larger block sizes in new developments so people have space to plant trees or street trees in new areas
- Pause new development till we work out what we want
- We don't want a suburban lifestyle
- Make commercial development in the CBD easier - cut red tape
- Retain the existing commercial/community precinct even though IGA is going to other side
- Good people and strong businesses coming into the town

4.3 Braidwood

4.3.1 Themes

- This town has a diversity which sustains it
- It is a unique blend of heritage and hipness
- We're simultaneously laid back and sophisticated
- We don't ask for much; businesses are responsible for their own fates
- But we understand very clearly where Council can add value and help us
- We need council to manage us as a destination
- We have lots of opportunities to capitalise on our unique community
- Shared spaces would be good (we would actually use them here!)
- Our main street is important, what can Council do to capitalise on its assets?
- We can attract more people here, and grow more businesses
- Lots of young families so we need infrastructure for kids, like a skate-park



4.3.2 What we love

- | | |
|--|---|
| <ul style="list-style-type: none">• The people; welcoming, friendly and supportive (5)• Community (5)• The rich cultural mix and diversity (4)• Everyone gets along• Great place to bring up children• Café culture• Sophisticated but country• The main street• Relaxed• Busy enough | <ul style="list-style-type: none">• History and heritage• Contemporary and future driven• Meshing together of history and aspiration• Location; proximity to Canberra, coast and even Sydney• Size/feel/look of town• Lively/feisty/resilient/resourceful• Tourist traffic creates economic opportunity |
|--|---|

4.3.3 What we need

- Council to respect the main street (3)
- Main street beautification (2)
- Retain our values
- Respect for our heritage
- A skatepark
- Shared office space with connectivity
- A community space for kids, youth and adults to share
- Transport links
- Council receptiveness to a caravan park
- Council to work with us to build industry
- Council to provide good destination management
- Council to maintain infrastructure so it's welcoming

Community Strategic Priorities

5 Community Strategic Priorities

This section proposes the community strategic priorities deriving from the analysis of the CSP online survey (Section 3).

The community strategic priorities are presented against the Strategic Directions (SD1 to SD5) and Key Strategies that form the basis of the new CSP.

Queanbeyan-Palerang Strategic Directions (from Council document)	Queanbeyan-Palerang Key Strategies (from Council document)	Community strategic priorities (from Community Survey)			
		Urban	Urban fringe	Rural villages	Rural
SD1 A vibrant and active QP: A safe, harmonious, happy and healthy community leading fulfilled lives					
SD1.1: Local recreational and sporting facilities reflect the needs and interests of the community	Parks gardens Aquatic centre Indoor sports centre Bushland management	✓	✓	✓	✓
SD1.2: Build on and strengthen community, cultural life and heritage	Community centres Culture and arts	✓	✓	✓	✓
SD1.4: Residents have access to education, training opportunities and health services	Advocacy for Bungendore High school, ambulance Community centres for Bungendore and Captains Flat			✓	
SD1.5: Maintain long term planning approach that caters for diversity and choice in lifestyles	LEPs / DCP	Cater for commercial and industrial land requirements Regeneration of CBD (see also SD2.3)		Cater for industrial land requirements in Bungendore Cater for industrial land requirements in Braidwood (see also SD2.3) Review of minimum rural lot size to 10 acres	
SD2 A prosperous QP: a diverse and smart economy that creates choice and job opportunities					

Queanbeyan-Palerang Strategic Directions (from Council document)	Queanbeyan-Palerang Key Strategies (from Council document)	Community strategic priorities (from Community Survey)			
		Urban	Urban fringe	Rural villages	Rural
SD2.1: Continuous progress towards delivery of local economic development including local employment and training opportunities	Economic development Tourism centres	✓	✓	✓	✓
SD2.2: Encourage local business and industry leadership	Brickwood alleyways			(see also SD1.5) ✓	
SD2.3: The ongoing revitalisation of the Queanbeyan CBD, suburban centres and rural centres	Place management – public realm	✓	✓		
SD2.4: Creating opportunities for youth and seniors	Keeping the youth in the region: • facilities and services • employment	✓	✓	✓	✓
SD3 A sustainably managed economy: a clean, green community that cherishes its natural and physical character					
SD3.1: Consider the environmental impacts of future planning	Land use planning and regulation			Dungundoo Harbor Plan	
SD3.2: Promote and implement resource conservation and good environmental practice	Domestic and business waste management Animal pound Energy efficient projects Alternative renewable energy projects	Dog control Sustainable / renewable: modern image and identity	Dog control Sustainable / renewable: modern image and identity	Dog control Sustainable / renewable: modern image and identity	Dog control Sustainable / renewable: modern image and identity

Queanbeyan-Palerang Strategic Directions (from Council document)	Queanbeyan-Palerang Key Strategies (from Council document)	Community strategic priorities (from Community Survey)			
		Urban	Urban fringe	Rural villages	Rural
SD3.4: Develop sustainable and integrated water management	Water resources, quality, pollution Dams	Clean environment Clean water bodies	Clean environment Clean water bodies	Clean environment Clean water bodies	Clean environment Clean water bodies
SD4: A connected Q-P: A well connected community with good infrastructure enhancing quality of life					
SD4.1: Undertake planning to ensure infrastructure is prepared for future growth	Car parks Water supply Sewerage Asset management plan Telecommunications blackspot eradication Waste landfill and transfer stations Recycling	Sustainable / renewable: modern image and identity	Telecommunications services Sustainable / renewable: modern image and identity	Telecommunications services Sustainable / renewable: modern image and identity	Telecommunications services Sustainable / renewable: modern image and identity
SD4.2: Continue to improve integration of land use and transport	Advocacy Commuter services	Public transport	Public transport	Public transport	Public transport
SD4.3: A connected QP: Investigate sustainable transport options	Road safety	✓	✓	✓	✓
SD4.4: A connected QP: Continue to implement improvements to local road networks	Road repair / upgrades	✓	✓	✓	✓
SD4.4: A connected QP: Continue to implement improvements to local road networks	Pathways and Footpath repair	✓	✓	✓	✓

Queanbeyan-Palerang Strategic Directions (from Council document)	Queanbeyan-Palerang Key Strategies (from Council document)	Community strategic priorities (from Community Survey)			
		Values	Values & Steps	Revel & Steps	Revel
SD4.4: A connected QP: Continue to implement improvements to local road network	Local roads Regional roads State roads Pathways Bicycle paths Footpath repair Road repair / upgrades Accident blackspots	✓	✓	✓	✓
SD5: A well governed QP: A capable organisation that leads a community which is engaged and participative					
SD5.1: A well-governed QP: Implementing plans Queanbeyan-Palerang already have	LDP strategic planning – review of planning instruments				
5.5 Provide strong local democracy and civic governance	Civic affairs	Equity Fairness Transparency Accountability	Equity Fairness Transparency Accountability	Equity Fairness Transparency Accountability	Equity Fairness Transparency Accountability
5.6 Promote and encourage an engaged community	Facilitate community consultation	✓	✓	✓	✓

Community Vision

6 Community Vision

The community vision is presented as a series of statements reflecting and responding to the expressions of community collected through the community survey.

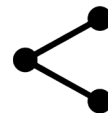
Cultural Capital has also taken regard of the sentiments expressed in the community engagement undertaken on the CBD Master Plan and the Economic Development Strategy.



We are a friendly and caring community.



We feel safe in the places we visit in our built and natural environment.



We are well connected to accessible services and facilities that provide our needs for living, work and leisure.



We respect the indigenous relationship with the land we live on.



We enjoy the natural beauty and opportunity of our natural environment, and act to protect it through our management of energy and waste.



We take pride in our public places, which provide a unique civic identity.



Our community and our identity are made vibrant by the expression of arts and culture around us.



We are served by a Council that listens to us, and responds in our best interests. In all their actions, our Council provides the leadership we need to achieve our common aspirations.



We have a diverse, resilient and smart economy fostering businesses that create jobs and wealth for all in our community.

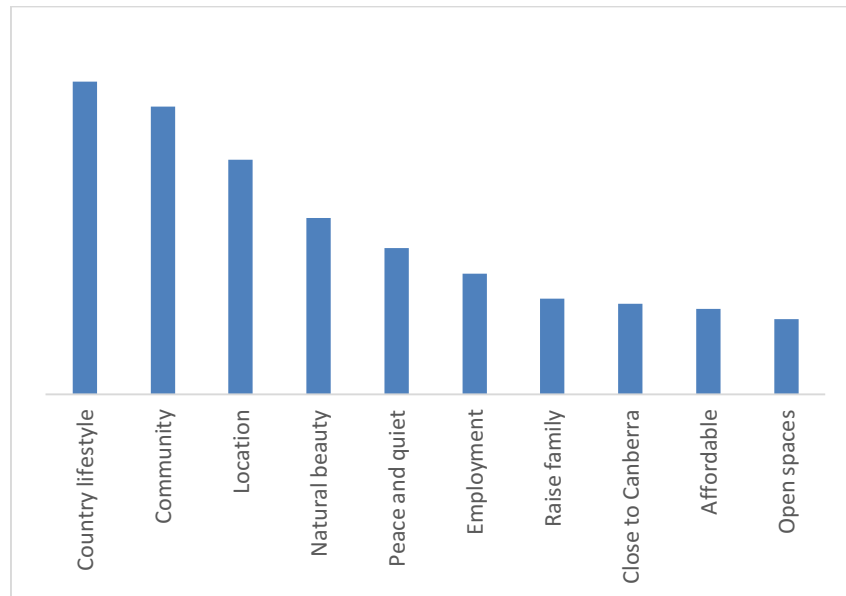
Appendix 1:

The Survey

Q5&6. WHY DO YOU LIVE WHERE YOU LIVE AND WHAT DO YOU LIKE ABOUT IT?

1.1 QPRC AREA

1.1.1 Top 10 issues

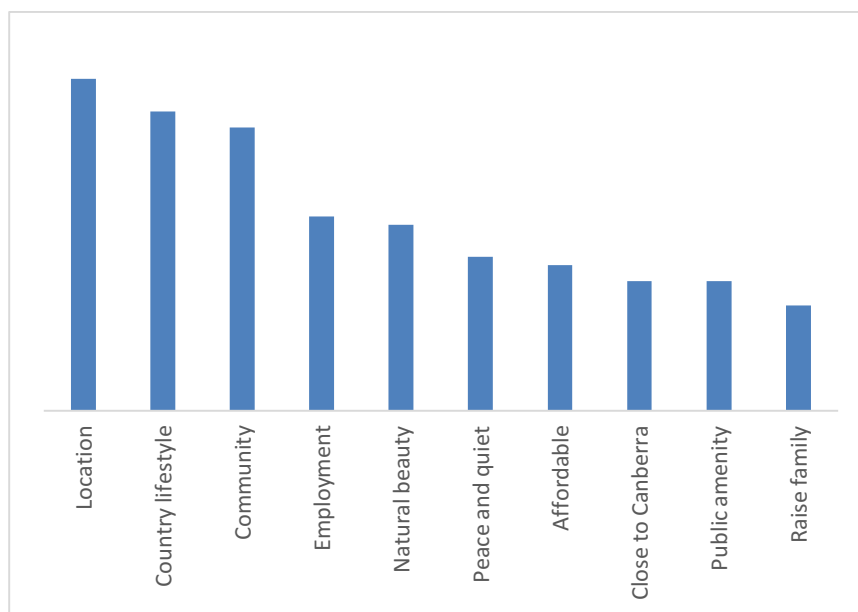


1.1.2 Issues word cloud



1.2 QUEANBEYAN-JERRABOMBERRA-GOOGONG

1.2.1 Top 10 issues

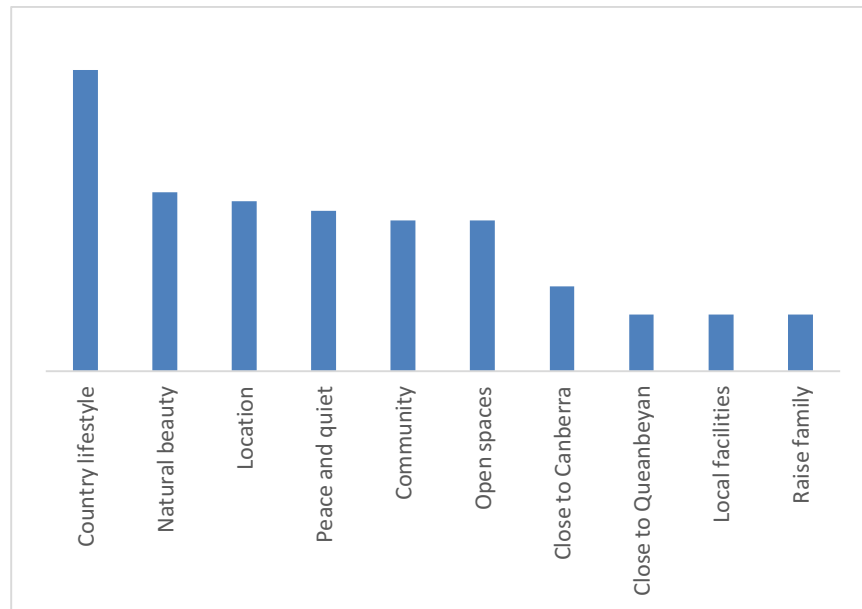


1.2.2 Issues word cloud



1.3 URBAN FRINGE

1.3.1 Top 10 issues

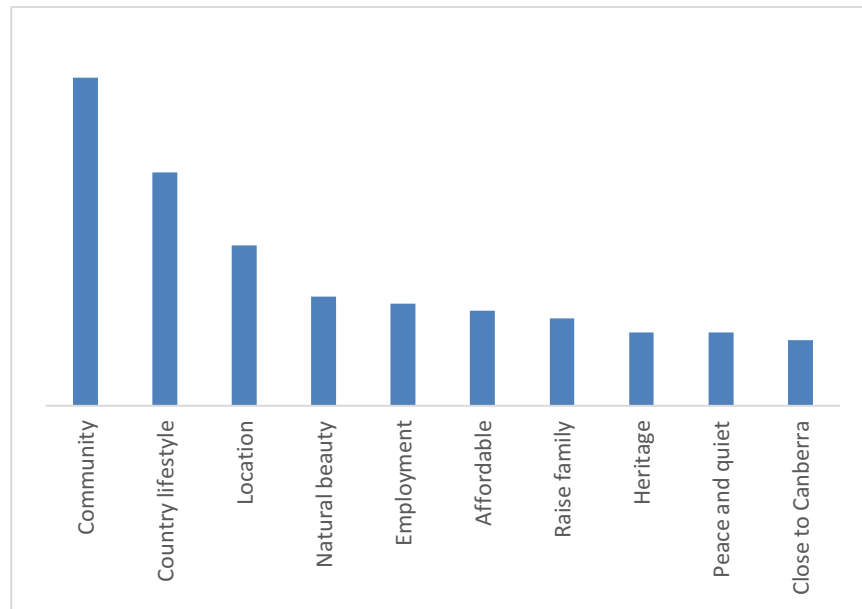


1.3.2 Issues word cloud



1.4 RURAL VILLAGE/TOWN

1.4.1 Top 10 issues

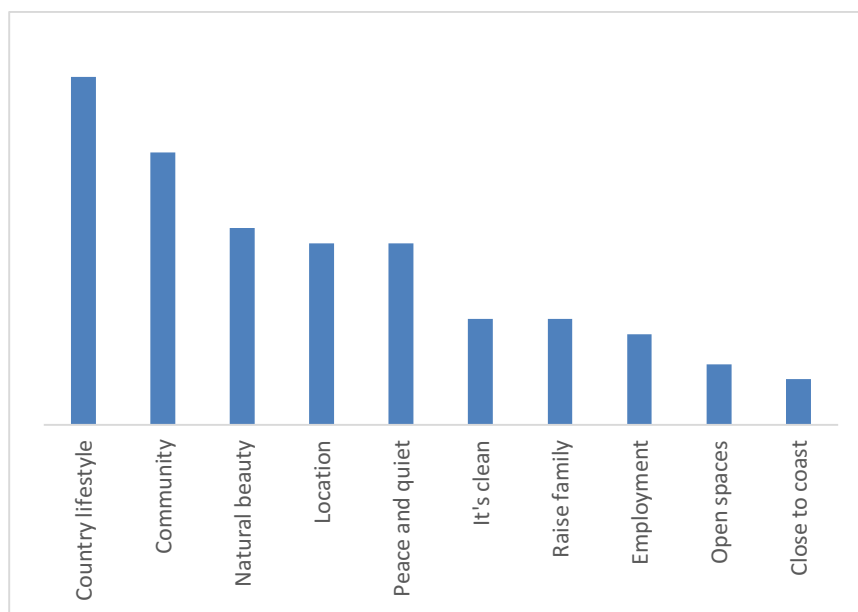


1.4.2 Issues word cloud



1.5 RURAL AREA

1.5.1 Top 10 issues



1.5.2 Issues word cloud





THREE PLUS

Reputation + Brand + Relationships

1.6 UNDERLYING DATA

1.6.1 Categories and search terms

Categories	Search terms										
Access to services	access to services	services									
Affordable	affordab	cheap	cost of living	buy							
Local	born	grew up									
Close to Canberra	close*canberra	proximity*canberra	near*canberra	access*canberra							
Close to coast	coast										
Close to Queanbeyan	close*queanbeyan	near*queanbeyan	access*queanbeyan								
Location	canberra	close*city	near*city	close*urban	close*town	proximity	location				
Convenience	convenien										
Country lifestyle	country	life	living	rural	space	clean air	clean wate	acreage			
Employment	employment	work	job	commute							
Community	friendly	spirit	community	happy	caring	neighbour	identity	relaxed	inclusive	likeminded	values
Open spaces	space										
Heritage	heritage	histor									
It's clean	clean										
It's safe	safe	safe	crime								
Less traffic	traffic	no congestion	cars								
Local facilities	facilities										
Public amenity	parks	spaces	river	character							
Medical facilities	medical facilities	ambulance	doctor	hospital	clinic						
Natural beauty	beautiful	environment	scenery	views	tree	nature	bush	wildlife	landscape	native	
Peace and quiet	peace	quiet	noise								
Retirement	retire	aged	age								
Raise family	kids	children	family	young	raise						
Wildlife	wildlife	bird	native animal								

1.6.2 Word cloud data

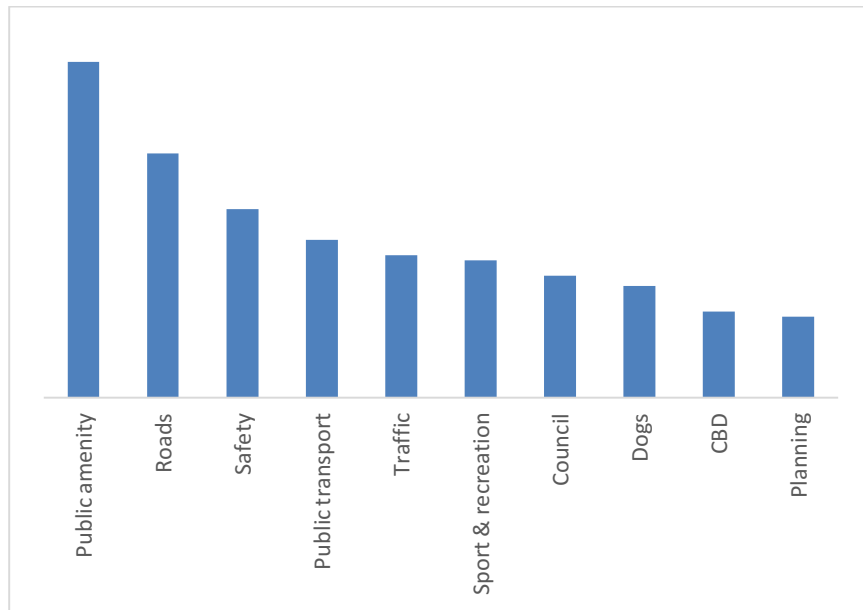
QPRC	Urban area	Urban fringe	Rural village	Rural area
Country~lifestyle:124 Community:114 Location:93 Natural~beauty:70 Peace~and~quiet:58 Employment:48 Raise~family:38 Close~to~Canberra:36 Affordable:34 Open~spaces:30 Public~amenity:23 It's~safe:19 Close~to~coast:15 Heritage:15 Local~facilities:15 It's~clean:14 Close~to~Queanbeyan:13 Wildlife:12 Access~to~services:11 Convenience:11 Less~traffic:9 Local:6 Medical~facilities:6 Retirement:3	Location:41 Country~lifestyle:37 Community:35 Employment:24 Natural~beauty:23 Peace~and~quiet:19 Affordable:18 Close~to~Canberra:16 Public~amenity:16 Raise~family:13 Convenience:8 Open~spaces:7 Local~facilities:7 Close~to~coast:6 Close~to~Queanbeyan:6 It's~clean:6 It's~safe:6 Access~to~services:5 Local:5 Wildlife:5 Less~traffic:4 Heritage:3 Medical~facilities:3 Retirement:1	Country~lifestyle:32 Natural~beauty:19 Location:18 Peace~and~quiet:17 Community:16 Open~spaces:16 Close~to~Canberra:9 Close~to~Queanbeyan:6 Local~facilities:6 Raise~family:6 Public~amenity:5 Employment:4 Wildlife:4 It's~safe:3 Access~to~services:2 Affordable:2 Close~to~coast:1 Convenience:1 Heritage:1 It's~clean:1	Community:45 Country~lifestyle:32 Location:22 Natural~beauty:15 Employment:14 Affordable:13 Raise~family:12 Heritage:10 Peace~and~quiet:10 Close~to~Canberra:9 It's~safe:9 Close~to~coast:5 Open~spaces:3 Less~traffic:3 Medical~facilities:3 Access~to~services:2 Convenience:2 Local~facilities:2 Retirement:2 Local:1 Close~to~Queanbeyan:1 Public~amenity:1	Country~lifestyle:23 Community:18 Natural~beauty:13 Location:12 Peace~and~quiet:12 It's~clean:7 Raise~family:7 Employment:6 Open~spaces:4 Close~to~coast:3 Wildlife:3 Access~to~services:2 Close~to~Canberra:2 Less~traffic:2 Affordable:1 Heritage:1 It's~safe:1 Public~amenity:1



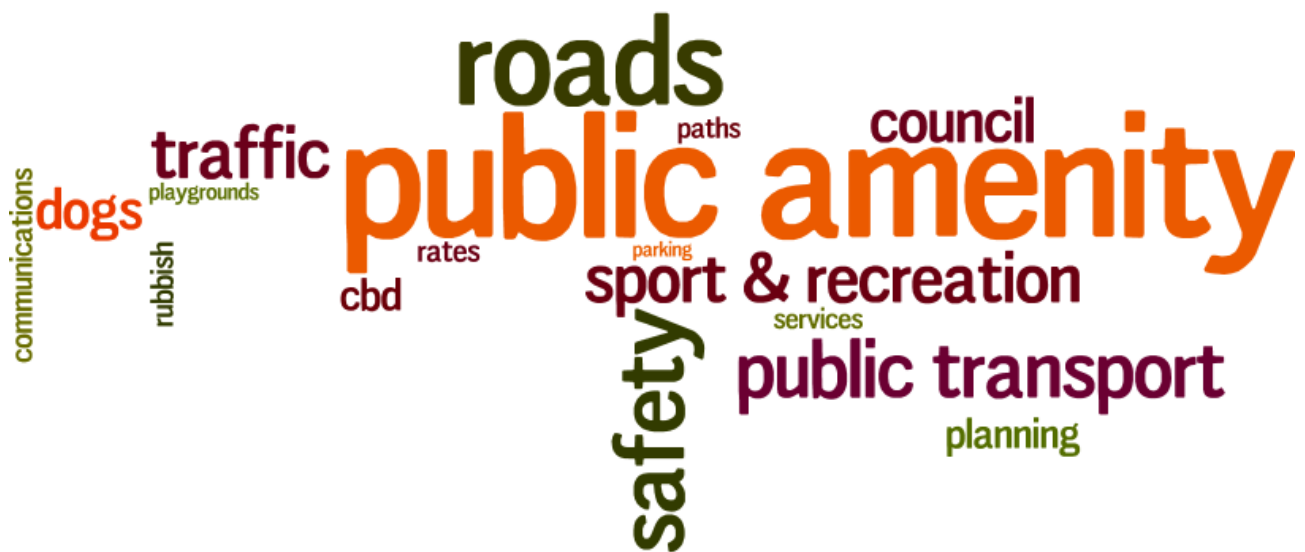
Q7. WHAT DON'T YOU LIKE ABOUT WHERE YOU LIVE?

1.1 QPRC AREA

1.1.1 Top 10 issues

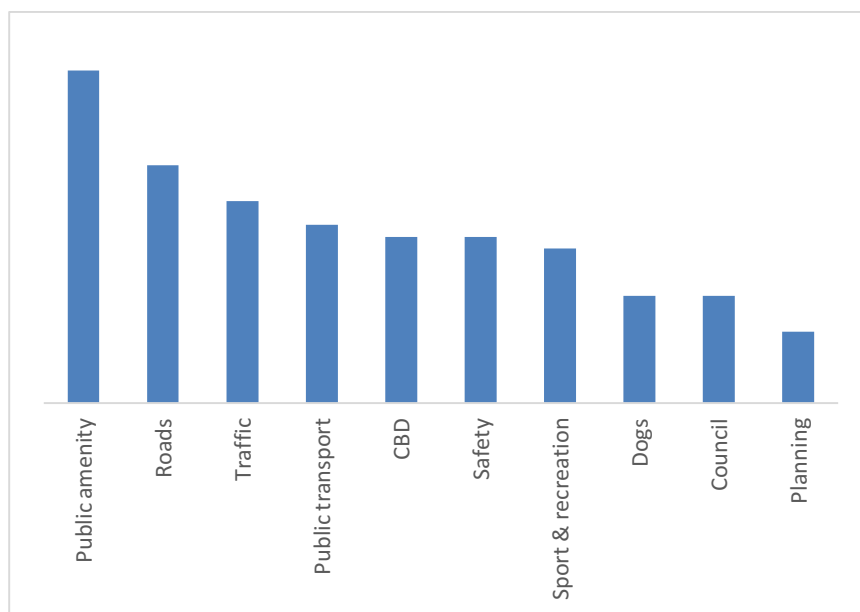


1.1.2 Issues word cloud



1.2 QUEANBEYAN-JERRABOMBERRA-GOOGONG

1.2.1 Top 10 issues

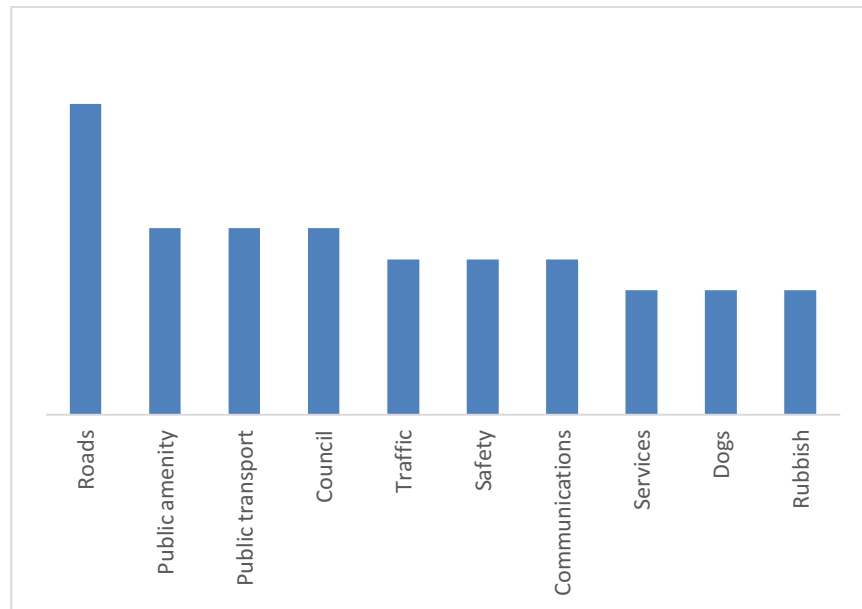


1.2.2 Issues word cloud



1.3 URBAN FRINGE

1.3.1 Top 10 issues

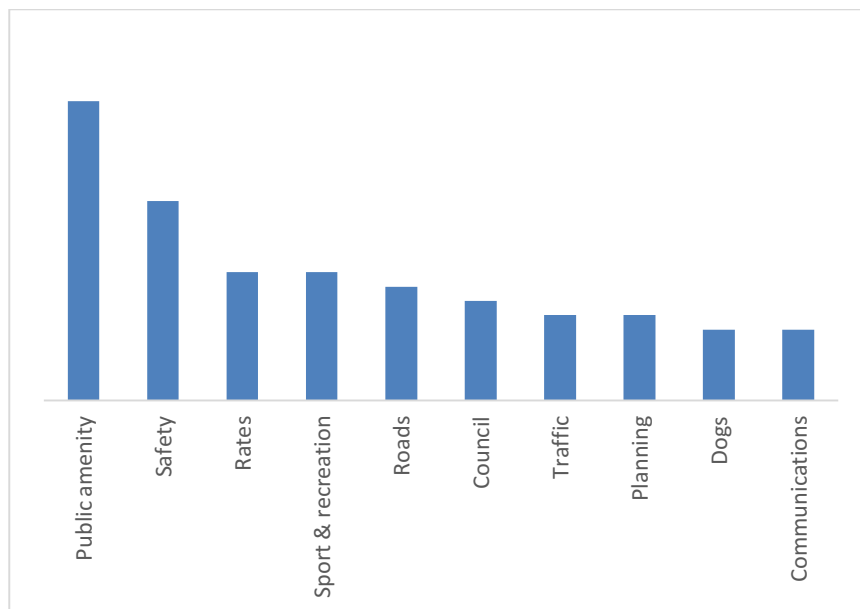


1.3.2 Issues word cloud



1.4 RURAL VILLAGE/TOWN

1.4.1 Top 10 issues

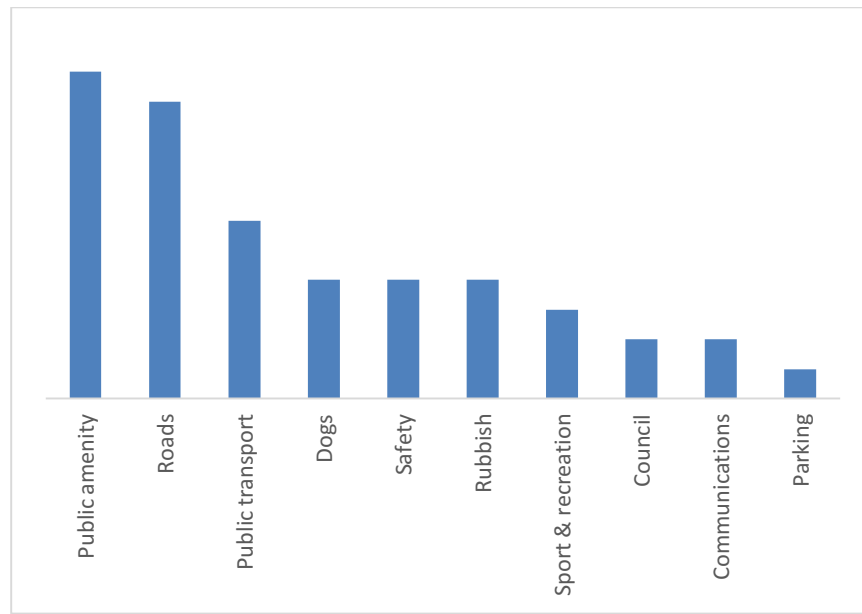


1.4.2 Issues word cloud



1.5 RURAL AREA

1.5.1 Top 10 issues



1.5.2 Issues word cloud





1.6 UNDERLYING DATA

[illegible]

1.6.2 Word cloud data

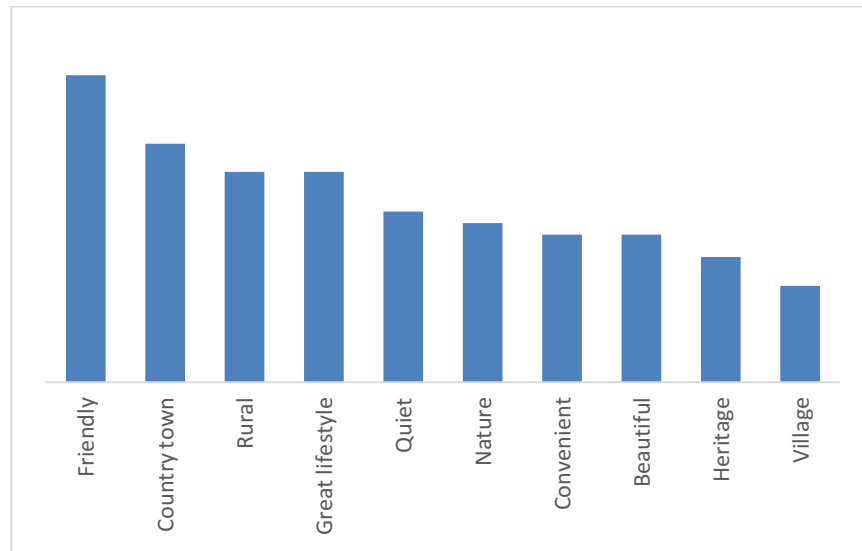
QPRC	Urban area	Urban fringe	Rural village	Rural area
Public~amenity:66 Roads:48 Safety:37 Public~transport:31 Traffic:28 Sport~&~recreation:27 Council:24 Dogs:22 CBD:17 Planning:16 Rates:12 Communications:12 Rubbish:12 Services:11 Paths:11 Playgrounds:9 Parking:8 Community:6 Not~enough~art:5 Little~entertainment:4 Town~water:1 Empty~shops:1	Public~amenity:28 Roads:20 Traffic:17 Public~transport:15 CBD:14 Safety:14 Sport~&~recreation:13 Dogs:9 Council:9 Planning:6 Parking:5 Paths:5 Playgrounds:4 Services:3 Little~entertainment:3 Rates:2 Community:2 Rubbish:2 Empty~shops:1 Not~enough~art:1	Roads:10 Public~amenity:6 Public~transport:6 Council:6 Traffic:5 Safety:5 Communications:5 Services:4 Dogs:4 Rubbish:4 Planning:3 Sport~&~recreation:2 Paths:2 Rates:1 CBD:1 Community:1 Not~enough~art:1	Public~amenity:21 Safety:14 Rates:9 Sport~&~recreation:9 Roads:8 Council:7 Traffic:6 Planning:6 Dogs:5 Communications:5 Playgrounds:4 Paths:4 Public~transport:4 Services:3 Not~enough~art:3 Parking:2 CBD:2 Community:2 Rubbish:2 Town~water:1 Little~entertainment:1	Public~amenity:11 Roads:10 Public~transport:6 Dogs:4 Safety:4 Rubbish:4 Sport~&~recreation:3 Council:2 Communications:2 Parking:1 Services:1 Playgrounds:1 Community:1 Planning:1



Q8. HOW WOULD YOU DESCRIBE WHERE YOU LIVE TO A FIRST-TIME VISITOR?

1.1 QPRC AREA

1.1.1 Top 10 issues

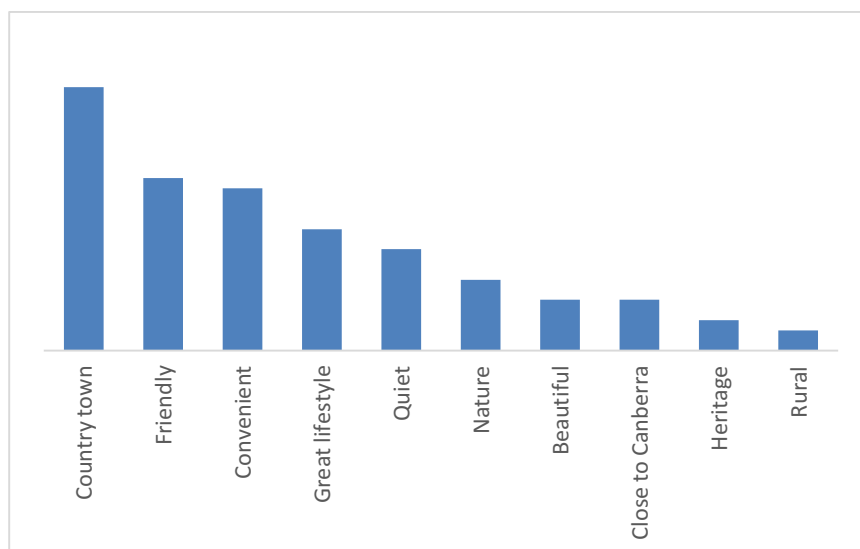


1.1.2 Issues word cloud



1.2 QUEANBEYAN-JERRABOMBERRA-GOOGONG

1.2.1 Top 10 issues

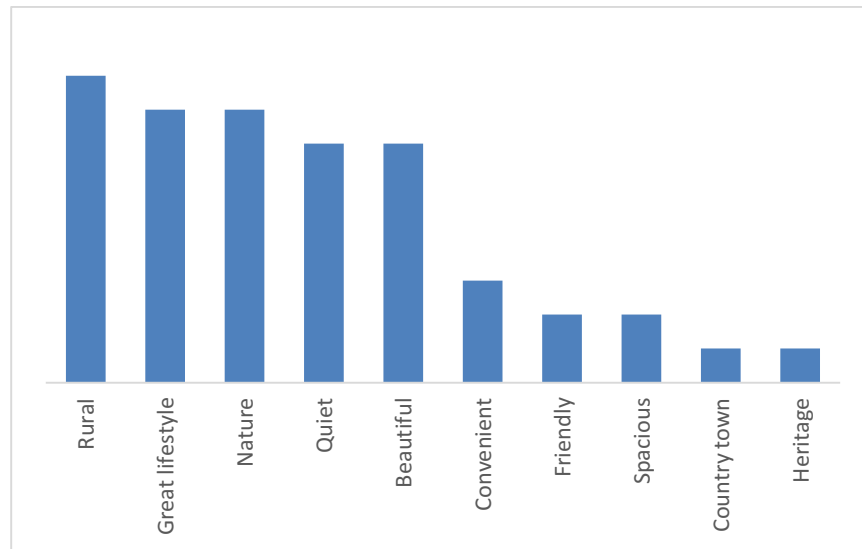


1.2.2 Issues word cloud



1.3 URBAN FRINGE

1.3.1 Top 10 issues

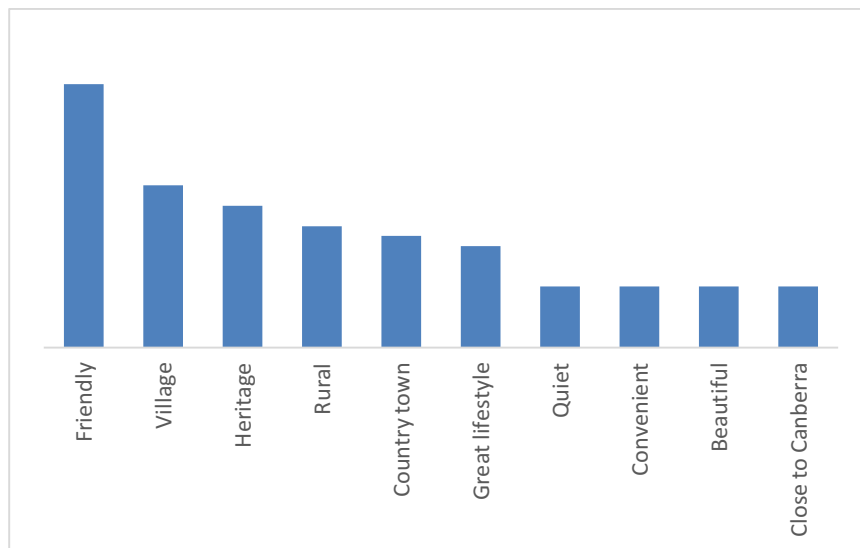


1.3.2 Issues word cloud

great lifestyle
convenient
quiet
beautiful
rural
nature

1.4 RURAL VILLAGE/TOWN

1.4.1 Top 10 issues

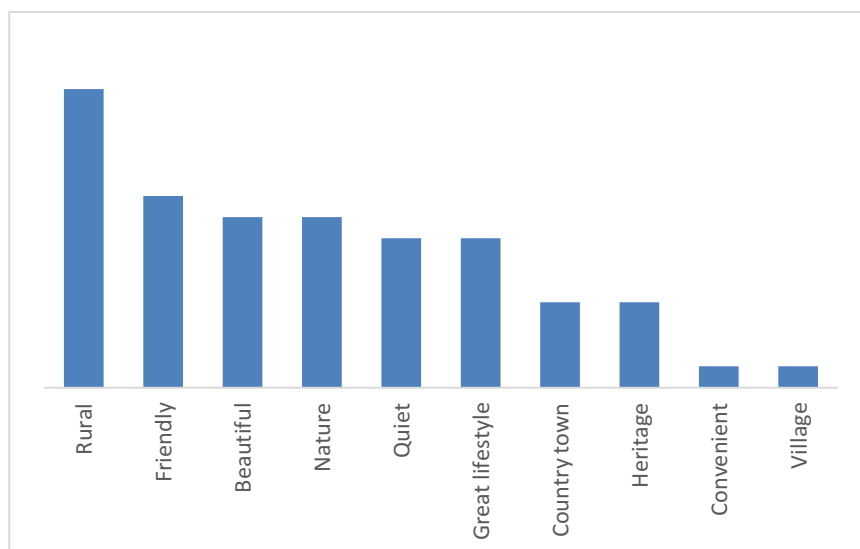


1.4.2 Issues word cloud



1.5 RURAL AREA

1.5.1 Top 10 issues



1.5.2 Issues word cloud





1.6.1 Categories and search terms

1.6.1 Categories and search terms

[illegible]

1.6.2 Word cloud data

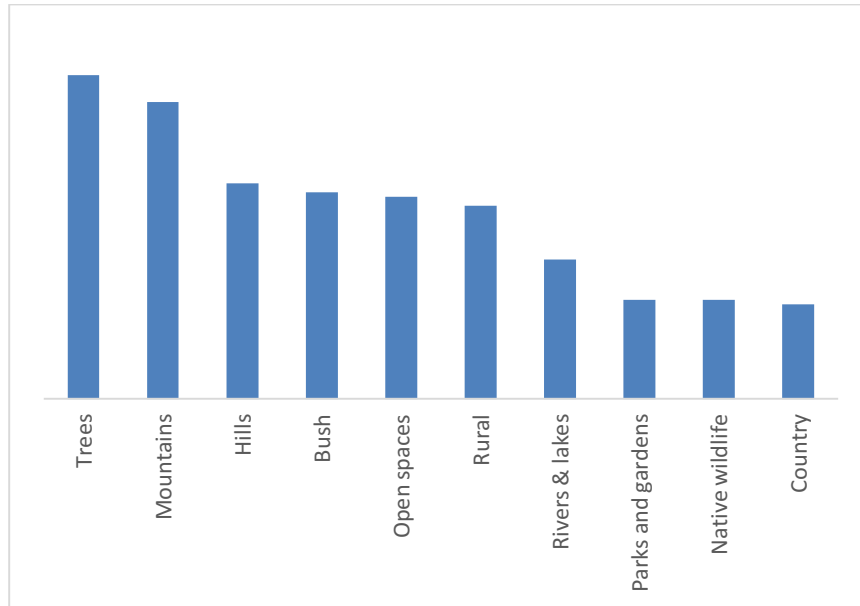
QPRC	Urban area	Urban fringe	Rural village	Rural area
Friendly:54 Country~town:42 Rural:37 Great~lifestyle:37 Quiet:30 Nature:28 Convenient:26 Beautiful:26 Heritage:22 Village:17 Close~to~Canberra:11	Country~town:26 Friendly:17 Convenient:16 Great~lifestyle:12 Quiet:10 Nature:7 Beautiful:5 Close~to~Canberra:5	Rural:9 Great~lifestyle:8 Nature:8 Quiet:7 Beautiful:7 Convenient:3	Friendly:26 Village:16 Heritage:14 Rural:12 Country~town:11 Great~lifestyle:10 Quiet:6 Convenient:6 Beautiful:6 Close~to~Canberra:6 Nature:5	Rural:14 Friendly:9 Beautiful:8 Nature:8 Quiet:7 Great~lifestyle:7 Country~town:4 Heritage:4



Q9. WHAT SORT OF LANDSCAPE MAKES YOU THINK ABOUT YOUR HOME SUBURB/TOWN?

1.1 QPRC AREA

1.1.1 Top 10 issues

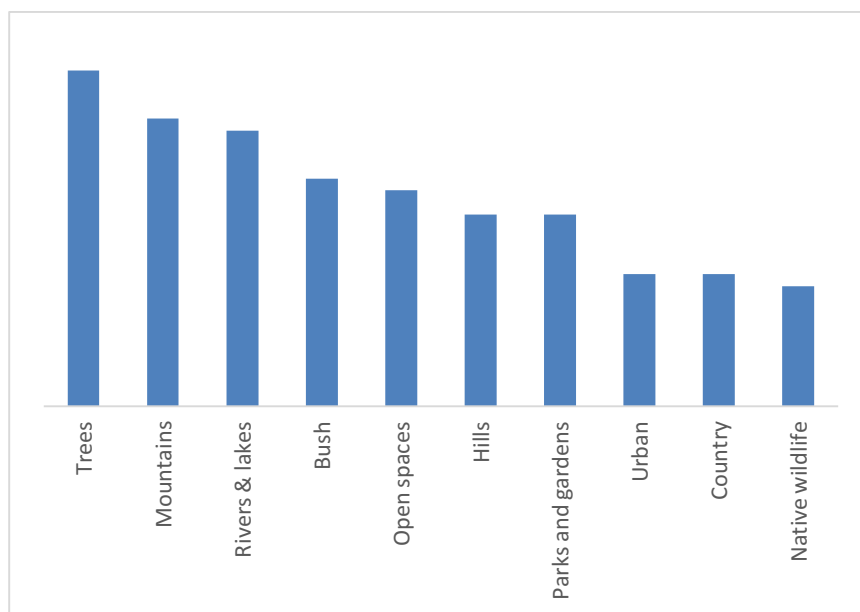


1.1.2 Issues word cloud



1.2 QUEANBEYAN-JERRABOMBERRA-GOOGONG

1.2.1 Top 10 issues

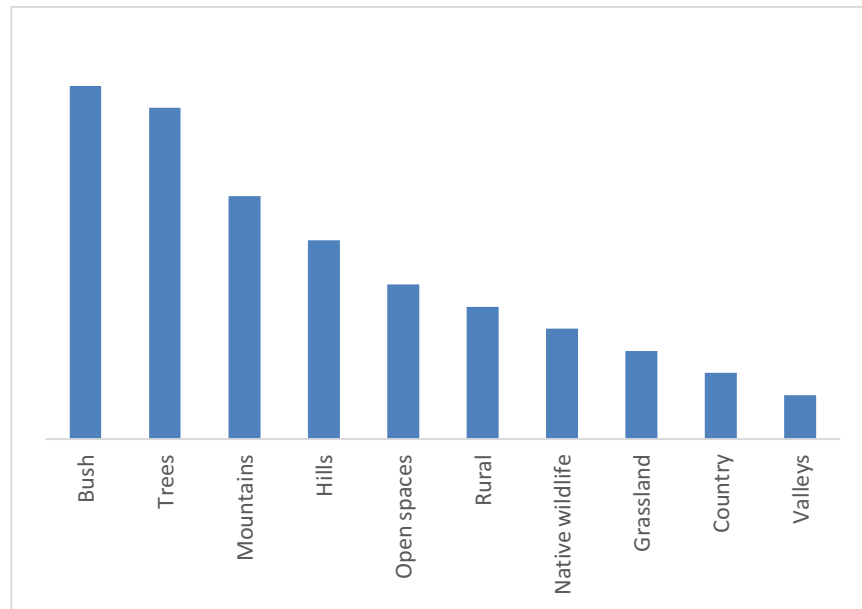


1.2.2 Issues word cloud



1.3 URBAN FRINGE

1.3.1 Top 10 issues

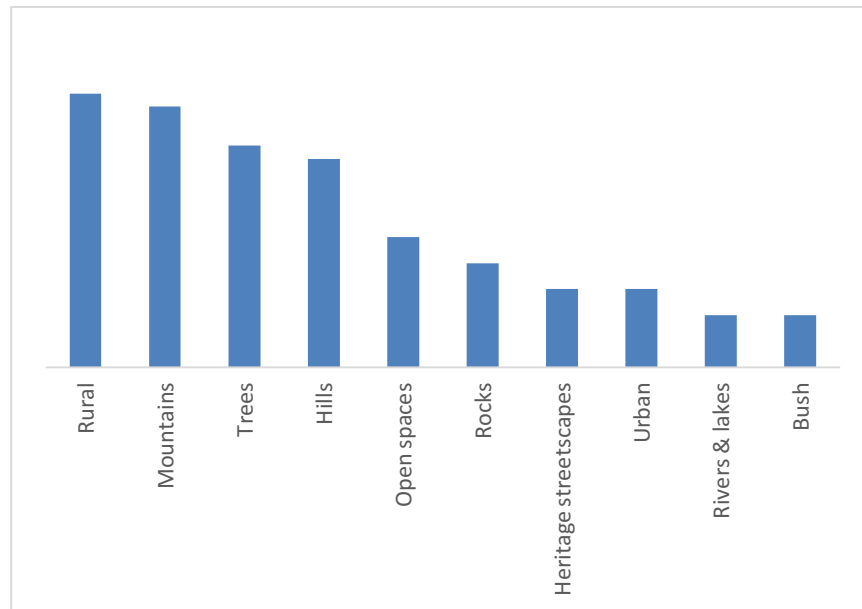


1.3.2 Issues word cloud



1.4 RURAL VILLAGE/TOWN

1.4.1 Top 10 issues

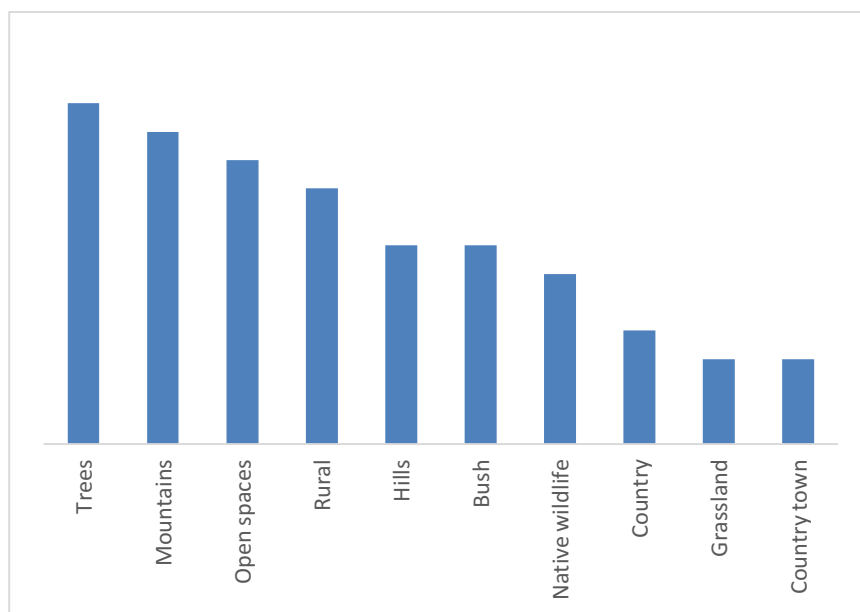


1.4.2 Issues word cloud



1.5 RURAL AREA

1.5.1 Top 10 issues



1.5.2 Issues word cloud



1.6.2 Word cloud data

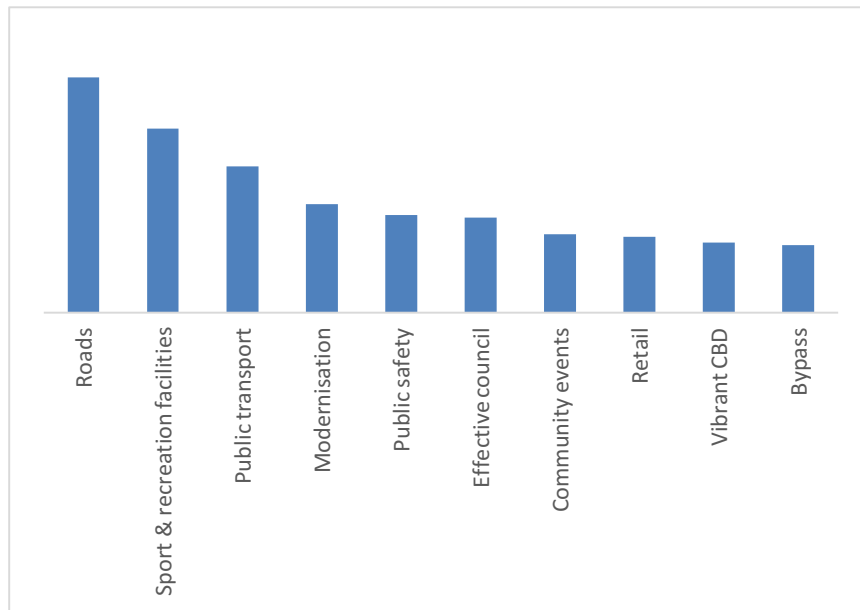
QPRC	Urban area	Urban fringe	Rural village	Rural area
Trees:72 Mountains:66 Hills:48 Bush:46 Open spaces:45 Rural:43 Rivers & lakes:31 Parks and gardens:22 Native wildlife:22 Country:21 Urban:18 Grassland:17 Country town:17 Rocks:11 Heritage streetscapes:7 Suburbs:7 Ocean:6 Valleys:5 Leafy streets:3	Trees:28 Mountains:24 Rivers & lakes:23 Bush:19 Open spaces:18 Hills:16 Parks and gardens:16 Urban:11 Country:11 Native wildlife:10 Country town:9 Rural:7 Grassland:7 Ocean:5 Suburbs:4 Leafy streets:3 Valleys:1	Bush:16 Trees:15 Mountains:11 Hills:9 Open spaces:7 Rural:6 Native wildlife:5 Grassland:4 Country:3 Valleys:2 Rocks:2 Rivers & lakes:2 Parks and gardens:1 Country town:1 Suburbs:1 Urban:1	Rural:21 Mountains:20 Trees:17 Hills:16 Open spaces:10 Rocks:8 Heritage streetscapes:6 Urban:6 Rivers & lakes:4 Bush:4 Parks and gardens:4 Country town:4 Grassland:3 Country:3 Suburbs:2 Valleys:1 Native wildlife:1 Ocean:1	Trees:12 Mountains:11 Open spaces:10 Rural:9 Hills:7 Bush:7 Native wildlife:6 Country:4 Grassland:3 Country town:3 Rivers & lakes:2 Valleys:1 Rocks:1 Parks and gardens:1 Heritage streetscapes:1



Q10. WHAT ARE THE FOUR THINGS THAT THE NEW REGION OF QUEANBEYAN-PALERANG NEEDS TO HAVE, OR TO HAVE MORE OF, TO BE A BETTER PLACE TO LIVE??

1.1 QPRC AREA

1.1.1 Top 10 issues



1.1.2 Issues word cloud





1.2.1 Categories and search terms

[illegible]

1.2.2 Word cloud terms

Roads:87

Sport & recreation facilities:68

Public transport:54

Modernisation:40

Public safety:36

Effective council:35

Community events:29

Retail:28

Vibrant CBD:26

Bypass:25

Parks & green spaces:24

City planning:24

Cafes & restaurants:24

Employment:23

Focus on youth:21

Cinema:21

Aquatic facilities:20

Environment protection:18

Schools:18

Community facilities:17

Internet:17

Water:17

Health and medical:15

Tourism:14

Playgrounds:14

Art and craft:13

Heritage protection:11

Services:11

Recreation:11

Lower rates:11

Parking:10

Pathways:9

Sustainability:9

Inclusivity:7

Aged care:7

Rubbish management:5

Skatepark:3

Dog friendly:1





1.1.1 Top 10 issues





THREE PLUS
Reputation + Brand + Relationships

1.2 UNDERLYING DATA

1.2.1 Categories and search terms

Categories	Search terms														
Effective council	council	local government	red*tape	honest	respons	voice	represent	scrutiny	equitable	balance	debt	integrity	transparen	engagement	bureacracy
Disability access	disability	disabled	all abilities	all-abilities	mobility										
Public transport	public transport	bus	train	railway	light rail	transport									
Roads	roads	Ellerton Drive	by*pass	ede	rd	st	rd.	st.	highway	tarmac	bridge	gravel	bitumen	road*upgrade	
Bypass	by*pass	Ellerton Drive	ede												
Traffic management	traffic calm	speed limit	traffic	congestion	roundabout	traffic light									
Inclusivity	inclusivity	representative	inclusive	representation	consultation										
Heritage protection	heritage	histor	character												
City planning	planning	development	town plan	approval	application	upgrade	LE regulations	design guid							
Internet	internet	nbn	broadband	fibre	mobile	phone	television	telecom							
Community events	entertainment	events	music	festival	gathering										
Youth	youth	skate	young people	teenager	kids										
Vibrant CBD	cbd	rejuvenat	beautify	main street											
Cinema	cinema	theatre	movie												
Playgrounds	playgrounds	children's	childrens	kid											
Rubbish & recycling	rubbish	garbage	dump	collection	refuse	recycling	tip	landfill	waste	bin					
Council services	council service	customer service	council staff												
Environment protection	environment	conservation	flora	fauna	river	climate ch	waterway								
Schools	school														
Skatepark	skate														
Public safety	law	crime	drugs	ice	violen	CCTV	security	safety	meth	speed limit					
Sport & recreation facilities	sport	recreation facilities	pool	activ	gym										
Green transport	path	pedestrian	zebra	trails	walking	cycl									
Sustainability	renewable	recycling	green energy	sustainab	solar	wind									
Dog parks and facilities	dogpark	dog park	off*leash	poo bags											
Community facilities	community facilities	community centre	community hall	librar	toilet	social	leisure								
Health and medical	ambulance	hospital	medical	health	wellness	maternity									
Pool	pool	waterpark	swimming	aquatic centre											
Lower rates	rates	value for money	fair												
Civic pride	pride	proud	family	main street	community connections	volunteer									
Business support	support local business	help local business	business support												
Economy and tourism	attractions	touris	business	economic	visitors										
Employment	employment	jobs	work												
Small communities	small*communit	rural	village												
Road safety	road safety	speed limit	danger	trucks											
Public realm	beautif	parks	garden	tree	amenit	shade	access	attractive	liv*able						
Water	drinking	tap*water	town*water												
Maintenance	maintain	mainten	repair	improv	weed	clean	upgrade								

1.2.2 Word Cloud Data

Roads:76
Maintenance:54
Public realm:48
Public safety:41
Effective council:40
Sport & recreation facilities:35
Public transport:34
Bypass:30
Environment protection:26
Lower rates:26
Traffic management:24
Small communities:22
Rubbish & recycling:21
City planning:20
Economy and tourism:20
Green transport:19
Vibrant CBD:18
Employment:16
Sustainability:14
Internet:13
Civic pride:13
Community facilities:12
Schools:11
Youth:10

Health and medical:9
Road safety:9
Heritage protection:8
Cinema:7
Inclusivity:6
Pool:6
Disability access:5
Community events:5
Playgrounds:4
Skatepark:4
Water:2
Council services:1
Dog parks and facilities:1
Business support:1



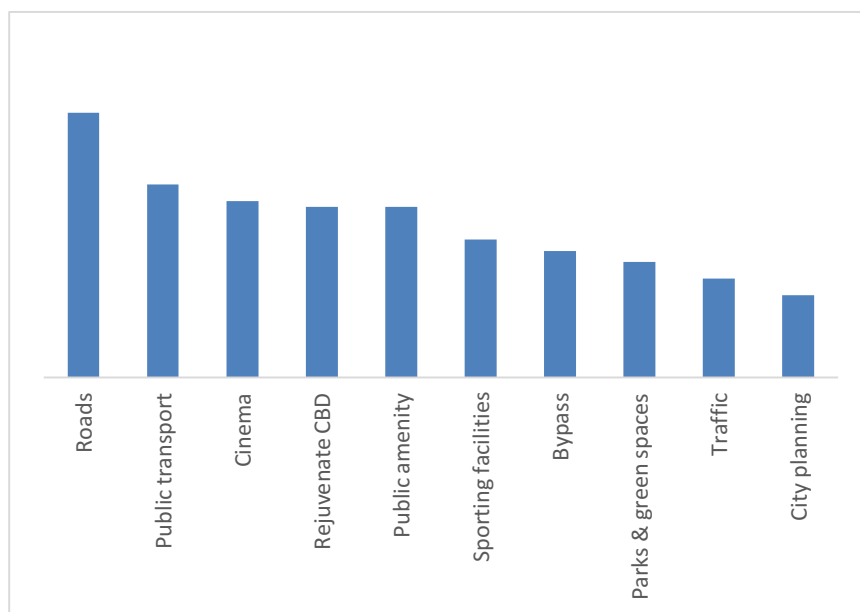


1.1 QPRC AREA

Category	Relative Importance (Estimated)
Roads	100%
Public transport	~35%
Traffic	~28%
Rejuvenate CBD	~25%
Sporting facilities	~22%
Public amenity	~22%
Public pool	~21%
Bypass	~20%
Parks & green spaces	~20%
Cinema	~15%

1.2 QUEANBEYAN-JERRABOMBERRA-GOOGONG

1.2.1 Top 10 issues

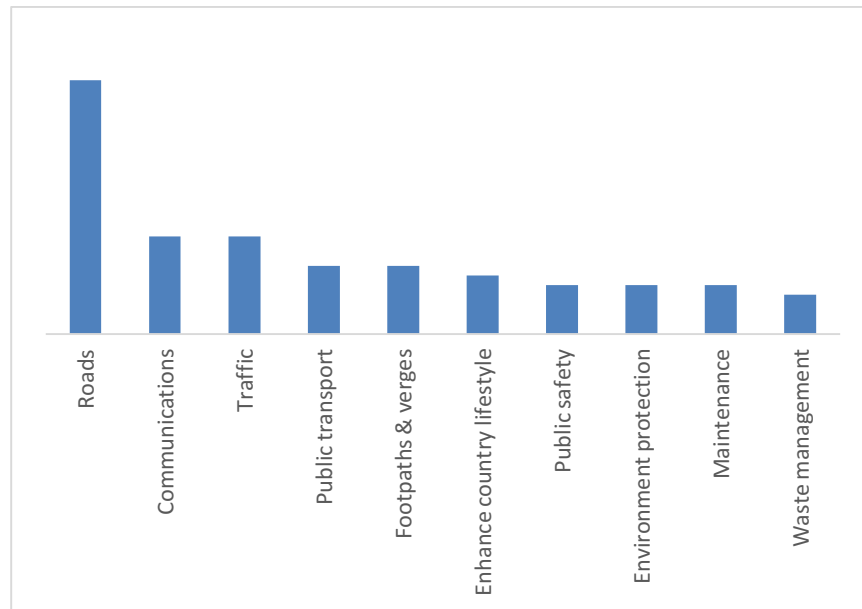


1.2.2 Issues word cloud



1.3 URBAN FRINGE

1.3.1 Top 10 issues

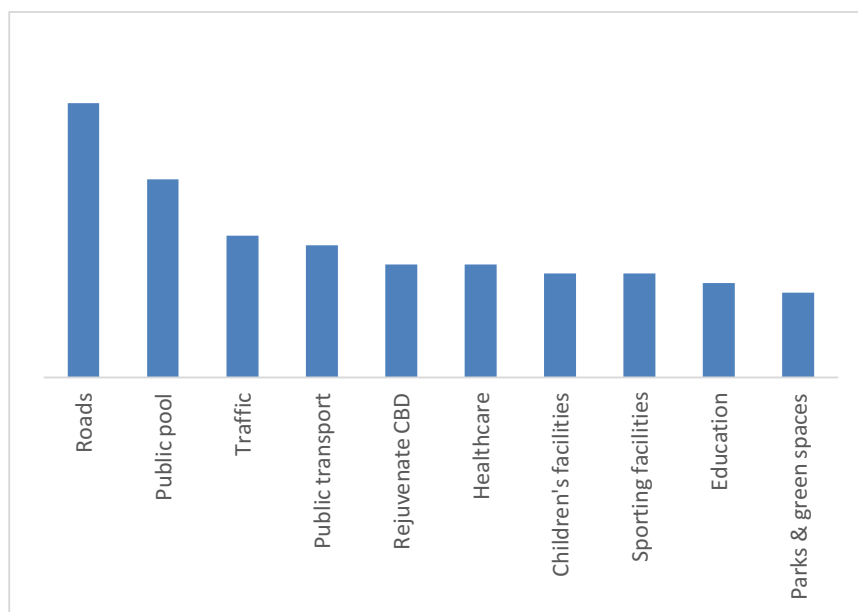


1.3.2 Issues word cloud



1.4 RURAL VILLAGE/TOWN

1.4.1 Top 10 issues

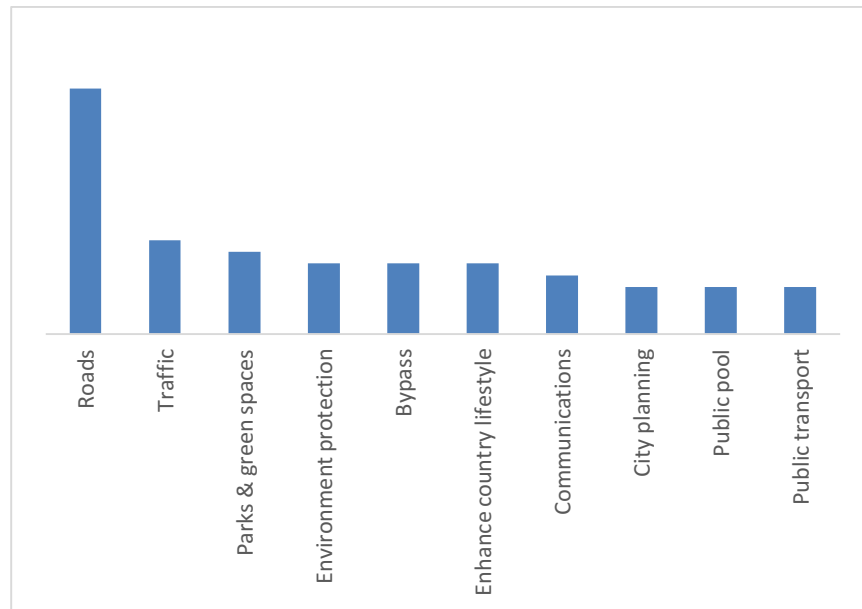


1.4.2 Issues word cloud



1.5 RURAL AREA

1.5.1 Top 10 issues



1.5.2 Issues word cloud





1.6 UNDERLYING DATA

[illegible]

Heritage protection	heritage	histor												
Healthcare	medical	health	hospital	ambulance										
Education	education	school												
Shade	shade													
Sustainability	sustainab	renewable	recycl											
Cultural facilities	galler*	artist	art	theatre	museum									
Public amenity	landscap	amenity	garden	river	markets									
Maintenance	maintain	mainten	overgrown	unmaintained										
Cycling	cycle	bike	ride											



1.7 WORD CLOUD TERMS

QPRC	Urban area	Urban fringe	Rural village	Rural area
Roads:124 Public~transport:60 Traffic:51 Rejuvenate~CBD:46 Sporting~facilities:43 Public~amenity:43 Public~pool:42 Bypass:41 Parks~&~green~spaces:41 Cinema:37 City~planning:30 Children's~facilities:28 Footpaths~&~verges:25 Communications:20 Parking:20 Cycling:20 Waste~management:18 Public~safety:18 Education:18 Cultural~facilities:18 Enhance~country~lifestyle:16 Heritage~protection:16 Healthcare:16 Maintenance:16 Environment~protection:15 Things~for~young~people:15	Roads:48 Public~transport:35 Cinema:32 Rejuvenate~CBD:31 Public~amenity:31 Sporting~facilities:25 Bypass:23 Parks~&~green~spaces:21 Traffic:18 City~planning:15 Public~pool:15 Parking:13 Children's~facilities:11 Waste~management:7 Public~safety:7 Walking:7 Cater~for~seniors:7 Cultural~facilities:7 Cycling:7 Dogs:6 Things~for~young~people:6 Recreation~&~leisure~facilities:6 Footpaths~&~verges:6 Education:6 Art~&~culture:5 Heritage~protection:5	Roads:26 Communications:10 Traffic:10 Public~transport:7 Footpaths~&~verges:7 Enhance~country~lifestyle:6 Public~safety:5 Environment~protection:5 Maintenance:5 Waste~management:4 City~planning:4 Sporting~facilities:4 Bypass:4 Parks~&~green~spaces:4 Cater~for~seniors:4 Cycling:4 Children's~facilities:3 Dogs:2 Public~pool:2 Recreation~&~leisure~facilities:2 Cinema:2 Public~amenity:2 Things~for~young~people:1 Community~facilities:1 Libraries:1 Restaurants~&~cafes:1	Roads:29 Public~pool:21 Traffic:15 Public~transport:14 Rejuvenate~CBD:12 Healthcare:12 Children's~facilities:11 Sporting~facilities:11 Education:10 Parks~&~green~spaces:9 Bypass:8 Footpaths~&~verges:8 City~planning:7 Things~for~young~people:7 Skate~park:7 Heritage~protection:7 Cultural~facilities:7 Art~&~culture:6 Community~engagement:6 Public~amenity:6 Maintenance:6 Cycling:6 Public~safety:5 Recreation~&~leisure~facilities:5 Parking:5 Encourage~tourism:5	Roads:21 Traffic:8 Parks~&~green~spaces:7 Environment~protection:6 Bypass:6 Enhance~country~lifestyle:6 Communications:5 City~planning:4 Public~pool:4 Public~transport:4 Footpaths~&~verges:4 Art~&~culture:4 Heritage~protection:4 Cultural~facilities:4 Public~amenity:4 Waste~management:3 Community~facilities:3 Children's~facilities:3 Sporting~facilities:3 Walking:3 Cater~for~seniors:3 Shade:3 Cycling:3 Libraries:2 Parking:2 Rejuvenate~CBD:2



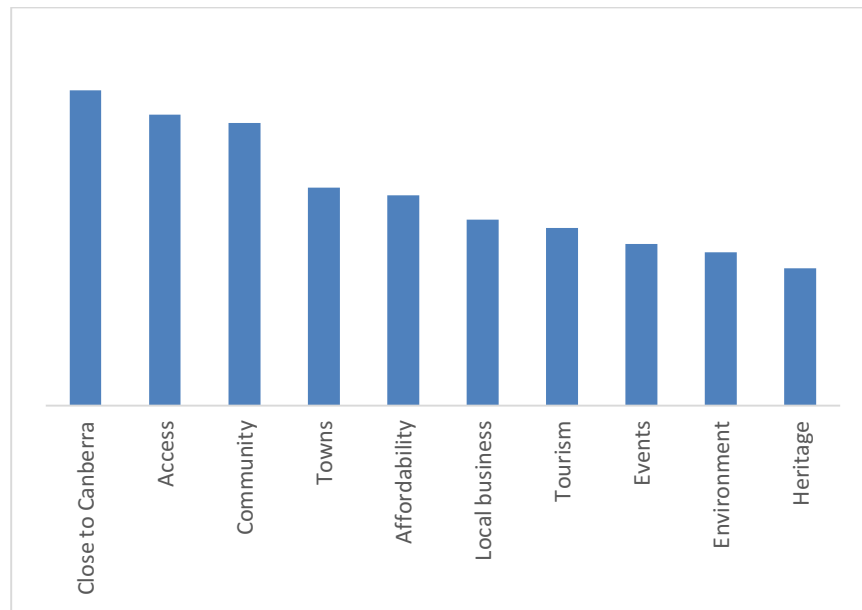
Art&~culture:15 Cater~for~seniors:15 Recreation~&~leisure~facilities:14 Walking:14 Community~engagement:11 Dogs:10 Economy~&~employment:10 Community~facilities:9 Shade:9 Libraries:8 Skate~park:7 Encourage~tourism:7 Sustainability:7 Restaurants~&~cafes:6 More~trees:5 Community~events:5 Use~empty~shops:4 More~diversity:4 Better~water:2 Local~business~support:1	Restaurants~&~cafes:4 Economy~&~employment:4 Shade:4 Maintenance:4 Environment~protection:3 Community~facilities:3 Use~empty~shops:3 Community~events:3 More~diversity:3 Sustainability:3 Communications:2 Libraries:2 Enhance~country~lifestyle:2 More~trees:2 Community~engagement:2 Healthcare:2	Walking:1 Rejuvenate~CBD:1 Encourage~tourism:1 Economy~&~employment:1 Community~engagement:1 Education:1 Shade:1 Sustainability:1	Waste~management:4 Communications:3 Libraries:3 Walking:3 Economy~&~employment:3 Dogs:2 Community~facilities:2 Enhance~country~lifestyle:2 More~trees:2 Community~events:2 Cinema:2 Sustainability:2 Environment~protection:1 Restaurants~&~cafes:1 Use~empty~shops:1 More~diversity:1	Economy~&~employment:2 Community~engagement:2 Healthcare:2 Public~safety:1 Things~for~young~people:1 Recreation~&~leisure~facilities:1 Encourage~tourism:1 More~trees:1 Cinema:1 Better~water:1 Education:1 Sustainability:1 Maintenance:1
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Q13. WHAT ARE QUEANBEYAN-PALERANG'S FOUR BEST ECONOMIC OR BUSINESS ASSETS?

1.1 QPRC AREA

1.1.1 Top 10 issues



1.1.2 Issues word cloud





1.2 UNDERLYING DATA

1.2.1 Categories and search terms

Categories	Search terms								
Towns	towns	Bungendore	Braidwood	Captain*s Flat	village				
Free parking	parking								
Close to Canberra	close*canberra	ACT	near*canberra	proximity*canberra					
Environment	landscape	natural	environment	country	national park	dam	nature	reserve	range
Local business	local business	entrepreneur	shop	small business					
Tourism	tourism	tourist	attractions	visit	scenic	historic			
Heritage	heritage	histor							
Lifestyle	lifestyle	rural	country living	country feel	families	family			
Skilled workforce	workforce	workers	clever	education					
Retail	retail	shop							
Agriculture	agriculture	farming	farms	primary indust					
Community	community	people	diversity	spirit	identity	vibrant			
Artists & artisans	Arts	crafts	artisans	cultur	gallery	bakery	woodwork		
The river	river								
Events	The Q	events	festival						
Affordability	affordab	cheap	cost of living	housing	space	land	supply		
Community facilities	pool	librar	playground	show*ground					
Access	access	proximity	coast	close to					

1.3 WORD CLOUD DATA

Close to Canberra:38

Access:36

Community:35

Towns:27

Affordability:26

Local business:23

Tourism:22

Events:20

Environment:19

Heritage:17

Lifestyle:15

Community facilities:12

Retail:14

Artists & artisans:11

The river:10

Free parking:7

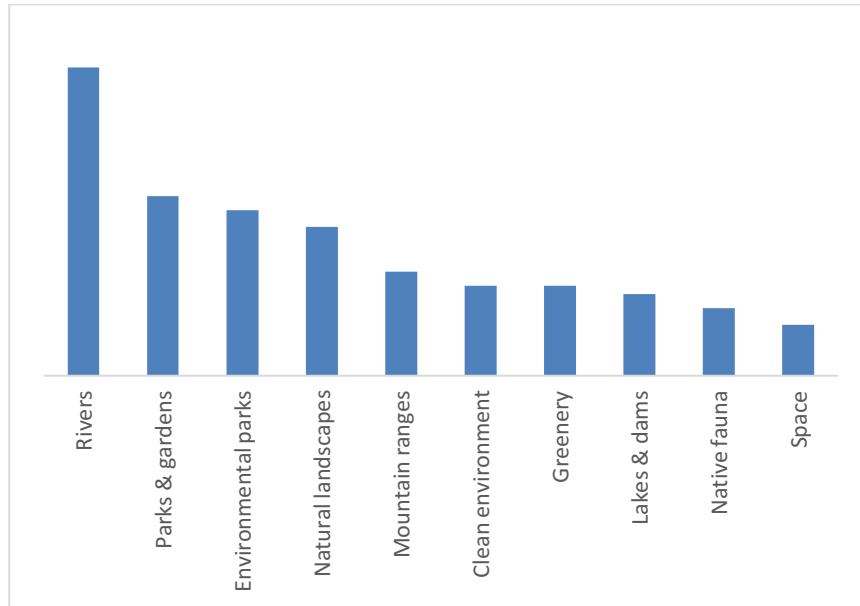
Skilled workforce:6

Agriculture:6

Q14. WHAT ARE QUEANBEYAN-PALERANG'S FOUR BEST ENVIRONMENTAL ASSETS?

1.1 QPRC AREA

1.1.1 Top 10 issues



1.1.2 Issues word cloud





1.2 UNDERLYING DATA

1.2.1 Categories and search terms

Categories	Search terms														
Rivers	river	stream	water	Shoalhaven	Molonglo	Mongarlow									
Clean environment	environment	unpolluted	clean	unspoilt	*air	quiet									
Environmental	national park	reserve	state forest	state park	Budawang	Monga	Deua	Tal*agand	Palerang	Major*s Creek	Jerra	Tural*o	Cuumbe*n	preserve	refuge
Rural location	rural	remote	isolat	remote											
Natural landscapes	wilderness	bushland	landscape	hill*	bush	forest	unsplotted	bio*diversit	natural	valley	countryside				
Mountain ranges	mountain	range	mount	Budawang	Mt*	Tinderry	Jerrabombera	hill							
Native fauna	wildlife	bird	kangaroo	platypus	fauna	species	animals	wombat							
Parks & gardens	park	garden	urban recreation	shady	street trees	city	oval	Queen	QE	tree*scape					
Farmland	farms	pasture	paddock	farmland	grow	farming									
Woodlands	woodland	wood	forest												
Low population	low population	small population	density												
Renewable energy	renewable energy	wind	solar	hydro	sun										
Lakes & dams	lake	dam	Googong	George											
Greenery	green	lush	tree	grassy	tree*covered	waratahs	native plants	flora	species						
Space	space	of land	lack of residen												
Environmental groups	Land*care	volunteer	carer	Wild*care	Green*ways										

1.2.2 Word cloud data

Rivers:110

Parks & gardens:64

Environmental parks:59

Natural landscapes:53

Mountain ranges:37

Clean environment:32

Greenery:32

Lakes & dams:29

Native fauna:24

Space:18

Farmland:14

Woodlands:14

Renewable energy:12

Rural location:10

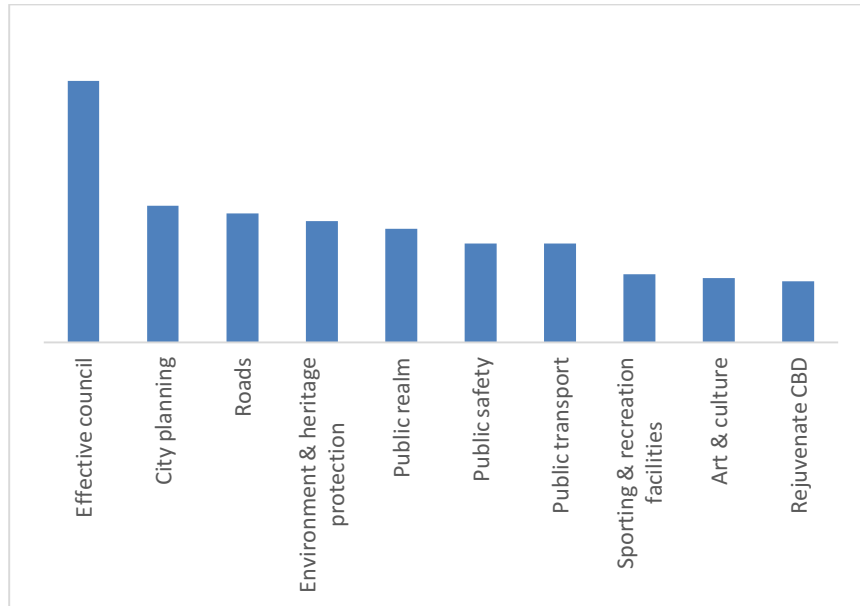
Environmental groups:6

Low population:2

Q15. WHAT NEEDS TO CHANGE IN QUEANBEYAN-PALERANG IF THE REGION IS GOING TO BE THE PLACE YOU WANT IT TO BE?

1.1 QPRC AREA

1.1.1 Top 10 issues



1.1.2 Issues word cloud





1.2.1 Categories and search terms

1.2.1 Categories and search terms

[illegible]

1.2.2 Word cloud data

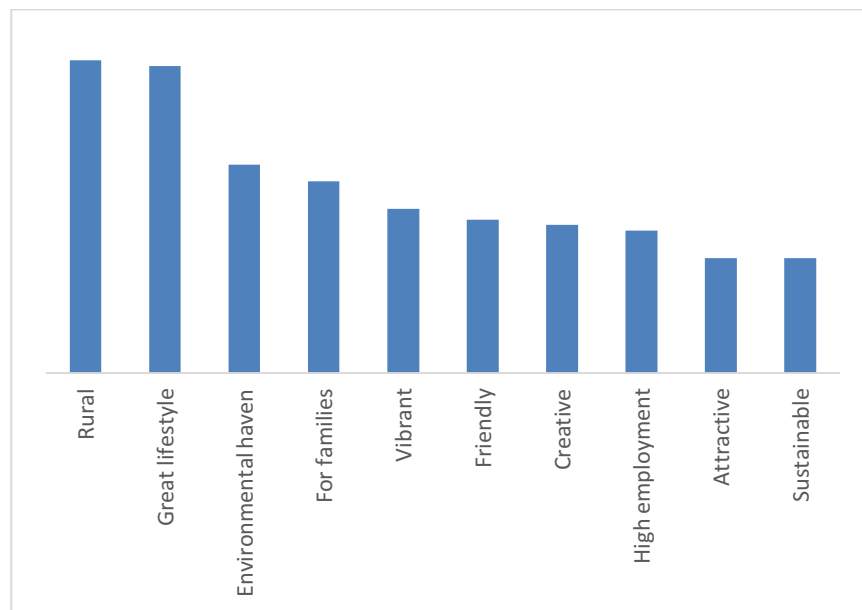
Effective council:69	Community facilities:4
City planning:36	Parking:3
Roads:34	Cater for seniors:2
Environment & heritage protection:32	Pathways:2
Public realm:30	Water:1
Public safety:26	
Public transport:26	
Sporting & recreation facilities:18	
Art & culture:17	
Rejuvenate CBD:16	
Community events:14	
Economy & employment:14	
Bypass:12	
Enhance country lifestyle:12	
Traffic management:11	
Youth facilities:11	
Waste management:9	
Cinema:8	
More diversity:8	
Better communications:7	
Parks & green spaces:6	
Community engagement:5	
Encourage tourism:5	



Q16. HOW WOULD YOU LIKE TO DESCRIBE YOUR REGION TO A VISITOR 10 YEARS FROM NOW?

1.1 QPRC AREA

1.1.1 Top 10 issues



1.1.2 Issues word cloud





1.2.1 Categories and search terms

1.2.1 Categories and search terms

[illegible]

1.2.2 Word cloud data

Rural:57

Great lifestyle:56

Environmental haven:38

For families:35

Vibrant:30

Friendly:28

Creative:27

High employment:26

Attractive:21

Sustainable:21

Thriving:17

Safe:14

Inclusive:12

Clean:12

Historic:12

Modern:12

Diverse & inclusive:11

Affordable:8

Self-sufficient:7

Tourist destination:7

Not congested:6

Well governed:5

Prosperous:4

Well-planned:3

Connected:3

Engaged:2

Confident:2

