

Chapter 3.0

Network feedback

3.1 What has the community told us?

Council is committed to understanding the recreational needs of our communities, as well as the types of experiences that our residents expect to enjoy across the Sunshine Coast recreation parks network. To better understand these needs and expectations, public feedback has been reviewed from several sources, from comments on region-wide strategic documents to detailed requests for additional council services. This feedback has provided insight into the performance of our parks network and assisted council to identify trends and future opportunities for parks activities.

2017 Yardstick park user surveys

In 2017 council participated in the Yardstick park user survey, a tool that shows how recreation parks meet user expectations. These surveys also measure the delivered level of service and identifies gaps in the service. The intercept-style surveys were undertaken in 13 council-wide and district recreation parks.

User behaviour

- About two thirds of the survey respondents reported staying in the park for a relatively long period of time, between 30 minutes and 2 hours.
- More than half of respondents had travelled to the park in their private vehicle and of the rest had walked, a few had cycled and one respondent used public transport.

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User activities

General responses

- More than 50% of the survey respondents reported they were participating in passive recreation activities such as relaxing or supervising children in the park, with a roughly even distribution between these activities.
- The second most common activities were walking the dog and play activity, about 10% each.

People under 15

- The survey did not include anyone younger than 15, however participants were asked to report what they could observe of children's activities.
- The most common observation was play activity using facilities and/or playing with other children at just over 40%.
- Walking was 14%, the second most common activity.

User profile

- **Age** – Almost half of the respondents were between 30 and 44 years of age. People over 65 represented 10% of respondents and a small portion were under 24.
- **Gender** – More than half of respondents were women.
- **Ethnicity** – Almost 80% of people identified as Australian European, around 10% identified as Asian and 10% as "other".
- **Catchment** – Almost all respondents were from the local area or the region, only 10% said they were tourists and almost all tourists were Australian.
- **Proximity** – Local area respondents were evenly distributed in terms of travel time, between less than 5 minutes and up to 30 minutes.

Level of service

Survey respondents were asked to rate the importance of various features of the park and how satisfied they were with these, including:

- trees, shade
- cleanliness
- playgrounds, seats and tables
- toilets (public amenities)
- paths and tracks
- grass maintenance
- security, and car parking.

In terms of importance, trees scored highest, followed by cleanliness, playgrounds and toilets. The lowest scored by importance were grass maintenance, security and car parking.

2018 Customer relationship management

Our customer relationship management (CRM) tool, also known as a 'request', is a way for the community or a visitor to contact council and ask a question, make a comment or provide feedback. This information is forwarded to relevant council staff for action or information. In the Parks and Gardens (P&G) branch of council, this allows staff to understand where action needs to be taken, for example, if there are fallen trees that need to be cleared, undesirable activities that need to be managed or where different levels of infrastructure are required.

In 2018, 206 requests related to the provision of new parks infrastructure were lodged with council. The top ten most requested infrastructure or activity types are shown in Figure 7: Top ten most requested infrastructure or activity types.



Figure 7: Top ten most requested infrastructure or activity types