

Our Targets

Sunshine Coast Community Strategy 2019-2041



This fact sheet provides some more detail about the measures and targets used in the [Sunshine Coast Community Strategy 2019-2041](#).

As noted in the strategy, Council and community will use the following measures to track progress towards our shared goal of a strong community. We all have responsibility for contributing to the outcomes we want to see in our community and we will need to work together to achieve these targets.

Headline measure

Measure	Baseline	Latest	2041 Target
Residents in agreement that the Sunshine Coast is a strong community	NA	68%	75%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

Baseline & latest: This measure was first and most recently collected in 2023, and therefore there is no baseline for this measure.

The **2041 target** reflects that there are opportunities for ongoing improvement to factors that contribute to a strong community to 2041, including views about community participation, trust and community pride.

01 Healthy, active communities

Measure	Baseline	Latest	2041 Target
Topic 1.1 Resident who rated their health as good, very good or excellent as a ranking within Regional Queensland	#2	#4	#1-3
<p><i>Measure source: Queensland Preventative Health Survey (undertaken by the Queensland Government).</i></p> <p>The baseline for this measure was recorded in 2019/20 and the latest result was measured in 2021/22.</p> <p>The 2041 target was chosen to maintain the relative strength in health for Sunshine Coast residents compared to other regional areas of Queensland.</p>			

02 Vibrant communities

Measure	Baseline	Latest	2041 Target
Topic 2.1 Residents in agreement that Council's community infrastructure meets community need	NA	56%	60%
<p><i>Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).</i></p> <p>Baseline & latest: This measure was first and most recently collected in 2023, and therefore there is no baseline for this measure.</p> <p>The 2041 target reflects opportunities for a modest improvement considering the challenge of expected strong population growth.</p>			

Measure	Baseline	Latest	2041 Target
Topic 2.2 Personal travel by active transport and passenger transport	15%	12%	30%

Measure source: Queensland Household Travel Survey (Queensland Government).

The **baseline** for this measure was recorded in 2015/16. The **latest** result was measured across 2022/23 and 2023/24 (data is pooled across two years to better represent the travel behaviours of the Sunshine Coast population).

The **2041 target** was adopted by Council in December 2018 as part of the Integrated Transport Strategy based on the baseline 2015/16 financial year data. The target is aspirational. Achievement of the target will be influenced by infrastructure investment and urban development that take time to be delivered. The Queensland Government and Australian Government have significant influence on this measure through investment.

Well below target: This target represents an ambitious goal to be achieved in 2041. Achievement of this target will require significant infrastructure investment and behaviour change, which take time to be realised.

Measure	Baseline	Latest	2041 Target
Topic 2.3 Residents in agreement that they can find the type of accommodation they need	37%	35%	40%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

The **baseline** for this measure was recorded in 2021 and the **latest** result was measured in 2023.

The **2041 target** reflects a modest but realistic improvement in the availability and affordability of accommodation on the Sunshine Coast given strong population growth and attraction of tourists.

Well below target: In 2023, residential vacancy rates were very low, interest rates were high and median dwelling prices had increased significantly for the Sunshine Coast. In addition, there was limited availability of universal housing, and social housing was a low proportion of housing stock. Significant national and local attention across government and community may help to address the current housing crisis.

03 Inclusive communities

Measure	Baseline	Latest	2041 Target
Topic 3.1 Residents in agreement that it is a good thing for a society to be made up of people from different cultures	85%	84%	90%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

The **baseline** for this measure was recorded in 2016 and the **latest** result was measured in 2023.

The **2041 target** reflects a modest improvement in community perceptions related to diversity and inclusion, which is considered achievable given existing trends.

Measure	Baseline	Latest	2041 Target
Topic 3.2 Residents who volunteered for an organisation in the preceding twelve months	21%	16%	20%

Measure source: [Census](#) (Australian Bureau of Statistics)

The **baseline** for this measure was recorded in 2016 and the **latest** result was measured in 2021.

The **2041 target** reflects a return to levels of volunteering evident before the COVID-19 pandemic, while also accounting for changes in the demographics of the expected Sunshine Coast population in 2041. This target also reflects trends in volunteering towards less formal volunteering which is not captured in this statistic.

Measure	Baseline	Latest	2041 Target
Topic 3.3 Residents in agreement that there are opportunities to have a say on community issues that are important to them	70%	51%	70%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

The **baseline** for this measure was recorded in 2016 and the **latest** result was measured in 2023.

The **2041 target** reflects a return to the baseline measured in 2016. Returning to this baseline may be difficult given broader national trends.

Well below target: The latest measure is well below the 2041 target. The proportion of residents who are neutral on this measure has increased, rather than an increase in the proportion of residents who disagree.

04 Connected, resilient communities

Measure	Baseline	Latest	2041 Target
Topic 4.1 Residents in agreement that they live in an active community where people get involved in local issues and activities	77%	57%	75%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

The **baseline** for this measure was recorded in 2016 and the **latest** result was measured in 2023.

The **2041 target** reflects a return to the baseline measured in 2016. Returning to this baseline may be difficult given broader community trends.

Well below target: The latest measure is well below the 2041 target and needs specific attention by community and stakeholders to address.

Measure	Baseline	Latest	2041 Target
Topic 4.1 Residents in agreement that they can get help from friends, family, neighbours or community organisations when they need it	93%	87%	90%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

The **baseline** for this measure was recorded in 2016 and the **latest** result was measured in 2023.

The **2041 target** reflects continued achievement of the baseline measured in 2016.

Measure	Baseline	Latest	2041 Target
Topic 4.2 Residents in agreement that they feel safe all the time on the Sunshine Coast	77%	62%	75%

Measure source: Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).

The **baseline** for this measure was recorded in 2016 and the **latest** result was measured in 2023.

The **2041 target** reflects continued achievement of the baseline measured in 2016.

Well below target: The latest measure is well below the 2041 target and needs specific attention by community and stakeholders to address.

05 Creative, innovative communities

Measure	Baseline	Latest	2041 Target
Topic 5.1 Cultural vitality	To be determined		
<p><i>Measure source: To be determined. Likely to be incorporated into the Sunshine Coast Community Connections Survey (currently funded by Council every 2 years).</i></p> <p>The baseline and 2041 target will be determined in 2025.</p>			