

## Consultation Summary – Draft Nambour Activation Plan

Consultation on the Draft Plan was conducted throughout the month of August 2015.

Displays, presentations, website promotion and word of mouth were key tools used in the program.

The purpose of the consultation was to gain feedback and direction on the Draft Plan.

### Displays and presentations

Council officers, Nambour Alliance members and Nambour Working Group members met with over 500 people at Nambour events during August to discuss and gather the community's thoughts on the Draft Plan.

Events at which consultation was conducted included TrackFest, Nambour Together, Solos Under The Stars, Rotary Meetings, the Nambour On Track collective (not for profit groups) and the monthly Combined Churches Minister Meeting.

Members of the Nambour Alliance door knocked individual businesses throughout the Nambour town centre and spoke to the owners and managers promoting the Draft Plan and encouraging discussion.

Letters were delivered to over 250 property and business owners in the Nambour town centre area seeking feedback on the Draft Plan and additional ideas to activate the area.

Media communications included two media releases, five social media posts (one post each week of consultation) and promotion through Council's own communication tools.

During the consultation period, the Facebook site recorded over 15,000 views and 193 responses (i.e. likes, comments and shares). Twitter recorded almost 1,900 views.

### Formal responses

Over 120 written responses were received. Responses were received from a wide range of people – including Nambour residents, land owners and business owners of Nambour, residents of surrounding towns and people working in Nambour.

Overall there has been a strong level of support for the Draft Plan with good feedback and enthusiasm for the changes already occurring in the community.

Over 90% of survey respondents supported the vision of the Draft Nambour Activation Plan with a common response being the close alignment of the vision with respondent's own vision for Nambour.

The remaining 9% of survey respondents expressed uncertainty as to how the vision might be achieved in the short to medium term.

Of those people who completed surveys, 30% were over the age of 55 years, 45% were between 18 and 35 and 25% were below the age of 35.

### Survey results

Respondents were provided with seven 'Overall Actions' that reoccur throughout the Draft Plan, and asked to rank them in order of importance. The two overall actions considered to have the highest priority were:

- 1) "More street parties, events and festivals celebrating the history and future of Nambour" closely followed by
- 2) "Colouring the streets with street art, wall murals, green walls, flower boxes, etc."

Respondents were provided with four longer term 'key strategic projects' and asked to identify which project they considered the most important. The two strategic projects considered to be most important were:

- 1) "Progressing the Nambour Heritage Tramway Project", closely followed by
- 2) "Creating Petrie Creek as a major pedestrian and green spine"

Respondents were asked for other actions (in addition to those suggested within the scope of the Draft Plan). The majority of responses reflected actions broadly identified in the Draft Plan.

The most common responses not identified in the draft actions are summarised below:

- Need for "family focus" (a recurring theme throughout responses)
- Clean up shop fronts, remove derelict facades and fill empty shops
- Improve parking options
- Remove selected traffic lights and /or install roundabouts
- Establish streetscaping and way finding signs in partnership with owners and traders
- Use the land opposite Coles for community use
- Nambour Showgrounds – more events, and make physical and business connections with town events
- Bury St - Extend activation zone to include Nambour Museum, Lind Lane Theatre and heritage buildings opposite Coles
- Use Nambour colour palette on shops and buildings to bring co-ordination and consistency and create Nambour character/identity
- Include links to Nambour's rich indigenous past
- Entrance / exit signs (welcome / upcoming events)

- Housing – encourage residential housing and increase population “in town” to activate and stimulate business day and night

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