

Our Targets (2025 Update)

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	68.4%	62.9%	75%

Measure source: Sunshine Coast Community Connections Survey (funded by Council).

Baseline/target justification: This measure was first collected in 2023 and therefore this result has become the baseline for future years. The 2041 target reflects that there are opportunities for ongoing improvement in correlated factors, such as views about acceptance of diversity, trust in local government, and an active community getting involved in, and feeling part of the local community.

Latest commentary: The latest result is well below target. The result in 2025 is 5.6% (pp) lower than in 2023 and is 12.1% (pp) below target. It reflects declines in correlated factors including acceptance of diversity (see below).

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	#2	#1-3
<u>Measure source:</u> Queensland Preventative Health Survey (undertaken by the Queensland Government). This measure is for the Sunshine Coast hospital and health service (HHS) area - not LGA, compared to Regional Queensland (which excludes the Metro North and Metro South HHS). <u>Baseline/target justification:</u> This measure was first collected for the Community Strategy for the 2019/20 financial year. The 2041 target reflects an ambition to maintain the relative strength in health for Sunshine Coast residents compared to other regional areas of Queensland. <u>Latest commentary:</u> The latest result has Sunshine Coast HHS maintaining the second highest self-rated health score of the 13 HHS districts in Regional Queensland.			

02 Vibrant communities

Measure	Baseline	Latest	2041 Target
Topic 2.1 Residents in agreement that Council's community infrastructure meets community need	55.9%	54.6%	60%
<u>Measure source:</u> Sunshine Coast Community Connections Survey (funded by Council). <u>Baseline/target justification:</u> This measure was first collected in 2021, however was rewritten in 2023 (to reflect broader community need rather than individual need) resulting in a substantial change to the result. Therefore, the 2023 result is used as the baseline for this measure. The 2041 target reflects an opportunity for modest improvement considering the challenge of expected strong population growth. <u>Latest commentary:</u> The result in 2025 is similar to the 2023 result. The latest result is 5.4% (pp) below target which demonstrates the need for ongoing investment in community facilities given strong population growth.			

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).

Baseline/target justification: The baseline for this measure and the 2041 target was adopted by Council in the Integrated Transport Strategy in December 2018. 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.

Latest commentary: The latest result is 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. A new Sunshine Coast Active Transport Plan (in the works to finalisation) is anticipated to provide further direction and initiatives to drive this measure forward.

Measure	Baseline	Latest	2041 Target
Topic 2.3 Residents in agreement that they can find the type of accommodation they need	36.6%	33.8%	40%

Measure source: Sunshine Coast Community Connections Survey (funded by Council).

Baseline/target justification: This measure was first collected in 2021 and therefore this is the baseline for this measure. The 2041 target reflects a realistic ambition for a modest improvement in the availability and affordability of accommodation on the Sunshine Coast given the challenge of strong population growth and tourism growth.

Latest commentary: The latest result is well below target. The result in 2025 is similar to the 2021 and 2023 results (a decrease but not statistically significant). The most recent results reflect the housing crisis being experienced on the Sunshine Coast, with low residential vacancy rates and growing dwelling prices and rents. In addition, there was limited universal housing and social housing. Significant national and local attention across government and community may help to address the current housing crisis, including delivery of actions and initiatives as guided by Council's Housing and Homelessness Action Plan.

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%	74.5%	90%
<u>Measure source:</u> Sunshine Coast Community Connections Survey (funded by Council). <u>Baseline/target justification:</u> This measure was first collected in 2016 as part of the first ever Community Connections Survey. The 2041 target reflects an opportunity for modest improvement in community perceptions related to diversity and inclusion, which was considered achievable given trends at the time, and a desirable target for maintaining community cohesion. <u>Latest commentary:</u> The latest result is well below target. The result in 2025 is 9.3% (pp) lower than in 2023 and is 15.5% (pp) below target. This decrease may be related to rhetoric around the Voice Referendum, Australian Government elections and global events and conflicts. Rising cost of living may also have contributed to concerns about migration and multiculturalism in the region.			

Measure	Baseline	Latest	2041 Target
Topic 3.2 Residents who volunteered for an organisation in the preceding twelve months	20.7%	15.7%	20%
<u>Measure source:</u> Census (Australian Bureau of Statistics). <u>Baseline/target justification:</u> The baseline for this measure was recorded in 2016 which was the latest data available at the time the Community Strategy was adopted. The 2041 target reflects a continuation of volunteering participation while adjusting for demographic change. The target is ambitious given changes in volunteering towards informal/episodic volunteering. <u>Latest commentary:</u> The 2021 result was 5.0% (pp) lower than in 2016, and 4.3% (pp) below target. The 2021 result is likely impacted by the COVID-19 pandemic which reduced rates of volunteering due to restrictions and health concerns.			

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%	45.5%	70%
<u>Measure source:</u> Sunshine Coast Community Connections Survey (funded by Council). <u>Baseline/target justification:</u> This measure was first collected in 2016 as part of the first ever Community Connections Survey. The 2041 target reflects an ambition (in 2019) to maintain the baseline result. Returning to this baseline may be difficult given broader national trends and noting results since 2021 have been consistently lower. <u>Latest commentary:</u> The latest result is well below target. The result in 2025 is 5.4% (pp) lower than in 2023 and is 24.5% (pp) below target. Notably, 33.2% of residents neither agreed nor disagreed with this statement, an emerging trend that is demonstrating apathy amongst the community, and 21.4% disagreed. Council is aware of growing community sentiment and perceptions that community views are not being heard and acted on by Council. This sentiment is generally consistent with sentiment in other regions and levels of government and combines with factors of trust. Media fragmentation and social media are also contributing to echo chambers and misinformation and disinformation that are critical of Council, which are increasingly making it difficult to reach and communicate accurately with residents.			

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%	53.8%	75%
<u>Measure source:</u> Sunshine Coast Community Connections Survey (funded by Council). <u>Baseline/target justification:</u> This measure was first collected in 2016 as part of the first ever Community Connections Survey. The 2041 target reflects an ambition (in 2019) to maintain the baseline result. Returning to this baseline may be difficult given broader community trends and the consistency of results since 2021, but remains a stretch target to advance a connected and involved community. <u>Latest commentary:</u> The latest result is well below target. The 2025 result is similar to the 2021 and 2023 results (a decrease but not statistically significant). The 2025 result is 21.2% (pp) below the 2041 target. Current financial pressures being experienced by residents may be impacting this measure as well as other social trends (as outlined in the Community Strategy).			

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%	79.0%	90%
<u>Measure source:</u> Sunshine Coast Community Connections Survey (funded by Council). <u>Baseline/target justification:</u> This measure was first collected in 2016 as part of the first ever Community Connections Survey. The 2041 target reflects an ambition (in 2019) to maintain the baseline result. Returning to this baseline may be difficult given broader community trends. <u>Latest commentary:</u> The latest result is well below target. The result in 2025 is 8.2% (pp) lower than in 2023 and is 11.0% (pp) below target. Current financial pressures being experienced by residents may be impacting this measure as well as other social trends (as outlined in the Community Strategy).			

Measure	Baseline	Latest	2041 Target
Topic 4.2 Residents in agreement that they feel safe all the time on the Sunshine Coast	77%	59.6%	75%
<u>Measure source:</u> Sunshine Coast Community Connections Survey (funded by Council). <u>Baseline/target justification:</u> This measure was first collected in 2016 as part of the first ever Community Connections Survey. The 2041 target reflects an ambition (in 2019) to maintain the baseline result. <u>Latest commentary:</u> The result in 2025 is similar to the 2023 result (a decrease but not statistically significant) but lower than in 2021 by 12.2% (pp). The result is 15.4% (pp) below target. Council is aware of a growing community perception around perceived issues of crime and safety. This may continue to grow as the region becomes more densely populated. Crime statistics can be used to better understand differences between perceptions and actual levels of crime.			

05 Creative, innovative communities

Measure	Baseline	Latest	2041 Target
Topic 5.1 Cultural vitality	TBD	TBD	TBD
TBD			