Sunshine Coast COUNCIL

Sunshine Coast Community Strategy 2019-2041

Background Paper

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Purpose

The purpose of the Sunshine Coast Community Strategy Background Paper is threefold.

First, to explain the path that has been taken in preparing the Sunshine Coast Community Strategy 2019-2041.

Second, to identify the drivers of social and community change on the Sunshine Coast and provide the underlying evidence of our community context now, and the changes that can be reasonably anticipated in future.

Third, to outline a framework for measuring social and community progress so that we can review the effectiveness of our efforts to build an even stronger Sunshine Coast community as we grow.

Figure 1:Drivers for community change on the Sunshine Coast

Council's Corporate Goals

The Sunshine Coast community as a whole and its constituent communities of place are impacted and shaped by the social, economic and environmental contexts in which they exist.

The role of the Background Paper is to focus on the community context and the part it plays in shaping our Sunshine Coast region. The Sunshine Coast Council (Council) Corporate Plan 2019-2023 identifies five corporate goals to support the Sunshine Coast region: a strong community, a smart economy and a healthy environment. These goals are underpinned by two other implementation related goals, service excellence and an outstanding organisation. Council's corporate goals and their relationships are depicted in Figure 2.

The principal vehicle for implementing Council's goal of a strong community is the *Sunshine Coast Community Strategy 2019*-2041 (the Community Strategy). This regional strategy sets out the vison for a strong community and identifies the community outcomes that have been developed through extensive engagement with the Sunshine Coast community.

The Community Strategy is complemented by two other regional strategies - the Regional Economic Development Strategy 2013-2033 (which responds to the Corporate Goal of a smart economy), and the Environment and Liveability Strategy 2017 (which responds to the Corporate Goal of a healthy environment). Together, the three regional strategies provide the long term strategic direction for *what* Council will do and *how* we will do it – in collaboration with our community.

Figure 2: Sunshine Coast Council's Corporate Goals

Why is a Community Strategy Important?

The Sunshine Coast is a great place to live, not only because of its magnificent environment and the emerging opportunities for economic progress, but also because it fosters strong communities to sustain the wellbeing of its residents.

There is ample evidence to show that strong communities produce a range of positive social and economic outcomes. These range from providing a positive social learning environment for children, less crime and greater public safety, networks of connection between people that facilitate mutual help, support and job opportunities, to addressing social isolation and loneliness that inevitably can lead to adverse health outcomes.

Communities can often benefit from some assistance to foster these attributes. Working collaboratively to leverage off the wealth of human skill and resources present in our community to address challenges and opportunities, the provision of community programs and infrastructure to enable people to come together to pursue their interests, meaningful engagement to keep the community active in local governance are all conducive to helping communities function more effectively.

Local government, more so than the other levels of government, is in a strong position to help with the development of strong communities. Local government knows its communities intimately, it can respond more promptly and creatively to emerging problems and its elected representatives and staff work closely with the communities they serve.

Council undertakes a wide range of community planning and development activities by working with communities to provide programs and services that offer people opportunities to connect, build their own capacity to respond to local issues and to improve their wellbeing and quality of life.

However, Council's do not have the financial resources of other levels of government, or in some cases, the lead service deliver role. In these, cases the Community Strategy provides a clear direction on how we will advocate to other levels of government on the needs of our community.

The Sunshine Coast Social Strategy 2015

The forerunner to the Community Strategy was the Sunshine Coast Social Strategy 2015. Like its successor, it identified a strong community as the principal goal.

The Social Strategy 2015 was developed as the umbrella strategy for a suite of subordinate Council strategies and plans that supported the overall goal of a strong community, including (but not limited to) a Youth Strategy, Multicultural Action Plan, Positive Ageing Strategy and a Community Events and Celebrations Strategy.

The Social Strategy 2015 had a five year outlook from 2015 to 2019. In 2018, Council embarked on a review of the original social strategy with a view to developing a robust set of longer term outcomes and strategic directions to support a growing community to 2041.

Reviewing the effectiveness of the Social Strategy 2015 proved difficult because although desired outcomes were articulated, they tended to be general in character and not to have robust measures or benchmarks attached to them which could be used for evaluating success or even progress. Rather, they tended to measure outputs instead of outcomes.

While this has been a common approach to measurement, views on what should be measured in the community context have been changing. The community sector is now moving towards measuring social value or the social impact of the work they do. This change has been in response to a changing policy and funding regime where funding is increasingly directed to evidenced outcomes and customer driven needs and aspirations.

Alternatively, one might look at a range of social indicators that will provide a reasonable picture of how well a community is doing relative to other communities. There are a range of measures available for employment, income, educational attainment, housing stress, crime incidence and so on.

What they don't tell you is how well the community is functioning, how much civic pride and connection between people exists and how well people and communities pull

together in times of hardship or disaster. However, these social indicators are still useful in filling in part of the picture. An analysis of relevant social outcome indicators is presented later in this background paper.

Finally, one can go and ask the community how well things have gone and how they consider things can be changed for the better. Engaging the community was the starting point for the development of the Sunshine Coast Community Strategy 2019-2041, and resulted in a comprehensive engagement process to capture the hopes and aspirations of the community into a 20 year strategic blueprint for the future.

Community Engagement Program Overview

An extensive program of engagement has been undertaken since September 2018 to ensure that the Sunshine Coast Community Strategy 2019-2041 is shaped by, and reflective of, the voices of our region. Approximately 1600 community members and stakeholders have contributed to the Strategy over two phases of community and stakeholder engagement. This report provides a summary snapshot of the two phases of engagement rolled out to inform the Strategy's development.

Phase 1 Overview

Between September and October 2018, community members from across the Sunshine Coast shared their views on what a strong community means for our region. Approximately 750 people were engaged through the following community engagement methods:

- 488 surveys were completed
- 11 pop-ups were hosted at events such as the Maleny Youth Festival, Disability Expo, Caloundra Family Day and community markets
- 108 children's drawing representations were completed at the pop-ups
- 22 photographs were submitted by community members to council's Have your Say website
- Focus groups and 1:1s facilitated with Traditional Owners and First Nations community
- Internal stakeholder workshops and targeted meetings.

The broad ranging methods that were utilised ensured that there was a diversity of participants in the engagement program with significant contribution from young people, children, people with disability, and Traditional Owners and First Nations people, among the broader community.

Community Engagement Methods

Online engagement and pop-ups

The invitation to provide feedback on what a strong community means for our region was promoted through a number of online channels including Council's Have your Say site, Facebook and news stories. Pop-up engagement stalls were held at 11 community events across the region to reach the broader community.

Almost 500 surveys were completed online and at pop-ups to inform the drafting of the Strategy's vision and priorities.

Stakeholder engagement

A diverse range of stakeholders were consulted throughout the span of the Strategy's engagement program, including government agencies, community organisations, critical peak and industry bodies, educational institutions, First Nations leaders, religious leaders, business and other community representatives, in addition to internal stakeholders.

Stakeholder Forum

On 28 November 2018, council in partnership with Engagement Plus, facilitated a stakeholder engagement event to provide a collective impact approach to support the development and delivery of the new Sunshine Coast Community Strategy. Participants included more than 70 representatives from organisations with interest or influence across a range of issues relevant to enhancing a strong Sunshine Coast community.

Stakeholder Advisory Group

Notably, the project was steered by the Sunshine Coast Community Strategy Strategic Advisory Group, which was established to provide strategic advice on the development of the Community Strategy. With representation and participation from the Queensland Council of Social Service (QCOSS); Department of Aboriginal and Torres Strait Islander Partnerships (DATSIP); Department of Social Services; Department of Communities, Disability Services and Seniors; University of the Sunshine Coast; Coalition of community Boards; Department of Child Safety, Youth and Women; Department of

Housing and Public Works; Queensland Health; the Department of Education; and council, the Group were involved through a range of facilitated interactive workshops to support development and refinement of the Strategy's strategic framework, priority directions and actions.

Internal stakeholder engagement

In addition to a range of targeted 1:1's, two workshops were held with key internal stakeholders on 1st April 2019, in partnership with Engagement Plus. More than 40 council staff participated in these workshops from all Groups across council, with an interest or influence in a range of topics and themes that are represented in the Community Strategy. The main purpose of these workshops was to socialise and seek feedback on the outcomes, strategic priorities and corporate intersections of the new Community Strategy.

What we heard from the community and stakeholders

We were told that a strong community means a community that is connected with people, places and spaces. It is also about inclusion, diversity and equity, a supportive, helpful and caring community, opportunities for participation and a safe community. Participants also told us that we could make our Sunshine Coast community even stronger by continuing to provide and create new opportunities to connect, participate, interact and engage through community events, programs and activities.

The areas of greatest concern for the community were housing affordability and homelessness, transport infrastructure, employment and education and safe communities. Meanwhile, the areas that the community told us were improving or remaining the same were social infrastructure, social equity and inclusion, community recovery from disaster, health and wellbeing and community engagement.

Phase 2 Overview

Between June and July 2019, more than 850 people were engaged and contributed their ideas to the formation of the Strategy's action plan through the following community engagement methods:

- 256 online surveys were completed
- 29 open submissions were submitted via the Have your Say webpage
- 108 people contributed through 4 pop-ups that were hosted at events across the region
- 142 people contributed through workshops with key stakeholder and advisory groups
- 125 stakeholders contributed through the Community Strategy Stakeholder Forum
- A cross section of key internal stakeholders were engaged through targeted meetings.

Community Engagement Methods

Online engagement

The invitation to provide feedback on the draft Community Strategy was promoted through a number of online channels including Council's Have your Say site, Facebook, Twitter, LinkedIn, news stories and council TV. More than 250 surveys were completed online.

Pop-ups

Pop-up engagement stalls were held at 4 community markets across the region to reach the broader community. More than 100 community members learnt more about the draft Community Strategy and contributed their ideas for how we can achieve the Strategy outcomes.

Stakeholder engagement

Targeted sector engagement

Workshops and consultations were held with a number of key networks and advisory groups to seek feedback on the draft Community Strategy and generate ideas for action.

Table 1: Targeted Sector Engagement Workshops and Presentations

Sector Network Group Workshops	Sector Network Group Presentations	Advisory Group Workshops
Youth Connect Network	Domestic and Family Violence Partners in Action Network	Multicultural Advisory Group
Sunshine Coast Housing and Homelessness Network	Healthy Ageing Partnership	Youth Advisory Group
Regional Community Development Officers Network	Sunshine Coast Access Advisory Network	Community Strategy Strategic Stakeholder Advisory Group
Fusion Mental Health and Wellbeing Working Group	Council's First People's Advisory Group (SCING)	
Sunshine Coast Multicultural Network	Kabi Kabi First Nation	
	Jinibara People Aboriginal Corporation	

Stakeholder Forum

On 2 July 2019, council in partnership with Queensland Council of Social Service (QCOSS) facilitated a stakeholder engagement forum to inform the development of the Strategy's key priorities and action planning, and identify partner opportunities.

A total of 125 stakeholders took part in the forum. A broad range of sectors were represented including but not limited to housing, health and wellbeing, youth, multicultural, access and inclusion, First Nations, social enterprise, religious and faith groups, and private business.

Feedback from stakeholders and the community focussed on the need to:

- Work with other levels of government to develop innovative responses to public transport and mobility options, as well as housing affordability and homelessness
- Seek increased access to health and wellbeing programs, information and infrastructure

- Support the activation of our places and spaces, and offer more events and activities for people of all ages and abilities to participate and connect
- Maintain a strong emphasis on preserving the natural environment and open space for passive and active use
- Remain true to the region's identity, through managing planning and urban development, to maintain the desired lifestyle and distinct characteristics that make up the Sunshine Coast
- Support an inclusive, caring community that looks after each other and values diversity
- Be more visible in the community and provide a diversity of ways to engage that enables people to influence matters that impact them.

Community Engagement Program Summary

Overall, approximately 1600 people have been engaged over the course of the two phases of the engagement program through the following methods:

- Almost 800 surveys were completed
- 15 pop-ups were hosted at events across the region, ranging from markets, festivals, expos and forums
- More than 100 children's drawing representations were completed at pop-ups
- Approximately 200 people contributed through workshops with key stakeholder and advisory groups
- More than 200 stakeholders contributed through delivery of 2 stakeholder forums
- Photograph visions were submitted by community members to council's Have your Say website
- Various internal consultation activities were conducted through workshops and targeted engagement.

Looking forward with the eyes of our future: Youth engagement and visioning to 2041

Council facilitates the Speak Up Engage Youth Advisory Group with 15 Sunshine Coast young people. The Speak Up Engage program is a unique and innovative youth engagement and development initiative created by young people for young people. The participants build and develop skills and capacity, while also assisting council with advice and perspective on youth related matters.

The Speak up Engage Youth Advisory Group participated in a Futures Visioning Workshop, hosted in collaboration with the University of the Sunshine Coast, to describe their vision for the Sunshine Coast to 2041. Six key values were defined to direct their desired future:

- **Feeling connected**: with family, friends and community, through our ancient and enduring cultures and participation in events and celebrations
- **Creating change by working together**: to solve issues and foster opportunities
- **Preserving our environment**: and protecting our natural assets through education and practice of sustainable behaviours
- **Fostering creativity and innovation**: by nurturing the arts, cultivating entrepreneurship and encouraging imagination in all people
- **Living by principles of equity and equality**: to ensure everybody is equally represented, has opportunities to participate and feels included
- **Supporting individual wellbeing**: by following personal passions, feeling inspired by opportunities and being empowered to live a happy life.

The Youth Advisory Group also developed a timeline to map the changes they want to see and the path to reach their desired vision by 2041.

Speak Up Engage Youth Advisory Committee – Future Visioning Timeline to 2041	
2019	Work together on complex issues as a whole and consider impacts and new ideas
	Engage government, developers and community to create spaces and places that are accessible for people of all ages and abilities
2020	Youth interactions with older demographics - bridge the age communication gap!
	Full ban on single use plastics – education and awareness
	Improve accessibility to youth related events and content
2022	New legislation requires all paper and plastic to be recycled
	Phase in requirement for every building to have solar power by 2024
2024	Communities connect through modern social and community hubs/spaces
	Clothes swapping becomes the 'norm'
2025	Have a strong youth oriented community
	Sale of products containing palm oil is banned
2026	More cheaper housing options for younger people
	All plastic production factories become recycling plants
2021	New forestry laws (logging) are used to protect rainforests
2028	Schools implement a 'student first' approach and improve their curriculum to match the needs of future generations
	Reducing discrimination provides equality to all, creating a positive and sustainable environment that supports human wellbeing
2030	Australia runs entirely off renewables (all mines undergoing ecological regeneration)
2035	All cars run off biofuel
	Connection to others through changes in society promotes greater equality and inclusion
2041	Vision: The Sunshine Coast is accessible and safe for all, a place where everybody is equally represented, where places are accessible, and there is respect for culture and diversity. Our homes and communities are sustainable, powered by clean and renewable energy. The education system is centred around lifelong learning and capacity-building. This fuels creativity and innovation in our people and communities, and enables personalised approaches in learning, knowledge, and freedom of self-expression.

Policy Issues

In developing the Community Strategy 2019-2041, a number of policy related issues were canvassed and researched. Four issues came to assume critical importance. They were the role of:

- local government in relation to the other levels of government
- the not-for-profit and the private sectors
- the community in determining what should be the basic ideas and values guiding Council's approach to a stronger community; and
- identifying the most appropriate strategic framework and implementation methods likely to be effective in achieving the goal of a strong community.

The Role of Local Government in Community

In developing its Community Strategy and deciding what should be its focus, Council of necessity must have regard to what the other levels of government in Australia and the not-for-profit and private sectors currently do and how local government in general and the Sunshine Coast Council in particular fits into this picture.

A legal analysis would lead one to think that the roles of respective levels of government are fixed by the Australian constitution which gives certain defined powers and responsibilities to the Commonwealth and leaves the rest up to the States. As local government is not recognised in the Australian constitution, State Government legislation confers subordinate responsibilities to provide a range of public services and utilities in local government areas. Consequently, local government tends to be left with whatever the respective state government wants them to do or whatever initiatives Councils want to take up themselves which are not prevented by the State Government.

In reality, the situation is far more fluid and changing rapidly in the face of new policies set by both Commonwealth and state governments. There is a continual ebb and flow of changing responsibilities between the Commonwealth and the States as the party in power changes. Government policies and political imperatives change frequently at both levels and this plays out constantly in what funding the Commonwealth will provide from time to time and the priorities the State Government decide to fund from their own resources.

There can be significant differences between what is supposed to be happening and what is actually happening. When the Commonwealth Government decides to tighten the purse strings, it can reduce expenditure by simply retreating from community services it had been previously funding by way of grants to State and local governments. State Governments are not immune from doing the same thing in relation to funding services delivered by Councils. Moreover, the Commonwealth and to a lesser extent the States, have initiated a fundamental shift in who provides services by contracting out services to the not-for-profit and private sectors.

Local governments increasingly matter because of their roles as 'place-shapers' and their importance in meeting the needs that most drive people's attachment to, and satisfaction with, the areas in which they live. In the largest social study of the role of local government in Australian communities, Ryan et al. (2015) found that "In their local area, the most important things for Australians are a safe environment, the availability of health care, levels of water, air and noise pollution, and being able to afford appropriate housing."

There are significant differences in what is important for Australians depending on various social demographic factors but the same study found that "there is enormous support for government to provide services that deliver a healthier and fairer society, and for the view that decisions about services should not be made just on value for money. Australians agree that governments should be actively seeking to deliver public value. Australians believe it is important that local governments deliver a diversity of activities, with planning for the future being amongst the most important considerations."

Many Councils recognise a spectrum of common roles in the community, ranging from advocacy to service delivery, which differs between States and Territories as determined by the respective State or Territory government.

In the meantime, local government has been getting on with its core role in relation to the community supporting its various communities in a host of different ways to strengthen the social fabric through a rich and diverse community life. An outline of how Council contributes to a strong community is outlined in each strategic outcome area in the Community Strategy, listed under the column *What Council Does*.

The range of roles and activities adopted by local government and the importance they play in sustaining strong communities occurs despite a serious imbalance in the proportion of taxation revenue collected by local government. The most recent data on taxation revenue (ABS, 2018a) shows that of the $528 billion of taxation revenue collected across Australia in 2017-18, only $18 billion (or just over 3%) was collected by local government.

The sustainability of this imbalance in terms of the delivery of appropriate services and community infrastructure in line with rate payer expectations has long been questioned by local governments in Australia.

The demand on local government resources is growing, not least by residents who expect green, connected and liveable communities with strong economies and a variety of leisure, cultural and recreation opportunities.

With the projected population for the Sunshine Coast forecast to grow by approximately 200,000 people in the next 20 years, the need for careful planning in collaboration with other levels of government and the community, has never been more important.

The Community Context

Community Strengths and Future Challenges

In the process of developing the Community Strategy, considerable desktop research was undertaken to provide an evidence-based platform to support community and stakeholder engagement.

A summary of our community strengths and challenges (Table 1) was prepared to illustrate how the Community Strategy could contribute to an even stronger community through the strategic directions.

The community strengths and challenges table is underpinned by a substantial analysis of social indicators available from census and other primary sources of data. This analysis is further detailed in Appendix 1.

The strengths and challenges identified in Table 1 are linked to a number of relevant statistical tables and charts. The sources for the data used in the table are referenced in Appendix 2.

Table 1 reveals that the Sunshine Coast generally enjoys more strengths than challenges. For example, a social indicator like a rising median household income can be considered a strength, while a high youth unemployment rate would be considered a challenge.

However, some indicators can be viewed in both a positive and a negative light. An ageing population might be indicated as a challenge because of a growing need for support services and facilities. On the other hand, retiring baby boomers are emerging as a rich source of skills, volunteering and contributors to community life. The same applies to a growing population, which can bring both positive and negative consequences.

A growing population appears as a strength because it grows the labour supply and increases economic opportunities. It also appears as potential challenge because a growing population increases the demand for expensive infrastructure.

Table 1: Community Strengths and Challenges

Appendix 2 ref.	Our strengths	Potential challenges	Community Strategy direction
2A	Substantial population increase: growing labour supply and economic growth opportunities.	Substantial population growth (2.3% annual average): demands on social infrastructure. This demand will increase due to growth in consumers of services - both children and older people (rising dependency ratio).	Increase utilisation of Council's community infrastructure.
	Natural increase (births) will exceed natural decrease (deaths).		Maintain advocacy to attract funding for necessary social infrastructure.
	Positive net migration into Sunshine Coast will enhance social diversity.		Develop partnerships with commercial and community services where demand for community infrastructure exceeds supply.
	Baby boomer retirees will be a source of skilled volunteers for many years.	Ageing population: median age rising rapidly leading to demand on aged care services.	Partner with community organisations and social enterprise to ensure older people who age-in-place are connected to community, active and age well.
		Potential for net loss of young adults for study, jobs and travel.	Connect our older, skilled population with younger job seekers through mentoring programs.
2B	Owner occupancy rates still higher compared to rental (although the impact of very large new communities might pull it down).	Low level of social housing: 2.3% compared with 3.6% in Greater Brisbane.	Advocate to other levels of government for increased investment in housing pathways.
		Increasing incidence of housing stress. Some evidence of homelessness increasing[1].	Partner and collaborate with local community housing providers and social housing developers to develop collaborative regional solutions.

[1] ABS Statistics of people experiencing homelessness show that Sunshine Coast has had a 6% increase in homelessness from 744 in 2011 to 785 in 2016.

Appendix 2 ref.	Our strengths	Potential challenges	Community Strategy direction
	Below average percentage of one parent family households. Percentage is forecast to decline.	Older lone person households increasing: rising risk of loneliness.	Ensure people of all ages have opportunities to connect to people and their communities.
	Median household income levels rising and getting closer to Queensland levels. From 2011 to 2016, proportionally fewer low income households and more high income households.	House price to income ratio in the Sunshine Coast is the worst in Australia (9:1). This ratio is higher than Sydney or Melbourne (National Performance Benchmark statistics).	Facilitate rising median household incomes through implementation of Regional Economic Development Strategy pathways.
			Use planning and policy mechanisms to deliver greater housing diversity.
			Incentivise well-designed affordable housing in key locations close to services and transport.
2B	Despite rising population, falling number of people receiving Department of Human Services benefits and allowances (assuming this means fewer people dependent on government financial support).	However, some places receiving proportionally more benefits: Caloundra-Kings Beach, Nambour and Caloundra Hinterland all have ratios above 0.8 benefits per person.	Work with agencies to ensure people and families on low incomes are connected to services in the community that can help to ensure they are healthy, active and well.
2C	The Sunshine Coast is one of the healthiest regions in Queensland exhibiting a below average health risk profile.	Health risk and protective factors show that the Sunshine Coast has higher levels of alcohol consumption.	Partner and collaborate with health organisations and research institutions to improve health and wellbeing outcomes for our community.
2D	Early childhood development indicators (AEDC results) mainly moving towards fewer vulnerable children.	Some communities however still showing high risk of being vulnerable on two or more domains: Moffat Beach, Kuluin, Forest Glen, Caloundra, Landsborough, Mooloolah Valley, Aroona and NW Maroochy.	Partner and collaborate with government agencies and community organisations to focus services on areas where there are a higher proportion of children that are vulnerable on two or more domains of the Australian Early Childhood Census.
	Big increase in percentage of children attending preschool or kindergarten.		
2E	SEIFA Index scores and ranking relative to other LGAs in Queensland and Australia stable.	Some pockets of disadvantage in the districts of Caloundra, Nambour, Beerwah and Maroochydore.	Partner with community and government organisations to provide access to information on services in the community that can help to ensure they are healthy, active and well.
2F	High proportion of Sunshine Coast workers live on the Coast. Of all people of working age living in the region, 78% have local jobs.	Flexible ways of working such as remote working, together with lifestyle opportunities available on the Sunshine Coast may change how residents and remote workers access work and commute.	Maintain existing economic and planning policies to ensure a high jobs containment ratio.
			Availability of high speed digital connectivity, co-working spaces and supporting infrastructure for remote workers and local entrepreneurs.
	Falling unemployment rates. High proportion of people who work for themselves.	Youth unemployment rate still two times that of the unemployment rate for adults.	Develop the capacity of the local social enterprise network to build the skills, capacity and job opportunities for young people to transition into employment, where possible.
	Some decline in disengaged youth and young adults.	Some recent anecdotal evidence of youth homelessness.	Partner with community and government organisations to provide access to information on services and support for people experiencing homelessness.
2G	Comparable incidence of disability with Greater Brisbane.	The incidence of disability on the Sunshine Coast is increasing and this may be expected to increase somewhat as the population ages.	Ensure our communities are age-friendly to enhance mobility for people of all ages and abilities.
			Collaborate with disability advocacy groups to advocate for relevant service provision.
	Volunteerism increasing slightly (from 20.2% to 20.7%).	As the baby boomer bubble moves, volunteering rates may decrease.	Partner with other organisations and institutions to promote volunteering opportunities that are attractive to younger people i.e. digital interface, episodic, fun, access skill development opportunities.
2H	Crime rates for drug offences and sexual offences falling.	Crime rates for offences against persons and property and most other offences rising, including domestic violence breaches.	Partner with community, sporting and government organisations to promote awareness about domestic violence, support and access to services.

Reporting on Social Outcomes

The preceding Strengths and Challenges table (Table 1) and the supporting analysis of social trends on the Sunshine Coast (Appendix 1) point to the importance of periodically tracking the state of social outcomes through a structured system of community indicators.

Significant work on local community indicators in Australia has been undertaken in the past decade, on the back of the establishment of Community Indicators Victoria (CIV) in 2007 where they used Local Government Areas as a unit of geography for reporting their data.

Both Moreton & Edwards (2013) and Olesson et al. (2012) present strong cases for the application of wellbeing indicators for local government and liveability, while Salvaris & Woolcock (2010) outline the global forces driving the interest in community wellbeing measures.

Social indicators tend to utilise more quantitative measures derived from census and other primary data sources. Appendix 3 sets out a table of quantitative social indicators that are typically used in periodic reports on how states, regions and local government areas are progressing towards commonly accepted social goals. Much of this information is routinely compiled through mechanisms like the ID Population service and used by Council in setting priorities.

Objective social indicators of this kind however have their limitations when it comes to assessing the extent to which community outcomes might be contributing to creating a stronger community, an issue that is at the heart of the Sunshine Coast Community Strategy. Rising household incomes for instance might be a reasonable indicator of social progress, but they do not necessarily tell us whether community life is any stronger or weaker for that fact.

The Community Strategy has identified a number of outcomes that, if delivered, are likely to fulfil the vision of a strong community. However, community outcomes are inevitably expressed in terms of behaviour, thoughts, attitudes and values. Measures or indicators of community outcomes are, for the most part, going to be qualitative in nature, compared with the more quantitative character of social indicators. Typically, one has to ask people through surveys and the like about their engagement in community and whether they are more or less satisfied with that engagement. Moreover, their view of community and their engagement with it might change significantly from time. Compare this variable with a social indicator like educational qualifications attained. Once a person has a university degree, it is there as an unchanging attainment forever.

The following section sets out an appropriate measurement framework for the essentially qualitative community outcomes identified in the Sunshine Coast Community Strategy document.

Community Outcomes Measurement Framework

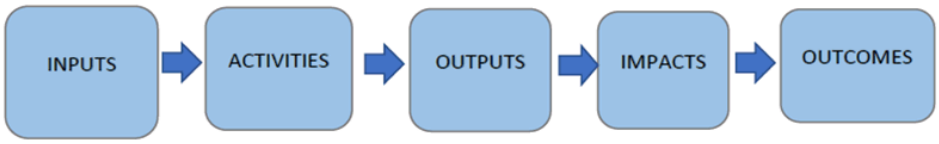
The Program Logic Model

The Community Strategy has been designed to align with a program logic model. A program logic model is a well-established conceptual framework that describes how activities or actions, intermediate impacts and longer term outcomes are linked. A program logic approach aims to provide a clear line of sight from outcomes to action.

Program logic models are commonly employed in the social domain and where social interventions are being considered, which is why it is a suitable approach for underpinning the Community Strategy. Program logic is currently used by a number of Commonwealth Government agencies including the Department of Social Services community and family support programs, and a number of State Government agencies including the NSW Department of Premier and Cabinet, the New South Wales Health Department (NSW Ministry of Health, 2017), Victoria (VDHS, 2013), as well as many large not-for-profit organisations in Australia and internationally.

The program logic model consists of five elements, as shown below:

The Program Logic Model



A program logic approach is typically used when there is a need to focus on achieving clearly specified outcomes and where it is considered important to demonstrate the links between inputs, activities, outputs and impacts all the way through to final outcomes.
The approach is also well suited to engagement with consumers and community stakeholders where their participation in framing longer term outcomes and the main priorities to achieve those outcomes is sought, as has been the case with the development of the Sunshine Coast Community Strategy.

The application of a program logic model to the Sunshine Coast Community Strategy is depicted in the diagram on the next page where a one-to-one correspondence between the elements of a program logic model and the elements outlined in the Community Strategy are clearly shown.

The strategic outcomes in the Community Strategy have been designed to identify key components that contribute to a strong community. They include:

- a statement of the **desired outcome** for the community together with a description of how that outcome contributes to the vision of "together we thrive"
- a list of the **elements** the evidence tells us that support a strong community for the outcome area and an outline of **what Council already does**.
- key **priority areas** which identify the community **impacts** that would make a major contribution to achieving the desired outcome.
- for each priority area, there are a number of **strategic directions** that outline Council's policy positions and direction for the outcome to be achieved.
- the strategic directions are supported by a series of actions, that outline the programs and initiatives that will underpin the delivery of the outcomes.

The outcomes measurement framework has been designed to reflect these components by identifying appropriate measures for the broad outcome, the priority impacts and the various program outputs.

It is important to note that many of the suggested measures will rely on data generated from periodic community surveys where community members are asked about their engagement with community, their use of community facilities and spaces and their attitudes to a range of issues about community life and Council's contribution to it.

Appendix 1

Social Trends

Population

The Sunshine Coast continues to exhibit strong population growth. Over the 25 years from 2016 to 2041, the region's population will increase by around 56%, from 319,922 to over 500,000 people (ABS 2018 Estimated Resident Population {ERP}). This growth rate will only be exceeded by the growth corridors of Ipswich (178%) and Logan (77%). By 2041, the Sunshine Coast will account for 7.7% of Queensland's total population (QGSO, 2018).

The major part of this population increase will come from a high level of net migration into the Sunshine Coast by a combination of young families seeking housing in the new residential estates and retirees making lifestyle decisions.

Like most Australian communities, the Sunshine Coast will age somewhat, but not to the same extent that many other communities will experience. The median age of Sunshine Coast residents in 2016 was 43 years, and over the next 25 years it is forecast to rise modestly to 47 years. In 2041, a quarter of the population will be aged 65 years or older (QGSO, 2018).

Because the Sunshine Coast's population growth will be due to the combined influences of young families and older people moving to the region, the Sunshine Coast will tend to have a more balanced age profile. For instance, in 2041 Ipswich will have 21% of its population under the age of 15, while the Sunshine Coast will have only 16% in that age group. At the other end of the spectrum, the Fraser Coast will have 36% over the age of 64, while the Sunshine Coast will have only 25% in that age group.

However, there are already marked differences in the age profiles of individual Sunshine Coast communities. The Caloundra – Moffatt Beach SA2 area median age is already 54 years and by 2041, it is forecast to increase to 63 years. That means that more than 50% of this community's population will be aged 60 or over.

The dependency ratio is a measure of the proportion of non-working age people (children aged 0-14 and older people aged 65 years plus) supported by working age people (youth and adults aged 15 to 64 years). It is an important measure because children and older people require more services than working age people and so communities with a rising dependency ratio are likely to face

increasing demands on age dependent services.

In 2016, the Sunshine Coast had 0.61 people of non-working age for every 1 working age person. In 2041, that ratio will rise to 0.74 people of non-working age. The Sunshine Coast will experience a higher than average rise in the dependency ratio compared to other growth areas because it will have a steady increase in young families as well as a rising proportion of retirees and older people, but these trends will be mitigated by a comparable influx of working age people. By comparison, Noosa will have 0.89 people of non-working age for every 1 working age person in 2041 because it will have a much higher proportion of older people and it will not have a comparable influx of working age people to offset the ageing trend.

Early childhood

The Australian Early Development Census (AEDC) index tracks the proportion of five year old children who are on track to meet their developmental guidelines. Conversely, it reports on the percentage of children who are vulnerable in one or more domains of early childhood development. This very large national survey is undertaken every three years and has been running since 2009. It is by far the best set of data we have about how well our young children have been progressing prior to entering the school system.

Sunshine Coast children have been making steady improvement on this index since 2009, especially in the language and cognitive skills domain with a rise from 70% to 87% on track in 2018. The other four domains (physical health and wellbeing, social competence, emotional maturity and communication skills and general knowledge) are all tracking in the high seventies at the most recent survey in 2018. Queensland by comparison has scores on these domains in the low seventies (AEDC, 2018). However, there are also suburbs where children demonstrate vulnerability on two or more domains in Beerwah/Glasshouse, Caloundra/Golden Beach and Maroochydore.

Attendance at a formal preschool or kindergarten program is considered vital for laying the foundation for successful engagement in school education. Sunshine Coast attendance rates are now over 90%, which is a significant improvement over the previous five years (ABS, 2018b). However, attendance rates above 95% would be considered a more desirable and attainable outcome.

Early childhood immunisation rates are generally considered to be a reliable proxy for early childhood health care effectiveness and a vital public health objective. In 2018, the Sunshine Coast immunisation rates for one, two and five year old children were below the Queensland and Australian averages (PHIDU, 2019). The table below shows the most recent outcomes.

Table 2: Child Immunisation Rates 2018

Children Fully Immunised	S.Coast	Qld	Aust
At age 1	90.3%	94.0%	94.0%
At age 2	89.7%	91.5%	90.7%
At age 5	92.4%	94.5%	94.7%

Education

Completion of secondary schooling to year 12 has long been considered an important educational goal and a marker of the extent to which the school system is preparing its youth for participation in the employment market or for going on to further education.

There are two indicators of importance. The first is the standard adopted by the Council of Australian Education Ministers which is the percentage of 20-24 year olds who are recorded in the census as having completed year 12 or a Certificate II, III or IV qualification. This measure is used to take account of the census occurring at five year intervals and to minimise the impact of people moving from interstate and overseas. In 2016, the Sunshine Coast by this standard had a Year 12 completion rate of 79.5%, which was very close to the Australian average of 79.6% and the Queensland average of 79.3%.

The second is the percentage of school leavers who go on to undertake university or TAFE studies, an apprenticeship or traineeship, or take up employment (or any combination of these). In 2018, 88% of

Sunshine Coast school leavers went on to further education, training and/or paid employment, compared with the Queensland average of 86.3% and 90.1% for Brisbane school leavers (EdQ, 2019).

A consistent objective of both State and Commonwealth policies is that young people should be either learning or earning or both. Unengaged young people are those who are not engaged in employment, education or training. In 2016, the percentage of people aged 15-24 years on the Sunshine Coast who were engaged in employment, education or training, or some combination of the three, was 84.5%, while the balance of 15.5% were unemployed (PHIDU, 2019). The percentage of unengaged young people – those not employed or in education - was 10.0% compared with an average of 11.5% for Queensland.

Possession of a higher degree, that is a qualification beyond a Bachelor's degree, is an important marker of the potential to engage in more highly paid work and participate in newly emerging fields. Communities with a higher proportion of people with higher degrees are generally richer in human capital with an enhanced capacity to generate wealth and attract resources. In 2016 census, some 5.1% of adults living on the Sunshine Coast possessed a postgraduate qualification, compared with 11.4% of Brisbane adults. On the other hand, the impact of the University of the Sunshine Coast, the new hospital and an expansion in creative industries on the Sunshine Coast is reflected in the percentage of people working on the Sunshine Coast with a postgraduate qualification (6.4%) suggesting the Coast is doing slightly better at creating higher qualified jobs. This suggests there may be quality jobs available on the Coast if residents can gain the necessary level of qualifications.

Continuing education and training beyond school and initial qualifications is becoming increasingly important as the labour market constantly changes to encompass new skills and functions not seen only a few years ago. One measure of a community's propensity to acquire new skills is the percentage of adults engaged in further studies. In the 2016 census, some 4.6% of Sunshine Coast adults over the age of 24 were engaged in some form of further studies, compared with 7.6% of adults in Brisbane.

Health

Health outcomes for individuals and hence the communities in which they live are largely determined by their exposure to risk and preventive factors. Queensland Health undertakes bi-annual preventive health surveys in which exposure to risk and preventive factors associated with alcohol consumption, weight and body mass, nutrition, physical activity, smoking and sun protection are measured across the Queensland population (QH, 2018).

An index balancing positive and negative factors has been constructed to provide a summary score for each Queensland local government area. The index is compiled from data obtained in the *Health of Queenslanders* Survey (QH, 2018). Higher scores on this index reflect stronger preventive factors (eg regular physical exercise) as opposed to risk factors (e.g. regular alcohol consumption).

The total index scores for the Sunshine Coast and some South-eastern Queensland Council areas are set out in the table below.

Table 3: Health Risk and Preventive Factors Index Scores 2018

SCoast	Bris	GCoast	MBay	Logan	Qld Ave
196	260	193	123	91	179

The Sunshine Coast scored comparatively well on nutrition, physical activity, body weight and non-smoking, but scored relatively poorly on alcohol consumption and sun protection.

Disability is all too often a contributor to constrained life opportunities, especially when associated with poor health. The census records the incidence of people whose disability or poor health requires daily assistance with basic needs like eating, dressing and personal care. Disability defined in this way is also associated with frailty arising from advanced age so areas that have a high proportion of older people are also more likely to record more people in need of daily assistance.

The percentage of people on the Sunshine Coast aged 0-64 years with a profound or severe disability and living in the community at the 2016 census was 3.2%. The Queensland average for this group was the same at 3.2%. However, people aged over 64 years with a profound or severe disability and living in the community (excludes those in nursing homes and hostels) was 12.2% on the Sunshine Coast in 2016 and 13.9% for the whole of Queensland (PHIDU, 2019), which suggests that the Sunshine Coast's older group of residents may be ageing a little better than their contemporaries in other places.

Housing

With rapidly rising house prices, affordable housing has become a major issue in Australian cities over the past decade. Housing affordability can be measured in various ways which will tend to give slightly different results.

Measured simply as the house price to income ratio (the ratio of the median house price to the median household income), the Commonwealth Government's National Cities Task Force found that the Sunshine Coast had the least affordable housing out of 21 major urban areas in 2017 (DPMC, 2017). A difficulty with this measure however is that it does not take account of other living costs pertaining to an area and so may give a misleading result.

Measured more precisely as the percentage of households in the bottom 40% of income distribution paying more than 30% of their gross income on rent or mortgage payments, the Sunshine Coast ranks a little better than some other South-East Queensland local government areas. The percentage of families in the bottom 40% of income experiencing rental or mortgage stress in 2016 (PHIDU, 2019) from other Council areas in South-east Queensland are set out below.

Table 4: Percent of Low Income Households Experiencing Financial Stress due to Housing Costs 2016

SCoast	Bris	GCoast	MBay	Redland
29.5%	33.9%	36.7%	31.3%	27.1%

Since the second world war, the wealth of most Australian households has been built on the family home. At over 70% home ownership, Australia was a land of mortgagees and home owners. However, the more recent shift to a higher proportion of renters has profound implications for household wealth and housing stability. The Sunshine Coast has not yet experienced the shift to rental seen in other areas, with Census time series data showing the level of home ownership remaining steady at around 69% over the last decade. However, with the growth of large new housing estates, it is likely the home ownership rate will fall as evidenced in other growth areas.

An emerging issue is the proportion of older people who do not own their own home and are renting private accommodation. In 2016 census, the percentage of Sunshine Coast people aged 65 years and over who were in this category was 7.5%.

The decline in housing stock held by public housing authorities, only partially offset by a growth in social housing stock held by churches and community housing organisations, has tended to exacerbate the shortage of affordable housing in many areas. Over the last decade, public housing stock on the Sunshine Coast has been less than 2.2% of the total, with another 0.3% held by social housing groups. This level compares with 3.6% and 0.5% respectively in Brisbane in 2016 census data.

It is also interesting to note the significance of Commonwealth Government rent assistance. In 2016, 21% of Sunshine Coast households were receiving rent assistance compared with 15% in Brisbane (PHIDU, 2019).

Homelessness might be considered the extreme end of the affordable housing spectrum. In a country of Australia's wealth and availability of safety net services, many would argue that homelessness should not exist. The actual level of homelessness is difficult to determine and tends to fluctuate from month to month and from place to place.

In the August 2011 census, the level of homelessness was estimated to be 744 persons, while 5 years later at the 2016 census, the estimated number of homeless people had increased to 785 people (Profile id, 2018). However, when the population increase is taken into account by calculating a rate per 10,000 population, the homelessness

rate per 100,000 population declined from 28.5 in 2011 to 26.2 in 2016.

Work

If home ownership is the foundation of household wealth, then paid employment is the mainstay of personal and family income. In the decade from 2006 to 2016, employment rates on the Sunshine Coast fluctuated from 94.3% in 2006 (which was a time of relative economic strength prior to the GFC) to 92.8% at the 2016 census. Youth unemployment rates were much higher than adult rates, ranging from 12% to just under 20% for 15-19 year olds and from 8% to 12% for 20-24 year olds. During this decade, there was a modest fall in full-time jobs from 55% to 52%, with a commensurate increase in part-time jobs from 33% to 35%.

The number of people who are still working in paid employment has been increasing in recent years, some because they want to and others because they have to. As the aged dependency ratio rises with the growing wave of retirees, the percentage of people who continue to work well into their "retirement years" will have implications for work-life balance, health and social connections. In 2016, the percentage of people aged 65 years and over who were still in paid employment was 8.7%, with 11.3% of men and 6.6% of women working still working beyond the age of 64.

The recent CSIRO (2019) report on Australia's futures points to the central role that jobs in scientific, technical and telecommunications industries will play in creating future economic and social opportunities. Between 2006 and 2016, the Sunshine Coast has seen a significant increase in jobs in these industries; however, as a share of total employment, the changes have been uneven, as the table below indicates.

Table 5: Sunshine Coast Workers in Professional, Scientific, Technical, Media and Telecommunications

	# workers		%workers	
	2006	2016	2006	2016
Professional, scientific and technical services	4,884	7,280	4.9%	5.6%
Information, media & tele-communications	1,425	1,399	1.4%	1.1%
Total	6,309	8,619	6.3%	6.7%

Brisbane by comparison had a total of 12.2% of workers in these two industry groupings in 2016. In large part, the human capital of a community will depend not only on the educational attainments of its citizens but also the occupational skill levels they have developed, as evidenced by the skill levels associated with their occupations. The Australian Bureau of Statistics uses an industry and occupational classification system that ranges from professionals and managers in skill level 1 through technicians and trades workers, community and personal services workers, clerical and administrative workers, sales workers down to labourers and unskilled workers in level 5.

An analysis of the occupations of Sunshine Coast workers at the 2016 census (correlated to ANZSCO Occupations Classifications) reveals that 25% of them are in skills level 1 occupations, while the next major cluster accounting for 43% of the remaining workers are in lower skills levels 4 and 5 occupations. Brisbane by comparison has a more equal distribution of skill levels with 37% of its workers in skill level 1 occupations as well as the same proportion in skill levels 4 and 5 occupations.

The HILDA (2019) Report provided supporting evidence for the claim that many Australian households are struggling with finding an acceptable balance between the realms of work and life outside work. The main factors associated with family-work conflict were longer working hours, especially where it applied to both partners, having younger children as opposed to teenagers, and the time taken up in commuting to and from work and educational institutions.

At the 2016 census, 33% of Sunshine Coast men and 19% of women employed full-time worked more than 48 hours per week. Amongst those employed part-time, 39% of men and 37% of women worked more than 24 hours per week. When we factor in the amount of unpaid domestic work undertaken by men and women working full-time, 8% of

men and 20% of women contributed more than 14 hours per week to unpaid domestic work. Amongst part-time workers, 11% of men and 33% of women were putting in an extra 15 hours or more to unpaid domestic work.

The self-containment ratio is the proportion of workers who live in an area and also work in that area. People working outside the area in which they live generally tend to have longer journey times to and from work, thereby impacting work-life balance. At the 2016 census, 78% of the Sunshine Coast's resident workers had jobs located in the Sunshine Coast local government area.

Household income

Changes in household income relative to previous periods and other places is a simple way of gauging the changing economic welfare of households, commonly measured by median household income. On this score, the Sunshine Coast's median household income has grown from $1,017 in 2011 to $1.267 in 2016. Over the same period, the median household income in Greater Brisbane went from $1,385 in 2011 to $1,558, which would suggest on the face of it that Brisbane households are better off.

However, while changes in median household income over time are a simple and convenient measure of family welfare, they do not take account of changes in family composition and size. A better measure in this regard is equivalised household income which puts all households on an equal footing independent of household size and composition to enable a true comparison between areas over time. Equivalised household income is an indicator of the income resource available to a household of standard size. Changes in equivalised household income are best looked at by comparing the percentage of households that fall into each quartile of the income range for an area (Profile id, 2018). A comparison of the changes in quartiles from 2011 to 2016 and between the Sunshine Coast and Greater Brisbane are shown in the table below. The changes show that Sunshine Coast household incomes have been improving over the intercensal period as the percentage of people in the bottom quartile has fallen and the percentage of people in the top quartile has increased, whereas the figures for Brisbane have changed only marginally.

Table 6: Equivalised Household Income: Percentage in the bottom and top quartiles

	SCoast		Greater Bris	
	2006	2016	2006	2016
Percentage of households in bottom quartile	28.5%	26.1%	21.9%	21.9%
Percentage of households in top quartile	17.8%	20.2%	29.0%	28.2%

An increasingly important component of income for many Australian households are income support payments from the Australian Government. The key payment is probably the Age Pension because of the ageing cohort in the population and by virtue of the eligibility requirements for receiving this benefit mean that the overwhelming majority of recipients will be on low to moderate incomes. At the June quarter 2018 (QGSO, 2019), there were a total of 40,476 age pension payments to Sunshine Coast residents. This represents 12.6% of the population at June 2018. By comparison, the Brisbane and Queensland wide percentages were 6.5% and 9.5% respectively.

The number and percentage of low income households in a community are useful indicators of the likely requirement for support services of various kinds. At the 2016 census, there were some 48,137 households or 41.3% of all Sunshine Coast households with income in the bottom 40% of the household income distribution. This compares with 36.8% for Greater Brisbane and 41% for Queensland overall.

Cultural identity

Recognition of Traditional Owners and those who identify as Aboriginal and/or Torres Strait Islander people, is integral to contemporary Australia. At the 2016 census, some 5,714 people identified as Aboriginal or Torres Strait Islander, or 1.9% of the usual resident population of the Sunshine Coast. Brisbane by comparison had 2.4% of its population identifying as Aboriginal and Torres Strait Islander.

For over 200 years, Australia has been an immigrant nation and this feature of our cultural diversity has continued with a strong

immigration program since the Second World War. In 2016, just under 20% of the Sunshine Coast's population was born in another country, compared with 26% in Brisbane. The Sunshine Coast has a strong Anglo-Saxon ancestry, with over 70% people indicating an English, Scottish, Welsh or Irish ancestry at the 2016 census. Brisbane by comparison had only 60% of people identifying with an Anglo-Saxon ancestry. As the Sunshine Coast's population increases, especially due to a gradually rising intake of recent arrivals from overseas and the rising numbers of overseas students at the University of the Sunshine Coast, our community will exhibit greater growth in cultural diversity.

As the multicultural diversity in Australia and the Sunshine Coast grows with people immigrating from all over the world, a simple indicator of this growing diversity is the number of different languages spoken at home. In 2016, there were 128 different languages recorded as being spoken in Sunshine Coast homes, up from 95 languages ten years earlier. Brisbane by comparison recorded 234 different languages at the 2016 census.

Volunteering

Volunteering is one of the key indicators of community vitality. Without volunteers, there are many activities that simply would not flourish to the extent they do. The trend in recent years, however, has been a fall in volunteer numbers in most communities as the demands of work, education and travel take their toll on time to devote to voluntary activity. The level of volunteering on the Sunshine Coast has been quite resilient, with the percentage of adults who carry out some work for community organisations increasing slightly from 20.2% in 2011 (when the ABS first included this question on the census) to 20.7% in 2016.

Lone person households already account for approximately one quarter of all Australian Households and the proportion in this category is forecast to grow by another 2-3 percent by the year 2041 (ABS, 2019). The increase in lone person households will present a growing challenge to social inclusion and potential loneliness in many Australian communities. While the number of sole person households on the Sunshine Coast has been growing by approximately 600 each year for the last 10 years (from 19,552 in 2006 to 25,485 in 2016), its share has plateaued at 22% of all households because of the more recent influx of younger families. Eventually however, the percentage of sole person households will rise again as the baby boomer generation ages.

Appendix 2: Community Strengths and Challenges Data

Appendix 2A

SUNSHINE COAST POPULATION CHANGES

Population Forecast

Forecast Year	Population Forecast
2016	303,389
2021	351,424
2026	394,842
2031	436,785
2036	478,035
2041	518,004

Population Growth Rates in SEQ

Council Area	Growth 2016-2041
Ipswich (C)	178.7%
Logan (C)	76.7%
Sunshine Coast (R)	70.7%
Scenic Rim (R)	64.2%
Gold Coast (C)	63.6%
Moreton Bay (R)	57.6%
SEQ whole	57.4%
Somerset (R)	55.0%
Lockyer Valley (R)	48.3%
Brisbane (C)	31.0%
Redland (C)	26.6%
Noosa (S)	20.3%

Age Profile

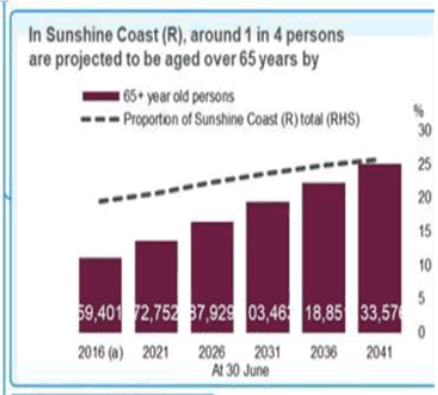
Age	2016	2021	2026	2031	2036	2041
	Percent					
0–4	5.6%	5.5%	5.5%	5.4%	5.2%	5.1%
5–9	6.5%	6.0%	5.9%	5.8%	5.7%	5.6%
10–14	6.4%	6.6%	6.2%	6.1%	6.0%	5.9%
15–19	6.0%	6.0%	6.3%	5.9%	5.8%	5.8%
20–24	5.5%	5.6%	5.5%	5.6%	5.3%	5.2%
25–29	5.4%	5.6%	5.4%	5.3%	5.4%	5.1%
30–34	5.7%	5.9%	5.9%	5.6%	5.4%	5.5%
35–39	5.8%	6.2%	6.3%	6.2%	5.9%	5.7%
40–44	6.8%	6.0%	6.4%	6.5%	6.4%	6.2%
45–49	7.0%	6.6%	5.9%	6.3%	6.4%	6.4%
50–54	6.8%	6.5%	6.2%	5.7%	6.1%	6.2%
55–59	6.7%	6.4%	6.2%	5.9%	5.5%	5.9%
60–64	6.2%	6.4%	6.2%	6.0%	5.9%	5.5%
65–69	6.2%	5.8%	6.1%	6.0%	5.9%	5.8%
70–74	4.9%	5.5%	5.3%	5.7%	5.6%	5.6%
75–79	3.5%	4.1%	4.7%	4.7%	5.1%	5.1%
80–84	2.4%	2.7%	3.2%	3.8%	3.9%	4.3%
85+	2.5%	2.6%	2.9%	3.5%	4.4%	5.0%

Dependency Ratio

Number of Non-working Age People Being Supported by a Working Age Person

2016	2021	2026	2031	2036	2041
0.61	0.64	0.67	0.69	0.72	0.74

Ageing Population

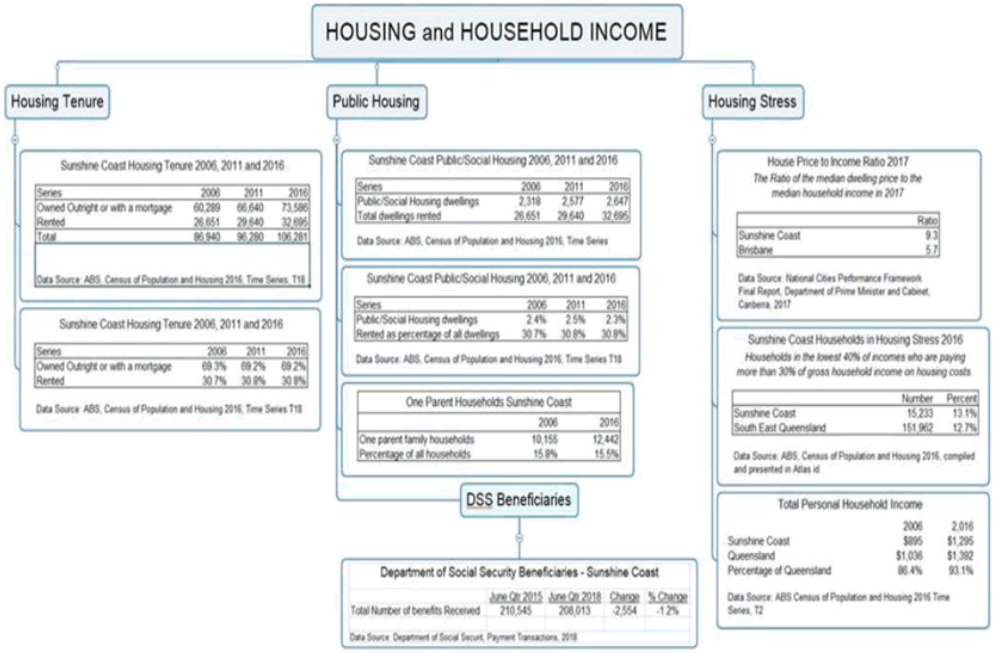


Older Lone Person Households

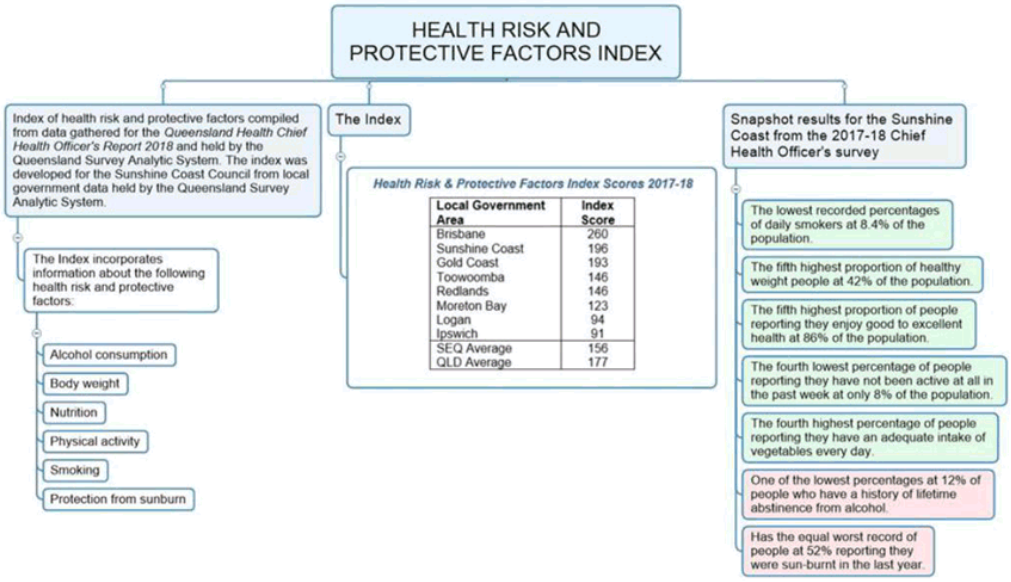
Older Lone Person Households 2016

	2006	2016
Lone persons aged 60 plus	10,863	15,243
Percentage of all households	11.5%	13.1%

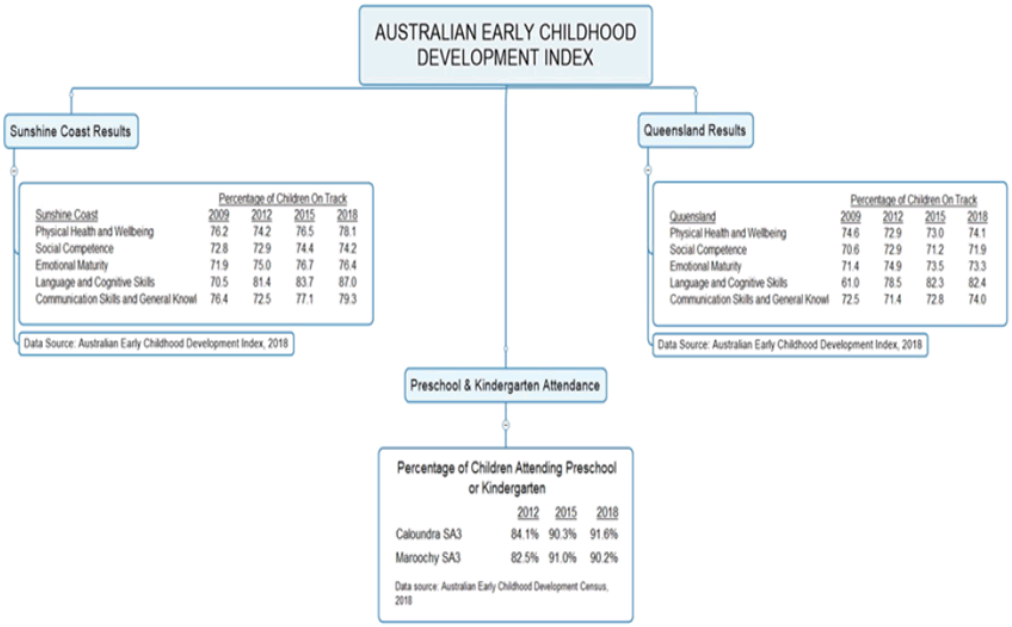
Appendix 2B


HOUSING and HOUSEHOLD INCOME
Housing Tenure
Public Housing
Housing Stress
Sunshine Coast Housing Tenure 2006, 2011 and 2016
Series 2006 2011 2016
Owned Outright or with a mortgage 60,289 66,640 73,586
Rented 26,651 29,640 32,695
Total 86,940 96,280 106,281
Data Source: ABS, Census of Population and Housing 2016, Time Series, T18
Sunshine Coast Housing Tenure 2006, 2011 and 2016
Series 2006 2011 2016
Owned Outright or with a mortgage 69.3% 69.2% 69.2%
Rented 30.7% 30.8% 30.8%
Data Source: ABS, Census of Population and Housing 2016, Time Series T18
Sunshine Coast Public/Social Housing 2006, 2011 and 2016
Series 2006 2011 2016
Public/Social Housing dwellings 2,318 2,577 2,647
Total dwellings rented 26,651 29,640 32,695
Data Source: ABS, Census of Population and Housing 2016, Time Series
Sunshine Coast Public/Social Housing 2006, 2011 and 2016
Series 2006 2011 2016
Public/Social Housing dwellings 2.4% 2.5% 2.3%
Rented as percentage of all dwellings 30.7% 30.8% 30.8%
Data Source: ABS, Census of Population and Housing 2016, Time Series T18
One Parent Households Sunshine Coast
2006 2016
One parent family households 10,155 12,442
Percentage of all households 15.8% 15.5%
DSS Beneficiaries
Department of Social Security Beneficiaries - Sunshine Coast
June Qtr 2015 June Qtr 2018 Change % Change
Total Number of benefits Received 210,545 208,013 -2,554 -1.2%
Data Source: Department of Social Securit, Payment Transactions, 2018
House Price to Income Ratio 2017
The Ratio of the median dwelling price to the median household income in 2017
Ratio
Sunshine Coast 9.3
Brisbane 5.7
Data Source: National Cities Performance Framework Final Report, Department of Prime Minister and Cabinet, Canberra, 2017
Sunshine Coast Households in Housing Stress 2016
Households in the lowest 40% of incomes who are paying more than 30% of gross household income on housing costs
Number Percent
Sunshine Coast 15,233 13.1%
South East Queensland 151,962 12.7%
Data Source: ABS, Census of Population and Housing 2016, compiled and presented in Atlas id
Total Personal Household Income
2006 2,016
Sunshine Coast $895 $1,295
Queensland $1,036 $1,392
Percentage of Queensland 86.4% 93.1%
Data Source: ABS Census of Population and Housing 2016 Time Series, T2

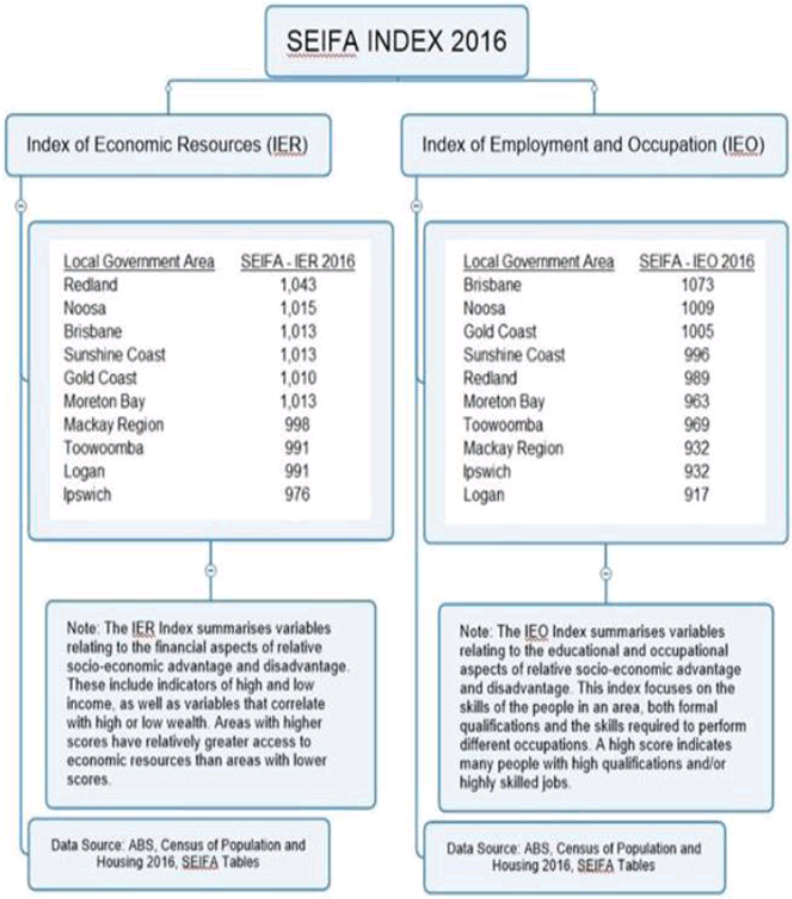
Appendix 2C


HEALTH RISK AND PROTECTIVE FACTORS INDEX
Index of health risk and protective factors compiled from data gathered for the Queensland Health Chief Health Officer's Report 2018 and held by the Queensland Survey Analytic System. The index was developed for the Sunshine Coast Council from local government data held by the Queensland Survey Analytic System.
The Index incorporates information about the following health risk and protective factors:
Alcohol consumption
Body weight
Nutrition
Physical activity
Smoking
Protection from sunburn
The Index
Health Risk & Protective Factors Index Scores 2017-18
Local Government Area | Index Score
Brisbane 260
Sunshine Coast 196
Gold Coast 193
Toowoomba 146
Redlands 146
Moreton Bay 123
Logan 94
Ipswich 91
SEQ Average 156
QLD Average 177
Snapshot results for the Sunshine Coast from the 2017-18 Chief Health Officer's survey
The lowest recorded percentages of daily smokers at 8.4% of the population.
The fifth highest proportion of healthy weight people at 42% of the population.
The fifth highest proportion of people reporting they enjoy good to excellent health at 86% of the population.
The fourth lowest percentage of people reporting they have not been active at all in the past week at only 8% of the population.
The fourth highest percentage of people reporting they have an adequate intake of vegetables every day.
One of the lowest percentages at 12% of people who have a history of lifetime abstinence from alcohol.
Has the equal worst record of people at 52% reporting they were sun-burnt in the last year.

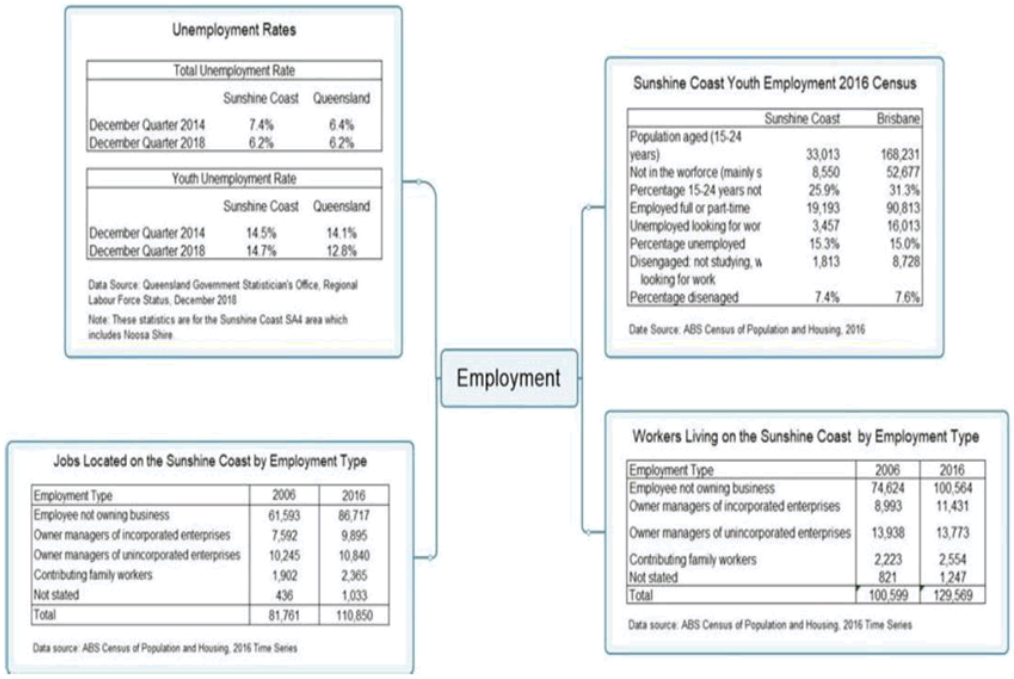
Appendix 2D


AUSTRALIAN EARLY CHILDHOOD DEVELOPMENT INDEX
Sunshine Coast Results
Percentage of Children On Track
Sunshine Coast 2009 2012 2015 2018
Physical Health and Wellbeing 76.2 74.2 76.5 78.1
Social Competence 72.8 72.9 74.4 74.2
Emotional Maturity 71.9 75.0 76.7 76.4
Language and Cognitive Skills 70.5 81.4 83.7 87.0
Communication Skills and General Knowl 76.4 72.5 77.1 79.3
Data Source: Australian Early Childhood Development Index, 2018
Queensland Results
Percentage of Children On Track
Queensland 2009 2012 2015 2018
Physical Health and Wellbeing 74.6 72.9 73.0 74.1
Social Competence 70.6 72.9 71.2 71.9
Emotional Maturity 71.4 74.9 73.5 73.3
Language and Cognitive Skills 61.0 78.5 82.3 82.4
Communication Skills and General Knowl 72.5 71.4 72.8 74.0
Data Source: Australian Early Childhood Development Index, 2018
Preschool & Kindergarten Attendance
Percentage of Children Attending Preschool or Kindergarten
2012 2015 2018
Caloundra SA3 84.1% 90.3% 91.6%
Maroochy SA3 82.5% 91.0% 90.2%
Data source: Australian Early Childhood Development Census, 2018

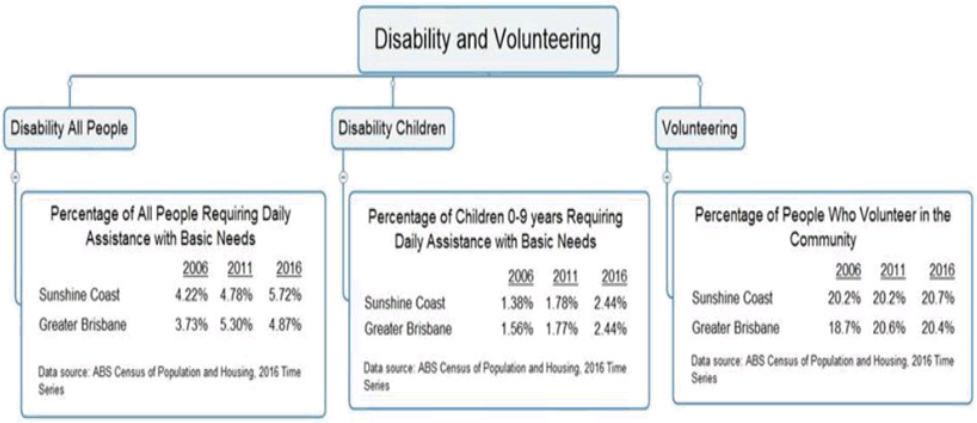
Appendix 2E


SEIFA INDEX 2016
Index of Economic Resources (IER)
Local Government Area
SEIFA - IER 2016
Redland 1,043
Noosa 1,015
Brisbane 1,013
Sunshine Coast 1,013
Gold Coast 1,010
Moreton Bay 1,013
Mackay Region 998
Toowoomba 991
Logan 991
Ipswich 976
Note: The IER Index summarises variables relating to the financial aspects of relative socio-economic advantage and disadvantage. These include indicators of high and low income, as well as variables that correlate with high or low wealth. Areas with higher scores have relatively greater access to economic resources than areas with lower scores.
Data Source: ABS, Census of Population and Housing 2016, SEIFA Tables
Index of Employment and Occupation (IEO)
Local Government Area
SEIFA - IEO 2016
Brisbane 1073
Noosa 1009
Gold Coast 1005
Sunshine Coast 996
Redland 989
Moreton Bay 963
Toowoomba 969
Mackay Region 932
Ipswich 932
Logan 917
Note: The IEO Index summarises variables relating to the educational and occupational aspects of relative socio-economic advantage and disadvantage. This index focuses on the skills of the people in an area, both formal qualifications and the skills required to perform different occupations. A high score indicates many people with high qualifications and/or highly skilled jobs.
Data Source: ABS, Census of Population and Housing 2016, SEIFA Tables

Appendix 2F


Unemployment Rates
Total Unemployment Rate
Sunshine Coast Queensland
December Quarter 2014 7.4% 6.4%
December Quarter 2018 6.2% 6.2%
Youth Unemployment Rate
Sunshine Coast Queensland
December Quarter 2014 14.5% 14.1%
December Quarter 2018 14.7% 12.8%
Data Source: Queensland Government Statistician's Office, Regional Labour Force Status, December 2018
Note: These statistics are for the Sunshine Coast SA4 area which includes Noosa Shire.
Sunshine Coast Youth Employment 2016 Census
Sunshine Coast Brisbane
Population aged (15-24 years) 33,013 168,231
Not in the worforce (mainly s 8,550 52,677
Percentage 15-24 years not 25.9% 31.3%
Employed full or part-time 19,193 90,813
Unemployed looking for wor 3,457 16,013
Percentage unemployed 15.3% 15.0%
Disengaged: not studying, w looking for work 1,813 8,728
Percentage disenaged 7.4% 7.6%
Date Source: ABS Census of Population and Housing, 2016
Employment
Jobs Located on the Sunshine Coast by Employment Type
Employment Type 2006 2016
Employee not owning business 61,593 86,717
Owner managers of incorporated enterprises 7,592 9,895
Owner managers of unincorporated enterprises 10,245 10,840
Contributing family workers 1,902 2,365
Not stated 436 1,033
Total 81,761 110,850
Data source: ABS Census of Population and Housing, 2016 Time Series
Workers Living on the Sunshine Coast by Employment Type
Employment Type 2006 2016
Employee not owning business 74,624 100,564
Owner managers of incorporated enterprises 8,993 11,431
Owner managers of unincorporated enterprises 13,938 13,773
Contributing family workers 2,223 2,554
Not stated 821 1,247
Total 100,599 129,569
Data source: ABS Census of Population and Housing, 2016 Time Series

Appendix 2G



Appendix 2H

QUEENSLAND POLICE SERVICE CRIME STATSITICS for SUNSHINE COAST POLICE DISTRICT 2013/14 to 2017/18

Number and rate of Reported Offences, Sunshine Coast Police District, 01/07/2013 to 30/06/2018 [1][2][3][4]

Offence Type	Number					Rate per 100,000 Persons [5]				
	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
Homicide (Murder)	**4**	**1**	**1**	-	-	**1**	**0**	**0**	-	-
Other Homicide	**6**	**3**	**4**	**7**	**7**	**2**	**1**	**1**	**2**	**2**
Attempted Murder	1	1	1	4	2	0	0	0	1	1
Conspiracy to Murder	-	-	-	-	-	-	-	-	-	-
Manslaughter (excl. by Driving & Striking)	1	-	-	1	-	0	-	-	0	-
Manslaughter - Unlawful Striking Cause Death	-	-	1	-	-	-	-	0	-	-
Driving Causing Death	4	2	2	2	5	1	1	1	1	1
Assault	**779**	**730**	**641**	**785**	**936**	**228**	**209**	**179**	**214**	**250**
Grievous Assault	26	25	22	32	40	8	7	6	9	11
Serious Assault	372	374	332	409	502	109	107	93	112	134
Serious Assault (Other)	104	97	97	112	132	30	28	27	31	35
Common Assault	277	234	190	232	262	81	67	53	63	70
Sexual Offences	**225**	**223**	**264**	**416**	**285**	**66**	**64**	**74**	**114**	**76**
Rape and Attempted Rape	65	66	69	110	87	19	19	19	30	23
Other Sexual Offences	160	157	195	306	198	47	45	55	84	53
Robbery	**52**	**49**	**49**	**76**	**75**	**15**	**14**	**14**	**21**	**20**
Armed Robbery	34	31	27	39	28	10	9	8	11	7
Unarmed Robbery	18	18	22	37	47	5	5	6	10	13
Other Offences Against the Person	**139**	**105**	**142**	**182**	**270**	**41**	**30**	**40**	**50**	**72**
Kidnapping & Abduction etc.	4	13	14	18	10	1	4	4	5	3
Extortion	2	4	3	3	4	1	1	1	1	1
Stalking	38	19	29	44	36	11	5	8	12	10
Life Endangering Acts	95	69	96	117	220	28	20	27	32	59
Offences Against the Person	**1,205**	**1,111**	**1,101**	**1,466**	**1,573**	**352**	**318**	**308**	**400**	**419**

QUEENSLAND POLICE SERVICE CRIME STATSITICS for SUNSHINE COAST POLICE DISTRICT 2013/14 to 2017/18

Number and rate of Reported Offences, Sunshine Coast Police District, 01/07/2013 to 30/06/2018 [1][2][3]

Offence Type	Number					Rate per 100,000 Persons [1]				
	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
Unlawful Entry	**1,418**	**1,405**	**1,464**	**1,485**	**1,634**	**414**	**402**	**410**	**405**	**436**
Unlawful Entry With Intent - Dwelling	761	759	759	868	867	222	217	212	237	231
Unlawful Entry Without Violence - Dwelling	738	739	741	843	837	216	211	207	230	223
Unlawful Entry With Violence - Dwelling	23	20	18	25	30	7	6	5	7	8
Unlawful Entry With Intent - Shop	133	95	86	68	114	39	27	24	19	30
Unlawful Entry With Intent - Other	524	551	619	549	653	153	158	173	150	174
Arson	**49**	**58**	**52**	**85**	**72**	**14**	**17**	**15**	**23**	**19**
Other Property Damage	**1,962**	**1,735**	**1,740**	**1,959**	**2,068**	**573**	**496**	**487**	**535**	**551**
Unlawful Use of Motor Vehicle	**391**	**401**	**436**	**518**	**674**	**114**	**115**	**122**	**141**	**180**
Other Theft (excl. Unlawful Entry)	**5,651**	**5,780**	**6,164**	**6,450**	**7,034**	**1,651**	**1,653**	**1,725**	**1,761**	**1,875**
Stealing from Dwellings	481	448	502	459	437	141	128	140	125	116
Shop Stealing	898	894	1,108	1,155	1,237	262	256	310	315	330
Vehicles (steal from/enter with intent)	1,453	1,477	1,570	1,377	1,715	425	422	439	376	457
Other Stealing	2,819	2,961	2,984	3,459	3,645	824	847	835	944	972
Fraud	**959**	**1,408**	**959**	**1,216**	**1,577**	**280**	**403**	**268**	**332**	**420**
Fraud by Computer	31	31	14	19	33	9	9	4	5	9
Fraud by Cheque	6	10	9	1	5	2	3	3	0	1
Fraud by Credit Card	436	377	436	627	893	127	108	122	171	238
Identity Fraud	27	32	53	41	110	8	9	15	11	29
Other Fraud	459	958	447	528	536	134	274	125	144	143
Handling Stolen Goods	**192**	**210**	**211**	**240**	**283**	**56**	**60**	**59**	**66**	**75**
Possess Property Suspected Stolen	56	81	81	89	114	16	23	23	24	30
Receiving Stolen Property	23	20	14	14	16	7	6	4	4	4
Possess etc. Tainted Property	110	107	115	136	153	32	31	32	37	41
Other Handling Stolen Goods	3	2	1	1	-	1	1	0	0	-
Offences Against Property	**10,622**	**10,997**	**11,026**	**11,953**	**13,342**	**3,104**	**3,145**	**3,085**	**3,263**	**3,557**

Statistical Services
Frontline Research and Information, Organisational Capability Command
Queensland Police Service

QUEENSLAND POLICE SERVICE CRIME STATSITICS for SUNSHINE COAST POLICE DISTRICT 2013/14 to 2017/18

Number and rate of Reported Offences, Sunshine Coast Police District, 01/07/2013 to 30/06/2018 [1][2][3]

Offence Type	Number					Rate per 100,000 Persons [1]				
	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
Drug Offences	**3,823**	**4,736**	**4,900**	**4,642**	**4,560**	**1,117**	**1,355**	**1,371**	**1,267**	**1,216**
Prostitution Offences	**5**	**5**	**3**	**12**	**3**	**1**	**1**	**1**	**3**	**1**
Liquor (excl. Drunkenness)	**125**	**194**	**159**	**127**	**231**	**37**	**55**	**44**	**35**	**62**
Gaming Racing & Betting Offences	-	-	-	-	-	-	-	-	-	-
Breach Domestic Violence Protection Order	**660**	**733**	**1,009**	**1,230**	**1,096**	**193**	**210**	**282**	**336**	**292**
Trespassing and Vagrancy	**244**	**242**	**268**	**327**	**427**	**71**	**69**	**75**	**89**	**114**
Weapons Act Offences	**192**	**260**	**291**	**264**	**387**	**56**	**74**	**81**	**72**	**103**
Good Order Offences	**2,190**	**2,766**	**2,651**	**2,747**	**2,774**	**640**	**791**	**742**	**750**	**739**
Stock Related Offences	**18**	**28**	**15**	**4**	**3**	**5**	**8**	**4**	**1**	**1**
Traffic and Related Offences	**2,425**	**2,618**	**2,890**	**2,954**	**3,154**	**709**	**749**	**809**	**806**	**841**
Miscellaneous Offences	**110**	**137**	**220**	**115**	**97**	**32**	**39**	**62**	**31**	**26**
Other Offences	**9,792**	**11,719**	**12,406**	**12,422**	**12,732**	**2,861**	**3,352**	**3,471**	**3,391**	**3,394**

Notes:

1. Rates are expressed per 100,000 persons and are calculated based on the estimated residential population as at 30 June of each year.

2. This data are preliminary and may be subject to change.

3. The information displayed in this table may vary from data published on www.data.qld.gov.au (open data website). Information published on the open data website is only updated at the beginning of each month. Additional information may be added or edited to QPRIME records since being published.

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Appendix 3: Social Indicators Table

The table on the following pages presents the range of social indicators that may be used in a *State of the Region Report.* The value of such a document is that it can answer some basic questions about how our community is progressing and what the trends tell us about where are we heading.

The last column in the table shows a direction of change. The green arrows indicate what a desired direction of change might be. For example, we might all agree that we want the percentage of young children who are on track to meet their development milestones to increase, or we want the level of homelessness to fall.

The blue arrows indicate the prevailing direction of change irrespective of what we might hope it might be. For example, with a growing cohort of older people already living on the Sunshine Coast, and with an influx of new young families with or soon to have young children, a rise in the dependency ratio is already firmly in place. Similarly, unless there is a radical change in Australia's immigration intake and overseas student composition, an increase in the proportion of people born overseas is almost certain.

A feature of this set of social indicators is that they are all derived from publicly accessible data. They have been selected and presented in this background paper as part of a framework for measuring the community's progress towards desired social outcomes. The following list constitutes the set of objective and quantitative indicators for measuring progress in the social domain. They form a corollary to the objective and quantitative indicators that Council has established in its Economic Development and Environment and Liveability strategies.

CATEGORY	SUGGESTED INDICATOR	COMPARISON WITH	DIRECTION OF CHANGE
Demographic			
Population growth	Current and recent population growth rates. Forecast population growth rate.	South-East Queensland	↑
Age structure	Current age profile in 5 year groups. Forecast age profile in 5 year groups showing ageing of the population.	Brisbane LGA	↑
Median age	Current median age.	South-East Queensland	↑
Dependency ratio	Total dependency ratio. Aged dependency ratio.	Brisbane LGA Noosa Shire	↑
Early Childhood			
Australian Early Development Census	Percentage of children who are on track to meet their developmental guidelines.	Queensland	↑
	Percentage of children who are vulnerable on one or more domains of development.	Queensland	↑
Preschool attendance	Percentage of children who have been enrolled in a formal preschool or kindergarten program.	Queensland Australia	↑

Immunisation	Percentage of children fully immunised at one, two and five years of age	Queensland Australia	
Education			
Year 12 completions	Percentage of 20-24 year olds who are recorded in the census as having completed year 12 or a Certificate II, III or IV qualification.	Queensland	
	Percentage of school leavers who go onto undertake university or TAFE studies, an apprenticeship or traineeship, and/or paid employment.	Queensland	
Learning or earning	Percentage of 15-24 year olds engaged in employment, education or training or some combination of the three.	Queensland	
Higher degree	Percentage of adult residents on the Sunshine Coast who have a postgraduate qualification.	Brisbane LGA	
	Percentage of adults who work on the Sunshine Coast who have a postgraduate qualification.	Brisbane LGA	
Post school studies	Percentage of adults over the age of 24 engaged in some form of further studies.	Brisbane LGA	
Health			
Health Risk and Preventive Factors Index	Total score on the most recent Queensland Health Risk and Protective Factors Index.	South-East Queensland	
Disability	Percentage of people aged 0-64 years living in the community with a profound or severe disability.	Queensland	
	Percentage of people aged 65 years plus living in the community with a profound or severe disability.	Queensland	
Housing			
Housing affordability	The ratio of median house and unit price to median household income.	South-East Queensland	
	The percentage of households in the bottom 40% of income distribution paying more than 30% of their gross income on rent or mortgage payments.	South-East Queensland	
Home ownership	The percentage of owner-occupied households (own or are paying off the dwelling in which they live).	Queensland	

	Percentage of people over the age of 64 who are in private rented accommodation.	Queensland	↑
Social housing availability	Public housing and community housing dwellings as percentages of the rental housing and total housing stocks.	South-East Queensland	↑
Homelessness	Number of people recorded at the last census as being homeless standardised to a rate per 10,000 population.	Gold Coast	↓
Income			
Household income	Median household income. Percentage of households that fall into each quartile in the distribution of equivalised household income.	South-East Queensland	↔
Social Security beneficiaries	Number of age pension recipients and percentage of the total population.	South-East Queensland	↑
Low income households	Number of households with an income in the bottom 40% of the household income distribution and as a percentage of all households.	Brisbane	↓

Work			
Employment and unemployment	Percentage of the labour force employed in the most recent quarterly period.	South-East Queensland	↑
	Percentage of 15-24 year olds in the work force unemployed in the most recent quarterly period.	South-East Queensland	↓
Scientific, technical & telecommunications workers	Number and percentage of workers employed in the scientific & technical and telecommunications industries.	South-East Queensland Australia	↑
Occupational skill levels	Percentage of workers employed in the top two occupational skill group levels.	South-East Queensland	↑
Work-life balance	Percentage of men and women working more than 48 hours per week in full-time jobs and more than 24 hours per week in part-time jobs.	South-East Queensland	↓
	Hours per week of unpaid domestic work by men and women in full-time and part-time work.	South-East Queensland	↔
	Self-containment ratio (percentage of people who live and work on the Sunshine Coast).	South-East Queensland	↑

Cultural identity			
Aboriginal and Torres Strait identity	Number and percentage of people at the census who identified themselves as of Aboriginal and Torres Strait identity.	Queensland	⟷
Born overseas	Number and percentage of people who were not born in Australia.	Brisbane	↑
Anglo-Saxon heritage	Percentage of people reporting in the census as having an Anglo-Saxon ancestry.	Brisbane	↓
Languages other than English	Number of different languages spoken at home recorded at the last census.	Queensland	↑
Social connections			
Volunteering	Percentage of adults devoting time to volunteering with a community organisation.	Queensland	↑
Lone person households	Number of lone person households. Lone person households as a percentage of all households.	Brisbane LGA	↑
	Number of people 65+ years in lone person households.	Brisbane LGA	↑

Appendix 4: Sample outcome measures

SUMMARY OUTCOME INDICATORS	
Outcome	**Five Year Outcome Measure**
1. Healthy, Active Communities	The Sunshine Coast Local Government Area is one of the healthiest regional communities in Queensland.
2. Vibrant Communities	>80% residents agree that Council's community infrastructure meets the needs of their community.
3. Inclusive Communities	Improving social and economic opportunities over time relative to other South East Queensland Local Government Areas.
4. Connected, Resilient Communities	>85% residents agree they can get help from friends, family, neighbours or community organisations when they need it.
5. Creative, Innovative Communities	>20% growth in social benefit businesses operating in the Sunshine Coast Local Government Area.

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