



DRAFT  
Sunshine Coast  
Community Strategy  
2019-2041

June 2019 edition



## Statement of Acknowledgement of the Traditional Owners of the Sunshine Coast

Sunshine Coast Council is proud of its Reconciliation Action Plan and the ongoing partnership with Traditional Owners of the Sunshine Coast – the Kabi Kabi people and the Jinibara people. We also acknowledge the contribution of the broader First Nations peoples to our community and our broader region.

Council is currently working in collaboration with Traditional Owners to develop a Welcome to Country for the Sunshine Coast Community Strategy 2019-2041.

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Disclaimer

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## Table of Contents

<b>An Invitation from the Mayor</b> .....	<b>1</b>
<b>1. Looking towards the Sunshine Coast in 2041</b> .....	<b>2</b>
<b>2. A Community Strategy for the future</b> .....	<b>3</b>
<b>3. About the draft Community Strategy</b> .....	<b>4</b>
Purpose of the draft Strategy .....	4
How this Strategy was developed .....	4
Establish the priorities and aspirations of our community .....	4
<b>4. A vision for a future where we all thrive</b> .....	<b>5</b>
<b>5. What does a strong community look like?</b> .....	<b>6</b>
Building a strong community through social connection .....	6
Inclusive communities: we all share in the opportunities.....	7
<b>6. Who we are: a demographic snapshot</b> .....	<b>8</b>
<b>7. Community strengths and future challenges</b> .....	<b>9</b>
<b>8. What the community said</b> .....	<b>11</b>
<b>9. The role of government in supporting strong communities</b> .	<b>14</b>
<b>10. A shared future for a strong community</b> .....	<b>17</b>
<b>Outcome 1: Healthy, Active Communities</b> .....	<b>20</b>
<b>Outcome 2: Vibrant Communities</b> .....	<b>22</b>
<b>Outcome 3: Inclusive Communities</b> .....	<b>24</b>
<b>Outcome 4: Connected, Resilient Communities</b> .....	<b>26</b>
<b>Outcome 5: Creative, Innovative Communities</b> .....	<b>28</b>
<b>11. Next steps</b> .....	<b>29</b>
Development of the Community Strategy Action Plan 2019-2024 .....	29
How your input into the draft Community Strategy will be used .....	29
<b>12. Measuring and evaluating success</b> .....	<b>29</b>

## An Invitation from the Mayor



The Sunshine Coast is a rich tapestry of landscapes, places and people.

Our communities represent our aspirations and define our sense of place. They reflect the values and lifestyles that are important to those who call the Sunshine Coast home. They also reflect our history – from which we build our plans for the future.

The Sunshine Coast includes the traditional lands of the Kabi Kabi and the Jinibara First Nations people, who carry the culture, traditions and knowledge of one of the oldest living cultures in the world.

This region we all call home has been in the custodianship of the Kabi Kabi and the Jinibara for tens of thousands of years, and there is much we continue to learn from them as a community. I am very proud of our journey towards reconciliation through building authentic relationships, a deeper understanding of culture and our firm and enduring commitment to work together.

We also acknowledge the importance of our European heritage as an agricultural community which, in the past, has brought people and communities together and shaped our region in many ways. With our vibrant and growing coastal and hinterland localities, the Sunshine Coast continues to evolve and advance, in a way that remains true to the aspirations of our community.

We take pride in a community that welcomes and builds connections with others, that looks out for one another and enjoys a healthy and optimistic outlook on life.

We share our history together. We also share our future together.

In developing a vision for the future, we asked what a strong community means to the people of the Sunshine Coast. The community reinforced that we are optimistic, compassionate and proud of the community we are now.

However, we do face challenges such as housing affordability, homelessness, family and domestic violence, transport infrastructure and connectivity, and youth unemployment. These are challenges in which our Council is committed to working with our partners in other tiers of government and the community to seek better outcomes for our region.

Each of us has an opportunity to influence and contribute to the place where we live. I invite you to have your say on the draft Sunshine Coast Community Strategy 2019-2041. Sunshine Coast Council recognises the importance of community voices of all ages and backgrounds so that it reflects our collective aspirations for the Sunshine Coast into the future.

Our Council looks forward to working with many individuals and community organisations to strengthen the fabric and vitality of our communities. In this way, we can build a more connected and inclusive community together – which is what healthy, smart, creative regions do.

**Mayor Mark Jamieson**

# 1. Looking towards the Sunshine Coast in 2041

The Sunshine Coast is one of Australia's most vibrant and welcoming communities. It is also a place immersed in rich culture and history. The Traditional Owners of this region hold the stories of these landscapes, which have welcomed and celebrated the connection between First Nations peoples for tens of thousands of years. We continue to build on our history as a place of welcome and connection for residents and visitors to our region.

Our relaxed lifestyle, iconic natural landscapes and growing opportunities mean that more people will choose to call the Sunshine Coast home. By 2041, the Sunshine Coast will be an extraordinary place to live, work and play. We will be diverse, equitable and inclusive for people of all ages, abilities and backgrounds. We will be healthy, active and enjoy better connections to people, places and spaces. We will be environmentally sustainable so we can continue to enjoy the natural beauty of our surroundings. We will be creative, with a vibrant, cosmopolitan atmosphere, offering world-class art, music and dining experiences that showcase our rich culture and heritage. We will be innovative, with rapid advancements in technology enabling us to engage with the world in ways we never thought possible. We will stay true to our values as a compassionate, resilient, safe, creative and healthy community that provides opportunities for everyone to participate.

We are experiencing a transformation from a regional centre to a regional city. Our community is growing by almost 8000 residents each year, and this trajectory will continue to 2041 when our region will be home to more than 500,000 people. This growth brings exciting opportunities, however we need to plan our communities well to ensure we continue to thrive. We want to be able to adapt to new trends, technologies and ideas that could improve the way we live.

It is vital to have a clear blueprint for the future so that people and places remain connected, inclusive and cohesive as we grow. The draft Sunshine Coast Community Strategy 2019-2041 outlines a vision for what our community told us they want the future to look like. They envision a place that retains what is special about the Sunshine Coast now – a community that is connected with people, places and spaces. Where we are inclusive, diverse and equitable. Where we stay true to our values as a caring, resilient and safe community, with opportunities for all to participate.

In addition to the growth anticipated for the Sunshine Coast, global megatrends<sup>1</sup> will also impact the way we live over the next two decades<sup>2</sup>. They include a growing and ageing population, increasing digital forms of connection and a strengthening of the Asian economy. While it is difficult to determine how these global megatrends will

impact the Sunshine Coast, what we do know is that they will influence our future in many ways.

These megatrends present the Sunshine Coast with opportunities, but also challenges, which Council is already seeking to address in partnership with the community. The investment that is occurring in regional infrastructure like the Sunshine Coast Airport expansion, the international broadband submarine cable, the Maroochydore city centre redevelopment and the growing hospital health precinct at Birtinya, will help to ensure that the region provides the jobs that will be in demand over the next 20 years. These projects will create greater opportunities for our residents, and the generations to come, to live and work in a strong community with an enviable lifestyle.

What is clear is that it will be **increasingly important for communities, governments and businesses to work together to encourage inclusive, socially cohesive and resilient communities to provide equitable access to basic services and social and economic opportunities**<sup>3</sup>. This can be achieved by supporting the growth of human capital – by investing in things that strengthen a community, that help people to earn a good living and build people's capacity to adapt to social and economic change. This will require ongoing conversations about our strengths and opportunities and how we can build on them to reach a shared vision of the future.

There is no doubt the Sunshine Coast is evolving. Sunshine Coast Council (Council) is determined to work with our community to ensure that the values and ideals that underpin who we are will endure. We are built on strong foundations, and at the heart of our community is our people. Our region will remain a great place to connect, create and innovate, and we will capitalise on the opportunities that come with technological advancements, global change and working together.

The Sunshine Coast has always been a place of welcome – these lands hold the memory of connection between people and place. As we write a new chapter as a region together, it is up to us as a community to stay true to who we are in the evolving story of the Sunshine Coast to 2041.

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<sup>1</sup> Megatrends are the major social, economic and environmental trends at a national and/or international scale.

<sup>2</sup> CSIRO, 2012. *Our future world: global megatrends that will change the way we live.*

<sup>3</sup> CSIRO, 2017. *Strategic Foresight for Regional Australia: Megatrends, Scenarios and Implications.*

## 2. A Community Strategy for the future

As part of the process for developing the Sunshine Coast Community Strategy 2019-2041 (the Community Strategy)<sup>4</sup>, we listened to what people told us a strong community means to them. Their words and ideas are shaping the vision within this draft Strategy – for a strong community that is connected, engaged and inclusive – a place where **together we thrive**.

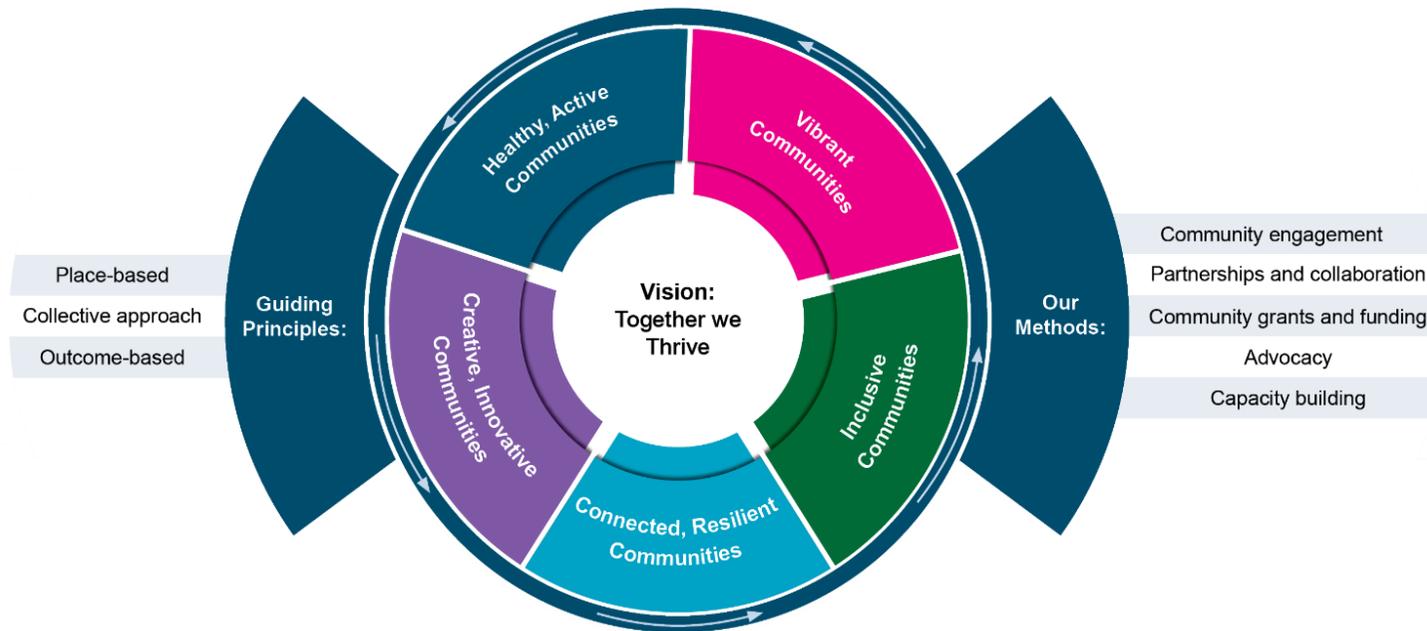
The draft Community Strategy provides a framework for how our community will advance their aspirations for a strong community through to 2041. The framework says what we will (and can) do as a local government, and how we will go about it.

Through the delivery of this framework, the Sunshine Coast will be a community that:

- is compassionate, optimistic and empowered with strong social capital networks that connect people and help them to get by and get ahead
- upholds social justice principles. Access, equity, human rights and participation level the playing field so that everyone has the opportunity to thrive and share in the benefits of growth, in turn fostering greater health and wellbeing in the community

- has activated, accessible public spaces and places. Our communities are accessible and adaptable places for our community to gather, connect and participate
- leads healthy and active lifestyles. People of all ages and abilities are physically active, lead healthy lifestyles and actively participate in their communities
- celebrates creativity and innovation. Local communities celebrate their own 'sense of place' through art, culture and place. They build on community strengths and design creative and innovative responses to local challenges and opportunities.

Challenges and opportunities in our community will shift and change over time. That is inevitable. For this reason, the Community Strategy must be dynamic and versatile, reflect the insights from across our community and be periodically reviewed to ensure it remains relevant and achieves the vision that it articulates. Once in place, the Community Strategy will be evaluated every five years so it continues to shape the achievement of our shared aspirations.



<sup>4</sup> Once adopted by Council, the Sunshine Coast Community Strategy 2019-2041 will supersede the *Sunshine Coast Social Strategy 2015*.

### 3. About the draft Community Strategy

#### Purpose of the draft Strategy

The draft Community Strategy provides a framework for how our community will advance their aspirations for a strong community through to 2041. Specifically, the purpose of the Community Strategy will be to:

- strengthen connection, inclusion and opportunity for all people in our communities
- build the capacity of the community to respond to local issues
- make sure that community places and spaces are inclusive, accessible, adaptable and meet the needs of people of all ages, abilities and backgrounds
- empower the community to live healthy, active and engaged lifestyles
- nurture creativity and innovation
- work with our community (and our partners) to measure outcomes and report progress regularly.

#### How this Strategy was developed

As part of the process for developing the draft Community Strategy, we listened to what people told us a strong community means to them. Their words and ideas are shaping the vision within this draft Strategy. We heard about the importance of connection between people, and how these connections nurture the growth of a strong community. We also heard about how people like to connect with others in their community as a means of fulfillment, inclusion and to resolve local issues.

Some people like to volunteer, while others like to attend community events or visit their local library to access a range information, services and seminars. Many people are active in their local community through volunteering, a hobby or through their local sport or recreation club.

People also talked to us about our outstanding natural surroundings and subtropical climate, and how this connects them to a healthy and active outdoor lifestyle. We listened to the conversations about the “village feel” of some of our communities and the value people placed on those elements that are important to their community. We asked people about how they want to be engaged. Many people, of all ages, want to be more involved in decision-making that affects them and their future.

#### Establish the priorities and aspirations of our community

The research and insights gathered from our community point to nine key challenges and opportunities which were identified as being important to the people and organisations that call the Sunshine Coast home. They are:

- Social equity and inclusion
- Transport and mobility
- Meaningful community engagement
- Social infrastructure that meets the needs of the community
- Health and wellbeing
- Employment and education
- Safe and resilient communities
- Housing affordability and homelessness
- Culture, innovation and place.

The Federal and State governments hold responsibility for addressing many of these issues, such as housing, homelessness, transport infrastructure, safety, health and education. However, Council can bring our community together to influence change and direct attention to local challenges that require an appropriate policy and/or service response from other tiers of government.

The major themes that we heard from the community were about the importance of:

- **connection** – to each other and to our community
- **inclusion** – through embracing diversity and the principles of social justice
- **collaboration** – by empowering communities to work together
- **liveability** – making sure our communities are vibrant, welcoming and accessible for all and
- **prosperity** – where everyone has the opportunity to participate socially and economically.

These themes have informed the development of the vision for the draft Community Strategy. You can learn more about what the community said in Section 8.

The draft Community Strategy outlines what Council can do, and how we can inform, advocate and influence other tiers of government, the private and community sectors to address some of these challenges and opportunities. Council will also invite the community to get involved so local voices and perspectives influence that process.

## 4. A vision for a future where we all thrive

Our community told us they envisioned the Sunshine Coast as a place of connection, inclusion and collaboration. Where our people and communities are welcoming and opportunities are available for all. A place where *together we thrive*.

As citizens of our regional community, we all share a vested interest and a personal responsibility to contribute to the Sunshine Coast we want to see by 2041. We will thrive together by:

### Focusing on place and building on strengths

The Sunshine Coast is a community of communities. Each community has its own unique sense of place. Place-based approaches to building community bring together the efforts of a range of stakeholders in local communities (residents, community organisations, the private and public sector) to respond to issues and opportunities of local importance. Place-based approaches are highly collaborative and drive shared accountability that leads to longer lasting social change and impact within communities. They are long-term and build thriving communities through shared design, shared stewardship, and shared accountability for outcomes and impact. This approach looks to the existing strengths within the community and builds on these as a means to respond to complex, interrelated or challenging issues.

### Collaborating and working together

The Sunshine Coast will work across sectors and industries to ensure that a shared agenda and framework keeps everyone on track. Using a collective approach to community opportunities and challenges, together we will take full advantage of our shared networks and leverage opportunities to partner and collaborate for a common cause. These collaborations will be unified under the shared vision for the future of the Sunshine Coast community, *Together we thrive*, and commit to continuous communication that reinforces trust, reciprocity and positive social outcomes.

### Measuring impacts and outcomes

The Sunshine Coast will lead the way in the manner we collect and report on outcomes that contribute to building a strong community. Outcomes are the effects of a program or activities on participants and communities. An outcome-based approach means outcomes are aligned with goals and that we try to measure the extent to which we have achieved our goals. Measurement of progress towards an outcome tracks performance and provides feedback that is used to inform adjustments to a strategy where necessary. By ensuring strong impact and outcome measurement, the Sunshine Coast as a region will be well placed to address challenges as they arise and advocate for services as required.

### Together we thrive.

In all of our communities, people are connected, included and feel welcomed.

At the heart of our communities are our people who come together and actively participate in their community and contribute to the social, cultural and creative life of our region.

People are welcoming, caring and respectful and equal opportunities are available to all.

The Traditional Owners, the Kabi Kabi and the Jinibara peoples' enduring connection to land, sea and country, and the contribution of the broader First Nations community is acknowledged, celebrated and valued.

We value our heritage and diversity, our natural environment and the quality lifestyle that our region offers.

Together we have created a shared future where we all thrive.

## 5. What does a strong community look like?

Community is defined as “a group of people living in the same place or having a particular characteristic in common<sup>5</sup>”. We form communities not just to connect and belong; we do so because communities have always been important for human survival. In a contemporary context, a healthy and connected community can be an essential part of our social and emotional wellbeing.

A strong community is a place where citizens consistently do a variety of simple things together that give them opportunities to connect with others, building trust and social connection. A strong community feels empowered to respond to local issues together. This web of trusting relationships fosters greater connection, collaboration, innovation and strengthens resilience.

### Building a strong community through social connection

Social connection is an essential building block that helps to build strong communities. Social connection builds relationships with other people (or social capital networks<sup>6</sup>), trust in others<sup>7</sup>, common values<sup>8</sup> and helps to support equitable opportunities to participate in social and economic life<sup>9</sup>. Each contributes to our physical and mental health in a variety of ways<sup>10</sup>.

However, many aspects of social connection are declining and at risk of falling further. A lack of social connection (also known as social isolation) can be as bad for your health and wellbeing as obesity, lack of physical activity, substance abuse, injury and violence<sup>11</sup>. Unless appropriate interventions occur, the number of people that are most at risk of social isolation could continue to grow: older people, people from culturally and linguistically diverse backgrounds, people living alone and sole parents. In Australia, research has found that one in ten people lack social support, and one in six people experience emotional loneliness<sup>12</sup>. Some of the factors that have been blamed for this decline are also likely to increase, including the increasing use of digital technology and high residential mobility<sup>13</sup>. This could make it harder for some people of all ages to connect with their neighbours and communities.



<sup>5</sup> Oxford Dictionary, accessed online, <https://en.oxforddictionaries.com/definition/community>

<sup>6</sup> Social capital refers to features of social relationships or organisations such as networks, norms and trust that facilitate coordination, and cooperation for mutual benefit. See Appendix 1, Glossary of terms.

<sup>7</sup> Social trust is the level of confidence we have that others will behave according to social norms, or act as they say they are going to act. See Appendix 1, Glossary of terms

<sup>8</sup> Social cohesion works towards the wellbeing of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility. See Appendix 1, Glossary of terms

<sup>9</sup> Social inclusion refers to people having the resources, opportunities and capabilities to participate in all aspects of life, so that they can meet their basic needs and live in dignity. See Appendix 1, Glossary of terms

<sup>10</sup> VicHealth 2010. Opportunities for social connection. A determinant of mental health and wellbeing: a summary of learnings and implications

<sup>11</sup> Queensland Government, Avoiding social isolation, <https://www.qld.gov.au/community/getting-support-health-social-issue/avoiding-social-isolation>

<sup>12</sup> Relationships Australia, 2018. Is Australia experiencing an epidemic of loneliness? Findings from 16 waves of Household income and labour dynamics survey Australia Working Paper, September 2018.

<sup>13</sup> Places with high residential mobility often have less social connection between people, as social connection grows with the length of time you live in a location.

## Inclusive communities: we all share in the opportunities

Despite 26 years of uninterrupted economic growth, less than half of all Australians feel they have benefitted from economic growth<sup>14</sup>. Research conducted by the Committee for Economic Development Australia (CEDA) also notes that economic development alone will not sustain people or communities. The research highlighted the importance to community wellbeing of good health, connections to others, access to social and economic opportunities, a healthy environment and feeling safe<sup>15</sup>. These elements contribute to a personal sense of health, wellbeing and prosperity – important ingredients for a strong community.

These important elements of community wellbeing were confirmed by what we heard from our community in the first phase of community engagement. Our communities wish to ensure that growth in our population and economy are balanced with the preservation of our outstanding natural assets and our relaxed, welcoming lifestyle.

It is increasingly recognised that **inclusive communities** provide a broad range of benefits for all members of our community. Inclusive communities are defined as an approach that leaves no one behind by ensuring opportunities for all. This includes supporting inclusive economic, political and social institutions, tackling the structural barriers that keep some people from opportunity and tracking progress across different population groups. When a community has opportunities to participate socially and economically, the desired impacts range from economic benefits, social cohesion and sustainable peace<sup>16</sup>. This can be achieved through:

- inclusive growth approaches. Poverty and inequality is reduced when excluded groups gain greater access to education, employment and business. There is also evidence of the positive relationship between diverse workforces and company profitability.
- gender equality can promote economic growth and human capital.
- Communities that participate in decision making are often more trusting of each other and socially cohesive.

The Community Strategy will focus on inclusive communities through supporting the growth of social connection and collaboration through a place-based approach.

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14 Committee for Economic Development of Australia (CEDA), 2018. Community Pulse 2018; the economic disconnect.

15 Committee for Economic Development of Australia (CEDA), 2018:11. Community Pulse 2018; the economic disconnect. "...economic development encompasses a broader range of outcomes than economic growth alone. Health, opportunities for economic and social participation, social cohesion and connectedness, the state of the environment (built and natural), and safety and security across various dimensions (for example physical, financial) and stages of life, are also important elements of economic progress or development".

16 Carter, 2015. Benefits to society of an inclusive societies approach, GSDRC, <https://gsdrc.org/wp-content/uploads/2015/09/HDQ1232.pdf>

Together with a commitment to 60% of future growth through infill development through the Environment and Liveability Strategy and a number of game-changer regional projects<sup>17</sup> through the Regional Economic Development Strategy, the Sunshine Coast Community Strategy 2019-2041 will bring greater opportunities for all to participate, socially and economically.

This will be achieved through careful planning over a number of years and a shared commitment – between Council, other levels of government, the community and other stakeholders to work together to build strong community.

An inclusive communities approach will also ensure that, as we grow, we will continue to protect and build upon on our strengths for future generations to come.

17 Game-changer projects include: digital connectivity through the Sunshine Coast International Broadband Network; integrated public and freight transportation through the duplication of the North Coast line, fast rail to Brisbane and intra-regional light rail; expansion of the Sunshine Coast Health Precinct and health research development; an event, convention and exhibition facility with associated four and five star branded short term accommodation; smart, connected centres through the Maroochydore City Centre, Aura, Bokarina Beach and Harmony developments.

## 6. Who we are: a demographic snapshot

### The Sunshine Coast is undergoing rapid population growth and change<sup>18</sup>.

The Estimated Resident Population of the Sunshine Coast Local Government Area in 2018 was 319,922. This increased by 52,681 people from 2011 to 2018. The median age of the population was 43 years in 2016 compared to 37 years for Queensland.

### Household arrangements

The number of households in the Sunshine Coast increased by 13,383 between 2011 and 2016 to 116,408 households. Couples without children households represent 29.5% of households, followed by couples with children (27%), sole persons (21.9%), sole parent families (10.3%) and group households (3.8%). The balance 7.5% is made up of other family, visitor only and not classifiable households.

### Aboriginal and Torres Strait Islander People

5,716 people (or 1.9% of our population) identified as Aboriginal or Torres Strait Islander in 2016 an increase of 1,670 people from 4,046 people in 2011. This represents an overall increase of 41.3%.

### Cultural diversity

57,460 people (or 20% of our population) was born overseas, predominantly from the United Kingdom, New Zealand and South Africa. In 2016 14,689 people (5%) spoke a language other than English at home, an increase of 4,390 people from 10,299 in 2011.

### Disability

16,853 people (5.7%) require help in their day to day lives due to disability, an increase from 5% in 2011.

### Carers

26,842 people provided unpaid assistance to a person with a disability, long term illness or old age in 2016 compared to 22,757 people in 2011.

### Beliefs

160,634 people (54.6%) identified as Christian in 2016 compared to 62.8% in 2011. 6,793 people (2.3%) identified other religious beliefs compared to 2.2% in 2011. 9,523 people (33.8%) identified as having no religion compared to 25.8% in 2011.

### Volunteering

In 2016, 49,803 people aged over 15 (20.7%) volunteered for an organisation or group compared with 20.2% in 2011 compared to Queensland (18.7% to 18.8%).

### Net migration

The majority of population growth will be delivered through net migration (97% of all population growth). The largest population increases will be those aged 35-39 years and those 0-4 years and 5-9 years<sup>19</sup>.

### Employment

The unemployment rate for the Sunshine Coast at June quarter 2018 was 5.8%, compared to the Queensland average of 6%<sup>20</sup>. Youth unemployment

on the Sunshine Coast at June 2018 was estimated at 11.5% compared to 13.3% for Queensland<sup>21</sup>.

### Median total family income

The Sunshine Coast had 7,461 (or 9.3%) low-income<sup>22</sup> families with a median total annual family income of \$77,532. Queensland had 115,233 (or 9.4%) low-income families, with a higher median annual total family income of \$86,372 per year<sup>21</sup>.

### Most populated localities

The locality of Kawana Waters has the highest number of people (32,615) followed by Buderim-Kuluin-Mons-Kunda Park (32,017), Wurtulla-Buddina and District (23,624), Little Mountain-Caloundra West-Meridan Plains-Bells Creek (19,942), Maroochydore Activity Centre (20,780) and Nambour-Burnside and District (17,955).

### Homelessness and social housing

The number of people experiencing homelessness has increased 6% from 744 in 2011 to approximately 785 people in 2016. Of the 970 people on the State Government Social Housing Register, 75% were identified as being in high to very high need<sup>23</sup>.

### Physical activity and obesity

The proportion of adults meeting physical activity guidelines on the Sunshine Coast has declined from 57.7% in 2007/8 to 52.0% in 2014-15. The proportion of adults who are overweight or obese has declined from 63.6% in 2007/08 to 59.1% in 2014/15<sup>24</sup>.

<sup>18</sup> Unless indicated otherwise, the demographic statistics for this section have been sourced from the Sunshine Coast Council Community ProfileID, and provide a point-in-time snapshot of the demography of the Sunshine Coast Local Government Area.

<sup>19</sup> Sunshine Coast Council, 2018. Population Growth, Sunshine Coast 2016 – 2026.

<sup>20</sup> Queensland Government Statisticians Office, 2018. Queensland Regional Profiles: Sunshine Coast (R) LGA.

<sup>21</sup> Queensland Government Statisticians Office, 2018. Regional youth unemployment, January 2018. Note statistical area 4 (SA4) includes the Local Government Area of Noosa.

<sup>22</sup> Low-income families have been defined as families in occupied private dwellings whose family income was less than \$650 per week or less than \$33,800 per year.

<sup>23</sup> Department of Housing and Public Works, 2018. Queensland Housing Profiles, Sunshine Coast Local Government Area.

<sup>24</sup> Progress in Australian Regions – Yearbook 2018: Society Data tables; Physical activity; overweight or obese, Sunshine Coast Significant Urban Area (SUA).

## 7. Community strengths and future challenges

- We are a fast-growing community: almost 8,000 new residents each year. This growth will bring increased demand for community facilities, services and transport options
- We will continue to have an older population, however more young families are anticipated. Our communities will need to be age-friendly and find ways to share the wealth of knowledge between generations
- We have a strong volunteering culture that supports our communities in many ways. Our communities will need to find ways for younger people to benefit from skills obtained through volunteering to help our community, our economy and our future
- Our communities already have many assets and resources that could be better shared if we work together. Maximising partnerships between people, organisations and community facilities (both public and private) makes better use of what we have and encourages creative, innovative solutions.

**Table 1. Community strengths, potential challenges, and potential strategic priority areas<sup>25</sup>**

Appendix 2 ref.	Our strengths	Potential challenges	Potential strategic priority areas	
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 that older people who choose to age-in-place are connected to their community, keep active and age well.
			Potential for net loss of young adults leaving 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 availability; 2.3% compared with 3.6% in Greater Brisbane. Not increasing to match population growth.	Advocate to other levels of government for increased investment in housing pathways.	
		Increasing incidence of housing stress. Some evidence of homelessness increasing <sup>26</sup> .	Partner and collaborate with local community housing providers and social housing developers to develop collaborative regional solutions.	
	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,	House price to income ratio in the Sunshine Coast is the worst in Australia (9:1). This ratio is	Facilitate rising median household incomes through implementation of Regional Economic Development Strategy pathways.	
		Use planning and policy mechanisms to deliver greater housing diversity.		

<sup>25</sup> This table is supported by social data analysis provided in Appendix 2 to this document.

<sup>26</sup> 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	Potential strategic priority areas
	proportionally fewer low income households and more high income households.	higher than Sydney or Melbourne (National Performance Benchmark statistics).	Incentivise well-designed affordable housing provision 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.	However, there are some pockets of disadvantage in the districts of Caloundra, Nambour, Beerwah and Maroochydhore.	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.

## 8. What the community said

Between September and October 2018, we asked our community about what a strong community means to them.

The feedback received has helped to create a shared vision for our future, and provided a roadmap for how we can work together to build a stronger community where everyone thrives.

### A strong community

Feedback indicated that a strong community means a community that is connected with people, places and spaces.

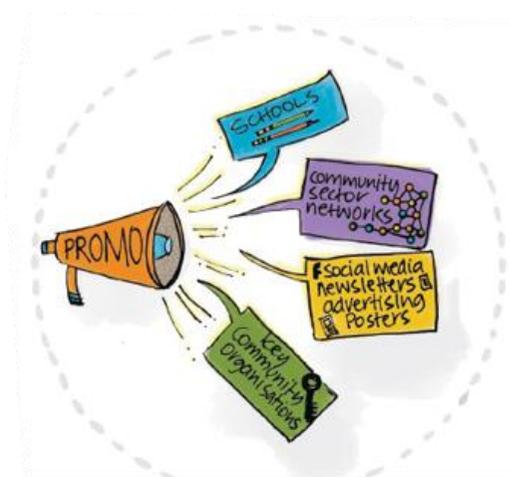
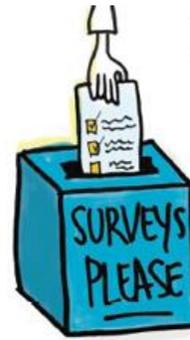
It is also about inclusion, diversity and equity, a supportive, helpful and caring community, opportunities for participation and a safe community.

### An even stronger community

It was felt 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.

### Engagement matters

The community indicated a high level of interest in participating in initiatives and decisions that affect them. Over half (51%) of respondents would like to be more involved in ongoing conversations and initiatives to help improve the area and what Council does. In addition, 38% want to be consulted in advance about key decisions that might affect their household or area.



We connected to people in our community through schools, university, community centres, sector networks

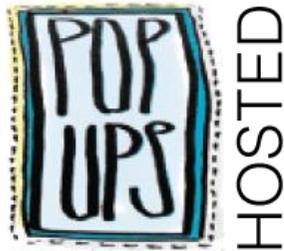
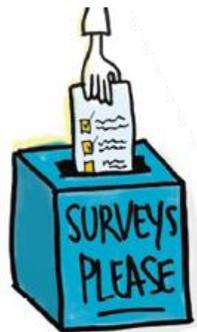


PHOTO VOICE submissions



Focus GROUPS



Children's drawings



The community also prioritised nine engagement themes to indicate areas of concern and those that are improving or remaining the same.

Areas of concern	Areas that are improving or remaining the same
<p>We heard that the areas of greatest concern are...</p> <ul style="list-style-type: none"> <li>• Housing affordability and homelessness</li> <li>• Transport infrastructure</li> <li>• Employment and education</li> <li>• Safe communities</li> </ul>	<p>We heard that the areas that were improving or remaining the same are...</p> <ul style="list-style-type: none"> <li>• Community infrastructure</li> <li>• Social equity and inclusion</li> <li>• Community recovery from disaster</li> <li>• Health and wellbeing</li> <li>• Community engagement</li> </ul>

### Stakeholder Event

Upon conclusion of the broad community engagement program, a targeted Stakeholder Event brought together more than 70 representatives from government, business and non-government organisations. This forum sought to drive new ideas, feed into the development of the draft Community Strategy outcomes, and to identify opportunities for collaboration and partnerships for implementation.

### Community Strategy Strategic Advisory Group

The Sunshine Coast Community Strategy Strategic Advisory Group (the Strategic Advisory Group) was established in January 2019 to provide strategic advice to guide the development and implementation of the Community Strategy 2019-2041. The Queensland Council of Social Services (QCOS), as the lead agency for the community sector in Queensland, has partnered with us to facilitate the Strategic Advisory Group.

### How engagement and research has informed the development of strategic priorities

These important insights from our community reinforce what the social data analysis tells us about our strengths and challenges as a region.

While the areas of major concern for our community now are mostly areas of State and Federal Government responsibility, Council is committed to working with our stakeholders and our community to advocate for action.

Research also tells us that the areas that the community indicated are improving or remaining the same, could get worse unless we work with our community and stakeholders to address them. This requires careful planning and collaboration.

This alignment of community priorities with evidence-based research helps us as a community to identify our values and to prioritise what is important. These priorities have directly informed the development of the outcome areas and priorities of the draft Community Strategy.



“All citizens working together to create a sense of belonging and a sense of purpose” (Female, Little Mountain, over 65 years)

“A community that is connected and people know each other and are comfortable where they live” (Female, Pelican Waters, 26-35 years)

“An inclusive community that cherishes diversity of all kinds and values multiculturalism” (Male, Hunchy, over 65 years)

“A strong community is one where our most vulnerable (domestic violence, homeless, those suffering from mental illness etc.) are able to avail themselves of appropriate services” (Male, Alexandra Headland, 46-55 years)

“Everyone is linked and communicate within the community to bring all organisations and people together” (Male, Maroochydore, 18-25 years)

“That people have a say and therefore care about and care for the street and the town they live in” (Female, Aroona, 56-65 years)

“A strong community is created by countless actions and relationships, both small and large. It is facilitated by spaces for use and ownership by the community parks and natural spaces...” (Male, Sippy Downs, 36-45 years)

“A strong community is one that achieves a balance and sustainable outcome between human impact, built environment and the natural environment... it is connected to place, which then fosters community identity and shared values” (Male, Weyba Downs, under 25 years)

## 9. The role of government in supporting strong communities

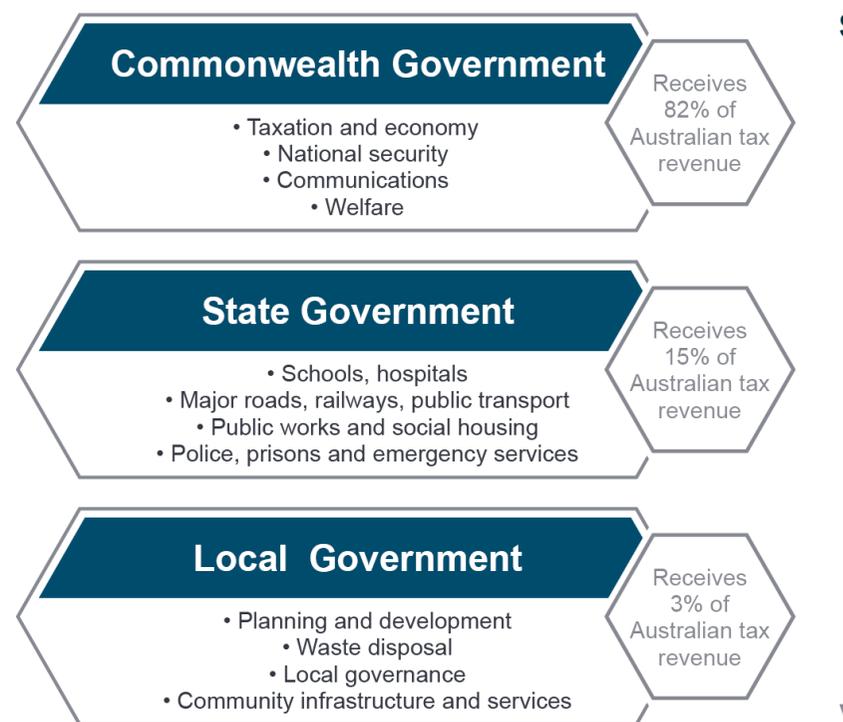
The Federal Government is responsible for general taxation and economic matters, and the larger issues like national security, communications and welfare. As well as providing services and collecting taxes, the Federal Government provides funding to both state and local governments.

The Federal Government is also a key funding partner in the delivery of human services – much of which is delivered through State governments and the community services sector. This includes health, education, disability support, housing, Indigenous services, disaster recovery, environmental policy consistent with Australia's international treaty obligations and aspects of industrial relations.

The State Government is both a funding provider and deliverer of services across the spectrum of the human services system. This includes responsibilities for schools, hospitals, social housing, Indigenous housing and other support services, support for the community services sector, law and justice services including community justice services, sport and recreation, emergency services, conservation and environment policy and regulation and consumer affairs. In addition, the State Government is responsible for major transport infrastructure and the public transport network and services.

Council has the most limited source of revenue of any tier of government. Of an estimated 260 taxes that may be imposed under Australia's current taxation system, local government has just one. On average, rates revenue constitutes around 3 per cent of Australia's total taxation revenue per year, which compares with the share of total taxation raised by the states (15 per cent) and the Commonwealth (82 per cent)<sup>27</sup>. This often results in a mismatch between the financial resources local government has available and the services and infrastructure expectations of their community<sup>28</sup>.

With its limited share of public revenue, Councils across Australia are responsible for 33% of the nation's infrastructure, including 76% of the entire length of the nation's road network. Council is also responsible for implementing State building and planning regulation at the local level, administration of public health regulations (such as food hygiene and water, pests and disease control), local roads and footpaths, parks and playing fields, libraries, some local environment and heritage responsibilities, waste disposal and community planning. Given its limited capacity or authority to raise revenue, Council cannot assume responsibility for the functions that are the responsibility of other tiers of government.



<sup>27</sup> ALGA Submission to the Australian Government's Taxation Review, 2008. [http://taxreview.treasury.gov.au/content/submissions/pre\\_14\\_november\\_2008/ALGA.pdf](http://taxreview.treasury.gov.au/content/submissions/pre_14_november_2008/ALGA.pdf)

<sup>28</sup> Productivity Commission into Local Government's Own Source Revenue, Australian Local Government Association submission, 2007. [https://www.pc.gov.au/inquiries/completed/local-government/submissions/australian\\_local\\_government\\_association/sub050.pdf](https://www.pc.gov.au/inquiries/completed/local-government/submissions/australian_local_government_association/sub050.pdf)

## What is the role of Council in building a strong community?

Local government, as the level of government closest to their community, has an important role in the support of an active and empowered community. 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. Visit Council's website to find out more about the Plans and Strategies that help to deliver this for your community and region.

In addition, Council can seek to influence the physical infrastructure and functionality of communities so they are welcoming, inclusive and activated places that reflect the needs and aspirations of the people who live there.

This combination of community planning and development, together with urban planning and development for sustainable, inclusive places and spaces, contributes to the social sustainability<sup>29</sup> of communities.

## Healthy Smart Creative communities

Council's corporate vision *Healthy Smart Creative* is an aspirational vision within the Sunshine Coast Corporate Plan. This corporate vision is underpinned by five goals, including "A Strong Community". The Community Strategy will be the principle policy document that directs Council's commitment, strategic direction and approach to the Corporate Plan goal.

The goal of "A strong Community" will be further supported by two Corporate Plan goals: "Service excellence" and "An outstanding organisation. The goal of "Service excellence" provides the delivery pathway to provide positive experiences for our customers and great services to our community. The goal of "An outstanding organisation", provides the performance pathway for a high-performing, customer-focused organisation, marked by great people, good governance and regional leadership.

## Existing Commitments

The direction and focus of Council's existing commitments to a strong community are articulated in a number of existing Council policies, strategies, plans and charters. Several of these documents are due for review in the coming years, and the Community Strategy will provide the ongoing strategic directions for these commitments.



<sup>29</sup> OECD definition of social sustainability " blends traditional social policy areas and principles, such as equity and health, with emerging issues concerning participation, needs, social capital, the economy, the environment, and more recently, with the notions of happiness, wellbeing and quality of life". See Appendix 1 – Glossary of terms.

## What does Council already do?

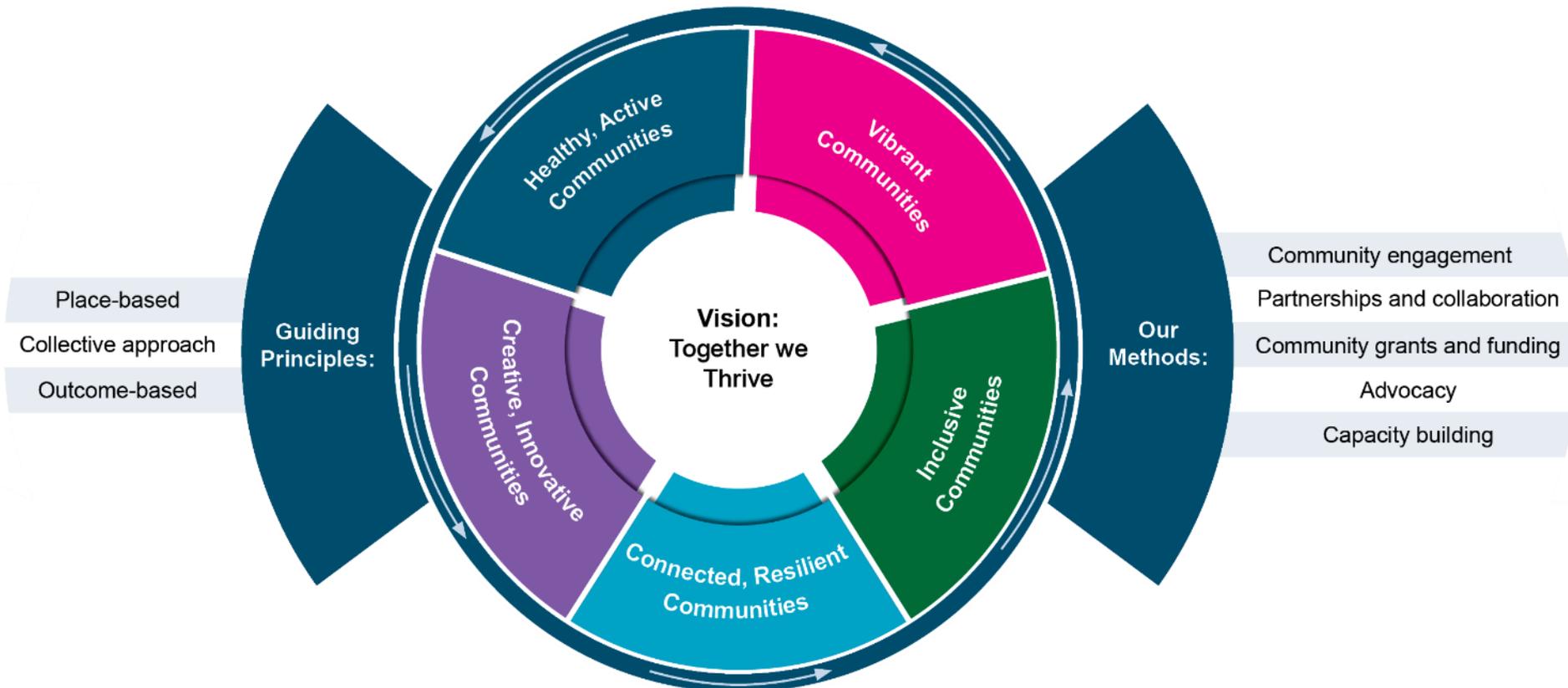
Council already makes a significant investment in the social fabric of the region through some of the following roles:

Roles	What Council does
Deliver and manage infrastructure and some key services	The sustainable development and management of assets and infrastructure and the delivery of effective services in accordance with the <i>Local Government Act 2009 (Qld)</i> . This includes roads, waste, community facilities that support sport, art, culture and literacy, pathways, parks.
Ensure community safety as a regulatory body	Local laws are made by local government to ensure the safety and good governance of the community in accordance with the principles set out in the <i>Local Government Act 2009 (Qld)</i> .
Promote strong, inclusive and safe communities	Council raises awareness to support reconciliation, diversity, equity and inclusion, accessibility, health and wellbeing, volunteering and civic participation, and nurture connection, culture, and creativity.
Build the capacity of the community to respond to local challenges	Council works with volunteers, community organisations and local communities to strengthen their capacity to respond to the needs of their community.
Deliver key programs	Council partners to support services and activities that promote health and wellbeing, civic participation, lifelong learning, community connection, art, culture, together with a strong economy and environment to support a vibrant community.
Advocate for the needs of our community	Advocate on behalf of the community regarding state and federal issues (i.e. health, housing, transport, education).
Partner strategically to achieve outcomes for the community	Council frequently engages with our community and seeks to work together with stakeholders and the community to achieve suitable outcomes.
Promote greater input from the community on decisions	Council promotes the importance of democratic representation, social inclusion and meaningful community engagement in accordance with our role under the <i>Local Government Act 2009 (Qld)</i> .
Provide information that helps people access services and stay connected	Council provides a range of information and services to help people connect to their community and access support, information and activities.

## 10. A shared future for a strong community

Following the insights from the community through the engagement process, clear themes on what a strong community means emerged to shape the vision and the five outcomes the community would like to see in 2041.

The **vision** is the long term goal we wish to achieve by 2041 and guides measurement of progress towards achieving outcomes. The **five outcome** areas detail what Council will do. These outcomes will be implemented through our **guiding principles** and our **methods**. The guiding principles outline how Council will work with the community and partners to achieve their vision for the future. The methods outline the tools Council will use.



About the Guiding Principles	
Place-based	Place-based approaches bring together the efforts of a range of stakeholders in local communities (residents, community organisations, the private and public sector) to respond to issues and opportunities of local importance. Place-based approaches are highly collaborative and drive shared accountability that leads to longer lasting social change and impact within communities.
Collective approach	A collective approach brings together the four foundational elements of Asset Based Community Development <sup>30</sup> and best practice community engagement. A collective approach brings together communities and local organisations to build a vision of the future based on common values and narratives, in turn opening up peoples' hearts and minds to new possibilities.
Outcome-based	Outcomes are the effects of a program or activities on participants and communities. An outcome-based approach means outcomes are aligned with goals and that we try to measure the extent to which we have achieved our goals. Measurement of progress towards an outcome tracks performance and provides feedback that is used to inform adjustments to a strategy where necessary.
About the Methods	
Community engagement	Community engagement is a process that ultimately seeks to involve the community (citizens, business, and stakeholders) in matters that affect their community. Engagement processes can extend from an information sharing and consultation phase of interaction to an active participation level of involvement and collaboration. It is well documented that effective community engagement and involvement of community in decisions that matter to them leads to better decision-making and shared outcomes.
Capacity building	Community capacity building involves building the skills and confidence of individuals and groups to develop, implement and sustain community initiatives that meet community needs. Community capacity building can help communities to build resilience in various areas, from responsiveness to natural disasters, improved organisational governance, enhanced health and wellbeing, greater sense of inclusion and belonging, and increased opportunities to meaningfully participate in community life.
Partnerships and collaboration	Collaboration involves the identification of a common goal and value in working together to achieve a desired outcome. Mutual benefits for the parties along with opportunities to participate and communicate their ideas are an important factor in these types of working relationships. Developing partnerships provides for networking opportunities, the combining of efforts, strengthened connections and relationships, and shared resources and ownership that contribute to meeting community challenges and making the most of opportunities.
Advocacy	Advocacy is a professional approach to seeking support from other levels of government and organisations to achieve positive outcomes for our community. From Council's perspective, advocacy helps to activate the expertise and resources of relevant stakeholders where a shared outcome sits outside a primary local government remit. Council also advocates to the community, on matters such as healthy, active lifestyles, diversity, inclusion and family and domestic violence.
Community grants and funding	Community organisations and their volunteers contribute to the local community in many ways, and are a critical component in achieving our shared vision for the future. Council's social investment through community grants assist to enable community organisations, in association with other funding and in-kind support, to deliver benefits to the community. Successful funding applications made by Council to Federal and State governments can also result in collaborative opportunities to deliver initiatives aligned with Council and community priorities.

<sup>30</sup> Asset based community development is a community led approach that is built on four foundational elements. See Appendix 1 Glossary of terms



Healthy, Active  
Communities

## Outcome 1: Healthy, Active Communities

### How do healthy, active communities help us to thrive?

Participation in sport and physical activity provides positive physical and mental health outcomes, builds social connections, reduces crime and supports educational and employment outcomes<sup>31</sup>. Regular physical activity and healthy eating also reduce the risk of a number of chronic diseases that are the major cause of death and disability in Australia<sup>32</sup>. It also supports health and wellbeing in the broader community by providing opportunities for people to connect around common objectives or interests. Council's Healthy Sunshine Coast Program has been highly successful in getting thousands of people healthy and active through free and low-cost fitness activities for people of all ages in the community. Volunteering also contributes to better physical and mental health. Studies have shown that volunteers benefit from building new skills and experiences, new friendships and networks, and they build confidence. This helps to make volunteers (and the communities they support) healthier and happier<sup>33</sup>.

### What the community said

The community told us the following are important to them:

- A community where there are opportunities to be healthy and active
- A community that has access to services, resources and programs that are affordable and also help people to connect to one another
- A community in which people volunteer and actively participate in community life.

### What does a healthy, active community look like?

Elements	What Council does
People are physically active each week to maintain good health <sup>34</sup>	The Healthy Sunshine Coast Program provides free and low-cost physical activity programs for all ages across the region through partnerships with service providers, and community groups like Parkrun.

<sup>31</sup> Queensland Government, 2016. *Benefits of being active*, <https://www.qld.gov.au/recreation/health/get-active/benefits>

<sup>32</sup> Heart Foundation, 2017. *Preventing chronic diseases through physical activity*, <https://www.heartfoundation.org.au/news/preventing-chronic-diseases-through-physical-activity>

<sup>33</sup> Volunteering Queensland 2017. *Benefits of volunteering*, <https://volunteeringqld.org.au/volunteers/benefits-of-volunteering>

Elements	What Council does
People observe a healthy lifestyle and have low rates of chronic disease <sup>35</sup>	The Healthy Sunshine Coast webpage provides links to services and information available in the community. Council also partners with community and health service providers to raise awareness and support a healthy lifestyle, including The Heart Foundation and Sunshine Coast Hinterland Mental Health Network.
Support people experiencing mental ill health	
Active transport	Council plans for safe, comfortable direct walking and cycling connections and works with State and Federal government to provide integrated and connected transport systems.
Volunteering	Council supports community organisations and volunteers, and runs highly valued volunteer programs: turtle and land care, art gallery volunteers and adult literacy programs.

### Proposed priority areas

<p><b>Priority:</b> Our community is one of the healthiest regional communities in Queensland</p> <ul style="list-style-type: none"> <li>• People have adequate access to health and wellbeing programs to get physically active and improve their wellbeing.</li> <li>• Access to information supports better physical and mental health in our community.</li> <li>• Research and partnerships support opportunities to improve health and wellbeing outcomes for the community.</li> </ul>
<p><b>Priority:</b> The health and wellbeing of our community is strengthened through active participation</p> <ul style="list-style-type: none"> <li>• The benefits of volunteering and active participation is promoted.</li> <li>• Attractive opportunities for people to volunteer are available.</li> <li>• Volunteers have access to learning opportunities that build their skills and capacity.</li> <li>• The contribution of volunteers is acknowledged and celebrated.</li> </ul>

### Measuring progress

As one of the healthiest regions in Queensland, we will measure data on risk and protective factors published by the Queensland Chief Health Officer. This includes physical activity, nutrition, body mass index, rates of sunburn, smoking and alcohol consumption. This will be complemented by other factors, such as participation rates in Council's Healthy Sunshine Coast program.

<sup>34</sup> Health guidelines across the world recommend 150 minutes (2.5 hours) of moderate intensity physical activity per week. <http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-active-evidence.htm>

<sup>35</sup> Lifestyle preventable factors of chronic disease include smoking, sun exposure, being overweight and alcohol consumption.

# Vibrant Communities



## Outcome 2: Vibrant Communities

### How do vibrant communities help us to thrive?

Community infrastructure (such as community halls, libraries and aquatic centres) and open spaces (such as parks and sports fields)<sup>36</sup> are important places where the community can meet, enjoy sport and recreational activities, engage in creativity and the arts and access information, services and programs.

These spaces and places bring people together, help to build social capital<sup>37</sup> and community capacity and support individuals, families and communities to grow and thrive. These elements are essential for creating communities that are connected, empowered and able to adapt and respond to change.

In recognition of the vital role of community infrastructure, Council provides a region-wide network of libraries, sporting clubs, sports fields and aquatic centres, community centres and cemeteries.

### What the community said

The community told us the following are important to them:

- Places that provide community infrastructure such as parks and pathways, open space and sport and recreation infrastructure opportunities
- Cares for our environment to make sure we can all continue to enjoy our relaxed outdoor lifestyle and clean, green spaces<sup>38</sup>
- A well-designed community with good urban planning.

### What do vibrant communities have?

Elements	What Council does
Libraries	Council invests significantly in a diverse range of community places and public spaces to make sure that communities have access to accessible, vibrant and fit-for-purpose community places, spaces and facilities.
Community centres and halls	
Cultural, arts and sports facilities	
Sporting fields	
Parks and playgrounds	
Areas of recreational open space; dog parks	
Vibrant civic spaces	

<sup>36</sup> The Environment and Liveability Strategy 2017 defines social infrastructure and open space and provides desired standards of service and network blueprints to support planning and development of community assets. See Appendix 1 – Glossary of terms.

<sup>37</sup> Social capital is broadly defined as the connections among individuals embedded in social networks and norms of reciprocity and trust. See Appendix 1, Glossary of terms.

### Proposed priority areas

#### Priority: Our community has community infrastructure to meet their needs

- Council's community infrastructure is welcoming, inclusive, adaptable and activated.
- Evidenced community need drives planning, design and provision of community land and community asset provision.
- Council-owned community facilities are well utilised.

#### Priority: Our community has great places and spaces for all

- The public realm supports activated, vibrant places that are green, accessible, inclusive, safe and reflect local character.
- Efficient and effective transport solutions connect people to great places and spaces.

### Measuring progress

We will measure progress towards vibrant communities from data on the percentage of people who feel safe in public spaces and facilities after dark. This will be complemented by other factors such as utilisation rates of Council's community facilities.

<sup>38</sup> The environment, both built and natural, contribute to the liveability of our region. This aspect is addressed through the Sunshine Coast Environment and Liveability Strategy.



Inclusive Communities

## Outcome 3: Inclusive Communities

### How do inclusive communities help us to thrive?

The social justice principles of access, equity, human rights and participation level the playing field so that everyone has the opportunity to thrive.

Social justice seeks to identify and attempt to address disadvantage, discrimination and inequality by ensuring everybody can equally access resources and opportunities, as well as being included, valued and recognised. A social justice approach supports communities to be inclusive, cohesive and equitable.

### What does an inclusive community look like?

Elements	What Council does
People of all ages, backgrounds, lifestyles and socio-economic status are welcomed and valued	A range of Council's policy, programs and activities seek to ensure greater social inclusion i.e. adult literacy programs, community development and grants programs.
Age-friendly and accessible so everyone can participate in community life	Council provides a range of services, programs and information for seniors to age well.
An appropriate range of affordable living options	A mix of diverse and affordable living options are planned through the Planning Scheme and related policies.
A range of cultures that enrich economic and civic life	Council partnered with multicultural communities to develop greater opportunities for economic and social participation through the Multicultural Action Plan.
Everyone has a range of opportunities to participate in economic, educational and social life	Council provides information and opportunities on volunteering, capacity building and funding for community organisations. The community grants program provides some indirect support to enhance economic, social and educational participation.
Traditional Owners and First Nations Peoples are valued and respected	Council's commitment to reconciliation and social and economic opportunities for the Aboriginal and Torres Strait Islander community is demonstrated through our Reconciliation Action Plan.
People most at risk of social isolation and disadvantage have programs that level the playing field to have a fair go at life	The community grants program enables community organisations to support those experiencing disadvantage.

### What the community said

The community told us the following are important to them:

- A community that values inclusion, diversity, equality and equal opportunities for all
- A community that provides opportunities for social and economic participation
- A welcoming, caring and happy community
- A community that is informed, involved, has influence and is empowered.

### Proposed priority areas

<p><b>Priority: Our community is equitable and inclusive</b></p> <ul style="list-style-type: none"> <li>• The value that all people bring to our community is recognised, respected and embraced.</li> <li>• Opportunities are available for everyone in our community to participate socially and economically.</li> </ul>
<p><b>Priority: Our community has housing opportunities that match community need</b></p> <ul style="list-style-type: none"> <li>• Relevant organisations are brought together to develop collaborative regional responses to local housing needs as we grow.</li> <li>• Advocate for appropriate responses to the housing needs of the community.</li> </ul>

### Measuring progress

We will measure progress towards inclusive communities through improving our social and economic opportunities relative to other Queensland regional communities over time. This includes increased participation in economic and employment opportunities, access to suitable housing and income levels. These factors are measured through a number of indices from the ABS Socio-Economic Indexes for Areas (SEIFA), including but not limited to economic advantage and disadvantage, education and occupation and economic resources. This will be complemented with selected indicators from the Scanlon-Monash Social Cohesion Index and housing stress will also be included.



Connected, Resilient  
Communities

## Outcome 4: Connected, Resilient Communities

### How do connected, resilient communities help us to thrive?

People (and communities) who have a wide range of social networks often feel more connected to others, generally have lower rates of anxiety and depression, are happier, have higher self-esteem and are more empathic, trusting and cooperative towards others. These social networks are often referred to as social capital<sup>42</sup>.

Central to all definitions of social capital are relationship networks between people which help to build trust, have a shared sense of values and can be used to respond to challenges and opportunities by working together. This helps to make people and communities more resilient, using strong relationship networks to support their capacity to design locally appropriate responses to local challenges.

### What the community said

The community told us the following are important to them:

- A community where people interact and have connections – to people and their community
- A community that has a sense of place and belonging
- A community that feels safe for people of all ages, abilities, gender and background
- Family supports and opportunities for intergenerational connections
- Efficient, effective transport infrastructure and public transport systems.

### What do connected, resilient communities have?

Elements	What Council does
Strong networks and connections between people, organisations and local business	Programs, events, activities, funding and community spaces and places support community connections in a range of ways.
A diversity of assets, resources and skills	Council works closely with communities, community centres and community organisations who support the community and/or who wish to build their own capacity to respond to local issues.
A deep understanding of community strengths, challenges and opportunities	
An ability to leverage resources, skills and knowledge to respond to local challenges	

<sup>42</sup> Social capital is broadly defined as the connections among individuals embedded in social networks and norms of reciprocity and trust. See Appendix 1, Glossary of terms.

Elements	What Council does
Community trust, shared values and a willingness to help each other in times of need	Community events and celebrations, community grants and support of volunteer organisations help to bring people together and build trust.
Support available to those who need it	Council partners and collaborates to support community centres and community organisations to provide support to those who need it.
People that help each other to prepare, respond and recover from natural disasters and emergency events	Provides a comprehensive disaster management function and works with communities to help them to prepare, plan and respond.

### Proposed priority areas

<p><b>Priority: Our community is strengthened through connection</b></p> <ul style="list-style-type: none"> <li>• Place-based approaches strengthen connections between people and their community.</li> <li>• High perceptions of community safety are achieved through collaborative partnerships.</li> <li>• Community resilience to disaster events is strong.</li> </ul>
<p><b>Priority: Our community develops innovative solutions to complex community challenges</b></p> <ul style="list-style-type: none"> <li>• Community organisations and social enterprise have the capacity to respond to complex community challenges.</li> <li>• Social research supports decision-making and monitoring.</li> <li>• Effective action on complex community challenges is undertaken in collaboration with key partners.</li> </ul>
<p><b>Priority: Our community has efficient mobility options</b></p> <ul style="list-style-type: none"> <li>• A connected and integrated, smart and sustainable and safe and efficient transport network is delivered with other levels of government.</li> </ul>

### Measuring progress

We will measure progress towards a connected, resilient community through improving the percentage of people who say they have someone they know in the community they can turn to in times of need. This will be complemented by data on levels of trust and reciprocity towards others.



Creative, Innovative  
Communities

## Outcome 5: Creative, Innovative Communities

### How do creative, innovative communities help us to thrive?

Community-led, place-based initiatives that combine government, non-government and private sector efforts to build on community strengths and raise social and economic activity have been shown to have an impact on complex social challenges.

Community sector organisations have an important role to play by drawing on their local knowledge and established relationships to help develop and deliver place-based approaches that focus on achieving and measuring outcomes.

The arts, culture and creative expression contribute to a “sense of place”- attributes that attract residents, visitors and investors to the Sunshine Coast as a place to work, live, play, invest and raise a family. It expresses the identity and vitality of our communities, it captures our imagination and speaks to our values and aspirations.

Participation in the arts, community and cultural events and activities have a positive impact on social inclusion, health, wellbeing and quality of life for people of all ages, abilities and backgrounds.

### What the community said

The community told us the following are important to them:

- A community that supports local business and social benefit business
- Free and low-cost community events and programs
- Value our shared cultural histories embedded in our history and landscapes
- Value the “village feel” and unique sense of place that distinguishes our communities.

### What do creative, innovative communities have?

Elements	What Council does
Smart infrastructure and technology that makes communities safe, accessible and user friendly	The development of smart technology solutions for waste, parking, street lighting and autonomous mobility solutions.
A wide range of skills, with local and global networks and connections	Council offers a range of support for local entrepreneurs, innovators and creative. The Future Careers+ Program and the Jobs Expo provides a preview of job opportunities and the careers of the future for secondary students.
A support network and creative and innovation ecosystem to realise ideas	Council provide links and support to the development of the arts, support for start-ups, incubators, co-working spaces, collaboration and capacity building opportunities and events.

Elements	What Council does
A connection that expresses identity and sense of place in the public realm through art, culture, heritage, community	Through engagement and placemaking, we work with communities to reflect sense of place in the public realm in a range of ways.
Art and cultural infrastructure and programs	Council invests in a range of community and cultural facilities to support the community to make, practise and experience art and culture.
A lifelong approach to learning, education and literacy	Council invests in a library network that supports child and adult literacy, a love for reading and learning and a range of programs and activities to connect and access skills.
Willing to try creative approaches to respond to local community issues	Council works to build the capacity of the community in many ways, through community grants funding, creative, cultural and community development and through engagement activities.

### Proposed priority areas

**Priority:** Our community nurtures innovative opportunities that provide social and economic benefit

- Growth in employment and income in the community is supported through the social benefit and creative sectors.
- Growth in local employment and the local economy is strengthened through buying from local business.
- Funding opportunities are aligned to support the community to respond to local challenges.

**Priority:** Our community enjoys rich and diverse arts and cultural experiences

- Arts and culture continues to build connection and broadens regional arts and cultural experiences.
- The shared cultural histories of the region are preserved, protected and celebrated.

**Priority:** Our community has a unique identity that sets us apart

- Free or low-cost community events and celebrations are available for our community.
- The key elements of the unique identity of the region are enhanced and protected.
- The development of cultural and leisure experiences are supported and expanded.

### Measuring progress

We will measure progress towards creative, innovative communities through increasing the percentage of people who report they are engaged with the creative and performing arts sector as workers, participants or audience. This will be complemented by data on increases in entrepreneurial activity through growth in the social enterprise ecosystem and the proportion of business owners.

## 11. Next steps

### Development of the Community Strategy Action Plan 2019-2024

An important final step in confirming strategic direction and working with the community and stakeholders towards collaborative approaches is the development of a five-year Action Plan<sup>43</sup> to identify outputs and partners and to support the implementation of the Community Strategy.

To do this, we will engage with our community and our stakeholders to map how we can each contribute to a shared outcome to support an even stronger community through the actions contained within the Sunshine Coast Community Strategy Action Plan.

This will be achieved through an important strategic partnership with the Queensland Council of Social Services (QCOSS)<sup>44</sup> who will help to facilitate this process. This will be the first formal collaborative partnership between QCOSS and a Local Government Authority to develop a community-led Action Plan. This transformational partnership will also strengthen the voice of the Sunshine Coast community in advocating to State and Federal government about needs that exist in our community.

### How your input into the draft Community Strategy will be used

During June - July 2019, we are asking the community to tell us:

- will the draft Community Strategy, outcome areas and priorities support a strong community into the future
- what actions<sup>45</sup> you think will be important to achieve these outcomes
- what outcomes, priorities or actions are you willing to work on with Council for our community.

Your input will help to finalise this draft Community Strategy, so that the Sunshine Coast Community Strategy 2019–2041 can be presented to Council in October for adoption.

You can **have your say** during June - July through a brief survey, a series of community 'pop-in' sessions and a stakeholder event. Go to [www.haveyoursay.sunshinecoast.qld.gov.au](http://www.haveyoursay.sunshinecoast.qld.gov.au) to find out more.

You can also keep in touch with how finalisation of the Community Strategy is progressing and **how your input is used** by registering your details when you provide feedback via survey. We will provide an update on the development of the Community Strategy between August - September 2019.

## 12. Measuring and evaluating success

Once actions are developed with the community and stakeholders, appropriate outcome measures that contribute to a strong community will be finalised to measure and evaluate success. Operational activities will be measured annually, and longer term outcomes will be measured over the life of the Community Strategy, every five years.

There is however a range of valuable data we propose we can either use or gather to track our progress towards outcomes. An indication of how we anticipate we can track progress towards outcomes is listed for each outcome area. We look forward to engaging with our community and our stakeholders to refine these measures and establish collaborative partnerships in achieving outcomes.

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<sup>43</sup> An Action Plan outlines who is going to do what in order to achieve strategic goals or outcomes.

<sup>44</sup> The core business of QCOSS is provision of effective policy advice, working to strengthen responsive community services and having productive partnerships with the community sector,

government, private sector, academia, media and the broader community. This work is done with a Queensland free of poverty and disadvantage front of mind.

<sup>45</sup> To develop a good action, take the desired outcome and work backwards to identify the necessary steps to achieve the outcome in an agreed timeframe.

## Appendix 1 - Glossary of terms

**Asset based community development (ABCD)** is a community led approach originally developed John McKnight and John Kretzmann, that is built on four foundational elements. ABCD builds from community assets and strengths to respond to opportunities and needs. It identifies and mobilises individual and community assets, skills and passions. It is community driven – communities are the expert on where they live. It focuses on relationships to drive a collective approach to achieving community outcomes<sup>46</sup>.

**Community development** promotes participative democracy, sustainable development, rights, economic opportunity, equality (particularly structural inequalities related to gender, race, disability, class, age and sexual orientation) and social justice, through the organisation, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings<sup>47</sup>.

**Community planning** (also known as social planning) plays a pivotal role in creating liveable communities, vibrant economies, sustainable places, diverse cultural expression and social cohesion. Social planning involves planning for the needs and aspirations of people and communities through strategic policy and action, integrated with urban, regional and other planning activity. Community planning is founded on the principles of social justice (equity, access, participation and rights) and aims to enhance community wellbeing and effectiveness<sup>48</sup>.

**Community resilience** generally relates to the ability of systems (and people) to effectively respond and adapt to changing circumstances and to develop skills, capacities, behaviours and actions to deal with adversity – ‘resilience’ can be described as a process of adaptation before, during and after an adverse event<sup>49</sup>.

**Cultural competence**<sup>50</sup> is the ability to participate ethically and effectively in personal and professional intercultural settings. It requires being aware of one’s own cultural values and world view and their implications for making respectful, reflective and reasoned choices, including the capacity to imagine and collaborate across cultural boundaries. Cultural competence is, ultimately, about valuing diversity for the richness and creativity it brings to society.

UNESCO’s Universal Declaration on **Cultural Diversity**, adopted unanimously in 2001, is the most articulated understanding of cultural diversity. The declaration

promotes cultural diversity to the level of common heritage of humanity, implying it as ‘a source of exchange, innovation and creativity...as necessary for mankind as biodiversity is for nature’ (UNESCO, 2002).

The term **cultural and linguistic diversity** refers to the range of different cultures and language groups represented in the population. In popular usage, culturally and linguistically diverse communities are those whose members identify as having non-mainstream cultural or linguistic affiliations by virtue of their place of birth, ancestry or ethnic origin, religion, preferred language or language spoken at home. Aboriginal organisations prefer that the needs of Australian Aborigines be considered separately, rather than under the framework of cultural and linguistic diversity.

**Open Space** is defined in the Sunshine Coast Environment and Liveability Strategy 2017, Part C Network Plan to include recreation, amenity and linear parks, landscape corridors, sports grounds and specific purpose sports and recreation trails<sup>51</sup>.

**Placemaking**, as both an overarching idea and a hands-on approach for improving a neighbourhood, city, or region, inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximise shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution<sup>52</sup>.

**Social capital** broadly refers to those factors of effectively functioning social groups that include such things as interpersonal relationships, a shared sense of identity, a shared understanding, shared norms, shared values, trust, cooperation, and reciprocity that help to facilitate coordination and cooperation for mutual benefit<sup>53</sup>.

**Social cohesion**<sup>54</sup> works towards the wellbeing of all its members, fights exclusion and marginalisation, creates a sense of belonging, promotes trust and offers its members the opportunity of upward mobility. Rapid social change, particularly in growth areas, can result in disharmony between newly arrived groups and established communities. Social tensions in the wider community can also play out at the local level.

<sup>46</sup> QCOSS, Community Door. <https://communitydoor.org.au/asset-based-community-development-abcd>

<sup>47</sup> QCOSS, Community Door. <https://communitydoor.org.au/community-development>

<sup>48</sup> Planning Institute of Australia. <https://www.planning.org.au/aboutpia/social-planning>

<sup>49</sup> International Framework for Community Resilience <https://media.ifrc.org/ifrc/wp-content/uploads/sites/5/2018/03/IFRC-Framework-for-Community-Resilience-EN-LR.pdf>

<sup>50</sup> The University of Sydney, National Centre for Cultural Competence. What is cultural competence? <https://sydney.edu.au/nccc/about-us/what-is-cultural-competence.html>

<sup>51</sup> Sunshine Coast Environment and Liveability Strategy 2017, <https://www.sunshinecoast.qld.gov.au/Council/Planning-and-Projects/Regional-Strategies/Environment-and-Liveability-Strategy-2017>

<sup>52</sup> Project for Public Spaces, What is Placemaking? <https://www.pps.org/article/what-is-placemaking>

<sup>53</sup> Social Capital Research, *Definitions of Social Capital*, <https://www.socialcapitalresearch.com/literature/definition/>

<sup>54</sup> Australian Human Rights Commission, 2015. *Building Social Cohesion in our Communities*, <https://www.humanrights.gov.au/our-work/race-discrimination/publications/building-social-cohesion-our-communities>

**Social inclusion**<sup>55</sup> refers to people having the resources, opportunities and capabilities to participate in all aspects of life, so that they can meet their basic needs and live in dignity. This includes opportunities for education and training, work, and engaging in community life.

**Social Infrastructure**<sup>28</sup> is defined in the Sunshine Coast Environment and Liveability Strategy 2017, Part C Network Plan to include community venues, libraries, cultural facilities, aquatic facilities, indoor sport and recreation facilities, showgrounds/ outdoor events spaces, lifeguard facilities, cemeteries and public amenities.

**Social support**<sup>56</sup> means having friends and other people, including family, to turn to in times of need or crisis to give you a broader focus and positive self-image. Social support enhances quality of life and provides a buffer against adverse life events. Social support can take different forms: emotional (sometimes called non-tangible) support refers to the actions people take to make someone else feel cared for; instrumental support refers to the physical (i.e. money and housekeeping) and informational support means providing information to help someone.

**Social sustainability** occurs when the formal and informal processes, systems, structures and relationships actively support the capacity of current and future generations to create healthy and liveable communities. Socially sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life<sup>57</sup>.

Corporate **social responsibility**<sup>58</sup> is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. It is a broad concept that addresses various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development.

**Social justice**<sup>59</sup> is a concept of fair and just relations between the individual and society. This is measured by the explicit and tacit terms for the distribution of wealth, opportunities for personal activity and social privileges. The basic principles of social justice are: access (greater equality of access to goods and services); equity (overcoming unfairness caused by unequal access to economic resources and power); rights (equal effective legal, industrial and political rights); and participation (expanded opportunities for real participation in the decisions which govern their lives).

**Quality of life (QOL)** an individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns. It is a broad ranging concept affected in a complex way by the person's physical health, psychological state, personal beliefs, social relationships and their relationship to salient features of their environment<sup>60</sup>.

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<sup>55</sup> Australian Institute of Family Studies, 2011. *Social exclusion and social inclusion resources*, <https://aifs.gov.au/cfca/publications/social-exclusion-and-social-inclusion-resources-child>

<sup>56</sup> University of Minnesota, *Taking charge of your health & wellbeing*, Social Support, <https://www.takingcharge.csh.umn.edu/social-support>

<sup>57</sup> Barron & Gauntlett, West Australian Council of Social Services, (WACOSS), Housing and Sustainable Communities Indicators Project, Regional Institute Online Publishing, 2002, Vol 4.

<sup>58</sup> Financial Times, *Definition of corporate social responsibility* [http://lexicon.ft.com/Term?term=corporate-social-responsibility--\(CSR\)](http://lexicon.ft.com/Term?term=corporate-social-responsibility--(CSR))

<sup>59</sup> National Pro Bono Resource Centre, 2011. *What is social justice?* [https://www.probonocentre.org.au/wp-content/uploads/2015/09/Occ\\_1\\_What-is-Social-Justice\\_FINAL.pdf](https://www.probonocentre.org.au/wp-content/uploads/2015/09/Occ_1_What-is-Social-Justice_FINAL.pdf)

<sup>60</sup> World Health Organisation, *WHOQOL: Measuring quality of life*, <https://www.who.int/healthinfo/survey/whoqol-qualityoflife/en/>

Appendix 2 – Community Strengths and Future Challenges: Social Data Analysis (refer to Table on pages 12-13)

## 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%
<b>SEQ whole</b>	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%

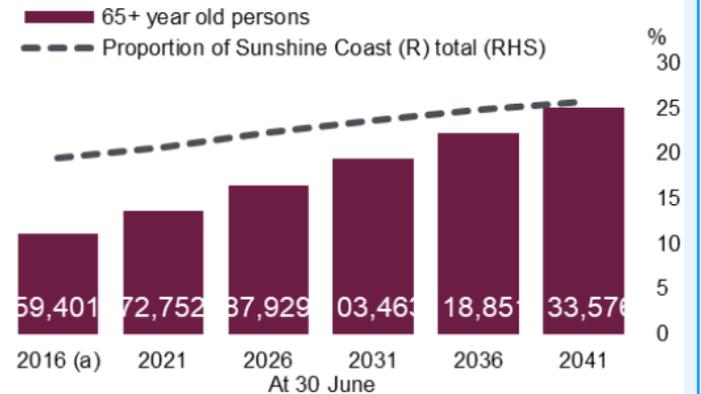
### Dependency Ratio

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

In Sunshine Coast (R), around 1 in 4 persons are projected to be aged over 65 years by



### 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%

# HOUSING and HOUSEHOLD INCOME

## Housing Tenure

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
<b>Total</b>	<b>86,940</b>	<b>96,280</b>	<b>106,281</b>

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

## Public Housing

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 Security, Payment Transactions, 2018

## Housing Stress

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

# 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

Snapshot results for the Sunshine Coast from the 2017-18 Chief Health Officer's survey

The Index incorporates information about the following health risk and protective factors:

- Alcohol consumption
- Body weight
- Nutrition
- Physical activity
- Smoking
- Protection from sunburn

*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

- 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.

## AUSTRALIAN EARLY CHILDHOOD DEVELOPMENT INDEX

### Sunshine Coast Results

Sunshine Coast	Percentage of Children On Track			
	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

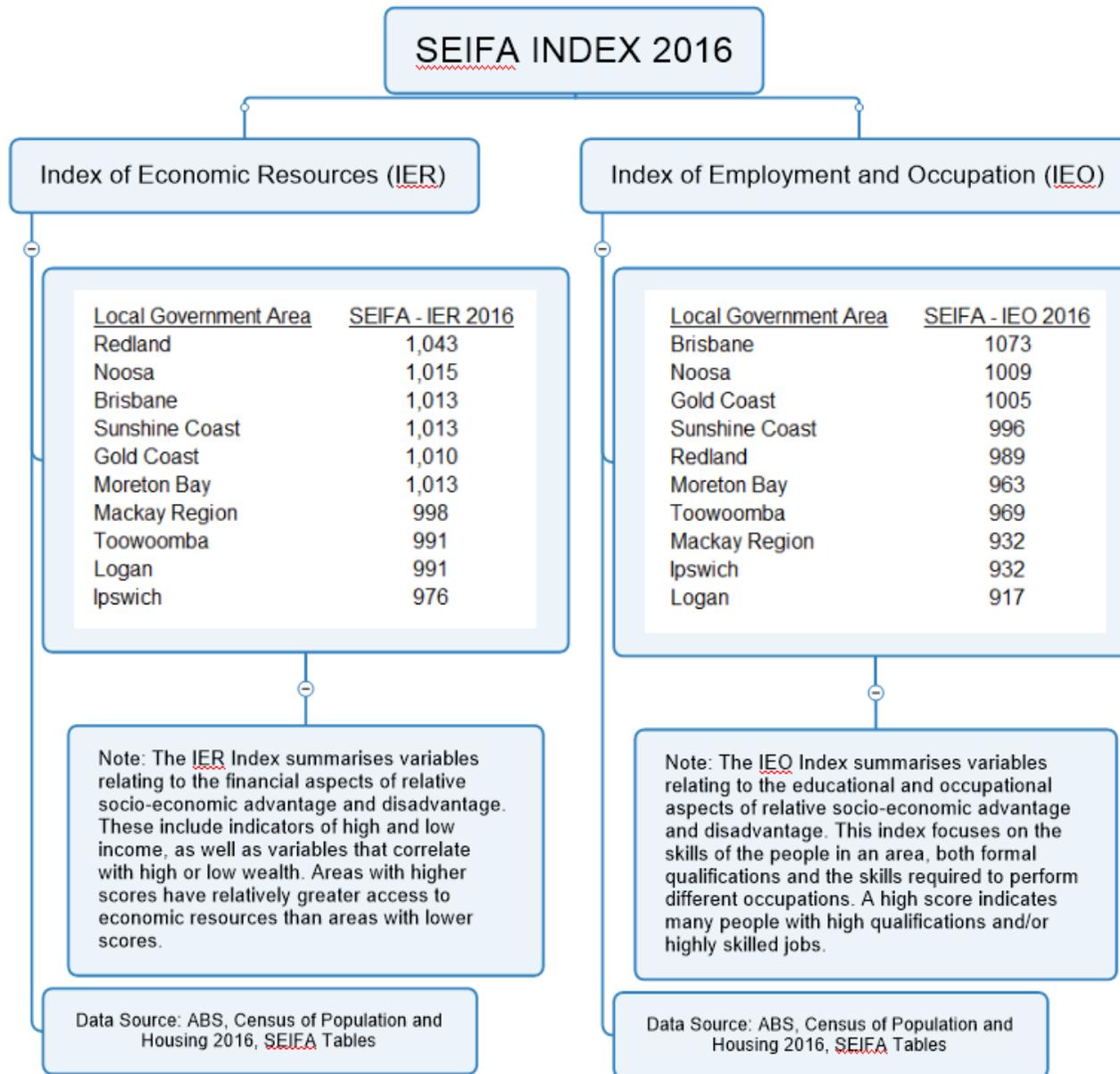
Queensland	Percentage of Children On Track			
	2009	2012	2015	2018
Physical Health and Wellbeing	74.6	72.9	73.0	74.1
Social Competence	70.6	72.9	71.2	71.9
Emotional Maturity	71.4	74.9	73.5	73.3
Language and Cognitive Skills	61.0	78.5	82.3	82.4
Communication Skills and General Knowl	72.5	71.4	72.8	74.0

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%
Maroochy SA3	82.5%	91.0%	90.2%

Data source: Australian Early Childhood Development Census, 2018



**Employment**

**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 workforce (mainly students)	8,550	52,677
Percentage 15-24 years not in the workforce	25.9%	31.3%
Employed full or part-time	19,193	90,813
Unemployed looking for work	3,457	16,013
Percentage unemployed	15.3%	15.0%
Disengaged: not studying, working or looking for work	1,813	8,728
Percentage disengaged	7.4%	7.6%

Date Source: ABS Census of Population and Housing, 2016

**Jobs Located on the Sunshine Coast by Employment Type**

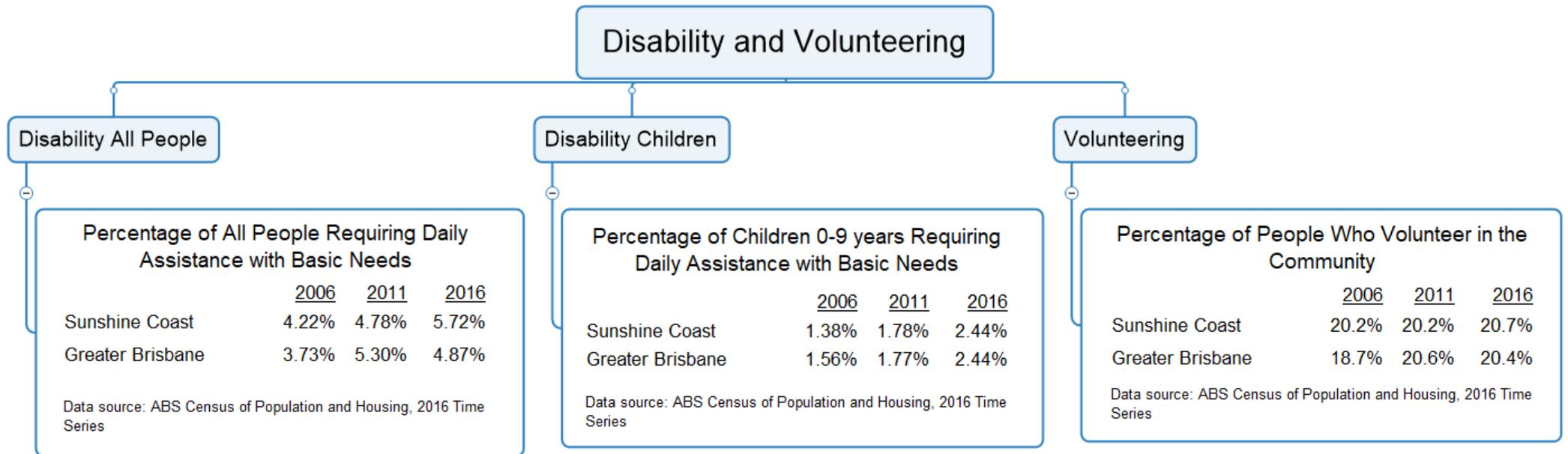
Employment Type	2006	2016
Employee not owning business	61,593	86,717
Owner managers of incorporated enterprises	7,592	9,895
Owner managers of unincorporated enterprises	10,245	10,840
Contributing family workers	1,902	2,365
Not stated	436	1,033
<b>Total</b>	<b>81,761</b>	<b>110,850</b>

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
<b>Total</b>	<b>100,599</b>	<b>129,569</b>

Data source: ABS Census of Population and Housing, 2016 Time Series



## QUEENSLAND POLICE SERVICE CRIME STATISTICS 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 <sup>(1)(2)(3)</sup>

Offence Type	Number					Rate per 100,000 Persons <sup>(1)</sup>				
	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
<b>Homicide (Murder)</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>-</b>
<b>Other Homicide</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
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
<b>Assault</b>	<b>779</b>	<b>730</b>	<b>641</b>	<b>785</b>	<b>936</b>	<b>228</b>	<b>209</b>	<b>179</b>	<b>214</b>	<b>250</b>
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
<b>Sexual Offences</b>	<b>225</b>	<b>223</b>	<b>264</b>	<b>416</b>	<b>285</b>	<b>66</b>	<b>64</b>	<b>74</b>	<b>114</b>	<b>76</b>
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
<b>Robbery</b>	<b>52</b>	<b>49</b>	<b>49</b>	<b>76</b>	<b>75</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>21</b>	<b>20</b>
Armed Robbery	34	31	27	39	28	10	9	8	11	7
Unarmed Robbery	18	18	22	37	47	5	5	6	10	13
<b>Other Offences Against the Person</b>	<b>139</b>	<b>105</b>	<b>142</b>	<b>182</b>	<b>270</b>	<b>41</b>	<b>30</b>	<b>40</b>	<b>50</b>	<b>72</b>
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
<b>Offences Against the Person</b>	<b>1,205</b>	<b>1,111</b>	<b>1,101</b>	<b>1,466</b>	<b>1,573</b>	<b>352</b>	<b>318</b>	<b>308</b>	<b>400</b>	<b>419</b>

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

## QUEENSLAND POLICE SERVICE CRIME STATISTICS 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 <sup>(1)(2)(3)</sup>

Offence Type	Number					Rate per 100,000 Persons <sup>(1)</sup>				
	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
<b>Unlawful Entry</b>	<b>1,418</b>	<b>1,405</b>	<b>1,464</b>	<b>1,485</b>	<b>1,634</b>	<b>414</b>	<b>402</b>	<b>410</b>	<b>405</b>	<b>436</b>
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
<b>Arson</b>	<b>49</b>	<b>58</b>	<b>52</b>	<b>85</b>	<b>72</b>	<b>14</b>	<b>17</b>	<b>15</b>	<b>23</b>	<b>19</b>
<b>Other Property Damage</b>	<b>1,962</b>	<b>1,735</b>	<b>1,740</b>	<b>1,959</b>	<b>2,068</b>	<b>573</b>	<b>496</b>	<b>487</b>	<b>535</b>	<b>551</b>
<b>Unlawful Use of Motor Vehicle</b>	<b>391</b>	<b>401</b>	<b>436</b>	<b>518</b>	<b>674</b>	<b>114</b>	<b>115</b>	<b>122</b>	<b>141</b>	<b>180</b>
<b>Other Theft (excl. Unlawful Entry)</b>	<b>5,651</b>	<b>5,780</b>	<b>6,164</b>	<b>6,450</b>	<b>7,034</b>	<b>1,651</b>	<b>1,653</b>	<b>1,725</b>	<b>1,761</b>	<b>1,875</b>
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
<b>Fraud</b>	<b>959</b>	<b>1,408</b>	<b>959</b>	<b>1,216</b>	<b>1,577</b>	<b>280</b>	<b>403</b>	<b>268</b>	<b>332</b>	<b>420</b>
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
<b>Handling Stolen Goods</b>	<b>192</b>	<b>210</b>	<b>211</b>	<b>240</b>	<b>283</b>	<b>56</b>	<b>60</b>	<b>59</b>	<b>66</b>	<b>75</b>
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	-
<b>Offences Against Property</b>	<b>10,622</b>	<b>10,997</b>	<b>11,026</b>	<b>11,953</b>	<b>13,342</b>	<b>3,104</b>	<b>3,145</b>	<b>3,085</b>	<b>3,263</b>	<b>3,557</b>

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

## QUEENSLAND POLICE SERVICE CRIME STATISTICS 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 <sup>(1)(2)(3)</sup>

Offence Type	Number					Rate per 100,000 Persons <sup>(1)</sup>				
	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
<b>Other Offences</b>	<b>9,792</b>	<b>11,719</b>	<b>12,406</b>	<b>12,422</b>	<b>12,732</b>	<b>2,861</b>	<b>3,352</b>	<b>3,471</b>	<b>3,391</b>	<b>3,394</b>

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](http://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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