

**ATTACHMENT 14**

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**SUNSHINE COAST COMMUNITY RESEARCH – REPORT  
OF FINDINGS – NOVEMBER 2014  
FOOTPRINTS MARKET RESEARCH**

# **BBS & Sekisui House**

## **Sunshine Coast Community Research**

### **Report of Findings**

### **November 2014**

Footprints Market Research

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# 1. Introduction and Research Method

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BBS commissioned this research study on behalf of their client, Sekisui House. A proposal has been submitted to Council by Sekisui House to develop a parcel of land at Yaroomba, south of Coolumb, on the Sunshine Coast. The development proposal includes medium density buildings of 3 to 10 storeys that will deliver a 5 Star Hotel, residential and aged care, retail uses and public open spaces.

The purpose of this research proposal was to measure community awareness and support for the proposed development across the entire Sunshine Coast Regional Council area.

The specific objectives of the research were to measure:

- Awareness of the proposed development at Yaroomba (from detailed description)
- Overall level of support for the development at Yaroomba
- Level of support for individual characteristics of the proposed development
- Comments/potential concerns about the proposed development

The research was undertaken using interviewer-administered telephone interviews across the 10 Sunshine Coast Regional Council divisions. A total sample of n=400 residents were interviewed between 10<sup>th</sup> and 14<sup>th</sup> November 2014 with equal representation across the 10 divisions.

The total sample size of n=400 provides a margin of error ranging from  $\pm 2.9\%$  to  $\pm 4.9\%$ . Thus, if there is a survey result of 10%, the true figure is between 7.1% and 12.9%. If there is a survey result of 50%, the true figure is between 45.1% and 54.9%. A sample size of n=400 is accepted in social and commercial fields as a robust measure of community opinion. The results by Council Division should be regarded as indicative only.

The sample is equally divided into males and females and is representative of the Sunshine Coast's age profile. During the survey, information on household status and occupation was also collected. These details are shown in Table 1.



AGE		HOUSEHOLD STATUS		WORKING STATUS	
18-29 years	15%	Single, no children	12%	Full time worker	26%
30-49 years	34%	Couple, no children	37%	Part time/casual worker	16%
50-69 years	34%	Family, youngest <12 yrs	24%	Business owner	14%
70 years or more	16%	Family, youngest 13-17 yrs	11%	Full time student	8%
		Family, all children 18+	9%	Full time carer	7%
		Multi generational	5%	Retired	29%
		Shared house	3%		
Total Sample (n=400)					

*Table 1: Sample Demographics*



## 2. Summary of Research Findings

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- Across the Sunshine Coast, many residents (62%) have heard of the proposed development at Yaroomba, with most knowing a little rather than a lot around the details of the development.
- Residents were asked at the start of the survey if they supported or opposed the development. Based on this, 26% of residents support the development and 38% are neutral towards it. This leaves one third (33%) who oppose the development. Division 8 has a higher level of support (33%) but also a higher level of opposition (46%).
- When shown a list of potential benefits from the proposal, there is majority support for all elements with greatest support for sustainable building practices (82%) and permanent job creation (80%). Sustainable building practices are applauded across the board while job creation is particularly relevant to 18-29 year olds. Support for the potential benefits is lowest in the 50-69 age group.
- After hearing more about the proposed development, support for the project increases to 50% of Sunshine Coast residents with 24% neutral and 26% opposed to the development. In Division 8 there is 50% support and 42% opposition while in Division 9 there is 33% support and 46% opposition.
- Those who were neutral in the beginning, started to support the project (55% of the *neutral* cohort moved to supportive) or moved from opposition to neutral (31% of the *opposed* cohort moved to neutral and 12% to supportive).
- There was movement in support from the start to end of the survey, with 92% of those who originally strongly supported the proposal, continuing to do so while 26% of those who supported it originally now strongly support it.
- It is clear that education around the benefits of the development can have a significant influence on support levels for the proposal. In this research, levels of support almost doubled as a result of informing people about the potential benefits at Yaroomba.

## 3. Research Findings

### 3.1 Awareness of proposed development at Yaroomba

Across the Sunshine Coast Regional Council area, 62% have heard of the proposed development at Yaroomba. Approximately one in six residents (16%) feels they know *quite a lot* about the development while the majority of others know *a little* about the development. There are differences across the area with highest awareness in Division 8 (incorporating Yaroomba) and Division 9 (north and west of Yaroomba).

	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
Knew quite a lot about it	16%	7%	11%	8%	14%	10%	12%	16%	36%	27%	20%
Knew a little about it	39%	30%	33%	37%	46%	47%	39%	42%	41%	38%	39%
Just heard the name, nothing else	7%	6%	6%	10%	3%	5%	5%	9%	8%	8%	6%
Had not heard about it	38%	56%	50%	45%	38%	37%	44%	33%	15%	27%	35%

Base: Total sample (n=400)

Q: You may be aware that property development company Sekisui House is developing a 20 hectare site at Yaroomba. (If needed: Yaroomba is 3km south of Coolool town centre). Sekisui house has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential, retirement and aged care, retail uses, public open space and incorporates buildings from 3 to 10 storeys. This site is only 1 of 2 parcels of land near the coast that has the ability for a master planned development. Before today, how much did you know about the proposed development at Yaroomba?

Table 2: Awareness of proposed development at Yaroomba, prior to the survey

Awareness of the development is significantly lower in the younger age cohort of 18-29 year olds (Table 3).

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
Knew quite a lot about it	16%	20%	12%	-	17%	23%	14%
Knew a little about it	39%	40%	39%	16%	45%	42%	43%
Just heard the name, nothing else	7%	5%	9%	10%	9%	4%	3%
Had not heard about it	38%	36%	40%	74%	29%	30%	40%

Base: Total sample (n=400)

Q: You may be aware that property development company Sekisui House is developing a 20 hectare site at Yaroomba. (If needed: Yaroomba is 3km south of Coolool town centre). Sekisui house has developed a proposal for a medium density development that delivers a 5 Star Hotel, residential, retirement and aged care, retail uses, public open space and incorporates buildings from 3 to 10 storeys. This site is only 1 of 2 parcels of land near the coast that has the ability for a master planned development. Before today, how much did you know about the proposed development at Yaroomba?

Table 3: Awareness of proposed development at Yaroomba, prior to the survey by age and gender



### 3.2 Support for the proposed development at Yaroomba

Across the Sunshine Coast, 26% of residents support the development and 38% are neutral towards it. This leaves one third (33%) who oppose the development. Division 8 has a higher level of support (33%) but also a higher level of opposition (46%).

	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
Strongly support	7%	5%	-	8%	10%	3%	15%	7%	13%	3%	9%
Support	19%	26%	19%	13%	29%	8%	17%	20%	20%	19%	18%
Neutral	38%	50%	46%	53%	29%	44%	49%	40%	18%	19%	36%
Oppose	13%	7%	19%	3%	10%	26%	10%	9%	10%	19%	18%
Strongly oppose	20%	10%	11%	18%	18%	18%	10%	18%	36%	38%	20%
Don't know	3%	2%	5%	5%	3%	3%	-	7%	3%	3%	-

Base: Total sample (n=400)

Q: Based on what you know to date, to what extent do you support or not support the new proposal for Yaroomba?

Table 4: Support for the proposed development at Yaroomba, at start of survey

Males are more supportive of the development compared to females as are 18-29 year olds (although most of this age cohort is neutral). Opposition is strongest in the 50-69 age group, with older residents being polarised in their opinion.

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
Strongly support	7%	12%	2%	7%	9%	6%	5%
Support	19%	21%	17%	20%	14%	19%	30%
Neutral	38%	35%	42%	64%	40%	30%	30%
Oppose	13%	10%	16%	7%	16%	14%	11%
Strongly oppose	20%	19%	20%	4%	17%	28%	21%
Don't know	3%	3%	3%	-	4%	3%	3%

Base: Total sample (n=400)

Q: Based on what you know to date, to what extent do you support or not support the new proposal for Yaroomba?

Table 5: Support for the proposed development at Yaroomba, at start of survey, by age and gender



Table 6 shows reaction to individual elements of the proposed development. All elements have majority support with greatest support for sustainable building practices (82%) and permanent job creation (80%).

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
You support a development that includes a new 5 Star Hotel, with conference and event facilities, on the Sunshine Coast	9%	16%	11%	50%	15%
You support a development if it creates 4,500 construction jobs over 12 years	6%	9%	9%	50%	27%
You support a development if it directly creates 620 permanent jobs and indirectly a further 1500 jobs in the community	6%	8%	7%	51%	29%
You support a development that creates additional public community facilities including parks, BBQ areas and playgrounds	5%	6%	10%	55%	24%
You support a development if it will bring more international and domestic tourism to the Sunshine Coast, injecting \$73m per year expenditure into the local community	7%	10%	13%	50%	19%
You support a development that incorporates sustainable building practices to reduce reliance on water and electricity infrastructure	3%	5%	11%	54%	28%

Base: Total sample (n=400)

Q: If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

Table 6: Support for individual elements of the proposed development at Yaroomba





Table 7 shows the level of support for each element of the proposed development by Council division. All Divisions show majority support, including Division 8 where there is particular support for sustainable building practices but less support for an increase in tourism.

Strongly Agree & Agree	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
5 Star Hotel & conference and event facilities	65%	70%	70%	71%	78%	56%	70%	67%	60%	58%	47%
4,500 construction jobs over 12 years	77%	77%	75%	78%	84%	71%	90%	82%	62%	73%	75%
620 permanent jobs and 1500 indirect jobs	80%	90%	78%	79%	82%	74%	92%	84%	68%	73%	76%
Public community facilities including parks	79%	91%	78%	86%	86%	81%	86%	76%	69%	76%	73%
International and domestic tourism to the Coast	69%	68%	70%	71%	81%	63%	76%	77%	56%	63%	69%
Sustainable building practices	82%	93%	74%	81%	89%	79%	78%	84%	82%	85%	70%

Base: Total sample (n=400)

Q: If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

Table 7: Support for individual elements of the proposed development at Yaroomba by Division

Younger residents of the Sunshine Coast are particularly supportive of the development (Table 8).

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
5 Star Hotel & conference and event facilities	65%	66%	63%	77%	65%	56%	71%
4,500 construction jobs over 12 years	77%	76%	77%	97%	77%	65%	81%
620 permanent jobs and 1500 indirect jobs	80%	78%	79%	94%	81%	68%	83%
Public community facilities including parks	79%	76%	80%	94%	80%	67%	84%
International and domestic tourism to the Coast	69%	70%	69%	80%	72%	61%	75%
Sustainable building practices	82%	80%	82%	81%	83%	78%	82%

Base: Total sample (n=400)

Q: If the proposal was to go ahead, it may deliver a number of benefits to the Sunshine Coast. Do you agree or disagree with each of the following? Please state if you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree.

Table 8: Support for individual elements of the proposed development at Yaroomba by Division



After hearing more about the proposed development, support for the project increases to 50% of Sunshine Coast residents with 24% neutral and 26% opposed to the development (Table 9). Strongest opposition remains in the local vicinity of Divisions 8 and 9 (42% and 46% respectively). Again, it is the youngest age cohort showing greatest support for the development (Table 10).

	TOTAL	Div 1	Div 2	Div 3	Div 4	Div 5	Div 6	Div 7	Div 8	Div 9	Div 10
<b>Strongly support</b>	<b>15%</b>	14%	14%	14%	26%	8%	15%	20%	15%	3%	22%
<b>Support</b>	<b>35%</b>	31%	47%	43%	32%	26%	50%	36%	35%	30%	20%
<b>Neutral</b>	<b>24%</b>	38%	14%	22%	18%	33%	30%	24%	8%	19%	29%
<b>Oppose</b>	<b>10%</b>	12%	17%	3%	8%	20%	2%	7%	10%	14%	9%
<b>Strongly oppose</b>	<b>16%</b>	5%	8%	19%	16%	13%	2%	13%	32%	32%	20%
<b>Don't know</b>	<b>*</b>	-	-	-	-	-	-	-	-	3%	-

Base: Total sample (n=400) \* = <1%

Q: Having heard a bit more about it, to what extent do you support or not support the new proposal for Yaroomba?

Table 9: Support for the proposed development at Yaroomba, at end of survey

	TOTAL	Male	Female	18-29 yrs	30-49 yrs	50-69 yrs	70+ yrs
<b>Strongly support</b>	<b>15%</b>	20%	11%	26%	16%	12%	10%
<b>Support</b>	<b>35%</b>	33%	36%	54%	26%	31%	44%
<b>Neutral</b>	<b>23%</b>	22%	25%	13%	30%	21%	24%
<b>Oppose</b>	<b>10%</b>	10%	10%	3%	10%	16%	5%
<b>Strongly oppose</b>	<b>16%</b>	15%	17%	3%	16%	20%	18%
<b>Don't know</b>	<b>*</b>	-	*	-	1%	-	-

Base: Total sample (n=400) \* = <1%

Q: Having heard a bit more about it, to what extent do you support or not support the new proposal for Yaroomba?

Table 10: Support for the proposed development at Yaroomba, at end of survey, by age and gender

The movement between support and opposition to the proposed development is shown in Table 11. Key findings are:

- 100% of those who supported the proposal initially, continue to support it
- 55% of those who were neutral in the beginning now support the proposal
- 43% of those who opposed the proposal are now neutral (31%) or supportive (12%)
- 9% of those who strongly opposed the proposal are now neutral (5%) or supportive (4%)
- There were only 11 residents who answered 'don't know' originally, 6 of these moved to a neutral stance, 4 to support and 1 to opposition.



At the conclusion of the survey, residents were asked if they would like to make any further comments about the proposal for Yaroomba. The results of this are as follows:

- 45% made no comment
- 27% made a negative comment:
  - 11% dislike the proposed building heights
  - 7% dislike development in general
  - 4% believe it is in the wrong place, other locations on the coast would be more suitable
  - 3% have environmental concerns
  - 1% believe there is insufficient infrastructure
  - 1% distrust the benefits of the proposal
- 16% said they supported the development provided certain conditions are met e.g. minimal environmental impact, adequate infrastructure provision
- 12% made a positive comment, mainly general comments of support for the development, in particular for job and economic growth.

These are some comments from residents:

*"Aged care facility is something I would support."*

*"It has my full support if the environmental impact is minimal, blended in with natural surrounds."*

*"I think it is excellent for jobs, the coast has struggled with jobs. For the younger generation it is very important. I strongly agree that the Sunshine Coast needs this."*

*"If the coast is going to keep growing it will make a big difference."*

*"It's good that a company is making an effort to put that sort of thing on the coast."*

*"Mainly support for the jobs created, the area lost a lot of business when Clive Palmer took over the resort, we're not getting visitors to area."*

*"Not a lot of work for young people studying at uni, people need to move away for work and we need more work locally."*

*"I support the development but strongly oppose the development site."*

*"Setback from the beach is of concern. Height is not an issue but density is an issue – I want medium to high density, not very high density."*



*"I don't want to see a devastation take place and be replaced with houses and the like , we have a unique hinterland and coast, sometimes we don't give enough thought to the future as to what will be left for the next generation. We are just being over-run by urban sprawl."*

*"I don't want to see the Sunshine Coast become the Gold Coast, I don't want high rises along the coast."*

*"I would like to know how this proposal is going to affect the traffic in the area and its surrounds and they are going to alleviate the problem they generate."*

*"I just believe there are other places on the Sunshine Coast where they could get the same outcome, there is a block of land outside Currimundi that might be better."*

*"The local community is not being involved, we're just being told. They are breaking council regulations as in the height and density so close to the beach."*

*"Build it somewhere else. We have friends who live in that area and they bought because they wanted to get away from high rises and live at the quiet beaches."*

*"We can't keep saying no to these proposals but if there's no jobs up here, why are we encouraging everyone to live here? The infrastructure needs work."*

*"I'm concerned about height. I don't want it to become like Gold Coast - too commercial. I want to maintain the non commercial coastal feel."*