

## Draft Rural Futures Strategy Online Community Engagement - Summary Report



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#### **Acknowledgements**

Council wishes to thank all contributors and stakeholders involved in the development of this document.

#### **Disclaimer**

Information contained in this document is based on available information at the time of writing. All figures and diagrams are indicative only and should be referred to as such. While the Sunshine Coast Regional Council has exercised reasonable care in preparing this document it does not warrant or represent that it is accurate or complete. Council or its officers accept no responsibility for any loss occasioned to any person acting or refraining from acting in reliance upon any material contained in this document.

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## Background

To develop the Draft Rural Futures Strategy, Sunshine Coast Council undertook a comprehensive community engagement process, which identified the key issues that the sunshine coast hinterland community would like included in a rural futures strategy. The initial consultation process ran from 26 August 2011 until 6 October 2011. A significant element of this process was an initial online forum, conducted by Bang The Table - an independent online engagement organisation. This initial forum included a conversational style online mechanism for the public to anonymously submit comment. This process was well used and demonstrated the effectiveness of the Bang The Table tool.

As a result of the views and opinions received from the sunshine coast

community regarding working and living in the sunshine coast, a Draft Rural Futures Strategy was developed. On 13 December 2012, Sunshine Coast Council endorsed and approved the release of the Draft Rural Futures Strategy for public consultation and feedback between 7 January 2013 and 22 February 2013..

As part of a communications plan, the Draft Strategy was made available to the public through a variety of means, including direct download from the Bang The Table consultation website. It was also available through download from the council's main website as well as being distributed in hard copy through presentations held across the hinterland.





Sunshine Coast Council

Living and working in the Hinterland

Home Help Sign In or Register To Get Involved

Welcome to Have Your Say Sunshine Coast > Draft Rural Futures Strategy

### Draft Rural Futures Strategy

Share    

**This consultation has concluded.**

**We want your thoughts on the Draft Rural Futures Strategy**

By providing us with your thoughts on the content of the Draft Strategy, and how it may affect you and your community, you are giving Council the opportunity to improve our services to the Hinterland of the Sunshine Coast.

Your feedback is important!

We invite you to browse this site or click the links below to:

- [download the Draft Rural Futures Strategy](#)
- [complete a survey](#)
- [make a formal submission](#)
- [ask us a question](#)

Thank you, and we look forward to your responses.

**FAQS**

- What is the purpose of the consultation?
- Where to after the consultation?
- Who can I contact for more information?

more...

**DOCUMENT LIBRARY**

- [Draft Rural Futures Strategy \(2 MB\) \(pdf\)](#)
- [Rural Futures Background Study \(web link\)](#)
- [Rural Futures Background Study Fact Sheet... \(496 KB\) \(pdf\)](#)

more...

**RURAL FUTURES STRATEGY LINKS**

- [Rural Futures Strategy - www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)

**KEY DATES**

- Final Rural Futures Strategy is submitted to Council April 2013

Image 1: Draft Rural Futures strategy online forum home page

Following the success of the initial Bang The Table consultation process, a new consultation forum on the Draft Rural Futures Strategy was created to enable the community to provide further feedback. This was possible through the ability to comment via an online survey, by requesting a presentation to a community group, by requesting a face to face meeting, or by submitting a written submission

This report provides an overview of the level of engagement and feedback received through the online Bang The Table process.

A separate report provides details of the written submissions received.

## Online Survey Process

To encourage participation in the survey, a multi-faceted engagement process was implemented, which included:

- Releasing the Draft Strategy to the general public through the council's website.
- Targeted highlighting of the consultation process to key stakeholders and community groups.
- An open invitation to community groups and organisations to request a special briefing.
- Direct approaches to key community groups to provide special briefings as part of their regular meeting cycles.
- A targeted email out to community groups and leaders to alert key stakeholders of the consultation process and timeline.

The online survey was located on the 'Have Your Say' website, which was accessible either directly at [www.haveyoursay.sunshinecoast.qld.gov.au/rural-futures-strategy](http://www.haveyoursay.sunshinecoast.qld.gov.au/rural-futures-strategy) or through the Rural Futures Strategy home page of the Sunshine Coast Council website at <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=rural-futures-strategy>.

The survey consisted of 16 questions that included multiple choice questions and open text response options. The survey covered the following topics:

- the strategic directions
- the objectives
- the current issues, values and challenges
- emerging economic opportunities
- strategic actions
- other feedback regarding the draft Rural Futures Strategy
- information about the respondent.

The open questions were centered on the appropriateness and completeness of the strategies and actions aimed at:

1. Maintaining and enhancing lifestyle options.
2. Maximizing the use of productive land.
3. Providing a range of economic opportunities.
4. Fostering community development and improve social cohesion.
5. Growth in line with community needs and expectations.

Respondents were able to submit a survey response by answering at least one of the questions. The survey was anonymous and respondents wishing to provide additional feedback were also able to complete a formal submission via the 'Have Your Say' page.

A full copy of the survey questions and response choices is contained in Attachment One.

# Publicity

## Media



24 | HINTERLAND TIMES - FEBRUARY 2013

Image 2: Draft Rural Future Strategy paid advertisement, Hinterland Times

Print media was the primary source of media used to promote the online survey. The Sunshine Coast Daily and Hinterland Times both featured advertisements and promotion of the consultation process.

Throughout February 2013, council ran a paid advertisement, on page 24 of the Hinterland Times (see above).

In addition to paid advertising, on 3 January 2013 the Sunshine Coast Daily ran a story (Image 3 right) on the consultation process on page 16, providing a summary of the purpose of the Strategy.

This story highlighted the value of agriculture in the Sunshine Coast region and featured an interview with Councillor Steve Robinson, who cited some of the key facts and figures that highlight how important agriculture is to the vitality of the Sunshine Coast's economy.



Image 3: Sunshine Coast Daily feature story, 3 January 2013

Councillor Robinson also promoted the Seasons of the Sun branding that council is driving to showcase local food producers and increase the number of tourists visiting the hinterland. Sunshine Coast Daily followed this story up with a further announcement on their website on

11 February 2013, promoting the public consultation and feedback process and timeframe (image 4 below). The article highlighted the focus of the strategy and provided readers with a direct link to the Draft Rural Futures Strategy home page of the Sunshine Coast Council website.

## Have your say on Rural Future Strategy

11th Feb 2013 12:12 PM |

### Story Tools

Tweet 0 | Like 0

Use this content



THE opportunity to comment on Sunshine Coast Council's proposals for its Rural Future Strategy closes on February 22.

The draft strategy, which looks at the future of the Coast's hinterland communities, summarises public feedback from last year.

High on the list are: preserving quality agricultural land for quality food production, encouraging home-based businesses such as B&Bs, limiting greenfield development and environmental conservation.

Visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=rural-futures-strategy> to comment.

Image 4: Sunshine Coast Daily online story, 11 February 2013

# Engagement Results

## Level of Participation

The level of stakeholder engagement in the consultation feedback process was that:

- 250 unique users visited the Draft Rural Futures Strategy homepage 880 times during the consultation period (see table below)
- 150 documents were downloaded
- 28 people or groups lodged written submissions
- 19 people provided feedback through the online survey
- 283 people participated in community presentations
- 16 separate special presentations were conducted for community groups and interested individuals.

Despite a high number of site visits and document downloads, the number of people

who completed the online survey or lodged a written submission was low.

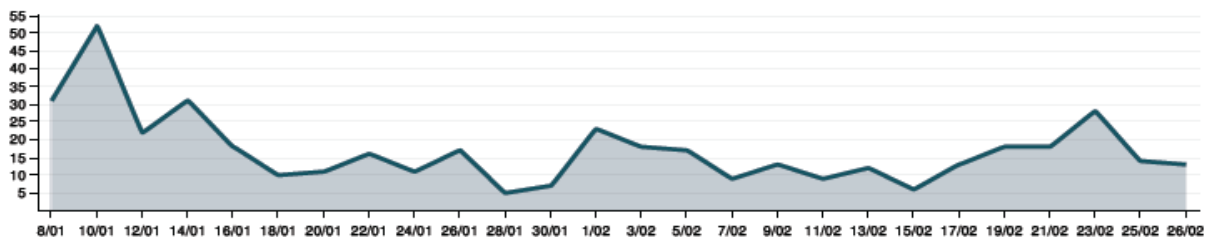
A relatively low number of people (19) chose to complete the survey despite the document being downloaded 150 times. This may be due to the extent of the earlier consultation in 2011, through which 911 people visited the site 2201 times, with 115 people registering and participating in discussion forums. During the 7 January to 22 February 2013 consultation period there were also numerous significant weather events that impacted upon hinterland residents. This also resulted in some of the presentations having lower attendance than was anticipated by the community organisations. It may, therefore, be reasonable to infer that the individuals who viewed the Draft Strategy but did not follow through and complete the survey or lodge a submission were relatively comfortable with the contents of the Draft Strategy.

## Activity Report : Sunshine Coast Council

Includes statistics for: **Draft Rural Futures Strategy**

07 January 2013		- 26 February 2013	
Activity Overview		(lifetime)	
Site visits	484	(537)	
Page views	880	(1,117)	
Visitors	250	(250)	
Comments	0	(0)	
Agrees	0	(0)	
Disagrees	0	(0)	
Document downloads	150	(154)	
Video plays	0	(0)	
		Number of Participants who	
		Registered	18 (18)
		Commented	0 (0)
		Agreed	0 (0)
		Disagreed	0 (0)
		Downloaded documents	82 (82)
		Downloaded videos	0 (0)
		Viewed FAQs	2 (3)
		Took polls	0 (0)

### Page Views By Date



Graph 1: Website visits by date.



## Summary of Online Survey Results

A total of 19 individuals that commenced the survey, ten completed all questions. Of the survey respondents, a total of 12 individuals provided their age range. All of these respondents were over the age of 35, with 83% over the age of 50 years.

Of the respondents who completed the 'About You' section, all respondents identified as being Hinterland residents and 33% identified as representing a community group.



Graph 2: Locality of respondents to the online survey.

Table 1 (below) shows that in general a majority, 53% of all respondents to the survey felt that the Draft Strategy represented a positive direction for the sunshine coast hinterland, and 53% responded that it reflected the current issues and values.

However, the level of confidence in the likelihood of successful outcomes was not as high as the in principle support for the strategy, with 52% responding that they were not sure or did not believe that the Draft Strategy will achieve positive change in the hinterland.

Answer Options	Do you feel that the Strategic Directions listed in the draft Strategy represent a positive direction for the Sunshine Coast Hinterland?		Do you think that the Objectives listed in the draft Strategy will achieve positive change in the Hinterland?		Do you feel that the main current issues, values and challenges of the Hinterland are discussed?	
	Response Count	% of Total Survey Respondents	Response Count	% of Total Survey Respondents	Response Count	% of Total Survey Respondents
Yes	10	53%	6	32%	10	53%
I'm not sure	5	26%	8	42%	1	5%
No	2	11%	2	10%	5	26%
<i>answered question</i>	<b>17</b>	<b>90%</b>	<b>16</b>	<b>84%</b>	<b>16</b>	<b>84%</b>
<i>skipped question</i>	<b>2</b>	<b>10%</b>	<b>3</b>	<b>16%</b>	<b>3</b>	<b>16%</b>

Table 1: Survey results regarding overall support for the strategy.

In terms of the respondents identifying which priorities within the Draft Strategy they felt were either the most important or should be removed, the results were mixed.

There was generally an even distribution of support for all of the strategies. However, maintaining lifestyle, economic opportunities and community development were considered to be the strategies that will achieve the most for the hinterland. Despite this, a small number of respondents who nominated these as the most important strategies also believed that strategies relating to maintaining lifestyle and economic opportunities could be removed.

These results suggest that the intent of the middle question in the table below may not have been clear, or that people felt that while the strategic objective was very important, it was already safeguarded and maintained through means outside of a rural futures strategy. Given these responses were from only 2 of the 250 people who visited the site, the strategies were not removed.

The table below provides an overview of the level of support for and importance placed on the different strategic objectives by the respondents to the survey.

Answer Options	Which of the Strategic Actions do you feel are most important?		Which Strategic Actions do you think should be removed from the draft Strategy?		Which of the Objectives in the draft Strategy do you think will achieve positive change for the Hinterland?	
	Response Count	% of Total Survey Respondents	Response Count	% of Total Survey Respondents	Response Count	% of Total Survey Respondents
1. To maintain and enhance lifestyle options	7	37%	2	10%	11	58%
2. To maximise the use of productive land	6	32%	1	5%	9	47%
3. To provide a range of economic opportunities	6	32%	2	10%	11	58%
4. To foster community development and cohesion	6	32%	1	5%	12	63%
5. To support growth in line with community needs and expectations	5	26%	1	5%	8	42%
<b>answered question<sup>1</sup></b>	<b>7</b>	<b>37%</b>	<b>3</b>	<b>16%</b>	<b>15</b>	<b>79%</b>
<b>skipped question</b>	<b>12</b>	<b>63%</b>	<b>16</b>	<b>84%</b>	<b>4</b>	<b>21%</b>

Table 2: Survey results regarding support for the specific strategies listed.

<sup>1</sup> As respondents were able to nominate more than one response to the question the percentage of answers per question do not total the percentage of people who answered the question.

While a focus on enhanced lifestyle options, community development and cohesion, and economic opportunity were seen as the three areas that would achieve the most positive change for the hinterland.

Of the 19 survey respondents, 9 people identified that they believed the strategy was missing important points. A summary of the identified missing elements are:

- The role of agricultural land in providing conservation corridors.
- The control of erosion on road reserves, management of underground water and soil erosion, establishing buffer zones around parks in tandem with state controls to manage weeds and feral animals.
- The natural environment, wildlife preservation and sustainability.
- The part that the creative arts play in the economic success of the area.
- Enhancing community and economic resilience to cope with the constant disturbance from population growth, demographic shift, climate change, changing consumer values and political change.

Each of the areas highlighted as missing from the Draft Strategy have been considered and informed the final Rural Futures Strategy.

## How the Results Have Been Used

Most of the feedback received is reflected in the final Rural Futures Strategy, through the addition of contextual information, expansion of actions or honing of the objectives and strategies. Where the concerns or issues raised are outside of the scope of the Rural Futures Strategy, this feedback has been referred to the appropriate areas.

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### The need for more recognition of the role of agricultural land in providing conservation corridors

Opportunities for improvements in local laws and policies to support farming activities will be identified and pursued by the Stakeholder group. The issue raised will be included in the brief for the Stakeholder group. The feedback in this area is also being considered by Council under the planning scheme review.

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### Control of erosion on road reserves, management of underground water, establishing buffer zones around parks, state controls to manage weeds and feral animals

Under objective 2 this action is able to be undertaken by the Stakeholder Group. All points of feedback relating to this concern will be incorporated within the briefing paper for the Stakeholder Group.

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### The need for more recognition of the natural environment and wildlife preservation and sustainability

This issue is relevant to the planning activities of Stakeholder Group, therefore, all technical and contextual information that relates to the implementation of the Rural Futures Strategy will be compiled into a briefing report for the stakeholder group.

In addition, an action has been added under objective 2 to reflect the need for activities relating to the broader reach and scope of uses of land in the hinterland area.

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**The need to recognise that creative arts play a role in the economic success of the area**

More reference to art and culture has been included in respect of tourism contained on page 13.

All points of feedback relating to this concern will be incorporated within the briefing paper for the Stakeholder Group.

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**Enhancing community and economic resilience to cope with population growth, demographic shift, climate change, changing consumer values and political change**

The desire to support continued resilience has been incorporated within the purpose statement. The nature of this feedback is being considered by council under the planning scheme review.

A final Rural Futures Strategy has been prepared and will be presented to council in April 2013. Following endorsement of the strategy by council, the Sunshine Coast Rural Futures Strategy will be published.

## Attachment One: Online survey

### 1. Do you feel that the Strategic Directions listed in the draft Strategy represent a positive direction for the Sunshine Coast Hinterland?

- Do you feel that the Strategic Directions listed in the draft Strategy represent a positive direction for the Sunshine Coast Hinterland? Yes
- I'm not sure
- No

### 2. Which of these Strategic Directions represent a positive direction for the Hinterland as a location: (You can choose more than one)

- Which of these Strategic Directions represent a positive direction for the Hinterland as a location: (You can choose more than one) For agricultural production
- As a tourism destination
- For a range of economic opportunities
- As a lifestyle living area
- That fosters community cohesion

### 3. Do you think that the Objectives listed in the draft Strategy will achieve positive change in the Hinterland?

- Do you think that the Objectives listed in the draft Strategy will achieve positive change in the Hinterland? Yes
- I'm not sure
- No

### 4. Which of the Objectives in the draft Strategy do you think will achieve positive change for the Hinterland? (You can choose more than one)

- Which of the Objectives in the draft Strategy do you think will achieve positive change for the Hinterland? (You can choose more than one) 1. To maintain and enhance lifestyle options
- 2. To maximise the use of productive land
- 3. To provide a range of economic opportunities
- 4. To foster community development and cohesion
- 5. To support growth in line with community needs and expectations

### 5. Do you feel that the main current issues, values and challenges of the Hinterland are discussed?

- Do you feel that the main current issues, values and challenges of the Hinterland are discussed? Yes

- I'm not sure
- No

I think that the following has been missed:

**6. Which of the current issues, values and challenges affect you the most?**

- Which of the current issues, values and challenges affect you the most? Lifestyle
- Food Production
- Rural Enterprises
- Community Cohesion
- Development and Growth
- Climate Change and Peak Oil
- None of the above

**7. Do you feel that the main emerging economic opportunities in the Hinterland have been addressed in the draft Strategy?**

- Do you feel that the main emerging economic opportunities in the Hinterland have been addressed in the draft Strategy? Yes
- I'm not sure
- No

I think that the following has been missed:

**8. Which of the significant regional opportunities warranting further investigation do you think are the most important?**

- Which of the significant regional opportunities warranting further investigation do you think are the most important? Regional Primary Production Clusters
- Biodiesel Feedstock Production and Carbon Sequestration

- Increased export to Asia and potential foreign investment in key production facilities
- Tourism and Events
- Accessing the Digital Economy
- Skills Transfer and Mentoring

Other - please list

**9. Which Strategic Actions do you think should be removed from the draft Strategy? (Please list the Strategic Action numbers from the draft Strategy in pages 22-33)**

- Which Strategic Actions do you think should be removed from the draft Strategy? (Please list the Strategic Action numbers from the draft Strategy in pages 22-33)
1. To maintain and enhance lifestyle options
  2. To maximise the use of productive land
  3. To provide a range of economic opportunities
  4. To foster community development and cohesion
  5. To support growth in line with community needs and expectations

**10. Which of the Strategic Actions do you feel are most important? (Please list the Strategic Action numbers in the draft Strategy pages 22-33)**

- Which of the Strategic Actions do you feel are most important? (Please list the Strategic Action numbers in the draft Strategy pages 22-33)
1. To maintain and enhance lifestyle options
  2. To maximise the use of productive land
  3. To provide a range of economic opportunities
  4. To foster community development and cohesion
  5. To support growth in line with community needs and expectations

**11. Please list your additional feedback and comments on the draft Rural Futures Strategy here:**

**12. Are you a Hinterland resident or visitor to the Sunshine Coast Hinterland?**

- Are you a Hinterland resident or visitor to the Sunshine Coast Hinterland? Local Hinterland resident
- Local Coast resident
- Visitor to the region

**13. If you are a Hinterland resident, Which of the six Districts do you live in?**

- If you are a Hinterland resident, Which of the six Districts do you live in?
1. Glasshouse Country
  2. Blackall Range
  3. Conondale Range
  4. Mary River Valley
  5. Noosa Hinterland
  6. Maroochy River Valley

**14. Are you replying on behalf of a community or business group?**

- |  |  |
|--|--|
| <input type="checkbox"/> Are you replying on behalf of a community or business group? Neighbourhood/ Community association | <input type="checkbox"/> Arts/cultural association |
| <input type="checkbox"/> Chamber of Commerce   | <input type="checkbox"/> Environmental association |
| <input type="checkbox"/> Progress/advancement association  | <input type="checkbox"/> Political party           |
| <input type="checkbox"/> Sporting club   | <input type="checkbox"/> No                        |

**15. Please tell us your age**

- |  |                               |
|--|-------------------------------|
| <input type="radio"/> Please tell us your age Under 17 | <input type="radio"/> 50-59   |
| <input type="radio"/> 18-24                            | <input type="radio"/> 60-69   |
| <input type="radio"/> 25-34                            | <input type="radio"/> Over 70 |
| <input type="radio"/> 35-49                            |                               |

**16. How far do you have to travel to your work or study?**

- How far do you have to travel to your work or study? Local hinterland (1- 15 kms)
- Greater Sunshine Coast Regional Area (16- 75 kms)
- Outside of the Sunshine Coast Region (75 kms +)



## Attachment Two: Results of online survey

The following tables provide an overview of the results of each of the multiple choice questions that specifically relate to the content and coverage of the Draft Rural Futures Strategy. Each of the tables contains a profile of the results according to the number of people who answered the question, as well as what percentage this represents of the total participants in the survey. For example the first table shows that 17 people answered the question and 58.8% of these people felt the strategy represented a positive direction – these people account for 52.63 % of all survey respondents.

<b>Do you feel that the Strategic Directions listed in the draft Strategy represent a positive direction for the Sunshine Coast Hinterland?</b>			
<b>Answer Options</b>	<b>% of Survey Respondents who Answered the Question</b>	<b>Response Count</b>	<b>% of Total Survey Respondents</b>
Yes	58.80%	10	52.63%
I'm not sure	29.40%	5	26.32%
No	11.80%	2	10.53%
<i>answered question</i>		<b>17</b>	<b>89.47%</b>
<i>skipped question</i>		<b>2</b>	<b>10.53%</b>

<b>Which of these Strategic Directions represent a positive direction for the Hinterland as a location: (You can choose more than one)</b>			
<b>Answer Options</b>	<b>% of Survey Respondents who Answered the Question</b>	<b>Response Count</b>	<b>% of Total Survey Respondents</b>
For agricultural production	68.80%	11	57.89%
As a tourism destination	81.30%	13	68.42%
For a range of economic opportunities	68.80%	11	57.89%
As a lifestyle living area	81.30%	13	68.42%
That fosters community cohesion	75.00%	12	63.16%
<i>answered question</i>		<b>16</b>	<b>84.21%</b>
<i>skipped question</i>		<b>3</b>	<b>15.79%</b>

<b>Do you think that the Objectives listed in the draft Strategy will achieve positive change in the Hinterland?</b>			
<b>Answer Options</b>	<b>% of Survey Respondents who Answered the Question</b>	<b>Response Count</b>	<b>% of Total Survey Respondents</b>
Yes	37.50%	6	31.58%
I'm not sure	50.00%	8	42.11%
No	12.50%	2	10.53%
<i>answered question</i>		<b>16</b>	<b>84.21%</b>
<i>skipped question</i>		<b>3</b>	<b>15.79%</b>

**Which of the Objectives in the draft Strategy do you think will achieve positive change for the Hinterland? (You can choose more than one)**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
1. To maintain and enhance lifestyle options	73.30%	11	57.89%
2. To maximise the use of productive land	60.00%	9	47.37%
3. To provide a range of economic opportunities	73.30%	11	57.89%
4. To foster community development and cohesion	80.00%	12	63.16%
5. To support growth in line with community needs and expectations	53.30%	8	42.11%
<i>answered question</i>		<b>15</b>	<b>78.95%</b>
<i>skipped question</i>		<b>4</b>	<b>21.05%</b>

**Do you feel that the main current issues, values and challenges of the Hinterland are discussed?**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
Yes	62.50%	10	52.63%
I'm not sure	6.30%	1	5.26%
No	31.30%	5	26.32%
I think that the following has been missed:		10	52.63%
<i>answered question</i>		<b>16</b>	<b>84.21%</b>
<i>skipped question</i>		<b>3</b>	<b>15.79%</b>

**Which of the current issues, values and challenges affect you the most?**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
Lifestyle	53.30%	8	42.11%
Food Production	26.70%	4	21.05%
Rural Enterprises	46.70%	7	36.84%
Community Cohesion	60.00%	9	47.37%
Development and Growth	46.70%	7	36.84%
Climate Change and Peak Oil	46.70%	7	36.84%
None of the above	6.70%	1	5.26%
<i>answered question</i>		<b>15</b>	<b>78.95%</b>
<i>skipped question</i>		<b>4</b>	<b>21.05%</b>

**Do you feel that the main emerging economic opportunities in the Hinterland have been addressed in the draft Strategy?**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
Yes	37.50%	6	31.58%
I'm not sure	43.80%	7	36.84%
No	18.80%	3	15.79%
I think the following has been missed:		5	26.32%
<b><i>answered question</i></b>		<b>16</b>	<b>84.21%</b>
<b><i>skipped question</i></b>		<b>3</b>	<b>15.79%</b>

**Which of the significant regional opportunities warranting further investigation do you think are the most important?**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
Regional Primary Production Clusters	46.70%	7	36.84%
Biodiesel Feedstock Production and Carbon Sequestration	6.70%	1	5.26%
Increased export to Asia and potential foreign investment in key production facilities	0.00%	0	
Tourism and Events	13.30%	2	10.53%
Accessing the Digital Economy	6.70%	1	5.26%
Skills Transfer and Mentoring	26.70%	4	21.05%
Other - please list		2	10.53%
<b><i>answered question</i></b>		<b>15</b>	<b>78.95%</b>
<b><i>skipped question</i></b>		<b>4</b>	<b>21.05%</b>

**Which Strategic Actions do you think should be removed from the draft Strategy? (Please list the Strategic Action numbers from the draft Strategy in pages 22-33)**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
1. To maintain and enhance lifestyle options	66.70%	2	10.53%
2. To maximise the use of productive land	33.30%	1	5.26%
3. To provide a range of economic opportunities	66.70%	2	10.53%
4. To foster community development and cohesion	33.30%	1	5.26%
5. To support growth in line with community needs and expectations	33.30%	1	5.26%
<b><i>answered question</i></b>		<b>3</b>	<b>15.79%</b>
<b><i>skipped question</i></b>		<b>16</b>	<b>84.21%</b>

**Which of the Strategic Actions do you feel are most important? (Please list the Strategic Action numbers in the draft Strategy pages 22-33)**

Answer Options	% of Survey Respondents who Answered the Question	Response Count	% of Total Survey Respondents
1. To maintain and enhance lifestyle options	100.00%	7	36.84%
2. To maximise the use of productive land	85.70%	6	31.58%
3. To provide a range of economic opportunities	85.70%	6	31.58%
4. To foster community development and cohesion	85.70%	6	31.58%
5. To support growth in line with community needs and expectations	71.40%	5	26.32%
<i>answered question</i>		<b>7</b>	<b>36.84%</b>
<i>skipped question</i>		<b>12</b>	<b>63.16%</b>

In addition to multiple choice questions, respondents were invited to provide written feedback. The following table contains the full free text responses received through the online survey.

Respondent ID	Summary of Free Text Responses
2481085427	Please also continue to provide access to public transport which in turn allows people to remain living and working in our rural towns.
2480935797	The need to enhance community and economic resilience to cope with the constant disturbance from population growth, demographic shift, climate change, changing consumer values, political change etc.
2480501853	In the highly fragmented areas of the hinterland, rural land provides ideal opportunities to re-connect isolated habitat and provide additional habitat... Many rural landholders are actively revegetating and establishing habitat corridors (often with SCC assistance) and the strategy does not recognize or reinforce this function. More emphasis on food production for local and niche markets; reducing food miles... Most issues are well covered. A section is required on recognizing and enhancing the contribution of rural landholders to providing wildlife habitat, particularly connecting existing habitat areas.
2466350437	Just Motherhood. Real Issues are not identified, just descriptive stuff.
2449545029	Much will depend on how Council and local communities approach and implement positive change, and this will in turn be heavily dependent upon how the establishment of the Stakeholder Cooperatives are managed and implemented. The Draft Strategy document centres heavily on this cooperative idea. . .Sport potential seems to have been missed. Well documented strategy which additional feedback would only result in unnecessary repetition.
2428935760	There is a major issue missing from the strategies which I regard as the most important: that is the environmental concerns - this is the balance between natural areas, the best practice for reducing erosion and pollution from chemicals, the

	strategies for maintaining healthy watercourses and underground water, the strategies for managing climate change and a heating earth and how council purposes to work with state organisations which cover many of these issues.
2427654417	Not an issue that has been missed, rather a comment that it is hoped the planned strategies receive the appropriate attention that is expected by residents/businesses/visitors, and not get bogged down on some bureaucrats desk and only the more simply recommendations implemented. I would also like to see greater input and management through local Divisional Councillors.
2420483125	Environment Protection
2419105432	There is another aspect that seems to be largely ignored. That is the part that the creative arts play in the economic success of the area. ...A vibrant music industry supports several entertainment outlets that cater for social cohesion of the resident population and bring visitors to the area. ... I am disappointed that opportunities to investigate similar economic benefits by supporting 'rural futures through creative industries' appear to have not been as well investigated. I feel that more focus could be put on developing a community awareness of the value of sustainability for this area, and THEMSELVES. ... making residents understand the importance of Self-sufficiency... Perhaps Council could also be researching HOW future changes in both climate and demography would impact on the much prized life-style of present residents??
2417773924	Natural environment and wildlife preservation and sustainability - the basis of lifestyle, tourism and much of community; especially in the precious Hinterland with regeneration & revegetation of rainforest etc  Economic possibilities via natural environmental features of the region eg bush food exploration and development. Rge strength of art forms of many kinds in this region - a significant clustering of talent which leads to educational tourism etc
2412828781	While all of the main issues listed are important there is insufficient emphasis within the draft strategy on environmental protection and restoration. The hinterland area contains international significant ecological values that the Council has a responsibility to play a lead role in the protecting and enhancing..

