

20 January 2011

96% OF REDLAND RESIDENTS THINK IT'S A GOOD PLACE TO LIVE SAYS COUNCIL SURVEY

Mayor Melva Hobson today released the results of the first comprehensive community satisfaction survey commissioned by Council in five years. At the same time, she confirmed her Council's commitment to open and frank discussions on important matters affecting the community, and to continue to improve its performance.

She also thanked the 459 residents who participated in the city-wide study for taking the time to give their honest views and suggestions on perceptions of Council's performance.

Divided into categories of basic services and infrastructure, community lifestyle services, managing the city and customer service and communication, the survey represents a snapshot of community perceptions.

The survey was designed to allow Council to gather views about localised matters and revealed some significant differences in opinions and concerns among residents of inland, coastal and island communities. The length of time people have lived in the City and their age groupings also influenced their opinions.

The study describes Redland City Council as a strong performer in delivering community lifestyle services and building a strong community.

"It is very pleasing that over 96% of locals say Redland City is a good place to live, with nine out of 10 people agreeing there is an overwhelming sense of belonging and community spirit here," said Cr Hobson.

"Another good indicator of community cohesion is that most residents (75%) feel safe in the city and their neighbourhoods," she continued.

Overall, most people highly ranked the quality and range of cultural, sporting and library services (77.2%), parks, playgrounds/public amenities (68.9%) and parks management (68.1%).

The Mayor said the survey also gauged perceptions of performance on services outside the direct control of Council, but which significantly impacted residents.

Cr Hobson said the findings clearly revealed underlying and continuing community fears about the state government's planned 30,000 population increase and the effects on the Redlands' valued lifestyle and environment.

Nearly seven out of 10 residents said they were dissatisfied with the state plan, believing not enough measures were in place to stop significant impact to their lifestyle and the environment.

But the community has also indicated it expects Council to manage areas under its direct control better, such as building control, town planning and environmental planning, which received 20%, 28% and 34.2% satisfaction rates respectively.

As well, the findings showed that improving services to meet the growing needs of new families, young people and older residents are important to the community.

Residents also said they want more economic and tourism development in Redland City. There was strong agreement (78.5%) that Council should support business growth to boost local employment.

“The results of the survey will take some time for Council to assess and integrate into its planning, but I can assure you that this feedback will be taken very seriously during the budget deliberations for the 2011-12 financial year”, the Mayor continued.

Cr Hobson also said, where possible, the survey results were also compared with results of similar local governments in the 2009 Community Satisfaction Tracking Study conducted by the Local Government Association of Queensland.

Redland City Council performed at or above other local governments in: basic infrastructure (roads, footpaths, kerbing and guttering); traffic management; parking; public transport; parks, playgrounds and public amenities; environmental controls and protection; environmental protection/conservation; cultural, sporting and library services; and providing opportunities to the community to have a say on key decisions.

The detailed survey was commissioned by Council and conducted by independent research company, Deborah Wilson Consulting Services in September 2010. Received by Council just prior to Christmas, the report will be used as a baseline to measure future community satisfaction.

Three charts are attached from the report which summarise key results by geographical location, age grouping and length of residency in the Redlands.

A complete copy of the survey results is posted on Council's website at www.redland.qld.gov.au.

- ends -