

Community Engagement Summary

Cotton Tree Park Improvements



Community Engagement

Engagement Goal

To receive feedback on the Concept Ideas Plan for improvements to Cotton Tree Park and to determine the order of priority for delivery if construction funding becomes available.

Engagement Approach

The engagement process used a range of engagement activities designed to capture input from community members and stakeholders for the development of the plan and identify priorities. The activities included:

- One on one key stakeholder meetings
- 'Have Your Say' website
- Site signs directing the public to the Have Your Say website
- Social Media - Organic posts & paid advertising on Facebook & Instagram
- Media Release & News Story - Sunshine Coast News & Our SC
- Online advertisements - Sunshine Coast News & Our SC digital banners
- Email updates
- Project News - Hard copy distribution

'Have Your Say' Website

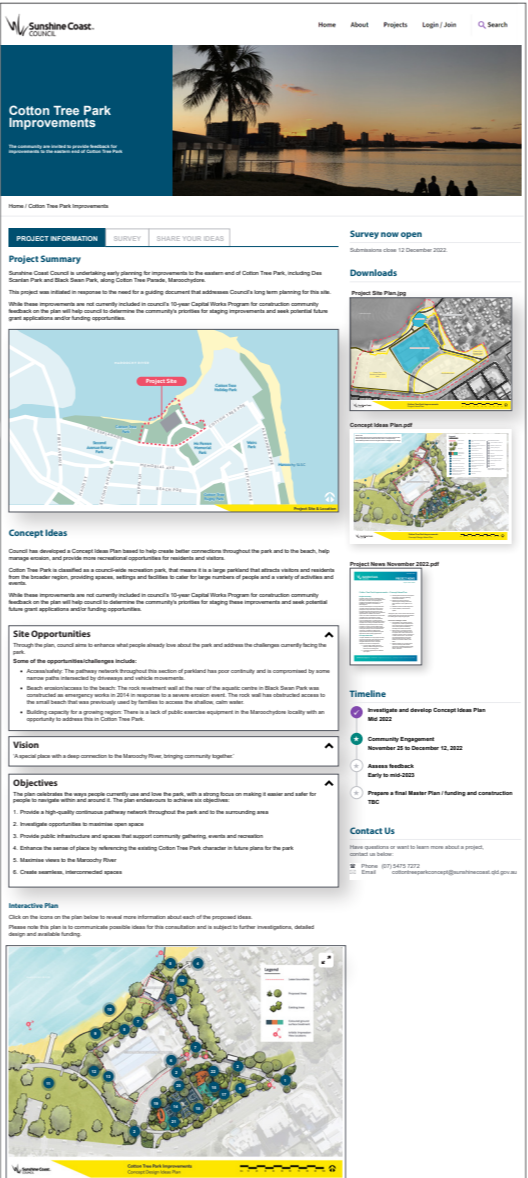
Survey

'Have Your Say' website - a one-stop-shop containing important project information including:

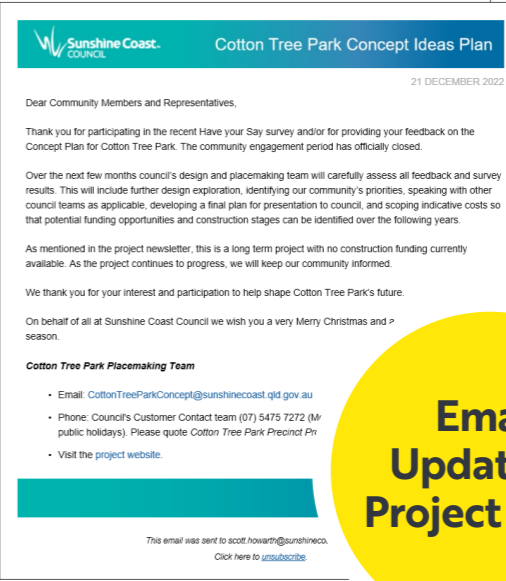
- Project Summary
- Site History and Evolution
- Site Opportunities
- Project Vision & Objectives
- Concept Ideas Plan
- Artist Impressions
- Survey
- Interactive Ideas board
- Project News
- Timeline



Stakeholder meetings



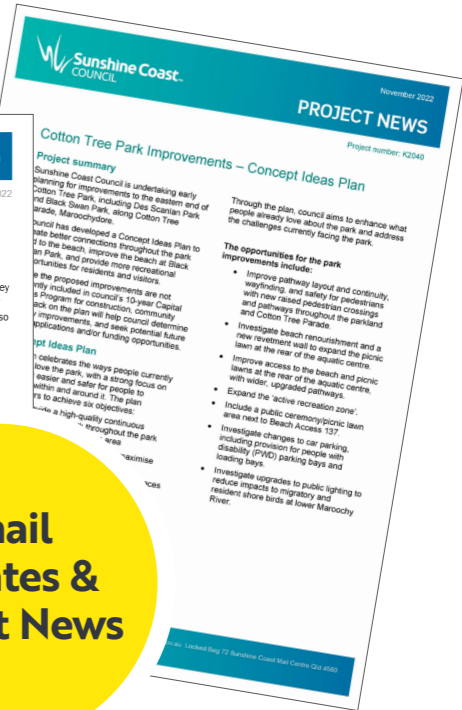
Ideas Board



Email Updates & Project News

Email updates informing of the project and survey with a subscribe / unsubscribe database for future updates

Project News - Hard copy distribution to nearby residents (whole of Cotton Tree & Duporth Avenue) & online version on the website.



Have Your Say

Cotton Tree Park Improvement ideas

Share your feedback before 12 December 2022

Digital Advertising, News & Social Media

Our Sunshine Coast

How you can help shape the future of this historic park

Share your feedback before 12 December 2022

Sunshine Coast Council

How you can help shape the future of this historic park

Share your feedback before 12 December 2022

Engagement Response

A total of 300 surveys were completed, with the majority of respondents being residents of the Sunshine Coast. Of these, a significant number were from the Cotton Tree area. This high response rate is an indication that the community is actively engaged with and interested in the park.

The feedback from the surveys revealed some key insights. The most popular way of getting to the park was by walking, with many residents choosing to walk from their homes or nearby areas. This was followed closely by driving, with some respondents noting the issues with parking availability.

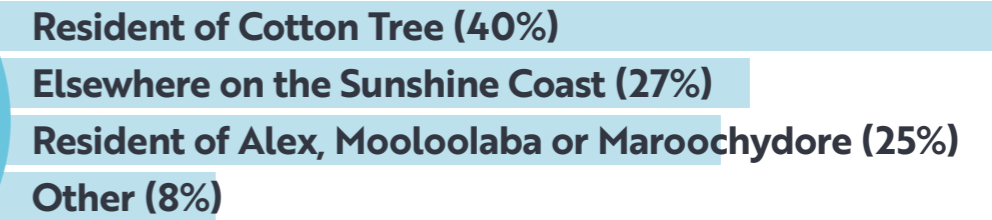
In addition, the majority of survey respondents reported visiting the park on a daily basis, highlighting the importance of the park in their daily lives. This level of engagement with the park is a positive outcome and suggests that the park is fulfilling its intended purpose as a community gathering space and a place for recreation.

It is worth noting that the results align with the predicted engagement outcome outlined in the communications strategy that was developed prior to the commencement of the engagement. This suggests that the strategy was effective in reaching and engaging the community, and that the engagement outcomes were in line with expectations.

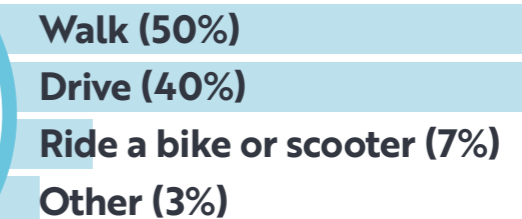
**HAVE
YOUR
SAY**

**300
surveys**

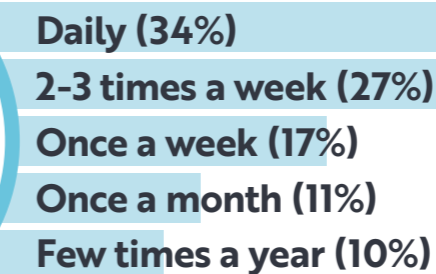
**Where do
they live?**



**How do they
get there?**



Visitation



Engagement Reach



**50,000+ people
reached**

42,000+ various social media
4,500+ media release
78,000+ impressions on digital advertising



**35 email
enquiries**

35 email enquiries providing feedback to the project team regarding the proposed ideas were sent to the dedicated project inbox. Council provided personalised responses within 2 business days.



**Over 2
weeks**

**Friday 25 November 2022 to
Monday 12 December 2022**

To avoid conflicts with other engagements, the Have Your Say engagement period was carefully selected to be over a two-week period, including three weekends.

What we heard

we heard

What you like to do at Cotton Tree Park?

access

beach

boat

What you like to do at

activities

access

beach paddle boarding

bbq boat boat shed cafe car caravan

children fish & chips coffee cycling dog

eat & drink enjoy events exercise family

friends grandchildren grass jetty kayaking kids

local love lunch meet coastal path

people picnic play playground pool

relax bike ride river sand shade shops

sit ski sunset swim table tennis

trees views walk

aquatic water bike



Key Stakeholder Meetings

Prior to the launch of the Have Your Say Engagement, we held in-person meetings with key stakeholders, specifically commercial operators within the project site, on 22 November 2022.

These businesses included:

- Boat Shed Restaurant
- Cotton Tree Aquatic Centre
- Cotton Tree Holiday Park
- Ocean Addicts Stand Up Paddle Board Hire (by phone)



Social Media Promotion

As a friendly reminder, we conducted a promotion push via email and social media to remind people that the deadline for the 'Have Your Say' survey was approaching. This campaign, which began on 7 December, helped to increase survey participation by 50%.

Survey Question Responses

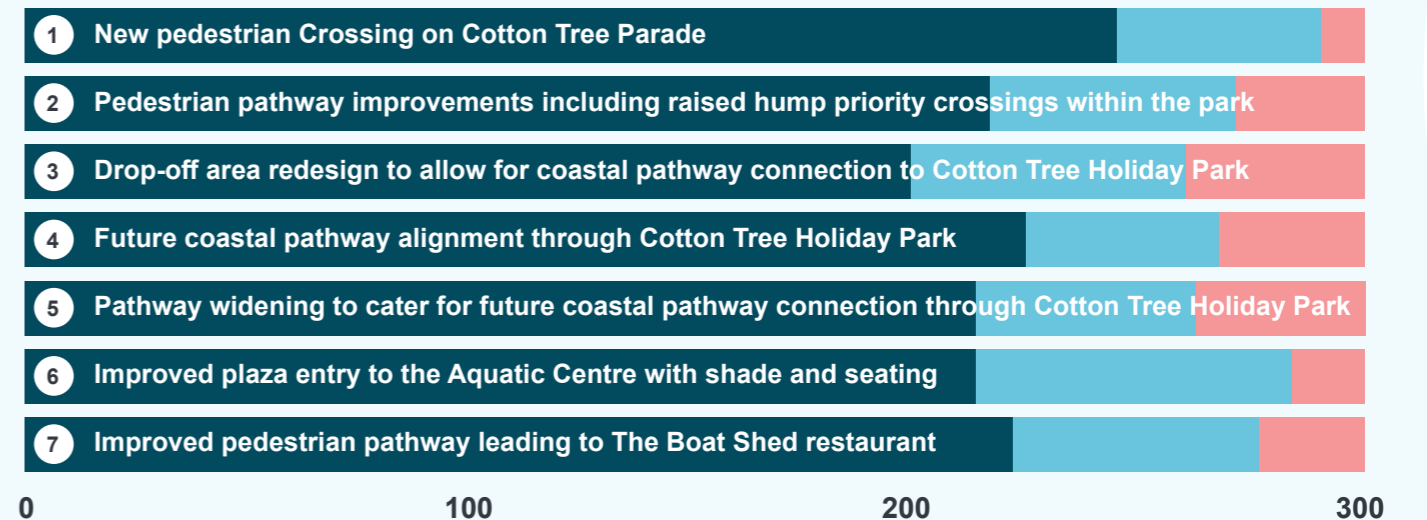
The survey was designed to gather feedback from the community on the Concept Ideas Plan, which was created to spark interest and gather input from the community for the future of the park. The plan was intended to prompt discussion and also to generate new ideas, so the survey questions were designed to directly relate to the ideas presented in the plan.

To make it easier to analyse the data, the survey questions were grouped into categories. This allowed for more efficient extraction and synthesis of the survey data, but also provided a deeper understanding of the community's values. For example, if a large number of respondents expressed support or dislike for a particular idea, it would indicate the community's values.

The survey also asked the community to indicate if they liked, disliked or were neutral on the ideas presented in the plan. This provided clear results, which could be presented in each category. This format of question provides a clear and easy to understand information which can be presented in the form of charts, graphs etc. and it makes it easy for stakeholders to understand the feedback from the community.

1. Access & Mobility

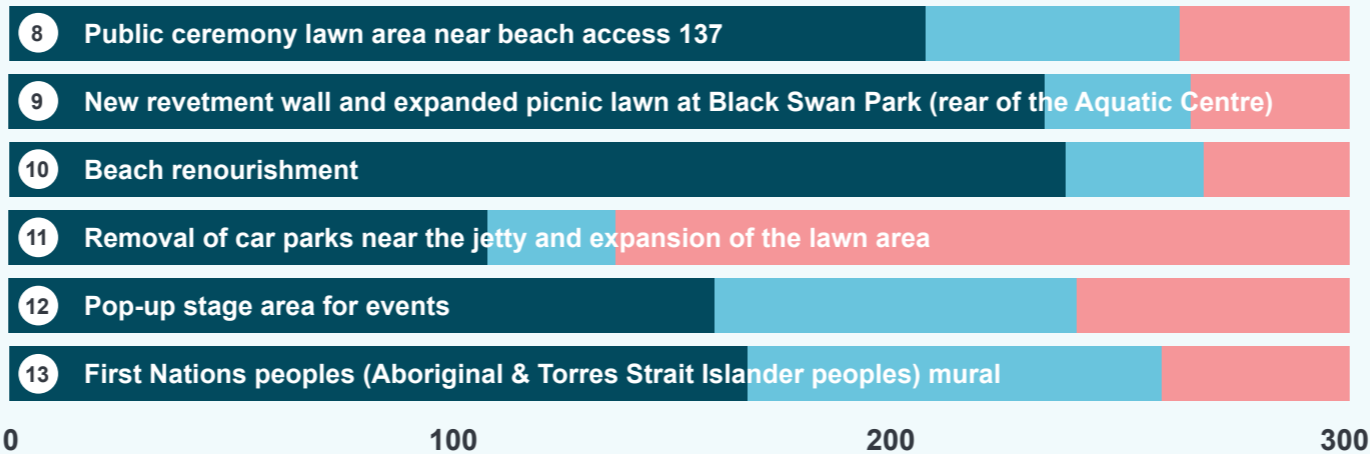
The questions in the survey that related to pedestrians focused on access and mobility. The goal was to enhance connections within the park and to it, with a particular emphasis on providing universal access for those with mobility impairments and ensuring safety and ease of movement. These areas for improvement were identified in the site analysis and were included in the Concept Ideas Plan for community feedback.



2. Open Space

The survey focuses on ideas in the Concept Plan that proposed to enhance the open space in accordance with the project's goals. It is undeniable that expanding and enhancing public open space has a significant positive impact on the community. The community also value car parking and ease of access.

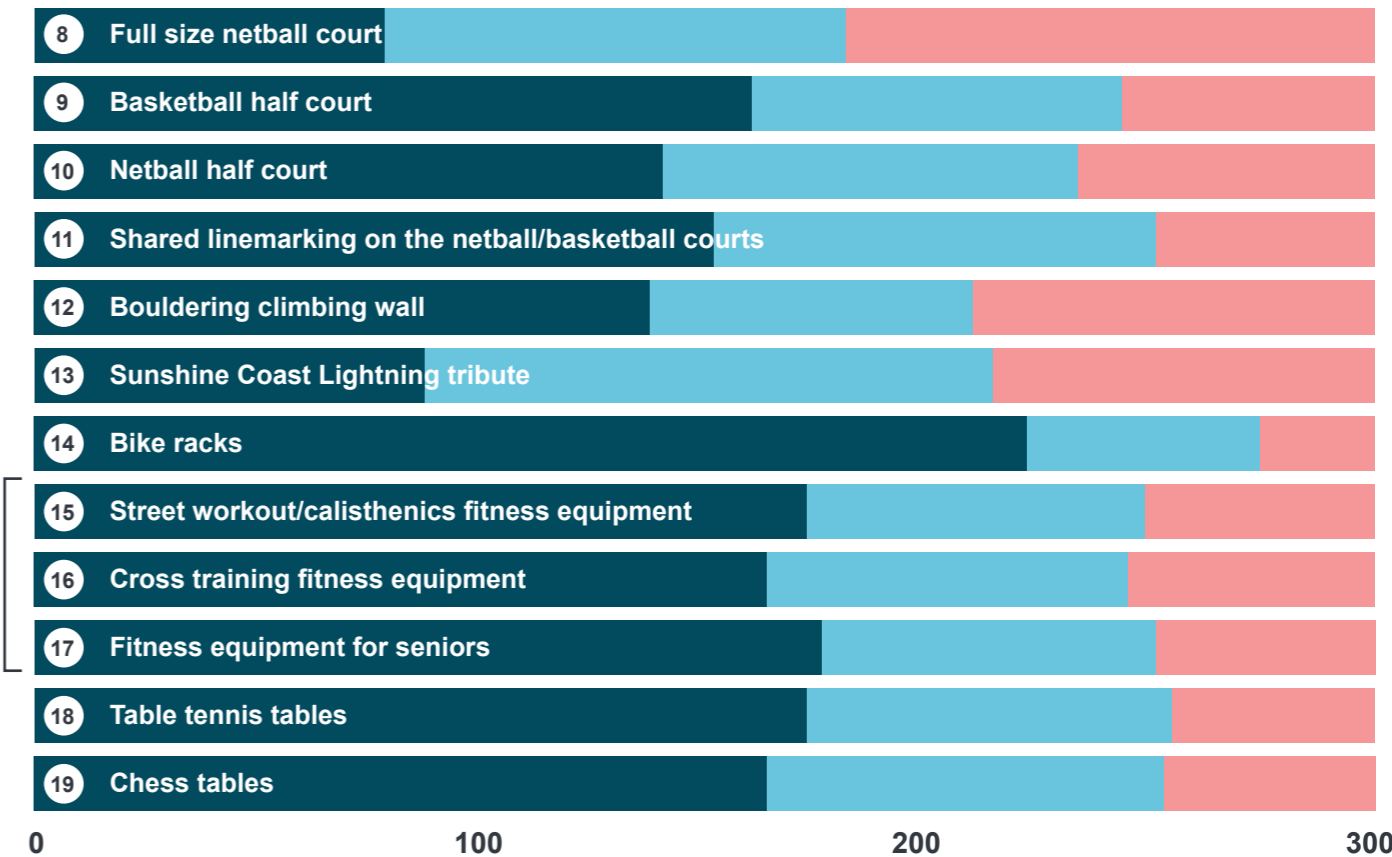
- Like
- Neutral
- Dislike



3. Active Recreation

The survey questions pertain to active recreation activities, including current activities. The survey aims to gather feedback on the types of activities that could be offered in this Council-wide park. The proposed activities were guided by Council's Recreation Parks Plan (RPP). Exercise equipment was included in the survey as a specifically as the RPP identifies a deficiency of such equipment in this locality .

- Like
- Neutral
- Dislike

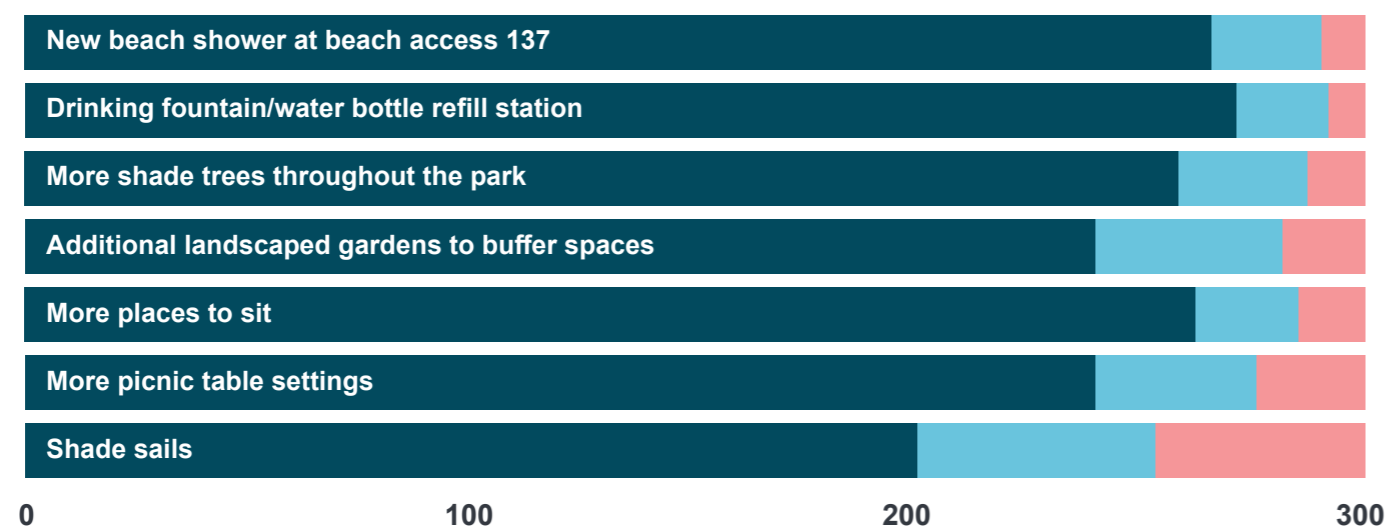


4. Embellishment & Amenity

The following questions in the survey pertain to the types of embellishments that the community would like to see in the park. The goal of these questions was to gather direct input from regular park users to determine if there is a need for additional enhancements, and if so, these could be implemented by Council as a low-cost, quick improvement for the community.



● Like
● Neutral
● Dislike

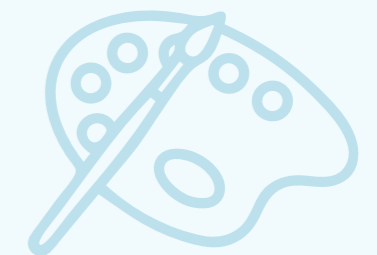


5. Public Art

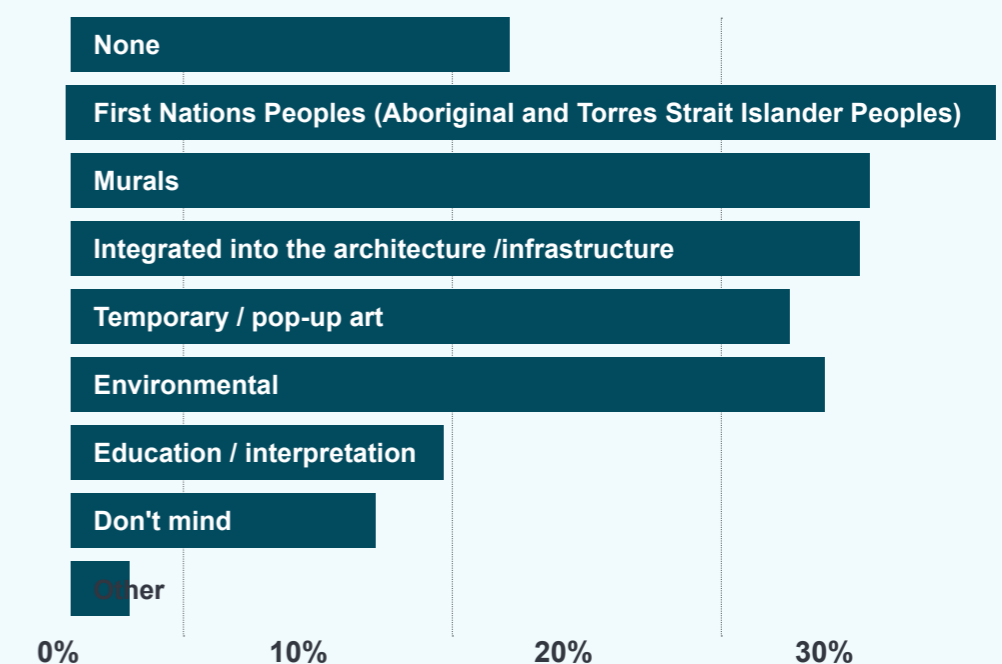
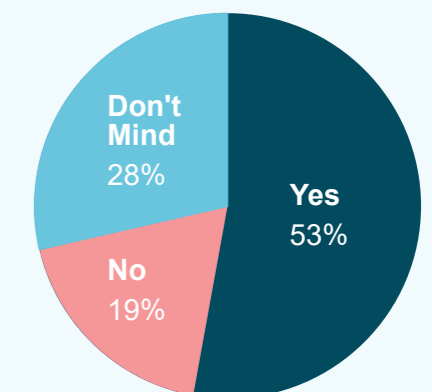
This section of the survey focuses on gathering the community's opinions and preferences regarding the inclusion of public art in the park.

The questions aim to determine whether or not the community would like to see public art in the park, and if so, what types of art they would like to see.

These questions are designed to help Council understand the community's desires for the park's aesthetics, and to use this feedback to guide future decisions about the inclusion of public art in the park.



Do you like to see art in public spaces?



6. Community Priorities

This section of the survey presented a list of items to the respondents and asked them to rank them in order of importance to them. This method is a useful tool for understanding the community's priorities and identifying which items are most important to them. By asking respondents to make trade-off decisions and priorities the listed items, the survey can provide valuable insights into the community's preferences and needs. The survey results can be used to guide decision-making and resource allocation for the park and its amenities, ensuring that the most important items for the community are addressed first.

What is most important to you?

- most important

least important
1. Shade Trees
 2. Pathway Improvements
 3. Improvements to Black Swan Park
 4. New Pedestrian Crossing on Cotton Tree Pde
 5. Car Parking
 6. Lighting Upgrade
 7. Increase of lawn area
 8. Ceremony & Picnic Lawn
 9. Expanded Active Recreation Zone
 10. Public Art

7. Other Ideas, Comments & Themes

parking issues 35

access to river with water craft 18

more seating & picnic settings in the shade 10

more trees 8

separated bike path 7

keep it natural 6

wider paths 6

lighting upgrade important 6

concerns around basketball noise 5

support coastal path through holiday park 4

do not support coastal path through holiday park 4

