

2023 AUSTRALIAN LIVEABILITY CENSUS **MACKAY REGIONAL COUNCIL**

PRIORITIES, VALUES & PERFORMANCE REPORT

Mackay Regional Council participated as a Strategic Partner in the 2023 Australian Liveability Census (26 March - 30 June 2023).

This is report 2 of 3.

It provides directions for Council planning and policy against key themes from residents of Mackay, compared with your state and Australia.

2023 Australian Liveability Census

THIS REPORT

Your organisation participated in the 2023 Australian Liveability Census as a 'Strategic Partner'. As such, attainment of a higher data collection target (n=200) has unlocked this complementary *Priorities, Values & Performance Report*.

There are four categories of results:

1. COMMUNITY VALUES

Each respondent selected their 15 most important neighbourhood place attributes, out of a total of 50. Community values (Care Factor or CF) data reveals where your community is in agreement and possible areas of conflict. In this report your *Community Values* section also compares your results to the state and national averages.

2. PLACE EXPERIENCE

Each respondent rated the performance of 50 neighbourhood place attributes based on their lived experience. Your Place Experience (PX) Score is an aggregate of all the responses to produce an average liveability score for your whole area. In this report the component attribute scores are listed, as well as the average scores for each council theme (sustainability, housing, open space etc.). These are included in the *Performance* section and provide key metrics for reporting.

3. STRENGTHS AND PRIORITIES

These actionable insights identify the place attributes that are highly valued and contributing positively - strengths; and those that are highly valued but performing poorly - priorities. Both may require

investment, either to nurture and protect strengths or to improve what will bring the most significant benefit to the majority of your community. In this report these results are included on the *Investing for Liveability* page and provide key directions for improving liveability outcomes for your community.

4. COMMUNITY IDEAS

All respondents were also invited to share what would make their neighbourhood a better place for them to live in. These qualitative responses provide a wealth of local expertise to guide action in liveability improvements. In this report a selection of community ideas have been included.

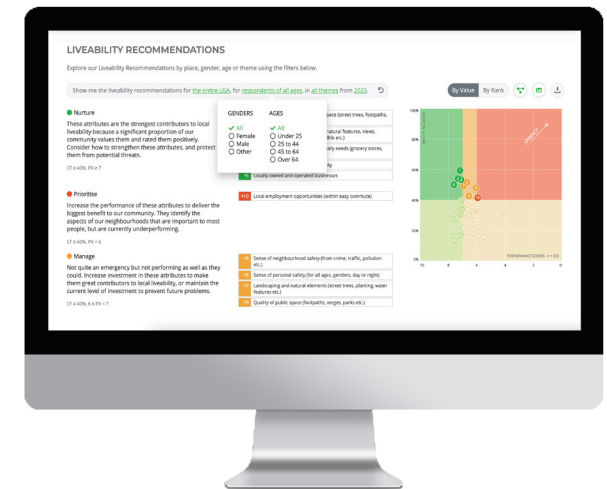
CONFIDENCE LEVELS

The target sample size for this report was 200 PX records. The target was exceeded leading to a higher confidence level as indicated in the following table.

Mackay LGA			
2023	CF	587	95% (± 4%)
	PX	555	95% (± 2.1%)

ACCESSING MORE RESULTS

Your data can also be made available via an online dashboard that allows you to filter and interrogate your results for use across your organisation and reporting requirements. For more information on this option contact LC23@placescore.org.



Investing for Liveability

Make the streets safer to walk around at night. More lighting, safer footpaths.

F, 45-64, MACKAY



More street trees and revegetate public open space.

M, 25-44, MACKAY



DEFINING PRIORITIES

This section identifies the key opportunities for better community outcomes. Themes with the most Improvement Opportunities should be the focus of future investment and planning strategies. This will ensure you put your community's liveability at the heart of your decision making.

By understanding community sentiment across the whole range of council's thematic considerations, you can also identify relationships and opportunities to maximise positive impact.

INVESTING FOR LIVEABILITY

The Liveability Snapshot graph below provides a snapshot of the relative performance of all 50 Place Attributes categorised into nine key Council themes.

The orange bars under 'Improvement Opportunities' indicate the proportion of the theme's metrics that are underperforming compared to the value community places on them. Themes that are underperforming represent the most significant opportunities for effective investment as they have the potential to uplift liveability for the largest number of people.

The green bars indicate the proportion of the theme's metrics that are over-performing compared to their level of importance. You may be able to leverage some of these strengths.

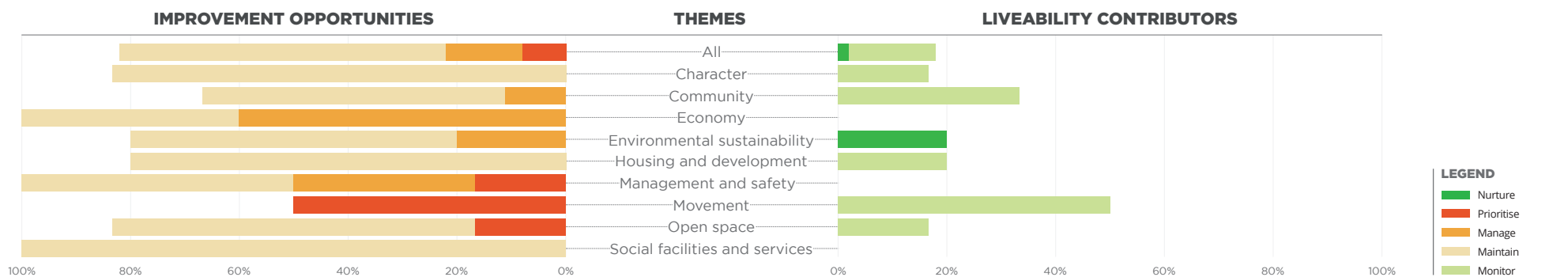
ACTIONING YOUR COMMUNITY DIRECTIONS

The nine themes represent the most common areas of responsibility for local government. Each theme includes between four and nine metrics.

The most significant opportunity for increasing liveability outcomes for your community is by improving the following specific metrics. Each of these are highly valued by your community but under performing:

- *General condition of public open space (street trees, footpaths, parks etc.) (#2CF 69% - PX5.7)*
- *Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) (#5CF 55% - PX5.9)*
- *Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) (#7CF 48% - PX5.8)*

LIVEABILITY SNAPSHOT



Mackay - Community Values

Queensland

WHAT IS IMPORTANT TO YOUR COMMUNITY

Every community is unique in what matters most to its members. We call this Care Factor. CF% measures the level of alignment with particular liveability attributes. The higher the percentage, the more aligned your community is.

Understanding what is important to the majority of your community, and where there may be conflict between groups who value different aspects of neighbourhood liveability, helps you develop communications strategies, apply for grants or develop business cases for new projects.

This information helps to confirm, complement, and in some cases even reduce, community consultation and subsequent consultation fatigue.

Your community's ideal neighbourhood captures the neighbourhood attributes that are important to most people. The tiles below synthesise your community's values into three shared aspirational features that reflect what is important to its members.

Better maintained parks and information about nature reserve and walking trails.

F, 25-44, MACKAY



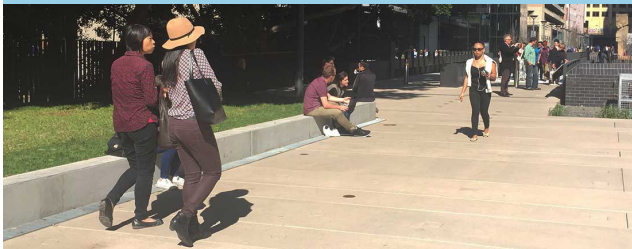
Create a public space for markets and other commercial enterprises, including a brewery, on elevated site. Markets are currently in shopping centre car park.

M, 45-64, MACKAY



YOUR COMMUNITY'S IDEAL NEIGHBOURHOOD

Easy to access shared community amenities, like the local shops, on foot or bike



Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)

CF 55%

Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)

CF 50%

A well maintained and managed public domain; footpaths, parks, roads and other public assets



General condition of public open space (street trees, footpaths, parks etc.)

CF 69%

Evidence of Council/government management (signage, street cleaners etc.)

CF 36%

Locally owned and operated businesses that provide the community with their daily needs



Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)

CF 50%

Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)

CF 47%

Mackay - Community Values

Queensland

NOTES

1. This table lists the top 15 Community Values for the LGA and compares them with the state and national averages.

LEGEND

■ More valued in this LGA
■ Less valued in this LGA
■ Equally valued in this LGA

ALIGNING AROUND SHARED VALUES

Community values are significant for organisational decision making because they often differ from what people complain about. Time and energy can be spent resolving conflict and addressing the complaints of a few loud voices, or it can be spent pro-actively delivering what is most important to your community.

Understanding what matters and how your community compares to others can help suggest communication topics to focus on. When managing change, keep these values top of mind. Assure your community that what matters most to them is being addressed, and ensure development partners also understand local concerns.

BENCHMARKS AND TRENDS

Most Australians have similar values regarding neighbourhood liveability across the country. What then becomes interesting, is what makes each area unique; what do we care about more, or less, than the average. Benchmarking your community values enables you to learn about how your ideal community can be universally aligned or distinguished from other communities across the state and the country.

In addition, tracking community values over time is essential as what we care about changes. Increased development, population changes, external climate or economic factors will all impact community values. Identifying these trends will help you better plan for your community's future.

TOP 15 COMMUNITY VALUES¹

CF#	COMMUNITY VALUES	LGA	STATE	+/-%	AUS	+/-%
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	73%	71%	2%	71%	2%
2	General condition of public open space (street trees, footpaths, parks etc.)	69%	63%	6%	66%	3%
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	59%	53%	6%	50%	9%
4	Sense of personal safety (for all ages, genders, day or night)	57%	53%	4%	50%	7%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	55%	51%	4%	51%	4%
6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	50%	52%	-2%	56%	-6%
7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	48%	46%	2%	46%	2%
8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	47%	51%	-4%	52%	-5%
9 ^a	Locally owned and operated businesses	45%	42%	3%	41%	4%
9 ^b	Sense of belonging in the community	45%	42%	3%	42%	3%
11	Quality of public space (footpaths, verges, parks etc.)	42%	41%	1%	44%	-2%
12 ^a	Landscaping and natural elements (street trees, planting, water features etc.)	40%	44%	-4%	46%	-6%
12 ^b	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	40%	36%	4%	35%	5%
14	Physical comfort (including noise, smells, temperature etc.)	39%	37%	2%	32%	7%
15 ^c	General condition of housing and other private buildings	36%	31%	5%	26%	10%

Mackay - Performance by Theme

Queensland

COUNCIL WORKING THEMES

While each council has its own way of organising its responsibilities, we reviewed over 50 strategic documents to identify nine thematic working areas which are universally relevant.

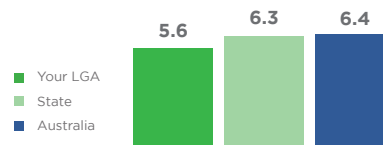
Your community's performance results are summarised on the following pages under each of these themes to provide:

- Nine Theme Performance Scores for the LGA compared to Place Score's State and National Benchmarks.
- Individual Place Attribute scores for council reporting and as a baseline for future improvement.

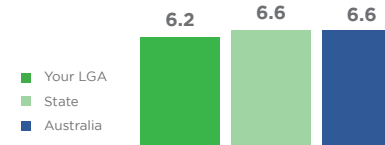
The results reveal important disparities and unique features of your community. You may find that your neighbourhood has performed comparatively well in one theme but less well in others. This data, in association with the *Investing for Liveability* page provides the evidence base for decision making.

COMMUNITY PERSPECTIVES ON LIVEABILITY

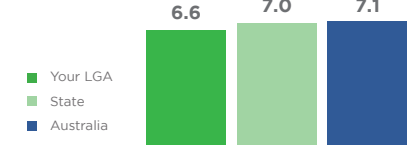
Your community has rated 50 Place Attributes to assess the liveability of their own neighbourhood. These Place Attributes include topics across a broad range of themes; open space, movement, local character, economy and more. This data forms part of a larger data set, whose usefulness will grow over time as it expands. When undertaken regularly, it also provides a time series that can help track the on-the-ground outcome of investment and measure progress and improvement.



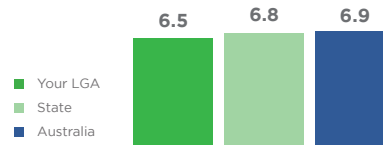
CHARACTER



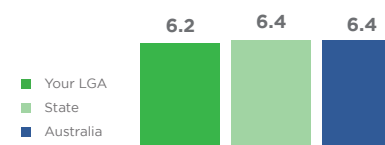
ENVIRONMENTAL SUSTAINABILITY



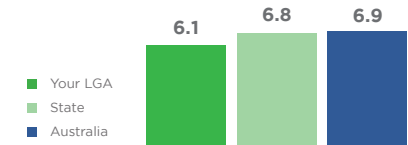
MOVEMENT



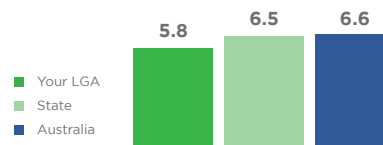
COMMUNITY



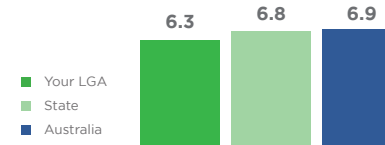
HOUSING AND DEVELOPMENT



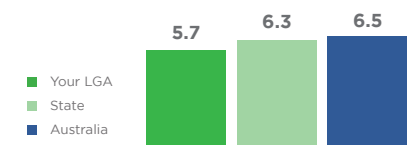
OPEN SPACE



ECONOMY



MANAGEMENT AND SAFETY



SOCIAL FACILITIES AND SERVICES

Mackay - Performance by Attribute

Queensland

CHARACTER

Relates to an area's heritage, its identity and how unique it is.

PLACE ATTRIBUTE	SCORES
Landmarks, special features or meeting places	5.5 6.1 6.3
Local history, historic buildings or features	4.5 5.3 5.7
Overall visual character of the neighbourhood	7.3 7.5 7.5
Sense of character or identity that is different from other neighbourhoods	6.2 6.6 6.7
Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	6.0 7.0 7.1
Unusual or unique buildings and/or public space design	4.3 5.0 5.2

COMMUNITY

Relates to people's identity, how they express that identity, and how they interact and define the broader community.

PLACE ATTRIBUTE	SCORES
Cultural and/or artistic community	4.8 5.6 5.7
Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	4.8 6.1 6.3
Local community groups and organisations	5.8 6.5 6.5
Mix or diversity of people in the area	7.0 7.0 7.1
Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)	7.2 7.3 7.2
Sense of belonging in the community	6.8 7.0 7.1
Sense of connection to/feeling support from neighbours or community	6.6 6.7 6.8
There are people like me (age, gender, interests, ethnic backgrounds etc.)	7.6 7.6 7.7
Welcoming to all people	7.5 7.6 7.7

ECONOMY

Relates to revenue generation through different sectors and economic activities, and job creation.

PLACE ATTRIBUTE	SCORES
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	6.0 7.2 7.4
Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	6.8 7.3 7.5
Local employment opportunities (within easy commute)	5.8 5.9 5.9
Locally owned and operated businesses	6.4 7.1 7.2
Things to do in the evening (bars, dining, cinema, live music etc.)	3.9 5.0 5.1

LEGEND
■ Your LGA
■ State
■ Australia

Mackay - Performance by Attribute

Queensland

ENVIRONMENTAL SUSTAINABILITY

Relates to the protection and care of the environment, and how people adapt to the climate.

PLACE ATTRIBUTE	SCORES
Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	7.1
	7.5
	7.5
Landscaping and natural elements (street trees, planting, water features etc.)	6.4
	7.2
	7.1
Protection of the natural environment	6.3
	6.6
	6.5
Sustainable behaviours in the community (water management, solar panels, recycling etc.)	6.1
	6.4
	6.3
Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	4.9
	5.4
	5.5

HOUSING AND DEVELOPMENT

Relates to the built form, housing, tenancy types and development.

PLACE ATTRIBUTE	SCORES
Evidence of recent private investment (renovations, landscaping, painting etc.)	5.8
	6.5
	6.6
Evidence of recent public investment (roads, parks, schools etc.)	5.1
	5.9
	5.9
Quality of buildings (design and construction of homes, shops, schools etc.)	7.0
	7.0
	7.0
Range of housing prices and tenures (low to high \$, buy or rent etc.)	6.4
	5.5
	5.5
Range of housing types and sizes (houses, terraces, flats; number of bedrooms etc.)	7.1
	6.9
	7.2

MANAGEMENT AND SAFETY

Relates to the management of an area and its users.

PLACE ATTRIBUTE	SCORES
Evidence of Council/government management (signage, street cleaners etc.)	5.6
	6.4
	6.2
General condition of housing and other private buildings	7.0
	7.2
	7.3
General condition of private open space (verges, driveways etc.)	6.5
	6.9
	6.9
General condition of public open space (street trees, footpaths, parks etc.)	5.7
	6.8
	6.6
Sense of neighbourhood safety (from crime, traffic, pollution etc.)	6.3
	6.4
	6.9
Sense of personal safety (for all ages, genders, day or night)	6.7
	6.9
	7.4

LEGEND
■ Your LGA
■ State
■ Australia

Mackay - Performance by Attribute

Queensland

MOVEMENT

Relates to the movement of people and goods.

PLACE ATTRIBUTE	SCORES
Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	<div style="display: flex; justify-content: space-between;"> 5.8 6.5 6.7 </div>
Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	<div style="display: flex; justify-content: space-between;"> 7.2 7.4 7.6 </div>
Ease of driving and parking	<div style="display: flex; justify-content: space-between;"> 7.7 7.3 7.0 </div>
Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	<div style="display: flex; justify-content: space-between;"> 5.9 6.8 6.9 </div>

OPEN SPACE

Relates to open space, both public and private, and its features.

PLACE ATTRIBUTE	SCORES
Amount of public space (footpaths, verges, parks etc.)	<div style="display: flex; justify-content: space-between;"> 6.3 7.0 7.1 </div>
Free places to sit comfortably by yourself or in small groups	<div style="display: flex; justify-content: space-between;"> 6.0 6.9 7.1 </div>
Physical comfort (including noise, smells, temperature etc.)	<div style="display: flex; justify-content: space-between;"> 7.4 7.2 7.4 </div>
Quality of public space (footpaths, verges, parks etc.)	<div style="display: flex; justify-content: space-between;"> 5.8 6.5 6.6 </div>
Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)	<div style="display: flex; justify-content: space-between;"> 5.7 6.7 6.9 </div>
Spaces suitable for play (from toddlers to teens)	<div style="display: flex; justify-content: space-between;"> 5.5 6.2 6.5 </div>

SOCIAL FACILITIES AND SERVICES

Relates to infrastructure and programs that support community development and health.

PLACE ATTRIBUTE	SCORES
Access to shared community and commercial assets (library, bike/car share, sport facilities/gyms etc.)	<div style="display: flex; justify-content: space-between;"> 5.6 6.5 6.7 </div>
Child services (child care, early learning, after school care, medical etc.)	<div style="display: flex; justify-content: space-between;"> 5.7 6.2 6.4 </div>
Family and community services (aged, disability and home care, protection and support services etc.)	<div style="display: flex; justify-content: space-between;"> 5.4 5.9 6.2 </div>
Local education options (from elementary to adult education)	<div style="display: flex; justify-content: space-between;"> 6.3 6.6 6.6 </div>

LEGEND
■ Your LGA
■ State
■ Australia

