

2023 AUSTRALIAN LIVEABILITY CENSUS

MACKAY REGIONAL COUNCIL

URBAN VS RURAL REPORT

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

This report provides a high level summary of the results from residents of urban and rural areas in Mackay.

This document is has been designed to be printed at A4.

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We pay our respects to the traditional owners of this land, their Elders past, present and emerging, and acknowledge the continued rich culture and heritage of all Aboriginal people on this land.

Introduction

Mackay Regional Council

UNDERSTANDING THE REPORT

Mackay Regional Council participated in the 2023 Australian Liveability Census as a Strategic Partner to collect community values, performance data and community ideas from local residents. As a part of this, the Council received the Executive Summary Report, Priorities, Values and Performance Report and Strategic Performance Report at the LGA-level as deliverables.

This Urban vs Rural Report is an additional report requested by the Council to get a comprehensive understanding of the liveability across both 'Urban' and 'Rural' suburbs within the Mackay LGA. The groupings for the Urban and Rural areas were provided by the Council and are in the appendix.

The report offers an overview of what is important for both urban and rural communities, assesses the liveability in their respective suburbs, and concludes by outlining the strengths and priorities specific to urban and rural areas within the Mackay LGA.

This report includes the following sections -

- Performance across Urban and Rural areas, and comparing it against the LGA
- Top 15 Community values for LGA, Urban and Rural areas
- Priorities and Strengths for Urban areas
- Priorities and Strengths for Rural areas

RESPONDENTS

The table below shows the number of Urban respondents and the Rural respondents. Unless noted otherwise, a 95% confidence level can be expected for all results, with a margin of error of $\pm 4.4\%$ for Urban community values (CF) data and $\pm 10.7\%$ Rural CF data and ± 2.2 pts for Urban performance (PX) data and ± 5.5 pts for Rural PX data.

GEOGRAPHIES	CF	PX
Urban	503 (95% \pm 4.4%)	477 (95% \pm 2.2 pts)
Rural	84 (95% \pm 10.7%)	78 (95% \pm 5.5 pts)

KEY RESULTS

PERFORMANCE

The liveability scores for each of the geographic areas are as follows -

- Mackay LGA - PX62
- Mackay Urban areas - PX62
- Mackay Rural areas - PX56

COMMUNITY VALUES

At the LGA level, the largest number of people value the following attributes:

- *Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)* (71% in Urban vs 81% in Rural)
- *General condition of public open space (street trees, footpaths, parks etc.)* (70% in Urban vs 58% in Rural)
- *Sense of neighbourhood safety (from crime, traffic, pollution etc.)* (59% in Urban vs 60% in Rural)

URBAN PRIORITIES

The following attributes are important to most people in the Urban areas, but are currently underperforming.

- *General condition of public open space (street trees, footpaths, parks etc.)*
- *Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)*
- *Sense of neighbourhood safety (from crime, traffic, pollution etc.)*

RURAL PRIORITIES

The following attributes are important to most people in the Rural areas, but are currently underperforming.

- *Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)*
- *General condition of public open space (street trees, footpaths, parks etc.)*
- *Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)*

Performance

Mackay Regional Council

Understanding the strengths and weaknesses of Urban and Rural areas compared to the LGA can help you plan to build on your competitive advantages or improve areas that are underperforming. The best performers in Urban areas align with those in the LGA, with strengths in connectivity, character and inclusivity. Rural areas are performing better in aspects related to physical and social environments. In Urban areas, the lowest performers are things to do in the evening and uniqueness, while in Rural areas, it is night-life, accessibility, and childcare services.

LEGEND

- Performing better than LGA
- Performing lower than LGA
- Performing same as LGA

PX SCORES



BEST AND UNDERPERFORMING ATTRIBUTES - URBAN

TOP 5 ATTRIBUTES	PX	VS MACKAY LGA
<i>Ease of driving and parking</i>	7.6	-1%
<i>There are people like me</i>	7.6	-
<i>Welcoming to all people</i>	7.4	-1%
<i>Connectivity</i>	7.3	+1%
<i>Overall visual character of the neighbourhood</i>	7.2	-1%

BEST AND UNDERPERFORMING ATTRIBUTES - RURAL

TOP 5 ATTRIBUTES	PX	VS MACKAY LGA
<i>Elements of natural environment</i>	8.7	+16%
<i>Physical comfort</i>	8.4	+10%
<i>Welcoming to all people</i>	8.0	+5%
<i>Sense of belonging in the community</i>	7.9	+11%
<i>Sense of neighbourhood safety</i>	7.9	+16%

BOTTOM 5 ATTRIBUTES	PX	VS MACKAY LGA
<i>Things to do in the evening</i>	4.1	+2%
<i>Unusual or unique buildings and/or public space design</i>	4.3	-
<i>Local history, historic buildings or features</i>	4.5	-
<i>Cultural and/or artistic community</i>	4.8	-
<i>Evidence of community activity</i>	4.8	-

BOTTOM 5 ATTRIBUTES	PX	VS MACKAY LGA
<i>Things to do in the evening</i>	2.9	-10%
<i>Child services</i>	3.1	-26%
<i>Walking/jogging/bike paths that connect housing to communal amenity</i>	3.2	-27%
<i>Access to shared community and commercial assets</i>	3.3	-23%
<i>Access and safety of walking, cycling and/or public transport</i>	3.4	-24%

Top 15 Community values

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Urban respondents, representing 86% of the total respondents, share the same top 15 community values as the LGA. Rural respondents (14%), on the other hand, have 11 community values similar to the LGA but value visual character, neighbourhood resilience, and communal activities more than the LGA.

NOTES

1. This table lists the top 15 Community Values for the LGA, urban and rural areas.

LEGEND

- More valued than LGA
- Community Values for the LGA
- Equally valued to the LGA

MACKAY LGA

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

MACKAY URBAN

CF#	COMMUNITY VALUES	URBAN
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	71%
2	General condition of public open space (street trees, footpaths, parks etc.)	70%
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	59%
4	Sense of personal safety (for all ages, genders, day or night)	57%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	56%
6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	51%
7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	50%
8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	47%
8	Locally owned and operated businesses	47%
10	Sense of belonging in the community	44%
11	Quality of public space (footpaths, verges, parks etc.)	43%
12	Landscaping and natural elements (street trees, planting, water features etc.)	41%
12	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	41%
14	Physical comfort (including noise, smells, temperature etc.)	38%
15	General condition of housing and other private buildings	37%

MACKAY RURAL

CF#	COMMUNITY VALUES	RURAL
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	81%
2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	60%
3	General condition of public open space (street trees, footpaths, parks etc.)	58%
4	Sense of personal safety (for all ages, genders, day or night)	56%
5	Sense of belonging in the community	51%
6	Overall visual character of the neighbourhood	49%
7	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	46%
7	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	46%
9	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	45%
10	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)	42%
11	Physical comfort (including noise, smells, temperature etc.)	39%
11	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	39%
11	Protection of the natural environment	39%
14	Landscaping and natural elements (street trees, planting, water features etc.)	38%
15	Locally owned and operated businesses	36%

Urban - Strengths and Priorities

Mackay Regional Council

The key priorities in Urban areas are related to natural environment, open spaces, accessibility to community amenities and promoting community well-being.

These tables and graph illustrate the strengths and priorities of Mackay's urban areas.

NURTURE

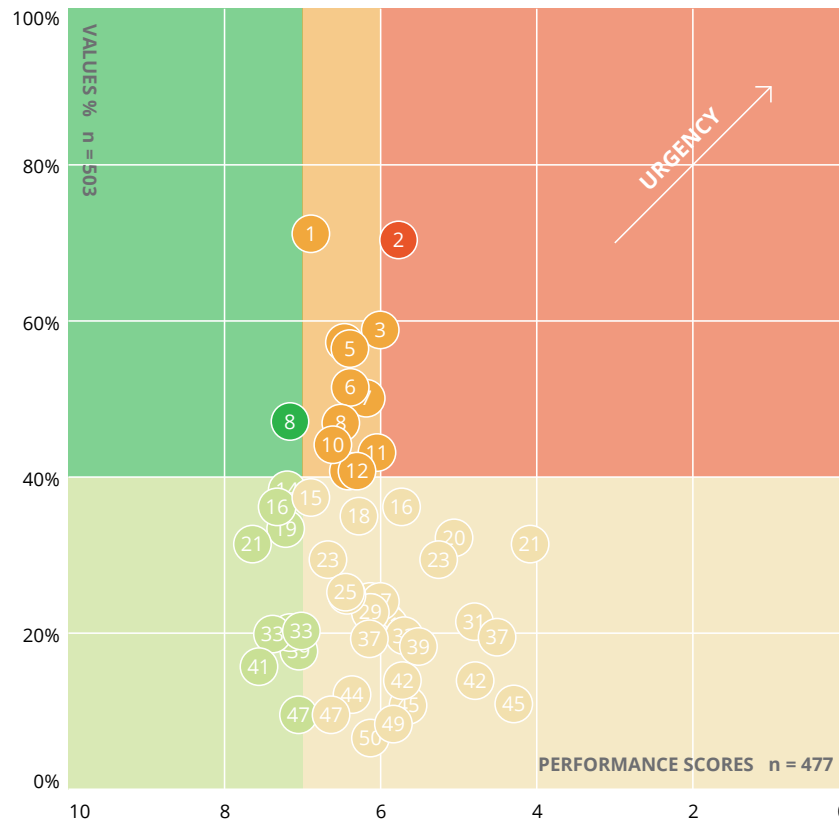
These attributes are the strongest contributors to liveability because a significant proportion of your community values them and rated them positively. Consider how to strengthen them, and protect them from potential threats.

PRIORITISE

Increase the performance of these attributes to deliver the biggest benefit to your community. They identify aspects of your neighbourhood that are important to most people, but are currently underperforming.

MANAGE

Not quite an emergency but not performing as well as they could. Increase investment to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.



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

CF#	PRIORITISE
2	General condition of public open space (street trees, footpaths, parks etc.)

CF#	MANAGE
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
4	Sense of personal safety (for all ages, genders, day or night)
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
11	Quality of public space (footpaths, verges, parks etc.)
8	Locally owned and operated businesses
10	Sense of belonging in the community
12	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
12	Landscaping and natural elements (street trees, planting, water features etc.)

LEGEND

- Nurture (CF ≥ 40%, PX ≥ 7)
- Prioritise (CF ≥ 40%, PX < 6)
- Manage (CF ≥ 40%, 6 ≤ PX < 7)
- Monitor (CF < 40%, PX ≥ 7)
- Maintain (CF < 40%, PX < 7)

Rural - Strengths and Priorities

Mackay Regional Council

Rural areas exhibit more strengths compared to Urban areas, particularly in relation to the natural environment, safety and community well-being. The key priorities in Rural areas focus on connectivity, accessibility and fostering community engagement.

These tables and graph illustrate the strengths and priorities of Mackay's rural areas.

NURTURE

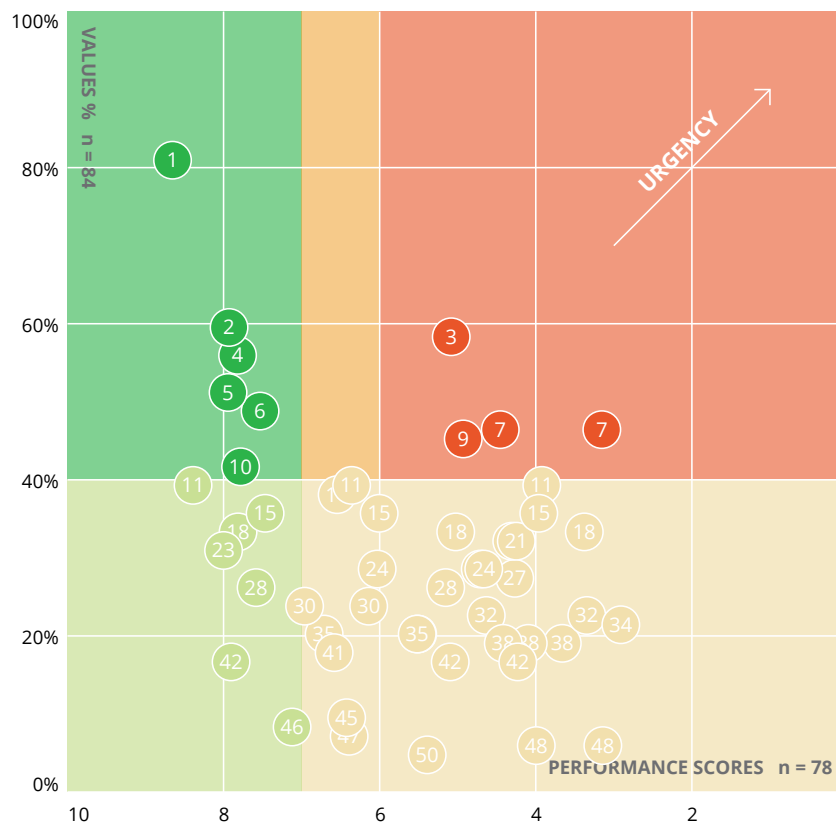
These attributes are the strongest contributors to liveability because a significant proportion of your community values them and rated them positively. Consider how to strengthen them, and protect them from potential threats.

PRIORITISE

Increase the performance of these attributes to deliver the biggest benefit to your community. They identify aspects of your neighbourhood that are important to most people, but are currently underperforming.

MANAGE

Not quite an emergency but not performing as well as they could. Increase investment to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.



CF#	NURTURE
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
4	Sense of personal safety (for all ages, genders, day or night)
6	Overall visual character of the neighbourhood
5	Sense of belonging in the community
10	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)

CF#	PRIORITISE
7	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
3	General condition of public open space (street trees, footpaths, parks etc.)
7	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
9	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)

LEGEND

- Nurture (CF ≥ 40%, PX ≥ 7)
- Prioritise (CF ≥ 40%, PX < 6)
- Manage (CF ≥ 40%, 6 ≤ PX < 7)
- Monitor (CF < 40%, PX ≥ 7)
- Maintain (CF < 40%, PX < 7)

ACCESS ALL YOUR DATA

To access all your results, nine themes, along with detailed performance and priorities data, contact Place Score to unlock your *Liveability Platform*, an online tool for your whole organisation.

Appendix

Urban and Rural suburb groupings and respondents

URBAN SUBURBS	CF	PX
Andergrove	47	46
Bakers Creek	4	4
Beaconsfield	32	32
Blacks Beach	14	14
Bucasia	27	27
Cremorne	0	0
Dolphin Heads	4	4
East Mackay	31	29
Eimeo	23	21
Erakala	5	5
Glenella	17	15
Mackay	29	27
Mackay Harbour	4	4
Marian	16	15
Mirani	7	7
Mount Pleasant	21	19
North Mackay	36	34
Ooralea	17	17
Paget	0	0
Richmond	3	3
Rural View	26	22
Sarina	21	20
Shoal Point	15	14
Slade Point	28	28
South Mackay	28	27
Walkerston	15	13
West Mackay	33	30

RURAL SUBURBS	CF	PX
Alexandra	1	0
Alligator Creek	4	4
Armstrong Beach	6	6
Balberra	1	1
Ball Bay	2	1
Balnagowan	0	0
Belmunda	0	0
Benholme	0	0
Bloomsbury	0	0
Brightly	0	0
Broken River	0	0
Calen	1	1
Campwin Beach	3	3
Cape Hillsborough	0	0
Chelona	1	1
Crediton	0	0
Dalrymple Heights	0	0
Devereux Creek	2	2
Dows Creek	0	0
Dumbleton	2	1
Dunnrock	1	1
Eton	2	2
Eungella	0	0
Eungella Dam	0	0
Eungella Hinterland	0	0
Farleigh	2	2
Finch Hatton	2	2

RURAL SUBURBS	CF	PX
Foulden	0	0
Freshwater Point	1	1
Gargett	2	2
Grasstree Beach	5	4
Greenmount	0	0
Habana	10	10
Haliday Bay	0	0
Hampden	2	2
Hay Point	9	9
Hazledean	0	0
Homebush	0	0
Kinchant Dam	1	1
Koumala	1	1
Kuttatabul	2	2
Laguna Quays	0	0
Mcewens Beach	1	1
Mentmore	0	0
Mia Mia	0	0
Midge Point	0	0
Mount Charlton	0	0
Mount Jukes	0	0
Mount Martin	0	0
Mount Ossa	0	0
Mount Pelion	0	0
Munbura	0	0
Netherdale	0	0
Nindaroo	1	1

RURAL SUBURBS	CF	PX
North Eton	0	0
Oakenden	0	0
Owens Creek	0	0
Palmyra	0	0
Pindi Pindi	0	0
Pinevale	0	0
Pinnacle	2	2
Pleystowe	0	0
Racecourse	1	1
Rosella	0	0
Sandiford	0	0
Sarina Beach	4	4
Sarina Range	4	4
Seaforth	3	3
Septimus	1	1
St Helens Beach	0	0
Sunnyside	1	1
Te Kowai	0	0
The Leap	2	1
Victoria Plains	1	0
Yalbaroo	0	0

