



# TABLE OF CONTENTS



## 1.0 Executive Summary

Overview.....	3
Survey Design .....	3
Our approach to analysis.....	4

## 2.0 Key Findings

Profile of respondents .....	5
Topical Questions.....	5
Our Vision Questions.....	5
Our Council Questions.....	5

## 3.0 Detailed Responses

Q1: What town/suburb do you live in? .....	6
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## OUR TOPICAL QUESTIONS

Q2: What are the top 3 things you think Council should focus more on in your suburb or town? .....	7
Q3: Do you support fluoride being added to the city's water supply? .....	10
Q4: Do you support the pursuit of a rectangular stadium for Cairns? .....	11
Q5: Which of the following statements best reflects your opinion of flying foxes? .....	12
Q6: Would you like an additional bin for green waste? .....	13
Q7: How much more would you be willing to pay annually to have an additional bin for green waste? .....	14
Q8: Would you like council to undertake a kerbside collection of either green waste or hard waste? .....	15
Q9: How much more would you be willing to pay annually to have a green or hard waste kerbside collection?.....	16
Q10: Do you support the pursuit of light rail for Cairns?.....	17
Q11: Do you support the part closure of the Esplanade to traffic (from Shields St to Aplin St) to create a shared zone?.....	17

## OUR VISION QUESTIONS

Q12: What are the three things most important to you to ensure our region meets the needs of the community now and into the future? .....	18
Q13: Which images best match your vision for the Cairns Region?.....	19
Q14: Which of these statements do you think describes our region's current strengths? .....	20
Q15: Which of these statements do you want to describe our region's strengths in 10 years' time? .....	21
Q16: Which complex question would you most like Cairns to tackle? .....	26

## OUR COUNCIL QUESTIONS

Q17: What is your overall satisfaction with the Council's performance? .....	27
Q18: What is your overall rating for your interactions with Council? .....	27
Q19: What cultural activities and facilities does Council provide well for today?.....	28
Q20: What cultural activities and facilities would you like to see Council focus on by 2020? .....	28
Q21: What is your preferred way to receive information about Council's activities, decisions or community engagement opportunities? .....	29
Q22: What is your gender?.....	30
Q23: Which age bracket are you in? .....	30
Q24: Do you own a property in the Cairns region? .....	30

# 1.0 EXECUTIVE SUMMARY

## Overview

Cairns Regional Council undertook a large-scale community engagement program to understand the community's views about the type of Cairns they wanted to live in and what was important to them.

The Our Cairns Community Survey forms part of the engagement process, and was part of the broader Our Cairns project which also included a properly conducted telephone survey of a random sample of 400 households structured to reflect the appropriate proportions of the population in the Cairns Regional Council area by age and gender as indicated by Australian Bureau of Statistics data. This was undertaken by Compass Research. The Our Cairns project also included two forums.

This report provides details on the key findings, detailed responses and the design of the Our Cairns community survey.

## Survey Design

The survey was completed by 6446 people from suburbs within the boundaries of the Cairns Regional Council.

### Responses were recorded from residents who lived in the following localities:

<i>Aeroglen</i>	<i>Edmonton</i>	<i>Mount Sheridan</i>
<i>Aloomba</i>	<i>Eubenangee</i>	<i>Outside &amp; Other FNQ Region</i>
<i>Babinda</i>	<i>Fishery Falls</i>	<i>Packers Camp</i>
<i>Bartle Frere</i>	<i>Freshwater</i>	<i>Palm Cove</i>
<i>Bayview Heights</i>	<i>Glen Boughton</i>	<i>Parramatta Park</i>
<i>Bellenden Ker</i>	<i>Goldsborough</i>	<i>Portsmith</i>
<i>Bentley Park</i>	<i>Gordonvale</i>	<i>Redlynch</i>
<i>Bramston Beach</i>	<i>Green Hill</i>	<i>Smithfield</i>
<i>Brinsmead</i>	<i>Holloways Beach</i>	<i>Stratford</i>
<i>Bungalow</i>	<i>Kamerunga</i>	<i>Trinity Beach</i>
<i>Cairns City</i>	<i>Kanimbla</i>	<i>Trinity Park</i>
<i>Cairns North</i>	<i>Kewarra Beach</i>	<i>Waugh Pocket</i>
<i>Caravonica</i>	<i>Little Mulgrave</i>	<i>Westcourt</i>
<i>Clifton Beach</i>	<i>Machans Beach</i>	<i>White Rock</i>
<i>Deeral</i>	<i>Manoora</i>	<i>Whitfield</i>
<i>Earlville</i>	<i>Manunda</i>	<i>Woopen Creek</i>
<i>East Russell</i>	<i>Mirriwinni</i>	<i>Woree</i>
<i>East Trinity</i>	<i>Mooroobool</i>	<i>Wrights Creek</i>
<i>Edge Hill</i>	<i>Mount Peter</i>	<i>Yorkeys Knob</i>

The Our Cairns Survey sought to capture the views of differing sectors within the community and from the general population on what sort of Cairns they wanted to live in.

It provided an opportunity to better understand what the community thinks about the way Council delivers its services as well as what priorities residents would like their local government to focus on in the future.

The large response to the survey will ensure Council has a better understanding of its residents. It will provide a unique snapshot of how local residents perceive the region as well as what values they believe need to be embraced as the city matures.

With a better understanding of not only what the people think and expect, Council will be in a position to ensure it delivers the services the people want. The survey ensures the views and aspirations of local residents are included in the future of the Cairns region. Council intends to use feedback from the survey as input into the development of a new Corporate Plan.

The Our Cairns survey was presented to the community in three defined sections:

1. Our Topical Questions

2. Our Vision Questions

3. Our Council Questions

## Our Topical Questions

Our Topical Questions provided an opportunity for residents to have their say on some of the big issues facing the Cairns community including:

- Fluoridation of the city's water supply
- New rectangular stadium for Cairns
- Pursuit of Light Rail for Cairns
- Management of Flying foxes
- Creation of a Shared Zone on the Esplanade
- Additional bin for green waste and applicable charges
- Annual green and hard waste kerbside collection and applicable charges

## Our Vision Questions

Our Vision gave residents were given the opportunity to talk about their Cairns – both today and tomorrow. Through a series of pictures, residents were asked to pick up to three that best reflected their view of the region. Residents were then invited to tell Council what they thought were the strengths of the region today and what they hoped would be the strengths of Cairns tomorrow.

## Our Council Questions

In Our Council residents were asked how they thought Council was doing by giving their feedback on past interactions with Council. They were also asked to give Council an overall satisfaction rating. To ensure Council was meeting the needs of the community in delivering cultural activities and facilities, respondents were asked what they thought were provided well and where they would like Council to focus leading up to 2020. To complete the section, residents were asked to picture themselves as Mayor for one day and outline their priorities for the region.

## Our approach to analysis

### Likert Scale

In analysing the responses, and subsequently identifying trends, we used the Likert Scale as our basis as this provided the most detailed and nuanced information for assessing the importance respondents placed on each initiative.

### Rounding

In our Key Findings discussion, we typically rounded the results to the nearest whole number for expediency and ease of comparison.

### Multiple answers

In many questions, respondents could select more than one answer.

### Comments

In the Detailed Responses section of the report, we have provided a random selection of comments, with all responses included the Appendices.

### Edits

In some cases, we have slightly edited responses (e.g. corrected spelling, removed duplicated words) for easier reading without any impact on the meaning of responses.

## 2.0 KEY FINDINGS

### Profile of respondents

**A total of 6446 people took the time to complete the Our Cairns survey during the period 1 August to 31 August 2016.**

Residents were given the opportunity to complete the survey via hardcopy, online or by attending one of the Our Cairns ‘pop-ups’ that were hosted at key shopping centres in the region. Most of the respondents were female (57%), with the largest age group of those aged between 45-54 (23%).

The suburb which recorded the most responses was Redlynch (7% or 451 respondents).

The majority of respondents own property in the Cairns region (78%) and had no children living at home (60%).

A more detailed breakdown of survey respondents is available in the ‘Our Council’ section and in the Appendices.

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### Topical Questions

1. There was strong support for both an additional bin for green waste, as well as an annual kerbside collection. The community was willing to pay slightly more for an additional green waste bin than the annual collection.
2. There was stronger support for adding fluoride to the water, but it is a polarising issue with strong support for an against. The older people were the more likely they were to oppose fluoridation, while those aged in the child rearing age groups of 25-54 were the most likely to support adding fluoride to the water supply.
3. There was strong support for changes relating to infrastructure with strong support a rectangular stadium, for light rail to be considered, and for part closure of the Esplanade to traffic for shared zones.
4. There was no strong consensus on how best to manage flying foxes although a third of people did not believe they should be impacting on homes and businesses and an additional proportion wanted them dispersed.

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### Our Vision Questions

5. Cairns’ green, tropical and protected environment is one of the most strongly held values in the community.
6. The community wants their Future Cairns to be recognised for being a green tropical region that values its natural assets, but with greater economic diversity and a reputation for being a Smart Region, with less reliance on tourism for its prosperity.
7. The environment, liveability and sustainability were the most important considerations to meet the community’s regional needs now and into the future. However, at a very local level today, the community wanted council to focus on safety, traffic and footpaths in their respective suburbs.
8. Issues of greatest importance varied across age. Youth were more concerned about sustainability and the environment, middle aged respondents were interested in liveability and environment, while seniors were more interested in safety and liveability.
9. Future-proofing the economy from shocks to tourism was considered the most important complex question to tackle, followed by the opportunity to make the most of renewable energy.

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### Our Council Questions

10. The majority of residents are satisfied with the performance of Cairns Regional Council and gave positive feedback on their interactions with Council.
11. The community believe Cairns Regional Council excels at hosting festivals and events, and want Council to continue to focus on festivals, events and the performing arts in the future, but saw an opportunity for Council to provide more work on preserving the built and natural cultural heritage.
12. The community wants to learn about Council news and opportunities through multiple channels, with newspaper or an e-newsletter being the most popular channels.

# 3.0 DETAILED RESPONSES

## Q1 What town/suburb do you live in?

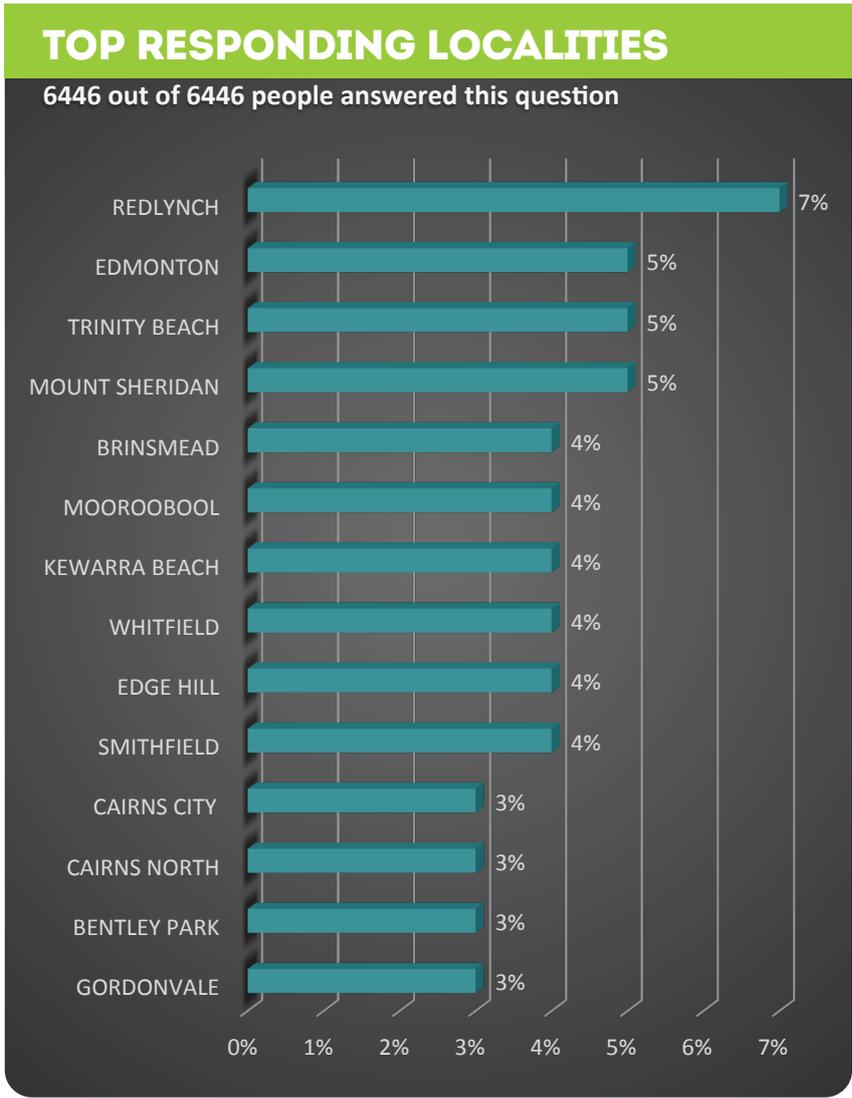
**Residents from across the region embraced the Our Cairns survey with all communities taking the opportunity to have their say.**

Responses were received from 58 suburbs across the region, with residents of Redlynch being the most vocal providing 7% of the total survey responses.

The southern suburbs of Edmonton and Mount Sheridan closely followed, each contributing 5% to the final result.

4% of the response was derived from Smithfield and Kewarra Beach in the north, along with the central suburbs of Brinsmead, Edge Hill, Whitfield, Kewarra Beach and Mooroolool.

Residents from Bentley Park and Gordonvale in the south and the central suburbs of Cairns City and Cairns North ensured their communities were heard with each area contributing 3% to the survey.



## OUR TOPICAL QUESTIONS

### Q2 What are the top 3 things you think Council should focus more on in your suburb or town?

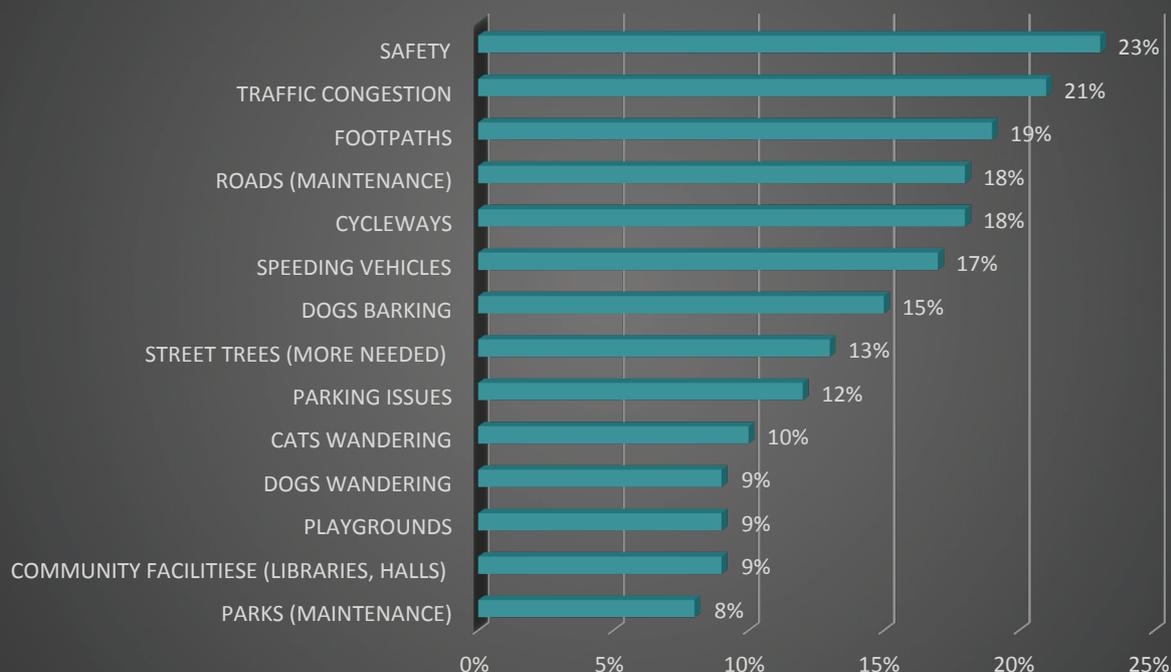
#### Local responses varied widely across the suburbs

The Our Cairns survey demonstrated that across the region each community had its own individual needs. Across the region, safety (23%), traffic congestion (21%) and footpaths (19%) were the top three issues raised by respondents.

## RESPONSES

### TOP 3 ISSUES RESIDENTS BELIEVE COUNCIL SHOULD FOCUS ON

6446 out of 6446 people answered this question



Although each suburb has its own specific needs, the survey confirms some issues are confined to specific areas within the region.

Suburbs within the boundaries of Cairns Regional Council have been grouped into three regions – Northern, Central and Southern.

## Central Region

Aeroglen, Brinsmead, Bungalow, Cairns City, Cairns North, Edge Hill, Manoora, Manunda, Mooroolool, Parramatta Park, Portsmith, Westcourt, Whitfield, Kanimbla.

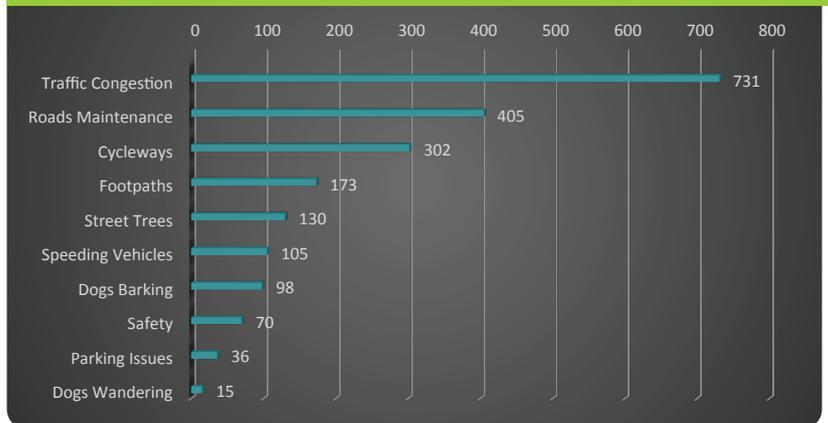
### CENTRAL REGION TOP 10 ISSUES



## Northern Region

Caravonica, Clifton Beach, Earlville, Freshwater, Holloways Beach, Kamerunga, Kewarra Beach, Machans Beach, Palm Cove, Redlynch, Smithfield, Stratford, Trinity Beach, Trinity Park, Yorkeys Knob.

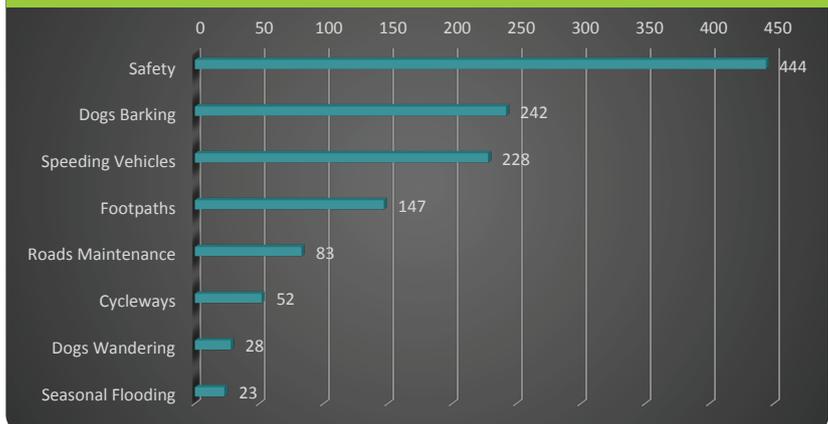
### NORTHERN REGION TOP 10 ISSUES



## Southern Region

Aloomba, Babinda, Bartle Frere, Bayview Heights, Bellenden Ker, Bentley Park, Bramston Beach, Deeral, East Russell, East Trinity, Edmonton, Eubenangee, Fishery Falls, Glen Boughton, Goldsborough, Gordonvale, Green Hill, Little Mulgrave, Mirriwinni, Mount Peter, Mount Sheridan, Packers Camp, Wagh Pocket, White Rock, Woopen Creek, Woree, Wrights Creek

### SOUTHERN REGION TOP 10 ISSUES



## Results

Northern suburbs placed traffic congestion at the top of their list of issues for council to focus on whereas those from central suburbs wanted more to be done in relation to safety. In Cairns's southern suburbs, safety was the top issue for local residents followed by dogs barking and speeding vehicles.

*Respondents from other Far North Qld Region and Outside Far North Queensland have not been included in the region breakdown.*

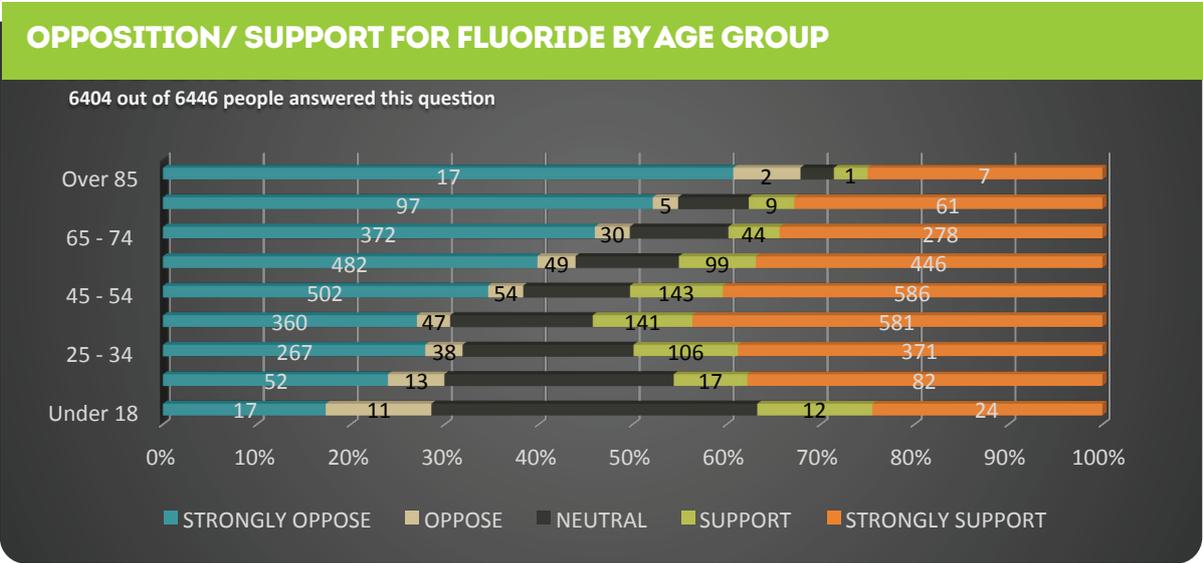
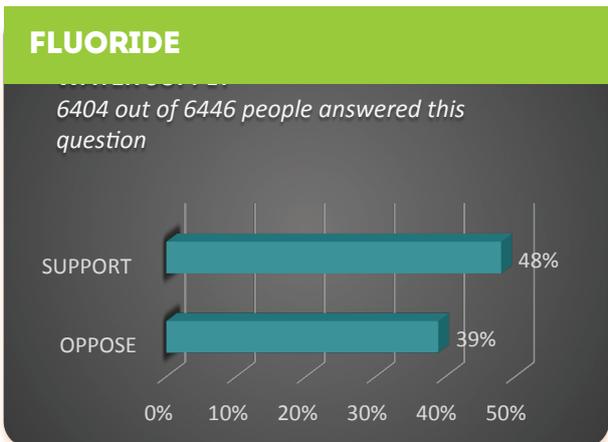
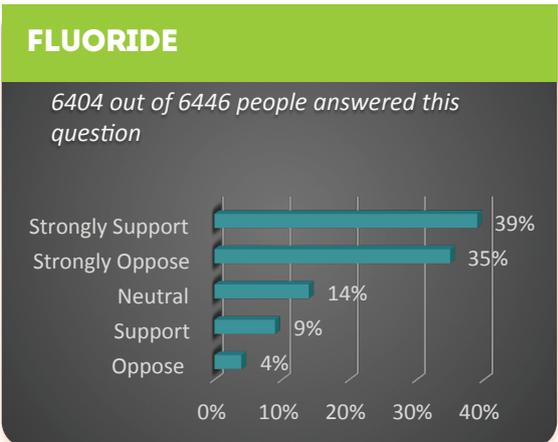
## TOP ISSUES BY SUBURB

<b>Aeroglen</b>	Road (maintenance) Road (shoulders) Traffic congestion Cats wandering Street trees (more needed)	<b>Fishery Falls</b>	Playgrounds Cycleways Speeding vehicles	<b>Other FNQ Region</b>	Parking issues Street trees (maintenance) Roads (maintenance) Traffic congestion Dogs wandering Cats wandering
<b>Babinda</b>	Dogs wandering Footpaths Speeding vehicles	<b>Freshwater</b>	Roads (maintenance) Footpaths Cycleways	<b>Outside FNQ</b>	Street trees (more needed) Cats wandering
<b>Bartle Frere</b>	Cats wandering Drainage Seasonal Flooding Dogs wandering Lack of dog off leash areas	<b>Glen Boughton</b>	Cycleways Road shoulders (edges) Litter	<b>Packers Camp</b>	Parks (lighting) Speeding vehicles Dogs wandering Dogs barking Playgrounds
<b>Bayview Heights</b>	Safety Dogs Barking Footpaths	<b>Goldsborough</b>	Dogs barking Seasonal Flooding Cats wandering	<b>Palm Cove</b>	Parking issues Footpaths Traffic congestion
<b>Bellenden Ker</b>	Speeding vehicles Bentley Park Safety Dogs barking Speeding vehicles	<b>Gordonvale</b>	Cycleways Footpaths Safety Roads (maintenance)	<b>Parramatta Park</b>	Safety Footpaths Cycleways
<b>Bramston Beach</b>	Cats wandering Litter	<b>Green Hill</b>	Dogs wandering Seasonal flooding Drainage	<b>Portsmith</b>	Footpaths Seasonal flooding Litter Diverse housing types
<b>Brinsmead</b>	Traffic congestion Cycleways Speeding vehicles Safety	<b>Holloways Beach</b>	Cycleways Traffic congestion Road (maintenance)	<b>Redlynch</b>	Traffic congestion Dogs barking Road (maintenance)
<b>Bungalow</b>	Safety Footpaths Speeding	<b>Kamerunga</b>	Traffic congestion Cycleways Roads (maintenance) Footpaths	<b>Smithfield</b>	Traffic congestion Road (maintenance) Speeding vehicles
<b>Cairns City</b>	Safety Parking issues Street Trees (more needed)	<b>Kanimbla</b>	Parks (lighting) Traffic congestion Footpaths	<b>Stratford</b>	Road (maintenance) Cycleways Street trees (more needed)
<b>Cairns North</b>	Safety Parking Footpaths	<b>Kewarra Beach</b>	Traffic congestion Footpaths Cycleways Roads (maintenance)	<b>Trinity Beach</b>	Traffic congestion Street trees (more needed) Cycleways
<b>Caravonica</b>	Traffic congestion Speeding vehicles Parks maintenance	<b>Little Mulgrave</b>	Seasonal flooding Drainage Kerb & channelling Road shoulders (edges)	<b>Trinity Park</b>	Traffic congestion Cycleways Roads (maintenance)
<b>Clifton Beach</b>	Traffic congestion Cycleways Road (maintenance)	<b>Machans Beach</b>	Dogs wandering Speeding vehicles Cycleways Dogs barking Traffic congestion Kerb & Channelling	<b>Waugh Pocket</b>	Dogs barking Road shoulders (edges) Seasonal flooding
<b>Deeral</b>	Dogs Barking Street trees (maintenance) Road (maintenance) Speeding Vehicles	<b>Manoora</b>	Safety Speeding vehicles Street trees (more needed)	<b>Westcourt</b>	Safety Footpaths Speeding vehicles Street trees (more needed)
<b>Earlville</b>	Safety Footpaths Speeding Vehicles	<b>Manunda</b>	Safety Footpaths Road maintenance	<b>White Rock</b>	Footpaths Safety Road (maintenance)
<b>East Russell</b>	Roads (maintenance) Sporting facilities	<b>Mirriwinni</b>	Road (maintenance) Roads shoulders (edge) Drainage Seasonal flooding Playgrounds	<b>Whitfield</b>	Cycleways Footpaths Street trees (more needed)
<b>East Trinity</b>	Road shoulders (Edge) Speeding Vehicles	<b>Mooroobool</b>	Safety Road (maintenance) Footpaths	<b>Woopen Creek</b>	Road (maintenance) Road shoulders (edges)
<b>Edge Hill</b>	Footpaths Cycleways Safety Roads (maintenance)	<b>Mount Peter</b>	Safety Litter Free WiFi	<b>Woree</b>	Safety Speeding vehicles Footpaths
<b>Edmonton</b>	Safety Speeding Vehicles Dogs Barking	<b>Mount Sheridan</b>	Safety Speeding vehicles Dogs barking	<b>Wrights Creek</b>	Road (maintenance) Speeding vehicles Traffic congestion
<b>Eubenangee</b>	Roads (maintenance) Seasonal flooding			<b>Yorkeys Knob</b>	Traffic congestion Cycleways Street trees (maintenance)

### Q3 Do you support fluoride being added to the city's water supply?

The issue of adding fluoride to the city's water supply reveals divided opinions within the community. There is slightly stronger support for fluoride, with support strongest amongst younger respondents and the strongest opposition from older respondents.

With 39% of the population strongly supporting the re-introduction of fluoride in the city's water supply compared to 34% strongly against, it is clear that this remains a contentious issue within the community. Overall the survey indicates 48% of the respondents are supportive of the inclusion of fluoride in the region's water compared to 39% against.



The results show those a clear age divide on the issue with senior members of the community more likely to be strongly opposed to the idea.

Opposition to fluoride increased with age, with the strongest level of opposition amongst those aged 85 years and over.

Support for adding fluoride to the water supply was highest amongst people aged 25 to 34. Those aged under 25 were more likely to support fluoride, but also had the highest level of neutrality.

## Q4 Do you support the pursuit of a rectangular stadium for Cairns?

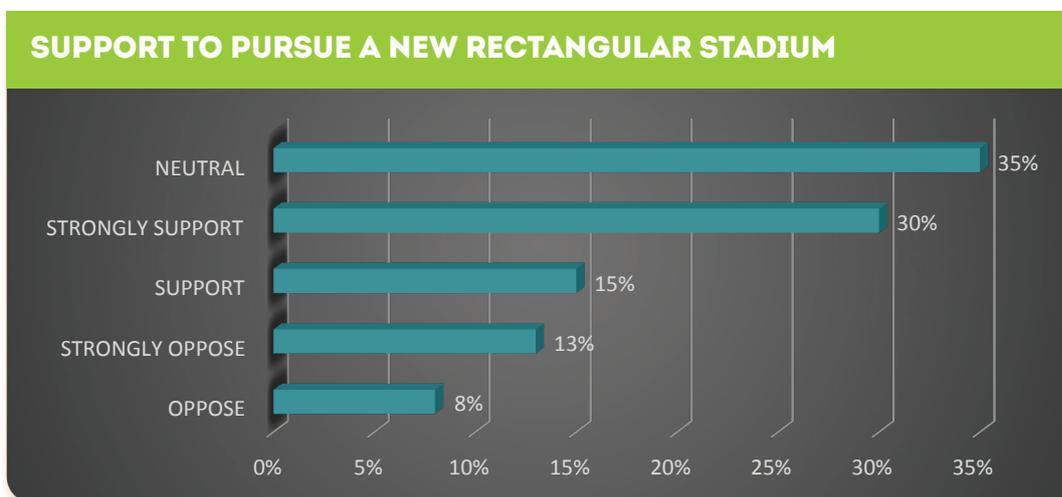
**Almost half of respondents supported new rectangular stadium for Cairns, however a third of people were neutral which was the highest level of neutral responses for the entire survey.**

The survey shows widespread support for a rectangular stadium for the Cairns Region, with the level of support for the stadium more than twice as strong as opposition to the stadium.

45% of respondents have indicated either strong support or support for the Council to pursue a new rectangular stadium. This is compared to 20% of respondents who said they were either strongly opposed or opposed to the proposal.

In addition, 31% of respondents indicating they were strongly supportive of the stadium compared to 13% who are strongly opposed.

A third of respondents (34%) did not have an opinion either way on the issue which indicates they may require further information before making a decision.



## Q5 Which of the following statements best reflects your opinion of flying foxes?

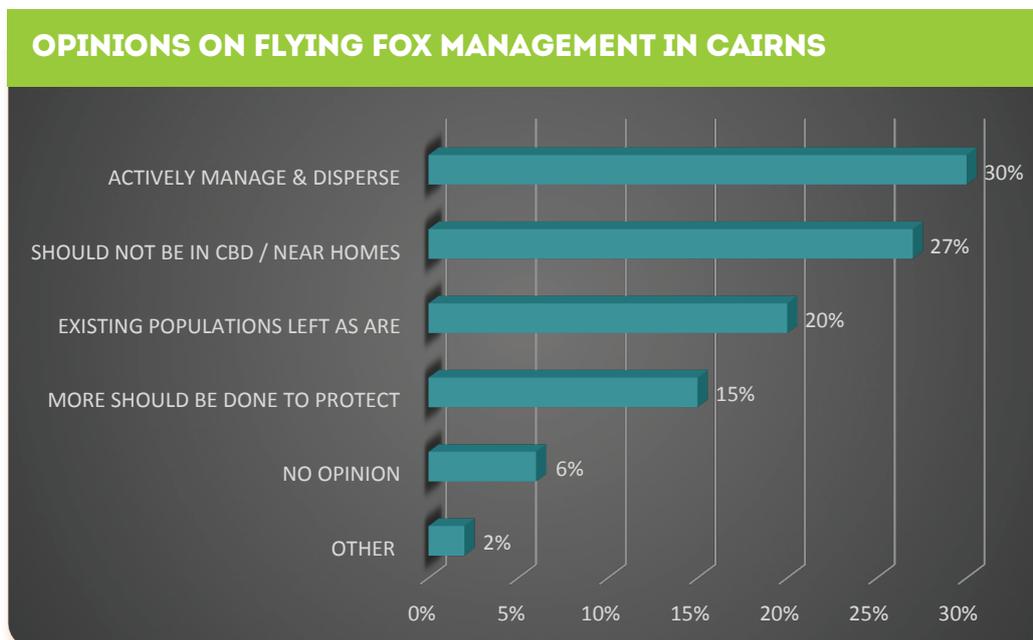
**The community is divided on if and how flying foxes should be managed in Cairns, with almost a third supported greater action to manage and disperse them where they impact on businesses, while 20% wanted minimal management.**

Respondents were presented with 6 possible answers:

- More should be done to actively manage and disperse them where there is a direct impact on businesses and homes
- They should absolutely not be in the CBD or near homes
- Existing populations (especially in the CBD) should be left as they currently are with minimal management by Council
- More should be done to protect this native species
- I don't have an opinion

More than half of the respondents (57%) believed flying foxes should not be either near or have an impact on homes and businesses, with 30% supporting more action to manage and disperse flying foxes were they were having a direct impact.

This is compared to those who believe more should be done to protect the species (15%) and those who think they should be left alone (21%).



## Q6 Would you like an additional bin for green waste?

Respondents overwhelmingly said they would like an additional bin for green waste.

**67% YES**

**33% NO**

A clear majority of respondents indicated their preference for an additional bin for green waste with 67% in favour and 33% against. However, when analysed on a suburb by suburb basis, there are stark differences in levels of support.

The following table shows the level of support for green and hard waste collection year about in different suburbs. Caution should be taken when interpreting these figures. Suburbs marked with an \* had very low numbers of participants, and each represents less than 1% of total respondents.

### LEVEL OF SUPPORT FOR ADDITIONAL GREEN WASTE BIN BY SUBURB

SUBURB	SUPPORT	SUBURB	SUPPORT
Glen Boughton	100%	Manunda	66%
Waugh Pocket	100%	Whitfield	66%
Mount Peter	80%	Edge Hill	65%
Trinity Park	78%	Mooroobool	64%
Kamerunga	78%	Manoora	63%
Stratford	77%	Freshwater	63%
Palm Cove	76%	Earlville	62%
Kewarra Beach	76%	Gordonvale	62%
Bartle Frere	75%	Woree	61%
Bramston Beach	75%	Westcourt	60%
Trinity Beach	75%	Fishery Falls	60%
Bentley Park	75%	Bungalow	59%
Mount Sheridan	75%	Packers Camp	57%
Aeroglen	71%	Outside Far North Qld	57%
Caravonica	71%	Wrights Creek	50%
Machans Beach	70%	Portsmith	50%
Other Far North Qld Region	70%	Woopan Creek	50%
Holloways Beach	69%	Cairns City	46%
Cairns North	69%	Goldsborough	43%
Smithfield	68%	Babinda	43%
White Rock	68%	Mirriwinni	43%
Brinsmead	68%	Bellenden Ker	40%
Bayview Heights	68%	Green Hill	33%
Redlynch	68%	Aloomba	30%
Clifton Beach	68%	East Trinity	18%
Parramatta Park	67%	Little Mulgrave	17%
Edmonton	67%	Deeral	0%
Yorkeys Knob	67%	East Russell	0%
Kanimbla	67%	Eubenangee	0%

## Q7 How much more would you be willing to pay annually to have an additional bin for green waste?

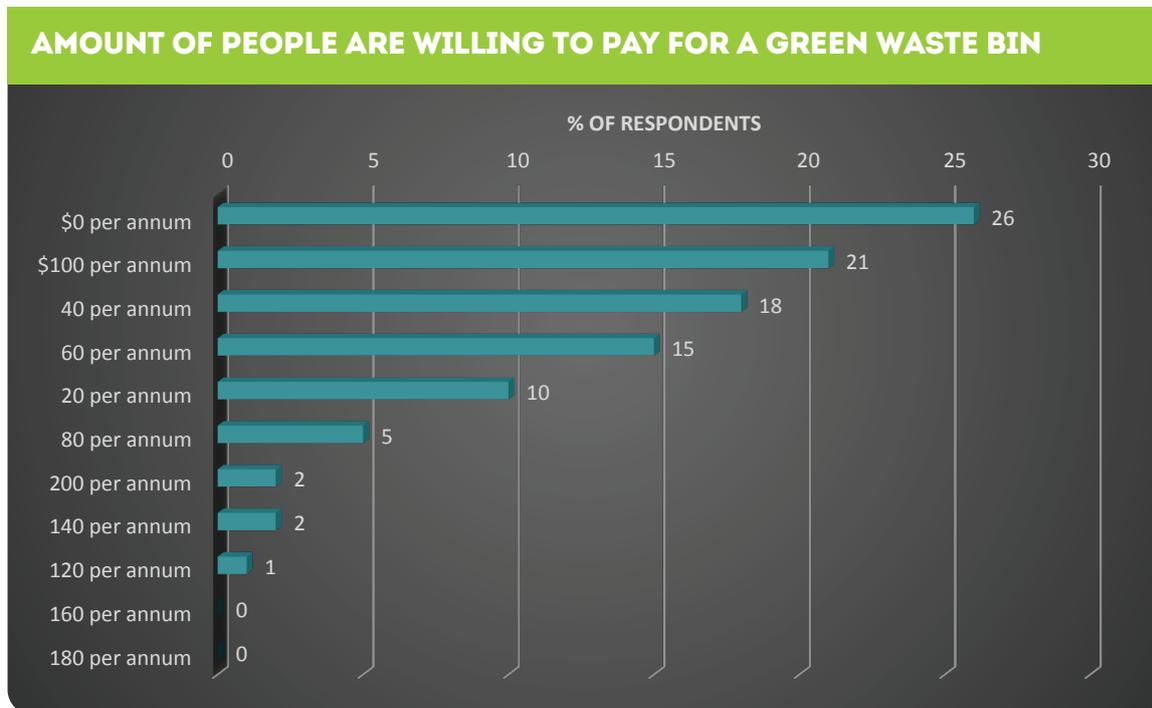
**75% of Cairns residents are willing to pay for an additional bin for green waste.**

A clear majority of residents have indicated they are prepared to pay for an additional bin for green waste despite no clear consensus on how much the service should cost. 21% of respondents suggested a charge of \$100 per annum, followed by 18% suggesting they would pay \$40 a year.

Although there was clear support for a fee of some amount, 26% of respondents said they were not willing to pay anymore for an additional bin.

The amounts people were willing to pay ranged from \$0 to \$200 a year. The average across the responses was \$52 per annum.

This question attracted a greatly reduced response with only 4,249 people responding out of 6,393.



## Q8 Would you like council to undertake a kerbside collection of either green waste or hard waste?

**An overwhelming number of respondents want Council to undertake a kerbside collection of waste, with almost half preferring Council to collect green and hard waste year about.**

An overwhelming majority of Cairns residents would like council to undertake an annual kerbside collection, with 83% of respondents wanting a service of some form.

There was strongest support for Council to collect green and hard waste year about (44%), followed by 25% of people preferring Council to collect hard waste annually.



The following table shows the level of support for green and hard waste collection year about in different suburbs. Caution should be taken when interpreting these figures. Suburbs marked with an \* had very low numbers of participants, and each represents less than 1% of total respondents.

SUBURB	SUPPORT
Glen Boughton*	100%
Waugh Pocket*	100%
Other Far North Qld Region*	60%
Packers Camp*	57%
White Rock	53%
Manunda	52%
Kanimbla	52%
Bentley Park	51%
Cairns North	51%
Caravonica	51%
Manoora	50%
Portsmith*	50%
Bartle Frere*	50%
Gordonvale	50%
Green Hill*	50%
Mount Sheridan	49%
Westcourt	48%
Holloways Beach	48%
Parramatta Park	47%
Woree	47%
Bungalow	47%
Palm Cove	46%
Stratford	46%
Babinda	45%
Trinity Park	44%
Trinity Beach	44%
Clifton Beach	44%
Goldsborough*	43%
Edmonton	43%

SUBURB	SUPPORT
Brinsmead	43%
Kewarra Beach	43%
Yorkeys Knob	43%
Mirriwinni*	43%
Outside Far North Qld	43%
Edge Hill	43%
Whitfield	43%
Smithfield	41%
Cairns City	41%
Earlville	40%
Bellenden Ker*	40%
Bayview Heights	40%
Redlynch	38%
Freshwater	38%
Machans Beach	38%
Mooroobool	37%
East Trinity*	36%
East Russell*	33%
Eubenangee*	33%
Little Mulgrave*	33%
Kamerunga	31%
Aeroglen*	29%
Aloomba*	20%
Wrights Creek*	17%
Bramston Beach*	0%
Deeral*	0%
Fishery Falls*	0%
Mount Peter*	0%
Woopan Creek*	0%

## Q9 How much more would you be willing to pay annually to have a green or hard waste kerbside collection?

**A vast majority of Cairns residents are willing to pay an annual charge to have a green or hard waste kerbside collection.**

70% of respondents confirmed they were willing to pay annually to have a green or hard waste kerbside collection, with the average amount people were willing to pay \$40. 30% of respondents said they were not willing to pay for this service.

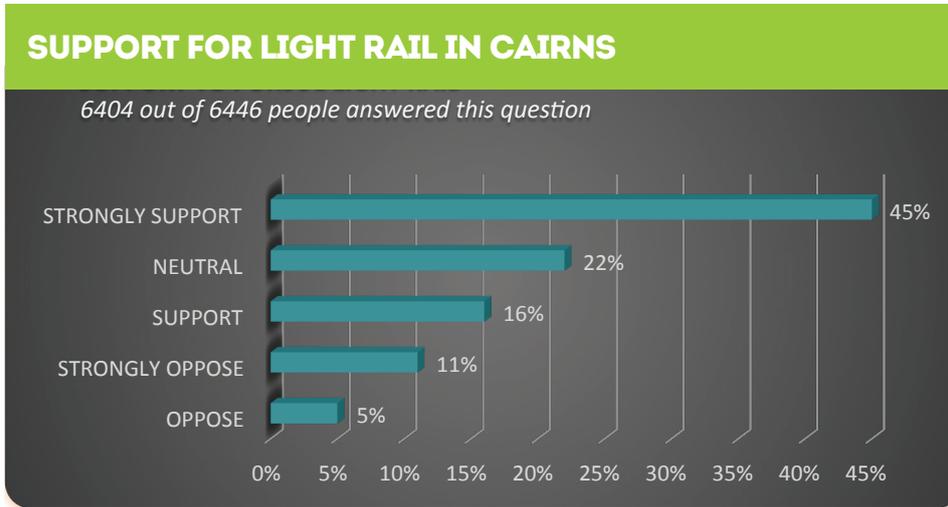
Of those willing to pay a fee, a third would be willing to pay \$40 per year, followed by 21.63% willing to pay \$60 annually, and 18.13% willing to pay \$100 a year.



## Q10 Do you support the pursuit of light rail for Cairns?

The vast majority of people support the pursuit of light rail for Cairns.

With 45% strongly supportive and 16% supportive, residents are clearly in favour of developing a case for light rail in Cairns. An additional 22% were neutral on the issue.

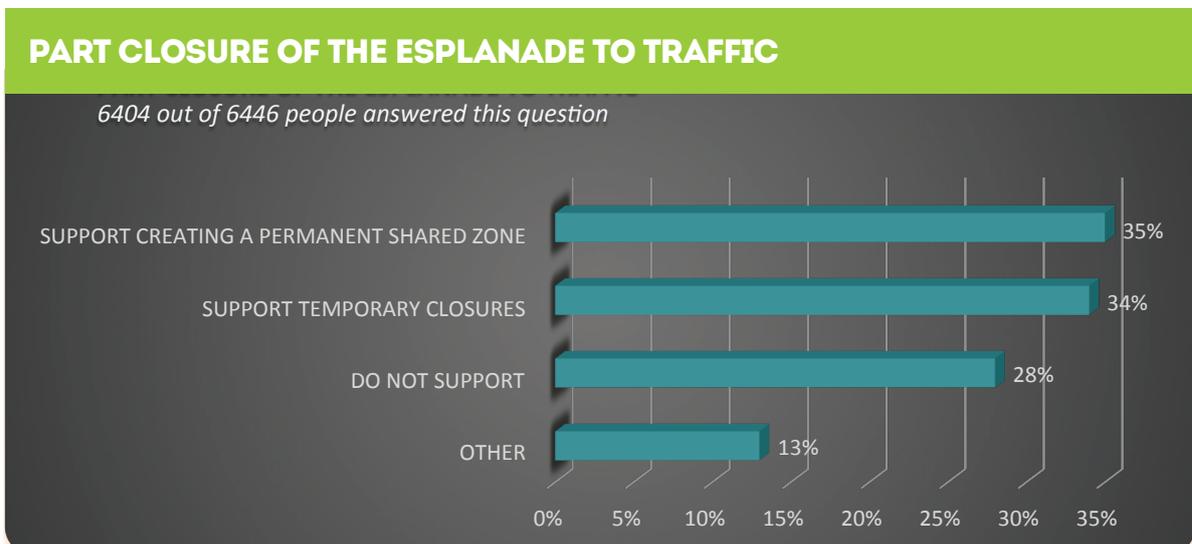


## Q11 Do you support the part closure of the Esplanade to traffic (from Shields St to Aplin St) to create a shared zone?

Almost 7 out of 10 people supported some form of partial closure of the Esplanade to create shared zones, with half of those supporting a permanent closure while the other half supported temporary closures during weekends and special events.

A majority of respondents indicated a willingness to support the creation of a shared zone on the Esplanade.

The option to create a permanent shared zone was narrowly preferred with 35%, over support for temporary closures on weekends and for special events 34%. 28% of respondents did not support the part closure.



## Q12 What are the three things most important to you to ensure our region meets the needs of the community now and into the future?

**Environment, livability and sustainability were rated as the top three important things for Cairns to focus on to meet the needs of the community now and into the future.**

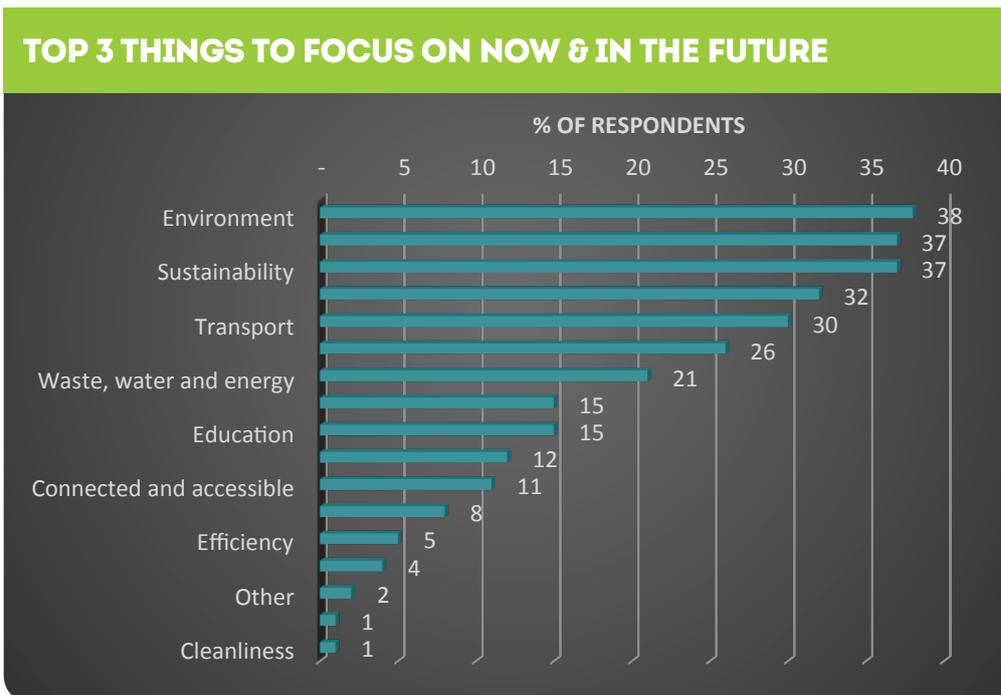
Environment (38%), liveability (37%) and sustainability (37%) were rated as the top three things to focus on by more than a third of people.

Safety (32%) and transport (30%) were amongst the top three things for just under a third of respondents.

And the economy (26%) was rated as one of the top three things by just more than a quarter.

Breaking down the results into age brackets, it becomes clearer that the top issues have strong support across all demographics, with all but one group listing environment in their top three issues.

For residents aged between 75-84, neither environment or sustainability made their top three, with respondents identifying liveability, transport and safety as their key priorities. Safety was also a key priority for those aged between 65-74. For young people, transport was marked as a key priority being the third issue for those under 18.



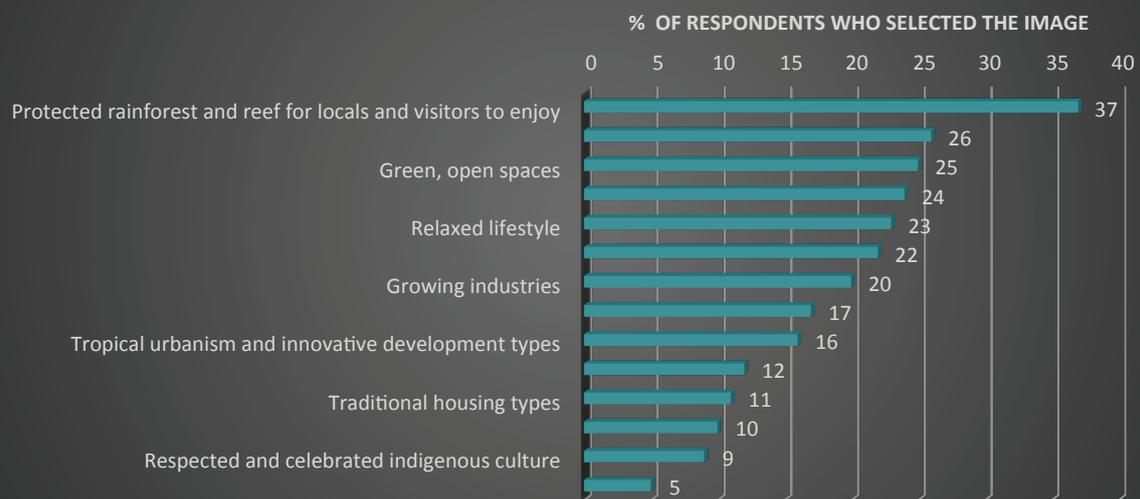
## Q13 Which images best match your vision for the Cairns Region?

**Respondents preferred images of Cairns reflecting its natural assets, green and open spaces, its destination and lifestyle, as well as connected public transport.**

The survey included a number of images for respondents to select which reflected their vision for Cairns. They could choose up to 3 images.

Of the 6 most common images chosen, 5 related to Cairns' lifestyle and natural assets, with 37% of respondents choosing the "protected rainforest and reef for locals and visitors to enjoy". Public transport was the second most common image selected.

### PREFERRED IMAGES FOR THE VISION OF CAIRNS

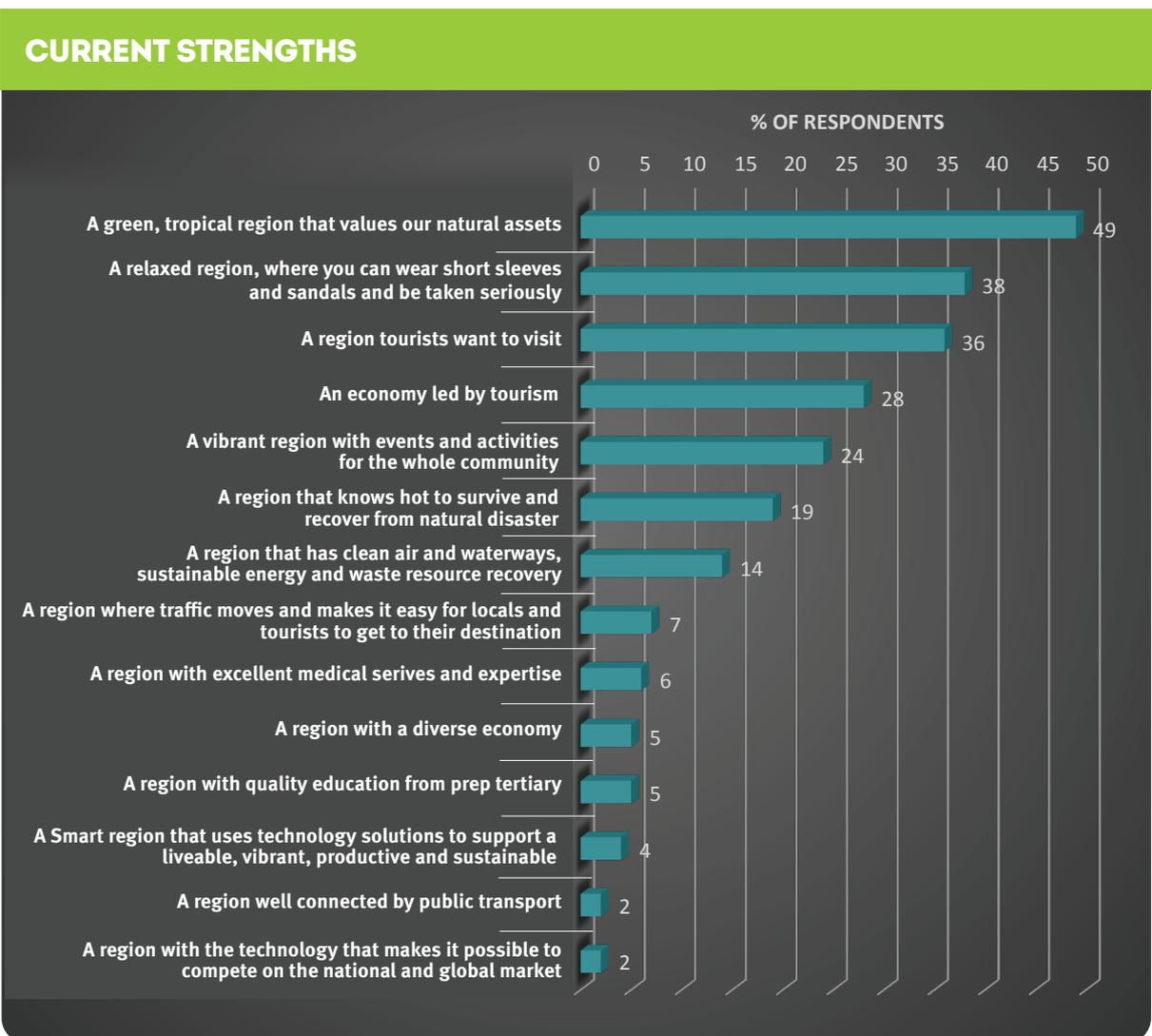


## Q14 Which of these statements do you think describes our region's current strengths?

**A region noted for its natural assets and relaxed lifestyle, with an economy led by tourism and with a vibrant events and activities base.**

Half of the respondents believed Cairns' strength was its green, tropical, natural assets (49%), followed by 38% who cited its relaxed lifestyle (38%) and tourism destination (36%). 28% believe the economy was led by tourism, and a quarter (24%) believed Cairns' strength was based on its events and activities.

Technology, public transport, education, medical services, traffic and a diverse economy were not seen as strengths by the vast majority of respondents, with each strength being rated by 7% or fewer.



## Q15 Which of these statements do you want to describe our region's strengths in 10 years' time?

Respondents wanted Cairns' future strengths to remain its natural assets and its vibrant events and activities base, but with a diverse economy; flowing traffic; where the region's sustainability is evidenced in its clean air and waterways, sustainable energy and waste resource recovery; and a Smart region that uses technology to support its lifestyle, community and economy.

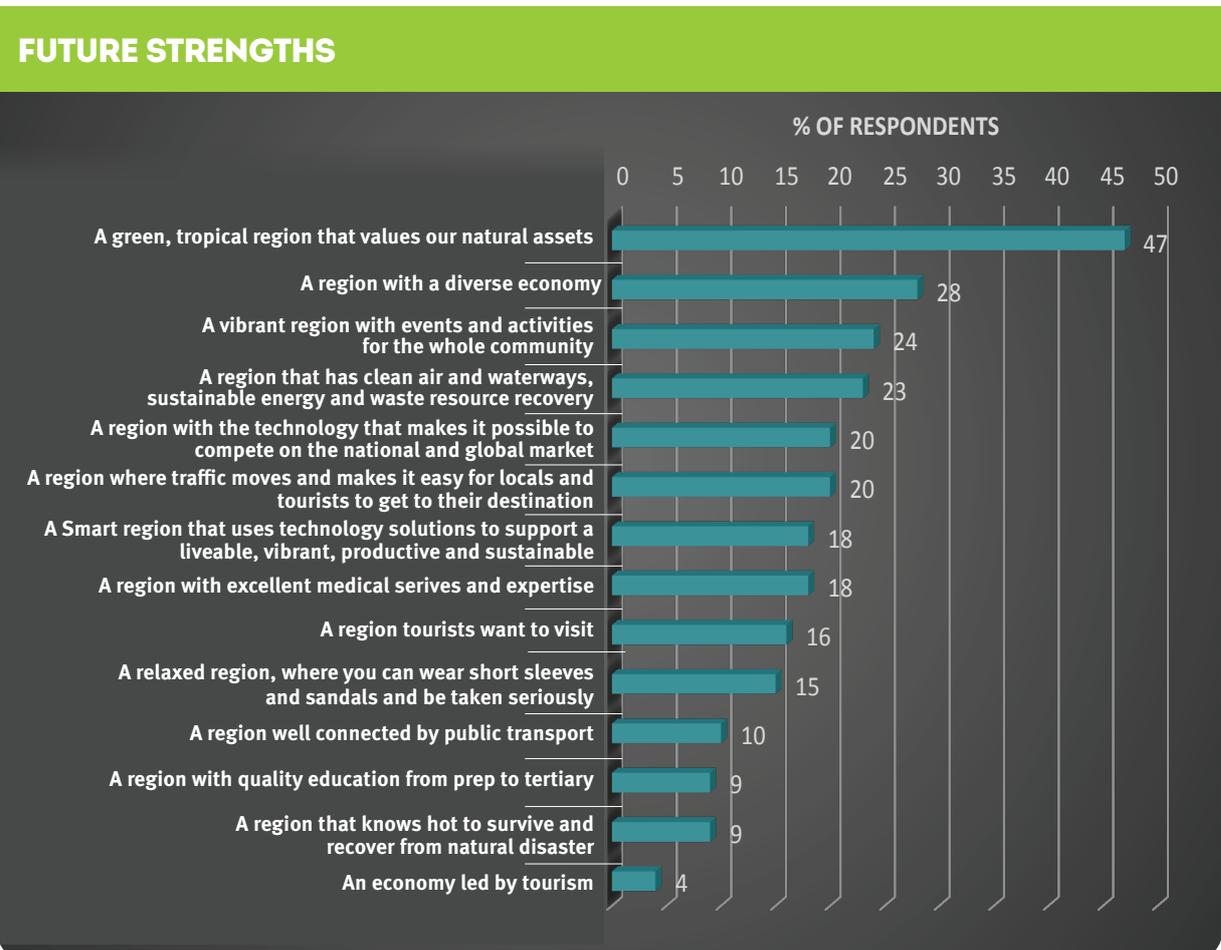
In 10 years' time, respondents wanted Cairns to improve its economic diversity and use of technology.

Respondents were asked to list their top three choices for what they viewed as the region's strengths in 10 years' time.

Almost half of the respondents wanted Cairns' strength to be its green, tropical, natural assets (47%), followed by 28% who wanted a diverse economy. Almost a quarter wanted a vibrant region with events and activities (24%) and a region that has clean air and waterways, sustainable energy and waste resource recovery (23%)

One in five people wanted Cairns to become a Smart region that uses technology solutions to support a liveable, vibrant, productive and sustainable community (20%), and an equal proportion wanted Cairns to have moving traffic (20%).

An economy led by tourism was nominated by just 4% of people as a future strength.



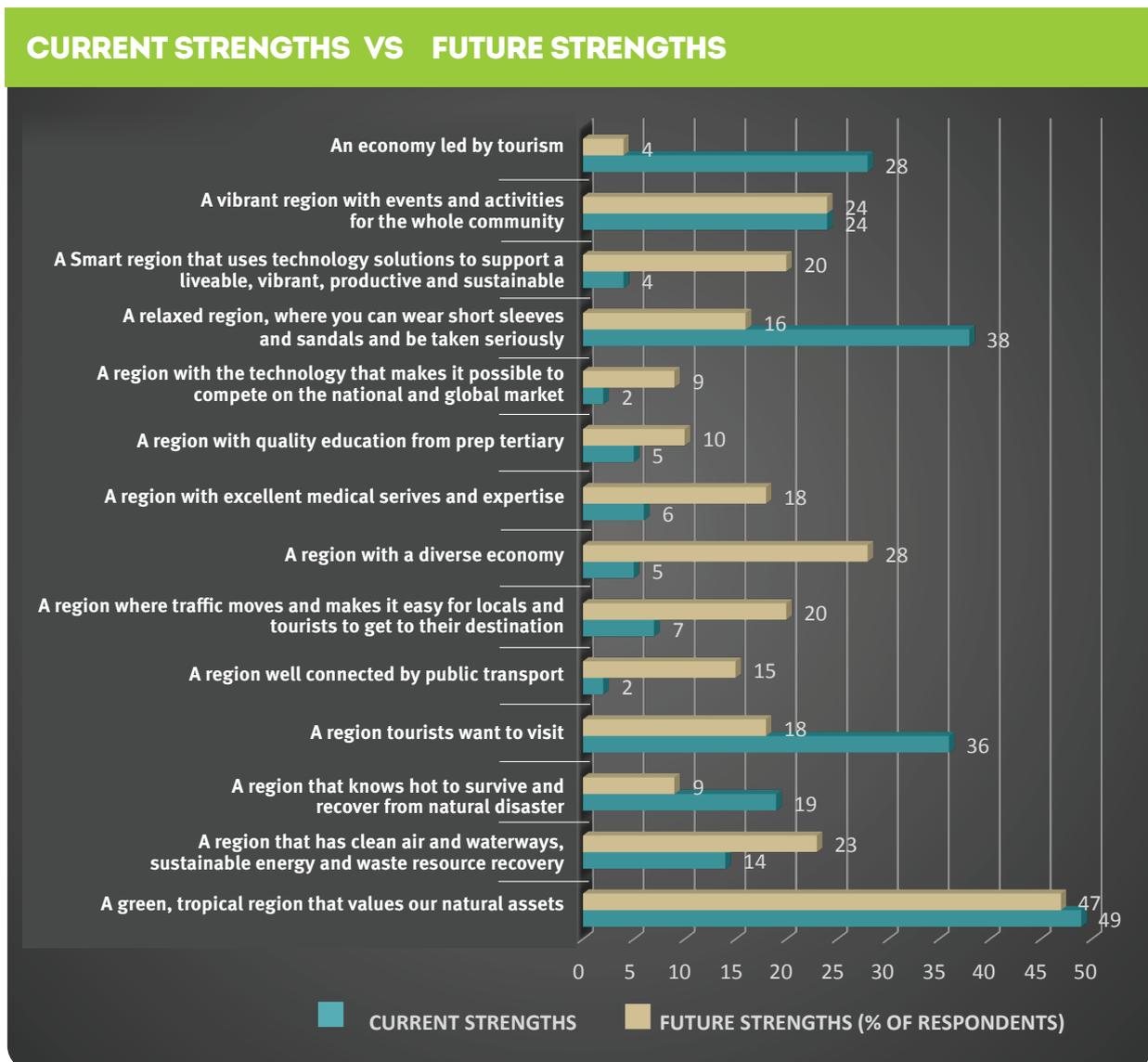
## Responses – Current vs Future Strengths

By comparing current and future strengths, there is a notable shift in perceived versus desired strengths.

Cairns' green, tropical region that values natural assets remains the highest priority.

The greatest increase in ranking was in the region's economy. A diverse economy increased from the 10th highest to the 2nd highest ranking strength (up from 5% of respondents to 28%). Being a Smart Region that used technology increased from 12th to 6th (up from 4% to 20%).

Tourism was deprioritised as a strength, moving from the 4th most nominated strength to the least nominated (down from 28% to 4%). Of the four strengths that fell by more than 5 positions, two were related to tourism.



## CURRENT STRENGTHS

### Rank

- |           |   |
|-----------|---|
| <b>1</b>  | <b>A green, tropical region that values our natural assets</b>  |
| <b>2</b>  | A relaxed region, where you can wear short sleeves and sandals and be taken seriously                             |
| <b>3</b>  | A region tourists want to visit   |
| <b>4</b>  | An economy led by tourism   |
| <b>5</b>  | A vibrant region with events and activities for the whole community   |
| <b>6</b>  | A region that knows how to survive and recover from natural disaster  |
| <b>7</b>  | A region that has clean air and waterways, sustainable energy and waste resource recovery                         |
| <b>8</b>  | A region where traffic moves and makes it easy for locals and tourists to get to their destination                |
| <b>9</b>  | A region with excellent medical services and expertise  |
| <b>10</b> | A region with a diverse economy   |
| <b>11</b> | A region with quality education from prep to tertiary   |
| <b>12</b> | A Smart region that uses technology solutions to support a livable, vibrant, productive and sustainable community |
| <b>13</b> | A region well connected by public transport   |
| <b>14</b> | A region with the technology that makes it possible to compete on the national and global market                  |

## FUTURE STRENGTHS

### Rank

- | Rank      | Strength  | Change in Rank |
|-----------|---|----------------|
| <b>1</b>  | <b>A green, tropical region that values our natural assets</b>  | ●              |
| <b>2</b>  | A region with a diverse economy   | +8             |
| <b>3</b>  | A vibrant region with events and activities for the whole community   | +2             |
| <b>4</b>  | A region that has clean air and waterways, sustainable energy and waste resource recovery                         | +3             |
| <b>5</b>  | A region where traffic moves and makes it easy for locals and tourists to get to their destination                | +3             |
| <b>6</b>  | A Smart region that uses technology solutions to support a livable, vibrant, productive and sustainable community | +6             |
| <b>7</b>  | A region with excellent medical services and expertise  | +2             |
| <b>8</b>  | A region tourists want to visit   | -5             |
| <b>9</b>  | A relaxed region, where you can wear short sleeves and sandals and be taken seriously                             | -7             |
| <b>10</b> | A region well connected by public transport   | +3             |
| <b>11</b> | A region with quality education from prep to tertiary   | ●              |
| <b>12</b> | A region with the technology that makes it possible to compete on the national and global market                  | +2             |
| <b>13</b> | A region that knows how to survive and recover from natural disaster  | -7             |
| <b>14</b> | An economy led by tourism   | -10            |

## Responses – Strengths by Age Group

An analysis by age shows the similarity across the age groups of the ranking of current strengths for Cairns. The following table shows the ranking by respondents in that age category. Where the same number of responses were recorded in an age group for multiple strengths, then those strengths received the same ranking.

Due to the number of age groups, as well as the large number of options, it is important to note that in some age groups, the responses per answer can be as low as 0 and 1.

	ALL	RANK BY UNDER 18	RANK BY 18-24	RANK BY 15-34	RANK BY 35-44	RANK BY 45-54	RANK BY 55-64	RANK BY 65-74	RANK BY 75-84	RANK BY OVER 85
<b>A green tropical region that values our natural assets</b>	1	1	1	1	1	1	1	1	1	2
<b>A relaxed region, where you can wear short sleeves and sandals and be taken seriously</b>	2	2	2	2	2	3	3	2	2	1
<b>A region tourists want to visit</b>	3	4	4	3	3	2	2	3	3	3
<b>An economy led by tourism</b>	4	2	3	4	4	4	4	5	6	12
<b>A vibrant region with events and activities for the whole community</b>	5	6	5	5	5	5	5	6	8	6
<b>A region that knows how to survive and recover from natural disaster</b>	6	5	6	6	6	6	6	4	6	4
<b>A region that has clean air and waterways, sustainable energy and waste resource recovery</b>	7	7	7	7	7	7	7	7	4	4
<b>A region where traffic moves and makes it easy for locals and tourists to get to their destination</b>	8	8	8	8	8	8	8	9	10	8
<b>A region with excellent medical services and expertise</b>	9	13	8	12	12	11	10	8	5	6
<b>A region with a diverse economy</b>	10	9	11	10	11	8	9	11	12	8
<b>A region with quality education from prep to tertiary</b>	11	12	13	11	9	12	12	10	9	10
<b>A Smart region that uses technology solutions to support a liveable, vibrant, productive and sustainable community</b>	12	9	11	9	10	10	11	12	13	12
<b>A region well connected by public transport</b>	13	9	10	14	14	13	13	13	11	10
<b>A region with the technology that makes it possible to complete on the national and global market.</b>	14	14	14	13	13	14	14	14	14	14

## Responses - Strengths for Future by Age Group

An analysis by age shows similarity across the age groups in ranking future strengths for Cairns across most of the strengths.

However, prioritisation was different for a few of the strengths.

Younger people (aged 24 and under) are less likely to prioritise a diverse economy, as are those aged 75-84. Older people were much less likely to prioritise a smart region. Older residents were more likely to prioritise medical services, public transport and having a relaxed lifestyle.

	ALL	RANK BY UNDER 18	RANK BY 18-24	RANK BY 15-34	RANK BY 35-44	RANK BY 45-54	RANK BY 55-64	RANK BY 65-74	RANK BY 75-84	RANK BY OVER 85
A green tropical region that values our natural assets	1	1	1	1	1	1	1	1	1	1
A region with a diverse economy	2	13	9	3	2	2	2	2	8	2
A vibrant region with events and activities for the whole community	3	7	3	2	3	3	3	7	9	5
A region that has clean air and waterways, sustainable energy and waste resource recovery	4	5	2	4	4	4	4	6	7	5
A region where traffic moves and makes it easy for locals and tourists to get to their destination.	5	4	7	6	6	6	6	5	3	5
A Smart region that uses technology solutions to support a liveable, vibrant, productive and sustainable community	6	3	4	5	5	5	8	9	12	10
A region with excellent medical services and expertise	7	10	8	7	8	8	7	3	2	2
A region tourists want to visit	8	8	6	7	7	7	5	8	5	11
A relaxed region, where you can wear short sleeves and sandals and be taken seriously	9	6	12	9	9	10	9	4	4	2
A region well connected by public transport	10	2	5	11	10	9	10	10	6	5
A region with quality education from prep to tertiary	11	9	10	10	11	13	13	12	11	13
A region with the technology that makes it possible to compete on the national and global market	12	11	11	12	12	11	12	13	12	11
A region that knows how to survive and recover from natural disaster	13	12	13	13	13	12	11	11	10	5
An economy led by tourism	14	14	14	14	14	14	14	14	14	14

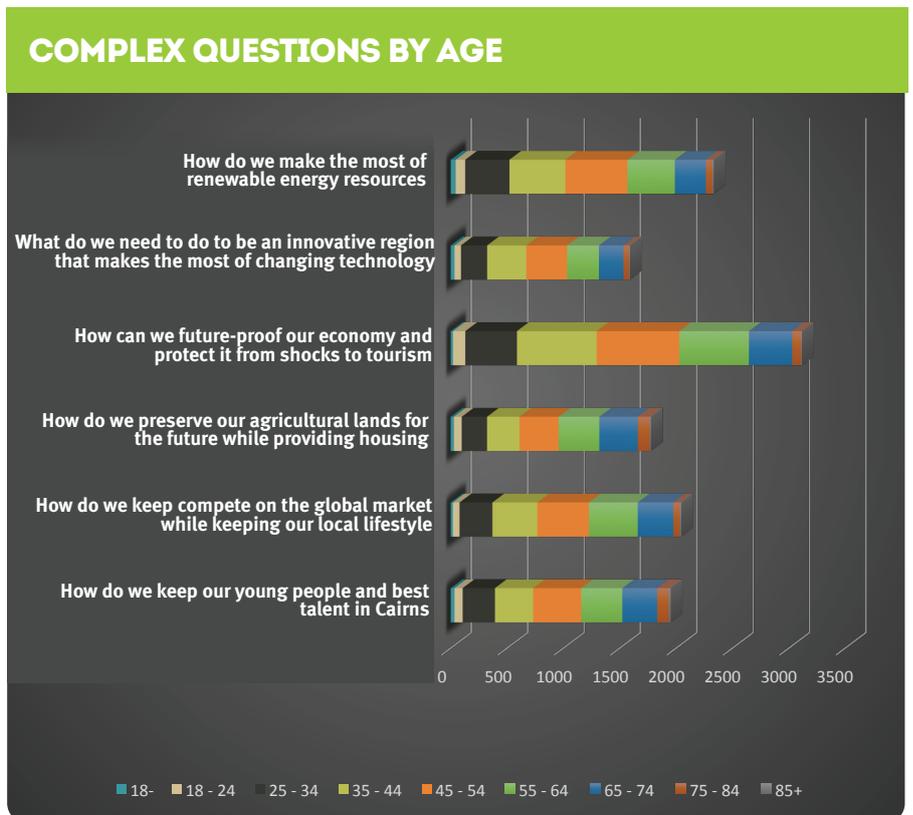
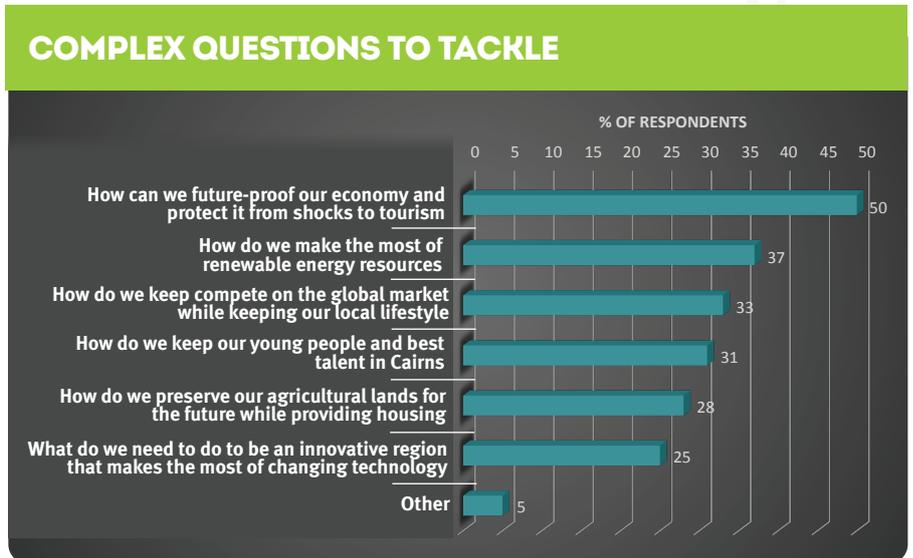
## Q16 Which complex question would you most like Cairns to tackle?

Future-proofing the economy from shocks to tourism was considered the most important complex question to tackle by half the respondents, followed by making the most of renewable energy.

Future-proofing the economy was considered the most important complex question across all age groups.

Making the most of renewable energy was considered the 2nd most important complex question by all age groups except those 65-74 who rated it as the 5th most important question behind future proofing, then agricultural land, competing in a global market, and keeping young people and talent in Cairns. Those aged 55-64 rated renewable energy a close third behind future-proofing and competing in a global market.

Younger respondents were more likely to choose the complex question of how to keep young people and talent in Cairns, with it ranking 3rd by those aged 25-34.

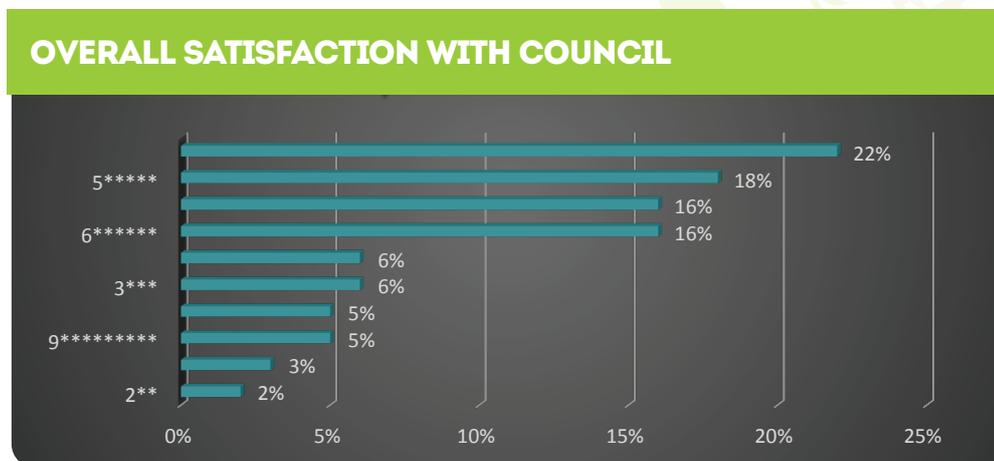


## OUR COUNCIL QUESTIONS

### Q17 What is your overall satisfaction with the Council's performance?

The majority of residents are satisfied with the performance of Cairns Regional Council

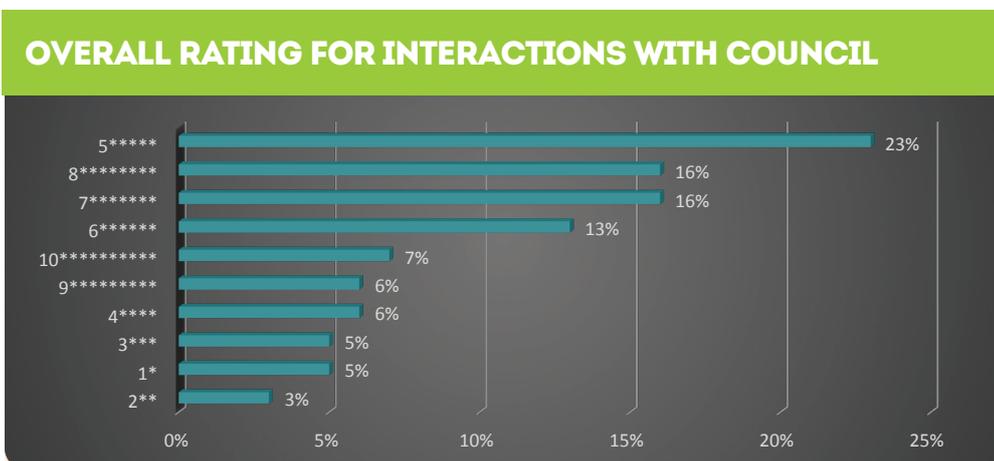
A clear majority of respondents said they were satisfied with the performance of Cairns Regional Council, with almost two thirds (64%) giving Council an above average rating of 6 stars or more. 18% gave Council a rating of 5 stars. The remainder (18%) gave a below average rating of 4 stars or less.



### Q18 What is your overall rating for your interactions with Council?

A majority of residents gave positive feedback on their interactions with Council

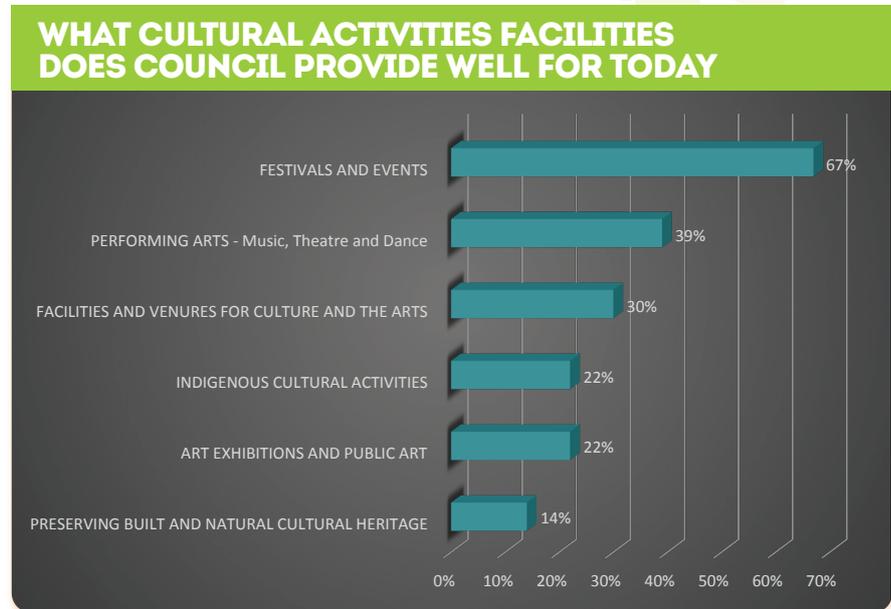
More than half (58%) rated their interactions with Council as above average (6 stars or more), with almost a quarter (23%) providing a 5 star-rating. Only 19% gave Council a rating of less than 5 stars.



## Q19 What cultural activities and facilities does Council provide well for today?

Local residents believe Cairns Regional Council excels at hosting festivals and events.

Two thirds of respondents (67%) believe Council excels in hosting good festivals and events. 39% gave Council credit for its work with Performing Arts (Music, Theatre and Dance).



## Q20 What cultural activities and facilities would you like to see Council focus on by 2020?

Respondents wanted Council to focus on festivals and events and the performing arts, but saw an opportunity for Council to provide more work on preserving the built and natural cultural heritage.

A vast majority of respondents (62%) said they would like to see Council continue to focus on festivals and events by 2020.

This was followed by Performing Arts (Music, Theatre and Dance) and Facilities and Venues for Culture and the Arts.

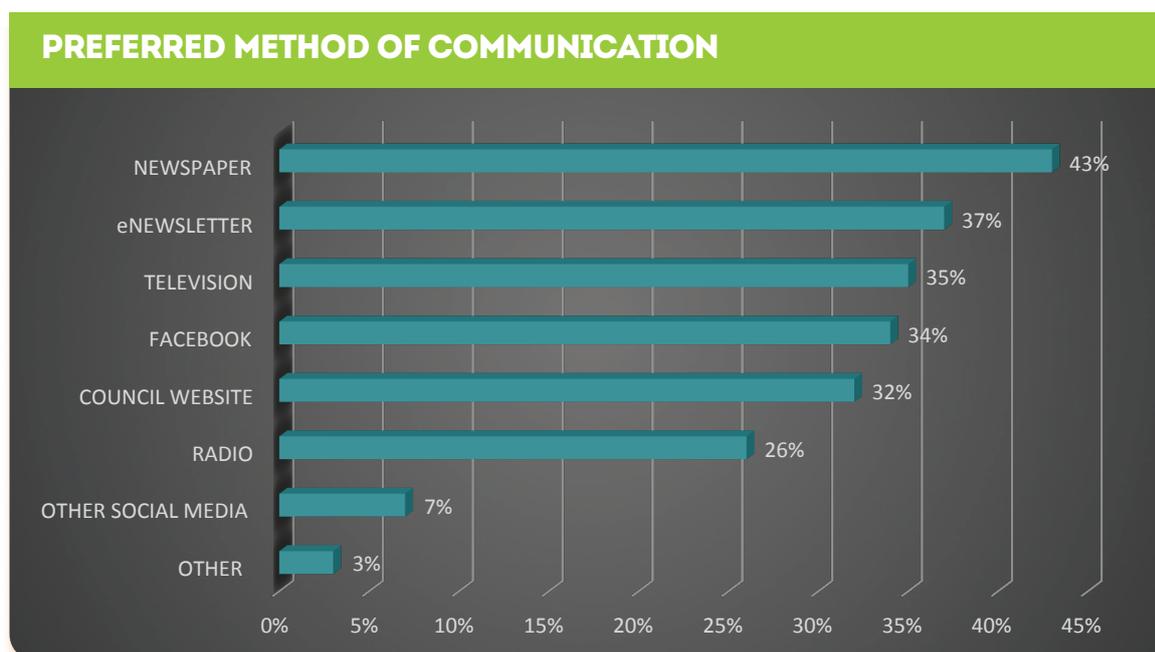


## Q21 What is your preferred way to receive information about Council's activities, decisions or community engagement opportunities?

**Cairns residents prefer to learn about Council news and opportunities through multiple channels, with newspaper or an e-newsletter the most popular choices.**

On average, respondents chose more than two preferred methods of communication.

Across the group, 43% want information via the newspaper, 37% of respondents want an e-newsletter, closely followed by television (35%), Facebook (34%) and Council's website (32%).



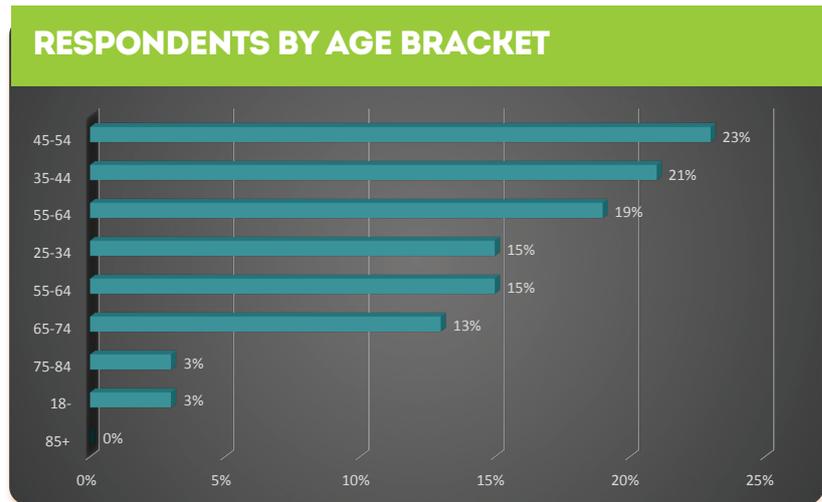
## Q22 What is your gender?

**57% FEMALE**

**43% MALE**

## Q23 Which age bracket are you in?

Participation was spread across the age groups, with the highest proportion aged in their 40s (with 25% aged 45-54 and 21% aged 35-44).



## Q24 Do you own a property in the Cairns region?

Homeowners turned out in force to take part in the Our Cairns survey. 78% of all survey respondents indicated they owned property within the Cairns region.

**78% PROPERTY OWNER**

**22% OTHER**

## Q25 Do you have children living at home?

A majority of responses were received from residents who do not have children living at home. 60% of those who took part in the survey said they did not have children living with them at home.

**60% NO**

**40% YES**