

Hornsby Shire Council

Public Outcomes Report

Prepared by: Micromex Research

Date: December 2017



Objectives & Participation

Objectives

To assist in the development of a new Community Strategic Plan, Micromex Research, together with Hornsby Shire Council, provided various community engagement opportunities to understand:

- Community perceptions of the quality of life within Hornsby Shire, and the variables that impact this
- Levels of agreement with CSP statements
- Views on living in the Hornsby Shire area and the vision that residents have of the LGA for the future

Level of Response

A total of 2,070 residents participated in the engagement:

- 18 residents provided video feedback to voice their inputs
- 605 residents participated in the telephone survey, 511 respondents were selected by means of a computer based random selection process using the electronic white pages. The remaining 94 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Hornsby Shire LGA.
- 1,447 residents chose to participate through an online survey, which was made available on Council's website.



Objectives & Participation

Community Strategic Plan (CSP)

Hornsby Shire Council is redeveloping its CSP. Council has conducted a range of community engagement activities to identify priorities and aspirations for the area over the next 10 years.

This community engagement program will also assist Council to scope out a 3 year delivery program.

Community engagement is an essential part of the development of the CSP, therefore various methods of engagement were used.

Engagement Activities Conducted:



2,070 residents participated in this research



Summary

What's Good:

- Majority of residents rated their quality of life as 'good' to 'excellent'
- 'My Environment' pillar had the highest agreement ratings
- Residents largely value the natural environment
- Residents feel a sense of safety during the day in the Hornsby Shire area

To Be Addressed:

- 'My Property' pillar had the lowest agreement levels overall
- Residents expressed concerns regarding infrastructure, roads and development – particularly that new developments are increasing pressure on already struggling infrastructure



Themes Identified by Respondents

Concern for the environment

Elements of the natural environment appeared numerous times throughout this report, with the natural environment being identified as the most loved aspect of the Hornsby Shire area and an influencer on quality of life.

Residents also expressed concerns with protecting the natural environment with making the Shire a better place and how will it be in 10 years' time – particularly balancing the natural environment with development

Concern for infrastructure and development

Development is another major theme drawn from residents responses with limiting future developments and improving long term planning, with the natural environment in mind.

All of the bottom 5 agreement statements involved infrastructure, planning and development, indicating concerns for adequate infrastructure to cater for the growing population and proposed development plans



The Hornsby Shire Area in 10 years Time

Phone



Online

Natural environment:

- “Keep open space and parklands”
- “Please keep the green bush, it’s the Bushland Shire!”
- “Keep the parks – important with all the apartment buildings going up”
- “Tree canopy being restored and protected”

Development:

- “A better balance between development and environment”
- “Not overrun by large apartment buildings”
- “Less high rise development”
- “Controlled, intelligent development made for the community, not developers”
- “Better planning with development”

Phone Responses	N=605
Development – limit new developments, low density area, improved long-term planning, balance between environment and development	32%
Natural environment – protection of the environment/bush/green spaces, improved local parks and recreational areas, education and sustainability	21%
Don't change anything	20%
Roads – less traffic/congestion, better maintained and improved roads, more/better parking	15%

Online Responses	N=1,447
Natural environment – protection of the environment/bush/green spaces, improved local parks and recreational areas	35%
Development – limit new developments, low density area, improved long-term planning, balance between environment and development	34%
Roads – less traffic/congestion, better maintained and improved roads, more/better parking	23%
Increase quantity and quality of services and facilities - schools, recreation centres, general services etc.	22%

The top 2 areas identified were how residents would like the to do more to protect it’s natural environment and mitigate against the challenges of development

Top 5 Agreement Statements – Phone/Online

Phone



- During the day you feel safe using public transport in your local area



- During the day you feel safe walking round your local area



- You have access to bushland areas, parks and green spaces



- The natural environment within the Hornsby Shire enhances quality of life



- Quality education is available and accessible in the area

Online



- During the day you feel safe walking round your local area



- The natural environment within the Hornsby Shire enhances quality of life



- During the day you feel safe using public transport in your local area



- You have access to bushland areas, parks and green spaces



- The Hornsby Shire community is generally supportive of recycling and sustainability initiatives

2 themes were identified in the top agreement statements by respondents, these were: a sense of safety during the day and an appreciation of the natural environment within the Hornsby Shire area

Bottom 5 Agreement Statements – Phone/Online

Phone



- Infrastructure meets the needs of the growing population



- The road network provides for efficient traffic flows



- New developments are well-planned and in keeping with the local character



- There are adequate parking facilities in public areas, such as schools, shopping centres and hospitals



- The community is encouraged to participate in Council's decision making

Online



- Infrastructure meets the needs of the growing population



- New developments are well-planned and in keeping with the local character



- The road network provides for efficient traffic flows



- There are adequate parking facilities in public areas, such as schools, shopping centres and hospitals



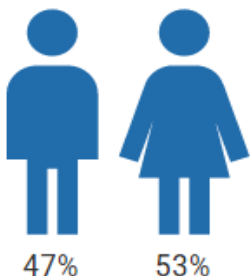
- Council plans well to help secure the community's long-term future

Demographics

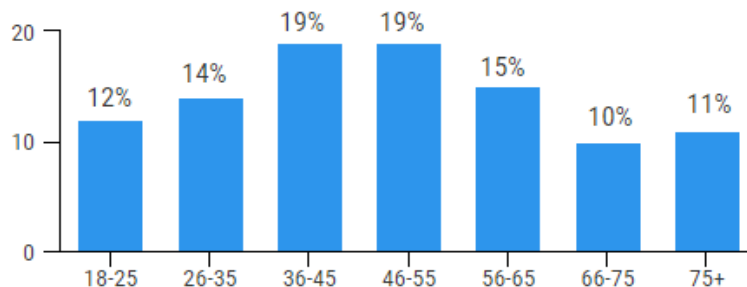


Sample Profile – Telephone Survey

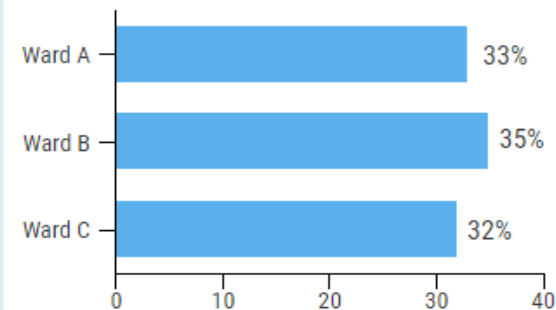
Gender



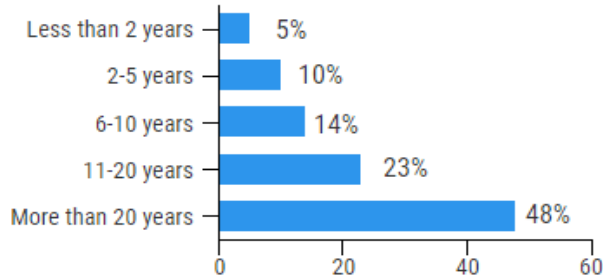
Age



Area



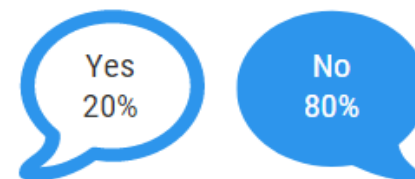
Time lived in the area



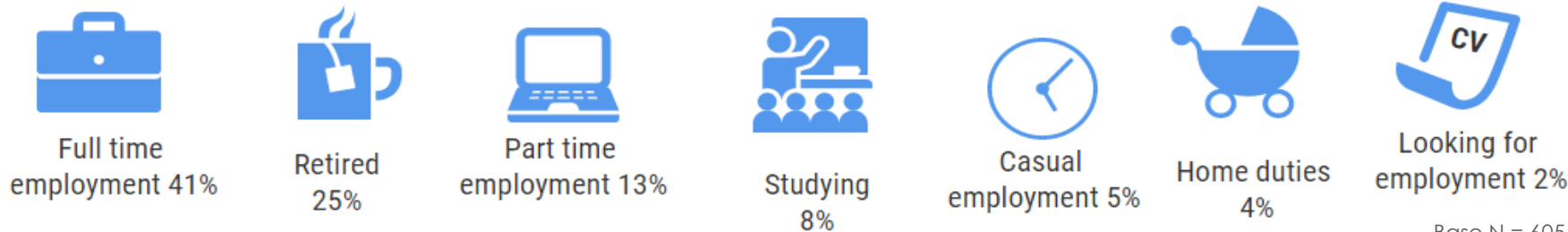
Ratepayer status



Speak a second language at home



Employment status

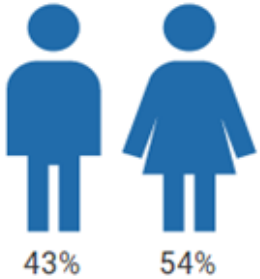


Base N = 605

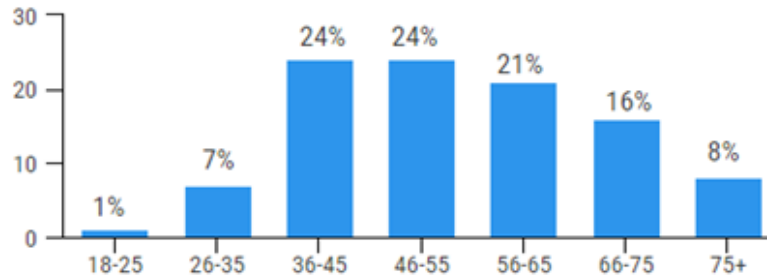
The sample was weighted by age and gender to reflect the 2016 ABS community profile of Hornsby Shire Council

Sample Profile – Online Survey

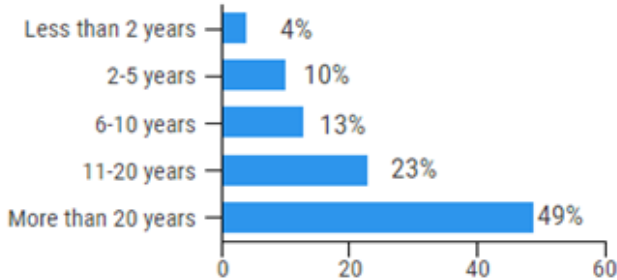
Gender



Age



Time lived in the area



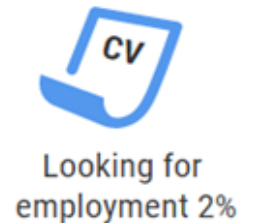
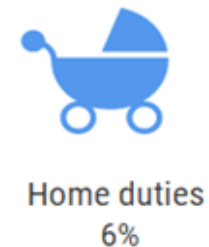
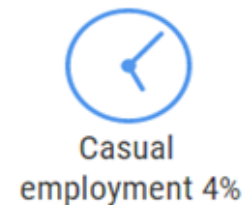
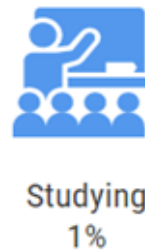
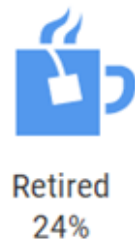
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