



**WHOLE OF COMMUNITY PLAN
2020**

February 2010

'THE ROAD WE TRAVELLED'

[CASSOWARY COAST REGIONAL COUNCIL IN PARTNERSHIP WITH
THE HEALTHIER GREAT GREEN WAY INITIATIVE]



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LIVEABLE CASSOWARY COAST COMMUNITY PLAN

Overall summary of activities conducted by the Project Implementation Group

REPORT IN SUMMARY

The purpose of this document is to report on the strategy and outcomes of the six-month Liveable Cassowary Coast Project community consultation program, as well as the community action planning day conducted by the project implementation group in the period from June to November 2009 and funded by Blueprint for the Bush under 'Our place Our Future Initiative' 2007- 08 (Round 3).

The community consultation program was undertaken to provide the Cassowary Coast Regional Council with an informed view about the community's vision of a liveable and sustainable Cassowary Coast Region. It was also undertaken to identify issues that affect residents' quality of life.

This document provides the summary of processes and results of the community consultation stage for the Liveable Cassowary Coast Project.

Researchers utilised a range of methods including semi-structured in-depth interviews, focus groups, forums and surveys. The report therefore includes both qualitative and quantitative findings and where appropriate uses direct quotes from participants to better illustrate results and add richness to the discussion.

1.0 ACKNOWLEDGEMENTS

The Cassowary Coast Regional Council would like to take this opportunity to thank the residents of the Cassowary Coast Region who gave their time to participate in community consultations, focus groups and questionnaires.

Council would also like to thank the service providers, community groups and organisations who participated in this project. Council would like to acknowledge the assistance of service providers and groups who helped in contacting people and organising focus groups.

In particular, a thank-you goes to the following local businesses which donated prizes and provided support for this project:

- Innisfail Cycle and Sports



- Innisfail Advocate
- Tully Times

This project would not be possible without the Project Implementation Team which contributed knowledge and expertise, constructive suggestions and comments over the course of the community consultation phase. The members of the team are:

- Aleta Nugent, Town Planning, CCRC
- Carmelita Almain, Senior Health Promotion Officer, TPHN
- Christina Drewery, Administration Officer
- Cr Carmel Silvestro Councillor CCRC
- Cr Jennifer Downs, Project Implementation Group's Chair, Councillor, CCRC
- Geoff Wilson, Environmental Health, CCRC
- Heather Diczbalis, Director of Primary Health, QH
- Jenna Rackley, Town Planning Officer, CCRC
- Julie Murphy, Director Community Services, CCRC
- Kellie Singh, Administration Officer, HGGW
- Kenny Laza Indigenous Health Worker, HGGW
- Kim Agli, Community Relations Officer, CCRC
- Lorraine L Jones, Director of Health Promotion, TPHU
- Majella Van Tienen, Chronic Disease Coordinator, HGGW
- Natalie Qabba, Trainee Community Services, CCRC
- Nicole Moore, Town Planning Officer, CCRC
- Rose Longley, Environmental Health Officer, CCRC
- Shane Greenwood, Tully Community Support Centre
- Tony Rooks, Engineering, CCRC
- Virginia Berry, Blueprint for the Bush

Thanks also goes to all the CCRC and HGGW staff who went beyond their call of duty to help prepare and conduct surveys, assist with telephone surveys and with delivery of survey boxes.



2.0 BACKGROUND

The aim of this project was to engage the community within the Cassowary Coast Region in capacity-building and partnership-based planning to address general wellbeing and quality of life, and to ensure equity of opportunity within our regional community.

The project was designed to develop a Liveable Cassowary Coast Community Plan 2020 based on the World Health Organisation (WHO) Healthy Cities and Communities framework, which is a holistic and integrated approach to creating liveable communities.

The Liveable Cassowary Coast Whole of Community Plan 2020 will increase the community's capacity to shape and manage its own future by building skills and knowledge, and creating relationships, networks and opportunities which will enhance and sustainably change personal and collective lifestyles.

This type of planning engages the whole of community, reflects community values, responds to emerging issues and builds a strategic future vision with the focus on local action.

This action plan is designed to be delivered by government, business, industry and community through strategic partnerships and with a common future in sight. The plan needs to integrate and align the actions of its strategic partners, and needs to be dynamic, proactive and responsive to a changing environment.

A focus on community engagement in all aspects of this exercise is expected to lead to a well-balanced, practical and locally relevant vision, and a well-developed action plan to take the Cassowary Coast community towards this desired future.

The Liveable Cassowary Coast Whole of Community Plan 2020 will be developed by the community and will utilise inclusive processes so the goals of this plan are known and respected by its members, which will add to the shared sense of responsibility about achieving the community's vision.



3.0 THE CONCEPTION OF THE LIVEABLE CASSOWARY COAST COMMUNITY PROJECT

Cassowary Coast Regional Council and Healthier Great Green Way (which is a partnership between Queensland Health, Far North Queensland Rural Division of General Practice and Mamu Health Services Ltd) officers and the executive leadership team began discussing the concept of a ‘stronger, healthier more liveable community’ in early 2007. Community consultation meetings were held in Innisfail and Tully in May 2007 to investigate the community’s readiness for this type of planning and to prove the community was concerned with issues relating to infrastructure, employment opportunities, education and affordable housing.

Cassowary Coast Regional Council and Healthier Great Green Way formally established a partnership and signed a MOU in which they agreed to invest the equivalent of 0.5 FTE of two officers (one from each organisation) for two years.

This officially marked the beginning of the Liveable Cassowary Coast Community Planning process.

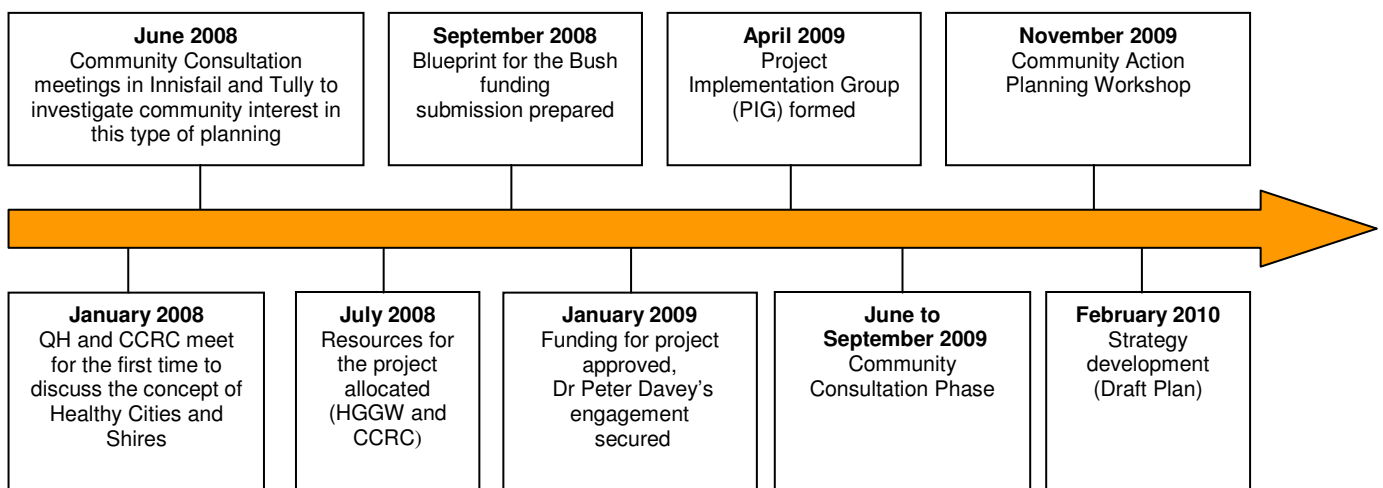


Figure 1: Timeline and key mile stones in the conception of Liveable Cassowary Coast Whole of Community Plan 2020

4.0 PROJECT MANAGEMENT STRUCTURE

The planning and implementation stage of this project was conducted by the Project Implementation Team (PIG) which consisted of approximately 15 members. The group was diverse and brought expertise from the areas of public health, health promotion, indigenous health, environmental health, social planning and community development, engineering and town planning. This group put their skills and knowledge in practice, shared and learnt from each other while guided by Dr Peter Davey, Senior Lecturer in Environmental Health from Griffith University. Dr Davey has developed expertise in research and provides consulting services to Local, State and Commonwealth Government bodies.

The PIG appointed the project management team (PMT) which consisted of three members who reported directly to the PIG group. The members of PMT were: Jacqui Szafran – Community Planner, CCRC, Maya Smitran – Health Promotion Coordinator, HGGW and Dr Peter Davey – School of Environment, Griffith University. The PMT conducted most of the community consultations, focus groups and community surveys, while also processing and collating data.

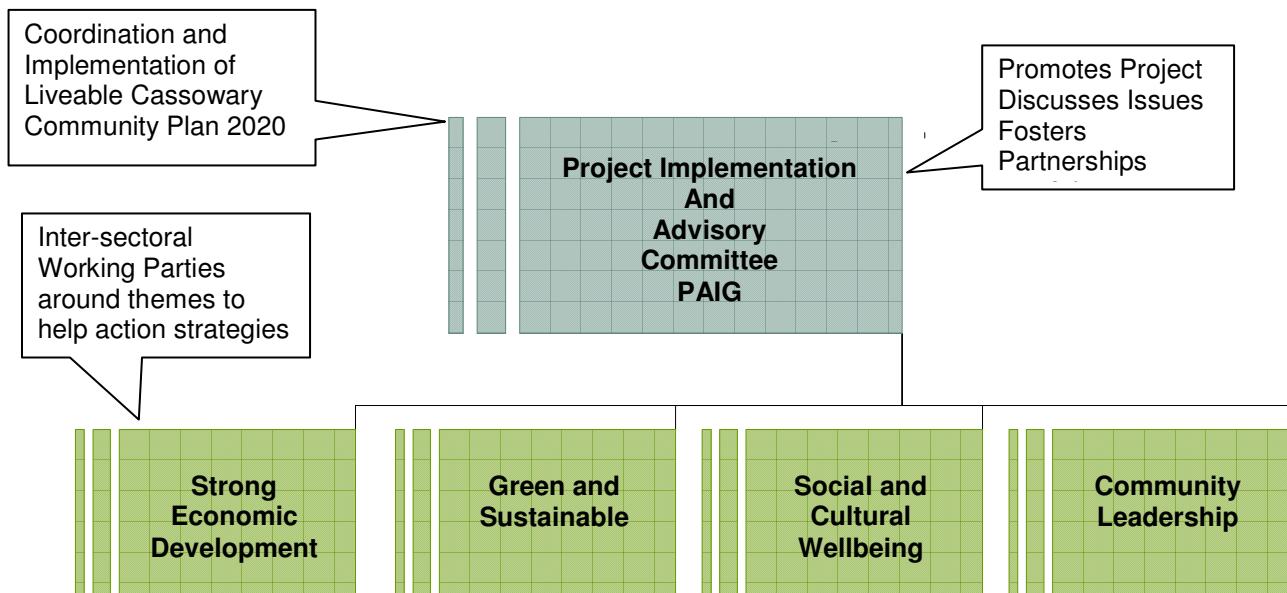


Figure 2: Organisational Structure of the Project

The project implementation groups (PIG) met four (4) times during this consultation process. Please see appendix 1 containing agendas and minutes from those meetings as well as the terms of reference for this group.



Picture 1: Project Implementation Team at work

During this planning and implementation process the PIG members recognised the best person for different parts of the process and delegated tasks to the most appropriate person.

The team conducted the following activities:

- Sourced literature to assess the determinants of liveability and wellbeing in the region
- Mapped existing community assets, skills and capacities, talents and skills of residents, existing associations and networks, physical assets including land, buildings and equipment, local stories and knowledge
- Identified our key community priorities
- Planned for how we address the desired outcomes

5.0 AN OVERVIEW OF THE LIVEABLE CASSOWARY COAST PROJECT FRAMEWORK

The diagram below outlines the seven key phases of the LCCCP project.

The approach taken has been based on the World Health Organisation’s Healthy Cities and Shires Framework. The Healthy Cities and Shires concept originated in 1986, and had a focus on the city/community setting as a way of consolidating and localising broad strategies so that the social, economic and environmental conditions which foster healthy and sustainable communities could be realistically achieved.

The ‘guiding principles’ of the Healthy Cities and Shires Framework developed within Queensland are:

- collaboration
- participation
- equity
- socio-ecological wellbeing



Figure 3: Seven Step Process



5.1 DOING THE GROUNDWORK - RAISING AWARENESS

Two awareness-raising sessions were held with councillors and staff from Council and Healthier Great Green Way through a stakeholder's forum. This stakeholder's forum included a broad range of community and agency representatives, who were invited to become involved.

Awareness-raising activities continued throughout the development process, primarily through involvement in the consultation processes, the development and distribution of newsletters and media releases.

5.2 SETTING UP A STRUCTURE FOR MANAGING THE PROJECT

The project management structure included the establishment of a Project Management Group with representation from CCRC and HGGW. The Project Management Group was involved in the day-to-day coordination and implementation of the project.

An Advisory Committee is planned to oversee the project, assist in the development of partnerships and ensure project development suits the needs and characteristics of the community. The Advisory Committee's role will be to:

- Provide input for the project
- Advocate and foster partnerships, networks and healthy policy development
- Discuss issues
- Assist in the prioritisation of issues
- Provide integration between the different agencies and planning processes
- Endorse the planning process
- Facilitate communication regarding the progress of the project to the representative's organisation

Liveable Cassowary Coast Community Plan 2020 is a partnership plan. Beside each action item within the plan, lead key partners will be identified in bold and the key partners will be listed below. The lead key partners and key partners have an important role in the implementation of the plan, as without their efforts the strategies and action items would not be achieved.



5.2.1 LEAD KEY PARTNERS

The lead key partners will have the following roles:

- Determine which actions they will undertake for a particular financial year. These actions will then be able to form part of the particular agencies' operational plans. It is recognised that resourcing constraints may hinder or defer the implementation of the actions
- Coordinate and administer actions as identified. This will include organising partner meetings and auspicating grants if appropriate
- Communicate with the Advisory Committee and attend its meetings. It is expected that the lead key partners will advise the Advisory Committee of their plan (ie. timetable) for implementing the determined actions, and will provide regular feedback on progress so the Advisory Committee can keep the community informed
- Involve stakeholders and existing community groups where possible
- Encourage community ownership

5.2.2 KEY PARTNERS

Key partners will have the following roles:

- Implementing strategies to ensure intellectual and local knowledge is incorporated in the outcomes for the benefit of the community and integrity of the outcome
- Information provision
- Integrated delivery of actions
- Advocacy of strategies
- Referral and ensuring the right person in their organisation is consulted
- Facilitating networks

5.3 ASSESSING COMMUNITY LIFESTYLE NEEDS

Two approaches were taken to gathering information about community lifestyle needs in Cassowary Coast Region. The first information source was the Cassowary Coast Community Lifestyle and Wellbeing Profile. The Profile was created to capture statistical information on the background of the health and wellbeing status of Cassowary Coast Region.



The second approach involved the formation of community focus groups. To foster the involvement of community members and agencies, a series of ‘issue’ and geographical-based focus group meetings were held. The focus group meetings were advertised to encourage participation.

5.4 SELECTING PRIORITY ISSUES FOR ACTION

Draft theme areas and potential priority issues were identified through the analysis of information gathered in the Cassowary Coast Region Community Lifestyle and Wellbeing Profile, and through input from the focus group meetings and community surveys. The proposed theme areas included:

- 1) Lifestyle and Recreation
- 2) Community Engagement
- 3) Green and Sustainable
- 4) Innovative Economic Development, Employment and Tourism
- 5) Health Promotion
- 6) Community Wellbeing and Social Infrastructure
- 7) Getting Around

5.5 DEVELOPING STRATEGIES

To further prioritise and develop strategies, inter-sectoral working groups were created around each of the proposed themes during the Community Action Planning Day where government, community and other agency and/or organisational representatives were invited to participate in these groups. The theme-working groups met a few times over four weeks to work collaboratively on identifying objectives, strategies and the key partners to be involved in strategic actions.

5.6 WRITING THE PLAN

A draft plan will be devised from the theme-working groups’ recommendations on strategies, key partners and desired outcomes. These draft strategies will be forwarded to the identified agencies for their consideration and their in-principle commitment to implementing some or all of the actions over the life of the plan.



5.7 COORDINATING THE IMPLEMENTATION, MONITORING AND REVIEW OF THE PLAN

Coordination, implementation, monitoring and reviewing the plan will be overseen by the Advisory Committee.

6.0 CONSULTATION STRATEGY

6.1 OBJECTIVES

The consultation program was designed to ensure that an informed, wide-ranging and robust community discussion took place taking into account as many views as possible.

The objective was to promote an exchange of ideas and information, to understand the views of the community and stakeholders, and to inform and enhance the Cassowary Coast Regional Council and its partner's decision-making process.

Specific objectives were to:

- ensure the consultation process provided the community with access to relevant information about the proposed project;
- ensure members of the CCRC community, including Jumbun residents, had an opportunity to raise issues, questions and concerns, and express their views and comments on issues affecting their health and wellbeing
- provide a mechanism to respond to issues, questions and concerns raised by the community, to listen to views expressed and have these views incorporated into the decision-making process

6.2 GENERAL APPROACH

The general approach to the research methodology program was to ask for the community's thoughts on various themes relating to lifestyle and quality of life. To ensure consistency across the research, a consistent set of questions was developed.

6.3 QUALITATIVE QUESTIONS

Question Topic	Rationale
Q1. What is good about living in our community?	This question is designed to establish the values that respondents have regarding their lifestyle in the Cassowary Coast Region.



	These are the values that the Liveable Cassowary Coast Community Plan must consider and preserve.
Q2. What could be done better or differently that would improve our lifestyle/wellbeing?	This question was designed to establish where the focus needs to be placed.


6.4 QUANTITATIVE QUESTIONS

The following demographic information was collected from respondents:

- Name
- Address
- Post Code
- Contact Details
- Email Address
- Gender

7.0 CONSULTATION FRAMEWORK

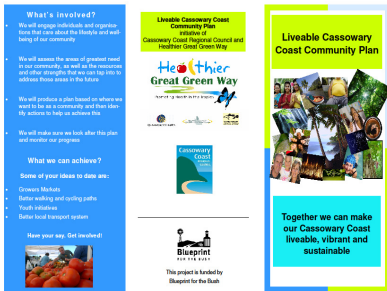
7.1 SUMMARY OF CONSULTATION ACTIVITIES

Tool	Purpose	Timeframe																				
<p>Advertising and editorial</p>  <p><i>Have your say... attend a community forum near you and tell us what you and your family enjoy about living here and what could be done differently to improve our lifestyles.</i></p> <table border="1"> <thead> <tr> <th>Major Centre</th> <th>When</th> <th>Where</th> <th>Address</th> </tr> </thead> <tbody> <tr> <td>Tully</td> <td>Monday, 6th July, 5-7pm</td> <td>Cassowary Coast Regional Council Board Room</td> <td>144, Cook Street, Tully, Queensland 4856</td> </tr> <tr> <td>Mission Beach</td> <td>Tuesday, 7th July, 5-7pm</td> <td>Mission Beach Surf Club</td> <td>100, Esplanade, Mission Beach, Queensland 4859</td> </tr> <tr> <td>Innisfail</td> <td>Wednesday, 8th July, 5-7pm</td> <td>Clarence Hall</td> <td>10, McQueen Street, Innisfail, Queensland 4860</td> </tr> <tr> <td>Cardwell</td> <td>Thursday, 9th July, 5-7pm</td> <td>Cardwell Community Hall</td> <td>1, Green Street, Cardwell, Queensland 4863</td> </tr> </tbody> </table>	Major Centre	When	Where	Address	Tully	Monday, 6th July, 5-7pm	Cassowary Coast Regional Council Board Room	144, Cook Street, Tully, Queensland 4856	Mission Beach	Tuesday, 7th July, 5-7pm	Mission Beach Surf Club	100, Esplanade, Mission Beach, Queensland 4859	Innisfail	Wednesday, 8th July, 5-7pm	Clarence Hall	10, McQueen Street, Innisfail, Queensland 4860	Cardwell	Thursday, 9th July, 5-7pm	Cardwell Community Hall	1, Green Street, Cardwell, Queensland 4863	<ul style="list-style-type: none"> ▪ Promote consultation timeframe, events, displays, surveys, forums etc. ▪ Explain aspects of the project ▪ Gather feedback 	<p>Ongoing throughout the consultation period</p>
Major Centre	When	Where	Address																			
Tully	Monday, 6th July, 5-7pm	Cassowary Coast Regional Council Board Room	144, Cook Street, Tully, Queensland 4856																			
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<p>Community briefings</p>	<ul style="list-style-type: none"> ▪ Introduce project to stakeholders ▪ Explain consultation program ▪ Gather feedback 	<p>Ongoing throughout consultation period</p>																				
<p>Community meetings / Forums</p>	<ul style="list-style-type: none"> ▪ Provide opportunity for the community to debate issues ▪ Provide greater depth of understanding on project ▪ Gather feedback 	<ul style="list-style-type: none"> • Tully 6 July • Mission Beach 7 July • Jumbun 7 July • Innisfail 8 July • Cardwell 9 July 																				

Information display (staffed) at community events



Information kits



Community Survey

Liveable Cassowary Coast....

With a focus on creating a unique way of life and improving our health and well-being the Liveable Cassowary Coast project aims to build even better and healthier communities

Name _____ Address _____ Post Code _____
 Contact Number _____
 Email Address _____
 Age _____ Male Female

This project is a partnership between Healthier Great Green Way (Queensland Health, Far North Queensland Rural Division of General Practice and Marnu Health Services Ltd) and _____

1. What's good about living in our community?
 • _____
 • _____
 • _____

2. What could be done better or differently that would improve our lifestyle/ health/ wellbeing?
 • _____
 • _____
 • _____

3. Would you like to:
 • Receive electronic updates about this project? YES NO

Please return this survey form by the 11th August by mail to:
 Liveable Cassowary Coast Project

WIN a Mountain Bike!
 Just simply fill in this survey to go in the draw to win this mountain bike, helmet and a water bottle valued at \$500!



- Introduce project.
- Explain consultation program.
- Gather feedback
- Consult community

Ongoing throughout the consultation period

- Introduce project
- Provide information on consultation program
- Provide mechanism for feedback via brochure return page

Ongoing throughout the consultation period

Distributed via displays, events, briefings and meetings

- Provide the community with the opportunity to express values relating to living in the Cassowary Coast Region, as well as suggest areas that need improving

July – September 2009

Published in Innisfail Advocate and Tully Times newspapers

Staff assisted survey stalls:

- Tully Show
- Innisfail Show
- Tully Gum Boot Festival
- Disabilities Week
- Seniors Week
- Tully Film Festival
- Central Arcade


<p>Project contact centre at the Central Arcade Innisfail</p> 	<ul style="list-style-type: none"> ▪ Provide access points for community and other stakeholders to request information and provide feedback 	<p>Display</p> <ul style="list-style-type: none"> ▪ Girls Night Out Evening ▪ Opening of the Community Support Centre in Tully <p>Ongoing throughout the consultation period</p>
<p>Targeted stakeholder meetings</p>	<ul style="list-style-type: none"> ▪ Introduce project. ▪ Explain consultation program ▪ Gather feedback 	<p>Ongoing throughout the consultation period</p>
<p>Website (in plans)</p>	<ul style="list-style-type: none"> ▪ Provide up-to-date information on project ▪ Keep community informed throughout process ▪ Provide community with a feedback mechanism 	<p>Hasn't been developed yet</p>

Figure 4: Consultation Activities



7.2 COMMUNITY GROUP BRIEFINGS

Objectives:

The community briefings were held to:

- provide community members with an opportunity to gain a greater understanding of the project;
- provide community members with an opportunity to raise issues of concern;
- reach large numbers of the community in a face-to-face setting;
- respond to issues of concern directly to community members; and
- gather feedback on community support for the project.

We briefed the following community groups:

- Disabilities
- HACC groups
- Innisfail Community Health
- Councillors
- Community Support Centre
- MAMU Indigenous Board meeting
- HGGW team meetings
- Innisfail Community Support Centre
- Tully Community Support Centre

7.3 COMMUNITY CONSULTATION MEETINGS

The PMT collected views through surveys, the Liveable Cassowary Coast Project Office at Innisfail Central Arcade, community meetings and forums, stakeholder meetings, local events and street and event displays.

In addition, the team reached the wider community through regular media releases, newsletter updates and email communication.



7.3.1 THE CONSULTATION STAGE

The members of the PMT applied innovative needs assessment activities while modifying the techniques for different communities. The group conducted five major centre community consultations:

- 1) Innisfail
- 2) Tully
- 3) Mission Beach
- 4) Cardwell
- 5) Jumbun

Liveable Cassowary Coast Community Plan
has a focus on creating a unique lifestyle and improving well-being for all members of our community.

Have your say... attend a community forum near you and tell us what you and your family enjoy about living here and what could be done differently to improve our lifestyles

Major Centre	When	Where	Address
Tully	Monday, 6th July, 5.15pm	Cassowary Coast Regional Council's Board Room	Tully Civic Centre 38-40 Bryant St, Tully
Mission Beach	Tuesday, 7th July, 5.15pm	Mission Beach Surf Lifesaving Club	154 Kennedy Esplanade South Mission Beach
Innisfail	Wednesday, 8th July, 5.15pm	Chjowai Hall	18 McGowan Drive, Innisfail
Cardwell	Thursday 9th July, 5.15pm	Cardwell Community Hall	Corner Gregory and Brasenose Sts, Cardwell

Figure 5: Timetable of consultations

The consultations were well promoted in the media. Both local newspapers published two full colour advertisements (Tully Times and Innisfail Advocate) in the weeks leading up to the consultations.

In addition, Radio 4KZ and Kool FM read the radio announcements prepared by the PMT, 150 posters were delivered to key meeting places around the region, and presentations were made to community groups promoting upcoming meetings.



7.4 COMMUNITY SURVEYS

The PMT developed a community survey targeting the broad population of the region. Twenty-five ballot boxes with 2000 printed surveys were distributed in the region with help from Healthier Great Green Way, Community Health and Council staff.

The Innisfail Advocate and Tully Times provided free publishing of the community survey questionnaires in their newspapers and published media releases to raise awareness about the upcoming survey.

In addition, the PMT attended Seniors Week, HACC clients meetings and meetings of clients with disabilities to generate greater survey return numbers.

The PMT also promoted the community surveys at the following community events by attending and setting-up a display:

Community Events Attended:
Tully Show
Innisfail Show
Tully Golden Gumboot Festival
Disabilities Week
Seniors Week
Tully Film Festival
Central Arcade Display
Girls Night Out Evening
Opening of the Community Support Centre in Tully

Figure 6: Community Events Attended



Liveable Cassowary Coast... ..

With a focus on creating a unique way of life and improving our health and well-being the Liveable Cassowary Coast project aims to build even better and healthier communities

Name _____
Address _____ **Post Code** _____
Contact Number _____
Email Address _____
Age _____ **Male** **Female**

1. What's good about living in our community?

-
-
-
-

2. What could be done better or differently that would improve our lifestyle/ health/ wellbeing?

-
-
-
-

3. Would you like to:

- **Receive electronic updates about this project?** **YES** **NO**

Please return this survey form by the 11th August by mail to:
Liveable Cassowary Coast Project

WIN a Mountain Bike !
Just simply fill in this survey to go in the draw to win this mountain bike, helmet and a water bottle valued at \$500 !



This project is a partnership between Healthier Great Green Way (Queensland Health, Far North Queensland Rural Division of General Practice and Mamu Health Services Ltd) and



Figure 7: Example of the Liveable Cassowary Coast Survey

Local newspapers Innisfail Advocate and Tully Times published a copy of the community survey in their newspapers with the reach, for Innisfail Advocate, of 7000 people and, for Tully Times, 3000 people. The PMG also negotiated with local business people and management at the Council and HGGW and raffled a mountain bike. This provided an opportunity to promote the project and encourage people to return the survey.



Picture 2: Mountain Bike Draw at a local coffee shop
L-R: Jeff Baines, Jo Pagano, Cr Jennifer Downs



Picture 3: Lucky winner of the Mountain Bike Draw
L-R: Sponsor of the mountain bike, Mal McCullough from Innisfail Cycle and Sports; the winner, Mr Claussen; and Mayor of Cassowary Coast Regional Council, Bill Shannon

The project management team also forwarded surveys to 30 primary schools to include in school newsletters in an attempt to reach younger audiences, however without much success. Only one of the schools actually published the survey and no surveys were returned to the project management team.

The total number of returned surveys was 250.

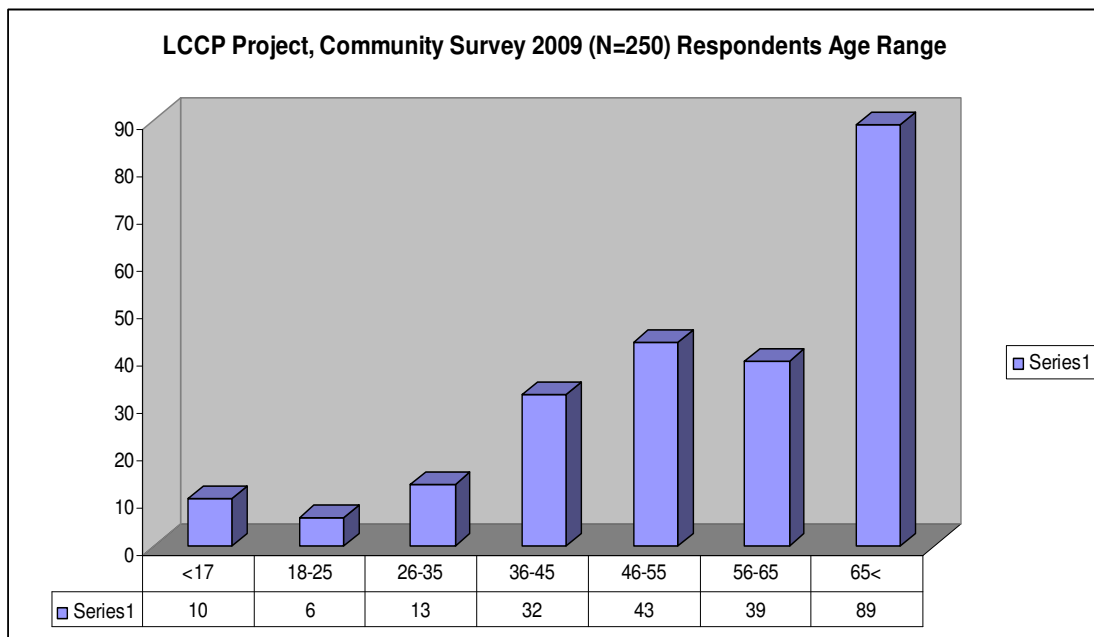


Figure 8: Participation by Age



The majority of respondents were in the 65-and-over age category (38%). They were over-represented and well over 2006 Census shares (14.9%). This is due to the large event during Senior's Week at the Innisfail Shire Hall where community surveys were distributed at the tables of the attendees and an incentive provided for survey participation. On the other hand, young people in the 18-25 years age-group were, under-represented with a percentage of only 2.5%. Young people in this age group comprise 11.8% of the total population of the Cassowary Coast Region. This is not surprising given the method and written nature of the instrument. Youth participated in surprisingly large numbers in focus groups.

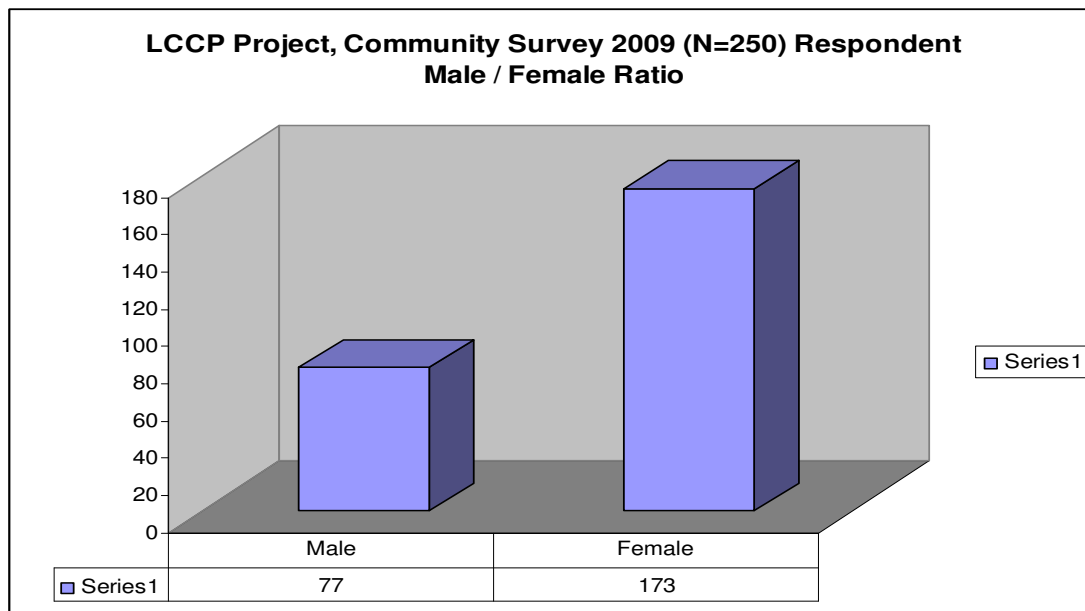


Figure 9: Participation by Gender

Males are under-represented in the sample. Only 30% were males, compared with the 2006 Census (48%). Females were overrepresented; 69% of the sample were female.

7.5 GEOGRAPHICAL DISTRIBUTION

To gauge overall geographical representation in the survey results, it is useful to not only examine the geographical distribution of responses but to compare the share of those responses with the wider population. This measure indicates where respondents are over-represented and where they are under-represented.



The table below illustrates this:

Locality	Post Code	Total Population	Number of responses	Percentage Population Share
Esmeralda	4871	16346	12	0.07%
Cairns	4870	1511	1	0.06%
Babinda	4861	1,167	13	1.10%
Innisfail	4860	11808	97	0.80%
South				
Johnstone	4859	488	5	1%
Mourilyan	4858	469	15	3.10%
Silkwood	4856	349	2	0.50%
El Arish	4855	231	1	0.40%
Tully	4854	3500	28	0.80%
Mission Beach	4852	2386	36	1.50%
Cardwell	4849	1486	8	0.50%
Alligator Creek	4816	8332	2	0.02%
Townsville	4814	37580	1	0%

Figure 10: Geographical distribution of respondents



Liveable Cassowary Coast Community Plan – The road we travelled

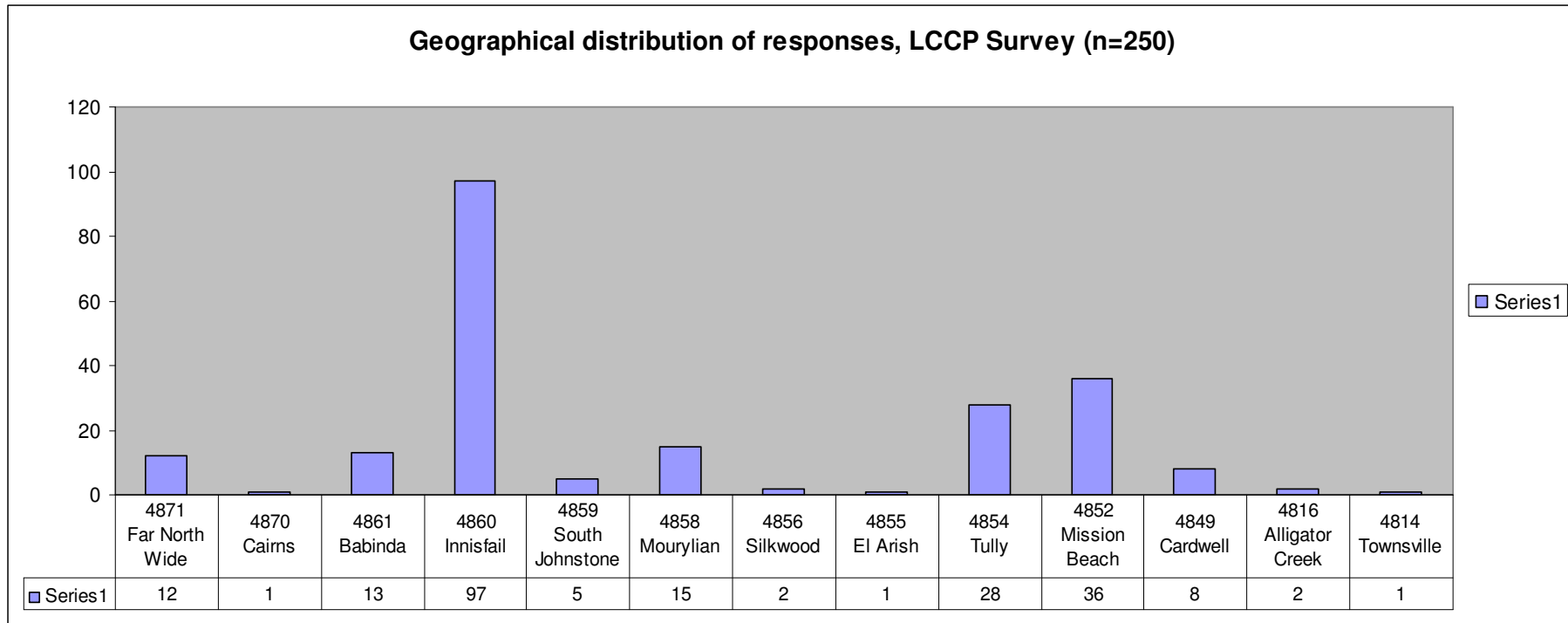


Figure 11: Graph - Geographical Distribution of respondents

7.5 MEDIA

In addition, the team reached the wider community through advertising and media coverage about the Liveable Cassowary Coast Project. The level of advertising and media coverage is shown below:

Tool-Activity-Information	Number of Items
Press advertising	8 Advertisements
Radio advertising	2 Radio interview 4 Community Announcements
Media coverage	7 Newspaper articles
Brochures	325 Brochures distributed
Posters	200 Posters

Figure 12: Media and Promotion table

7.6 FOCUS GROUPS

An additional 12 focus groups, with target priority populations, have been run:

- 1) People with Disabilities, Innisfail
- 2) Migrant group, Innisfail
- 3) Baby Boomers group, Innisfail
- 4) Youth, Innisfail
- 5) Youth, Tully
- 6) Health Services consumer group, Innisfail
- 7) Indigenous people, El Arish
- 8) Healthy Ageing, Tully



Picture 4: Tully Focus Youth Group Participants



Picture 5: Tully Focus Youth Group Participant and Dr Peter Davey



7.7 COMMUNITY ACTION PLANNING WORKSHOP

The key element of Community Action Planning (CAP) is an active, intense community-based workshop, carried out over two to five days, depending on the specific goals of the workshop. The output of the workshops is the development of the draft plan which includes community aspirations, objectives, strategies and a list of partners to help with implementation of the action plan.

On November 20 2009, representatives of all government and non-government agencies and community groups whose policies and actions impact on liveability and well-being were invited to participate in a workshop. They were involved in developing action strategies that create healthy environments. The attendance was overwhelming - more that 110 invitees attended this workshop.

Dr Peter Davey delivered a presentation covering the background of the project, after which the participants were asked to choose on of 10 'theme' working tables of their interest.

The task of the 'Theme' working groups is to help formulate strategies to address prioritised issues gathered during the community consultation process.

The roles of the 'theme groups' on the day were to:

- discuss and prioritise specific issues to be addressed within the theme area;
- help to develop a clear and shared understanding of the issues and the factors that surround the issues;
- identify how issues can be addressed with action strategies;
- develop timeframes, highlight partners for each action strategy and identify funding sources; and
- advocate for commitment of lead agencies.

The strategy development process on the day included:

1) Prioritisation of the issues by applying the selection criteria:

Each 'theme' working group will be provided a tentative list of issues that emerged from the community needs assessment. Not all of issues can be dealt with within the scope of the LCCCP; therefore groups will priorities the core issues based on a series of selection criterion.

2) Identification of the appropriate strategic approaches:

The 'theme' working group members had to re-work the possible strategies into action words; nominate and, where possible, gain commitment from lead agencies for responsibility in implementing each strategy; set performance measures; determine timeframes for implementing each strategy; and decide which partners should be involved.

3) Organisation into a strategic planning framework:

Each 'theme' working group was provided with a strategic planning template and strategies were collated into the Liveable Cassowary Coast Community Plan 2020.

The work produced at this Community Action Planning Workshop provided the basis for the draft Liveable Cassowary Coast Community Plan 2020.



Picture 6: Snapshots of Community Action Planning Workshop Participants

Most 'theme' working groups continued meeting after the Community Action Planning Workshop to further develop strategies and provide feedback on relevant strategic policies and documents relating to that specific theme. A few groups met four or more times after this workshop.



7.8 TOTAL PARTICIPATION DURING THE COMMUNITY CONSULTATION PHASE OF THE PROJECT

Community Consultation Participation	
Innisfail	9
Tully	5
Cardwell	16
Mission Beach	15
Jumbun	15
Focus Groups Participation	
Disabilities	13
Health Services Consumers	9
Aged	20
Indigenous	3
Migrants	5
Baby Boomers	6
Youth Innisfail	18
Youth Tully	7
Community Surveys	
	253
Community Action Planning	
	109
Total:	503

Figure 13: Participation Table

8.0 SNAPSHOT OF RESPONSES

Comments from the community about their Cassowary Coast Region lifestyle values, as well as their preferred solutions to local issues are summarised below.

Things most valued about the Cassowary Coast Region:

Respondents were asked to provide four responses in no particular order of importance on what they value most about living in the Cassowary Coast Region. Environment, weather/climate, friendly people/communities and a great outdoor lifestyle with many opportunities for active recreation were the most important characteristics described.

'Geographically we are relatively close to both Cairns and Townsville which allows us to have the best of both worlds; peaceful rural lifestyle at the doorstep of the two large regional centres.'

Innisfail resident, September 2009

It is nice living here, the scenery is amazingly beautiful, mountains and beaches are only 20 minutes away. We love it here even when it rains.'

Tully resident, July 2009

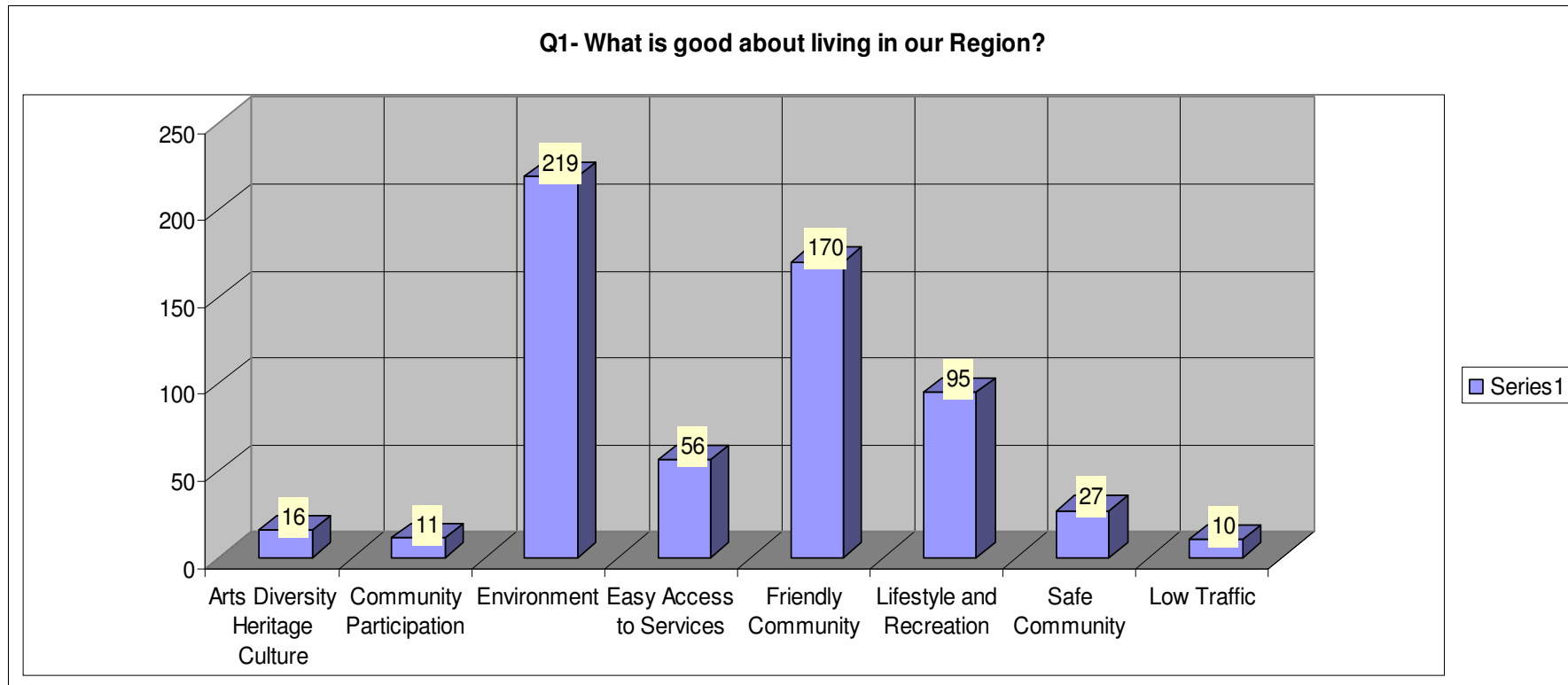


Liveable Cassowary Coast Community Plan – The road we travelled

Thirty per cent of respondents referred to lifestyle in the Cassowary Coast Region as something residents valued highly. In particular they said freedom, a peaceful life, opportunities in the outdoors and diversity were important in value-adding to their life.

A sense of community spirit and community connectedness was important to 22 per cent of respondents. They felt that the Cassowary Coast communities were friendly and safe to live in and that this facet of community life added to the region's liveability.

A low but significant proportion of respondents said proximity to a variety of facilities and natural environments added value to their lifestyle.





Liveable Cassowary Coast Community Plan – The road we travelled

Responses to Question Two, which asked what could be done better or differently in our region to make more liveable, vibrant and sustainable communities, included the following:

AHCD	Arts Heritage Culture Diversity	3.2 %
CP	Community Participation	4%
EV	Environment	4.8%
EAS	Better Access to Services	4.6%
EDTE	Economic Development, Employment and Tourism	5%
FP	Better Farming Practices	2%
LREC	Lifestyle and Recreation	39.8%
PDEV	Planning and Development	14%
SI	Social Infrastructure	4.8%
T	Transport	10.5%
Y	Youth	6.8%

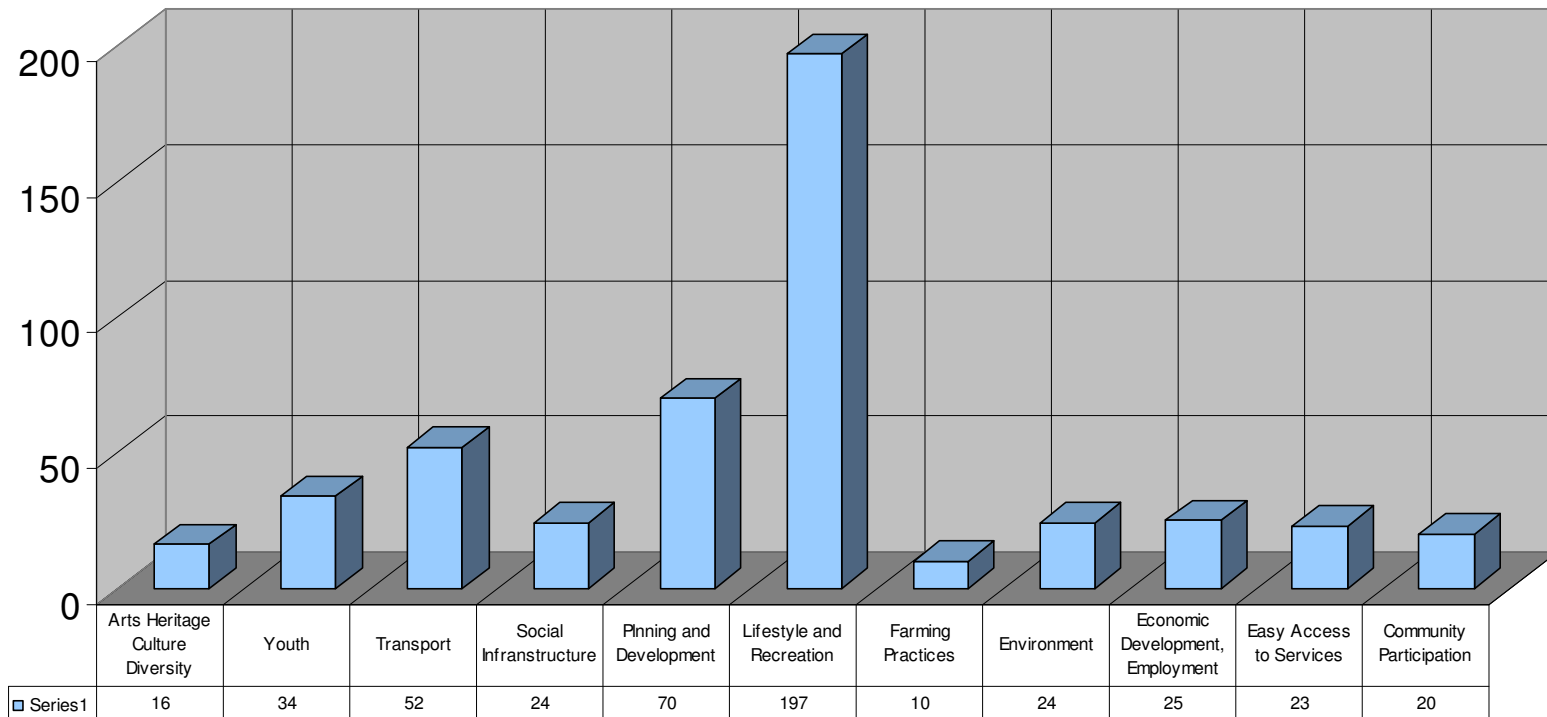
It is evident from the graph above that Lifestyle and Recreation is the area residents feel needs to be improved the most. The responses related to built recreational facilities such as bike paths, walking paths, swimming pools and BBQ areas. They also related to activities including movie and theatre performances, to healthy and fun organised family activities, more affordable organised exercise options and more activities for seniors.

The second-largest area of concern to residents was social infrastructure.



Ten per cent of responses related to transport issues in the region and were concerned with the need for better and safer local roads, updated and better-maintained signage for both locals and visitors to the region, more parking and disabled parking and improved transport opportunities, more reliable and affordable connections to local and regional attractions and centres and appropriate speed limits.

Q2- What could be done better or differently to improve our lifestyle and wellbeing?





9.0 KEY ITEMS FOR LIVEABLE CASSOWARY COAST COMMUNITY PLAN 2020

The analysis of respondents' comments, service provider questionnaires and issues raised in Cassowary Coast Community Profile resulted in a number of key items for consideration that needed to form part of the Liveable Cassowary Coast Community Plan 2020 vision.

By theme they included:

Lifestyle and Recreation

- Promoting Arts, Culture, Heritage and Diversity (Improving library and innovative cinema solutions)
- Managing Facilities (Improving boat ramps, access to more BBQs on the foreshore)
- Planning for Sport, Recreation and Open Space (bike and walking ways)

Community Engagement

- Collaborative Grant Writing
- Developing Communication Strategies
- Developing and Maintaining Partnerships
- Program Implementation
- Social Planning, Evaluation and Monitoring
- Engaging Volunteers

Green and Sustainable (Environment)

- Managing Biodiversity and Conservation of Natural Assets
- Adapting to Local Climate Change
- Preparedness for Natural Disasters
- Protecting Coastal Foreshores and Wetlands
- Maintaining Air Quality

Innovative Economic Development, Employment and Tourism

- Increasing Employment Opportunities
- Creating Inclusive Education and Training Initiatives
- Innovative Economic Development
- Business Start-up



- Indigenous Business Start-up
- Understand Linkages of Land Use Planning to Well-being
- Preserving and Promoting Art Deco
- Sustainable Farming Practices
- Coordinating an Integrated Approach to Tourism

Promoting Health

- Disease Prevention
 - i. Communicable Diseases
 - ii. Non-Communicable Diseases
- Health Settings
 - i. Community
 - ii. Workplaces
 - iii. Schools
 - iv. Hospitals
 - v. Other
- Indigenous Health
- Injury Prevention
 - i. Sun Safety
 - ii. Highway and Road Safety in Local Communities
 - iii. Falls Prevention
 - iv. Other
- Men's Health
- Mental Health Promotion
- Supporting SNAP Initiatives (Smoking, Nutrition, Alcohol and Physical Activity)

Community Wellbeing and Social Infrastructure

- Increase Access to Services
- Advocate for Affordable Housing
- Supporting the Ageing Community
- Understanding Ways to Reduce Domestic Violence
- Increase the Level of Accessible Emergency Housing
- Build Capacity to Increase Indigenous Well-being



- Mental Health
- Improve Community Consultation with People with Disabilities
- Creating Safe Public Places
- Developing Positive Programs to Reduce Social Isolation
- Support Substance Abuse Programs
- Develop Creative Youth Development Initiatives

Getting Around (Transport)

- Promoting Local Solutions for Alternative Means of Transport (Bike and Walking Pathways)
- Strategies for Connecting to Neighbouring Regions and Local Communities
- Create Supportive Environments for Cycling and Walking (End-of-Trip Facilities such as Bike Racks, Showers, and Water Stations etc.)

10.0 TESTING OUR DRAFT LIVEABLE CASSOWARY COAST PLAN

Once adopted by the Project Implementation Group and Cassowary Coast Regional Council, this draft plan will be available electronically on the Council's website. Hard copies will be available from the Council's offices across the region and an information booth will be set-up in all five major centres.

11.0 THE LIVEABLE CASSOWARY COAST COMMUNITY PLAN 2020 PROJECT IMPLEMENTATION AND ADVISORY GROUP

The Cassowary Coast Regional Council will establish and adopt an Implementation and Advisory Committee (PAIG) of the Liveable Cassowary Coast Community Plan 2020 to champion and guide the plan. The existing Project Implementation Team will extend its membership and invite all relevant senior decision-makers for the Cassowary Coast Region to join this group.

PAIG will be guided by the following terms of reference. These will need to be officially adopted by Council.

The Patron of PAIG will be Mayor Bill Shannon.