

Morrisset and Peninsula Sustainable Neighbourhood Community Attitudes Survey

November 2014

This is a report on the attitudes of residents of the Morrisset and Peninsula area including Morrisset, Balcolyn, Bonnells Bay, Brightwaters, Mirrabooka, Morrisset Park, Silverwater, Sunshine, Windermere Park and Yarrowonga Park, prepared by Lake Macquarie City Council as part of the Sustainable Neighbourhoods Program, November 2014.

Background

Council's Sustainable Neighbourhoods Program provides support to communities who wish to plan for, and implement, changes that will reduce their ecological footprint at the neighbourhood level.

This report presents the results of the Community Attitudes Survey, undertaken in Morrisset and Peninsula area in November 2014. The intent of the survey was to gauge community attitudes to the natural environment, sustainable living, and environmental threats such as natural disasters.

The survey is part of ongoing community development and engagement activities, which aim to collect input from the broadest possible range of residents in each neighbourhood area. Other techniques to collect input include public workshops, stalls and activities at shopping centres, schools and other community areas. We hope the survey captures some of the values, attitudes, and concerns of residents who may not participate in other engagement activities.

Methodology

In November 2014, a hardcopy survey was posted to 5276 households in the Morrisset and Peninsula area. Hardcopy surveys were also left at the library and local businesses. The hardcopy survey was in self-return format, with a prize draw promoted on the front cover as an incentive for residents to complete it.

A digital version was also made available and was promoted via a link from the Sustainable Neighbourhoods website, through email to 154 local contacts of the Eoadvocate, and via cross promotion from internal and external sources (like the Multipurpose Centre, Landcare, What's On e-letter, etc.).

The survey was open for three weeks. Completed surveys continued to be submitted after the closing date and new data was entered for two weeks following this. An additional fourteen surveys have been received since the completion of this report, all with responses consistent to those analysed.

In total, 281 surveys were returned and analysed for this report. Of these, 24 were online responses and 257 were hardcopy responses, a return rate of approximately 5% of those posted.

The results of this survey and the ideas shared by respondents will be added to other information gathered from a range of activities, to help develop Morrisset and Peninsula Sustainable Neighbourhood Action Plan.

Key Findings

1. About Morisset and Peninsula Area

The top three aspects people value about the area included:

- Proximity to the lake, beach, ocean or bush (88%);
- Peace and quiet (81%); and
- Natural beauty and wildlife (78%).

2. Local sustainability issues in Morisset and Peninsula Area

Respondents were most concerned about:

- Rubbish, litter, and waste management (67%); and
- Development and population growth (57%).

3. Sustainability actions in your neighbourhood

Respondents indicated they are most likely to participate in the following types of activities:

- Participating in, or receiving information on community building, cultural programs, street parties, community picnics/BBQs and/or historical/cultural talks (50%); and
- Participating in workshops or receiving information on preparing for environmental threats such as storms, bushfires and/or climate change (46%).

Respondents indicated they would be least likely to participate in the following:

- Volunteering in programs to monitor the health of local ecosystems, flagship species, and/or birds; and
- Taking part in neighbourhood clean-ups in parks, foreshores and/or bushland.

4. Ideas to improve the neighbourhood

Over 33% of respondents shared ideas for improving their neighbourhood. Responses were diverse and ranged from requests for scientific reports to be made more user-friendly, to suggestions for providing more local bulletin boards. Many responses were specific and could not be generalized. These diverse responses make up the largest category of responses, listed as 'Other'. With the exception of 'Other' responses, the most common ideas related to better waste management, education and awareness raising, infrastructure concerns, and land management.

5. The Sustainable Neighbourhoods Program

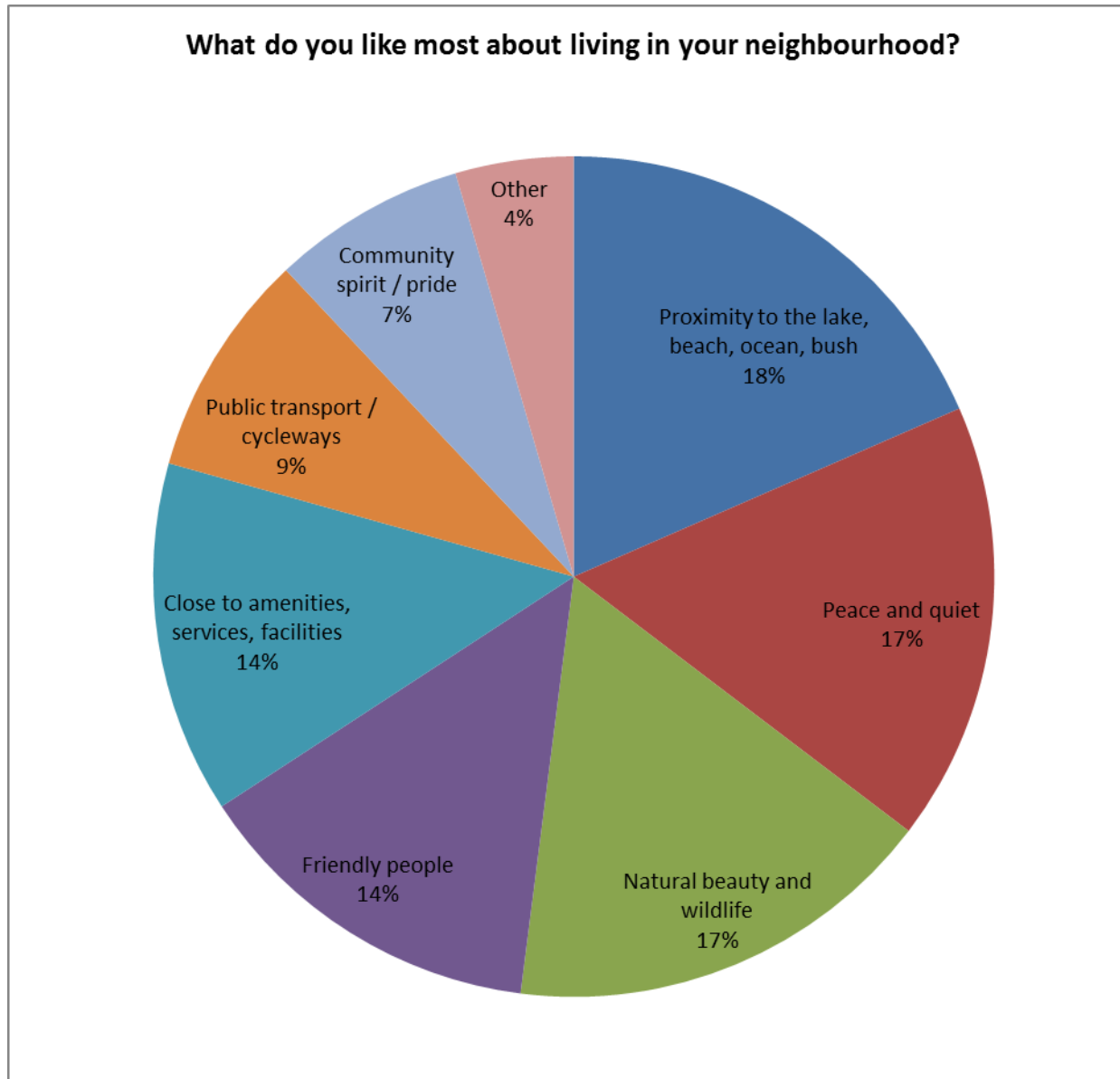
Over 25% of respondents had heard of the Sustainable Neighbourhoods Program with 5% having previously participated in the program. Most people had been informed of the program through Council newsletters (40% of those who knew about it prior to the survey). 'Involvement with other community agencies' was the second most common way respondents found out about the Sustainable Neighbourhoods Program.

6. Demographics

The majority of respondents were long-term locals. The average respondent was 65+ years old, living in a home with one other person, owns their home and has lived in the neighbourhood for over 10 years.

Detailed Results

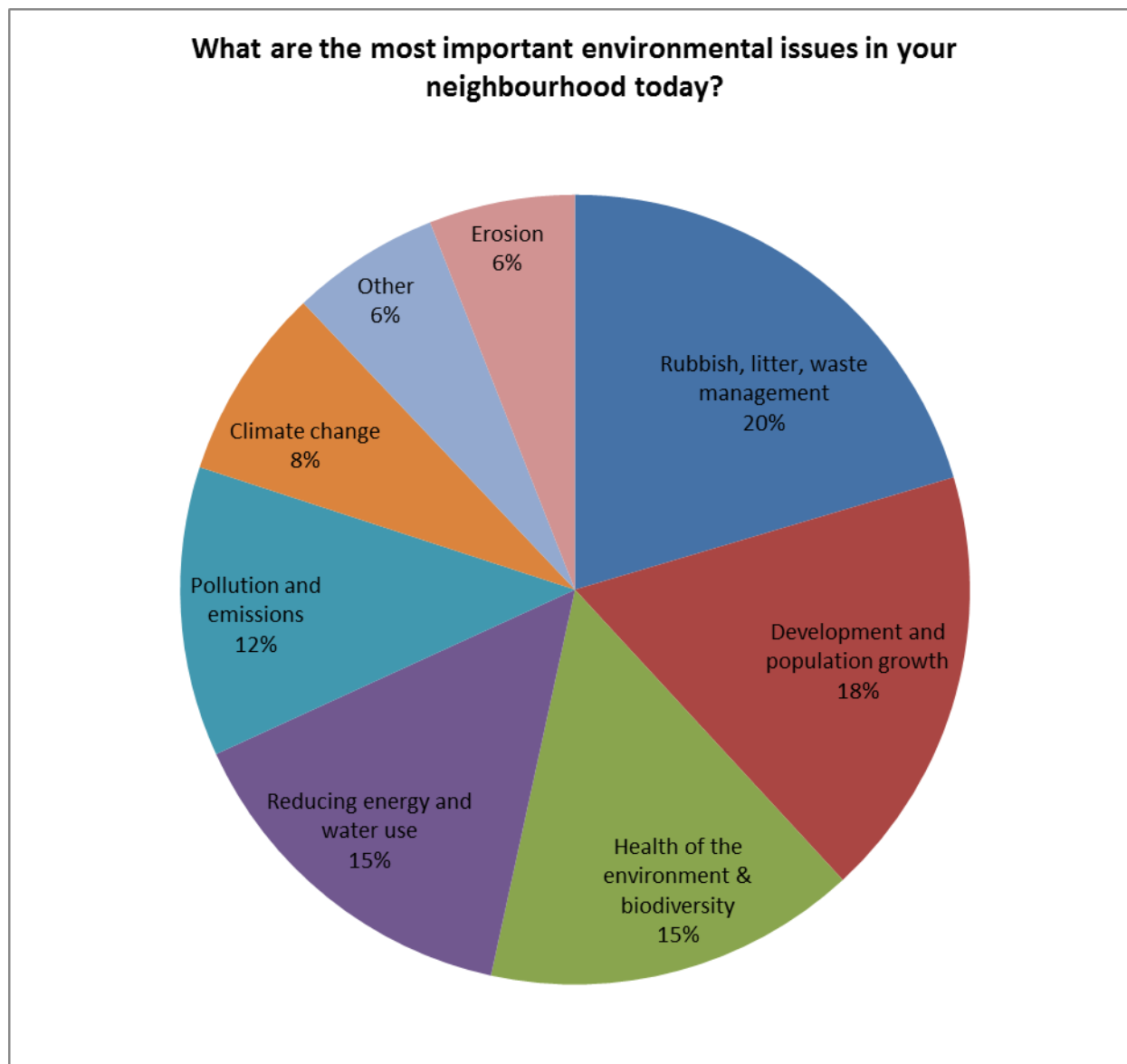
1. About Your Neighbourhood



Examples of 'Other' responses:

- Proximity to the motorway (0.55%)
- Proximity to medical facilities (specifically) (0.35%)
- Weather / climate (0.35%)
- Proximity to family (0.21%)
- Affordability (0.14%)
- Safety (0.07%)

2. Sustainability Issues in Your Neighbourhood

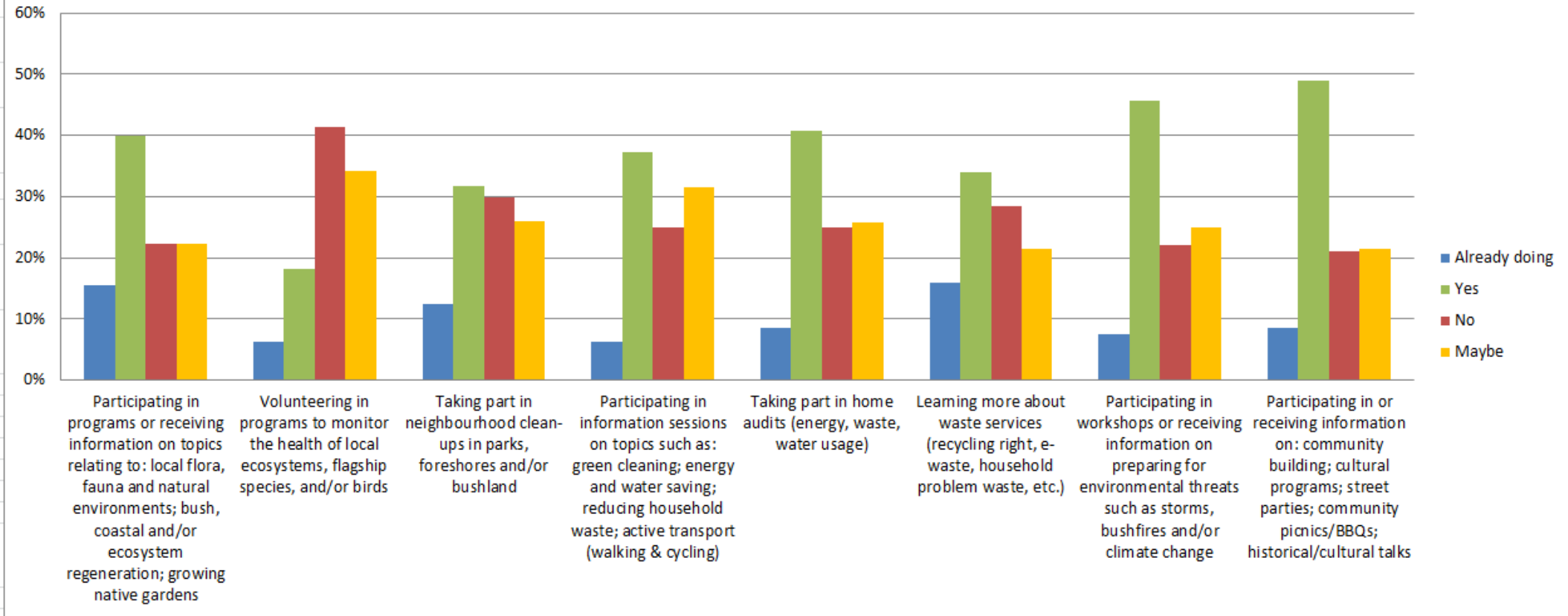


Examples of 'Other' responses:

- Improper infrastructure for the future (1.81%)
- Noise (0.81%)
- Graffiti / vandalism / safety / 'hoons' (0.70%)
- Trinity Point (0.70%)
- Animal control (0.60%)
- Lack of public transport / traffic issues / lack of active transport amenities (0.60%)
- Bushfire / natural disaster / floods (non climate related) (0.30%)
- Council is doing a good job (0.20%)

3. Sustainability Actions in Your Neighbourhood

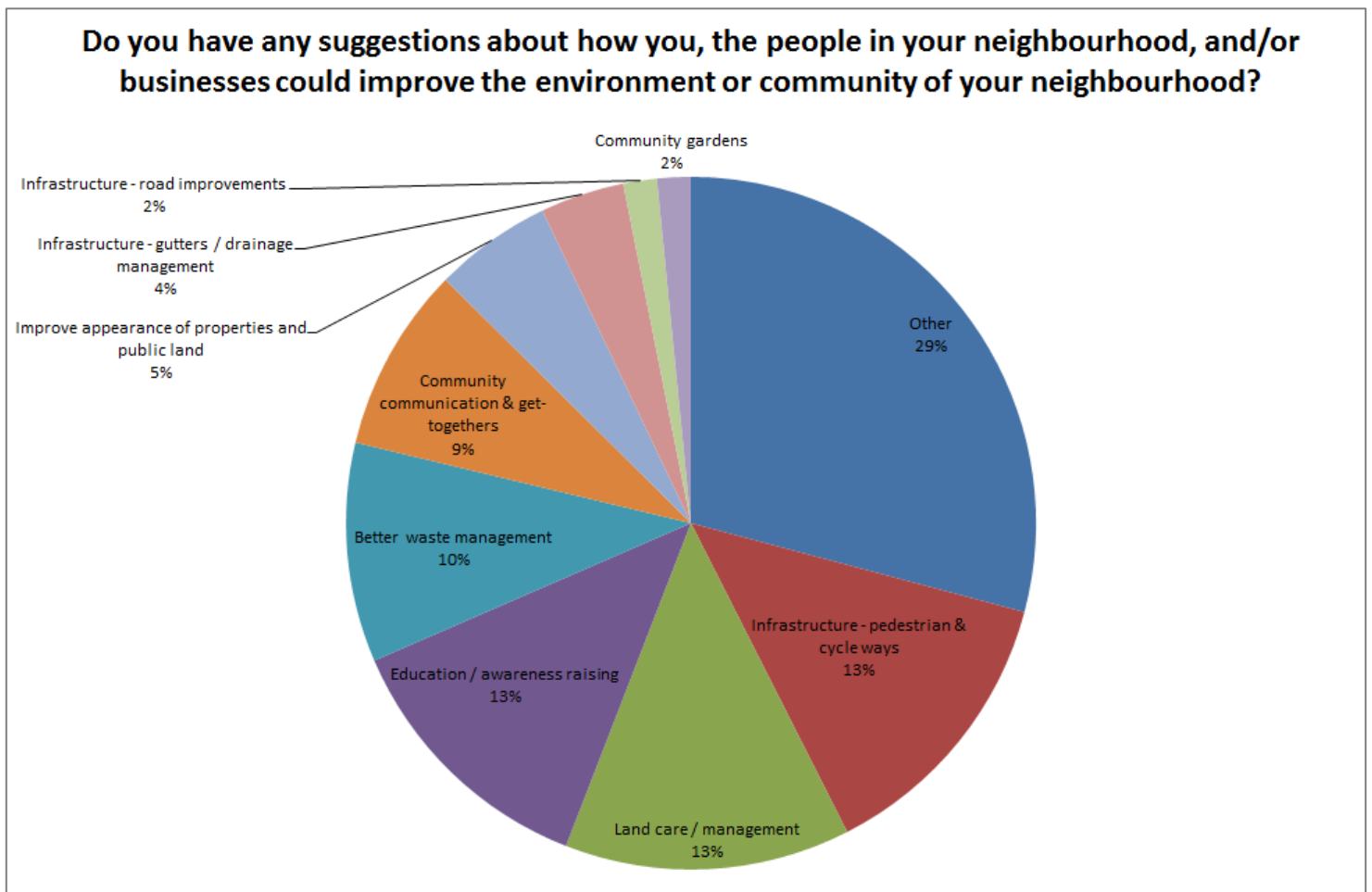
Which of the following activities/events would you consider?



Other suggestions:

- Wildlife and landscape information / workshops (8)
- Mentally stimulating activities / arts / music / University of the Third Age (6)
- Animal control information (4)
- Activities focused on the lake itself (4)
- Gardening workshops (4)
- Youth involvement activities(2)
- History workshops / tours (2)
- Worm farming workshops (2)
- Men's Shed (2)

4. Your Ideas

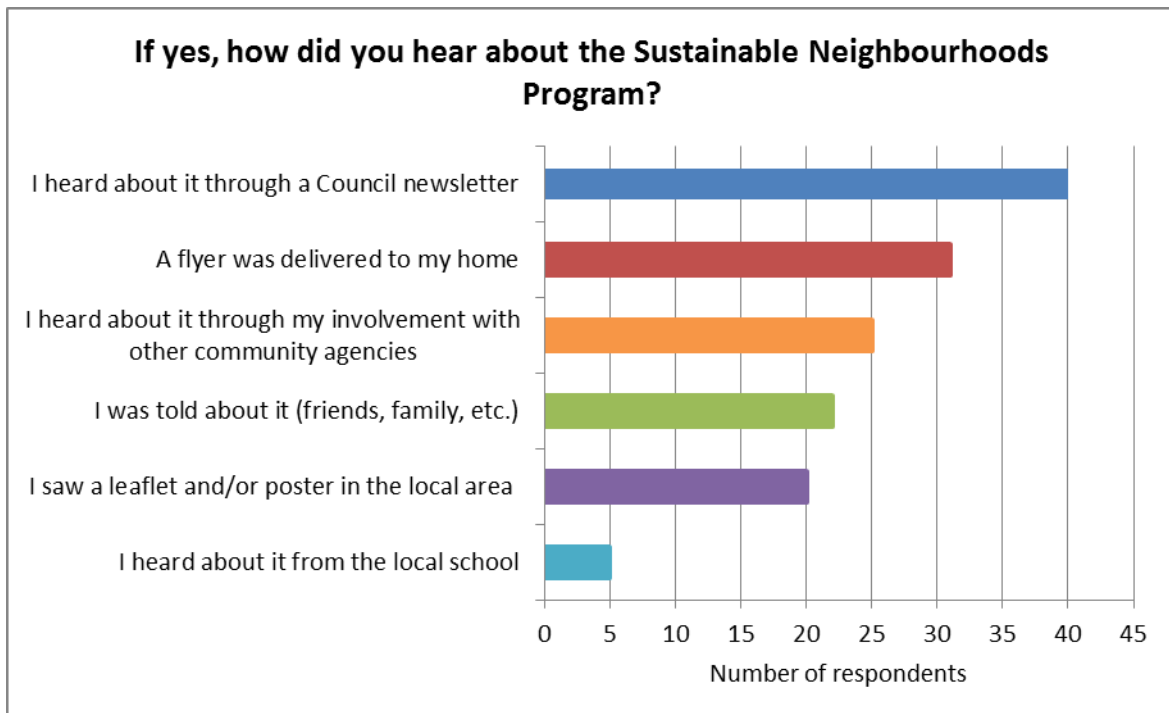
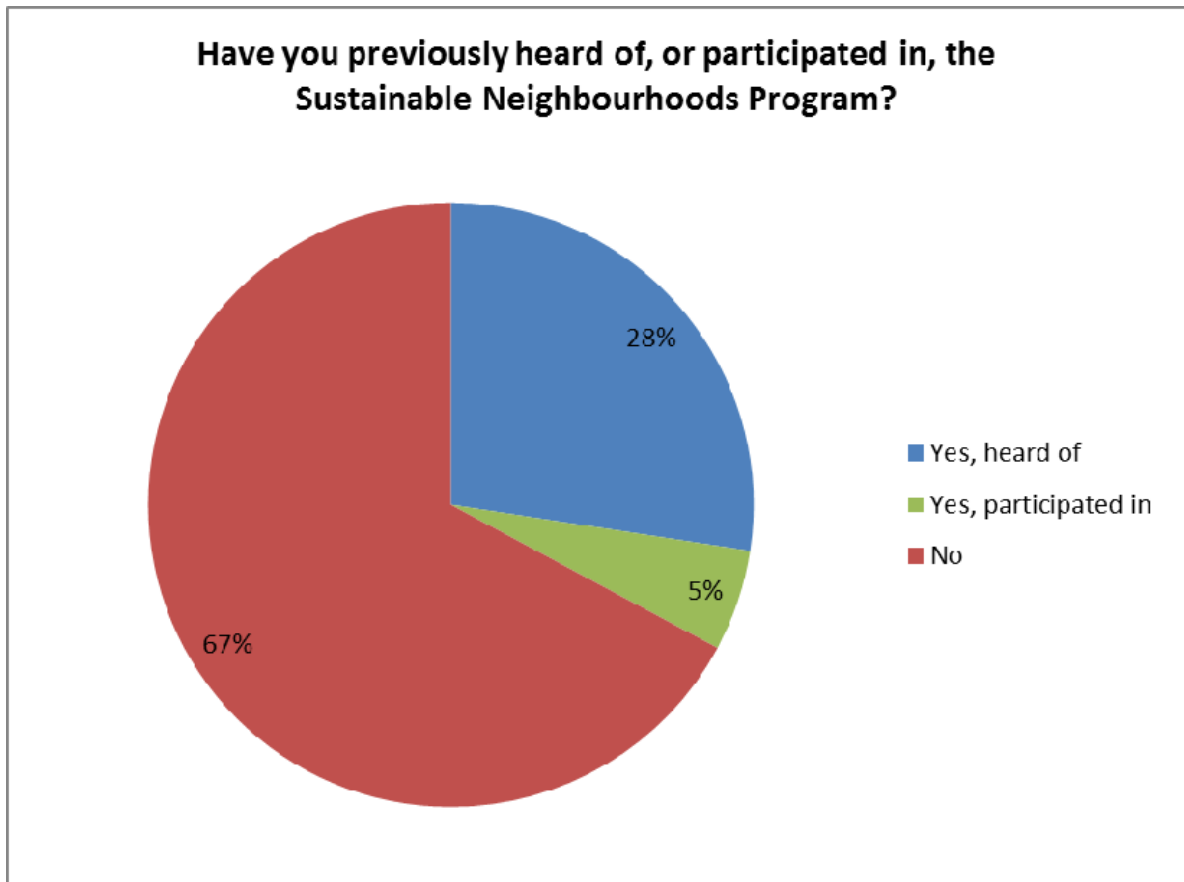


Responses to this open-ended question were generalized to create 10 categories.

Examples of responses:

- Everyone working together doing their bit like on the 'Do Something Near You' website.
- Continue to learn from everybody; it is essential.
- Have meetings relating to vandalism.
- People need to take more responsibility for their actions and the effect that they could have on the community as a whole.
- Education of neighbours on dumping of rubbish in nearby bush and on the reserve.
- Creation of more walking tracks / cycle ways on Morisset Peninsula.
- Open days / stalls / markets devoted to sustainable environmental solutions, from energy conservation to environment & waste management.
- Have more activities showing our beautiful Lake Macquarie to the world!!!
- Have more civil pride in the appearance and upkeep of houses and gardens.
- Educating the community!

5. The Sustainable Neighbourhoods Program



6. Demographics

