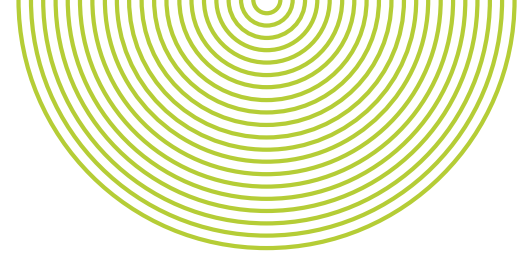


# Community Wellbeing

Strategy 2042



# Welcome



The Community Wellbeing Strategy 2042 provides a long-term aspirational roadmap to guide the actions of Council and our communities to advance our shared vision and strategic direction for community wellbeing over the next 20 years.

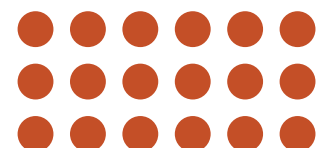
This strategy will help to deliver the 'Our Vibrant Communities' goal and outcomes identified in our Corporate Plan 2022-2027. It sets strategic priorities, measures and actions (through supporting action plans) to advance our outcomes over the short, medium and long-term. It also provides a clear approach to regular monitoring and reporting our progress towards achieving these outcomes.

It is one of six Council strategies that will play a central role in delivering long-term transformational change as our region grows and evolves. Together they enable an integrated and balanced approach to planning, ensuring our natural environments are protected and our communities have the services and infrastructure they need.

Community wellbeing is influenced by a range of physical, mental, and social factors that shape every aspect of our lives - from our personal relationships, to how we participate in our communities.

At a community level, wellbeing can be impacted by access to appropriate services, the availability of facilities and infrastructure, and an inclusive environment. It is also tied to local social supports, community cohesion, and the appreciation of diverse community identities.

This strategy has considered feedback from our communities and stakeholders. It reflects the significant roles that Council can play in community wellbeing and recognises that collaboration and partnerships with our communities and other stakeholders are critical to our success.



# Corporate Plan 2022-2027

## Our Vision

Our Moreton Bay. Amazing places. Natural spaces.

## Our purpose

Our communities are central to what we do. Working together, we aim to make our Moreton Bay a great place now and for future generations.

## Our Strategic Pillars



**OUR HEALTHY ENVIRONMENTS**

**Our Goal:**

Our Moreton Bay will be renowned for its healthy natural and built environments that enhance our identity, support biodiversity and our sustainable lifestyles.

Environment and Sustainability Strategy



**OUR WELL-PLANNED PLACES**

**Our Goal:**

Our Moreton Bay will be a network of well-planned and connected places and spaces, enhancing lifestyle, accessibility and employment choices.

Integrated Transport Strategy  
Growth Management Strategy



**OUR PROGRESSIVE ECONOMY**

**Our Goal:**

Our Moreton Bay will have a progressive and robust economy that capitalises on its unique competitive advantages, partnerships and technology.

Economic Development Strategy



**OUR ENGAGED COUNCIL**

**Our Goal:**

Our Moreton Bay Regional Council will be an accountable, transparent, engaged and responsive organisation committed to great customer experiences and continuous innovation in service delivery.

Organisational Excellence Strategy



**OUR VIBRANT COMMUNITIES**

**Our Goal:**

Our Moreton Bay will have vibrant communities that proudly come together to participate in and celebrate different cultures and life experiences, with access to the services and facilities they need.

Community Wellbeing Strategy

## Our Values

Service, Teamwork, Integrity, Respect, Sustainability



2018 NAIDOC Week celebrations.

## Acknowledgement

We acknowledge the Jinibara, Kabi Kabi, and Turrbal peoples as the Traditional Custodians of the land, seas, skies and waterways of the Moreton Bay region and beyond, and pay our respects to their Elders, past, present and emerging. We recognise that the Moreton Bay region has always been a place of cultural, spiritual, social and economic significance to Aboriginal and Torres Strait Islander peoples and this connection is enduring.

We are committed to working in partnership with Traditional Custodians and other Aboriginal and Torres Strait Islander communities to shape a shared future that celebrates Aboriginal and Torres Strait Islander histories, cultures and contributions as an irreplaceable foundation of our region's collective identity.

## Taking action on reconciliation

As this strategy was being developed, Council was also developing its first Innovate Reconciliation Action Plan (Innovate RAP), informed by Aboriginal and Torres Strait Islander voices.

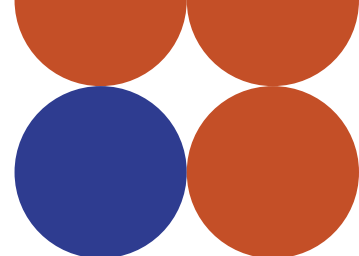
The Innovate RAP aims to improve Council's capacity to deliver positive outcomes for Aboriginal and Torres Strait Islander communities by acting as a foundation for respectful relationships, stronger partnerships, and meaningful opportunities.

The Innovate RAP, along with our broader reconciliation activities, recognises the important role and deep traditional knowledge of Traditional Custodians and Aboriginal and Torres Strait Islander communities in looking after our environment and caring for our region.

It builds on existing work to strengthen positive relationships with the region's Aboriginal and Torres Strait Islander communities through initiatives such as the Moreton Bay Murri Network and Yarning Circle, Local Aboriginal Languages Project, Welcoming Places in our libraries, and cultural heritage preservation.

The Innovate RAP will help us to effectively leverage our resources and influence, to combat racism and support equity and opportunities for all our region's peoples. It represents a deliberate step on a longer journey that will occur throughout the life of this strategy.

# Contents



WELCOME.....	2
CONTENTS.....	5
MESSAGE FROM THE MAYOR.....	6
OUR MORETON BAY.....	7
OUR DRIVERS OF CHANGE.....	12
OUR STRATEGIC FRAMEWORK.....	14
COUNCIL'S ROLE.....	17
OUR ENGAGEMENT AND RESEARCH.....	18
OUR STRATEGY ROADMAP.....	22
DELIVERING OUR STRATEGY.....	33
GLOSSARY.....	34
RESOURCE LIST.....	37



## Status

This Strategy was adopted by Council resolution on 14 June 2023.

## Disclaimer

Moreton Bay Regional Council and its officers accept no liability for decisions made based on information, expressed or implied, provided in this document.

# Message from the Mayor

## We believe our communities are the heart of our Moreton Bay.

Moreton Bay Regional Council exists to serve the residents and businesses of our region, ensuring that future generations are afforded opportunities to succeed and thrive.

Over the next 20 years our communities will continue to evolve. We will face ongoing challenges such as a growing and ageing population. There are also barriers to inclusion that we need to overcome as we work to achieve our goals to have vibrant communities. We want to be a region where people proudly come together to participate in, and celebrate different cultures, with access to the services and facilities they need.

I believe Moreton Bay is uniquely positioned to turn these challenges into opportunities. We are playing to our strengths and across our region there are exceptional sports facilities, open spaces and community and cultural facilities, which will continue to form part of our character and support engaged communities.

To inform the development of our new Community Wellbeing Strategy, we proactively engaged with members of our diverse communities, including discussions with Aboriginal and Torres Strait Islander peoples, multicultural communities, LGBTQIA+ people, people with disability, young people, and older people to ensure their input was considered.



Our communities told us that they want to see *all* residents able to access and enjoy the many amazing places and natural spaces Moreton Bay has to offer, and to pursue their own wellbeing.

We have listened, and in response, many of the actions within this strategy have an inclusion focus.

This strategy is Council's roadmap to support our diverse communities' wellbeing. But Council is only one stakeholder. We look forward to strengthening our partnerships with the other levels of government, community organisations, businesses and our residents to achieve great wellbeing outcomes into the future.

I hope you share our excitement for our region's future, which we will shape and enjoy together.

**Peter Flannery**  
Mayor Moreton Bay Regional Council

# Our Moreton Bay

## Our region today

Our Moreton Bay region is an amazing place located in the heart of South-East Queensland.

It has been home to the Jinibara, Kabi Kabi and Turrbal peoples for thousands of years and they continue to have a deep connection to and custodianship of the region's land, seas, skies and waterways.

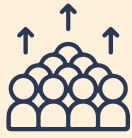
Today our region is also home to people from a wide range of cultural backgrounds and welcomes visitors from across Australia and around the world. We have a diverse range of community, cultural, sporting and recreation activities that contribute to an enviable lifestyle.

Our region is recognised for its natural beauty with access to the iconic waters of Moreton Bay and the D'Aguiar mountain range. We have extensive waterways, wetlands and bushland corridors with an abundance of wildlife, much of which has national and international significance.

Our region is growing at a rate of approximately 10,000 new residents each year and a population nearing 700,000 by 2041. We have a diverse set of urban, coastal, semi-rural and hinterland communities linked by multiple urban centres including Caboolture, Morayfield, North Lakes, Redcliffe, Strathpine and other smaller centres that support jobs and services for our communities.

Our economy has evolved as the engine room of the South East Queensland economy. We are a flourishing base for a range of sectors including advanced manufacturing, food and agribusiness, tourism, and knowledge-based industries. Our proximity to key transport and logistics infrastructure provides direct access to domestic and global markets, supporting our ability to attract investment, tourism and other economic opportunities.





**Nearing 500,000**  
Population  
(additional 200,000 by 2041)



**3<sup>rd</sup> largest**  
Local government in  
Australia by population



**3<sup>rd</sup> largest**  
Number of residential  
dwellings in Australia  
(188,326 dwellings plus over  
90,000 by 2041)



**5<sup>th</sup> fastest growing**  
Local government in  
Australia by population



**2,045km<sup>2</sup>**  
Land area



**3,806km**  
Roads



**294km**  
Coastline and  
estuaries



**14,000+ha**  
Reserves and  
local parks



**\$19 billion+**  
Local economy



**32,000+**  
Registered businesses



**4 million+**  
Visitors each year



**3,000+**  
Students at UniSC  
Moreton Bay



**39 years**  
Median resident age



**94.4%**  
Residents in the labour  
force are employed



**49.5%**  
Residents live and work in  
the region



**65%**  
Residents travel to work  
by car

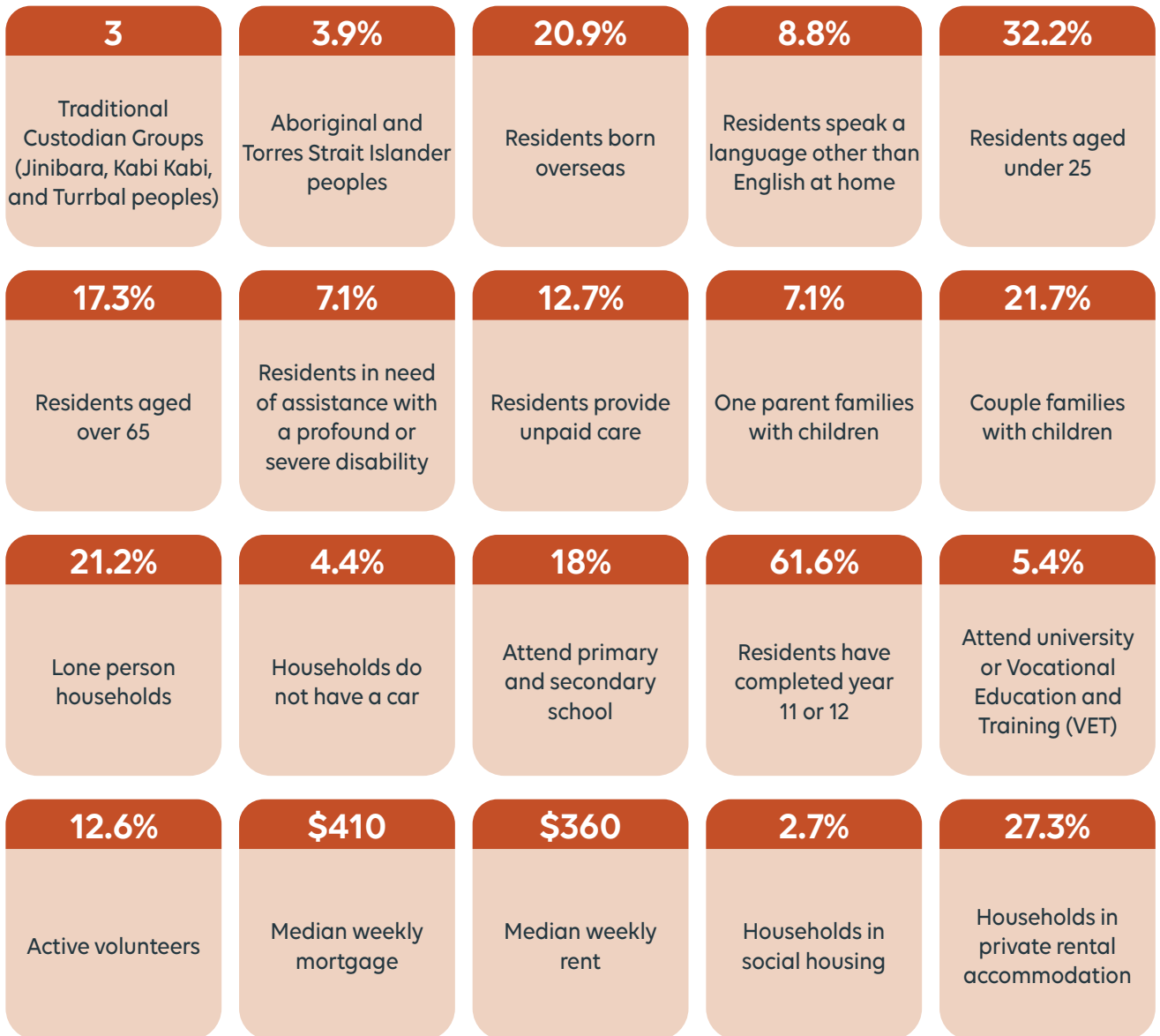
**Source:** *Census 2021*, Australian Bureau of Statistics; Queensland Government Statistician's Office, Population Projections, 2018; National Institute of Economic and Industry Research, Moreton Bay Region Economic Profile, 2022, compiled and presented in economy.id; Australian Business Register, 2022





# Our communities

## A snapshot of our diverse communities



Source: Census 2021, Australian Bureau of Statistics, compiled and presented in community.id

Our communities and neighbourhoods are as diverse as our landscapes. Their social and economic make-up varies widely. To help us better understand our communities we have looked at the following 10 geographic sub-regions:

- Caboolture and surrounds
- The Hills district
- Samford Valley
- Bribie Island and coastal area
- Narangba and surrounds
- North Lakes and surrounds
- Strathpine and surrounds
- Redcliffe peninsula
- Woodford and surrounds
- Dayboro and surrounds.

The table below demonstrates there are also significant social and economic variations amongst communities located within these sub-regions. These differences may require different delivery models to achieve the best community outcomes across our region, for example:

- equity investment for different groups
- place-based responses
- different levels of service
- actions in new service areas.

### A snapshot of social and economic variations across sub-regions

Indicator	Queensland	Moreton Bay LGA	Example area 1*	Example area 2*
Median age	38 years	39 years	North Lakes and surrounds	Bribie Island and coastal area
			33.2 years	59.3 years
Low-income rental households in rental stress	129,639 households	13,414 households	Caboolture and surrounds	Samford Valley
			3,113 households	79 households
Median weekly family income	\$2,024	\$1,957	Redcliffe Peninsula	Dayboro and surrounds
			\$1,779	\$2,469

**Source:** Queensland Department of Housing and Public Works, Queensland Housing Profiles, 2022; Queensland Government Statisticians Office, Queensland Regional Profiles, 2022

\*Note: Details of these statistical areas are included in the Glossary.

<sup>†</sup>Note: These example areas show variances across the region and are not necessarily the lowest and highest for each indicator.

# Our drivers of change

Council's Corporate Plan 2022-2027 identifies six drivers of change that will continue to influence Council's work over the next 10-20 years: sustainability, planning for growth, community identity, digital transformation, community trust, and adaptive workplaces.

Community wellbeing is also impacted by the following social trends, challenges and opportunities that will require a coordinated response between governments, community and other stakeholders.

## Wellbeing trends, challenges and opportunities

### Community resilience

The COVID-19 pandemic and regular extreme weather emergencies have significantly impacted communities across Australia - economically, socially, and health-wise. The impact of these events, and acknowledging the certainty of future events, has demonstrated the importance of prepared and resilient communities.

### Population growth

Our region is one of Australia's fastest growing local government areas – with about 200,000 new residents expected over the next 20 years. This growth is likely to bring greater cultural diversity, new knowledge, and economic opportunities. However, it also brings the challenge of increased demand for community facilities and services.

### Housing stress and homelessness

A lack of affordable and social housing, rising house prices and rental costs across Australia has created a housing crisis that directly impacts our communities. These impacts are resulting in rising rates of housing insecurity and homelessness across the region.

### Inclusion

The impact of inclusion and representation on people's wellbeing has received greater community recognition over the last decade. There is a need to continue removing barriers experienced by some members of our communities, including Aboriginal and Torres Strait Islander peoples, people with disability, women, LGBTQIA+ people, migrants and refugees, young people, and older people.

### Reconciliation

The cultures, histories and contributions of Aboriginal and Torres Strait Islander peoples are becoming more clearly acknowledged throughout Australia. There are calls for government, private and community sectors to take greater action in addressing gaps in health, education, economic and justice outcomes.

### Domestic and family violence and abuse

There is a growing community awareness of, and calls for responses to, domestic and family violence and abuse. Media interest in family homicides, institutional bias in the justice system, and the disproportionate rates of violence experienced by some cultural groups has increased awareness for many communities across Australia.



## Mental health

Mental health continues to grow as a key concern for communities across Australia. While this trend is not new, it has been exacerbated by the COVID-19 pandemic, anxiety around climate change and natural disasters, and related concerns about housing and economic insecurity. This has resulted in unprecedented pressure on the mental health support system.

## An ageing community

Our region, like the Australian population, is ageing. In 2021, the median age was 39 years and 17.6% of our population were 65 years or over, up from 15.7% in 2016. Significant increases are projected in the number of residents aged 65 years or over in coming decades. This will result in increased demand for services and networks that help address health and wellbeing challenges faced by older people.

## Declining participation in organised sports

Participation in organised sports is declining across Australia. Adult participation rates are predicted to decline more than 15% by 2036 based on current trends. This decline is anticipated to be prevalent among young adults, notably young women, for a variety of reasons, including a lack of appropriate sporting options. Conversely, informal sport and individualised physical activity are increasing as lifestyles, sporting habits and preferences change.

## Increasing pressure on volunteers

Volunteers play a critical role in our communities. They run sports, arts, recreation activities, and manage community facilities. In recent decades, governance requirements affecting insurance liability, reporting, grant administration, and health and safety regulations have placed significant pressure on volunteers, particularly those on management committees and in leadership positions. The COVID-19 pandemic exacerbated challenges, including a lack of volunteer availability and restrictions on gatherings.

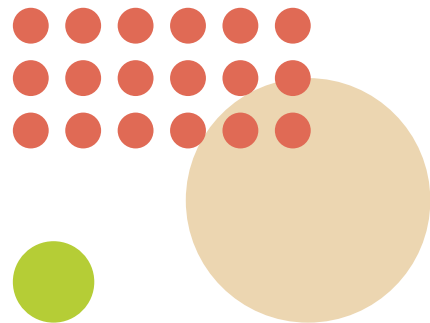
### Brisbane 2032 Climate Positive Games

Council recognises that the Brisbane 2032 Olympic and Paralympic Games can provide significant benefits. These include an economic boost to tourism, jobs and trade, as well as community and health benefits such as increased participation in sport and volunteering.

It will provide a once in a generation opportunity to present our region to the world and attract an international appreciation of local history, culture and the unique identities of our communities. Our focus will be on creating a legacy that aligns to our vision of a region of amazing places, natural spaces for a sustainable future.



# Our strategic framework



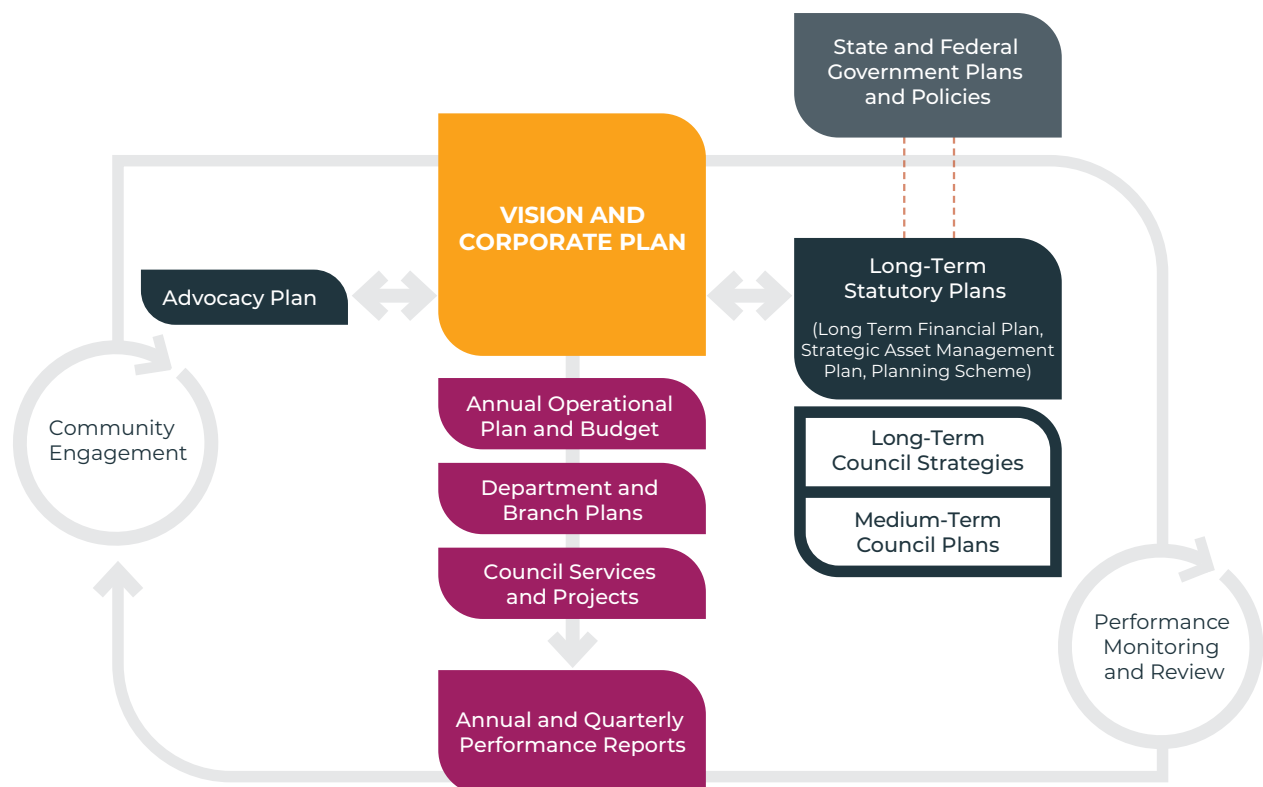
## Our planning approach

Our approach to strategic planning is based on the integration of our vision, corporate plan, long-term financial and asset management plans, the planning scheme, other planning instruments, long-term strategies and supporting plans.

Our strategies are integral to delivering long-term transformational change and responding to current and emerging trends, challenges and opportunities. They draw on all areas of Council, and are informed by consultation with our communities, stakeholders, and other levels of government.

This Community Wellbeing Strategy complements Council's other five long-term strategies through a consistent program of collective planning, decision making, and performance monitoring and reporting.

### Moreton Bay Regional Council Integrated Planning and Performance Framework



# Our strategy framework

This strategy provides a whole-of-council framework for future policies, plans and initiatives that will drive community wellbeing outcomes. Action plans aligned to each of the strategy’s four outcomes will drive its successful implementation.

These action plans will be supported by other Council plans such as the Reconciliation Action Plan, Cultural and Community Places Plan, and the Open Space Plan. Some of these plans are already in existence or in preparation and others will be developed in the coming years to address identified gaps, enhance integration and alignment with the directions in this strategy.





## Our policy influences

This strategy has been informed and guided by state and federal legislation, policies and plans. The Local Government Act 2009 (Queensland) and Local Government Regulation 2012 are the principal legislation governing Council's establishment, constitution, and operation.

Other influencing legislation and policy areas include, human rights and anti-discrimination, disability, health promotion, arts and culture, sport and recreation, community resilience, gender equity, housing and homelessness, and family and domestic violence and control.

We have also undertaken benchmarking with other local government policies and services to understand contemporary practice.

### Sustainable Development Goals

Council's vision for the future of the region reflects the United Nations Sustainable Development Goals (SDGs) which provide a shared blueprint to address social, economic and environmental issues that impact communities on global and local levels.

The 17 SDGs aim to ensure a holistic approach to sustainable development by aligning strategies that improve health and education, reduce inequality, and spur economic growth, while tackling climate change and working to preserve our natural environments.

This strategy strongly aligns with the following SDGs, however, we recognise that other SDGs may also complement and support this strategy's goal and help shape better local outcomes.



Our region's support in hosting the Brisbane 2032 Olympic and Paralympic Games provides a point of focus for the achievement of these SDGs.



# Council's role

Council will adopt several roles to achieve this strategy's outcomes and strategic priorities. Council will deliver services, programs and facilities, as well as regulate, advocate, educate, facilitate or partner with our communities and other stakeholders.

## Our services

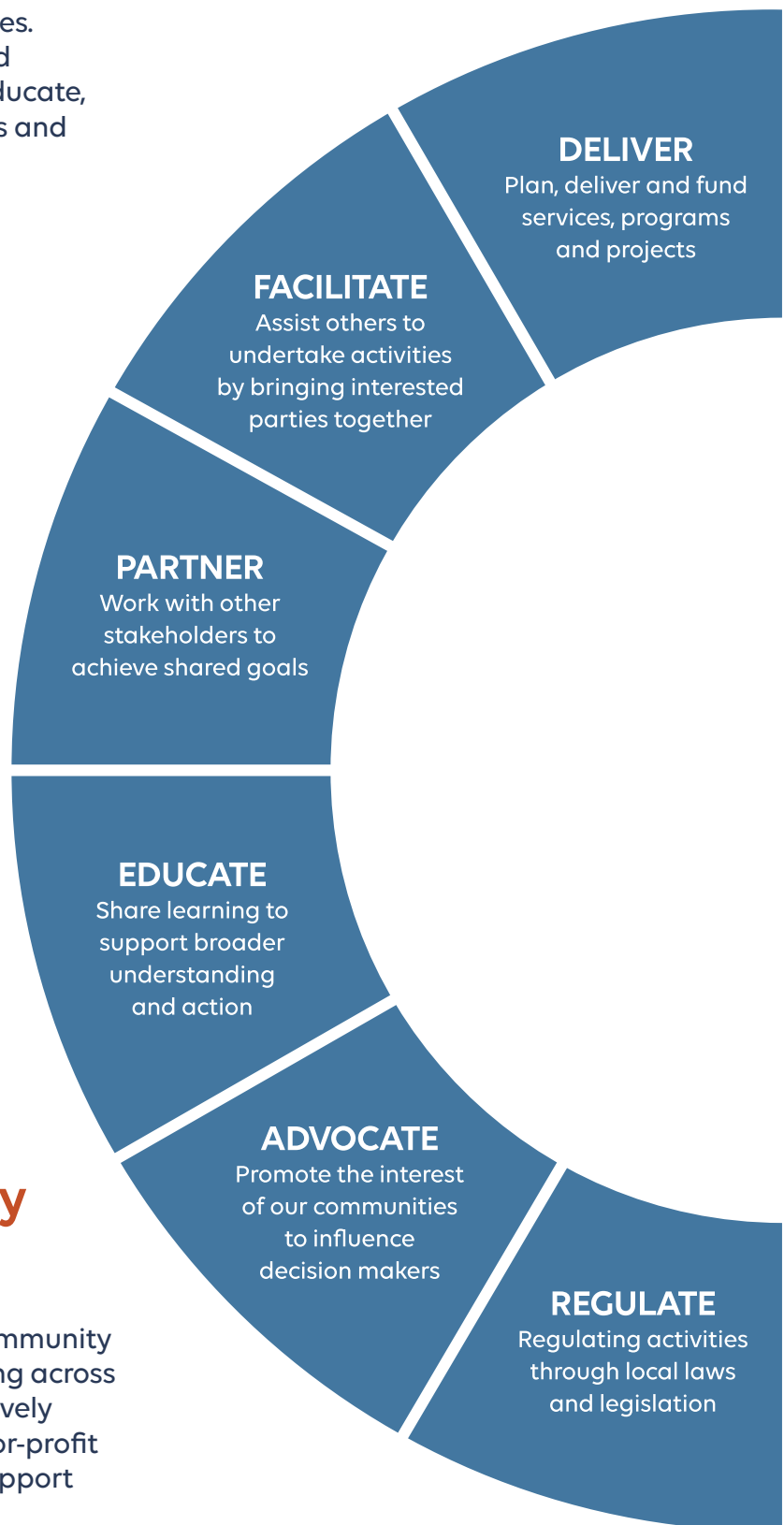
Council provides a range of services and facilities which support community wellbeing, including:

- Community development programs and partnerships
- Community grants and sponsorships
- Community facilities and venues
- Sport and recreation
- Arts, culture and heritage
- Libraries
- Local laws administration and regulation
- Public health
- Community safety
- Emergency and disaster management.

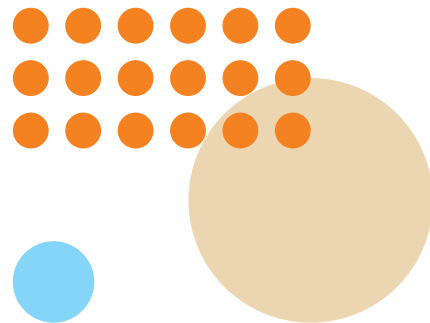
We know these services and facilities are well-regarded by our communities, which provides a strong platform to build on.

## Supporting community organisations

Council recognises the critical role our community organisations play in supporting wellbeing across our diverse communities. As such, we actively support volunteer groups and local not-for-profit service providers. Strengthening these support systems is a key focus of this strategy.



# Our engagement and research



## How we developed this strategy

Learning from existing work	Benchmarking and research	Internal consultation	Community engagement	Technical expertise
Looking at what Council is already doing has helped reflect on our existing approaches and how we can build on our successes.	Researching and learning from others has helped identify and apply best practice to address key challenges and take advantage of opportunities.	Collaborating across Council departments has helped create a strategy that is relevant to all our teams and works with our other strategies to deliver our vision.	Our communities provided great insights about what they value most and the priorities our strategies should address.	Seeking the expertise of technical and sector experts has helped outline and test ambitious and achievable pathways.

## Working with our communities

This strategy has been informed by extensive community engagement through Council's *Our Moreton* program, as well as data from our *Moreton Says* surveys.

This comprehensive engagement exceeded previous community engagement programs. It provided several opportunities for Council's strategy teams to meet with our communities. We listened to residents and visitors across the region to ensure our long-term planning reflects their aspirations and priorities.

We also held discussions with historically underrepresented communities, including Aboriginal and Torres Strait Islanders, people who identify as LGBTQIA+, multicultural communities, people with disability, young people, and older people.

Council has released several consultation reports that summarise community feedback during each consultation project. These are available on Council's [Your Say Moreton Bay](#) website.



Over 5000 comments received from 2370 participants

Over 30 events which included individual meetings, focus groups, artist and music forums

## What we heard from our communities

<b>Health and activity</b>	<ul style="list-style-type: none"><li>• Our communities rated an active lifestyle as a central community value.</li><li>• Significant value is placed on our parks, natural spaces, and recreational facilities.</li><li>• Our communities are satisfied with Council's service delivery, including community services and facilities. However, these could be improved through efforts to be more inclusive, foster representation and proactively respond to the needs of diverse communities.</li><li>• People include physical, mental and cultural health when they think of health and wellbeing.</li><li>• Mental health issues are a growing concern for the community.</li></ul>
<b>Safety and resilience</b>	<ul style="list-style-type: none"><li>• The desire to be safe, resilient, and well-supported is universal across our communities.</li><li>• There is community recognition that perceptions of safety are significantly influenced by a person's unique perspective and lived experience.</li><li>• Our communities want our region's public spaces to be inclusive and safe for everyone.</li><li>• There is broad recognition that effective social supports around homelessness and housing stress, domestic and family violence, and mental health are required.</li><li>• While Council and various agencies effectively manage responses to emergencies and natural disasters, our communities recognise the importance of good community connections to support recovery at individual and local community levels.</li><li>• Communities want Council to seek a balance between environmental impacts and the need for additional development.</li></ul>



<b>Creativity</b>	<ul style="list-style-type: none"><li>• Our communities see access to arts and cultural facilities and programs as a key element to grow participation in the arts.</li><li>• They also see arts and culture as important for building social connection and understanding across our region, with opportunities to assist in tough community conversations.</li><li>• Our communities identified that accessible and affordable cultural, community, and recreational opportunities will support their participation in active lifestyles and in building and maintaining social connections.</li></ul>
<b>Connectedness</b>	<ul style="list-style-type: none"><li>• Affordability is a key consideration for residents' connection to, and participation in, community life.</li><li>• Well-designed communities are central to community wellbeing. Communities identified the importance of good design to achieve connectivity between people, places, and spaces.</li><li>• Communities want to see effective and targeted transport options. While roads are considered important, there is significant value placed on greater access to public transport and local safe active transport options to create better community connections.</li><li>• Our communities see opportunities to enhance local knowledge and representation of Aboriginal and Torres Strait Islander histories and cultures. They want to see greater respect and recognition of Aboriginal and Torres Strait Islander peoples, including Traditional Custodians.</li><li>• Council has a role in promoting diversity and influencing community organisations' approaches to inclusion.</li><li>• Our communities would like to see Council services and events across the region communicated more effectively to residents.</li></ul>

### **Integrating community wellbeing**

Our communities associate wellbeing with more than just community services and facilities. They noted that a healthy environment, active economy, a choice of transport options, and affordable and well-designed housing and neighbourhoods were critical to their sense of wellbeing. These elements are addressed in our Growth Management, Integrated Transport, Environment and Sustainability, Economic Development and Organisational Excellence strategies.

## Focusing on inclusion

Our communities were explicit about wanting all residents to be able to enjoy our region's many benefits and pursue their own wellbeing to the greatest extent possible.

Our communities told us they wanted to see more targeted support for some parts of their communities, and more inclusive services and facilities generally. This related not just to Council, but to the extensive network of community organisations delivering sport, recreation, cultural and community services across the region.

We know that social and physical barriers can limit or prevent some community members from fully engaging in our communities. In recognition of this we have committed to being more inclusive of all people, particularly those from under-engaged and/or under-represented in our communities, including:

- Aboriginal and Torres Strait Islander peoples
- Culturally and Linguistically Diverse peoples
- People with disability
- People who identify as LGBTQIA+
- Women and girls
- Young people
- Older people.



# Our strategy roadmap



## Our journey ahead

Our strategy roadmap is structured around the following four outcomes:

### Outcome 1: Healthy and active communities

Our communities make healthy and active lifestyle choices and have access to the services and facilities they need.

### Outcome 2: Safe and resilient communities

Our communities are safe and resilient so that in times of adversity our people and places are supported.

### Outcome 3: Creative communities

Our communities embrace opportunities for participation in creative experiences and celebrate our stories, cultures and identities.

### Outcome 4: Connected communities

We have respectful, inclusive and engaged communities that value diversity and sustain connections to people and places.

These outcomes work together to achieve Our Vibrant Communities goal. All outcomes have strategic priorities to guide our approach to planning and decision-making over the next 20 years, and measures of success to help track our progress.

We will embrace collaboration and partnerships with our communities, community organisations, and other levels of government and apply our inclusion focus to ensure we support our communities' wellbeing.





# Outcome 1: Healthy and Active Communities

Our communities make healthy and active lifestyle choices and have access to the services and facilities they need.





## Why is this important?

Opportunities and the capacity to make choices that result in stronger health outcomes are central drivers of wellbeing.

We can provide opportunities for people to make positive choices that suit their lifestyle preferences and needs by supporting a wide range of activities and interests that drive healthy and active lifestyles. This includes supporting our community partners by building their capacity to deliver inclusive and affordable activities.

Access to sporting activities and facilities is a core expectation of many residents and a key focus for Council. There is also a growing national and international trend of informal and passive recreation activities such as mountain biking, walking or bird watching.

In addition to physical health, mental health is also recognised as a key part to wellbeing. We know that younger people particularly want to see progress in this area. Council has a role to inform, advocate, and work with service providers to support our communities' mental health needs.

### What can we do?

**"Making sure facilities are accessible for all - wheelchair friendly and have suitable pathways to access facilities. Planning to enable all community members to be active and healthy. Footpaths that connect infrastructure that encourages walking, riding, ramps, more easily accessible."**

**(Community comment: Our Moreton Round One engagement - survey)**

## Our strategic priorities

- Build the capacity of community organisations to deliver high quality, inclusive and affordable health, sport, and recreation services to our region's residents and visitors.
- Provide high quality and well-planned sport and recreation infrastructure that supports healthy and active lifestyles.
- Provide residents and visitors with access to diverse formal and informal recreation opportunities that harness the region's natural environment and open spaces.
- Partner with community organisations and activity providers to deliver services that encourage mental and physical wellbeing.
- Deliver targeted public health promotion initiatives that support improved community health outcomes.

## Our measures of success

Measure		Desired trend
Satisfaction with the sport and recreation opportunities provided by Council		Increase

## **Outcome 2: Safe and Resilient Communities**

Our communities are safe and resilient so that in times of adversity our people and places are supported.

## Why is this important?

Our communities highlighted that feeling safe and secure in their homes and neighbourhoods is fundamental to wellbeing. This includes:

- Physical safety in public areas such as streets, train stations and parks
- Personal safety in their homes, and
- Feeling safe and prepared for natural disasters.

Our communities have also been clear that their ability to adapt and thrive in times of change and adversity is important to their wellbeing and sense of security.

Perspectives and priorities about safety and resilience vary considerably depending on a person's lived experience. Safety and resilience for some people may be intertwined with concerns about security of housing, education, or employment options - while for others it may relate to physical accessibility and feelings of safety when using active transport routes.

We also know that a strong sense of identity, culture, and representation can improve a person's sense of safety. There is a need to ensure our residents' sense of belonging and connection to people and places across the region.


### What can we do?

**"Council should advocate to State for increased responses to social issues such as homelessness." (Community comment: Our Moreton Round one engagement - public focus groups)**

## Our strategic priorities

- Build the capacity of residents, community organisations and businesses so they can be resilient to challenges, natural hazards, and change.
- Deliver initiatives that assist our communities to feel safe and respected in their homes and public spaces.
- Work with government, community services and the private sector to support people experiencing housing insecurity and homelessness.
- Strengthen the ability of communities to find and access the public information they need to connect with services and participate in community activities.

## Our measures of success

Measure		Desired trend
Sense of community safety and wellbeing		Increase
Proportion of residents having a personal emergency plan		Increase

# Outcome 3: Creative Communities

Our communities embrace opportunities for participation in creative experiences and celebrate our stories, cultures, and identities.



## Why is it important?

Arts and creativity connect us; with each other, with our past and present; and help us to imagine our future. Creativity is fundamental to our existence and can build a rich life and support rejuvenation, recovery and resilience.

We have a strong network of libraries, galleries, museums, heritage services, and cultural activation services which deliver significant arts and cultural outcomes across the region. A flourishing arts and cultural sector plays a vital role in shaping our identity and contributing to a sense of place and belonging.

We want to work in partnership with our community to grow and evolve Council’s cultural offerings. We will help build our creative sector’s sustainability, celebrate the region’s talents, and inspire and capture the region’s creativity and its diverse offers.

### What can we do?

**“Include opportunities for and representation of diverse groups in arts programs, festivals and events.” (Community comment: Our Moreton Round One engagement - LGBTQIA+ focus groups)**

## Our strategic priorities

- Promote Aboriginal and Torres Strait Islander peoples’ traditional and contemporary arts and culture across the region.
- Provide opportunities and pathways for local artists, writers, and creatives through sector and professional development programs and initiatives.
- Grow opportunities for residents and visitors to experience and participate in arts and culture in their everyday lives.
- Grow a creative economy by supporting local creative businesses and attracting new audiences to the region.
- Deliver initiatives that activate the region’s local stories, culture, and heritage, enliven public places and spaces; to strengthen placemaking, livability and cultural tourism.

## Our measures of success

Measure		Desired trend
Satisfaction with Council arts and cultural activities		Increase



## Outcome 4: Connected Communities

We have respectful, inclusive, and engaged communities that value diversity and sustain connections to people and places.



## Why is it important?

Our region is diverse - from the distinct character of our suburbs and villages to our natural landscapes and our cultural backgrounds and identities. Together, our communities embrace what our region has to offer and want to make it a better place for all.

Underpinning our community engagement was the idea that connection to people and places builds the resilience and confidence of all people. We can collectively improve our own wellbeing and that of future generations by building our connection to each other through events, technology, activities, or to places with special cultural significance.

Our communities told us that neighbourhoods designed for physical and social connection were important, highlighting the critical need for safe and convenient active and public transport infrastructure, green spaces and playgrounds.

This strategy focuses on supporting social connection and creating public places where everyone feels welcome, while our Growth Management and Integrated Transport Strategies prioritise neighbourhood design and infrastructure networks to create complete and connected communities.

### What can we do?

**"More opportunities to learn about the Aboriginal and Torres Strait Islander history of the region. Provide spaces to learn about the true history of this nation. Council has a role to play in making available opportunities to safely learn about our First Nations culture." (Community comment: Our Moreton Round One engagement)**



## Our strategic priorities

- Increase community understanding and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge, and connections to Country.
- Build the capacity of local leaders and service organisations to connect with residents and respond to their needs.
- Provide accessible facilities and public spaces that enhance participation in community life.
- Recognise and foster diversity in our communities to enhance their sense of belonging and connections between people and places.
- Respond to the needs of different communities through local initiatives that enhance inclusion and equity.
- Provide opportunities for residents to engage in lifelong learning opportunities in the ongoing pursuit of knowledge and life skills.

## Our measures of success

Measure		Desired trend
Satisfaction with accessibility of public spaces, facilities, and services		Increase
Sense of belonging		Increase





# Delivering our strategy

This strategy provides direction to Council's community wellbeing focused policies, programs, services and actions. The strategy's timelines look to 2042 to align with our vision.

## Planning our actions

This strategy is supported by initially four three-year action plans that align to its four outcomes:

- Healthy and Active Communities Action Plan
- Safe and Resilient Communities Action Plan
- Creative Communities Action Plan
- Connected Communities Action Plan.

Subsequent action plans will build on successes, adapt to challenges, and allow for flexibility to respond to changes in the community context, such as when the COVID-19 pandemic occurred.

## Monitoring our success

Our progress towards the strategy's outcomes will be monitored and reported through Council's annual report. This will include progress against our overall measures of success and desired trends. Additionally, we will report on the action plans as they expire. These reports will be shared with our communities to ensure transparency and accountability.

We recognise the need to develop better ways to capture and measure the community benefit and social return from Council's investment in services and facilities. It will require a shift from measuring outputs to outcomes, and a clear framework for data collection and evaluation of activities. Accordingly, this will be a focus within the strategy's early years and incorporated at subsequent reviews.

## Reviewing our strategy

Our strategy is a living document that will be adjusted as required. This includes a major review every five years to align with our corporate plan review process. This will ensure our strategy keeps driving us towards our vision, responds to emerging challenges and opportunities, and meets community expectations.

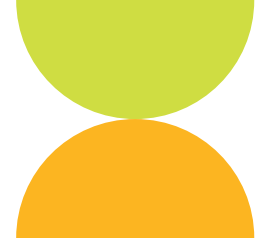
## Resourcing our strategy

The strategy and action plans will provide important inputs for our annual budget and operational plan process, supporting prioritisation and resource allocation.

This strategy will also guide our advocacy work to help influence collaboration, partnerships and resourcing for our communities.

**Thank you for helping us shape our vibrant communities into the future.**

# Glossary

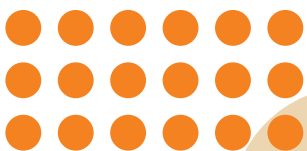


Term	Description
Business as usual	Actions delivered as day-to-day organisational operations.
Council	Moreton Bay Regional Council.
Council Budget	Council's annual operational and capital expenditure programs, including long-term financial forecast, financial policies, rates, and charges.
Corporate Plan	Council's five-year roadmap that describes the strategic goals and outcomes that support our vision: <i>Our Moreton Bay. Amazing places. Natural spaces.</i>
Housing stress	<p>When a household has an income level in the bottom 40% of Australia's income distribution and is paying more than 30% of its income in housing costs*.</p> <p><i>*This is the Australia Housing and Urban Research Institute (AHURI) definition. It is one of several indicators of housing affordability stress used within public and private housing sectors.</i></p>
Long-term	Actions that occur after 5 or more years, however planning or design may occur in the medium-term.
Low-income rental households in rental stress	Percentage of low-income private rental tenants paying 30% or more of their gross income on private rent.
Measures	Indicators of success against strategy outcomes that help to monitor progress. 📊 Icon indicates this measure is also reflected in the Corporate Plan 2022-2027.
Medium-term	Actions that occur within 3-5 years.
Moreton Bay region	Moreton Bay Regional Council Local Government Area.
Moreton Says	Council's region-wide community survey.
Operational Plan	Council's annual program of services to deliver strategic outcomes against key performance indicators.
Outcomes	High-level focus areas that guide strategic priorities.

Term	Description
Reconciliation	Strengthening relationships between Aboriginal and Torres Strait Islander peoples and non-Indigenous peoples to benefit all Australians.
Short-term	Actions that occur within 1-2 years.
Strategic priority	A strategic pathway to achieve an outcome.

Acronym	Description
ABS	Australian Bureau of Statistics.
CALD	Culturally and Linguistically Diverse.
LGBTQIA+	Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual, and other gender and sexual identities.
RAP	Reconciliation Action Plan.

Geographic sub-regions	Description - ABS Statistical Area 2 (SA2s) included in sub-regions
Caboolture and surrounds	Caboolture East - 313021572, Caboolture South - 313021366, Caboolture West - 313021573, Upper Caboolture - 313041376, Morayfield-East - 313021368, and Morayfield - 313041374
The Hills District	The Hills district - 314011386, Albany Creek - 314011382, and Eatons Hill - 314011385
Samford Valley	Samford Valley - 314011387
Bribie Island and coastal areas	Bribie Island - 313011363, and Beachmere-Sandstone Point - 313011362
Narangba and surrounds	Burpengary - 313041372, Burpengary East - 313021364, Deception Bay - 313041373, and Narangba - 313041375
North Lakes and surrounds	Murrumba Downs-Griffin - 314021389, North Lakes - 314021390, Mango Hill - 314021578, Dakabin - 314021576, and Kallangur - 314021577



Geographic sub-regions	Description - ABS Statistical Area 2 (SA2s) included in sub-regions
Strathpine and surrounds	Bray Park - 314031391, Cashmere - 314011383, Lawnton - 314031392, Petrie - 314031393, and Strathpine-Brendale - 314031394
Redcliffe Peninsula	Clontarf - 313051377, Margate-Woody Point - 313051378, Redcliffe - 313051379, Rothwell-Kippa Ring - 313051380, and Scarborough-Newport-Moreton Island - 313051542
Woodford and surrounds	Woodford-D'Aguilar - 313031371, Wamuran - 313021369, and Elimbah - 313021367
Dayboro and surrounds	Dayboro - 314011384



# Resource list

- Australian Sports Commission (2017), [\*Intergenerational Review of Australian Sport 2017\*](#), retrieved from .id (2021), [\*Moreton Bay Region community profile\*](#), id.com.au website.
- Queensland Department of Housing and Public Works (2022), [\*Queensland housing profiles, Housing profile - dwelling and household characteristics\*](#), Moreton Bay Regional Council.
  - (2022), [\*Queensland housing profiles, Housing profile - dwelling and household characteristics, Custom region \(Caboolture and surrounds\)\*](#)
  - (2022), [\*Queensland Housing Profiles, Housing profile - dwelling and household characteristics, Custom region \(Samford Valley\)\*](#)
- QGSO (Queensland Government Statisticians Office) (2022), [\*Queensland regional profiles - Resident profile, Bribie Island and surrounds region \(ASGS 2021\)\*](#).
  - (2022), [\*Queensland Regional Profiles - Resident Profile, North Lakes region \(ASGS 2021\)\*](#).
  - (2022), [\*Queensland regional profiles - Resident profile, Redcliffe Peninsular region \(ASGS 2021\)\*](#).
  - (2022), [\*Queensland regional profiles - Resident profile, Dayboro and surrounds region \(ASGS 2021\)\*](#).

For more information on our new Community Wellbeing Strategy visit [moretonbay.qld.gov.au](http://moretonbay.qld.gov.au)

