Strengthening communities

Our vision is for a region with safe, strong and inclusive communities.

A place where:

- All residents enjoy a quality lifestyle and a sense of belonging.
- Services are available to support people seeking an active, healthy and engaged lifestyle.
- Our civic leaders are progressive, responsive and build trust within our community.
Safe neighbourhoods

By 2021 our residents will live in safe and resilient communities.

Community feedback clearly demonstrates the importance of personal safety to the liveability of local communities. The community survey conducted to help shape the development of this document included the following question: What will make Moreton Bay Region a place you want to live in over the next ten years? The most popular response to this question was Safe Neighbourhoods. Out of the 4,520 survey respondents, 78 per cent selected this option.

The Queensland Police Service in its Annual Statistical Review provide information on the estimated resident population, number of police, and reported offences for the region.22

Between the three years 2007/08 – 2009/10 in Moreton Bay Region it was estimated that the population increased by 9 per cent, reported offences increased by 7 per cent and Police numbers increased by 15 per cent. At the state level over the same three year period, it was estimated that the population increased by 6 per cent, reported offences increased by 1 per cent and Police numbers increased by 6 per cent.23

Disaster management services also have a key role in promoting safe neighbourhoods during times of emergency (eg. Moreton Bay Region State Emergency Services Unit and Rural Fire Brigades).

“An area to live where law and order is retained and it remains a safe and happy place to live.

(Community survey responses, March 2011)
Target 10

Reduce the instance of crime in the region per capita

**Measure:**
- Reported Offences Against the Person per 100,000 persons
- Reported Offences Against Property per 100,000 persons

**Source:**
- Queensland Police Service Annual Statistical Review (Caboolture, Pine Rivers and Redcliffe Queensland Police Service Districts)

**Risks:**
- Factors that impact on crime rates that are beyond the direct influence of Queensland Police Service eg. Socio-economic profile, drug and alcohol use
- Resources available for policing eg. Police numbers and resources in the region

**Lead agencies:**
- Queensland Police Service

**Opportunities:**
- Reduction in the number of people who become victims of crime
- Reduced cost to the community from criminal activity
- Increase in community pride and participation in community life
- Increased Police presence across the region where appropriate

**First steps:**
- Regional Graffiti Management program
- Public space CCTV Camera program
- Crime Prevention through Environmental Design initiatives

**Baseline data:**
- Reported Offences Against the Person 2009/10: 2,079 (per 100,000 persons)
- Reported Offences Against Property 2009/10: 14,421 (per 100,000 persons)

**Reporting progress:**
- Report on relevant statistics each year from the Queensland Police Service Annual Statistical Review
Target 11

Increase public awareness of personal safety

Measure:
- Moreton Bay Regional Council’s Community Attitude Survey
  New question:
  How safe or unsafe do you feel when you are in the following situations?24
  How safe do you feel ...
  o At home during the day?
  o At home after dark?
  o Walking in your local area alone during the day?
  o Walking in your local area alone after dark?

Source:
- Moreton Bay Regional Council’s Community Attitude Survey

Risks:
- Ageing population (older people are generally more fearful for their safety)25
- Lack of community awareness about crime and factors that improve community safety

Opportunities:
- Ongoing use of Crime Prevention through Environmental Design principles eg. Better lighting, improving signage and creating safe routes through public areas
- Improved awareness of personal safety precautions eg. avoiding potentially dangerous places, installing home security, participating in Neighbourhood Watch
- Increase the use of public places
- Creating a strong sense of community pride as a crime prevention strategy
- Reduce instances of graffiti across the region

First steps:
- Regional graffiti management program
- Public space CCTV camera program
- Crime Prevention through Environmental Design initiatives

Baseline data:
- Moreton Bay Regional Council’s Community Attitude Survey: Baseline data to be sourced from the next survey

Reported progress:
- Report on survey results each time the Community Attitude Survey is conducted

Lead agencies:
- Queensland Police Service
- Moreton Bay Regional Council

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**Target 12**

*Increase the resilience of communities and businesses to a disaster*

**Measure:**
- Moreton Bay Regional Council's Disaster Management Survey
  - Households and businesses with evacuation plans developed and rehearsed
  - Households with emergency survival kits
  - Businesses with business continuity plans

**Source:**
- Moreton Bay Regional Council’s Disaster Management Survey

**Lead agencies:**
- Moreton Bay Regional Council
- Regional Development Australia Moreton Bay
- Department of Employment, Economic Development and Innovation
- Chambers of Commerce and business groups
- Moreton Bay Regional Council’s Local Disaster Management Group (LDMG)

**Risks:**
- Level of disaster awareness and preparedness in the community
- Available resources in responding to a disaster in a growing region
- Decrease in community volunteer capability

**First steps:**
- Further development of Moreton Bay Regional Council’s website, Facebook and Twitter capability to assist in responding to a disaster
- Initial survey of households and businesses in the region
- Data capture of calls for assistance provided
- Moreton Bay Regional Council’s flood mapping information
- Local Disaster Management Plan

**Baseline data:**
- Moreton Bay Regional Council’s Disaster Management Survey: Baseline data to be sourced from the next survey

**Opportunities:**
- Promotes community resilience and economic sustainability
- Promotes prepared, resilient communities that understand their role in disaster management arrangements
- Strong partnerships with Red Cross, Department of Communities, Chambers of Commerce and other community groups
- Promote resources from the Queensland Health ‘food provisioning for disasters’ project to households

**Reporting progress:**
- Report on survey results each time the Disaster Management Survey is conducted
Healthy and supportive communities

By 2021 our residents will be making healthier lifestyle choices and we will live in stronger, more inclusive communities.

‘A healthy and active community is one that is continually creating and improving those physical and social environments; and expanding those community resources which enable people to mutually support each other in performing all the functions of life; and in developing to their maximum potential.’

As Moreton Bay Region’s population grows, a focus on health promotion and easy access to health services will be vital in creating healthy and supportive communities. It is also recognised that health is determined by ‘a range of economic, environmental and social determinants’. Improving the socio-economic profile of an area over time will contribute to creating healthy and supportive communities.

Volunteering also plays a central role in creating healthy and supportive communities. Moreton Bay Region has a ‘relatively strong volunteering culture’ and many community organisations across the region rely on volunteers to deliver a range of services to residents. Information from the 2006 Census shows that 17.5 per cent of the Moreton Bay Region population were undertaking some form of voluntary or unpaid work compared to 18.5 per cent for Queensland. Research shows that at the state level, the numbers of people that volunteer are increasing however the amount of hours people spend volunteering is decreasing.

27 Southern Public Health Unit Network - West Moreton Public Health Unit (2010), Social Determinants of Health - Education Fact Sheet.
28 Regional Development Australia Moreton Bay Qld (2010), Regional Roadmap, p. 43.
**Target 13**

*Cut by one third obesity, smoking, heavy drinking and unsafe sun exposure*\(^{30}\)

**Measure:**
- Queensland Government, 2009 Self-Reported Adult Health Status Survey, Metro North Health Service District\(^{31}\)
  - Health indicators:
    - Overweight/obese
    - High risk/risky drinkers
    - Daily smokers
    - Sunburn

**Source:**
- Queensland Government, 2009 Self-Reported Adult Health Status Survey, Metro North Health Service District

**Risks:**
- Factors that impact on residents’ health which are beyond the direct influence of governments eg. Individual lifestyle choices

**First steps:**
- Moreton Bay Regional Council’s physical activity strategies
- Community partnerships e.g Wellness Coalition, Active Ageing Partnership, Early Years Partnership, Healthy Hospital Partnership
- Capacity Building Workshops

**Lead agencies:**
- Queensland Health
- Department of Communities, Sport and Recreation Services
- Australian Government Department of Health and Ageing

**Opportunities:**
- Create a supportive environment for physical activity and healthy eating
- Ensure sustainable social marketing initiatives, which foster a supportive environment of chronic disease prevention
- Create sustainable community partnerships in response to chronic disease prevention and skin cancer prevention
- Build the capacity of government and community organisations to implement a walkable community
- Collaboratively engage with people from diverse backgrounds to promote accessible health and wellness strategies
- Increase awareness of positive health messages

**Baseline data:**
- Percentage of survey respondents who were overweight or obese 2009: 61.9 per cent
- Percentage of survey respondents who drink alcohol at levels that risk long term harm 2009: \(^{32}\) 9.8 per cent
- Percentage of survey respondents who smoked daily 2009: 11.2 per cent
- Percentage of survey respondents who were sunburnt over the past weekend 2009: 7.8 per cent

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\(^{30}\) Adopted from Queensland Government, *Toward Q2: Tomorrow’s Queensland 2020 ‘Healthy Target’.*

\(^{31}\) The Metro North Health Service District is made up of the Moreton Bay Region and parts of the Brisbane City Council and Somerset Regional Council areas.

\(^{32}\) Risky drinking: 7-10 standard drinks on any one day, High risk: 11 or more drinks on any one day (males), National Health and Medical Research Council (NHMRC) Australian Guidelines: Health Risks and Benefits 2001.
Target 14

Improve the socio-economic profile of local communities

Measure:
- SEIFA Index of Relative Socio-economic Disadvantage

Source:
- Moreton Bay Regional Council’s profile.id publication

Risks:
- Diverse range of variables that impact on the SEIFA Index of Relative Socio-economic Disadvantage
- Availability of government funding and programs to successfully address these variables in areas that have comparatively high levels of socio-economic disadvantage

Opportunities:
- Focus government funding and programs on areas that have comparatively high levels of socio-economic disadvantage
- Advocate for government funding and programs that directly address socio-economic disadvantage

Lead agencies:
- Department of Education and Training
- Department of Employment, Economic Development and Innovation
- Department of Communities
- Regional Development Australia Moreton Bay
- Moreton Bay Regional Council
- Queensland Health

First steps:
- Redcliffe - Dakabin Corridor Skills Formation Strategy
- Moreton Central Business Link
- Moreton Bay Regional Council’s Community Services Sector Review

Baseline data:
- SEIFA Index of Relative Socio-economic Disadvantage, Moreton Bay Region 2006: 1007.4

Reporting progress:
- Report on SEIFA Index of Relative Socio-economic Disadvantage using census data sourced from Moreton Bay Regional Council’s profile.id publication

33 SEIFA Index of Relative Socio-economic Disadvantage is derived from Census variables related to disadvantage such as low income, low educational attainment, unemployment, and dwellings without motor vehicles.
Target 15

Increase by fifty per cent the proportion of residents involved in their communities as volunteers

Measure:
- Volunteering (the proportion of residents who did voluntary work for an organisation/group)

Source:
- Moreton Bay Regional Council’s profile.id publication

Lead agencies:
- Department of Communities
- Regional Development Australia Moreton Bay

Risks:
- Reduced number of people willing to volunteer due to the ageing population
- Reduced amount of time available for people to volunteer due to work commitments and other activities

First steps:
- State Government ‘Volunteer Management Strategy 2009-2013’
- State funding for volunteering education and training programs
- Development of corporate volunteering partnerships
- Improved government online presence to recruit and support volunteering

Opportunities:
- Increased demand for volunteers especially in the aged care and support sector
- Improving volunteer referral services

Baseline data:
- Volunteering (the proportion of residents who did voluntary work for an organisation/group) 2006: 17.5 per cent

Reporting progress:
- Report on volunteering levels using census data sourced from Moreton Bay Regional Council’s profile.id publication

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34 Adopted from Queensland Government, Toward Q2: Tomorrow’s Queensland 2020 ‘Fair Target’.
36 These first steps have been implemented by the State Government throughout Queensland as described in http://www.towardq2.qld.gov.au/tomorrow/fair-communities/volunteering.aspx
Strong local governance

By 2021 our residents’ values and ideas are echoed through the actions of our civic leaders.

Council is responsible for delivering a wide range of services to the region. Many of these services will affect the liveability of the region into the future such as council’s planning activities, the construction of roads and public infrastructure, and the ongoing provision of essential services such as waste management.

To ensure the cost-effective delivery of these services into the future and to manage rate levels, sound financial management by council is required over the short and long-term. The sustainability of council’s financial decision making can be monitored using measures developed by the State Government. Continuing to perform well against these measures into the future demonstrates council’s ongoing capacity to deliver services to the region.

Community feedback is critical to ensuring the delivery of responsive local government services. In 2009, council conducted a Community Attitude Survey and 70.4 per cent of survey respondents rated their overall satisfaction with the services provided by council as ‘Good’ or ‘Excellent’.37

Council also has an important role in promoting a strong sense of community pride. People enjoy living in the region and have strong links to the local area. In council’s Community Attitude Survey undertaken in 2009, survey respondents were asked to rate living in Moreton Bay Region. In total, 86.4 per cent of respondents were satisfied or very satisfied with living in the region.38

**Target 16**

**Increase residents’ overall satisfaction with council**

**Measure:**
- Moreton Bay Regional Council's Community Attitude Survey
  - Question: How would you rate your overall satisfaction with the service provided by the Moreton Bay Regional Council?

**Source:**
- Moreton Bay Regional Council's Community Attitude Survey

**Risks:**
- Awareness of residents’ expectations
- Responding to residents’ expectations within financial constraints
- Delivery of services that are responsive to residents’ expectations

**First steps:**
- Moreton Bay Regional Council’s Community Attitude Survey
- Moreton Bay Regional Council’s ‘Think Out Loud’ online community engagement program

**Lead agencies:**
- Moreton Bay Regional Council

**Opportunities:**
- Allows Moreton Bay Regional Council to better understand residents’ service experience
- Improves Moreton Bay Regional Council’s service delivery based on feedback from residents
- Provides opportunities for engagement and consultation with residents
- Feedback from residents enables community needs and issues to be identified

**Baseline data:**
- Moreton Bay Regional Council’s Community Attitude Survey 2009: 70.4 per cent of survey respondents rated their overall satisfaction with the service provided by Council as good or excellent

**Reporting progress:**
- Report on survey results each time the Community Attitude Survey is conducted
Target 17

Ensure the ongoing financial sustainability of council

Measure:
Moreton Bay Regional Council’s financial sustainability indicators:\(^{39}\)
- Working capital ratio: between 1 and 4
- Operating surplus ratio: between 0 per cent and 10 per cent
- Net financial asset / liability ratio: not greater than 60 per cent
- Interest coverage ratio: between 0 per cent and 5 per cent
- Asset sustainability ratio: greater than 90 per cent
- Asset consumption ratio: between 40 per cent and 80 per cent

Source:
- Moreton Bay Regional Council’s annual budget and operational plan

Lead agencies:
- Moreton Bay Regional Council
- Queensland Treasury Corporation

Risks:
- Inadequate revenue to fund Moreton Bay Regional Council’s operations eg. Government funding and rates
- Dwelling growth does not equate to growth in revenue from fees and charges
- Increase in cost of goods and services
- Increase in operational costs associated with the addition of new assets

Opportunities:
- Continue to achieve operational savings through a reduction in bureaucracy, corporate overheads and streamlining of processes
- Responding to residents’ expectations within financial constraints

First steps:
- Preparation and implementation of Moreton Bay Regional Council’s Financial Plan 2010-2020

Reporting progress:
- Report on ratio results in Moreton Bay Regional Council’s Annual Report

Baseline data:
Moreton Bay Regional Council’s Annual Report 2009/10:
- Working capital ratio: 3.87
- Operating surplus ratio: -4.4 per cent
- Net financial asset / liability ratio: 25.3 per cent
- Interest coverage ratio: 1 per cent
- Asset sustainability ratio: 79.5 per cent
- Asset consumption ratio: 75.9 per cent

\(^{39}\) Moreton Bay Regional Council, Budget and Operational Plan 2011/12.
Target 18

Promote a sense of community pride in the region

Measure:
- Moreton Bay Regional Council's Community Attitude Survey
  Question: How satisfied are you with living in the Moreton Bay Region?

Source:
- Moreton Bay Regional Council's Community Attitude Survey

Risks:
- Recent formation of the new Council area
- Proximity to Brisbane and Sunshine Coast (areas with strong and well established identities)

First steps:
- Launch of Moreton Bay Regional Council's regional branding strategy
- Moreton Bay Regional Council’s events and cultural activities

Lead agencies:
- Moreton Bay Regional Council

Opportunities:
- Implementing Moreton Bay Regional Council's regional branding strategy
- Residents can identify with a diverse range of community attributes
- Developing a sense of place and community pride through effective planning of our communities
- Greater community support of events and cultural activities

Baseline data:
- Moreton Bay Regional Council’s Community Attitude Survey 2009: A total of 86.4 per cent of survey respondents were ‘satisfied’ or ‘very satisfied’ with living in Moreton Bay Region

Reporting progress:
- Report on survey results each time the Community Attitude Survey is conducted