



MAY 2018

Plan your Brisbane Citywide engagement summary report

PREPARED BY ARTICULOUS

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1. Executive Summary

Plan your Brisbane involved a citywide conversation with the Brisbane community about the future of Brisbane. The South East Queensland Regional Plan 2017 indicates that Brisbane will need to accommodate an extra 386,000 residents by 2041. That's more than 1,300 people each month. Plan your Brisbane used a vast array of engagement techniques to ask everyday residents what they love about Brisbane, what they want for Brisbane's future, and what trade-offs and priorities we need to think about in planning for our city.

Plan your Brisbane is one of the largest and most innovative community engagement projects of any local government in Australia. It involved more than 277,000 interactions and more than 100,000 genuine engagements, where specific contributions were provided.

Plan your Brisbane engaged Brisbane residents from every Brisbane postcode (Appendix 6.23 - list of all Brisbane postcodes from the Game Survey), ranging in age from primary school children to those in their 80s. The engagement involved more than 20 unique types of engagement activities. The diverse range of engagement methods were designed to make it easy for every Brisbane resident to get involved and encourage people who might not otherwise participate.

1.1 Engagement

The citywide engagement involved three phases:

Phase 1 focused on understanding what Brisbane residents most loved about the city and what residents believed Council should improve to help plan for Brisbane's future and to accommodate an additional 386,000 people by 2041. Phase 1 heavily emphasised reaching a wide range of demographics using a strong mix of face-to-face with online, digital and creative arts engagement. Phase 1 explored what was important to people, and areas of interest for further discussion.

Phase 2 further explored four themes that emerged from Phase 1 - lifestyle, greenspace, transport and affordability. Through one of Australia's largest digital community engagement activities, participants explored the themes through the Plan your Brisbane Game, developed by Brisbane City Council. The game explored the trade-offs involved to house 1,000 residents in a simulated activity. In other Phase 2 activities, people were asked to develop ideas and priorities for each of the four themes.

Council will prepare a charter of principles to guide Brisbane's future, informed by the community feedback from Phase 1 and Phase 2.

Phase 3 will involve informing the Brisbane community of the charter and the results of this citywide engagement.



1.2 Results

Over 100,000 people took part in Plan your Brisbane, across more than 20 different engagement activities. Participants ranged from young students to residents in their 80s. Plan your Brisbane is one of the largest engagements ever undertaken by Brisbane City Council.

Activities were designed to be accessible to everyone across Brisbane and included interactive activities to engage with more residents.

Brisbane City Council undertook a range of awareness-raising activities during Plan your Brisbane to target as wide a reach as possible, and to encourage residents to be involved. This included:

- TV commercials on Channel Seven.
- Competitions, advertisements and live reads on all major commercial radio stations and Spotify.
- Cinema advertising.
- Outdoor advertising on billboards, buses, bus shelters and at major shopping centres.
- Articles in the Living in Brisbane newsletter that is distributed to all Brisbane Local Government Area (LGA) households in February, March, and April 2018.
- Two citywide Plan your Brisbane postcards to all Brisbane LGA households in September 2017 and March 2018, inviting a call to action and a link to Council's website.
- Social media posts on Facebook, Instagram, Twitter and Snapchat.
- Advertising and editorial with local online news publishers.

A summary of engagement outcomes is below:

**Note: Engagements are defined as occasions where specific contributions were made. Interactions are defined as activities where no specific contribution was made, but where people interacted through activities such as the website, and attendance at pop-ups. Interactions include engagements and are not mutually exclusive.*

Table 1 Engagement activities Phase 1 and Phase 2 with total engagements and interactions

Date	Engagement Activity	Details of Activity	Engagements	Interactions
Phase 1				
1 Sep 2017 to 17 Feb 2018	BCC Corporate website	Online web portal		11,246
28 Sep 2017 to 16 Feb 2018	BCC Plan your Brisbane Your City Your Say website	Online web portal		13,500
28 Sep 2017 to 31 Jan 2018	Phase 1 Online Survey	The survey asked three multiple choice questions about Brisbane's greatest strengths, what would make Brisbane better in the future and what are the most important challenges to address. Open ended questions were included	4,575	5,390
30 Sep 2017	Riverfire interactive pop-up survey	Used "Makey Makey" technology to turn plasticine sculptures into interactive voting buttons	190	190

Date	Engagement Activity	Details of Activity	Engagements	Interactions
30 Sep 2017 to Dec 2017	Pop-up information activities	BCC staff attended the "Brisbane Open House", Mosaic Multicultural Festival and a range of pop-up activities in suburban shopping centres	67	5,776
Sep 2017 to Feb 2018	Correspondence	Emails to PYB inbox	35	40
Sep 2017 to Feb 2018	Online questions	Asked via EHQ and answered through PYB mailbox	50	62
17 Oct 2017	Brisbane Greeters Forum	Facilitated forum with Greeters seeking their thoughts on Phase 1 questions as important Brisbane ambassadors		20
Oct 2017 to Dec 2017	Primary Schools postcard competition (My Brisbane My Place)	Using a template postcard, students created artwork describing their favourite Brisbane place	1,935	1,965
Oct 2017 to Dec 2017	Primary School library workshops (My Brisbane My Place)	Students described what they love about Brisbane today and ideas that will transform their local community in the future	926	926
8 Nov 2017	Lord Mayor's Youth Advisory Council	Facilitated forum with high school students to gain their insight on Brisbane's strengths, how it could be improved and key focus areas for Brisbane's future	53	53
9 Nov 2017	Intergenerational Forum	Brisbane's first Intergenerational Forum for planning brought young and older people together in a joint forum to explore how Brisbane can be a great city for all ages	121	121
Dec 2017 to Jan 2018	1+1+1 very small screen film competition	One place + One story + One word Residents documented their Brisbane story on their smartphone or other device	39 unique entries	43 entries 1,467 votes
Phase 2				
18 Feb 2018 to 16 Apr 2018	Plan your Brisbane Game	This online game challenged participants to accommodate 1,000 people in a typical suburb while maximising greenspace, transport, liveability and affordability outcomes	82,654	96,591

Date	Engagement Activity	Details of Activity	Engagements	Interactions
18 Feb 2018 to 16 Apr 2018	Plan your Brisbane Game Survey	People who played the Plan your Brisbane Game and then completed a survey at the end of the game. Their survey responses are a mix of closed and open-ended responses. (The number of Game Survey responses are included in the total Plan your Brisbane Game engagement figure above).		5,627
18 Feb 2018 to 16 Apr 2018	Phase 2 Online Survey	Based on the Have Your Say Plan your Brisbane Project Site. The survey was designed to (a) prioritise the themes in order of importance and (b) understand why people considered those themes as being important	550	589
18 Feb 2018 to 16 Apr 2018	Quick poll survey hosted on Engagement HQ	Based on the Engagement HQ site, the quick poll asked "If you lived within walking distance of high-frequency transport, would you still use your car?"	404	404
18 Feb 2018 to 16 Apr 2018	Engagement HQ website hits			3,800
18 Feb 2018 to 16 Apr 2018	Brisbane City Council website hits			26,794
Feb 2018 to Apr 2018	Social media	Interactions on social media about Plan your Brisbane	518 comments	78,127 likes, shares and reactions
Feb 2018 to Apr 2018	Correspondence	Letters and emails to the PYB team	66	100
Feb 2018 to Apr 2018	Pop-up engagement	Pop-up engagements events provided an opportunity for the community to ask questions and officers to hand out branded Plan your Brisbane collateral		1,654
5 to 11 Mar 2018	Nova competition	Online Survey asking participants to say in 25 words what they want to see more of in Brisbane	110	149
5 Mar 2018 to 16 Apr 2018	Pedestrian TV survey	Online avatar survey asking participants what kind of Brisbanite they were	353	414

Date	Engagement Activity	Details of Activity	Engagements	Interactions
6 Mar 2018	Citywide Forum	Brought together participants from right across the community to explore four key themes that have emerged from Plan your Brisbane conversations	279	279
14 Mar 2018	Lions Seniors Expo	Macgregor Lions Health & Wellbeing Expo – 14 March 2018		280
22 Mar 2018	Industry round tables	Brisbane business sector, peak body community groups and Brisbane industry groups were presented emerging themes from engagement activities as an opportunities brief	30	30
11 to 12 Apr 2018	Telephone surveys	Interactive voice response interviewing over the telephone, with a recorded message from the Lord Mayor. Two questions were asked.	21,492	21,492
Total			114,447	277,129

Plan your Brisbane has created a legacy of community-driven ideas about how to plan for the future of Brisbane.

The Plan your Brisbane program was extremely successful at reaching a broad audience, and reaching new audiences, including young school aged people to people aged in their 80s:

- There were more than 100,000 engagements between September 2017 and April 2018. This represents one of the largest engagement programs to be conducted in Australia.
- It included the first Intergenerational Forum for planning ever held in Queensland.
- It included one of the largest digital community engagement gamification tools of its kind at the time of the engagement. Google Analytics confirms that 96,591 total Brisbane users reached the game site with an average play duration of 6.41min. There were 20,136 total game completions, which represents 17% of the games played, and is an above average conversion rate for surveys based on industry standards (10-15% is considered the average response rate for external surveys. *Source: Survey Gizmo resources, July 2015, www.surveygizmo.com/resources/blog/survey-response-rates/*).
- Approximately 10% of the Brisbane population, or 1 in 5 households, was engaged through the process.

1.3 Key Themes

The following key themes emerged from the citywide engagement:

Lifestyle, including:

- **Subtropical climate** – take advantage of Brisbane’s subtropical climate and outdoor lifestyle.
- **Community events and connections** – create and enable the use of places where people can connect with each other and meet and socialise around shared interests such as games, sport or cultural pursuits.

- **Community involvement** – provide residents with more opportunities to be meaningfully involved in planning and development in their neighbourhoods.
- **A city for old and young people** – provide opportunities, spaces and places for people of all ages to participate in community activities, to support community wellbeing and to be socially connected.
- **Moving around** – provide more public transport and active transport options that connect people with the places they want to go and the activities they want to do.
- **Greenspace** – provide access to quality greenspace as an important part of Brisbane’s lifestyle.

Greenspace, including:

- **Create more greenspace** - greenspace was considered in the broad sense to include private and public areas, greener streets, tree lined streets, open spaces, public space, walking paths and cycleways.
- **Access to greenspace** – provide access to greenspace in locations where people live.
- **Encourage active travel** – greenspace enhances walking and cycling and makes active transport easier and more appealing.
- **Greenspace to support density** - ensure public and private greenspace is provided with higher density developments.
- **Activated greenspace** – activate greenspace, for example by providing/facilitating cafes, play equipment, community events and active travel in or near the greenspace.

Transport, including:

- **Better public transport** – provide access to affordable and integrated public transport to improve liveability and reduce congestion.
- **Better walking and cycling** – encourage walking and cycling through improved greenspace and more shade trees.
- **Access to services for all ages** – improve the frequency and quality of public transport to allow people to access services and social activities.
- **Reduced travel time** – enable residents to move around Brisbane quickly and easily using public and private transport.

Housing and affordability, including:

- **Housing density and affordability** – there is support for a mix of densities including high, medium and low density housing, and that higher density is associated with a greater mix of uses, improved access to public transport and improved housing choice and affordability.
- **Housing diversity** – provide a range of housing types, sizes and ownership and renting models.
- **Cost of housing** – the cost of renting and housing in Brisbane is a significant concern, particularly for younger generations.
- **Cost of transport** – the cost of moving around Brisbane, particularly the cost of public transport, is a significant concern.

Design and character, including:

- **Design** – the form, aesthetic, and context of development is important, particularly for new and higher density residential development.
- **Heritage and character** – character housing, such as Queenslanders, and significant heritage buildings, carry a special meaning and provide a window to the past.

Other sub themes, including:

- **Environmental sustainability** – it is expected that Brisbane will continue to be a leader in sustainability and demonstrate this through planning and development outcomes.
- **Data and technology** – it is expected that Brisbane will take advantage of advancements in data and technology to create innovative solutions for challenges associated with growth.
- **Sustainable waste management** – it is expected that Council will continue to be a leader in sustainable waste management as the population increases.

Key concepts which emerged consistently from the community were the importance of:

- **Enhancing and preserving greenspace**, especially creating more greenspace and more street trees, providing better use of existing open space, and finding new and innovative ways to provide green options including rooftop and vertical gardens.
- **Embracing and celebrating Brisbane's** lifestyle and identity through activities and events.
- **Connecting residents physically and socially** as the city grows, and as people age.
- **Providing affordable, efficient, accessible and reliable public transport**, and providing more travel options that make it easier to get around.
- **Providing a mix of well-designed housing options** for all lifestyle stages, ranging from high density to houses with backyards.
- **Developing communities** that are connected to services, other people and transport, which supports Brisbane's lifestyle.
- **Addressing the challenges** of a growing city, especially housing affordability, traffic congestion and transport.
- **Keeping the community informed and involved** into the future about the growth and development of Brisbane.
- **Managing growth** is considered a challenge by many people, and there is an acceptance of the need for greater density, however greater density needs to be provided with more greenspace, better public transport and with connections to community services. It also needs to incorporate good quality design and should not be at the expense of Brisbane's character housing.

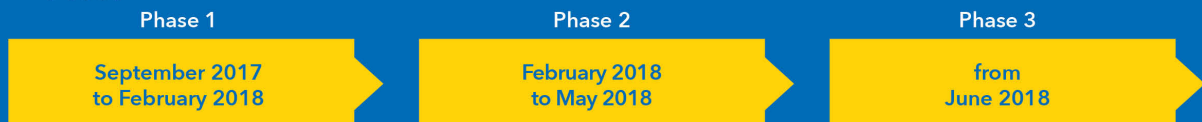
Plan your Brisbane

Shape our city's next exciting chapter.



In September 2017, Brisbane City Council embarked on one of its **biggest engagement programs** with our community, asking the people of Brisbane to tell us what matters most to them and help shape Brisbane's future.

Process

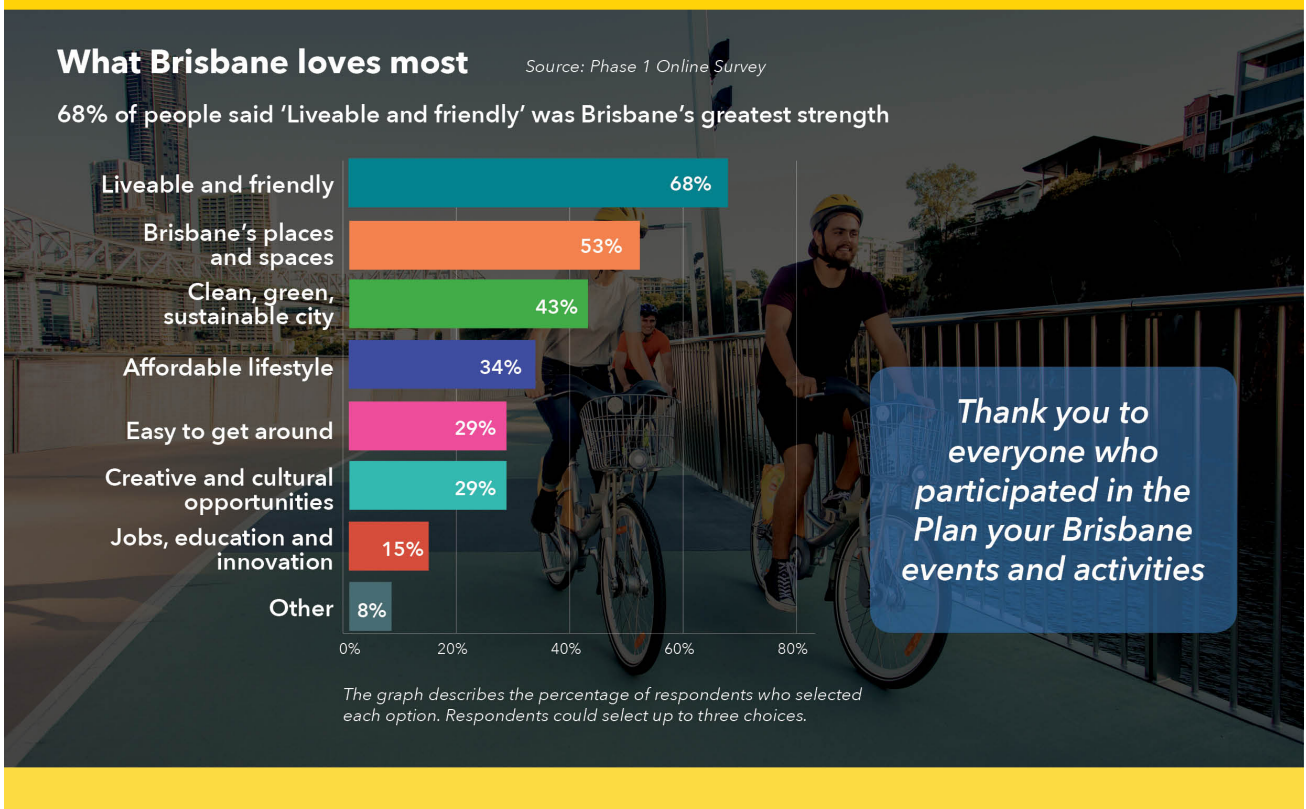
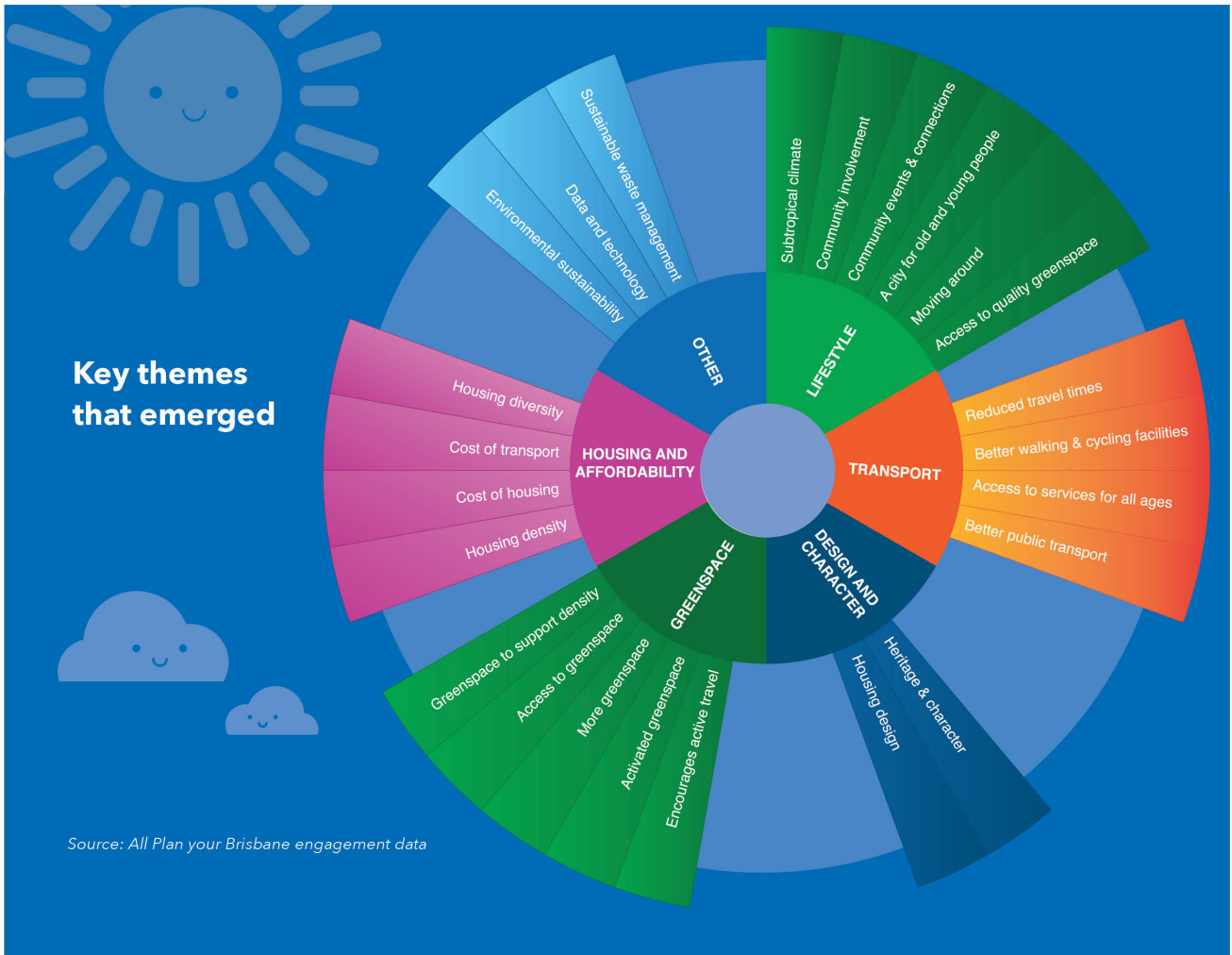


Engagement activities included:



We heard from residents from every Brisbane postcode







2. Overview

This report provides an overview of the Plan your Brisbane citywide engagement project and summarises the findings.

Section 3 provides details of the engagement, the activities that were undertaken, the number of interactions, and the number of engagement contributions.

Section 4 provides details of the methodology used to analyse the input received.

Section 5 provides a summary of the findings and the key themes of the engagement.

The **Appendices in Section 6** provide the details of the each of the engagement activities.



3. Engagement

The three-phase engagement program asked people what they love most about Brisbane and how we can shape this city's future. The information gathered from this engagement program will inform a charter of principles that will guide Brisbane's future.

3.1 Phase 1

In August 2017 Brisbane City Council conducted activities which revealed that most people understand the need for growth and development, but they want the city to grow in a considered way that is mindful of future impact.

The Phase 1 engagement program used these findings to initiate a conversation through a range of engagement activities that actively targeted different segments of Brisbane's population while still giving opportunity for all residents to participate.

The objectives of Phase 1 included:

- Engage with the broader Brisbane community to ensure all Brisbane residents can have their say.
- Gather and explore emerging community priorities, issues and opportunities in relation to our growing city.
- Gather stories, statistics and sentiment to help inform the Phase 2 engagement activities.

Table 1 (engagement activities) provides details of:

- The engagement activities.
- The number of people engaged and number of interactions.

3.2 Phase 2

Phase 2 built on the outcomes of Phase 1 to test the following through an online game, a Citywide Forum, stakeholder workshops and other online engagement activities:

- **Affordability** - How can we make sure housing is affordable for everyone when demand is high and space is limited?
- **Lifestyle** - As our city grows, how do we keep it liveable and friendly while creating new lifestyle and leisure opportunities?
- **Transport** - How do we make getting around Brisbane easier not harder, with more people choosing to live here?
- **Greenspace** - How can we create greenspace and leisure areas with more people and limited land?

Table 2 Engagement activities Phase 1 and Phase 2 with total engagement and interactions provides details of:

- The engagement activities.
- The number of people engaged and number of interactions.
- Where to find the detailed feedback from each engagement.

At the end of Phase 2, Council will prepare a charter of principles to guide Brisbane's future, informed by the community feedback from Phase 1 and Phase 2.

3.3 Phase 3

Phase 3 will involve informing the Brisbane community of the charter and the results of this citywide engagement.

3.4 Engagement Activities

More than 20 different types of engagement activities were undertaken. An engagement activity refers to the type of engagement, for example pop-up engagement was conducted several times and in several locations throughout the engagement period, but this is counted as one type of engagement activity.

An engagement refers to the number of times people provided input or feedback that has contributed to the overall analysis of what people want for the future of the City.

An interaction refers to the number of times people interacted with a particular activity, whether they provided actual input or simply visited a site or location.

The below table is a summary of all Plan your Brisbane engagement activities, including references to data in the appendices.

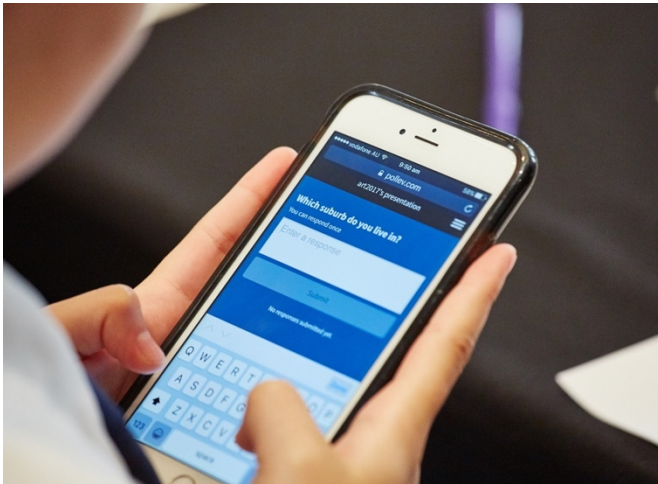
Table 2 Engagement activities Phase 1 and Phase 2 with total engagement and interactions

Item	Date	Engagement Activity	Details of Activity	Audience	Engagement	Interactions	Data Reference
Phase 1							
1.	1 Sep 2017 to 17 Feb 2018	BCC Corporate website	Online web portal	Whole of Brisbane		11,246	NA
2.	28 Sep 2017 to 16 Feb 2018	BCC Plan your Brisbane Your City Your Say website	Online web portal	Whole of Brisbane		13,500	NA
3.	28 Sep 2017 to 31 Jan 2018	Phase 1 Online Survey	The survey asked three multiple choice questions about Brisbane's greatest strengths, what would make Brisbane better in the future and what are the most important challenges to address. Open ended questions were included	Whole of Brisbane	4,575	5,390	Appendix 6.1
4.	30 Sep 2017	Riverfire interactive pop-up survey	Used "Makey Makey" technology to turn plasticine sculptures into interactive voting buttons	Riverfire attendees	190	190	Appendix 6.2
5.	30 Sep 2017 to Dec 2017	Pop-up information activities	BCC staff attended the "Brisbane Open House", Mosaic Multicultural Festival and a range of pop-up activities in suburban shopping centres	Whole of Brisbane	67	5,776	Appendix 6.3
6.	Sep 2017 to Feb 2018	Phase 1 Correspondence	Emails to PYB inbox		35	40	NA
7.	Sep 2017 to Feb 2018	Online questions	Asked via EHQ and answered through PYB mailbox		50	62	Appendix 6.4
8.	17 Oct 2017	Brisbane Greeters Forum	Facilitated forum with Greeters seeking their thoughts on Phase 1 questions as important Brisbane ambassadors	Brisbane Greeters		20	Appendix 6.5

Item	Date	Engagement Activity	Details of Activity	Audience	Engagement	Interactions	Data Reference
9.	Oct 2017 to Dec 2017	Primary Schools postcard competition (My Brisbane My Place)	Using a template postcard, students created artwork describing their favourite Brisbane place	Brisbane primary school students	1,935	1,965	Appendix 6.6
10.	Oct 2017 to Dec 2017	Primary School library workshops (My Brisbane My Place)	Students described what they love about Brisbane today and ideas that will transform their local community in the future	Brisbane primary school students	926	926	Appendix 6.7
11.	8 Nov 2017	Lord Mayor's Youth Advisory Council	Facilitated a forum with high school students to gain their insight on Brisbane's strengths, how it could be improved and key focus areas for Brisbane's future	LMYAC	53	53	Appendix 6.8
12.	9 Nov 2017	Inter-generational Forum	Brisbane's first Intergenerational Forum for planning brought young and older people together in a joint forum to explore how Brisbane can be a great city for all ages	Whole of Brisbane	121	121	Appendix 6.9
13.	Dec 2017 to Jan 2018	1+1+1 very small screen film competition	One place + One story + One word Residents documented their Brisbane Story on their smartphone or other device	High school and university students	39 unique entries	43 entries 1,467 votes	Appendix 6.10
Phase 2							
14.	18 Feb 2018 to 16 Apr 2018	Plan your Brisbane Game	This online game challenged participants to accommodate 1,000 people in a typical suburb while maximising greenspace, transport, liveability and affordability outcomes	Whole of Brisbane	82,654 Unique game participants/players	96,591	Appendix 6.11
15.	18 Feb 2018 to 16 Apr 2018	Plan your Brisbane Game Survey	People who played the Plan your Brisbane Game and then completed a survey at the end of the game. Their survey	Whole of Brisbane		5,627	Appendix 6.12

Item	Date	Engagement Activity	Details of Activity	Audience	Engagement	Interactions	Data Reference
			responses are a mix of closed and open-ended responses. (The number of Game Survey responses are included in the total Plan your Brisbane Game engagement figure above).				
16.	18 Feb 2018 to 16 Apr 2018	Phase 2 Online Survey	Based on the Have Your Say Plan your Brisbane Project Site. The survey was designed to (a) prioritise the themes in order of importance and (b) understand why people considered those themes as being important	Whole of Brisbane	550	589	Appendix 6.13
17.	18 Feb 2018 to 16 Apr 2018	Quick poll survey hosted on Engagement HQ	Based on the Engagement HQ site, the quick poll asked "If you lived within walking distance of high-frequency transport, would you still use your car?"	Whole of City	404	404	Appendix 6.14
18.	18 Feb 2018 to 16 Apr 2018	Engagement HQ website hits				3,800	NA
19.	18 Feb 2018 to 16 Apr 2018	Website hits				26,794	NA
20.	Feb 2018 to Apr 2018	Social Media	Interactions on social media about Plan your Brisbane	Whole of Brisbane	518 comments	78,127 likes, shares and reactions	Appendix 6.15
21.	Feb 2018 to Apr 2018	Phase 2 Correspondence	Letters and emails to the PYB team	Whole of Brisbane	66	100	Appendix 6.16
22.	Feb 2018 to Apr 2018	Phase 2 Pop-up engagement	Pop-up engagements events provided an opportunity for community to ask questions and officers to			1,654	Appendix 6.17

Item	Date	Engagement Activity	Details of Activity	Audience	Engagement	Interactions	Data Reference
			hand out branded Plan your Brisbane collateral				
23.	5 to 11 Mar 2018	Nova Competition	Online Survey asking participants to say in 25 words what they want to see more of in Brisbane	Whole of Brisbane	110	149	Appendix 6.18
24.	5 Mar 2018 to 16 Apr 2018	Pedestrian TV survey	Online avatar survey asking participants what kind of Brisbanite they were	Whole of Brisbane	353	414	Appendix 6.19
25.	6 Mar 2018	Citywide Forum	Brought together participants from right across the community to explore four key themes that have emerged from Plan your Brisbane conversations	Residents , community groups and business groups	279	279	Appendix 6.20
26.	14 Mar 2018	Lions Seniors Expo	Macgregor Lions Health & Wellbeing Expo – 14 March 2018			280	NA
27.	22 Mar 2018	Industry round tables	Brisbane business sector, peak body community groups and Brisbane industry groups were presented emerging themes from engagement activities as an opportunities brief	Business and community groups	30	30	Appendix 6.21
28.	11to 12 Apr 2018	Telephone surveys	Interactive voice response interviewing over the telephone, with a recorded message from the Lord Mayor. Two questions asked	Residents aged 50+ via landline	21,492	21,492	Appendix 6.22
Total					114,447	277,129	



4. Data Analysis

A combination of data analysis methods was used to provide a high-level analysis of qualitative and quantitative data.

4.1 Quantitative data analysis

Quantitative data was gathered through:

- Likert scale survey questions where participants rated each surveyed option on a scale of one to five (Phase 1 Online Survey and Phase 2 Online Survey).
- Multiple choice survey questions where participants could only choose 1-3 options from a larger list (Phase 1 Online Survey, Phase 2 Online Survey, Engagement HQ quick poll, Intergenerational Forum quick poll).
- Ranked survey questions where participants ordered a range of options from highest to lowest priority (Intergenerational Forum and Lord Mayor's Youth Advisory Council).

4.2 Qualitative data analysis

Qualitative feedback was obtained through the:

September 17 - January 18	Phase 1 Online Survey
17 October 2017	Brisbane Greeters forum
October – November 2017	'My Brisbane My Place' schools postcard competition
October – December 2017	'My Brisbane My Place' schools library activity
8 November 2017	Lord Mayor's Youth Advisory Council
22 November 2017	Intergenerational Forum
December 2017 – January 2018	1+1+1 Film competition
February – April 2018	Phase 2 Online Survey
February – April 2018	Game Survey
6 March 2018	Citywide Forum
22 March 2018	Stakeholder workshops
5-11 March 2018	NOVA 25 words competition

Content rich data was analysed qualitatively by consultation experts with the assistance of a specialised computer software package. This enabled a deeper analysis for both small and large volumes of data. This included open-ended responses that appeared in the surveys. Survey questions and results are contained in the appendices.



5. Findings – Key Themes

5.1 Lifestyle

Lifestyle is used to describe a way of living. In the context of Plan your Brisbane it explored the expectations and desires that people have about living in Brisbane. Liveability and friendliness were considered the greatest strengths of the city. People described lifestyle as including: moving around the city; spaces of activity and enjoyment; taking advantage of Brisbane's climate; and housing and employment. All of these elements contribute to Brisbane's lifestyle. It is a combination of everything that affects people's everyday lives and their perception of Brisbane's lifestyle.

A number of sub themes emerged from the data about lifestyle:

Subtropical climate: taking advantage of Brisbane's climate and weather and more opportunities to do so in the future is an important lifestyle consideration.

Community events and connections: participants told us that it was important to connect with and be valued by others through technology and physical spaces such as community hubs. Children and young people especially sought places and events where they could meet and socialise around shared interests such as games, sport or culture. People valued community spaces where they could meet and participate in social activities.

Community involvement: People want to be involved in planning and development, including projects and programs, in more meaningful ways.

A city for old and young people: Connectedness was seen as something facilitated through physical spaces like community hubs, through technology and by planning for age-friendly cities. Well-planned community spaces and developments that allowed for a diversity of people to mix, including people across the ages,

was considered important for a community that was inclusive, friendly and supported better health and mental health. It was also important for people of all ages to actively participate in community activities, making it easy for older people to stay connected to others.

Moving around: People wanted public transport and active transport options that connect them to the places they want to go and the activities they want to do. Public transport is essential for moving around the city easily between home and work and other activities. Congestion is seen as having a negative impact on, and a barrier to a desirable lifestyle.

Access to quality greenspace: access to and quality of greenspace is seen by many as an important part of Brisbane's lifestyle.

Engagement activities where the lifestyle theme strongly emerged:

- Phase 1 Online Survey
- 'My Brisbane, My Place' school postcard competition
- Phase 2 Online Survey
- Game Survey
- Citywide Forum

The following results highlight the importance of the lifestyle theme:

- Subtropical climate emerged as a strength from the Phase 1 Online Survey.
- Liveable and friendly was rated as Brisbane's greatest strength today in the Phase 1 Online Survey by 68% of people.
- Fun spaces were the most preferred neighbourhood element by primary school students.
- Lifestyle was ranked number 1 by 30.9% of Brisbane people who completed the Game Survey.
- Lifestyle options were considered highly important to support a growing population in the Phase 2 Online Survey. Making a place more appealing to live in was the most common reason to explain the importance of lifestyle options.
- Growth was the biggest lifestyle challenge at the Citywide Forum.
- Climate was the biggest lifestyle benefit at the Citywide Forum.
- Promote and encourage community events and activities was the top idea for lifestyle from the Citywide Forum.
- Greater community participation in decisions was the top 'other' idea for lifestyle at the Citywide Forum.

"More jobs needed to support the growing population. More housing with gardens need to be available. More park facilities for children to keep up to what Brisbane stands for" – Kealey, 4064

Supporting evidence

5.1.1 Phase 1 Online Survey

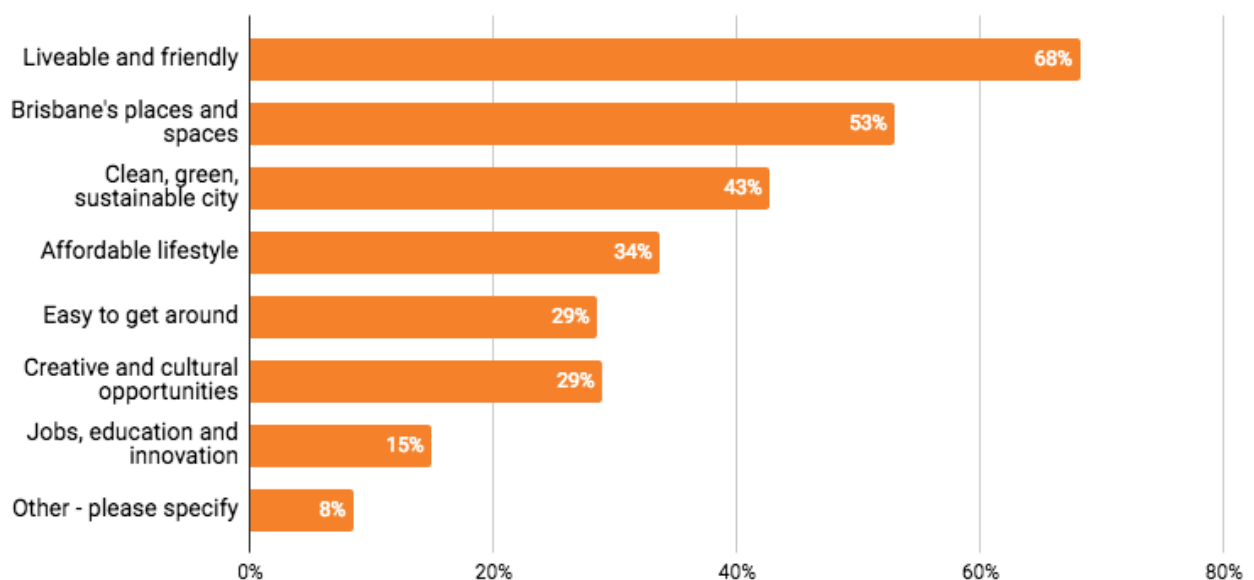
The Phase 1 Online Survey asked participants to identify Brisbane's strengths. Question 1 asked participants to choose three strengths from a predetermined list (total responses are shown below).

Question 2 was an open ended question asking what was another of Brisbane's strengths. In this question people often used the words "subtropical climate", "weather", "Brisbane River", and "greenspace" to describe Brisbane's strengths.

Graph 1 Phase 1 Online Survey – Question 1 "What are Brisbane's greatest strengths today?"

The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 68% of respondents selected "Liveable and friendly". Respondents could select up to three choices.

Phase 1 Online Survey - Q1 What are Brisbane's greatest strengths today? Pick your top your three



Brisbane primary school students drew pictures of what they loved about Brisbane on template postcards. The postcards were analysed to generate this word cloud.

5.1.3 Phase 2 Online Survey Results

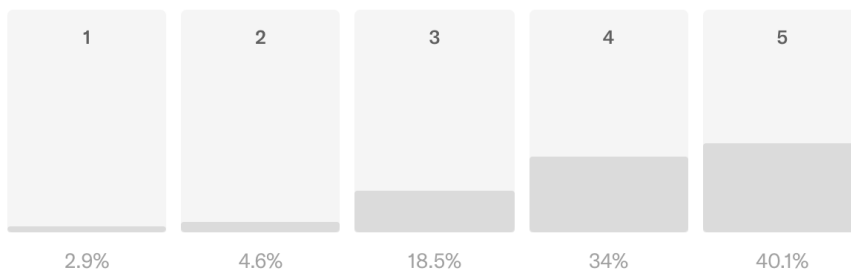
In the graph below, percentages have been rounded to the nearest decimal point. The total of these percentages therefore does not add up to precisely 100% (e.g. 100.1%).

Graph 3 Phase 2 Online Survey Results Question 6 "Tell us how important lifestyle options are to support our growing population."

On a scale of 1-5 (1 being the lowest), tell us how important lifestyle options are to support our growing population. This might include restaurants, bars, cafes, cinemas, shops, markets, and services. Generally, the more people in an area, the more demand for services and facilities.

Avg. 4

589 out of 589 people answered this question

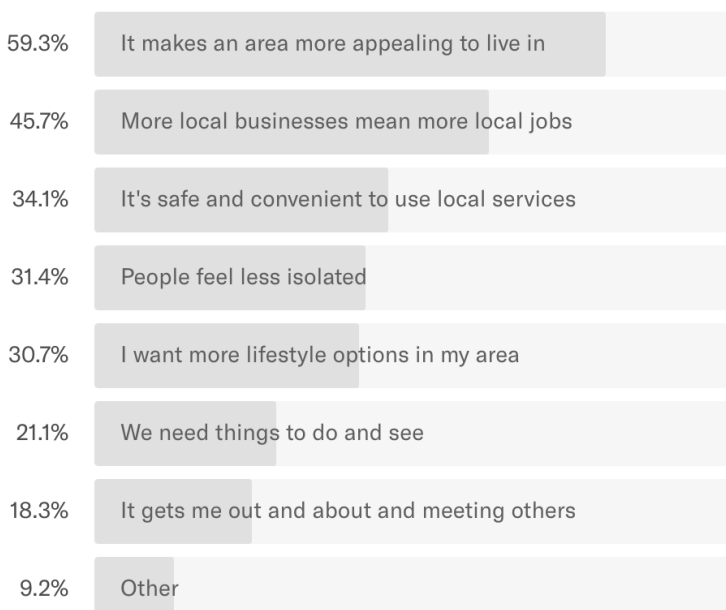


Graph 4 Phase 2 Online Survey Results Question 7 "Why did you answer this way?"

The graph below describes the percentage of respondents who selected each option (from the 589 people who responded to the question). For instance, 59.3% of respondents selected "It makes an area more appealing to live in". Respondents could choose up to three options.

Why did you answer this way?

589 out of 589 people answered this question (with multiple choice)

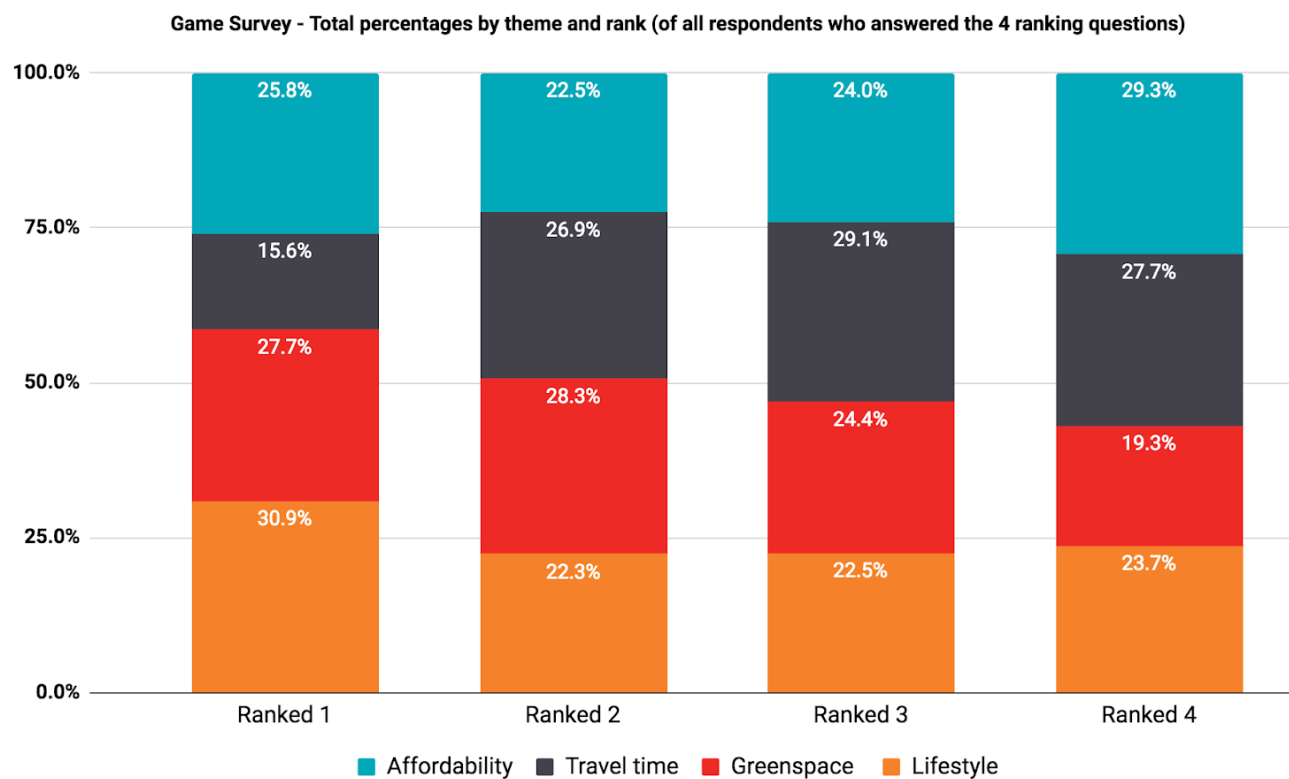


5.1.4 Phase 2 Plan your Brisbane Game Survey

The Phase 2 Plan your Brisbane Game Survey asked participants to prioritise four themes (liveability, greenspace, travel time and affordability) on a scale of 1 to 4 where 1 was high. The following graph shows the rankings of 1 to 4 applied for each of the 4 themes. For instance, 30.9% ranked lifestyle as their highest ranked theme, compared to 27.7% who ranked greenspace as their highest theme. Lifestyle recorded the highest number of first rankings of all four themes.

Graph 5 Game Survey – Total percentages by theme and rank

The graph describes the percentage of respondents who selected each rank for each theme. For instance, 30.9% of respondents chose 'ranked 1' for lifestyle.

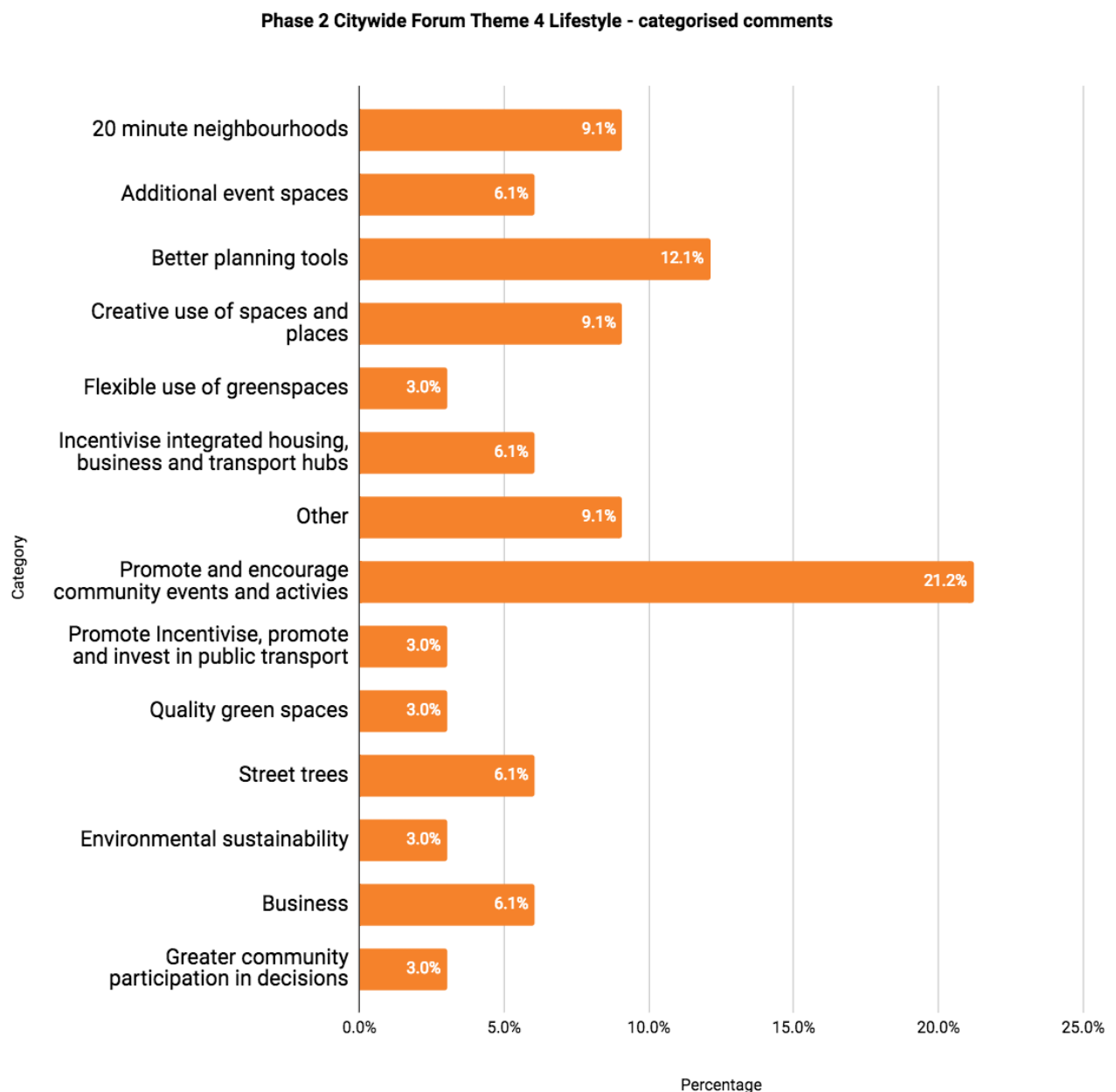


5.1.6 Citywide Forum - top ideas

Participants were asked “As our city grows, how do we keep it liveable and friendly while creating new lifestyle and leisure opportunities?” They documented their ideas with these major themes emerging.

Graph 8 Phase 2 Citywide Forum Theme Lifestyle – categorised comments

The following graph shows the top ideas relating to lifestyle from table discussions. Each idea is represented as a percentage of the total number of ideas given within the lifestyle theme.



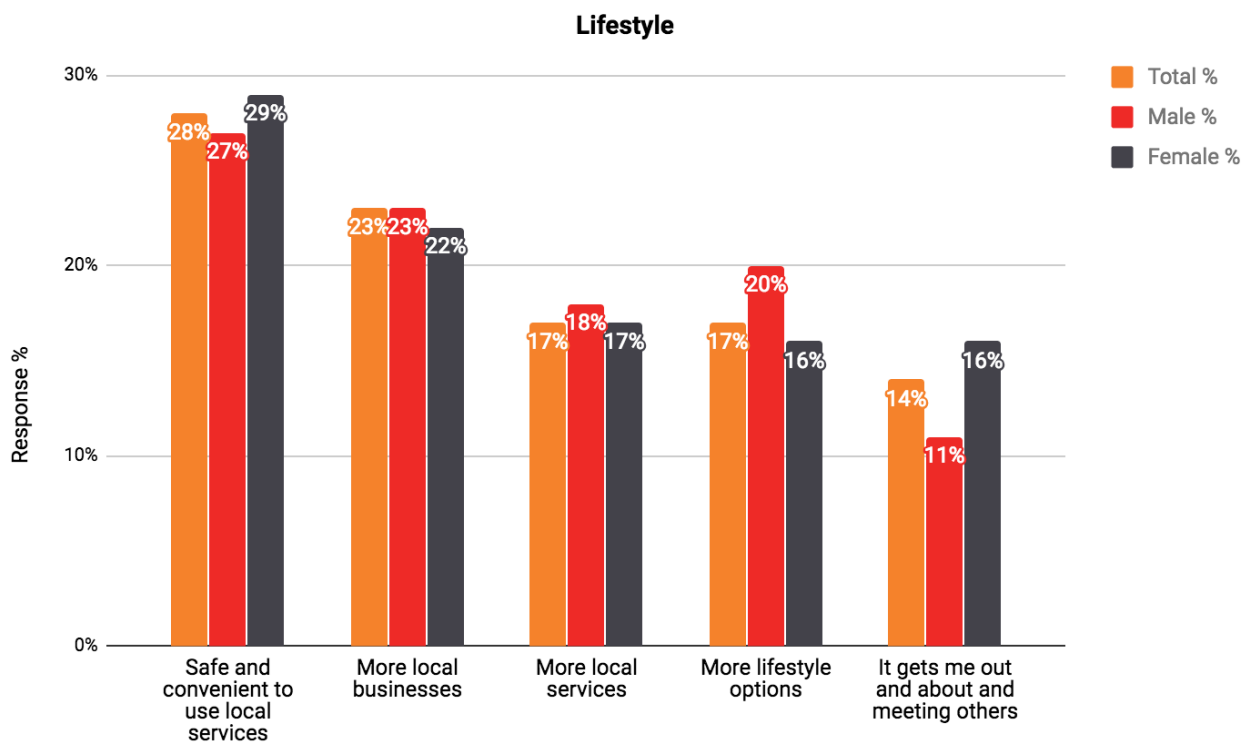
5.1.7 Over 50s Telephone Survey

Participants were asked to identify which of the four themes was their priority. They were then asked why they had chosen that theme, by asking them to choose from a list of options.

A total of 28% of respondents said that "Safe and convenient to use local services" was most important to them. Followed by 23% who said "More local businesses".

Graph 9 Over 50s Telephone Survey – "When thinking about lifestyle, which of these is the most important to you?"

The graph describes the percentage of respondents who selected each response. For instance, 28% of respondents selected "safe and convenient to use local services".



5.2 Greenspace

People described their value of Brisbane's green spaces in all Plan your Brisbane engagement activities. When describing green space, people included open spaces, public spaces, community gardens and other public gardens. People felt greenspace made walking or riding a bike safer, more enjoyable and accessible.

Engagement activities where this theme strongly emerged:

- Phase 1 Online Survey
- Riverfire interactive pop-up survey
- 'My Brisbane, My Place' school postcard competition
- Phase 2 Online Survey
- Game Survey
- Citywide Forum
- 'My Brisbane My Place' school library activity

A number of sub themes emerged from the qualitative data about greenspace:

More greenspace: People wanted more green spaces, but defined greenspace broadly including private and public areas, greener streets, tree lined streets, open spaces, public space, walking paths and cycleways.

Access to greenspace: People wanted to be able to easily access greenspace in locations where they lived.

Encourages active travel: Greenspaces enhanced walking and cycling and made active transport easier and more appealing. Providing tree shade at bus stops or on pedestrian connections to public transport increased its appeal.

Greenspace to support density: People wanted greenspace included in new developments, particularly where density is increased. Expectations of access to high quality public and private greenspace are higher when housing density is higher.

Activated greenspace: People wanted greenspaces to be activated. This activation could include play equipment, walking and cycling paths, cafes and community events.

The following results demonstrate the significance of greenspace to the Brisbane community:

- Greenspace was identified as one of Brisbane's greatest strengths in the Phase 1 Online Survey, with 43% of respondents selecting clean, green sustainable city as one of their top three choices in Question 1.
- 47% of respondents to the Phase 1 Online Survey Question 4 said more green space and recreation areas would make Brisbane better in the future.
- Clean, green, sustainable city was identified as Brisbane's greatest strength in the Riverfire interactive pop-up survey.
- Our clean, green city was the most commonly identified theme in the My Brisbane, My Place postcard competition.
- Trees and parks were the most common ideas from primary school students when asked to draw an idea of how Brisbane could be better in the future.
- Most respondents of the Phase 2 Online Survey (70%) placed a high importance on having greenspaces to accommodate a growing population. Health and wellbeing was the most common response to explain why greenspace is important.
- Greenspace recorded the second highest number of first rankings in the Game Survey.

- Incentivise public/green spaces in private development was the top idea for greenspace identified at the Citywide Forum.
- Quality was identified as the biggest challenge for greenspace at the Citywide Forum.
- Lifestyle was identified as the biggest benefit of greenspace at the Citywide Forum.
- Greenspace was the second most important theme amongst over 50s surveyed by telephone.

"More cycling paths will reduce congestion and increase environmental green compliance" Hein, 4005

Supporting evidence

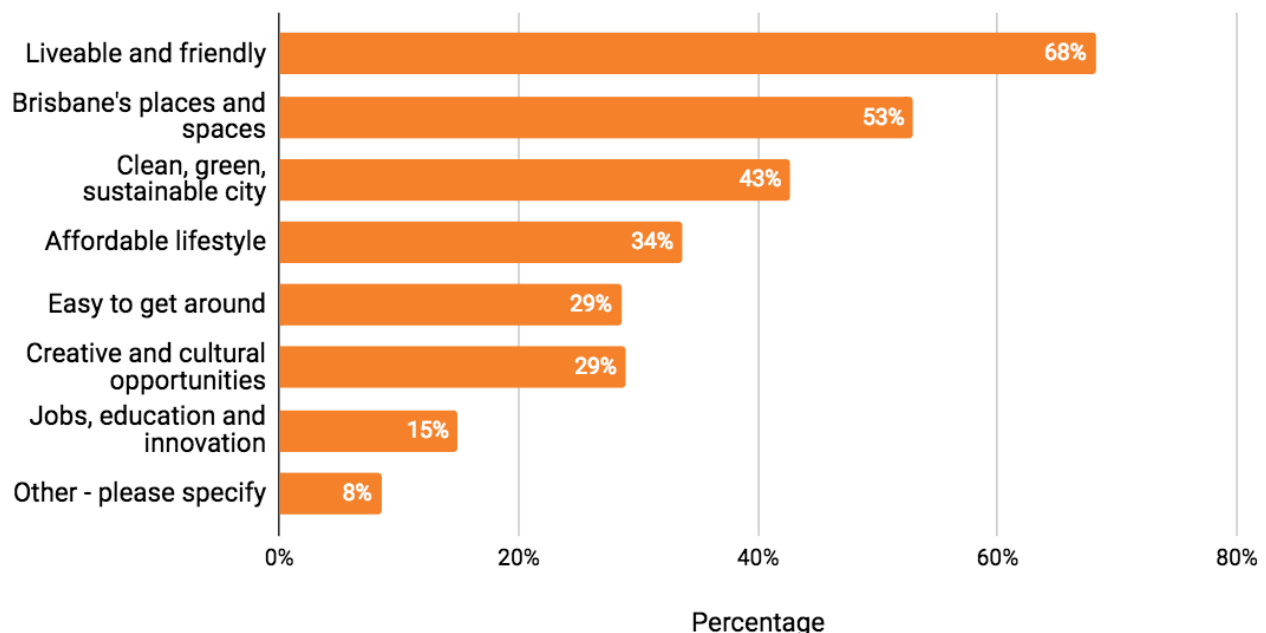
5.2.1 Phase 1 Online Survey

The Phase 1 Online Survey asked participants to identify Brisbane's strengths. Question 1 asked participants to choose three strengths from a predetermined list (total responses are shown below).

Graph 1 Phase 1 Online Survey – Question 1 What are Brisbane's greatest strengths today?

The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 68% of respondents selected "Liveable and friendly". Respondents could select up to three choices.

Phase 1 Online Survey - Q1 What are Brisbane's greatest strengths today? Pick your top your three

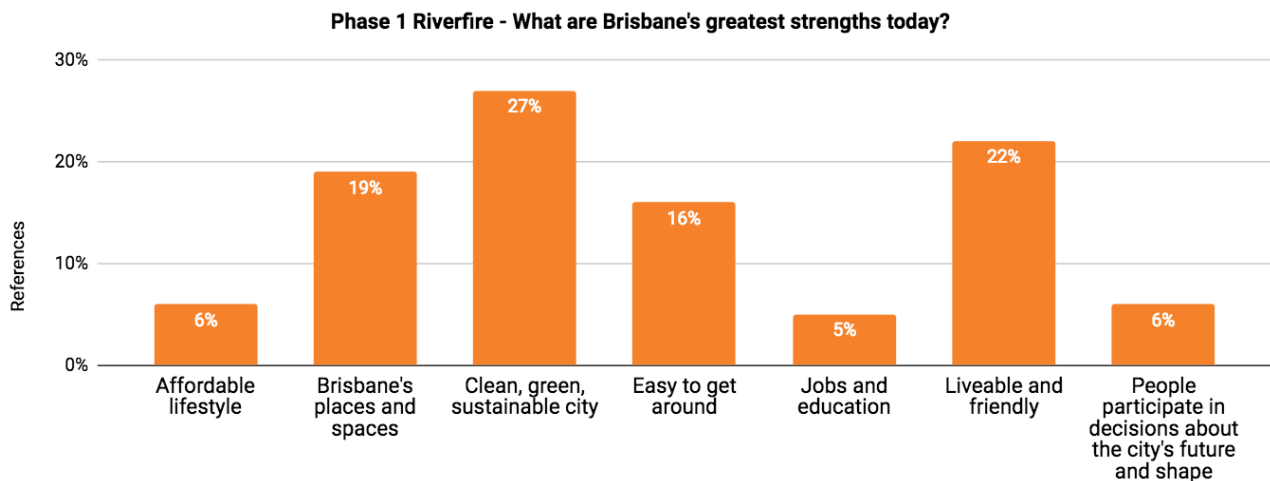


5.2.2 Phase 1 Riverfire interactive pop-up survey

Using voting buttons, Riverfire visitors selected Brisbane's greatest strengths today.

Graph 10 Phase 1 Riverfire – "What are Brisbane's greatest strengths today?"

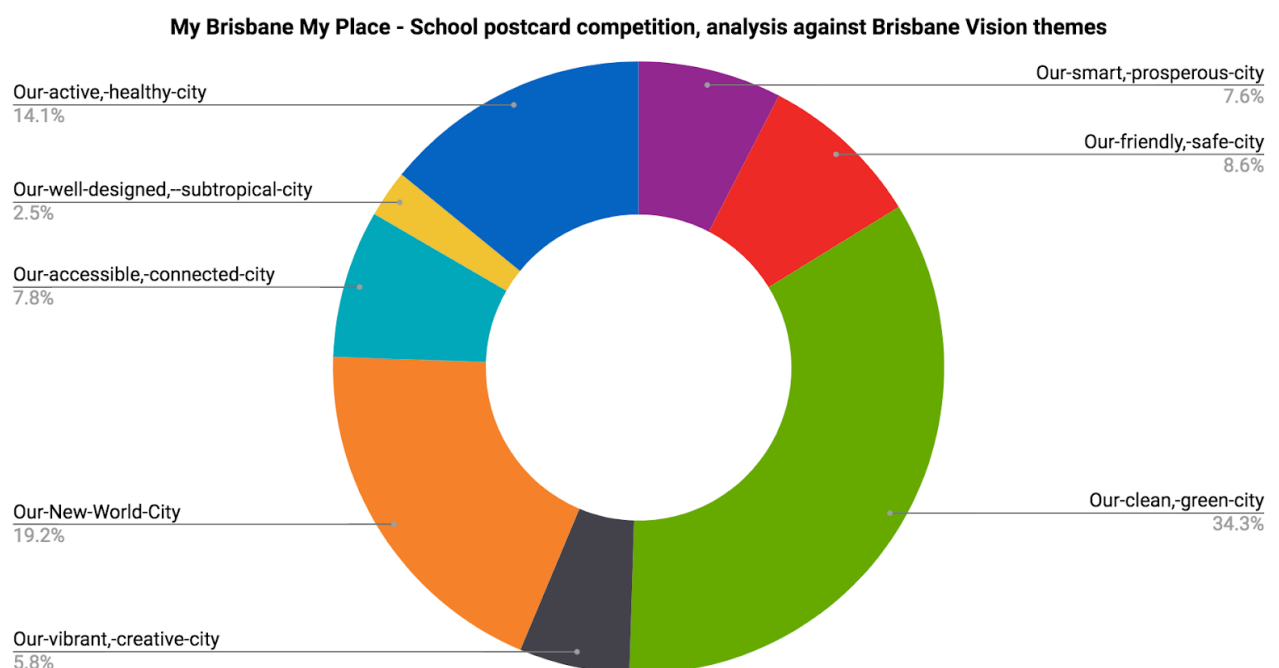
The graph describes the percentage of respondents who selected each option (from the 190 people who responded to the question). For instance, 27% of respondents selected "Clean, green, sustainable city".



5.2.3 "My Brisbane My Place" School postcard competition

Student drawings were analysed against the Brisbane Vision. Our clean, green city emerged as the most common theme represented in the student drawings.

Graph 11 School postcard competition analysis against Brisbane Vision themes



5.2.4 “My Brisbane My Place” School Library Activity

Students were asked to draw a picture of what they would like to have near where they live. Their pictures were analysed to create this word cloud.

Graph 12 “My Brisbane My Place” school library activity. The largest words are the most frequently mentioned responses.



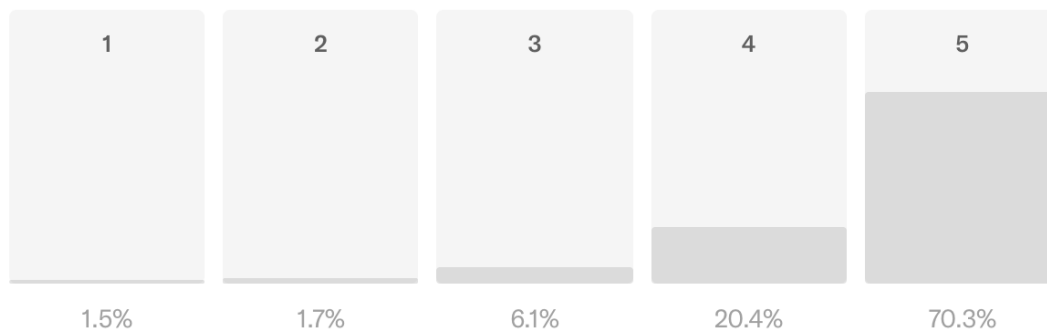
5.2.5 Phase 2 Online Survey results:

Graph 13 Phase 2 Online Survey results – Question 4 Greenspace

On a scale of 1-5 (1 being the lowest), tell us how important it is to have greenspace when accommodating our growing population. This might include parks, playgrounds, bushland, sporting fields, communal open spaces, urban plazas, and streetscapes.

Avg. 4.6

589 out of 589 people answered this question



Graph 14 Phase 2 Online Survey results – Question 5 Greenspace

The graph below describes the percentage of respondents who selected each option (from the 589 people who responded to the question). For instance, 63.3% of respondents selected "Health and wellbeing". Respondents could choose up to three options.

Why did you answer this way?

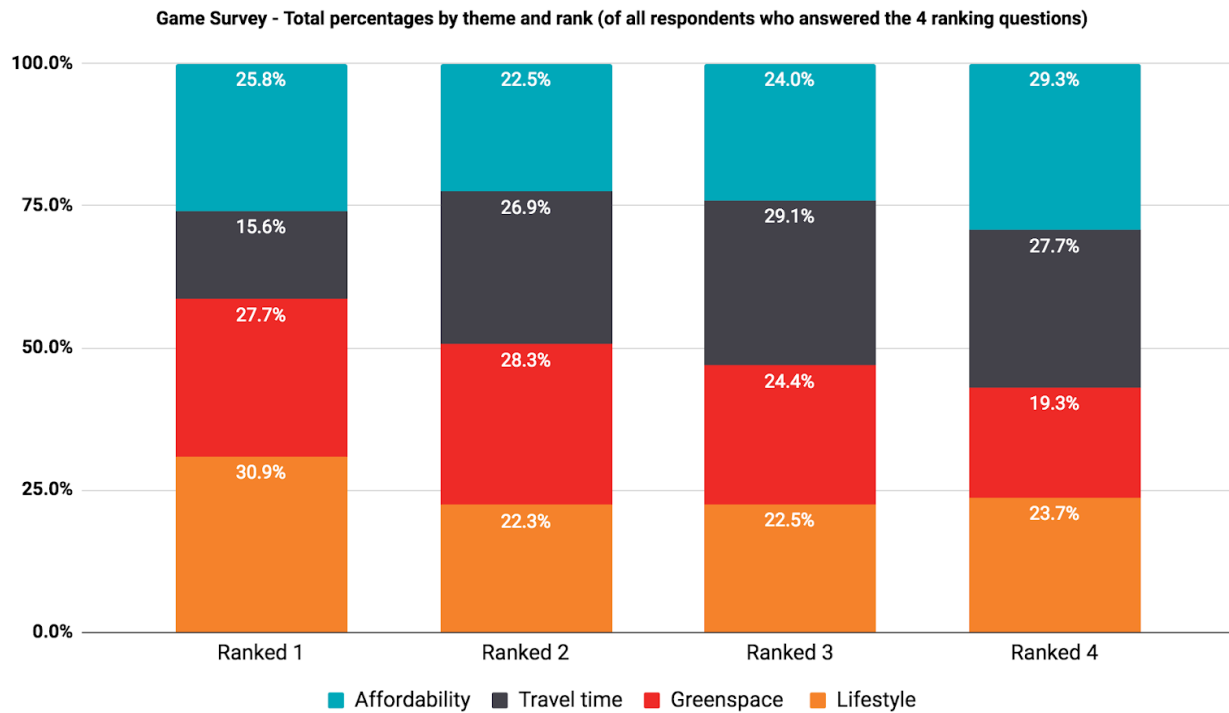
589 out of 589 people answered this question (with multiple choice)



5.2.6 Phase 2 Plan your Brisbane Game Survey

The Phase 2 Plan your Brisbane Game Survey asked participants to prioritise four themes (liveability, greenspace, travel time and affordability) on a scale of 1 to 4 where one was high. The following graph shows the rankings of 1 to 4 applied for each of the 4 themes. For instance, 27.7% ranked greenspace as their highest ranked theme, compared to 30.9% who ranked lifestyle as their highest theme. Greenspace recorded the second highest number of first rankings.

Graph 5 Game Survey – Total percentages by theme and rank

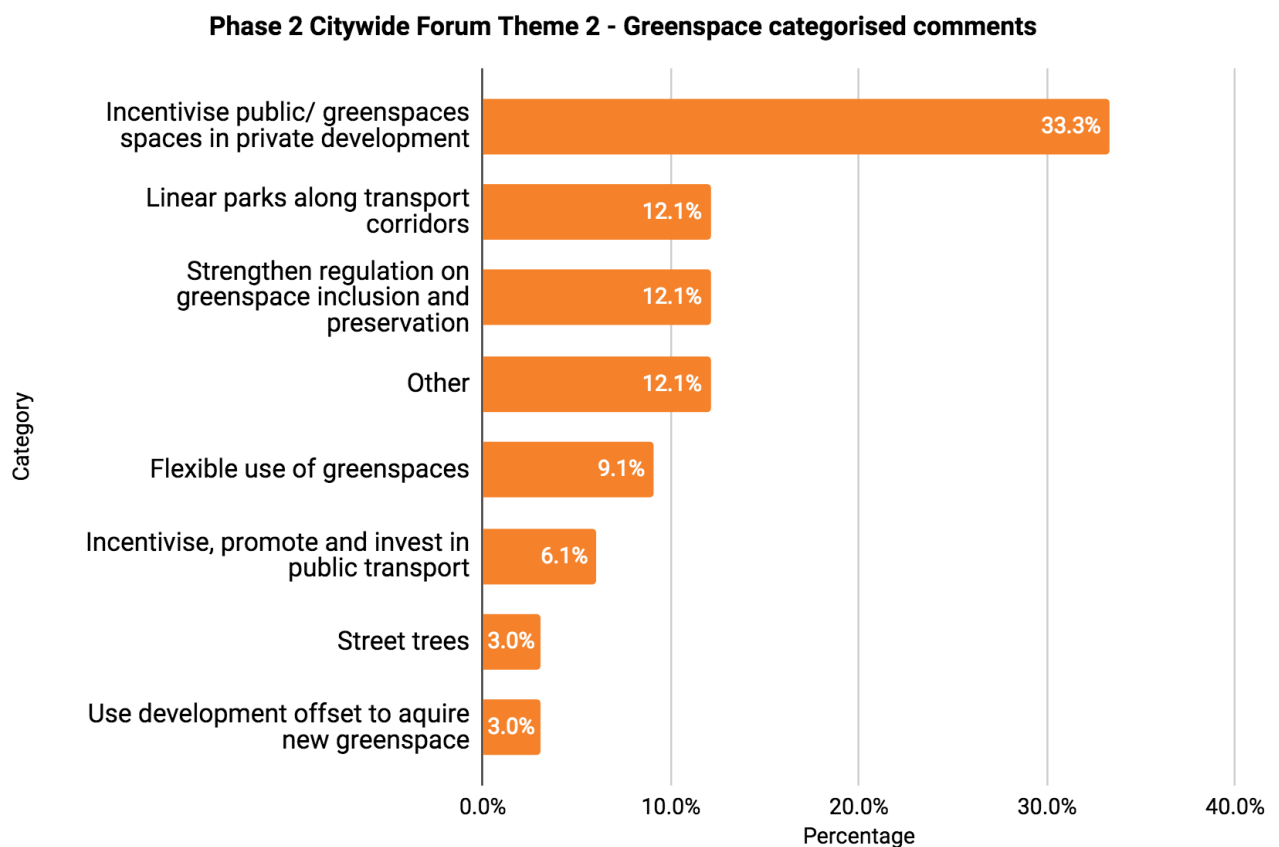


5.2.7 Citywide Forum

Participants were asked “How can we create greenspace and leisure areas with more people and limited land?” They documented their ideas with these major themes emerging.

Graph 15 Phase 2 Citywide Forum Theme 2 Greenspace

The following graph shows the top ideas relating to greenspace from table discussions. Each idea is represented as a percentage of the total number of ideas given within the greenspace theme.

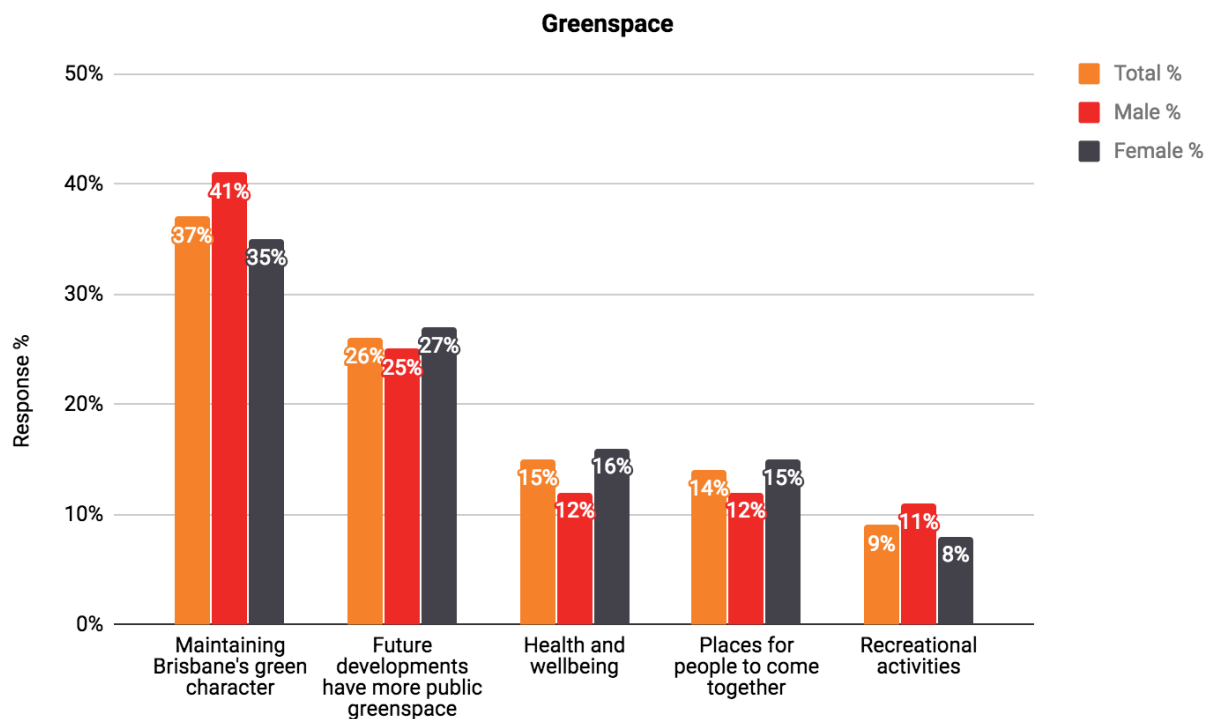


5.2.8 Over 50s Telephone Survey

Participants were asked to identify which of the four themes was their priority. They were then asked why they had chosen that theme, by asking them to choose from a list of options.

“Maintaining Brisbane’s green character” was chosen by 37% of those who chose greenspace as their priority theme, with another 26% nominating “future developments have more public greenspace”.

Graph 18 Over 50s Telephone Survey - “When thinking about greenspace, which of these is most important to you?”



5.3 Transport

People travel almost every day and they want to live in well-connected communities where they can get to work, live close to schools, access the services they require and go to great destinations on the weekend. Transport includes private vehicles, public transport, walking and cycling.

Transport was discussed in all Plan your Brisbane activities. People saw congestion on urban roads as a threat to liveability and felt that public transport took cars off the road and kept our cities moving and growing sustainably.

Transport, particularly improving public transport and travel times, was considered important to make Brisbane better in the future. It attracted some of the highest number of comments and suggestions from the public.

Engagement activities where this theme strongly emerged:

- Phase 1 Online Survey
- Riverfire interactive pop-up survey
- Lord Mayor's Youth Advisory Council
- Intergenerational Forum
- Phase 2 Online Survey
- Game Survey
- Citywide Forum

A number of sub themes emerged from the data about transport:

Better public transport: People felt access to affordable and integrated public transport networks could improve liveability by reducing congestion.

Better walking and cycling facilities: Walking and cycling could be encouraged by providing better quality of greenspace, as well as shade trees.

Access to services for all ages: People fear that insufficient public transport will prevent them from accessing services and social activities. Improved quality, distribution and frequency of public transport could address this concern. People also raised the idea of car sharing, ride sharing and autonomous vehicles as other forms of on-demand transport that would improve access in and around Brisbane.

Reduced travel time: People want to be able to move around the city quickly and easily without delays using public and private transport.

The following results highlight the importance of transport:

- Travel time was ranked as the third most important theme in the Game Survey.
- Transport was the most mentioned theme in the Game Survey open responses.
- Public transport was the greatest challenge in the Phase 1 Online Survey.
- Better public transport was the most important challenge to address in the Phase 1 Online Survey and Intergenerational Forum, followed by traffic congestion.
- Public transport was the most important thing to focus on to make Brisbane better in the Phase 1 Online Survey and the Over 50s Telephone Survey.
- Improved travel times and transport options was the most common response in the Phase 1 Online Survey, Intergenerational Forum and Riverfire interactive pop-up survey when asked what would

make Brisbane better in the future. It was the second most common response at the Lord Mayor's Youth Advisory Council.

- Incentivise, promote and invest in public transport was the top transport idea from the Citywide Forum.
- Time was the biggest challenge of transport at the Citywide Forum.
- Access was the biggest benefit of transport at the Citywide Forum.
- Most people in the quick poll said they would use their car less if they lived within walking distance of high-frequency transport.
- Public transport was considered of high importance to support a growing population in the Phase 2 Online Survey. The most common reason to explain the importance of public transport was that more public transport options will encourage use.

"More reliable trains on the weekend. Sometimes difficult to get to work on Saturday and Sunday. More cycle routes avoiding roads. More affordable housing near transport hubs - rentals and sales." – Joyce, 4013

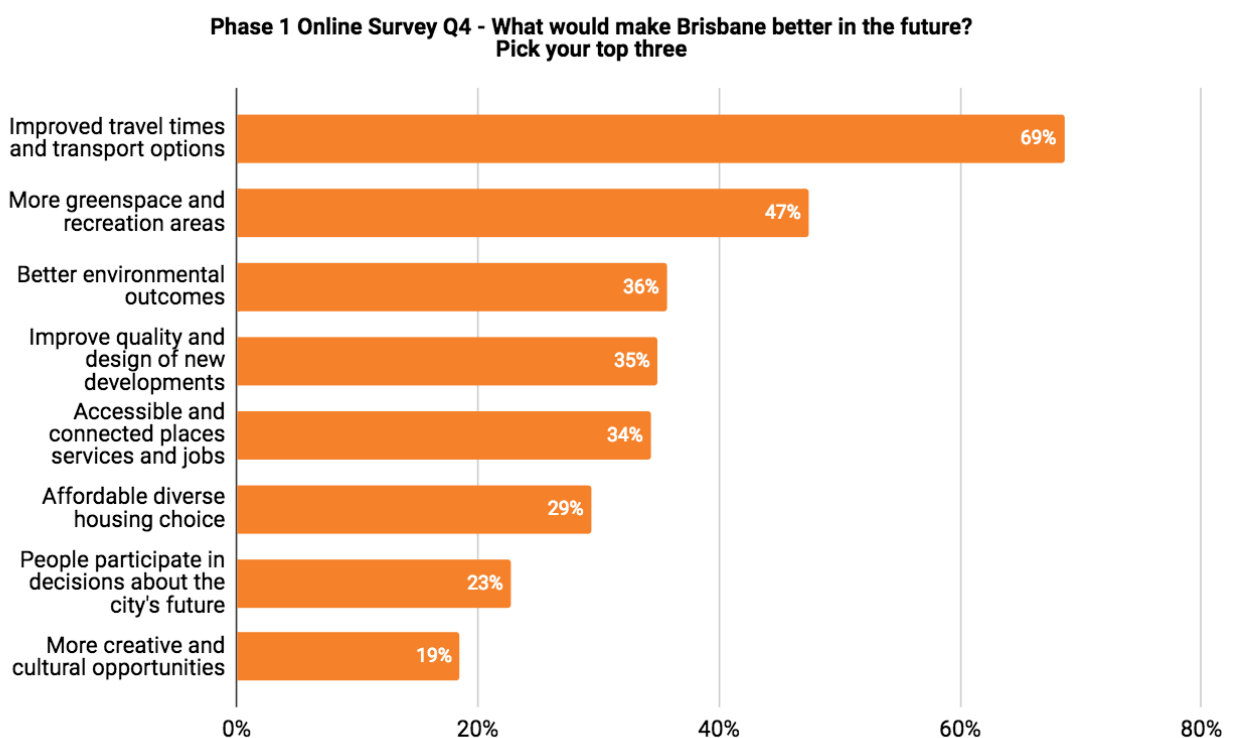
Supporting evidence

5.3.1 Phase 1 Online Survey

A total of 69% of people who completed the question “What would make Brisbane Better in the future?” selected “Improved travel times and transport options” as one of their top three choices.

Graph 19 Phase 1 Online Survey Question 4 “What would make Brisbane better in the future?”

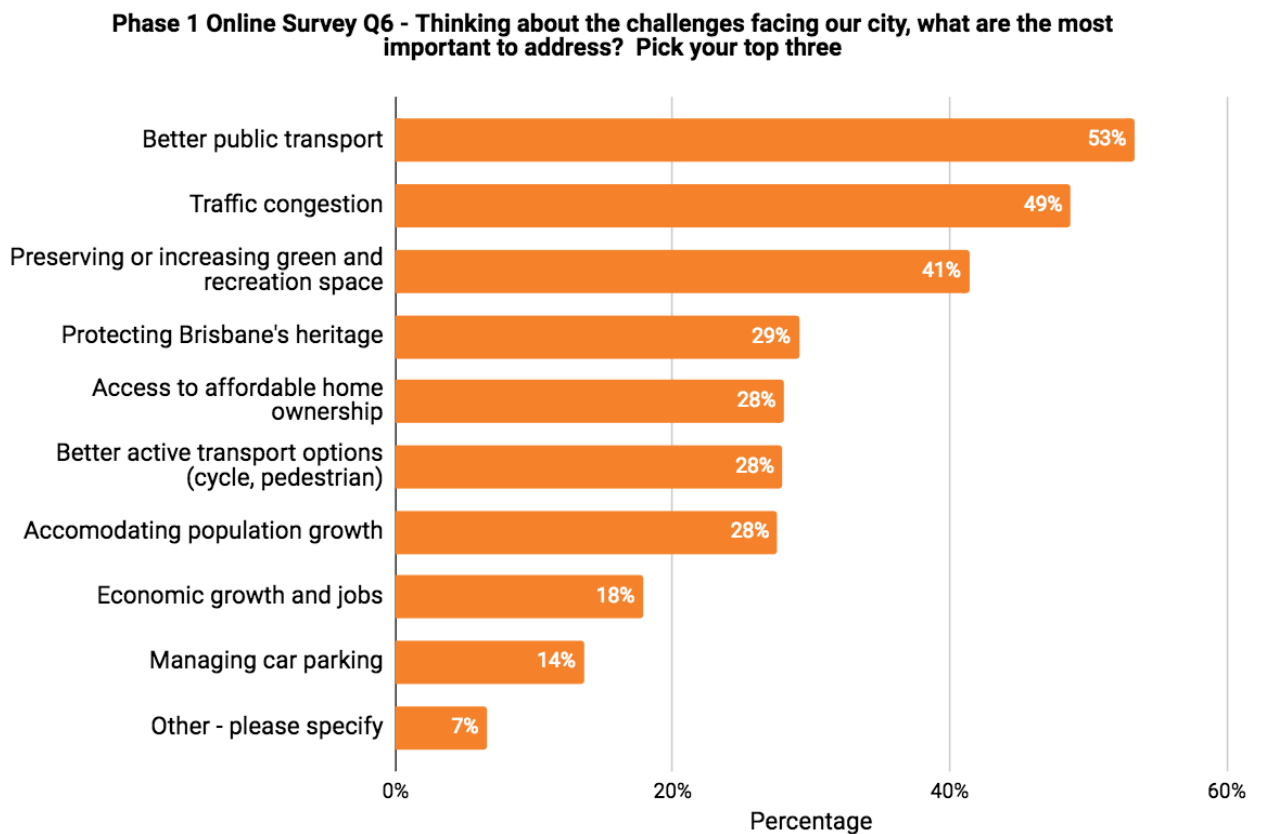
The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 47% of respondents selected “More greenspace and recreation areas”. Respondents could select up to three choices.



A total of 53% of people who completed the question “Thinking about the challenges facing our city, what are the most important to address?” selected “Better public transport” as one of their top three choices.

Graph 20 Phase 1 Online Survey Question 6 – “Thinking about the challenges facing our city, what are the most important to address?”

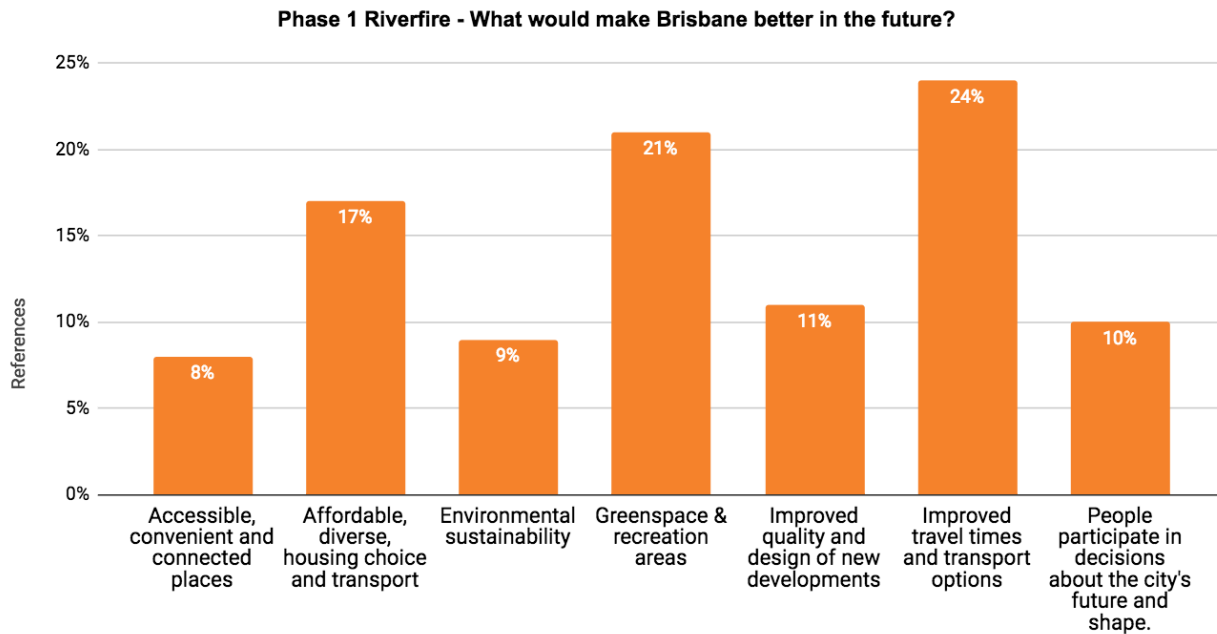
The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 53% of respondents selected “Better public transport”. Respondents could select up to three choices.



5.3.2 Phase 1 Riverfire interactive pop-up survey

Using voting buttons, Riverfire visitors selected from a list of options of what would make Brisbane better in the future. The improved travel times and transport option received the highest number of responses.

Graph 21 Phase 1 Riverfire - "What would make Brisbane better in the future?"

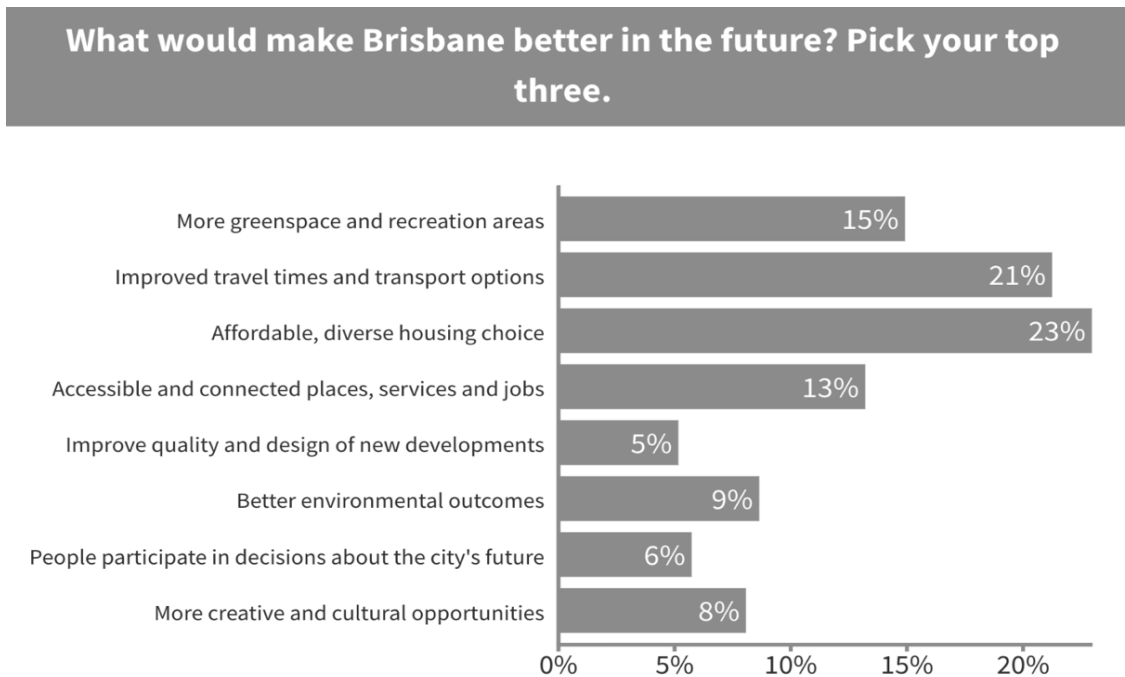


5.3.3 Phase 1 Lord Mayor's Youth Advisory Council

Year 10 school leaders participated in a live polling activity about what would make Brisbane better in the future, with improved travel times and transport recording 21% of responses.

The following live polling results were shown live at the event.

Graph 22 Phase 1 Lord Mayor's Youth Advisory Council – "What would make Brisbane better in the future?"

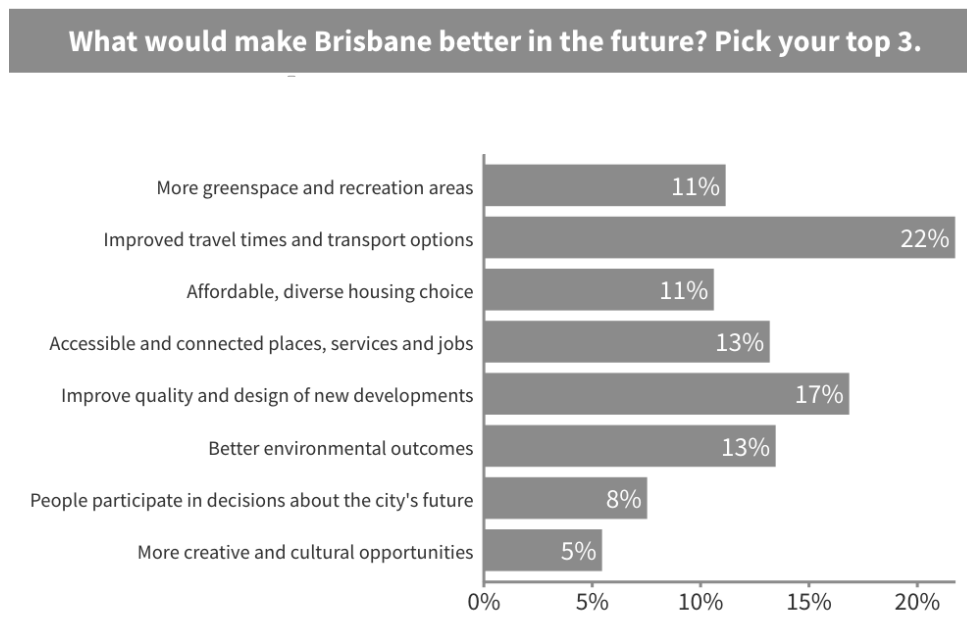


5.3.4 Intergenerational Forum

The following two questions were conducted as live polls at Brisbane's first Intergenerational Forum for planning. Participants could choose up to three options. Results are based on the number of responses.

The following live polling results were shown live at the event.

Graph 23 Intergenerational Forum – "What would make Brisbane better in the future?"



Graph 24 Intergenerational Forum – "Thinking about the challenges facing our city, what are the most important to address?"

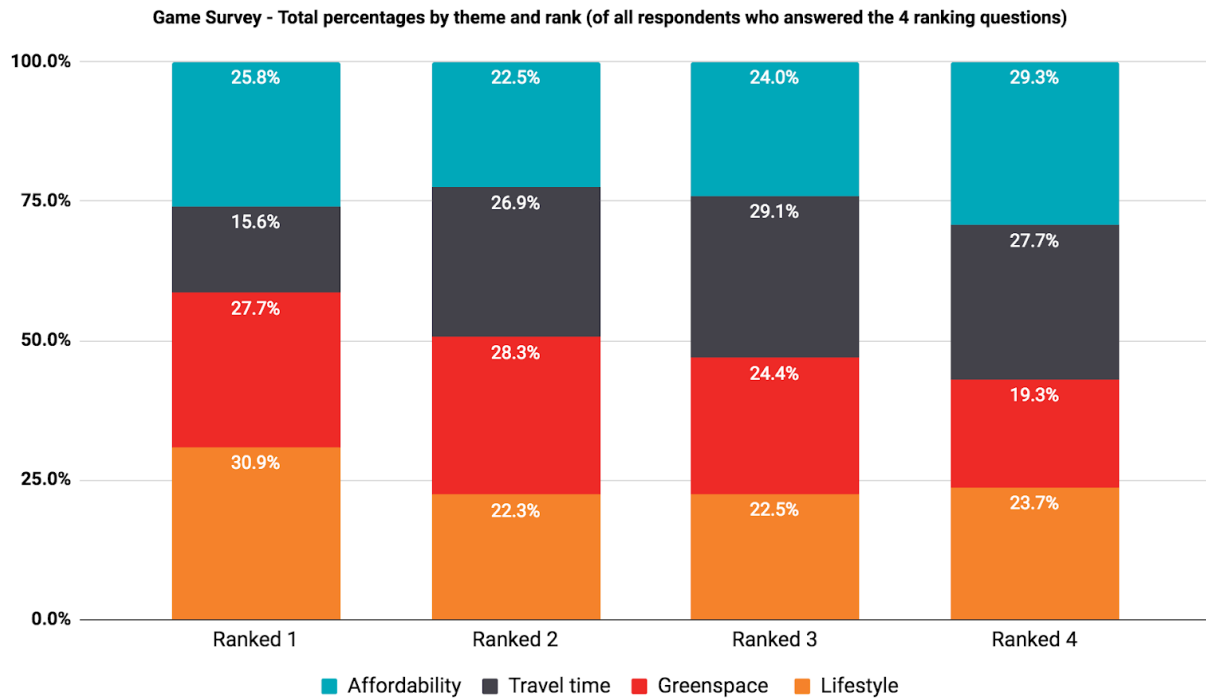
The following live polling results were shown live at the event.



5.3.5 Phase 2 Plan your Brisbane Game Survey

The Phase 2 Plan your Brisbane Game Survey asked participants to prioritise four factors (liveability, greenspace, travel time and affordability) on a scale of 1 to 4 where 1 was high.

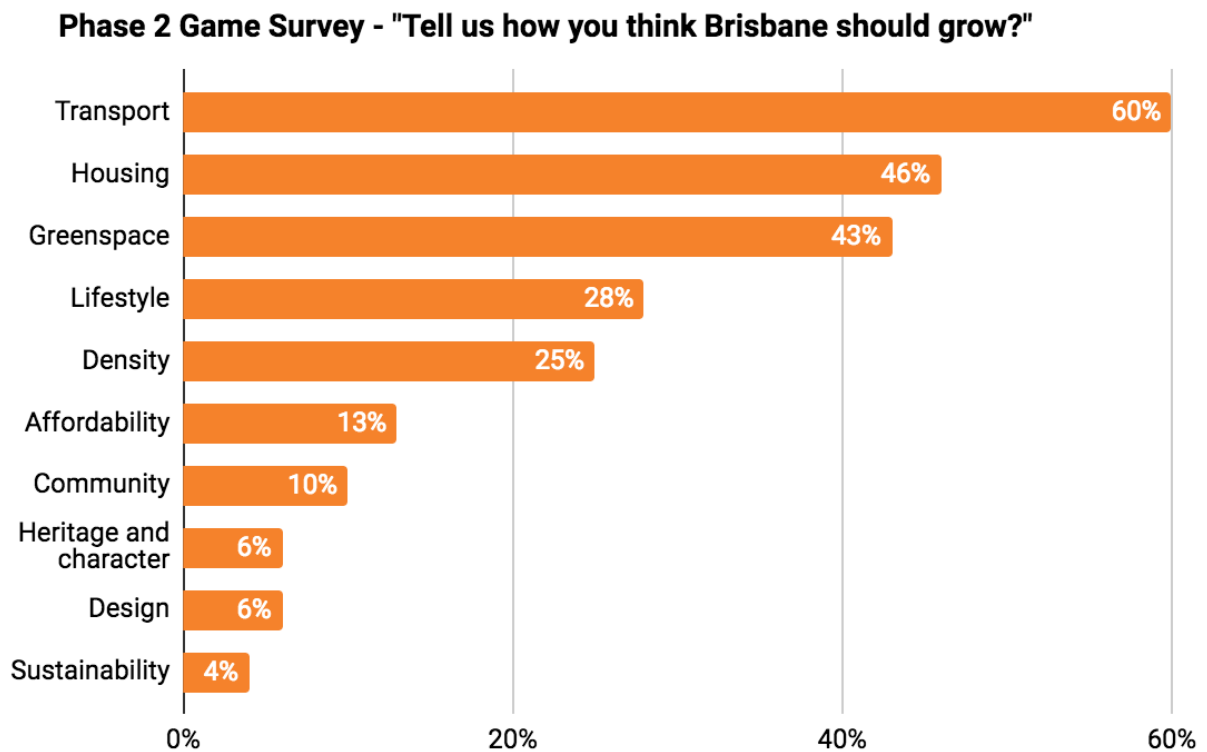
Graph 5 Phase 2 Game Survey total by theme and rank



Transport was the most referenced theme in the Game Survey open data responses.

Graph 25 Phase 2 Game Survey open responses – Key Themes

The graph describes the most common themes from open text comments made in response to the question “Tell us how you think Brisbane should grow?”. The graph describes the percentage of respondents who made references relating to each of these themes. Respondents made multiple references.



5.3.6 Phase 2 Citywide Forum

Graph 26 Citywide Forum - "In one word what is our biggest challenge of transport?". The largest words are the most frequently mentioned responses.



Graph 27 Citywide Forum - "In one word what is our biggest benefit of transport?". The largest words are the most frequently mentioned responses.

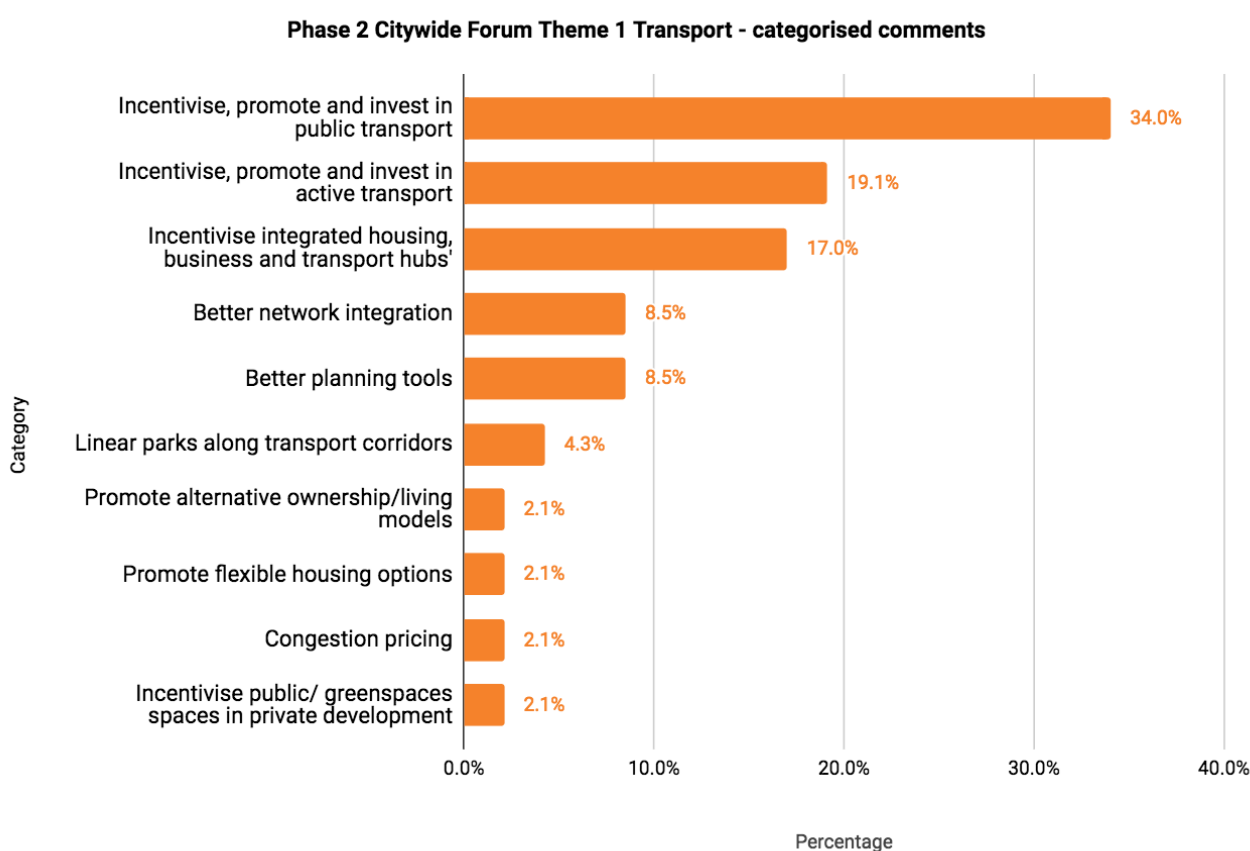


Participants were asked “How do we make getting around Brisbane easier not harder, with more people living here?” They documented their ideas with these major themes emerging.

In the graph below, percentages have been rounded to the nearest decimal point. The total of these percentages therefore does not add up to precisely 100% (e.g. 99.8%).

Graph 28 Citywide Forum Theme 1 Transport – “How do we make getting around Brisbane easier not harder, with more people living here?”

The following graph shows the top ideas relating to transport from table discussions. Each idea is represented as a percentage of the total number of ideas given within the transport theme.



5.3.7 Phase 2 Online Survey

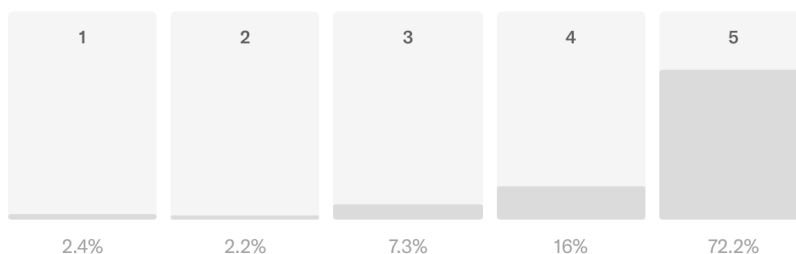
In the graph below, percentages have been rounded to the nearest decimal point. The total of these percentages therefore does not add up to precisely 100% (e.g. 100.1%).

Graph 29 Phase 2 Online Survey – Question 8 “Tell us how important it is to provide more access to public transport (other than cars) to accommodate our growing population.”

On a scale of 1-5 (1 being the lowest), tell us how important it is to provide more access to public transport (other than cars) to accommodate our growing population. Transport might include buses, trains, ferries, bikeways or walkways. Generally, if more people use public transport this will reduce road congestion, and therefore improve travel times.

Avg. 4.5

589 out of 589 people answered this question

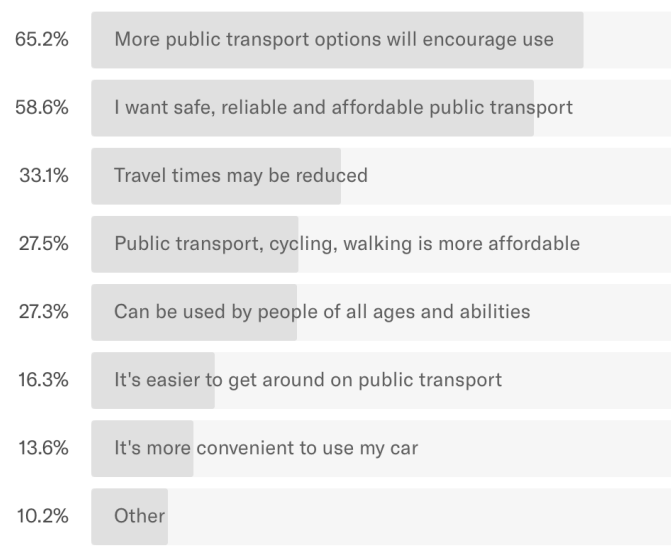


Graph 30 Phase 2 Online Survey – Question 9 “Why did you answer this way?”

The graph below describes the percentage of respondents who selected each option (from the 589 people who responded to the question). For instance, 65.2% of respondents selected “More public transport options will encourage use”. Respondents could choose up to three options.

Why did you answer this way?

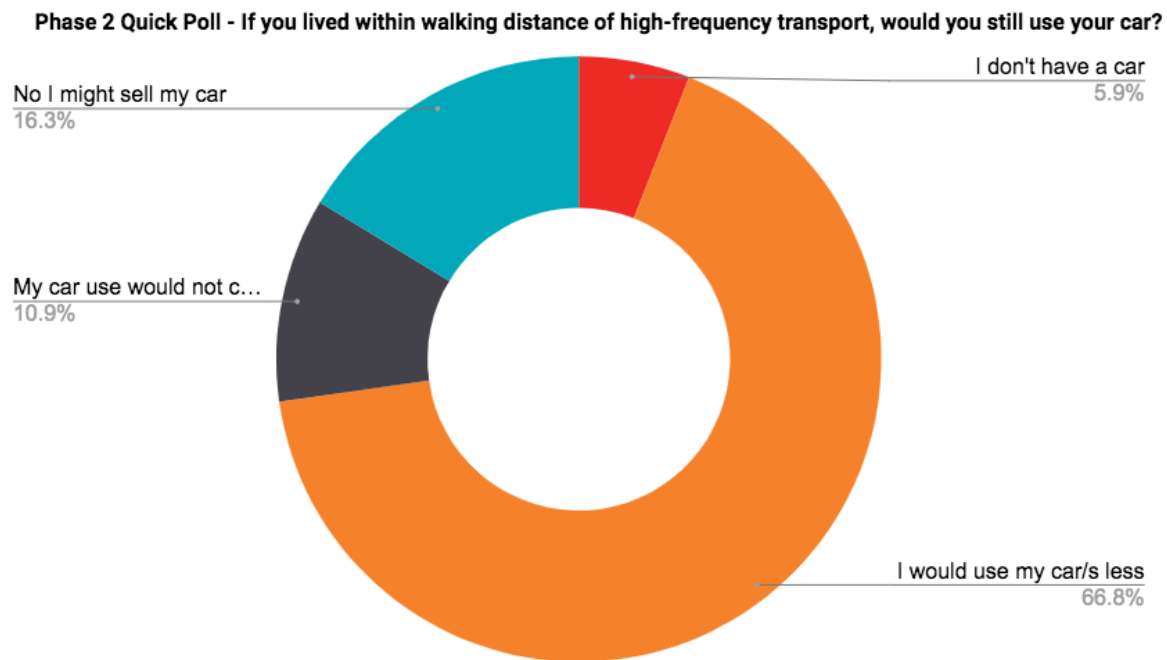
589 out of 589 people answered this question (with multiple choice)



5.3.8 Phase 2 Quick Poll

A total of 66.8% of people who responded to the Phase 2 Quick Poll (out of a total of 404 people) said they would use their car/s less if they were within walking distance of high-frequency transport.

Graph 31 Phase 2 Quick Poll – “If you lived within walking distance of high-frequency transport, would you still use your car?”

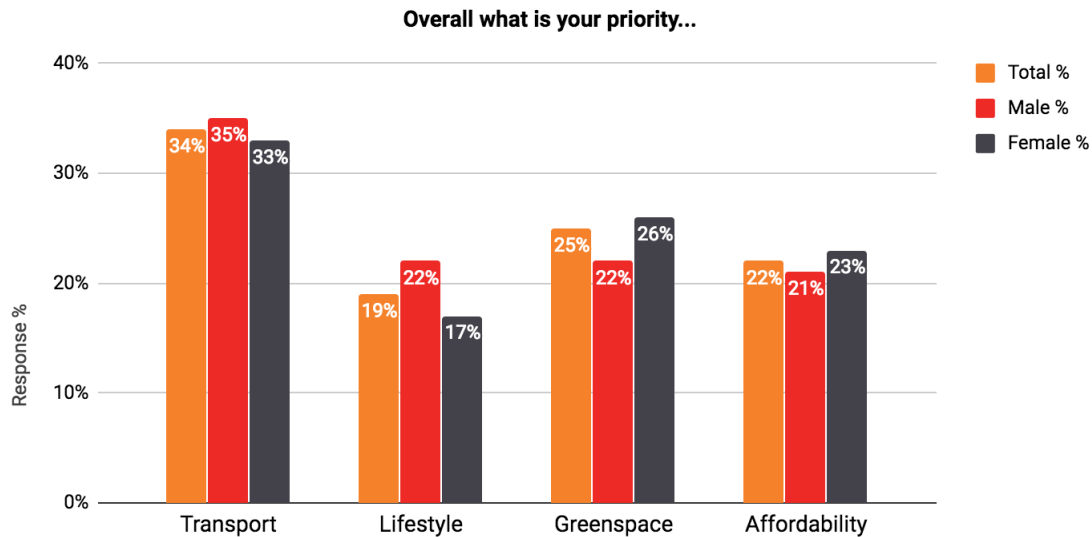


5.3.9 Over 50s Telephone Survey

Participants were asked to identify which of the four themes was their priority. They were then asked why they had chosen that theme, by asking them to choose from a list of options.

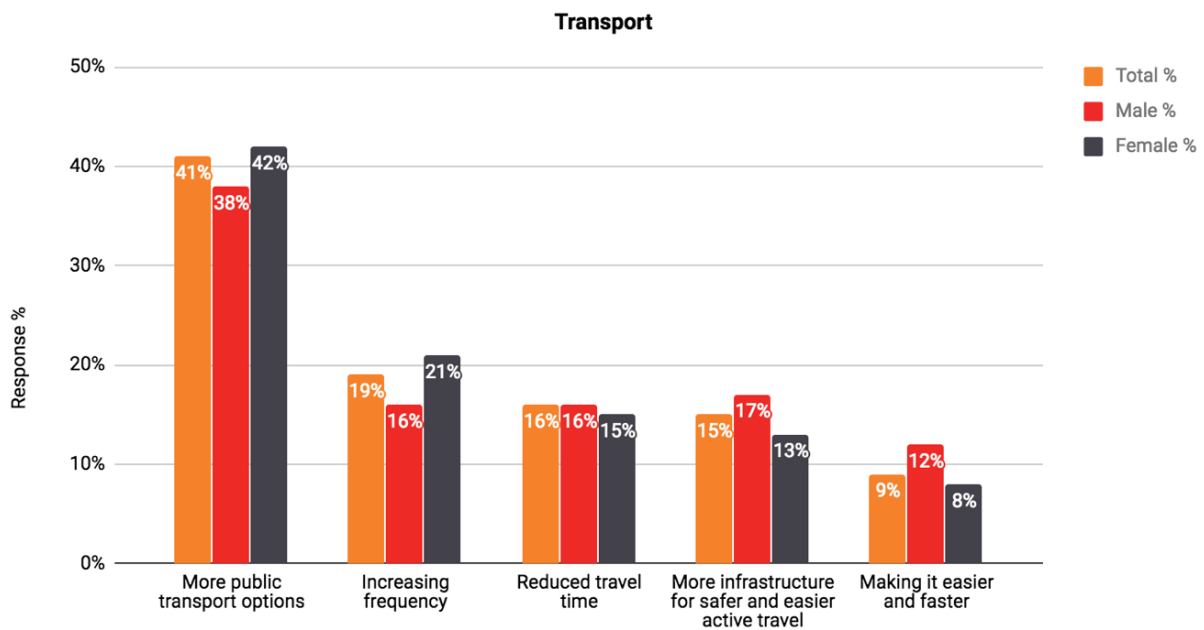
A total of 34% of respondents answered that transport was their top priority across all themes.

Graph 32 Over 50s Telephone Survey – “Overall what is your priority?”



41% wanted to see more public transport options. 19% wanted to see increased frequency.

Graph 33 Over 50s Telephone Survey – “When thinking about transport, which of these is the most important to you?”



5.4 Housing and affordability

People supported a balance of low, medium and high density housing to manage population growth, as long as it delivered better lifestyle, access to public transport and was designed to enable connections within the community, and across the ages.

People closely associate transport and greenspace with housing and consider housing choices based on all these factors.

There is an understanding that higher density could lead to higher quality transport and greenspace and increased affordability.

Affordability mostly related to housing affordability and transport affordability.

Housing affordability was discussed in terms of housing types, density, locations close to services and transport, and housing ownership models that would lower the cost of housing affordability. People suggested a range of potential solutions including alternative ownership and renting methods, micro houses and secondary dwellings on existing allotments, as well as smaller or denser housing.

Public transport costs were considered a factor in determining the true cost of housing affordability.

Engagement activities where this theme strongly emerged:

- Lord Mayor's Youth Advisory Council
- Citywide Forum
- Phase 2 Online Survey
- Plan your Brisbane Game
- Game Survey
- Phone survey

A number of sub themes emerged from the data about affordability including:

Housing density: higher density is often associated with mixed use and access to high quality public transport. The game play results tell us that users had a balanced approach to density with medium density representing 34.7% of density choices followed by low density at 32.9% and high density at 32.4%.

Housing diversity: people seem to be thinking about the future of housing differently compared with the past in terms of diversity. Participants discussed alternative ownership and renting models, micro houses, co-housing, secondary dwellings on existing allotments, and smaller and higher density housing. People also raised the idea of housing for people of all ages, including those who want to age in their local area: This means planning communities and housing that suits the needs of people as they age, is connected to services, and encourages intergenerational social connections.

Cost of housing: the cost of renting and the ability to purchase a house in Brisbane, particularly for younger generations trying to enter the housing market. The cost of housing was a dominant topic when engaging with younger audiences through Lord Mayor's Youth Advisory Council (LMYAC), but also a priority for the general population, as demonstrated through the Intergenerational Forum, Phase 2 Online Survey and Game Survey results.

Density to improve affordability: people commonly perceive higher densities as a way to improve affordability, however not all people support density.

Cost of transport: the high cost of moving around Brisbane, in particular public transport

The following results highlight the importance of housing and affordability:

- Affordable, diverse housing choice was the most common response to make Brisbane better in the future by the LMYAC.
- Access to affordable home ownership was identified as the most important challenge to address by the LMYAC.
- Promote alternative ownership/living models and promote flexible housing options were the top affordability ideas from the Citywide Forum.
- Quality was the biggest challenge for affordability at the Citywide Forum.
- Choice and equality were the biggest benefits for affordability at the Citywide Forum.
- Having a range of affordable housing options to support a growing population was identified as important from the Phase 2 Online Survey.
- Affordability was the third most popular first-ranked choice and was ranked first by 25.8% of participants.
- Medium density was the most preferred density choice in the Game Survey.
- 53% of phone survey respondents chose “housing designed for transition to aged care” as their top priority for affordability.

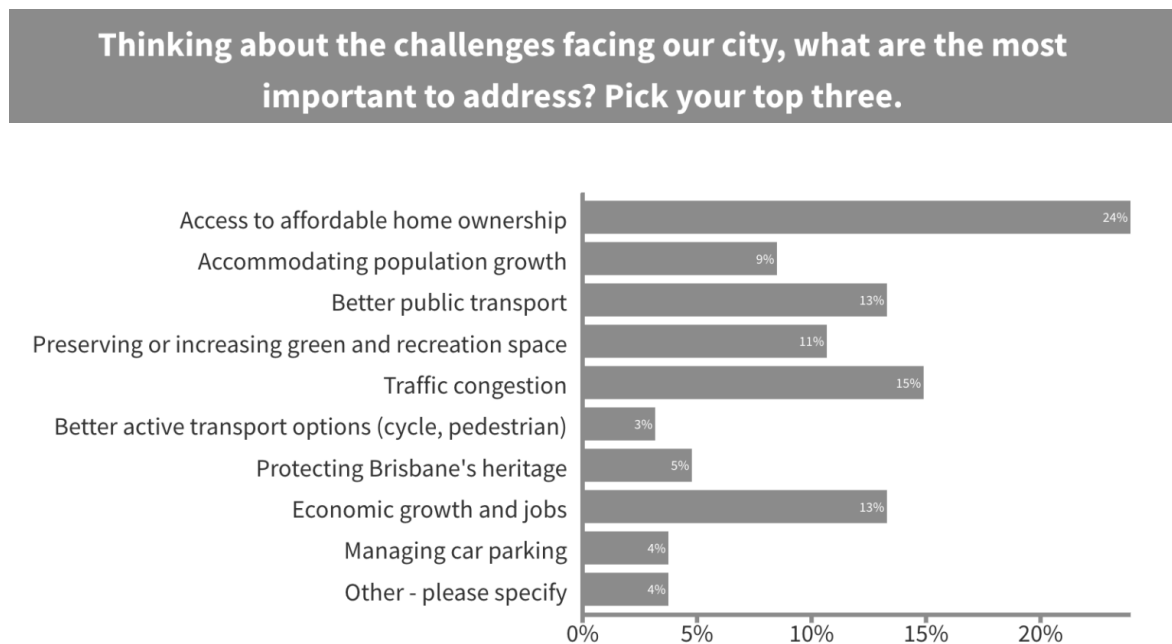
“Housing affordability should be the priority. Tiny houses offer a great solution for high density areas.” – Paula, 4006

Supporting evidence

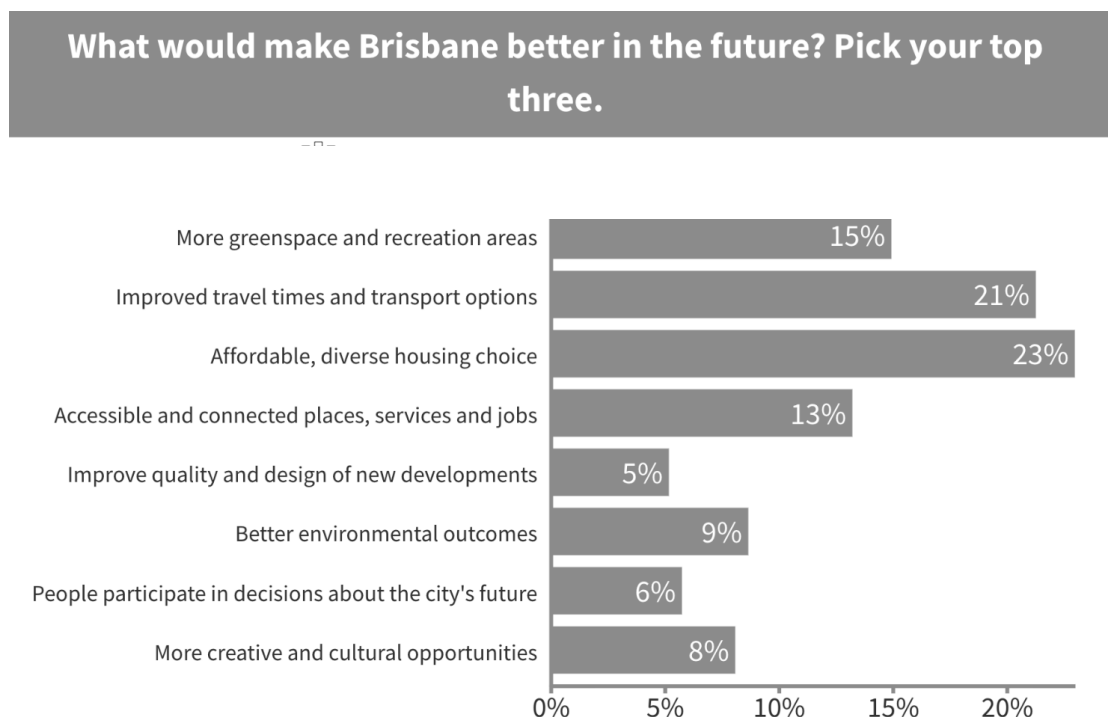
5.4.1 Phase 1 Lord Mayor's Youth Advisory Council

The following live polling results were shown live at the event.

Graph 34 Phase 1 Lord Mayor's Youth Advisory Council – Challenges



Graph 35 Phase 1 Lord Mayor's Youth Advisory Council – What would make Brisbane better in the future?



5.4.2 Phase 2 Citywide Forum

The following live polling results were shown live at the event.

Graph 36 Citywide Forum - "In one word what is our biggest challenge of affordability?" The largest words are the most frequently mentioned responses.



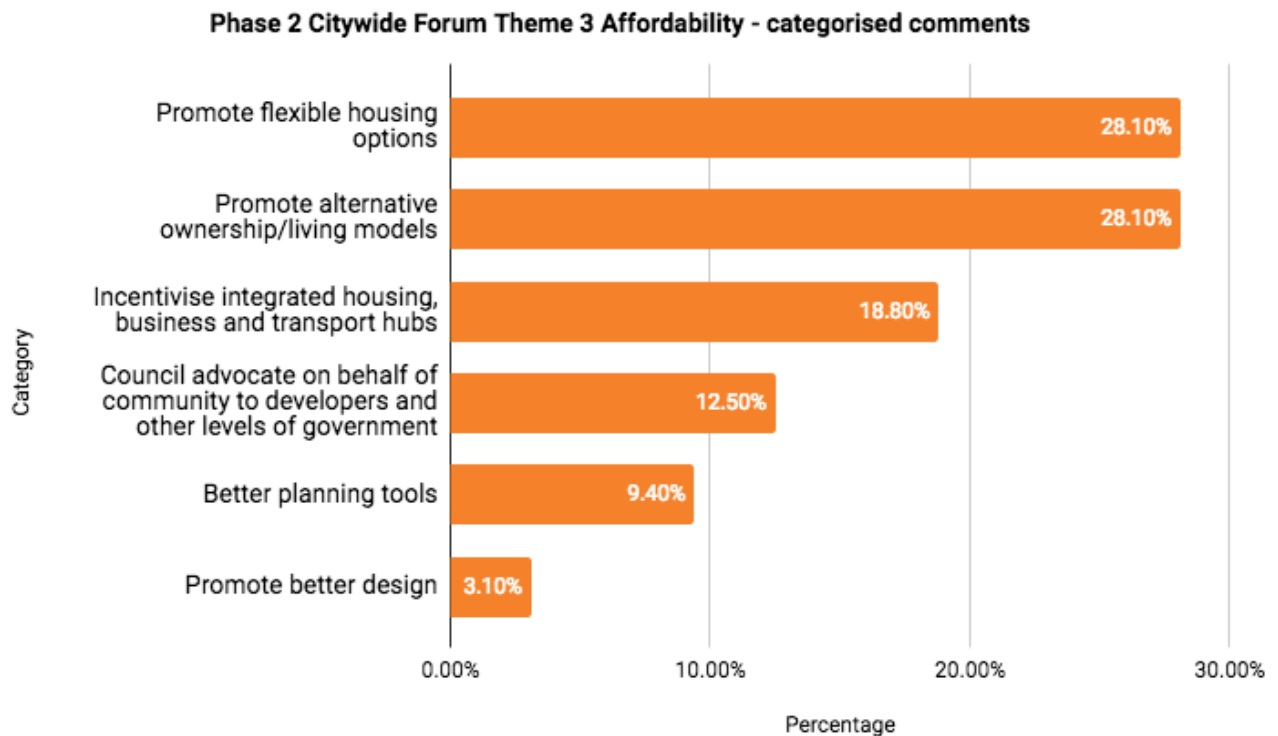
Graph 37 Citywide Forum - "In one word what is our biggest benefit of affordability?" The largest words are the most frequently mentioned responses.



Participants were asked “How can we make sure housing is affordable for everyone when demand is high and space is limited?”.

Graph 38 Phase 2 Citywide Forum theme 3 - Affordability

The following graph shows the top ideas relating to affordability from table discussions. Each idea is represented as a percentage of the total number of ideas given within the affordability theme.



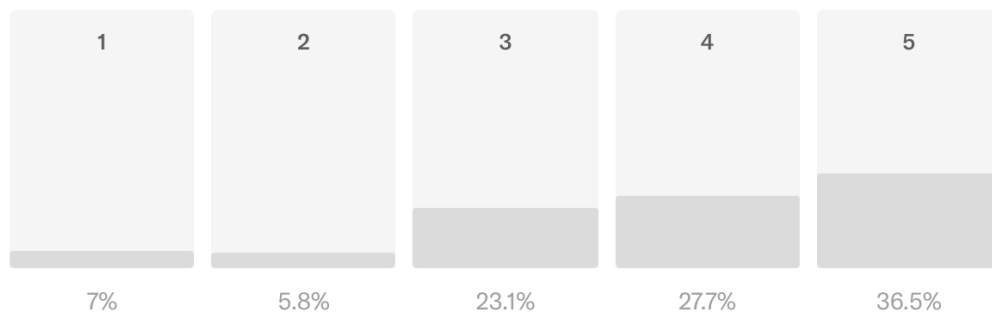
5.4.3 Phase 2 Online Survey results:

Graph 39 Phase 2 Online Survey – Question 2 “Tell us how important it is to have a range of affordable housing options to accommodate our growing population.”

On a scale of 1-5 (1 being the lowest), tell us how important it is to have a range of affordable housing options to accommodate our growing population.

Avg. 3.8

589 out of 589 people answered this question

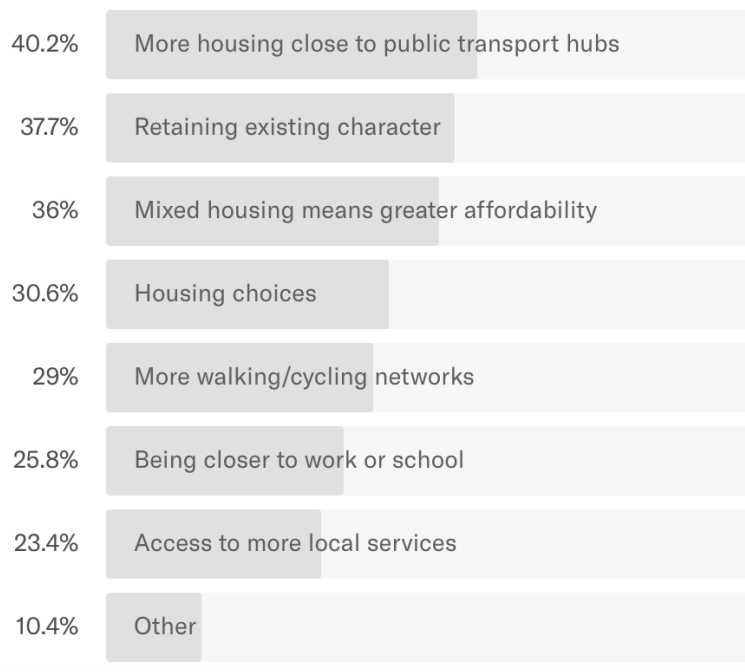


Graph 40 Phase 2 Online Survey – Question 3 “Why did you answer this way?”

The graph describes the percentage of respondents who selected each option. For instance, 40.2% of respondents selected “more housing close to public transport hubs”.

Why did you answer this way?

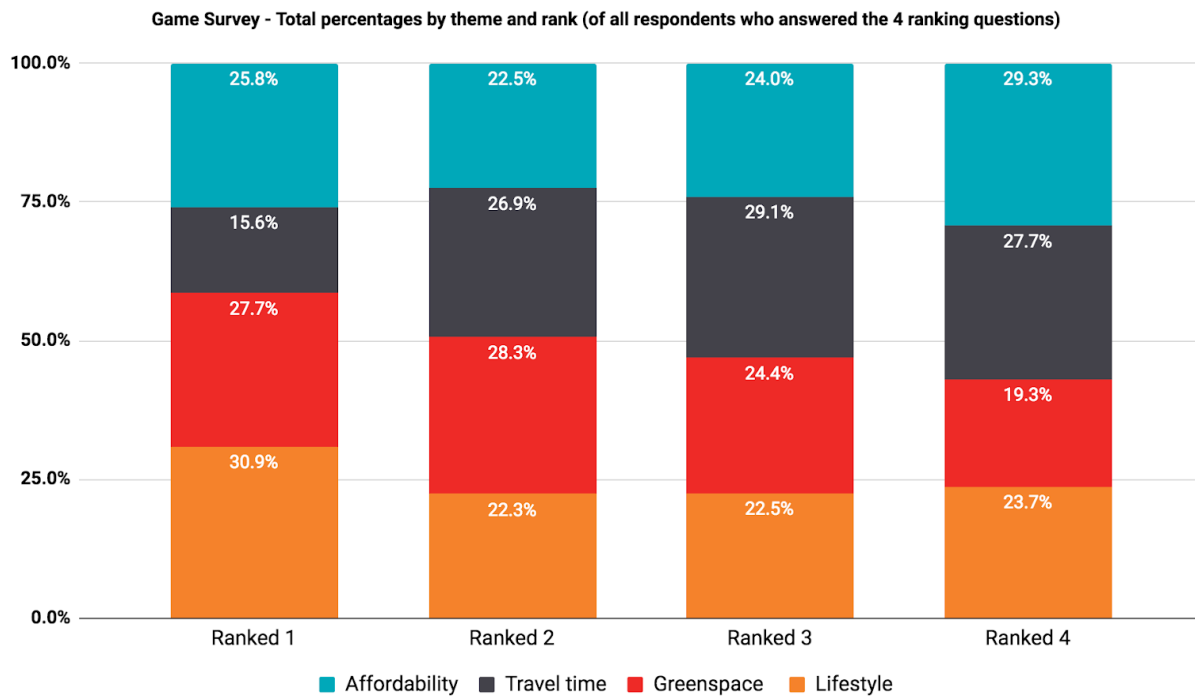
589 out of 589 people answered this question (with multiple choice)



5.4.4 Phase 2 Plan your Brisbane Game Survey

The Phase 2 Plan your Brisbane Game Survey asked participants to prioritise four factors (liveability, greenspace, travel time and affordability) on a scale of 1 to 4 where 1 was high. Affordability was the third most popular first ranked choice.

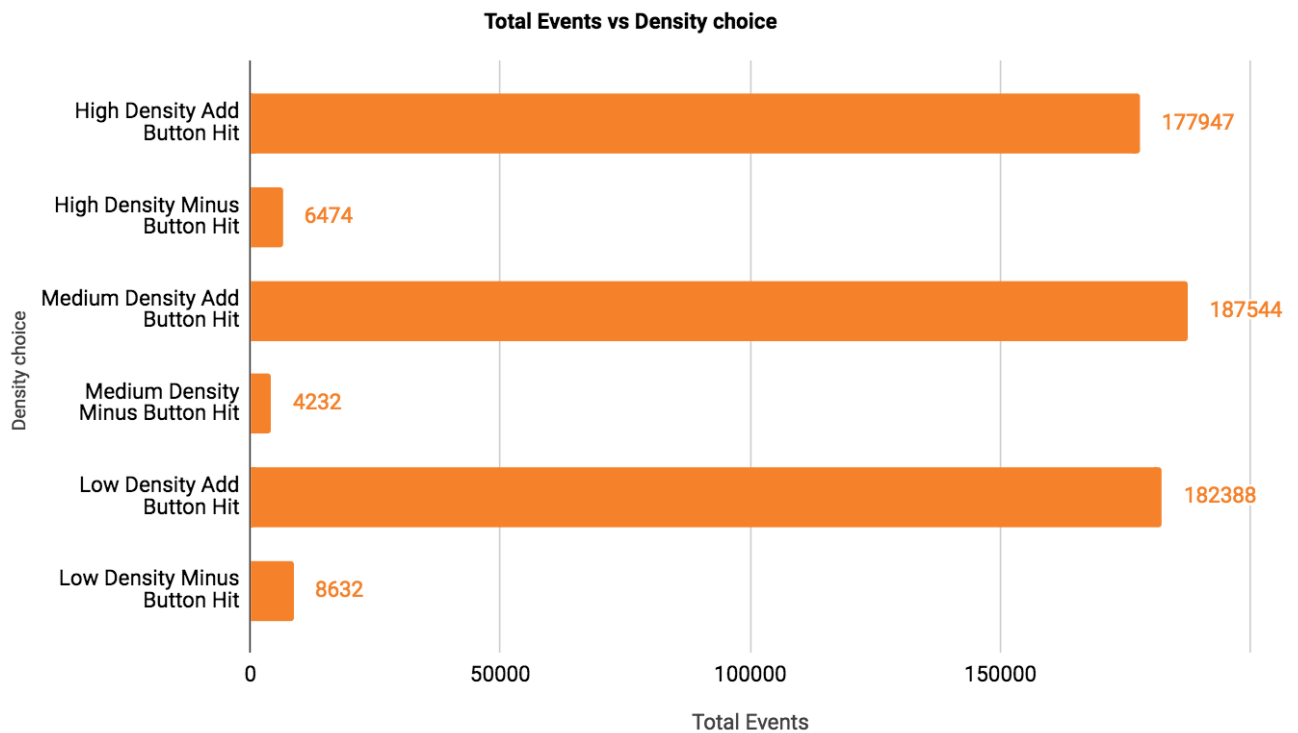
Graph 5 Game Survey total percentage by theme and rank



5.4.5 Phase 2 Plan your Brisbane Game

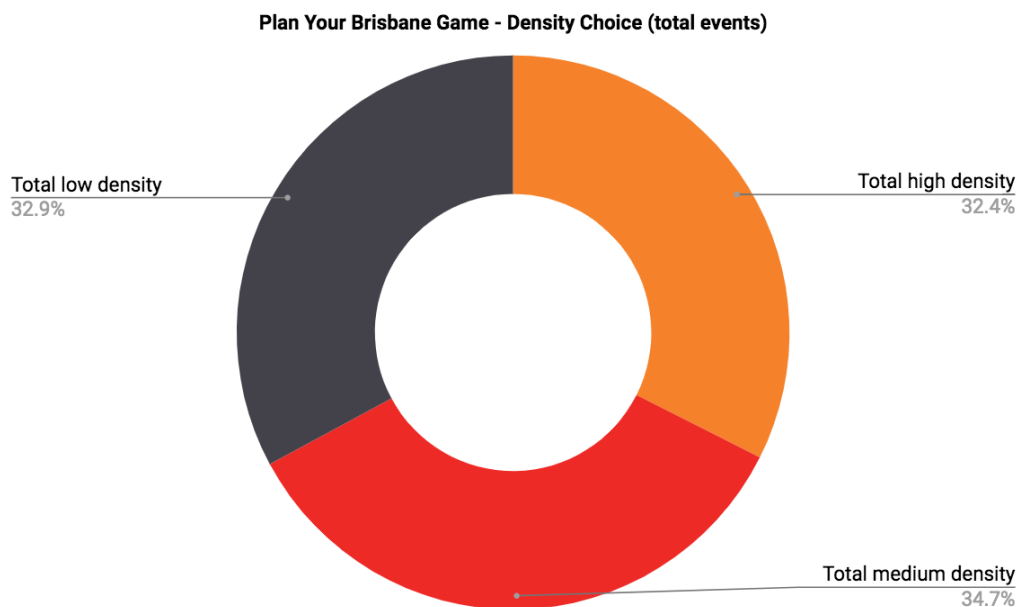
The Plan your Brisbane Game allowed participants to add or subtract high, medium and low density home options. Participants did this by clicking plus or minus icons next to a picture of each housing type. This graph describes the total number of clicks (plus and minus) against each housing option made by participants.

Graph 41 Phase 2 Plan your Brisbane Game – Total Events vs Density Choice



This chart shows the percentage for each density (based on the number of "add" button hits for each density option subtracted by the "minus" button hits for that same density option), to represent density choice.

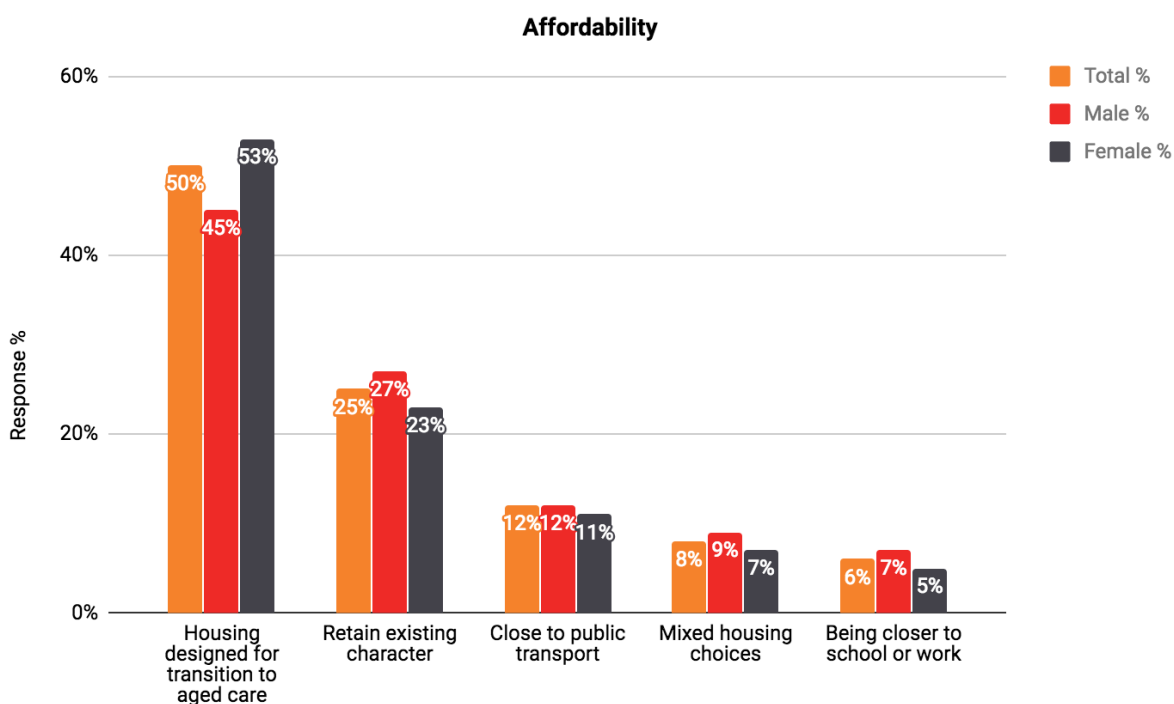
Graph 42 Phase 2 Plan your Brisbane Game – Density Choice



5.4.6 Over 50s Telephone Survey

Of the participants who were asked what their highest priorities were when it came to affordability, 50% stated housing designed for transition to aged care was most important.

Graph 43 Over 50s Telephone Survey – “When thinking about affordability, which of the following is most important to you?”



5.5 Design and character

People want quality form and aesthetics from new development and also value historical buildings and want to protect these cultural assets for future generations.

Engagement activities where this theme strongly emerged were:

- Game Survey
- Phase 1 Online Survey
- Over 50s Telephone survey

A number of sub themes emerged from the data about design and character including:

Design: the form and aesthetics of development including housing, particularly for new development and higher density housing, was highlighted as an important consideration for future housing density and diversity.

Heritage and character: When asked about what should be preserved, heritage was the second-highest response behind greenspace. As well as embracing Queenslanders, people also identified architectural landmarks such as the Treasury Building and the Bank of New South Wales building in the CBD, which carry a special meaning and provide a window to the past.

The following results demonstrate the importance of design and character:

- Protecting Brisbane's heritage was selected by 29% of respondents as one of the most important challenges to address in the Phase 1 Online Survey.
- Improve quality and design of new developments was selected by 35% of respondents as one of their top three options of what would make Brisbane better in the future in the Phase 1 Online Survey.
- Retain existing character was the second most important response in relation to affordability in the phone survey.

"I feel that Brisbane should keep hold of its character, both in buildings and environment. We could learn a lot from the traffic solutions some other countries have used - less roads and tunnels!" – Sam, 4068

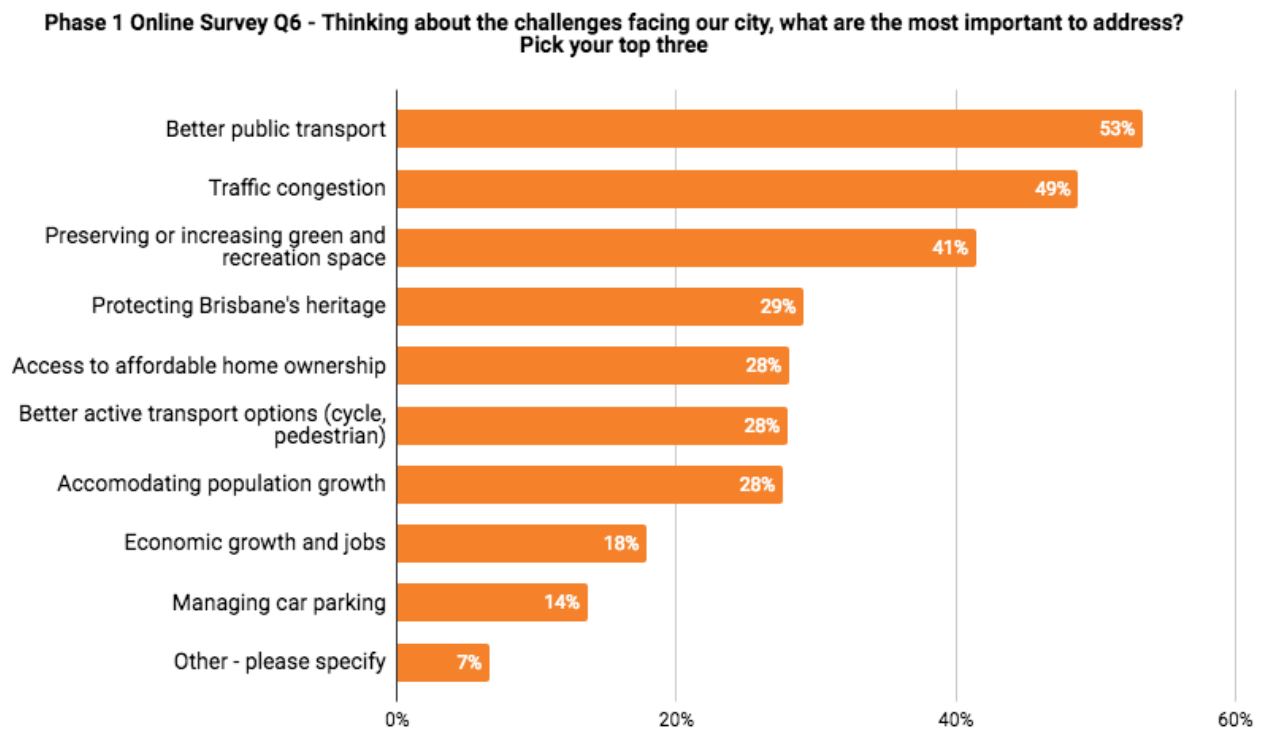
Supporting evidence

5.5.1 Phase 1 Online Survey

29% of respondents said protecting Brisbane's heritage was one of the top three challenges facing our city.

Graph 20 Phase 1 Online Survey – Question 6 “Thinking about the challenges facing our city, what are the most important to address?”

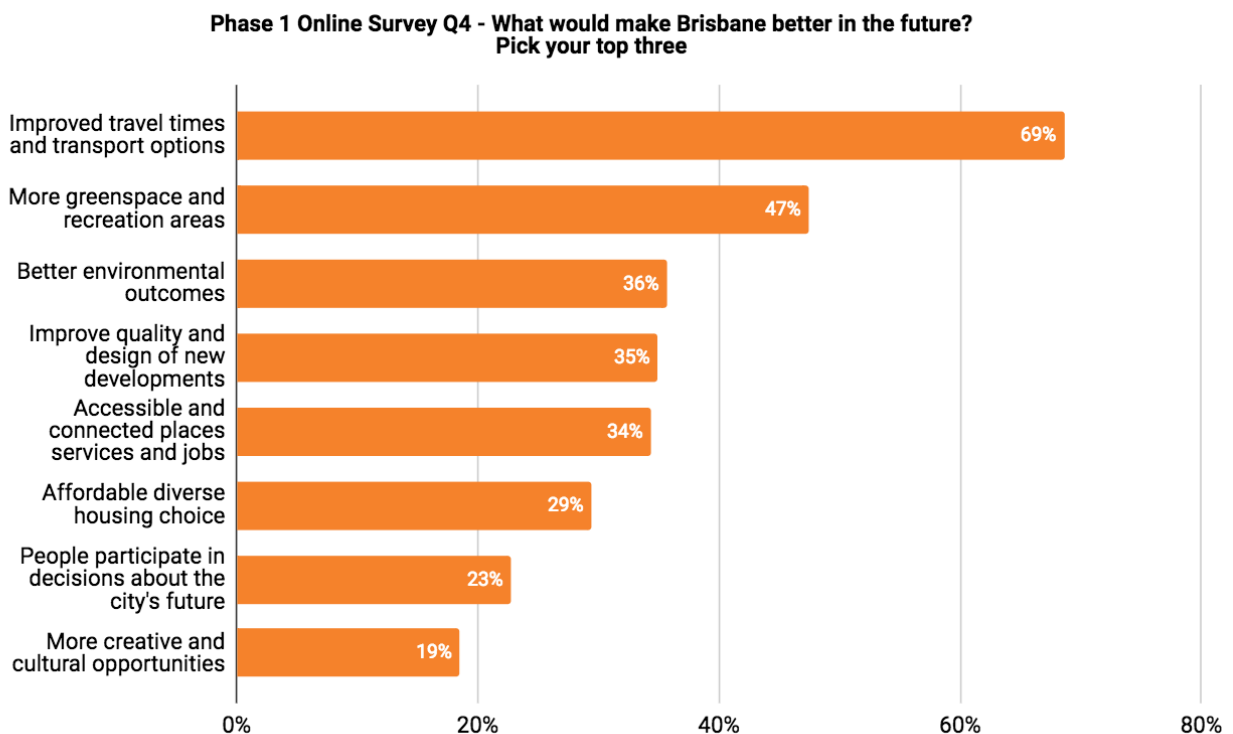
The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 53% of respondents selected “Better public transport”. Respondents could select up to three choices.



35% of respondents said improving the quality and design of new developments was one of the top three things that would make Brisbane better in the future.

Graph 19 Phase 1 Online Survey Question 4 "What would make Brisbane better in the future?"

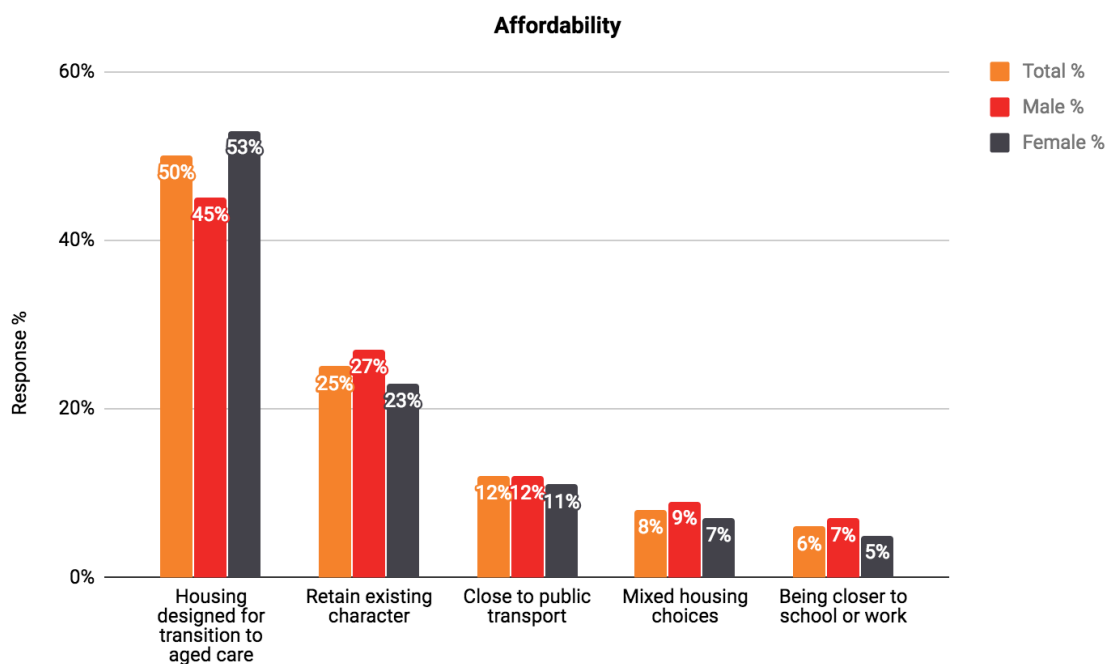
The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 69% of respondents selected "Improved travel times and transport options". Respondents could select up to three choices.



5.5.2 Over 50s Telephone Survey

Of the participants who were asked what their highest priorities were when it came to affordability, 25% stated retain existing character was most important.

Graph 43 Over 50s Telephone Survey – “When thinking about affordability, which of these is most important to you?”



5.6 Other sub themes

The following sub themes also emerged:

Environmental sustainability: There is an expectation from people that Brisbane will continue to be a leader in sustainability and demonstrate this through planning and development outcomes and measures. This sub theme emerged from the Game Survey.

Sustainable waste management: People expect Council to continue to be a leader in sustainability and respond to the challenges of an increasing population by ensuring better waste management in the future. This sub theme emerged from the Citywide Forum other ideas.

Data & technology: Given the rapid advancements in data and technology, there's an expectation that Brisbane will take advantage of further advancements in data and technology to create solutions for challenges associated with growth. Participants also suggested ways to more accurately map current services and community assets, to manage assets and the costs of maintenance or increased service, and to embrace innovation – particularly during the Intergenerational Forum pitch session and Citywide Forum ideas session.

Engagement activities where this sub theme emerged included:

- Lord Mayor's Youth Advisory Council
- Intergenerational Forum
- Citywide Forum
- Stakeholder roundtables

6. Appendices

6.1 Phase 1 Online Survey

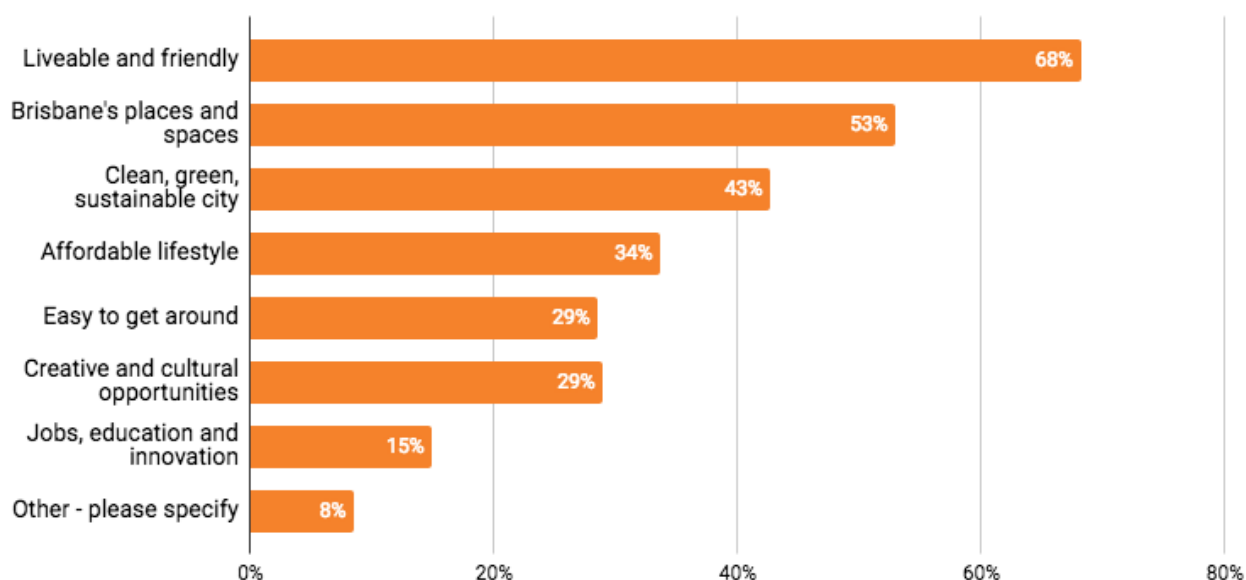
Phase 1 Online Survey responses	
Engagement	4,575
Interactions	5,390
Summary	The survey asked three multiple choice questions about Brisbane's greatest strengths, what would make Brisbane better in the future and what are the most important challenges to address. Open ended questions were included
Audience	Whole of Brisbane
Themes	Greenspace, historical and heritage buildings, public transport

Below is a summary of the results in the form of graphs.

Graph 1 Phase 1 Online Survey – Question 1 “What are Brisbane’s greatest strengths today?”

The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 68% of respondents selected “Liveable and friendly”. Respondents could select up to three choices.

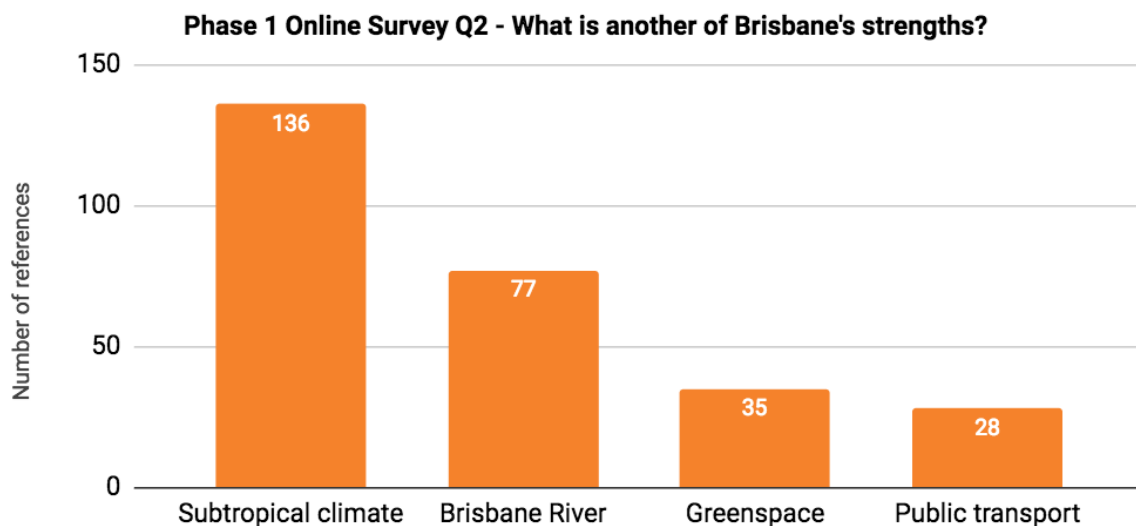
Phase 1 Online Survey - Q1 What are Brisbane's greatest strengths today? Pick your top your three



The following question was an open-ended question asking respondents what another of Brisbane's strengths were.

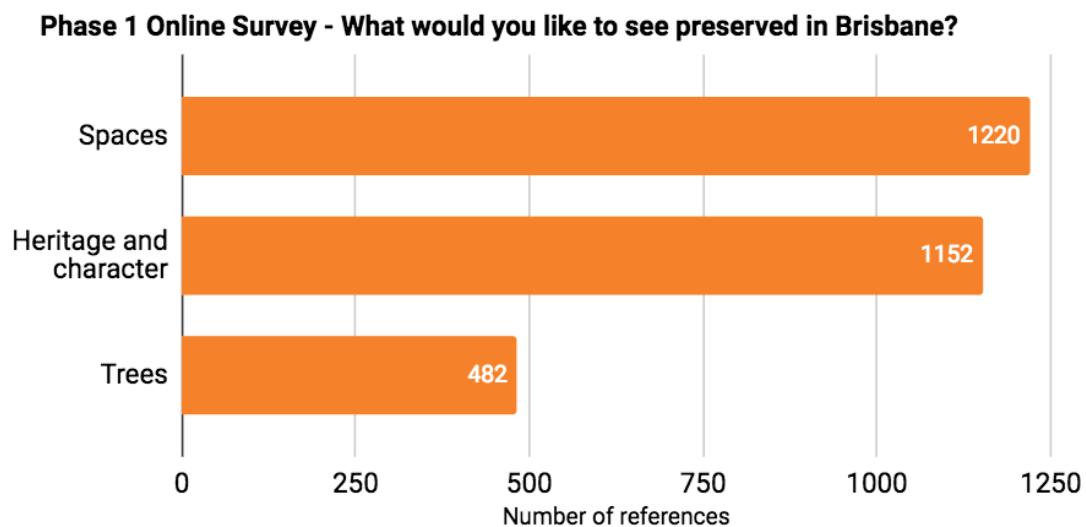
Graph 44 Phase 1 Online Survey – Question 2 “What is another of Brisbane's strengths?”

The following graph shows the most referenced ideas, as a percentage of the total number of references for the main ideas.



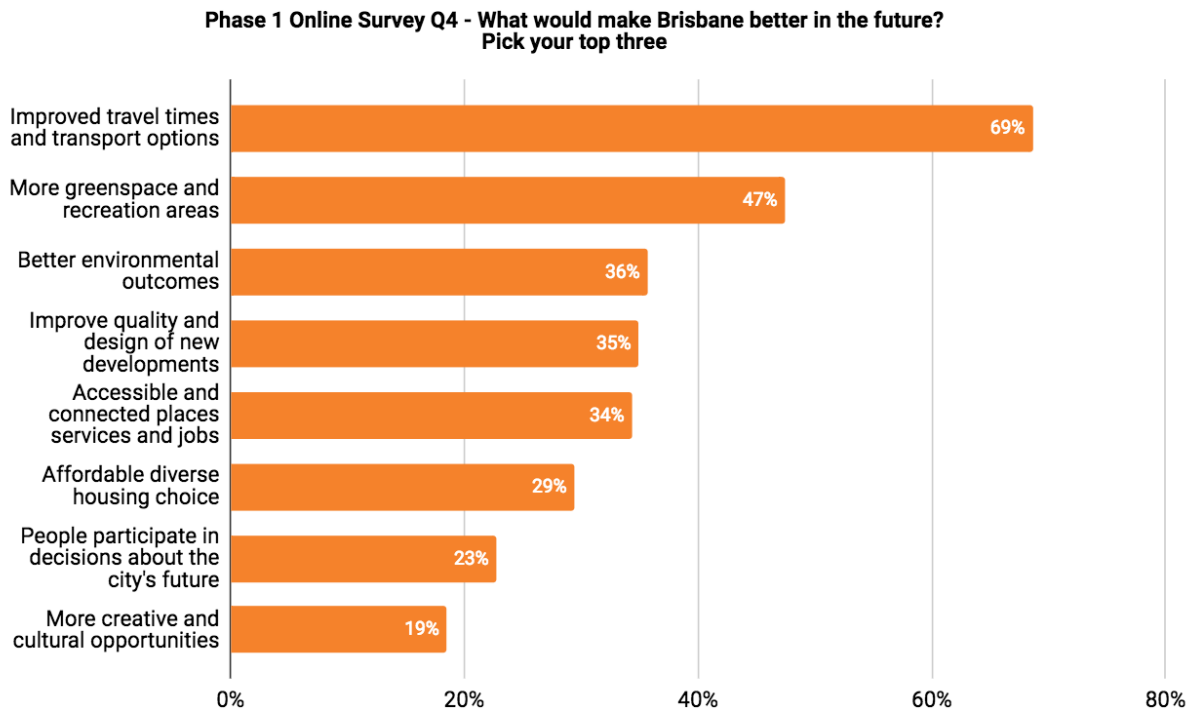
The following question was an open-ended question asking respondents what they would like to see preserved in Brisbane.

Graph 45 Phase 1 Online Survey – Question 3 “What would you like to see preserved in Brisbane?”



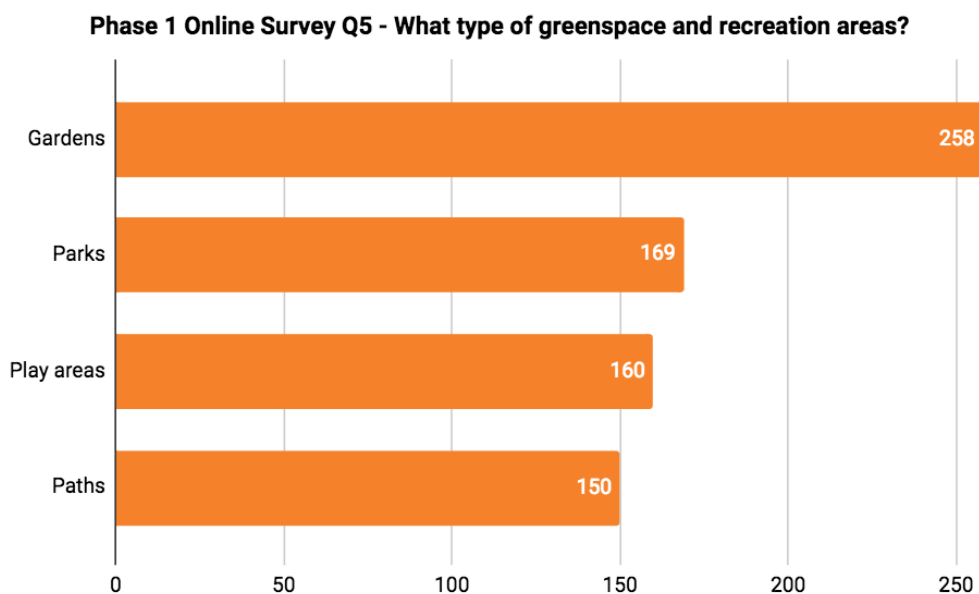
Graph 19 Phase 1 Online Survey – Question 4 What would make Brisbane better in the future?

The graph describes the percentage of respondents who selected each option (from the 5,390 people who responded to the question). For instance, 69% of respondents selected “Improved travel times and transport options”. Respondents could select up to three choices.

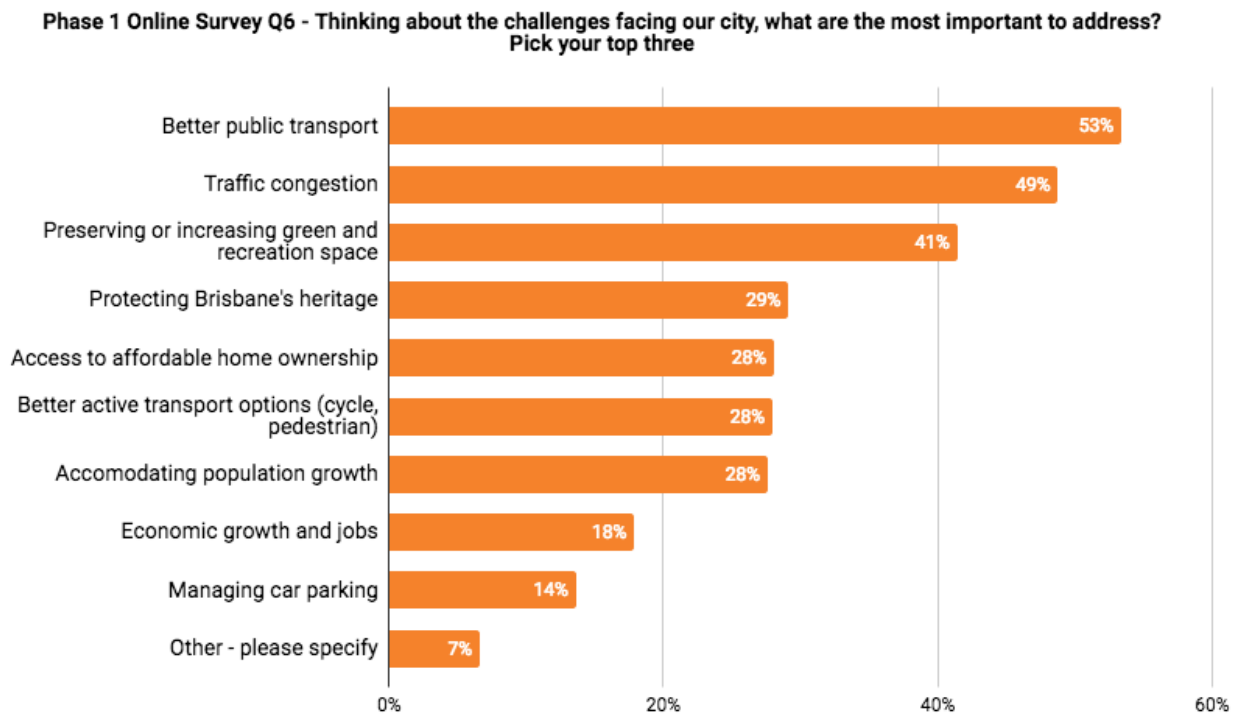


The following question was an open-ended question asking respondents what type of greenspace and recreation areas they want to see.

Graph 46 Phase 1 Online Survey – Question 5 “What type of greenspace and recreation areas?”

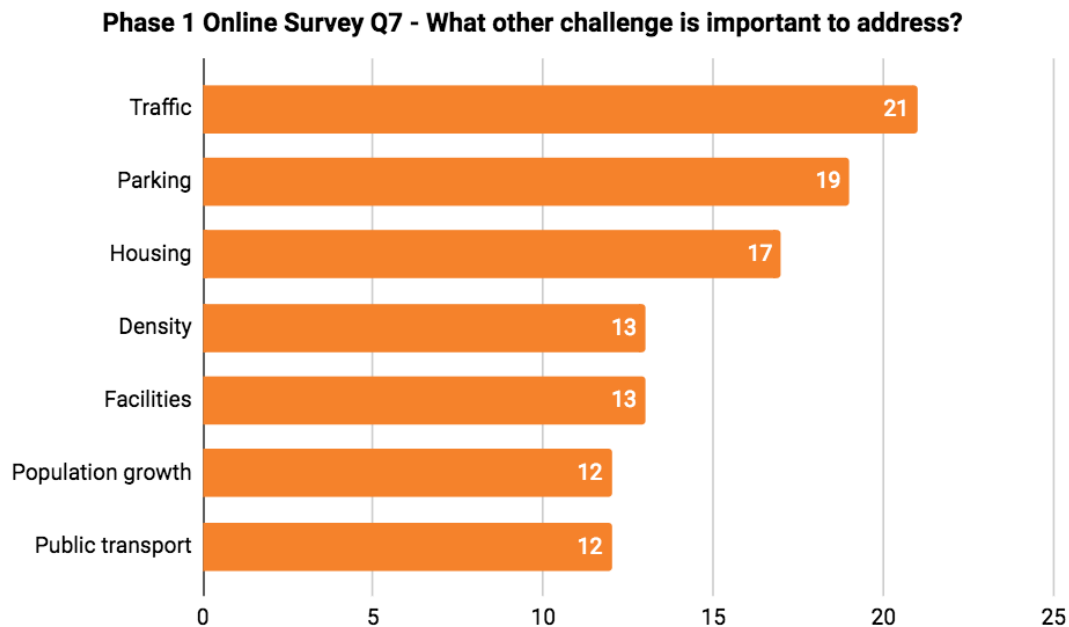


Graph 20 Phase 1 Online Survey – Question 6 “Thinking about the challenges facing our city what are the most important to address?”



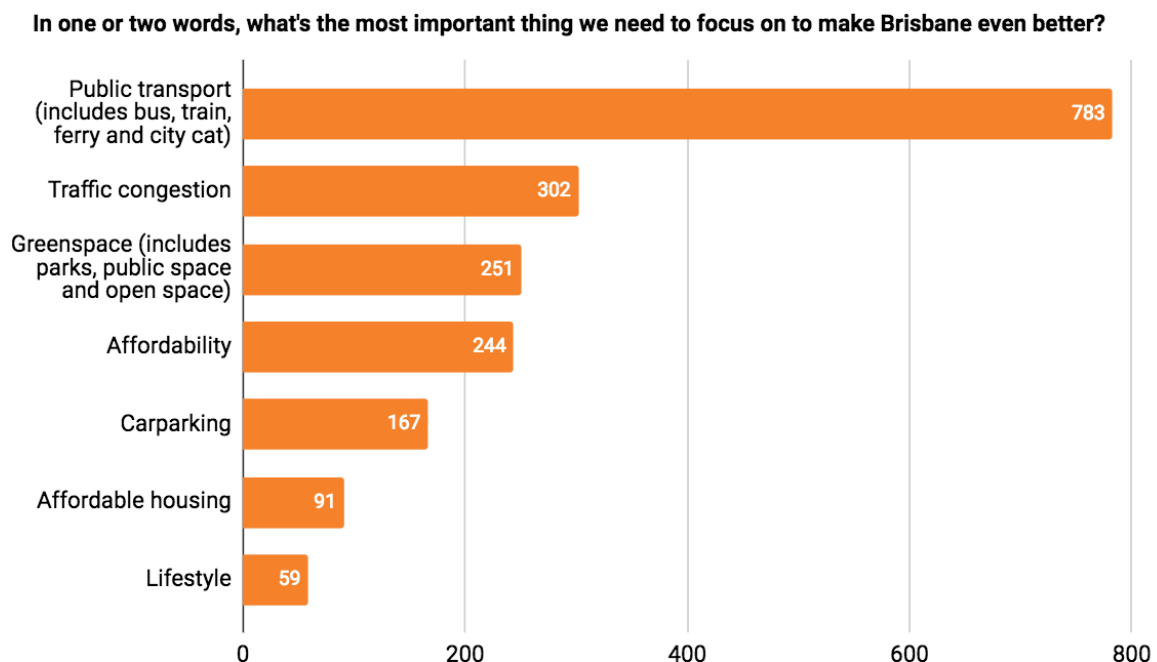
The following question was an open-ended question asking respondents what other challenge is important to address.

Graph 47 Phase 1 Online Survey – Question 7 “What other challenge is important to address?”



The following question was an open-ended question asking respondents what the most important thing is that we need to focus on to make Brisbane even better.

Graph 48 Phase 1 Online Survey – Question 8 “What’s the most important thing we need to focus on to make Brisbane even better?”

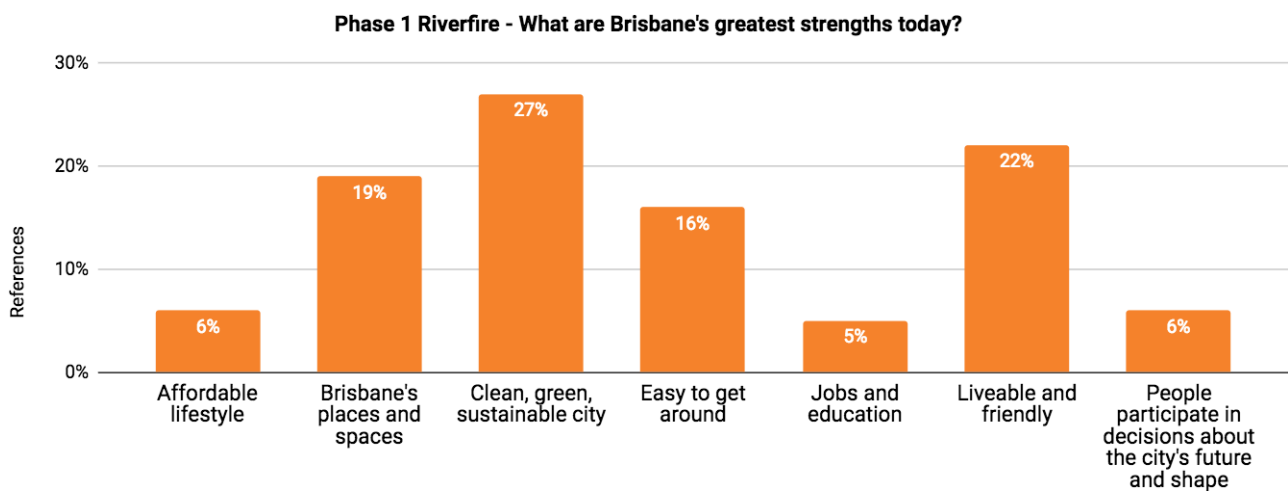


6.2 Riverfire interactive pop-up survey

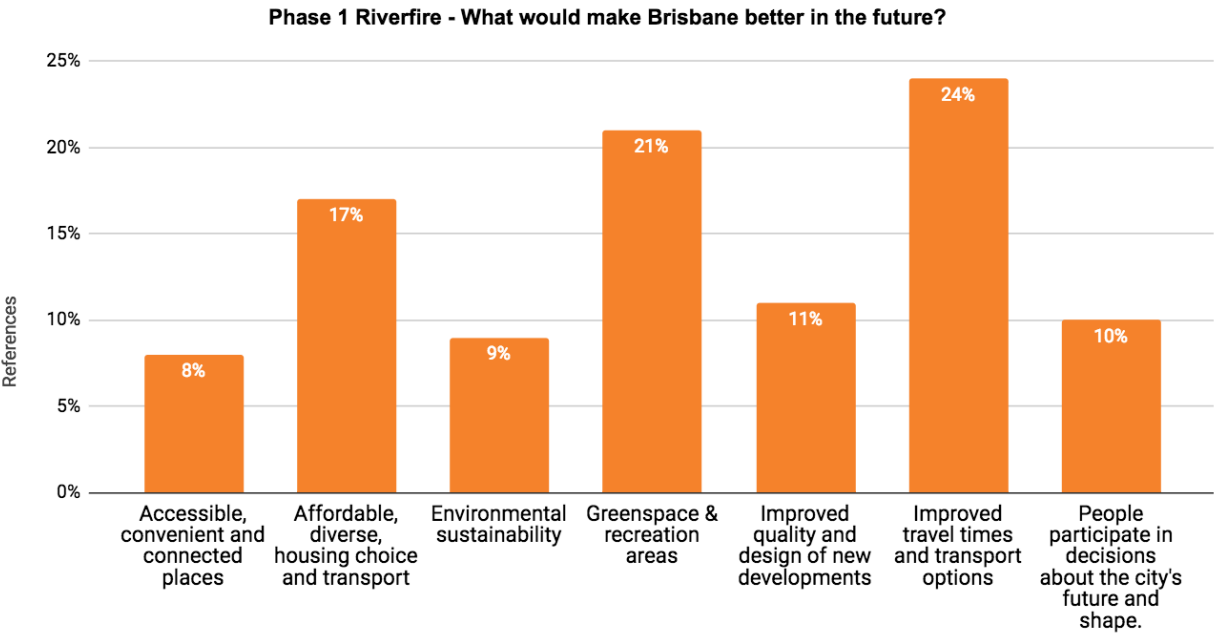
Riverfire interactive pop-up survey	
Engagement	190
Interactions	190
Summary	Use “Makey Makey” technology to turn plasticine sculptures into interactive voting buttons
Audience	Riverfire attendees
Themes	<p>Strengths (in priority order)</p> <ul style="list-style-type: none">• Clean, green sustainable city• Liveable and friendly• Places and spaces <p>What would make Brisbane better? (in priority order)</p> <ul style="list-style-type: none">• Transport• Greenspace• Affordability

Below is a summary of the results in the form of graphs.

Graph 10 Phase 1 Riverfire – “What are Brisbane’s greatest strengths today?”



Graph 21 Phase 1 Riverfire – “What would make Brisbane better in the future?”



6.3 Pop-up information kiosks Phase 1

Pop-up information kiosks	
Engagement	67
Interactions	5,776
Summary	BCC staff attended the "Brisbane Open House", Mosaic Multicultural Festival and a range of pop up activities in suburban shopping centres
Audience	Whole of Brisbane
Themes	N/A

A total of 67 pop-up kiosks were held at the following locations and across the associated dates.

Table 3 Pop up kiosk locations, interactions and engagements

Location	Dates	Interactions or engagements
Brisbane Riverfire, South Bank Parklands	30 Sep 2017	1750 postcards/interactions 190 interactive surveys completed
Old Windmill	7-8 Oct 2017	850 postcards/interactions
Walter Taylor Bridge	7-8 Oct 2017	250 postcards/interactions
Mosaic Festival	8 Oct 2017	250 postcards 100 surveys completed
Queen Street Mall	11 Oct 2017	180 postcards distributed
Sandgate Sunset Run	14 Oct 2017	80 postcards distributed
Westfield Carindale	12-14 Oct 2017	16 interactions/discussions 100 postcards to East regional business centre 70 postcards distributed
Queen Street Mall	18 Oct 2017	150 postcards distributed
Westfield Chermside	19-21 Oct 2017	350 postcards distributed
Queen Street Mall	25 Oct 2017	80 postcards distributed
Westfield Garden City	26-28 Oct 2017	Approx. 150 postcards distributed
Kenmore Village	28 Oct 2017	45 postcards distributed 20 interactions/discussions
Indooroopilly Shopping Centre	2-4 Nov 2017	145 postcards distributed 15 surveys completed
City Hall T2P	8 Nov 2017 (afternoon)	40 postcards distributed 30 surveys completed
City Hall T2P	8 Nov 2017 (evening)	103 postcards distributed 20 discussions
Brisbane Development Association event, Brisbane Convention Centre	9 Nov 2017	100 postcards distributed
Mt Ommaney Shopping Centre	9-10 Nov 2017	42 postcards distributed 10 surveys completed

Location	Dates	Interactions or engagements
		8 discussions
Brookside Shopping Centre	11 Nov 2017	31 postcards distributed
Wynnum Plaza	16 Nov 2017	70 postcards distributed
Bulimba, Oxford Street	17 Nov 2017	30 postcards/interactions
Nundah Central	18 Nov 2017	7 discussions/postcards 5 surveys completed
Moorooka Shopping Centre	18 Nov 2017	145 postcards distributed
Sunnybank Plaza	23 Nov 2017	80 postcards distributed 1 survey completed
The Gap Village	24 Nov 2017	20 postcards distributed 8 surveys completed
Queen St Mall	29 Nov 2017	50 postcards distributed
Lord Mayor and Civic Cabinet Listens Forum, Sunnybank	29 Nov 2017	20 postcards distributed 8 surveys completed
Greenslopes Mall	30 Nov 2017	31 postcards distributed
Paddington Central	1 Dec 2017	12 postcards distributed 4 interactions
Sherwood Central	2 Dec 2017	10 postcards/interactions
Rocklea Markets	2 Dec 2017	5 postcards distributed 3 surveys completed

6.4 Online questions

Online questions (through Engagement HQ and CMX)	
Engagement	50
Interactions	62
Summary	People submit questions to Council
Audience	City-wide
Themes	Transport

Copies of the correspondence are held by Brisbane City Council and not included in this report due to privacy reasons.

6.5 Brisbane Greeters

Brisbane Greeters	
Engagement	
Interactions	20
Summary	Facilitated forum with Greeters as important Brisbane ambassadors, seeking their thoughts on phase 1 questions
Audience	Brisbane greeters
Themes	Greenspace, Lifestyle, Transport

6.6 Primary schools postcard competition

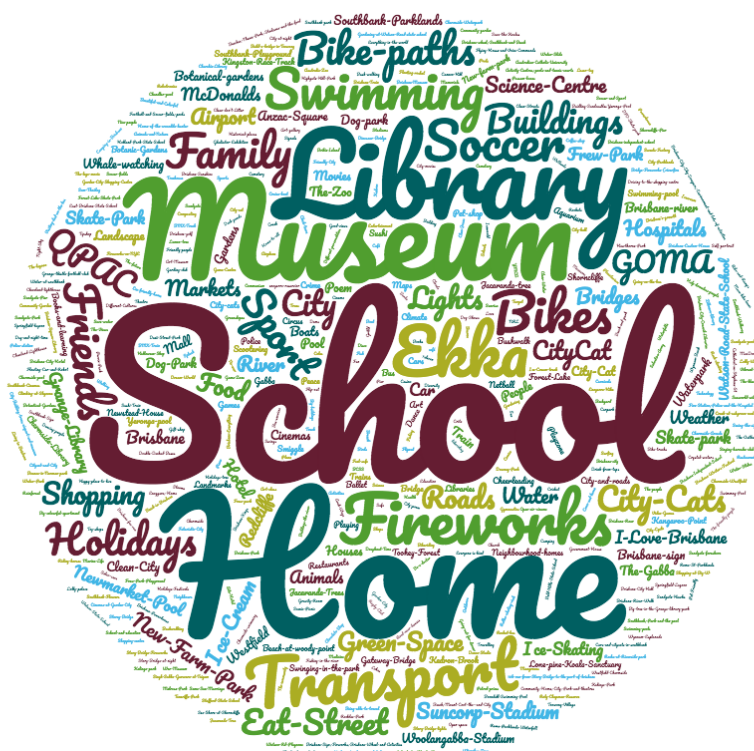
Primary schools postcard competition	
Engagement	1935
Interactions	1965
Summary	Used template postcard students create artwork describing their favourite Brisbane place
Audience	Primary school students
Themes	Greenspace, Lifestyle, Transport

Below is a summary of the results in the form of a graph.

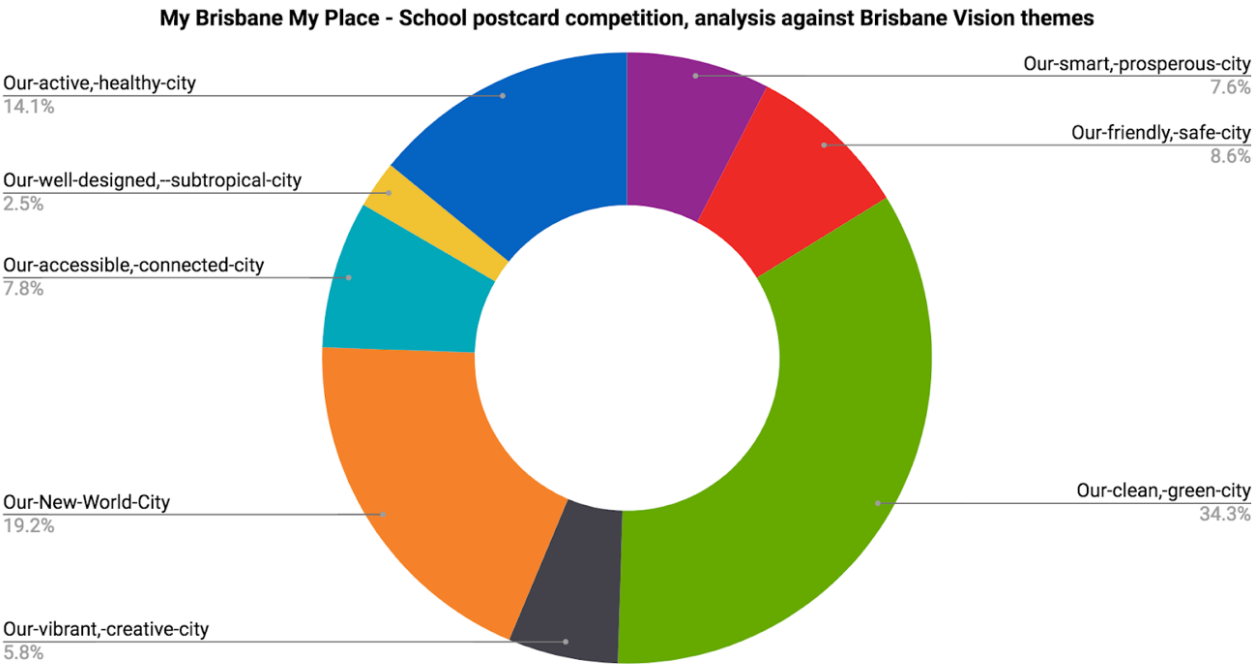
Brisbane City Council received 1965 postcards through the "Our school our place" school engagement program. Brisbane City Council analysed the postcards against the Brisbane Vision themes of:

- Our smart, prosperous city
- Our friendly, safe city
- Our clean, green city
- Our vibrant, creative city
- Our New World city
- Our accessible, connected city
- Our well designed, sub-tropical city
- Our active, healthy city

Graph 2 "My Brisbane My Place" Schools postcard competition responses. The largest words are the most frequently mentioned responses.



Graph 11 My Brisbane My Place – School postcard competition, analysis against Brisbane Vision themes



6.7 Primary school library activity

Primary schools library activity	
Engagement	926
Interactions	926
Summary	Students described what they love about Brisbane today and ideas that will transform their local community in the future
Audience	Primary school students
Themes	Greenspace, lifestyle, community connections

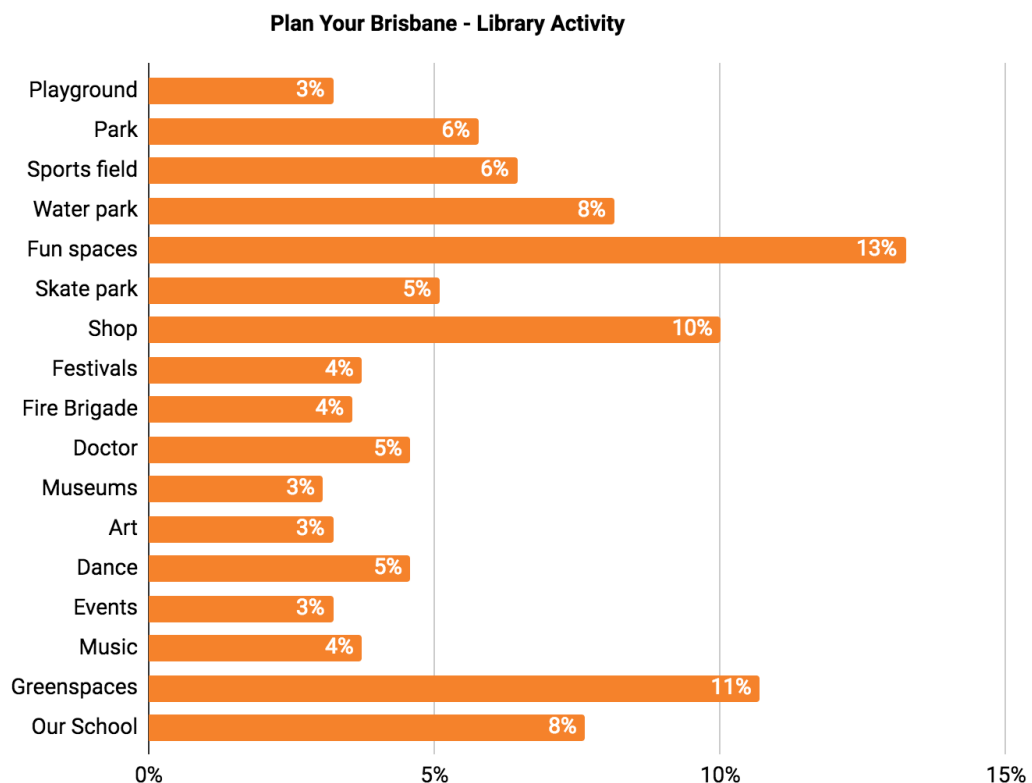
Each class was divided into four groups with approximately eight students per group. Each group was given a tile kit. This tile kit included one school token per group and a range of other tiles picturing parks, fun spaces, shops and social activities.

Students were asked to think about their school. They were asked if there were shops nearby and if there were places to play or do things. Then, thinking about what was missing, the students were asked to use the picture tiles to plan what they would like to see around their school.

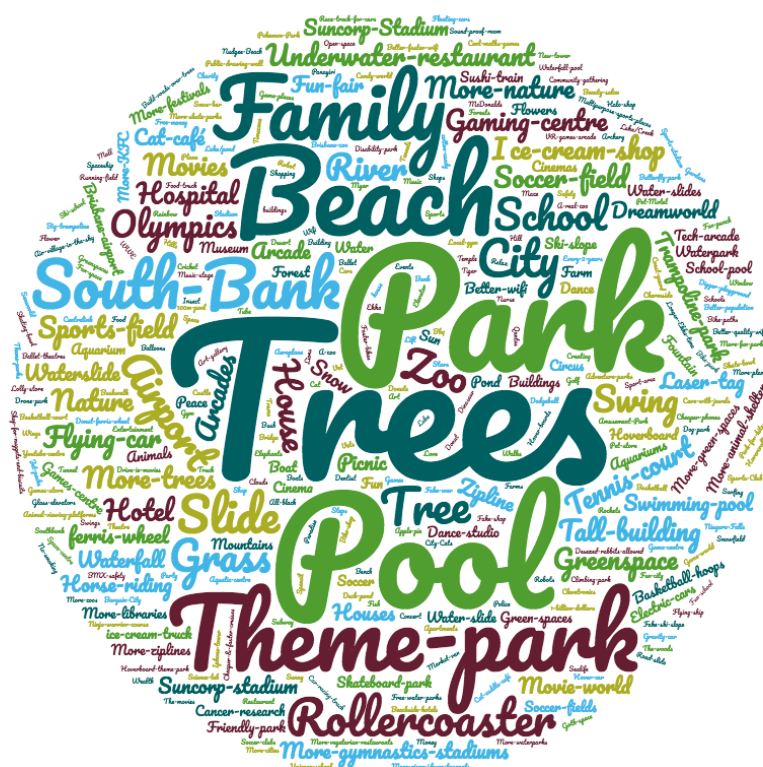
If there was something that they would like to have near their school that didn't have a picture card for, they could use a blank tile to draw a picture and place it on the map.

Below is a summary of the results in the form of a graph.

Graph 44 Library Activities



Graph 12 “My Brisbane My Place” school library activity. The largest words are the most frequently mentioned responses.



6.8 Lord Mayor's Youth Advisory Council

Lord Mayor Youth Advisory Council	
Engagement	53
Interactions	53
Summary	Facilitated forum with high school students to gain their insight on Brisbane's strengths, how it could be improved and key focus areas for Brisbane's future. They undertook live polling, provided open ended responses to questions, and developed ideas to solve challenges facing the city
Audience	Year 10 students
Themes	Lifestyle, housing and affordability, transport

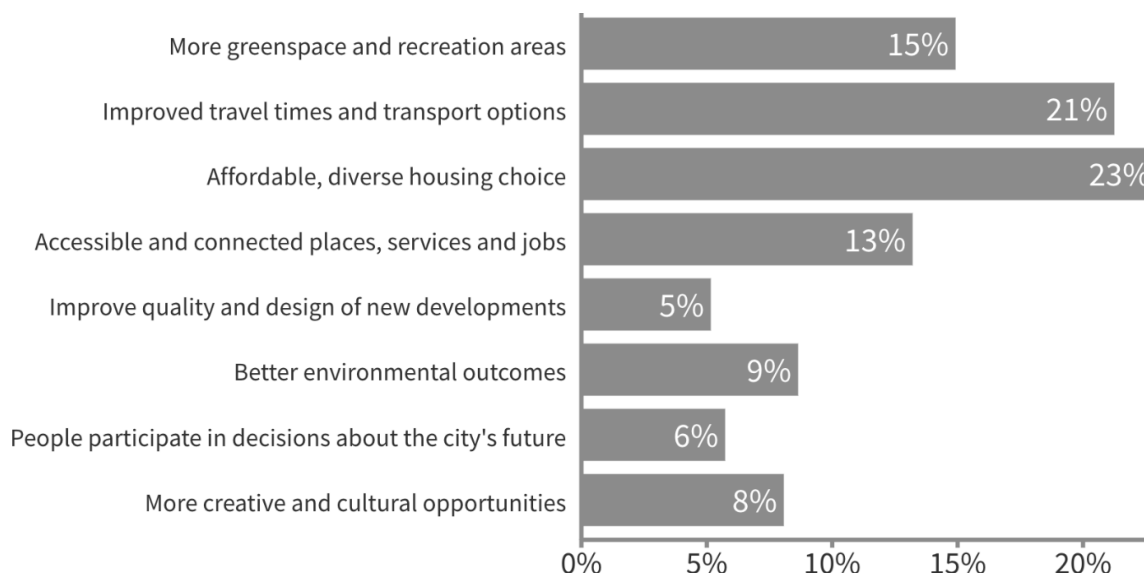
Below is a summary of the results in the form of graphs.

6.8.1 Live polling responses

The following live polling results were shown live at the event.

Graph 22 Phase 1 Lord Mayor's Youth Advisory Council – "What would make Brisbane better in the future?"

What would make Brisbane better in the future? Pick your top three.



Graph 34 Phase 1 Lord Mayor's Youth Advisory Council - Challenges

Thinking about the challenges facing our city, what are the most important to address? Pick your top three.

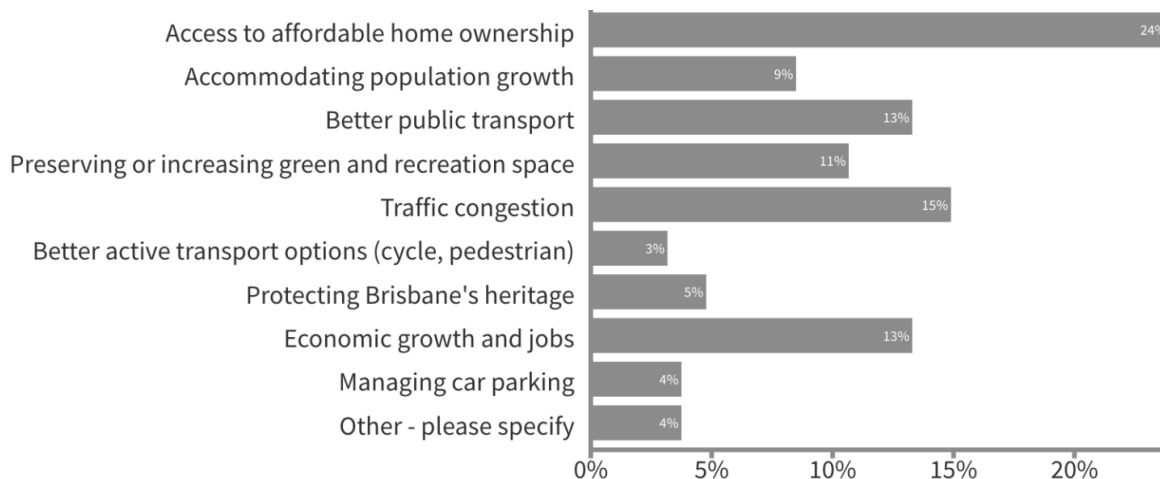


Table 4 Phase 1 Lord Mayor's Youth Advisory Council – "In a few words, describe the Brisbane you want to see when you're 20 years old".

In a few words, describe the Brisbane you want to see when you're 20 years old (Answers from those who responded to this question.)

Vibrant fun affordable
Happiness
Cleaner Oxygen
Economic growth / marriage equality / climate change initiatives
A Brisbane that is vibrant, exciting and accessible! It should be a hub for our state, that people are excited and able to visit
Solar panels on majority of businesses and homes, recycle bins in schools. Cleaner in general
Green happy and friendly
Mansions, rich cities
Happy
More jobs and accommodation/housing
More houses
More jobs and greenery
Eco friendly Brisbane
Improved traffic conditions, and the opportunity for everyone to put their say into the future
Drive less cars and modern city culture
The quintessential essence of my future is defined by the access to quality, and affordable housing as well as access to green spaces.
Safe, liveable, not so congested; I.e. more transport. More sporting facilities
jobs

In a few words, describe the Brisbane you want to see when you're 20 years old (Answers from those who responded to this question.

Affordable houses and cars
Accommodation of homeless people and greenery
Better connectivity
Less traffic
Affordable houses
Environmentally friendly with less carbon emissions
Happy
Green city and positivity
Freeeeedom
Clean, happy, inviting
I want to see an interconnected city with plenty of green space that's aesthetically appealing not only from the ground but the air
More art and creative events
One with affordable housing and decent public transport
More recreational places
Cheaper stuff
I want to marry my boyfriend
Brisbane
A thriving city with easy access to affordable housing and security
Stable economy
A culturally diverse city
More high-rise buildings
Cheap housing
Interaction
Faster city cat
A population that values the land they occupy
A safe, friendly city that is a joy and a privilege to live in
More greenery, housing and jobs
Cheap houses
An environment where you don't feel afraid
Water parks and tourist attractions
A city like Melbourne's public transport but even better cause we are better than Melbourne
A green/renewable city
More fun attractions
Less traffic
Safe environment
A beautiful city

Table 5 Lord Mayor's Youth Advisory Council – Live polling open ended questions

What do you value most in your home or backyard?	What do you value most in your neighbourhood?	What do you value most in your city?
Trees	Active spaces	Jobs
Reading	Quiet and green	Safety
Space	The friendliness of the community	Resources
Wildlife	Sense of community	n/a
Bed	Oxygen	Oxygen
Safety	Safety	Safety
Views	Knowing your neighbours!	Graham Quirk
Lots of nature and room to play with animals	Decent neighbours	Cleanliness please
Space pool	The parks, peacefulness and space	Eco friendly
Money	Safety	Friends 🍑
Greenspace	Parks	Events
Dogs (pets)	Neighbours	Councils commitment to the city and the community
Privacy	quiet pets (no ducks)	A good time
Greenery	Dog parks	The people
Family	Lots of food close by	Safety
Acreage	The bike tracks	The traffic
Pool	A park close to home	A modern aesthetic
Green space	Safety	The quintessential essence of the city can't be put into words, but the symbol of city hall serves as a beacon of beauty and aesthetic in Brisbane.
Tranquillity	Community Friendliness	Liveability
My bed	Peace and quiet	Opportunities
Nature	Nice people	Public transport
Trees	Local Parks	Greenery
Space	Connectivity	Transport
Food	Shops	Public transport
View	The community spirit	The community areas
Food	Friendliness	Food
Pool	Safe	Safe
Family	Friendly neighbours	Green area
Plants	Running pathways	Should
Safety	Parks	Food
Internet connection	The waterfront	Connectivity 🖱️

What do you value most in your home or backyard?	What do you value most in your neighbourhood?	What do you value most in your city?
Bed	Locals	parks
Bed	Safety	The facilities available
Furniture	Scenery	Community
Roof	Courts	People
Neighbour xoxo	Neighbour 🥰	My Uncle x
View	Running track	Running tracks
Safety	Community events	Entertainment and opportunities
Pool	Transport	The river
Water	Fast Food	The Lord Mayor
Pool	Environment	Economy
The view of the sky	Nothing	Graffiti
A spacious garden/backyard	Good access to public transport	Education
Grass	IGA	The brown snake
The weather (most of the time)	The proximity to restaurants	Happy people
Pool	Parks	Free activities run throughout the community
Nature	Greenery	Access to facilities
Water	Nice birds	The fake beach
The space	Safety	Security
big, free space	the people	Playgrounds
Monkey bars	Bike paths	More bike paths and minimal air pollution
Space	Bush land	QPAC
Safety	Safety	Entertainment and relaxation
Food	Pools	n/a
Dog	easy access to public transport	events
Greenery	Safety	Friendly public spaces
Fruit trees	Communication	Resources
Privacy	Safety	n/a
	Good blokes and mates	The look of it
	Safety	Good blokes and mates

Young people at the Lord Mayor's Youth Advisory Council were asked what they value most now and in the future

PLAN
your
BRISBANE

What we value most in:

Our Backyard



Food Family Pool
Privacy Plants Space
Bed Safety Nature

Our Suburb



Neighbours Connectivity
Greenery Friendliness
Active spaces Parks
Quiet Public transport

Our City



Events People Safety
Public transport Economy
Cleanliness Community
Food Education

We care about:



Compassion



Digital change



Environment



Renewable energy



Sustainability



Transport



Connectivity



Safety and community



Affordability

Our big ideas for the future are:

Efficient transport and better liveability

Community BBQ day

Turning landfill into art

Everyone needs to be a decent person

Interconnectivity, Driverless Uber

Housing affordability, underground skyscrapers

The Brisbane we want to see in 5 years:

Cultural diversity

Connectivity

Good transport



Safety

Green city



Affordable housing

Clean air

Fun



6.9 Intergenerational Forum

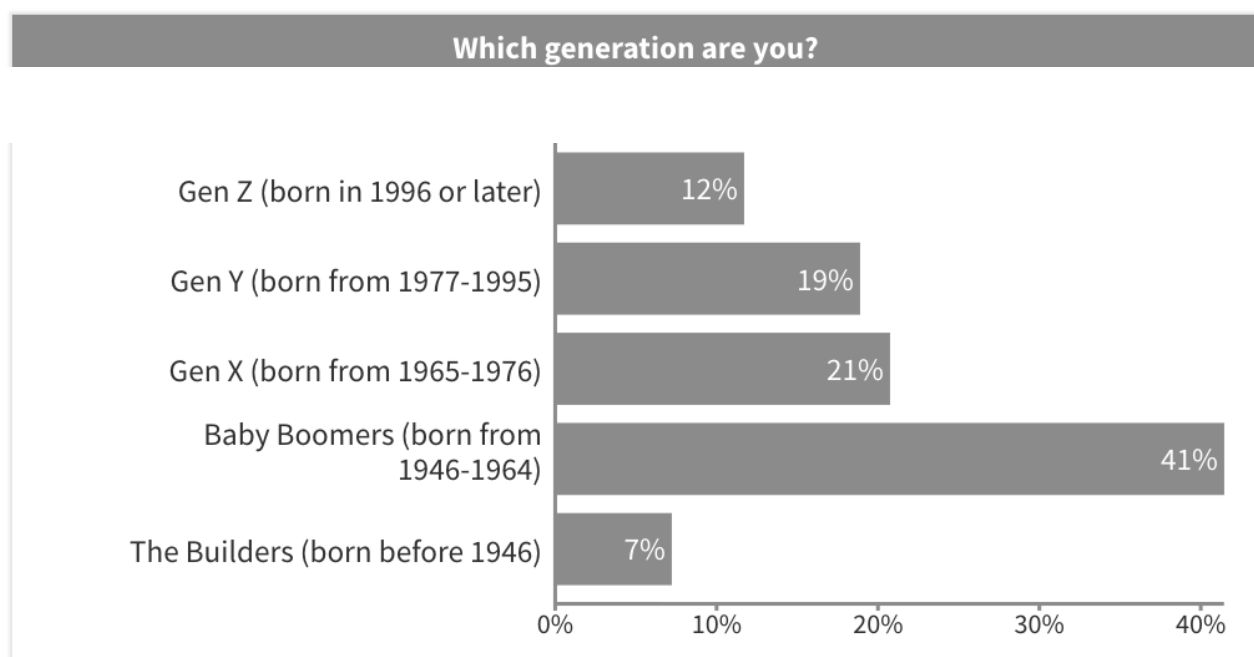
Intergenerational Forum	
Engagement	121
Interactions	121
Summary	Brisbane's first Intergenerational Forum for planning brought young and old people together in a joint forum to explore how Brisbane can be a great city for all ages
Audience	Brisbane
Themes	<ul style="list-style-type: none">• Transport• Greenspace• Community• Housing• Affordability• Lifestyle• Density• Sustainability• Services

Below is a summary of the live polling results, challenge card activity results, and pitch ideas results.

Live polling results

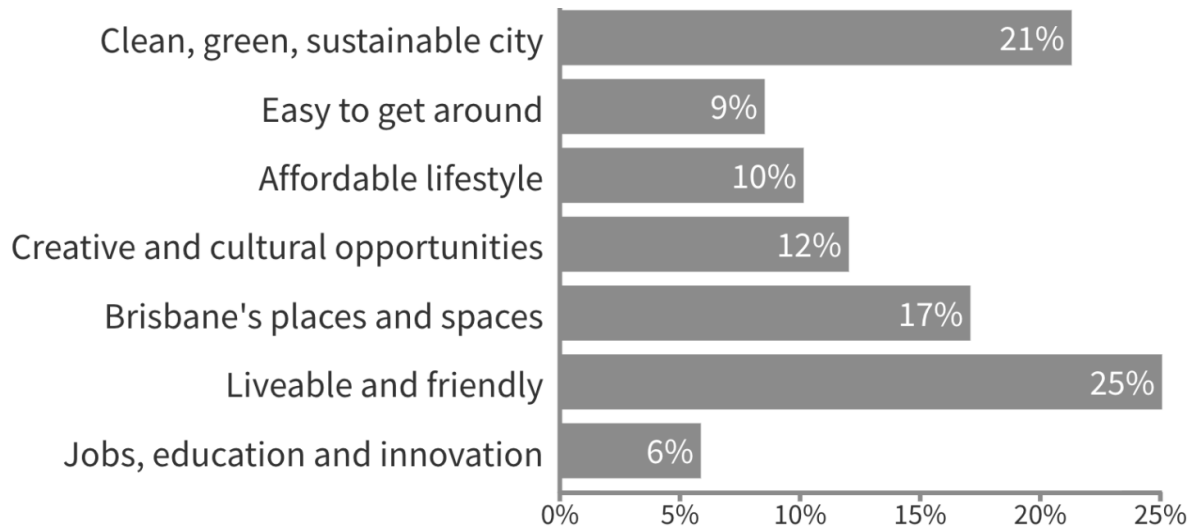
The following live polling results were shown live at the event.

Graph 49 Intergenerational Forum live polling results – “Which generation are you?”



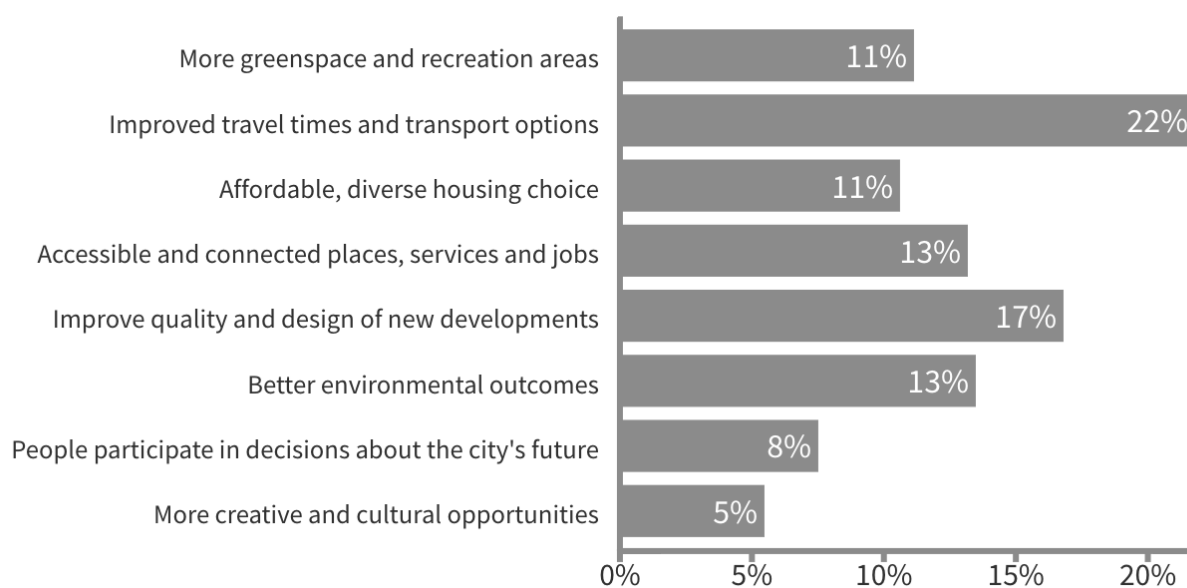
Graph 50 Intergenerational Forum live polling results – “What are Brisbane’s greatest strengths today?”

What are Brisbane's greatest strengths today? Pick your top 3.

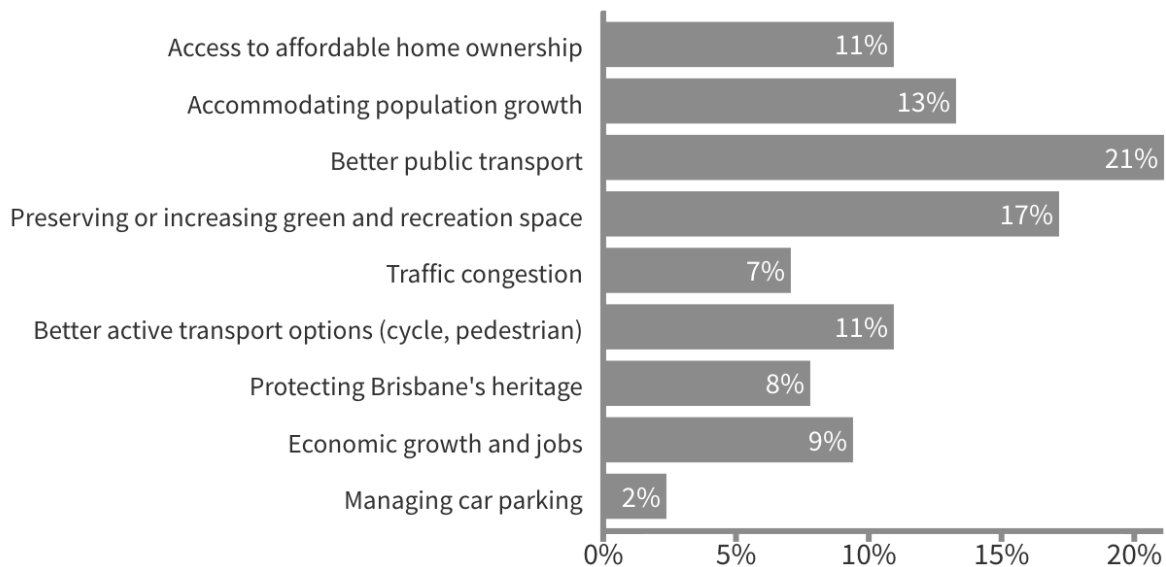


Graph 23 Intergenerational Forum – “What would make Brisbane better in the future?”

What would make Brisbane better in the future? Pick your top 3.



Thinking about the challenges facing our city, what are the most important to address? Pick your top three.



Challenge cards results



Challenge cards

Challenge 1 – Population growth and housing

- 14 responses
- 86% rated the difficulty of the challenge from 6-9
- 71% rated the importance a 9 or 10
- 57% of responses identified Gen Y as the most important generation for this challenge
- Density was a commonly suggested solution

Challenge 2 – Greenspace

- 18 responses
- 22% rated the difficulty of the challenge a 7. Another 22% rated the difficulty a 4 or 5
- 66% rated the importance a 10.
- 39% of responses identified Gen Y as the most important generation for this challenge. 33% identified Gen Z as the most important generation
- Innovative green spaces, such as rooftops, was a commonly suggested solution

Challenge 3 – Housing and services

- 18 responses
- 44% rated the difficulty of the challenge a 7 or 8.
- 55% rated the importance a 10
- 78% of responses identified Baby Boomers as the most important generation for this challenge.
- Greater diversity of housing choices was a commonly suggested solution

Challenge 4 – Housing affordability

- 12 responses
- 50% rated the difficulty of the challenge a 7 or 8
- 42% rated the importance a 10
- 75% of responses identified Gen Y as the most important generation for this challenge. 58% of responses identified Gen Z as the most important
- Ideas to increase housing affordability were commonly suggested solutions

Challenge 5 – New neighbourhoods

- 12 responses
- 25% rated the difficulty of the challenge a 7
- 66% rated the difficulty from 5-9
- 83% rated the importance from 7-10
- 66% of responses identified Gen Z as the most important generation for this challenge
- Housing density & diversity were commonly suggested solutions

Challenge 6 – New development and buildings

- 11 responses
- 36% rated the difficulty of the challenge a 3 and 64% rated 1-3
- 55% rated the importance a 10
- 91% of responses identified Gen Z as the most important generation for this challenge. 73% identified Gen Y as the most important
- Density combined with green space was a commonly suggested solution

Challenge 7 – Transport

- 18 responses
- 44% rated the difficulty of the challenge a 7 or 8. 72% rated 7-10.
- 61% rated the importance a 10. 83% rated the importance a 9 or 10
- 72% of responses identified Gen Z as the most important generation for this challenge. 66% identified Baby Boomers. 55% identified Gen Y. 50% identified all generations as most important
- Public and active transport improvements were commonly suggested solutions

Pitch ideas results

Twenty-six ideas were shared with the group during the pitch session. The ideas covered transport and mobility, housing, public spaces, green spaces and using technology to connect people with their local environment.

Below is a summary of all pitch ideas from the forum.

- Social housing
- Real time public transport map
- Vehicle free CBD
- Reimagine library resources
- Free public transport for seniors during off-peak
- Electric tricycle hire
- Hydroponic gardens
- Website or app for public spaces
- Lifelong learning festival
- Community involvement in planning
- Single transport authority for Brisbane
- City wide wildlife habitat mosaic via backyards
- Shady trees at every bus stop
- Safe separate bikeways
- Move industrial wreckers to outer suburbs and make these spaces public greenspace
- Intergenerational housing
- Citizen science for youth using technology
- App to connect community to local community spaces
- Green rooftops for public uses
- Affordable housing
- All Brisbane residents as greeters
- Ring road around city
- Wider use of golf clubs and bowls clubs for community
- Underground transport
- Brisbane River swimming pools



Other ideas that were collected, but not pitched during the session, included:

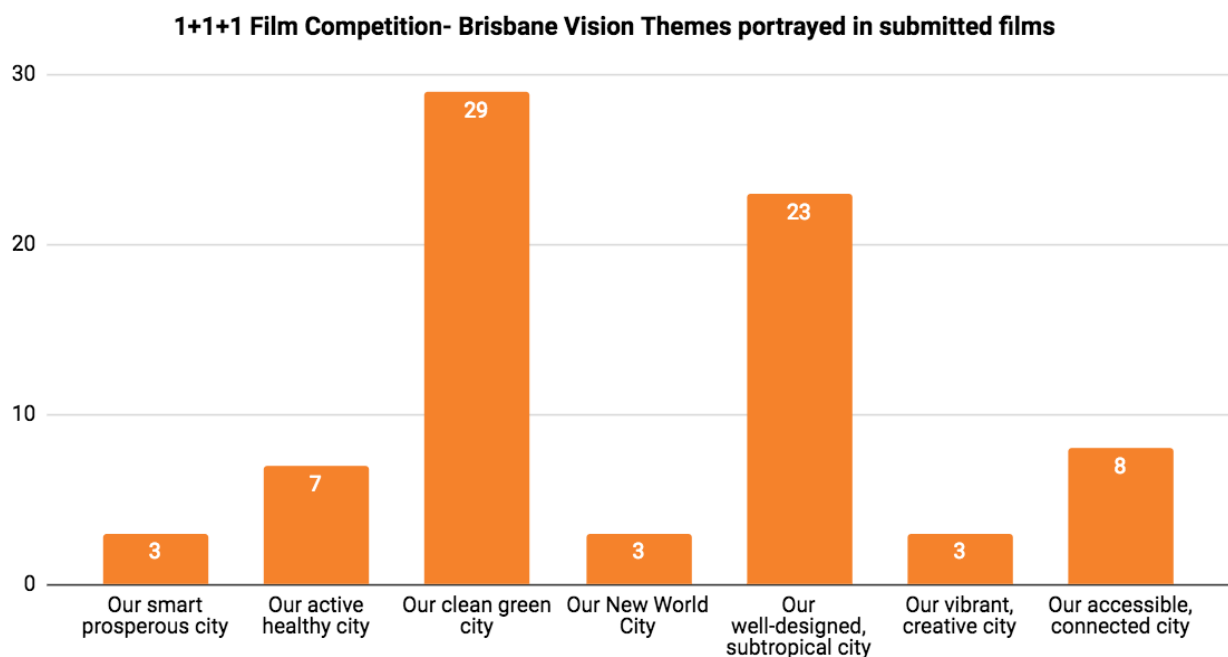
- Activate underutilised community land/green space
- Promote street with character to tourists
- Two child consideration to reduce population growth
- Special carriage for people with disabilities
- Public transport buses for school children at peak hours
- Levy on un-tenanted properties
- Rejuvenate the northern side of the Brisbane River for people
- Community based aged care, disability and dementia friendly parks and gardens
- Online booking system for disabled parking bays
- Canoe hire along Brisbane River
- Proactively consider how to reuse empty spaces and buildings
- Improve public and active transport options
- Improve affordable housing

6.10 1+1+1 film competition

1+1+1 film competition	
Engagement	39 entries
Interactions	43 entries and 1,467 votes
Summary	One place + One Story + One Word Residents documented their Brisbane Story on their smartphone or other device. All valid entries were posted on the Plan your Brisbane website for public voting.
Audience	High school and university students
Themes	N/A

Below is a summary of the results in a graph.

Graph 51 1+1+1 Film Competition – Brisbane Vision Themes



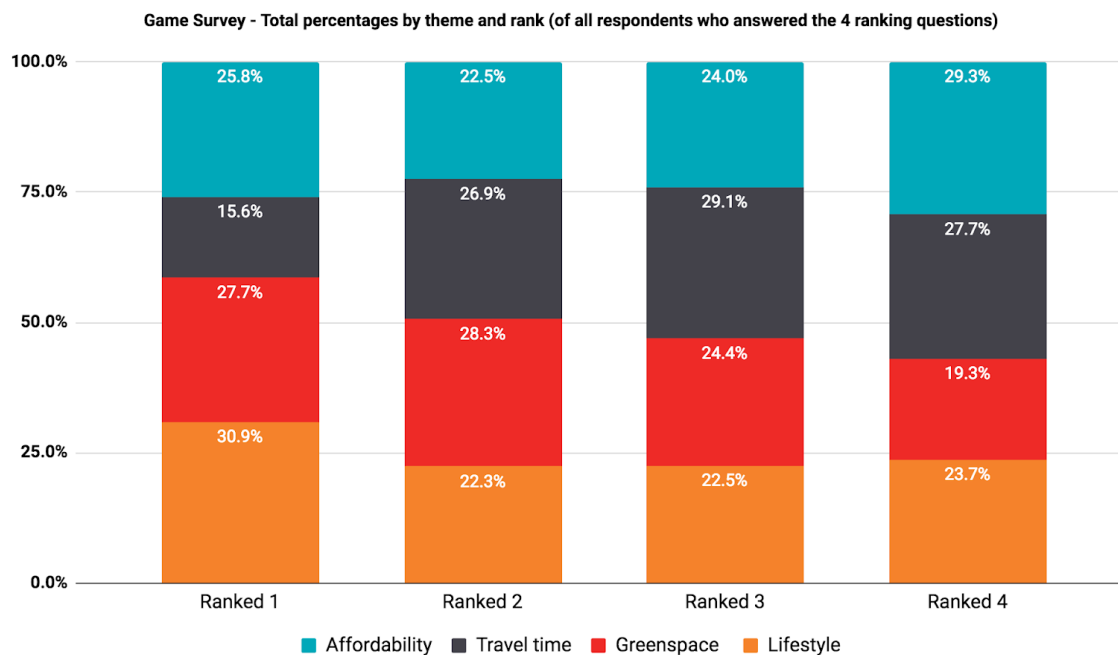
6.11 Plan your Brisbane Game

Plan your Brisbane Game preference outcomes	
Engagement	82,654 unique Brisbane Players
Interactions	96,591 total Brisbane players
Summary	<p>Google Analytics reporting confirms that 96,591 total Brisbane users reached the game site with an average play duration of 6.41min. Of those 82,654 are unique Brisbane users</p> <p>The event tracking has recorded 567,217 housing density clicks for all game users, and 20,136 game completions</p> <p>The number of completed games submitted represents 17% of the games played, which is an above average conversion rate for surveys, based on industry standards (10-15% is considered the average response rate for external surveys. Source: <i>Survey Gizmo resources, July 2015</i>, surveygizmo.com/resources/blog/survey-response-rates/</p> <p>15,881 (or 78.8% of the 20,136 people who completed the game) reached the target of housing 1,000 per week</p> <p>In addition to the 20,136 users that submitted their game outcome, 5,627 users went on to complete the online survey that linked from the game. The survey results reveal that lifestyle was the most popular first preference, followed by greenspace, affordability and travel time</p> <p>The game play results tell us that users had a balanced approach to density with medium density representing 34.7% of density choices followed by low density (32.9%) and high density (32.4%)</p> <p>Further for completed games, based on the game algorithms, the density choices led to lifestyle and travel times being equally prioritised, followed by greenspace. The priority of housing affordability did not change as a result of the game play</p>
Audience	Predominantly younger

Below is a summary of the results in the form of graphs.

The first graph shows that for completed games, based on the game algorithms, the density choices led to lifestyle and travel times being equally prioritised, followed by greenspace. The priority of housing affordability did not change as a result of the game play.

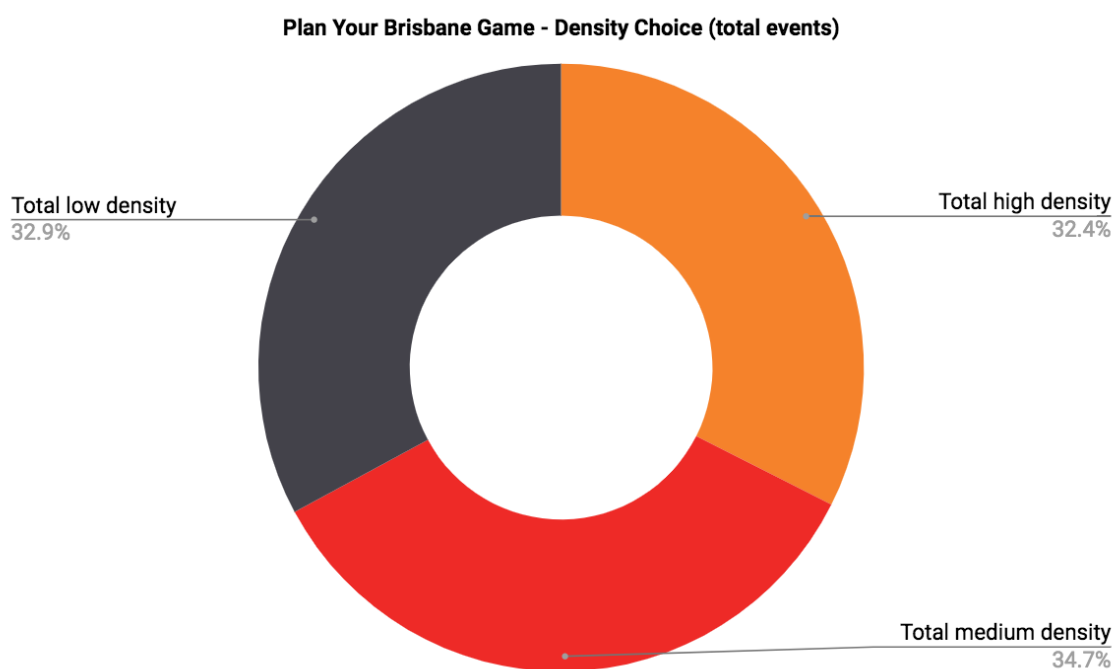
Graph 5 Plan your Brisbane Game – Theme preferences



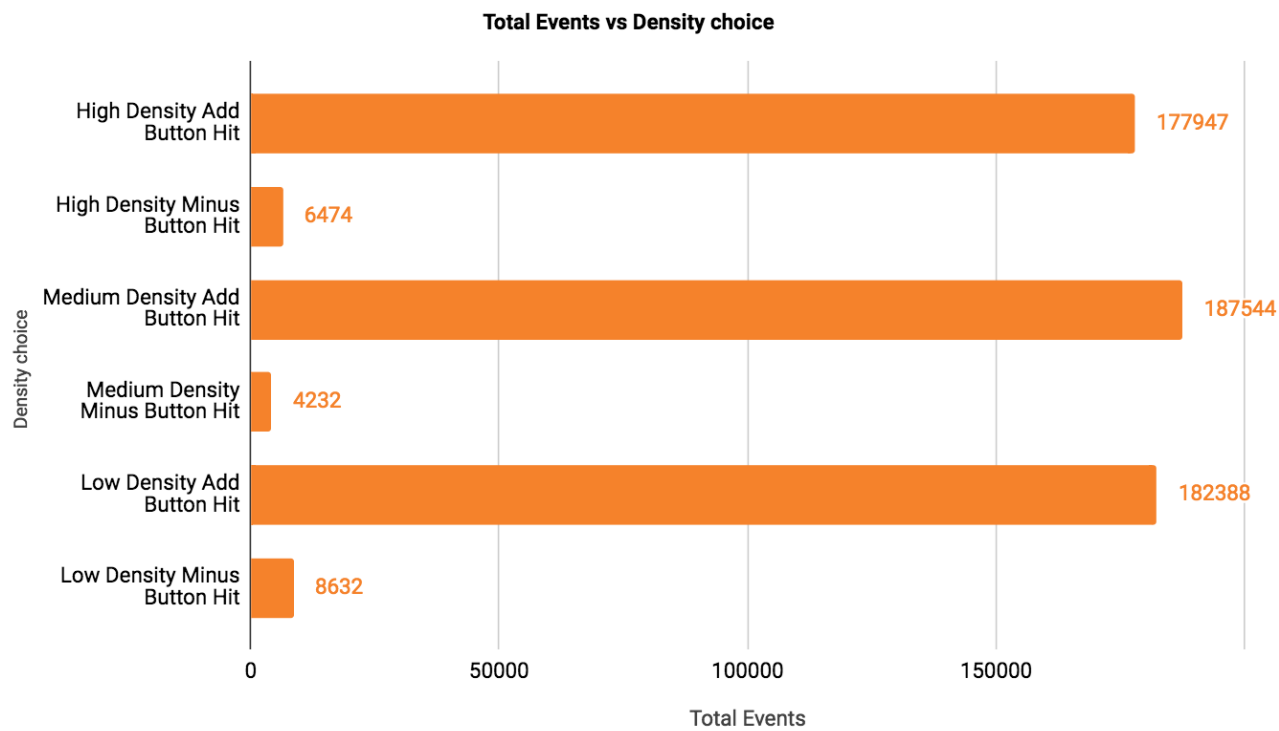
The graph below shows that users had a balanced approach to density with medium density representing 34.7% of density choices followed by low density (32.9%) and high density at (32.4%).

This chart shows the percentage for each density (based on the number of "add" button hits for each density option subtracted by the "minus" button hits for that same density option), to represent the density choice of players.

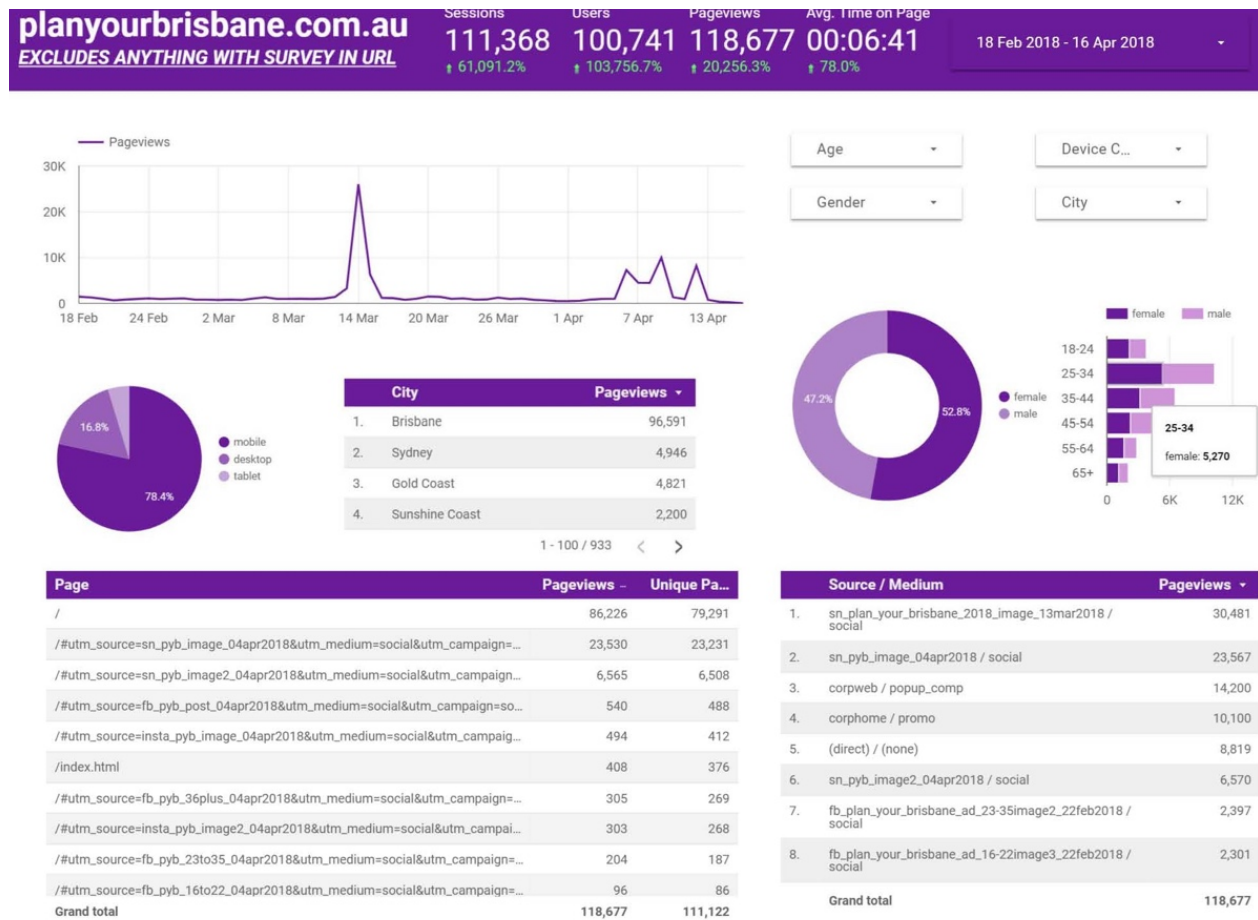
Graph 42 Plan your Brisbane Game – Density Choice



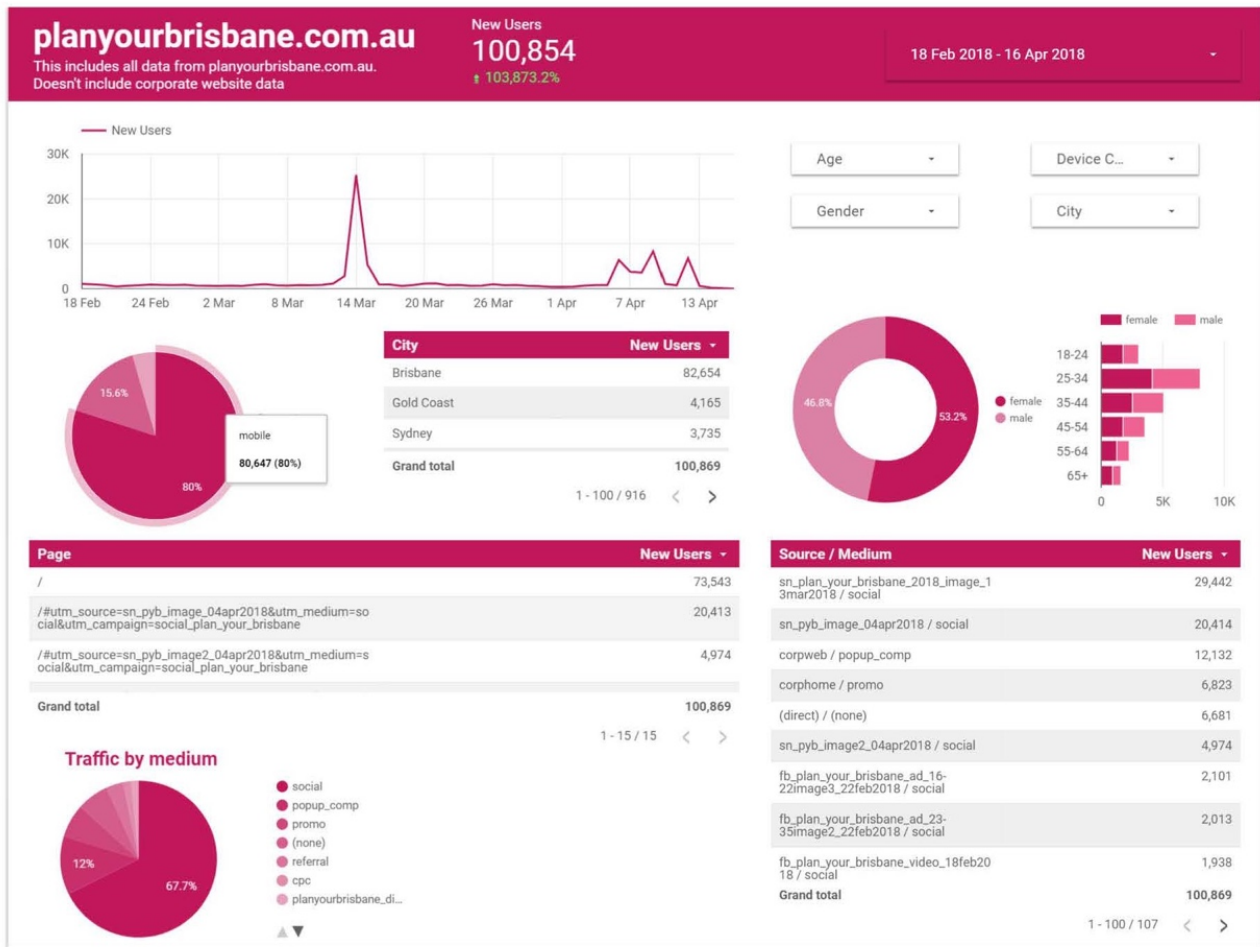
Graph 41 Phase 2 Plan your Brisbane Game – Total Events vs Density Choice



6.11.1 Plan your Brisbane Game total visits



6.11.2 Plan your Brisbane Game - game plays



6.12 Plan your Brisbane Game Survey

Plan your Brisbane Game Survey (open-ended responses)

Engagement

Interactions 5,627

Summary Game players could complete a Game Survey
The survey asked players to prioritise the themes in order of importance.
They were also asked "Tell us how you think Brisbane should grow?"

Audience City-wide

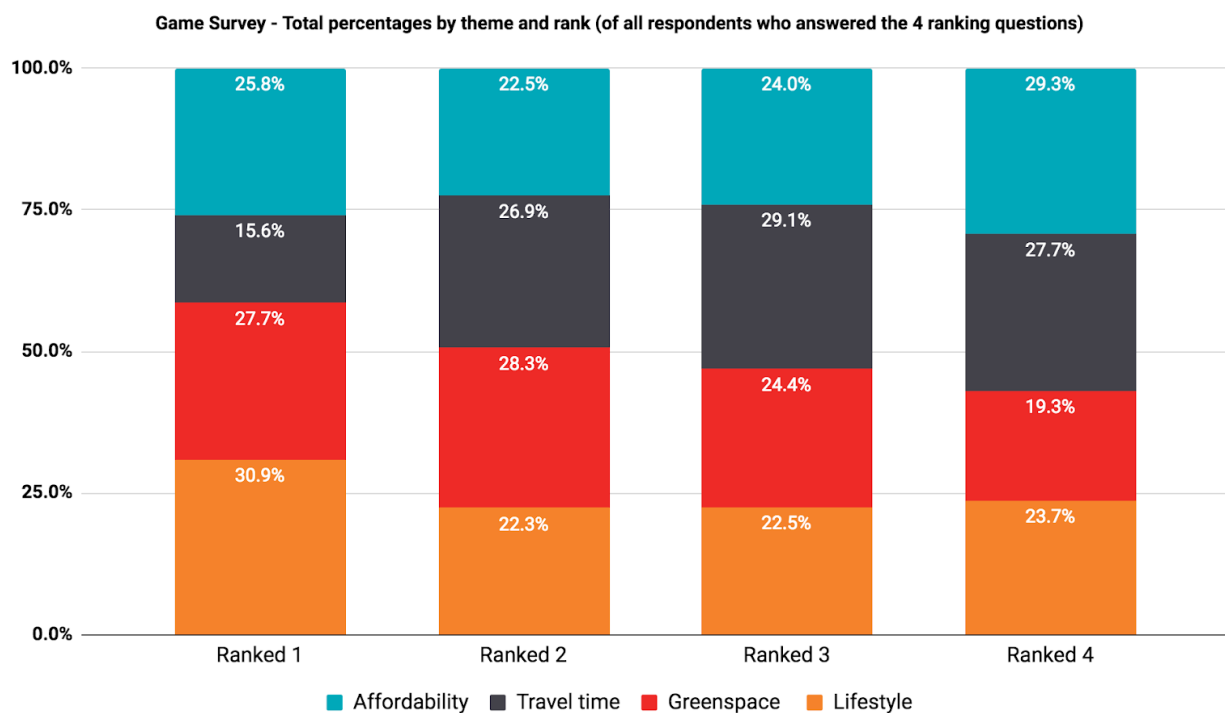
Themes (in order of first preference)
Lifestyle
Greenspace
Affordability
Travel Time

Below is a summary of the results in the form of graphs.

This first graph combines all the ranked responses.

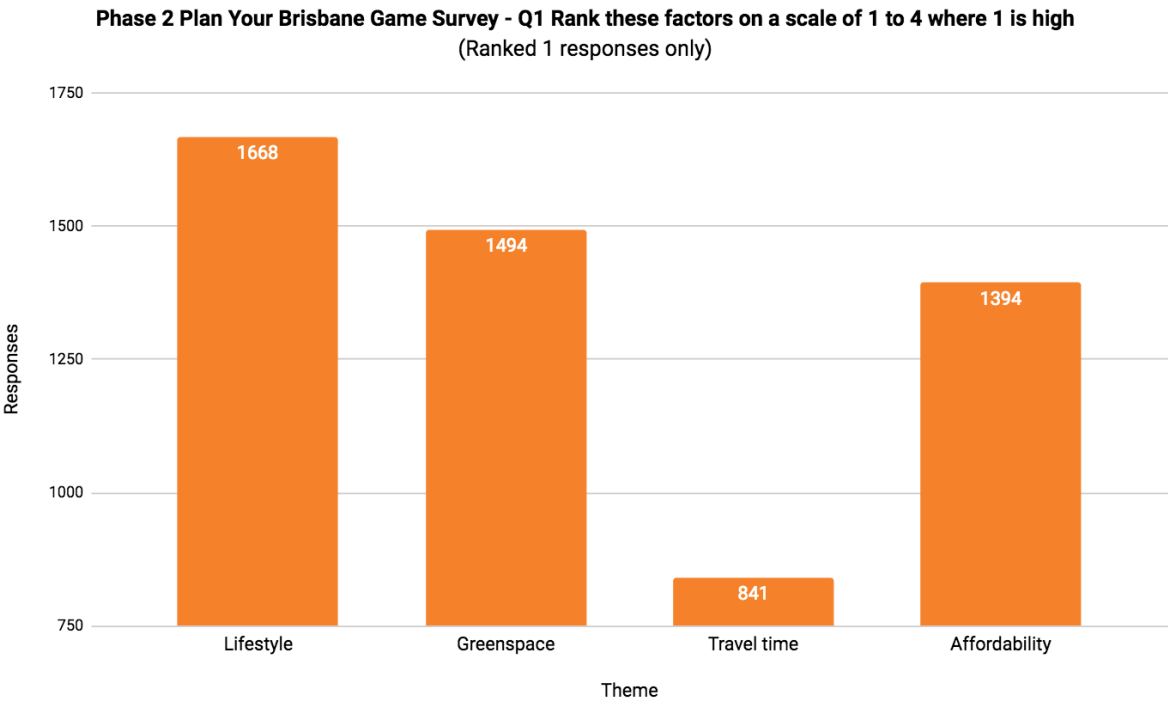
Graph 5 Plan your Brisbane Game Survey – Theme preferences

This graph shows that lifestyle was the most popular first preference for participants, followed by greenspace, affordability and travel time. 30.9% of the 5,627 people who completed the survey chose lifestyle as their first choice.

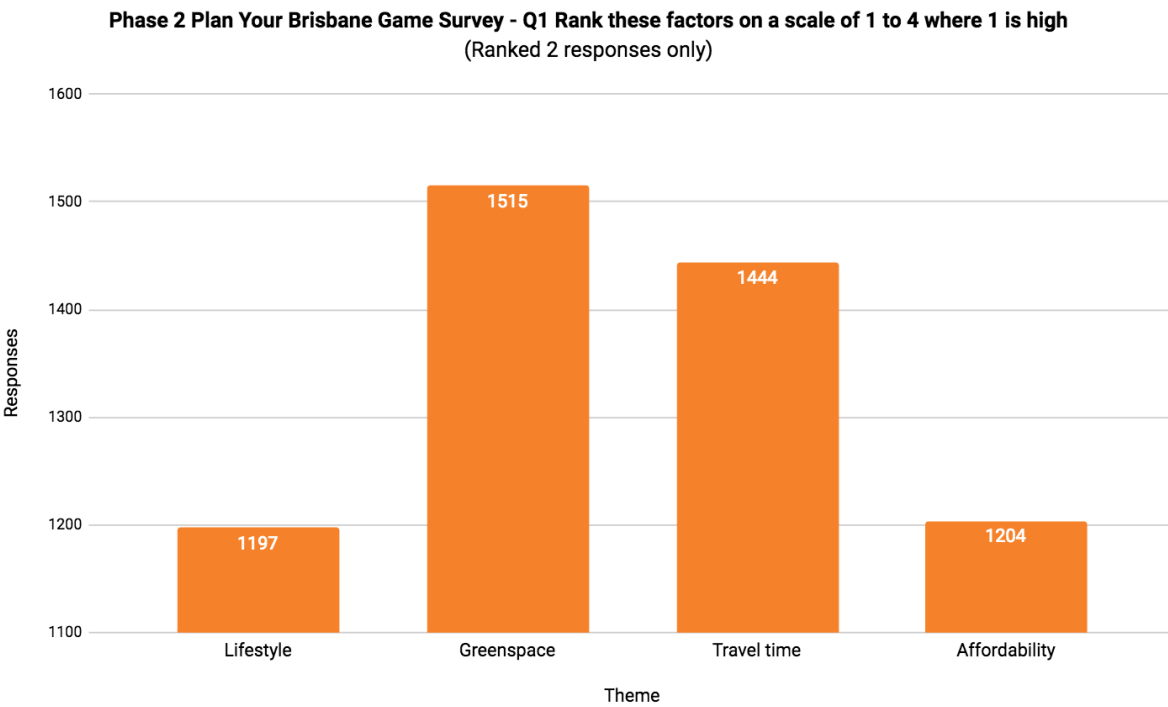


These next graphs separate each ranking (1, 2, 3 and 4) into separate bar graphs.

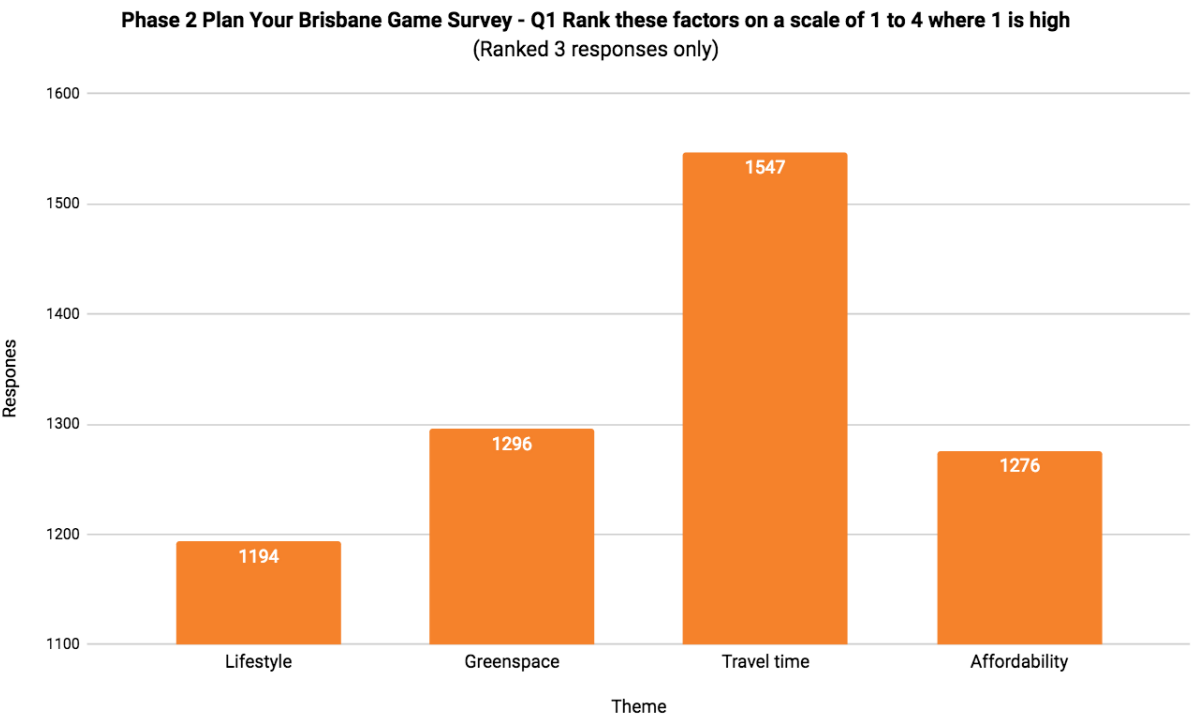
Graph 52 Phase 2 Plan your Brisbane Game Survey Q1 (ranked 1 responses only)



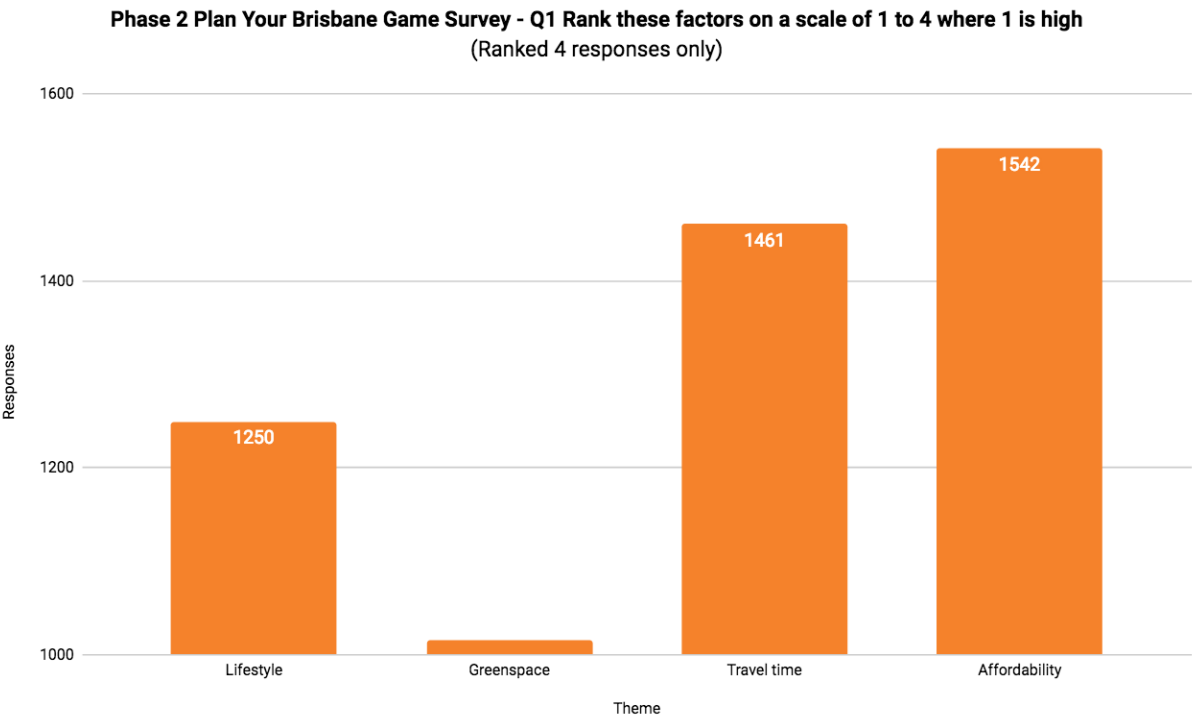
Graph 53 Phase 2 Plan your Brisbane Game Survey Q1 (ranked 2 responses only)



Graph 54 Phase 2 Plan your Brisbane Game Survey Q1 (ranked 3 responses only)



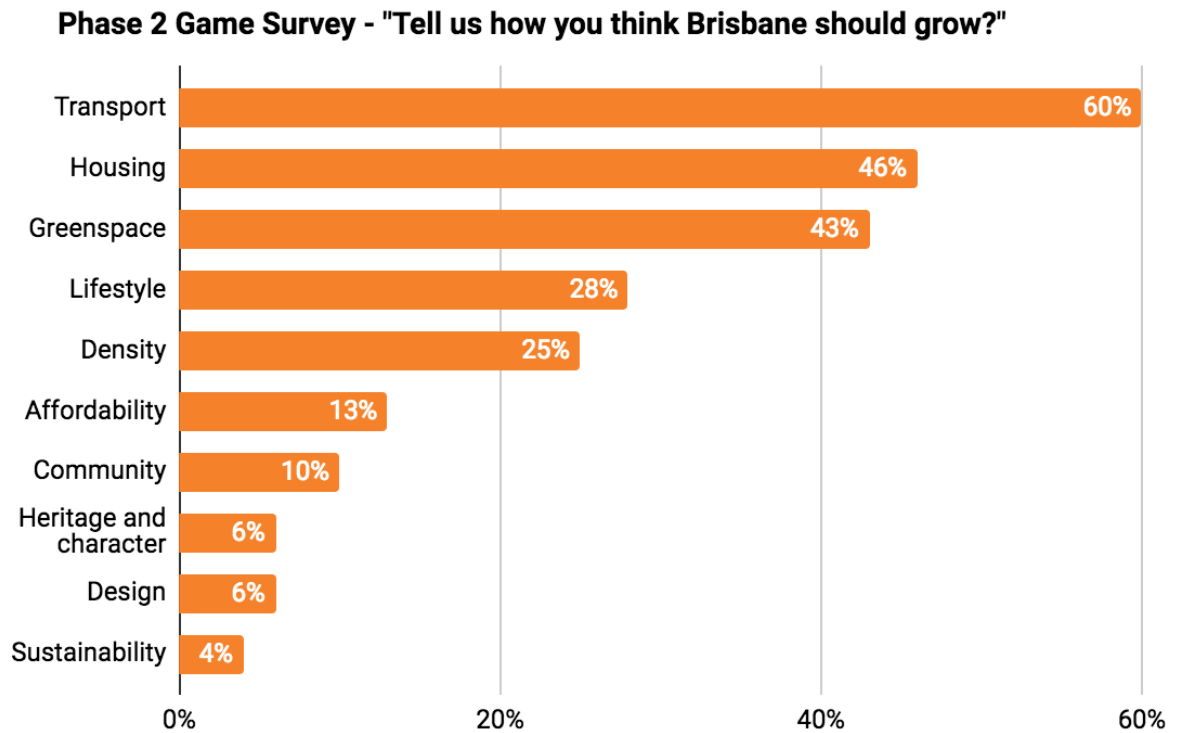
Graph 55 Phase 2 Plan your Brisbane Game Survey Q1 (ranked 4 responses only)



6.12.1 Open Text Responses – Game Survey

Graph 25 Phase 2 Game Survey open responses – Key Themes

The graph describes the most common references from open text comments made in answer to the question “Tell us how you think Brisbane should grow?” The graph describes the percentage of respondents who made references relating to each of the common themes. Respondents made multiple references.



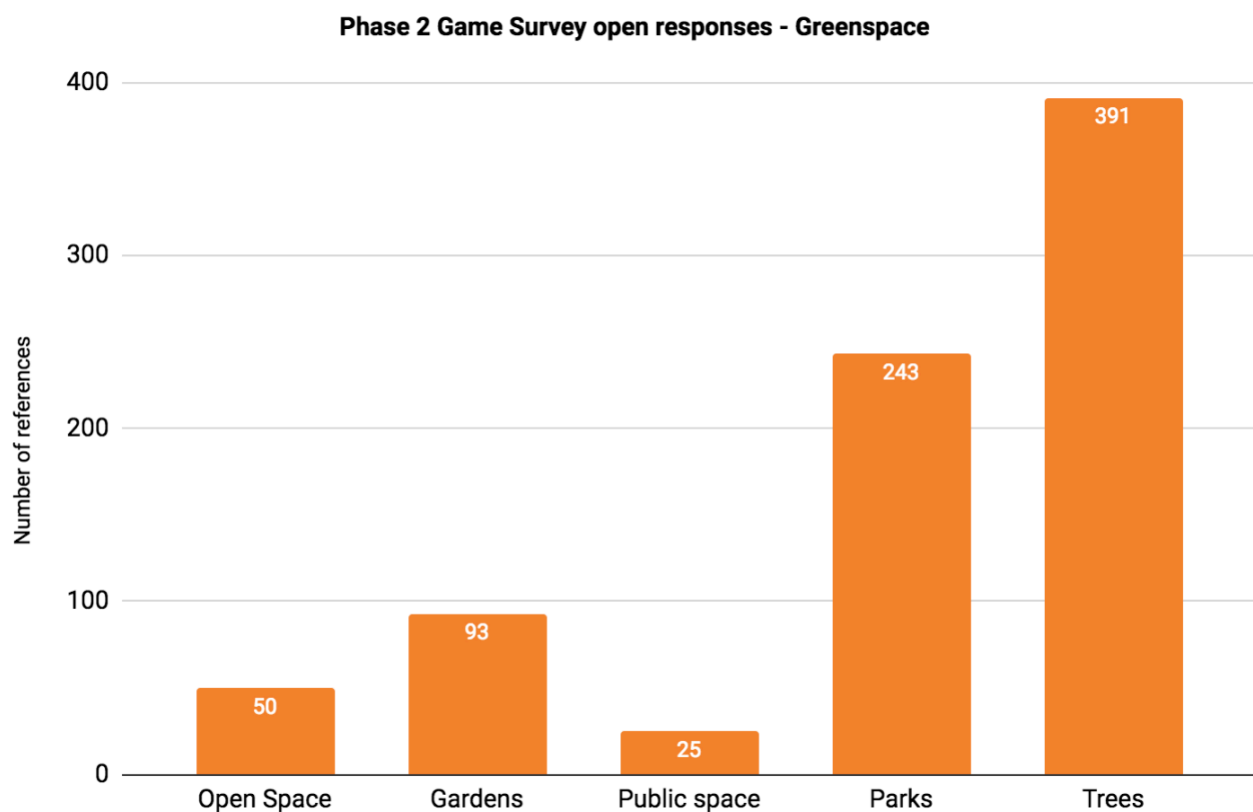
Subcategories of ideas

Greenspace Ideas

- Greenspace design/multipurpose/encourage density near greenspace/close to housing
- Utilisation/maintenance and upgrades/protection of greenspace/community custodianship of greenspace
- Accessible greenspace/connectivity
- Value of private greenspace/integration of public and private

Greenspace Subthemes

Graph 56 Game Survey open responses – Greenspace

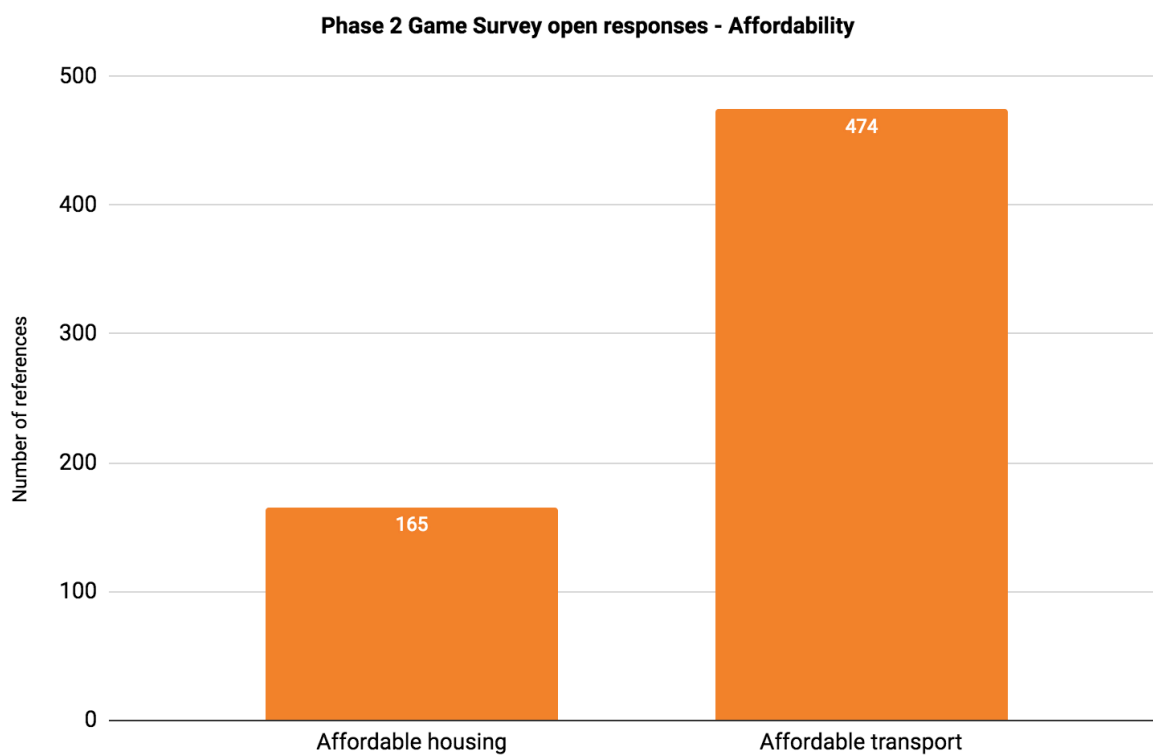


Affordability Ideas

- Housing affordability
- Housing diversity - high density, social, micro, other
- Adaptable housing/co-housing/ageing in place
- Regional plan/regulations
- Mixed use centres/housing near transport
- Design/neighbourhood character

Affordability Subthemes

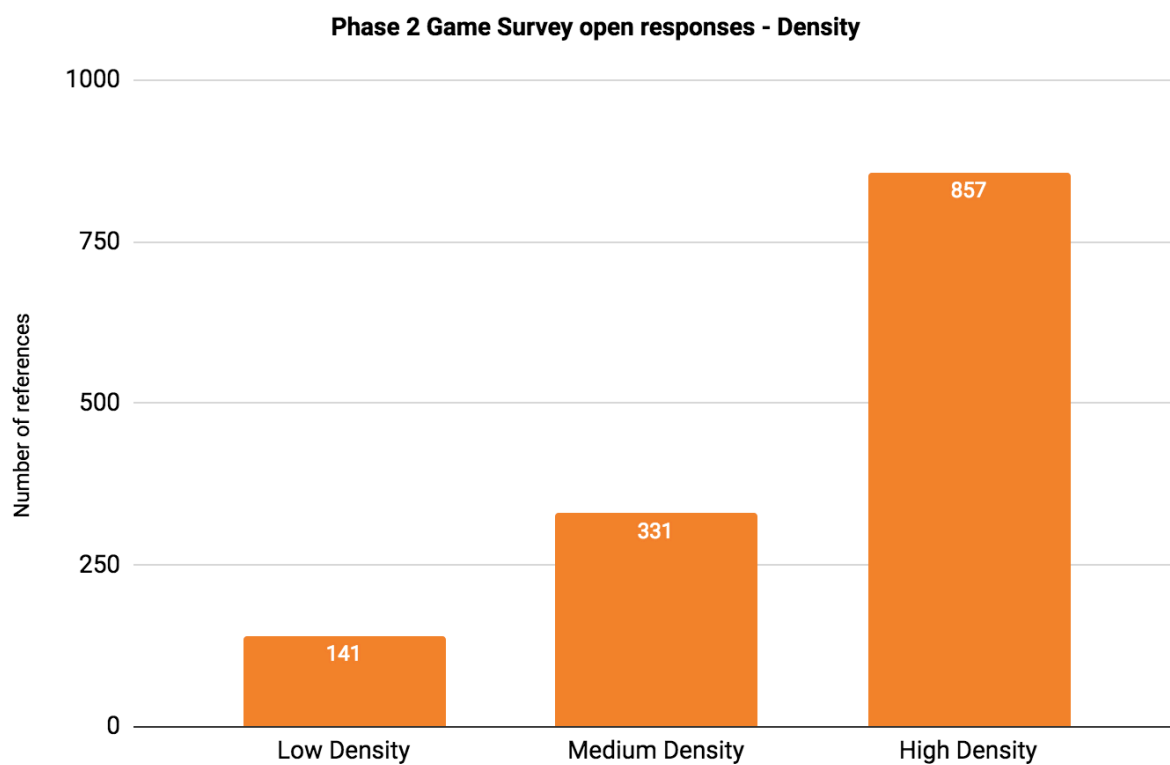
Graph 57 Game Survey open responses – Affordability



Density Subthemes

Graph 58 Game Survey open responses – Density

The graph represents the number of references for each of the subcategories within the theme of density.

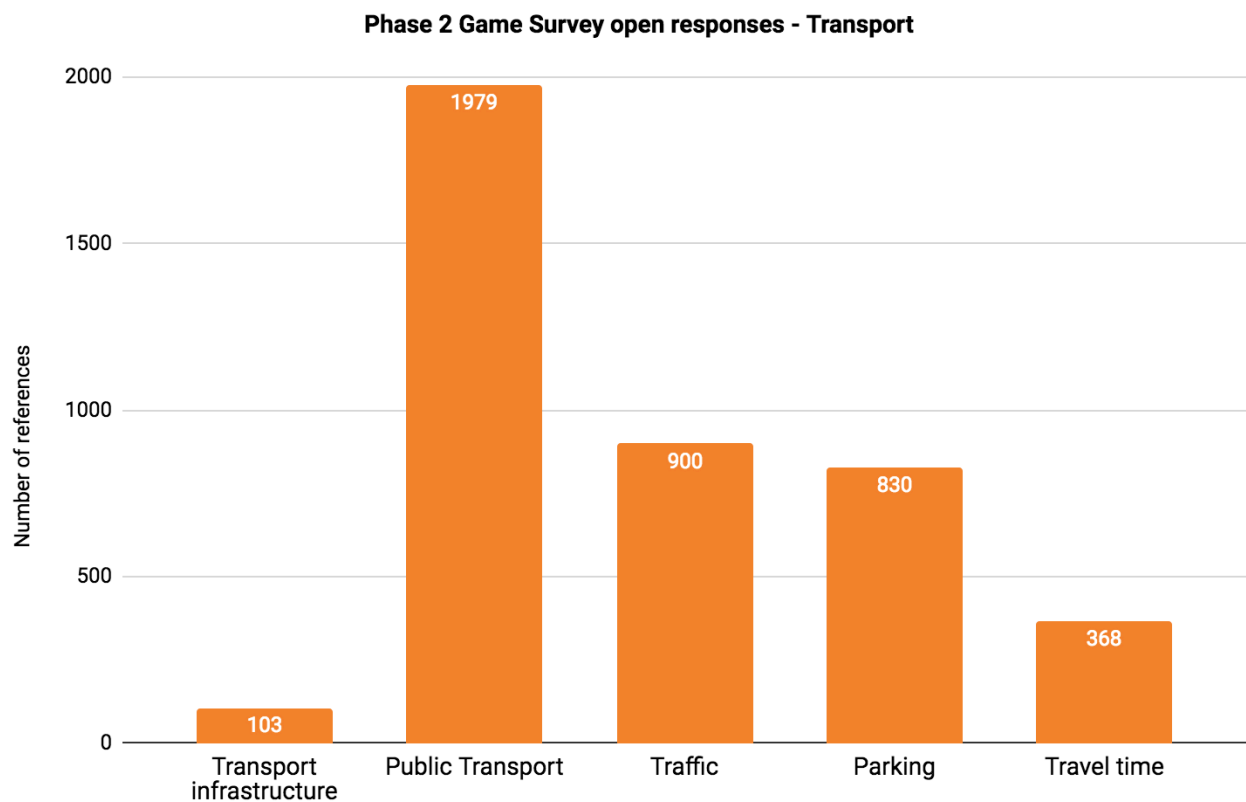


Transport Ideas

- Connectivity/walkable neighbourhoods
- Availability/better infrastructure/public transport investment/cost
- Transport planning – near where people live/public space/integration/parking/
- Decentralisation
- Diverse travel options - Active travel/on demand transport/improved public transport options

Transport Subthemes

Graph 59 Game Survey open responses – Transport



Lifestyle Ideas:

- Connectivity/public safety/sustainability
- More community events, public space and event spaces/design/community infrastructure/support diversity
- Heritage/character/identity/river
- Decentralised neighbourhoods/community engagement
- Mixed use development/trading hours/investment/business opportunities/employment
- Creativity/opportunities creative industries/start-ups

What else?

- Strategic planning and development
- Community involvement/social inclusion
- Technological change
- Sustainability
- Government
- Cultural identity

6.13 Phase 2 Online Survey

Phase 2 Online Survey	
Engagement	550
Interactions	589
Summary	The survey was designed to (a) prioritise the themes in order of importance; and (b) understand why people considered those themes as being important
Audience	The survey was aimed at a broad citywide audience, who were not necessarily users of the Plan your Brisbane Game
Themes	<ol style="list-style-type: none">1. Greenspace (Average ranking of importance from 1-5 with 5 being the highest was 4.6)2. Public Transport (Average ranking of importance from 1-5 with 5 being the highest was 4.5)3. Lifestyle (Average ranking of importance from 1-5 with 5 being the highest was 4.0)4. Affordability (Average ranking of importance from 1-5 with 5 being the highest was 3.8)

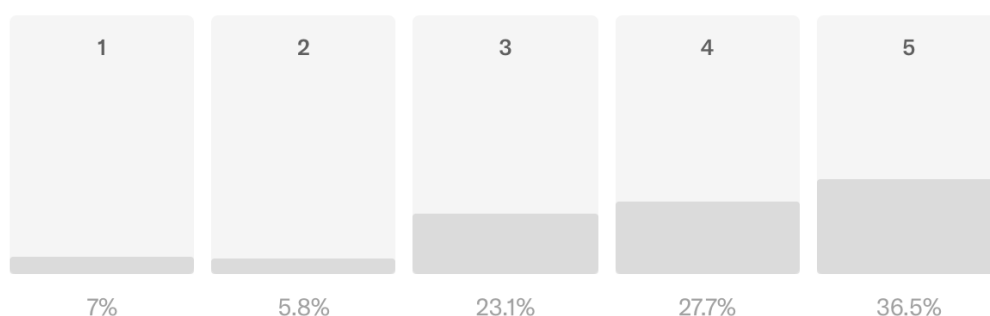
Below is a summary of the results in the form of graphs.

Graph 39 Phase 2 Online Survey – Question 2 “Tell us how important it is to have a range of affordable housing options to accommodate our growing population.”

On a scale of 1-5 (1 being the lowest), tell us how important it is to have a range of affordable housing options to accommodate our growing population.

Avg. 3.8

589 out of 589 people answered this question

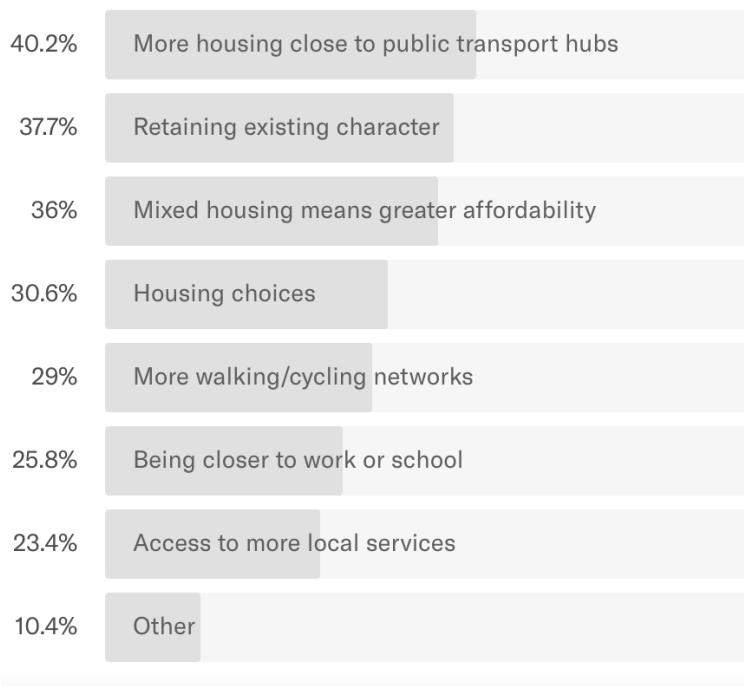


Graph 40 Phase 2 Online Survey – Question 3 “Why did you answer this way?”

The graph describes the percentage of respondents who selected each option. For instance, 40.2% of respondents selected “more housing close to public transport hubs”.

Why did you answer this way?

589 out of 589 people answered this question (with multiple choice)

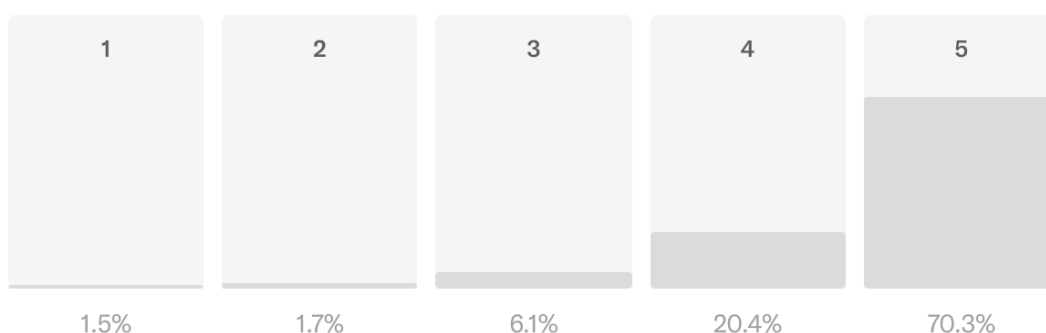


Graph 13 Phase 2 Online Survey results – Question 4 Greenspace

On a scale of 1-5 (1 being the lowest), tell us how important it is to have greenspace when accommodating our growing population. This might include parks, playgrounds, bushland, sporting fields, communal open spaces, urban plazas, and streetscapes.

Avg. 4.6

589 out of 589 people answered this question



Graph 14 Phase 2 Online Survey results – Question 5 Greenspace

The graph below describes the percentage of respondents who selected each option (from the 589 people who responded to the question). For instance, 63.3% of respondents selected “Health and wellbeing”. Respondents could choose up to three options.

Why did you answer this way?

589 out of 589 people answered this question (with multiple choice)

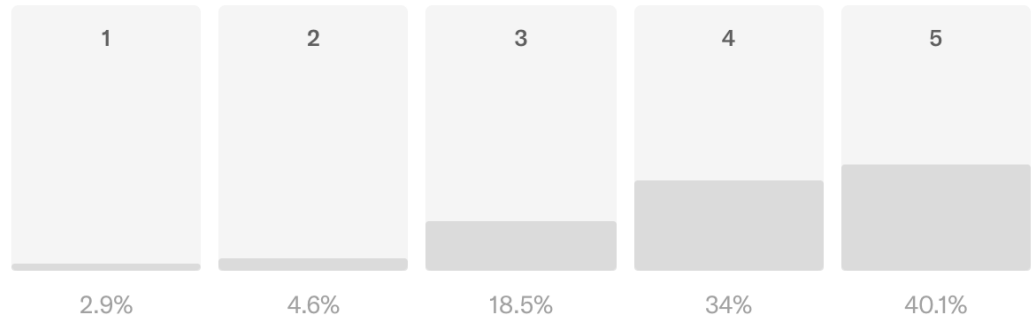


Graph 3 Phase 2 Online Survey Results Question 6 “Tell us how important lifestyle options are to support our growing population.”

On a scale of 1-5 (1 being the lowest), tell us how important lifestyle options are to support our growing population. This might include restaurants, bars, cafes, cinemas, shops, markets, and services. Generally, the more people in an area, the more demand for services and facilities.

Avg. 4

589 out of 589 people answered this question

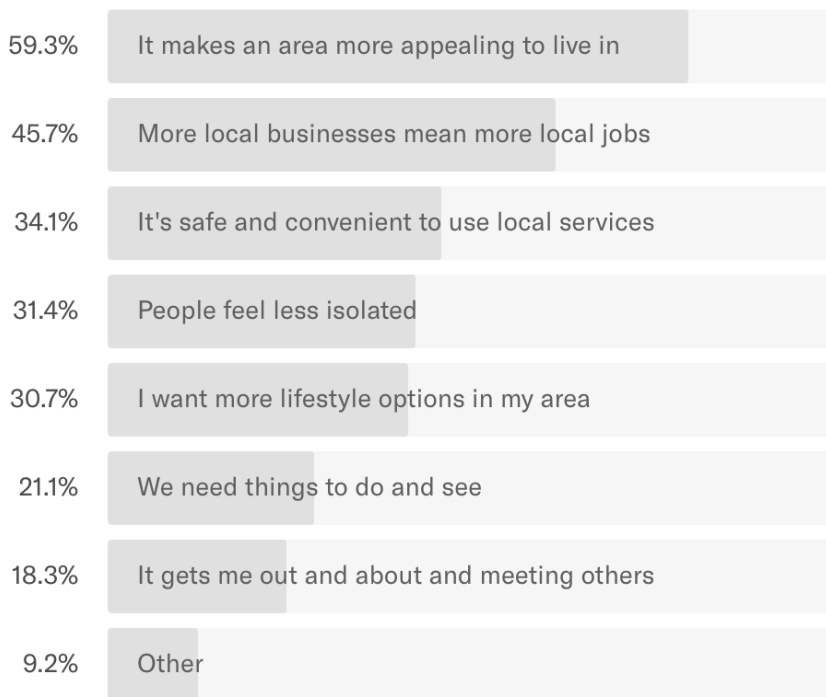


Graph 4 Phase 2 Online Survey Results Question 7 "Why did you answer this way?"

The graph below describes the percentage of respondents who selected each option (from the 589 people who responded to the question). For instance, 59.3% of respondents selected "It makes an area more appealing to live in". Respondents could choose up to three options.

Why did you answer this way?

589 out of 589 people answered this question (with multiple choice)

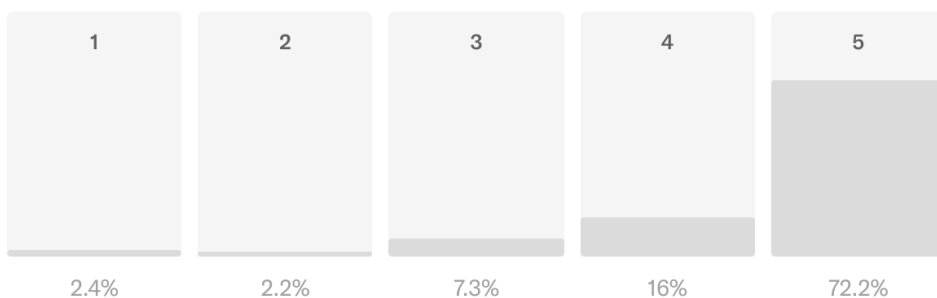


Graph 29 Phase 2 Online Survey – Question 8 "Tell us how important it is to provide more access to public transport (other than cars) to accommodate our growing population."

On a scale of 1-5 (1 being the lowest), tell us how important it is to provide more access to public transport (other than cars) to accommodate our growing population. Transport might include buses, trains, ferries, bikeways or walkways. Generally, if more people use public transport this will reduce road congestion, and therefore improve travel times.

Avg. 4.5

589 out of 589 people answered this question

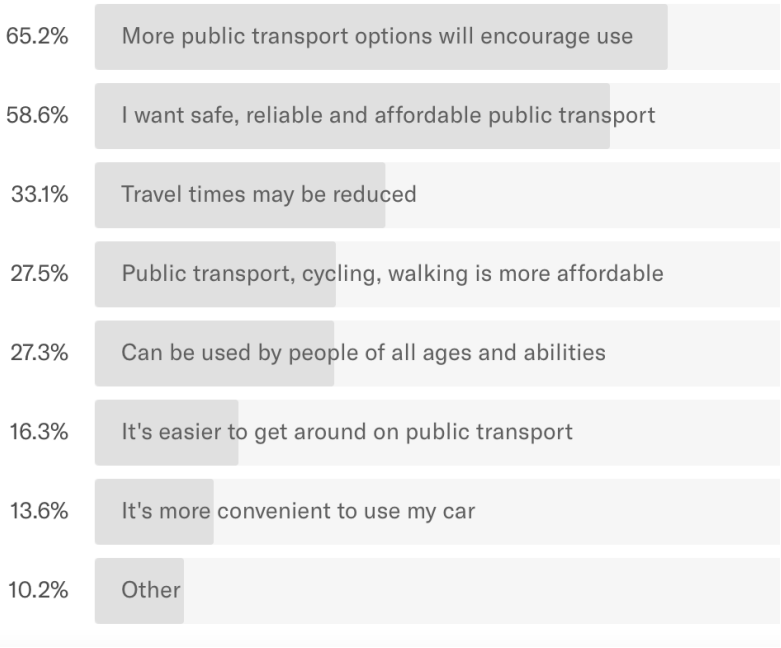


Graph 30 Phase 2 Online Survey – Question 9 “Why did you answer this way?”

The graph below describes the percentage of respondents who selected each option (from the 589 people who responded to the question). For instance, 65.2% of respondents selected “More public transport options will encourage use”. Respondents could choose up to three options.

Why did you answer this way?

589 out of 589 people answered this question (with multiple choice)

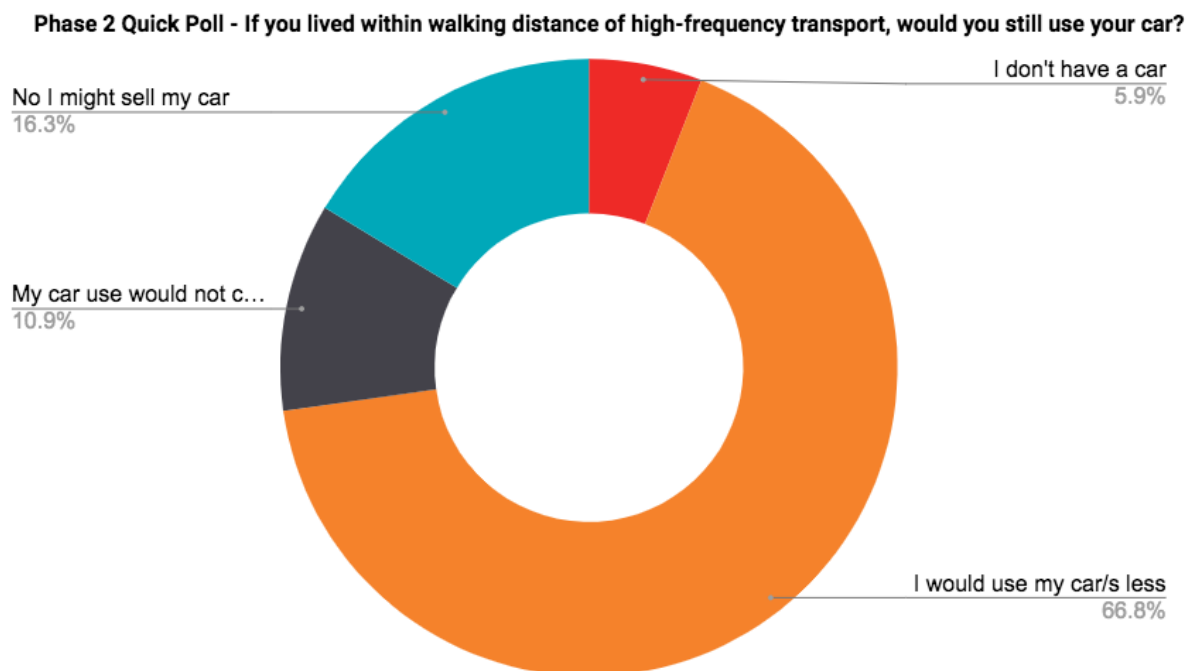


6.14 Quick poll survey

Quick poll survey hosted on Engagement HQ	
Engagement	404
Interactions	404
Summary	Based on the Engagement HQ site, the quick poll asked "If you lived within walking distance of high-frequency transport, would you still use your car?"
Audience	Your City Your Say users
Themes	Transport

A total of 66.8% of people who responded to the Phase 2 Quick Poll (out of a total of 404 people) said they would use their car/s less if they were within walking distance of high-frequency transport.

Graph 31 Phase 2 Quick poll – "If you lived within walking distance of high-frequency transport, would you still use your car?"



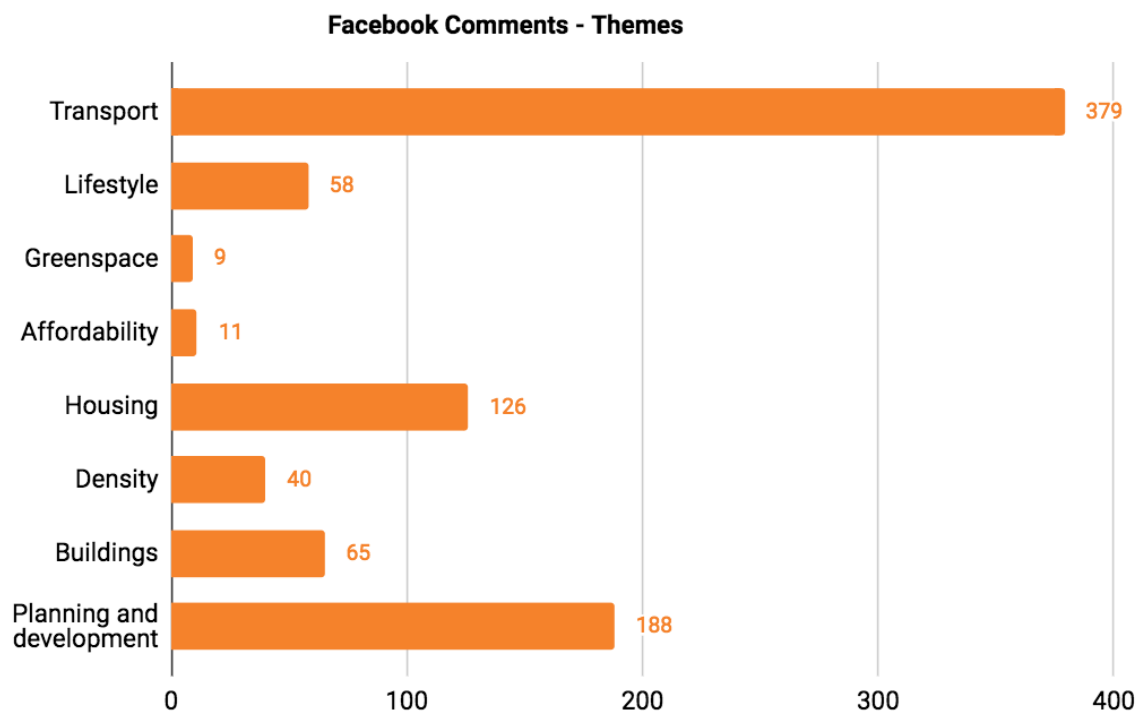
6.15 Social media comments

Social media comments	
Engagement	518
Interactions	78,127
Summary	All impressions, post interactions, video views and Facebook comments across Council's social media channels in relation to this project
Audience	Whole of Brisbane
Themes	NA

Copies of social media comments held by Brisbane City Council are not included in this report due to privacy reasons.

There were a total of 793 Facebook comments. An analysis of the number of comments relating to the key themes is below. Most references related to transport, followed by planning and development, and housing.

Graph 60 Facebook Comments - Themes



6.16 Phase 2 correspondence

CMX email input	
Engagement	66
Interactions	100
Summary	All emails sent to the Plan your Brisbane inbox
Audience	Whole of Brisbane
Themes	

Copies of this correspondence are held by Brisbane City Council and due to privacy reasons are not included in this report.

6.17 Phase 2 pop-up engagement

Pop-up engagement events provided an opportunity for the community to ask questions and officers to hand out branded Plan your Brisbane collateral. An opportunity was also afforded to participants to play the Plan your Brisbane Game.

Table 6 Phase 2 pop-up locations

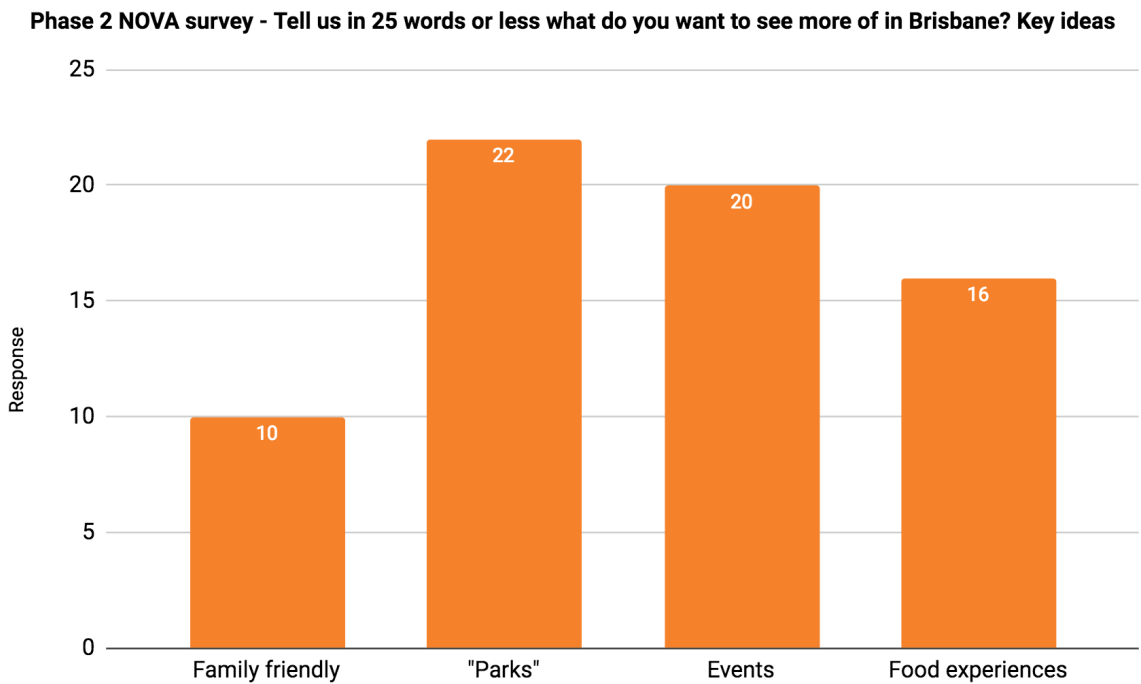
Location	Dates	Engagements
Casanova Windsor Homebase	19 February 2018	6 games completed
Casanova Forest Lake Shopping Centre	21 February 2018	1 game completed
Lord Mayor Listens Forum - Mitchelton RSL	22 February 2018	5 games completed
Casanova Mt Gravatt Westfield Shopping Centre	26 February 2018	4 games completed
Casanova Kenmore Plaza Shopping Centre	28 February 2018	2 games completed
Talk to a Planner, City Hall	28 February 2018	
Talk to a Planner, City Hall	28 February 2018	
Casanova Westfield Chermside	5 March 2018	1 game completed
Casanova Westfield Carindale	7 March 2018	2 surveys completed
Casanova New Farm Park	10 March 2018	
Casanova QUT – Kelvin Grove	12 March 2018	
Casanova Top of Mall – George Street, Brisbane	14 March 2018	3 games completed
Brisbane Garden & Plant Expo - Hampden St, Ascot	16 March 2018	8 games completed
Brisbane Garden & Plant Expo - Hampden St, Ascot	17 March 2018	4 games completed
Casanova UQ – St Lucia	19 March 2018	1 game completed
Casanova Memorial Park, Bulimba	24 March 2018	
Casanova Wynnum Esplanade/pool	26 March 2018	1 game completed
Casanova Orleigh Park, West End	31 March 2018	
Casanova Sandgate Aquatic Centre	31 March 2018	4 games completed
Casanova QUT Kelvin Grove	4 April 2018	5 games completed 1 survey completed
SILKS Festival, Racecourse Road, Hamilton	7 April 2018	
Brisbane Street Art Festival, Fish Lane, South Brisbane	8 April 2018	
Botanica Festival, City Botanic Gardens	8 April 2018	
Casanova Queen Street Mall – Regent area	9 April 2018	5 surveys completed
Botanica Festival, City Botanic Gardens	10 April 2018	0
Botanica Festival, City Botanic Gardens	12 April 2018	0
Botanica Festival, City Botanic Gardens	14 April 2018	0

6.18 Nova competition entries

Nova competition entries	
Engagement	110
Interactions	149
Summary	As Brisbane Grows in 25 words or less
Audience	Whole of Brisbane
Themes	

An analysis of the NOVA survey responses told us that most of the responses related to parks, followed by events, and food experiences.

Graph 61 Phase 2 Nova survey – “Tell us in 25 words or less what do you want to see more of in Brisbane?”

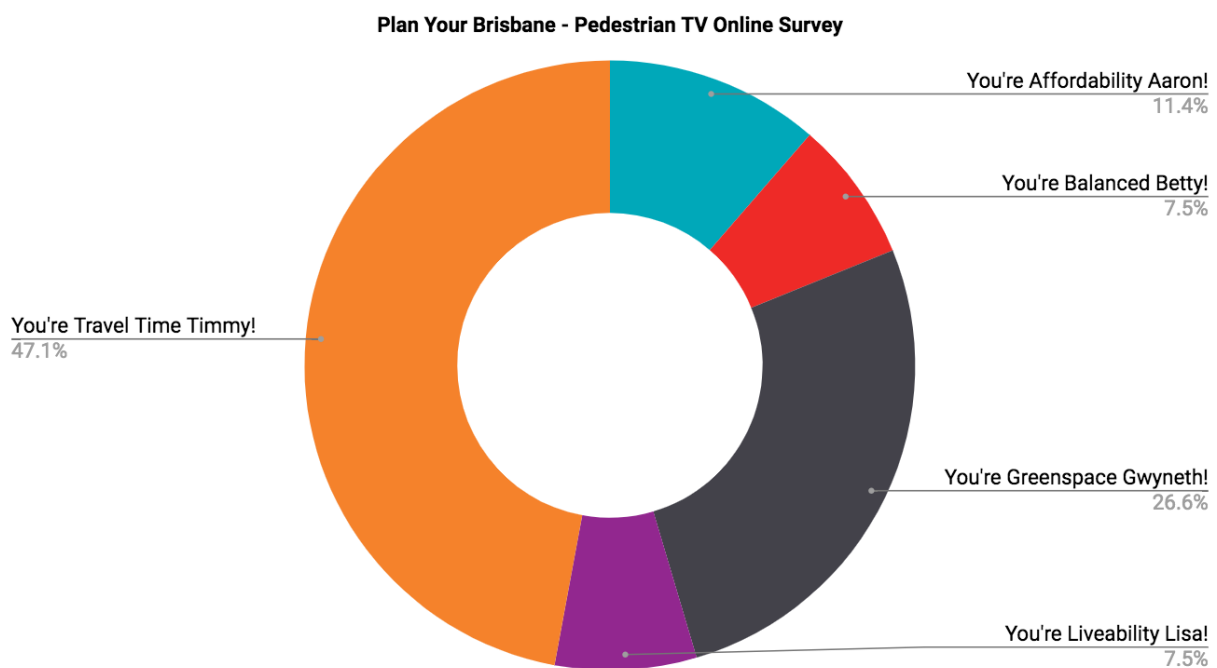


6.19 Pedestrian TV Online Survey

Pedestrian TV Online Survey	
Engagement	353
Interactions	414
Summary	<p>Online Survey - which Brisbanite are you? Participants answered 4 questions (see below) which gave them 1 of 5 types of Brisbanite personalities.</p> <p>Q 1. What's your idea of a perfect summer afternoon?</p> <p>Q 2. It's a hungover Sunday, what's the scariest reality you have to face?</p> <p>Q 3. What's your favourite part about your commute home?</p> <p>Q 4. You're getting older and looking for a place to retire, what's the first thing on your mind?</p> <p>Types of personalities were: Affordability Aaron, Balanced Betty, Greenspace Gwyneth, Liveability Lisa, and Travel Time Timmy.</p>
Audience	Whole of Brisbane
Themes	Transport, Greenspace, Affordability, Liveability

Below is a summary of the results in the form of graphs.

Graph 62 Plan your Brisbane – Pedestrian TV Online Survey



6.20 Citywide Forum

Citywide Forum	
Engagement	279
Interactions	279
Summary	<p>The Citywide Forum asked participants to explore the 4 themes by considering (a) the biggest challenge for each (b) ideas related to the theme (c) prioritising their top ideas for each theme (d) identifying other ideas for Council to consider when planning the city's future.</p> <p>Participants:</p> <ol style="list-style-type: none"> 1. Contributed open-ended responses via live polling 2. Developed ideas on each theme 3. Prioritised into their top ideas
Audience	Whole of Brisbane
Themes	Lifestyle, transport, housing and affordability

Live polling results by theme

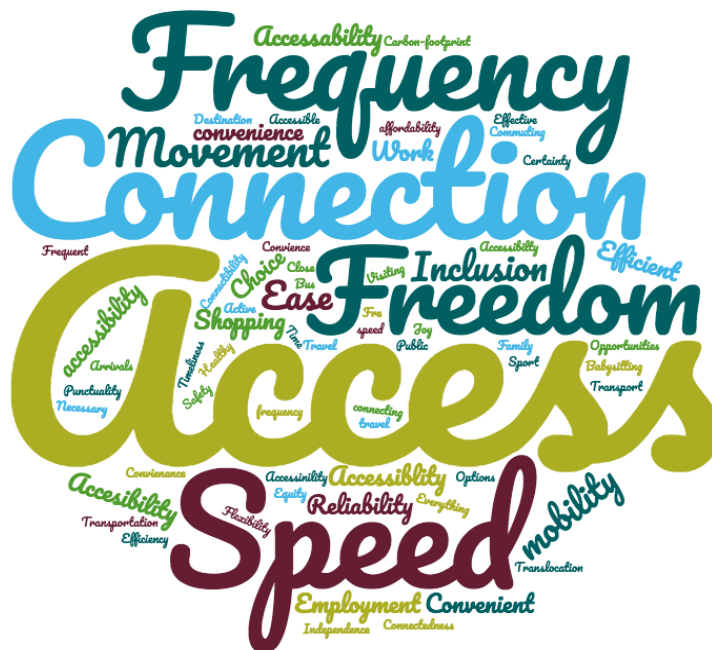
Below is a summary of the results in the form of word clouds.

Graph 26 Citywide Forum – “In one word, what is the biggest challenge of transport to you?”

The following live polling results were shown live at the event.



The following live polling results were shown live at the event.



The following live polling results were shown live at the event.



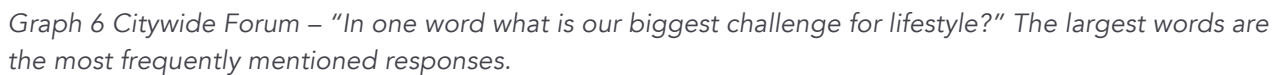
The following live polling results were shown live at the event.



The following live polling results were shown live at the event.



The following live polling results were shown live at the event.

[illegible]

The following live polling results were shown live at the event.



6.20.1 Top ideas by theme

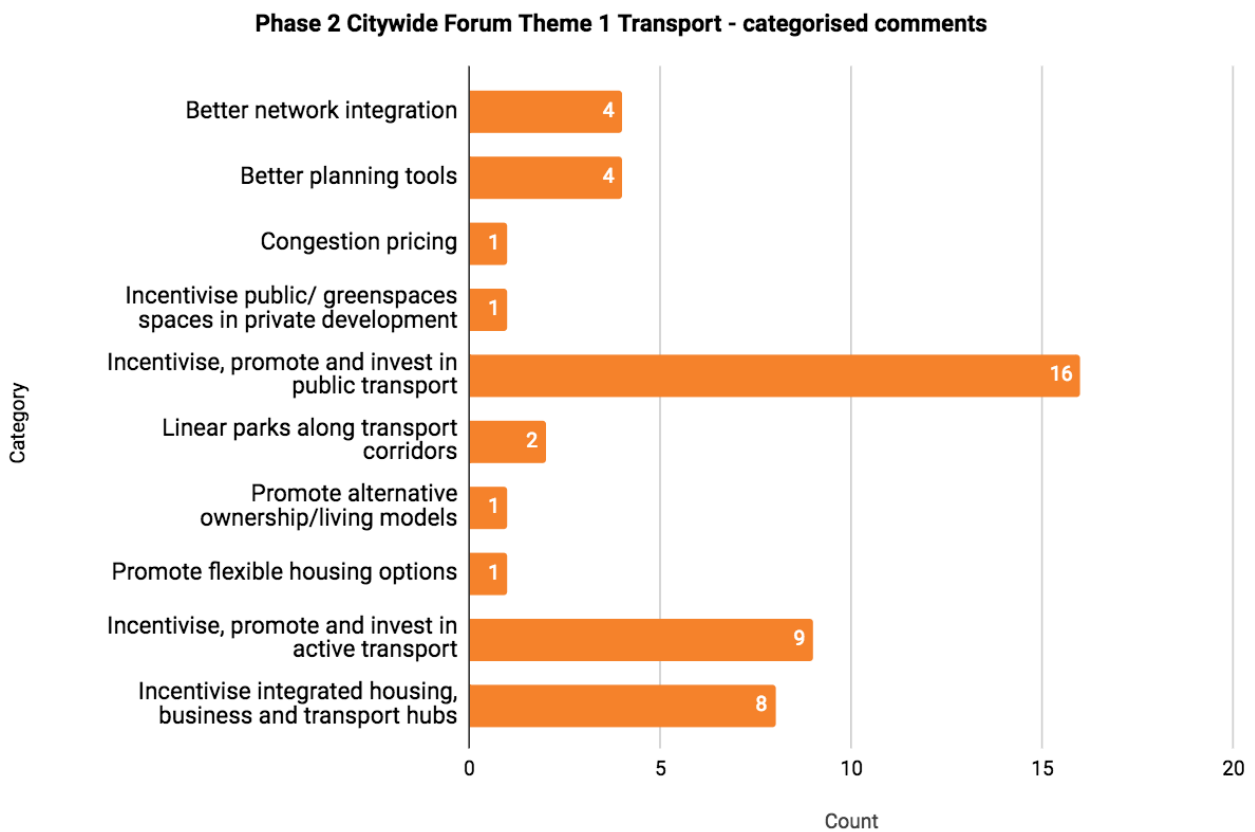
Participants at the Citywide Forum were asked to develop a broad range of ideas on the four themes, as well as any other topics categorised under the heading “What else?”.

In small groups they then prioritised their “Top ideas” which were they felt were the most important for guiding the city’s future.

Transport – Categorised top ideas

Following are the categories of “top ideas” provided under the theme of transport.

Graph 28 Phase 2 Citywide Forum Theme 1 Transport – “How do we make getting around Brisbane easier not harder with ore people living here?”



Public transport investment was the top idea category for the transport theme, followed by active travel, decentralisation and connectivity.

Sample comments around the top idea categories are as follows:

- Public transport investment – Incentivise, promote and invest in public transport
“Proactive investment in Incentivise, promote and invest in public transport and infrastructure - encourage living density around exiting Incentivise, promote and invest in public transport (including outside the inner 5km)”
- Active travel – Incentivise, promote and invest in active transport
“Integrated, accessible, Incentivise, promote and invest in active transport infrastructure - Dedicated bike and bus lanes, connecting decentralised hubs with free Incentivise, promote and invest in public transport.”
- Decentralisation – Incentivise integrated housing, business and transport hubs
“Localise and live like a village - e.g. access to local, health and community facilities for each neighbourhood.”
- Connectivity – Better network integration
“Better connectivity in both inner city and outer suburban Brisbane areas. Frequent and affordable multi modal options.”

Transport – Raw top ideas

Table 7 Citywide Forum - Transport raw top ideas

Title	Description	Category
Put pedestrians first and then Incentivise, promote and invest in public transport second		Active travel
Priorities	Actually prioritise public and incentivise, promote and invest in active transport funding over road funding	Active travel
Reduce car dependency with incentives	Introduce incentives for people to walk, cycle, use Incentivise, promote and invest in public transport.	Active travel
Integrated, accessible, Incentivise, promote and invest in active transport infrastructure	Dedicated bike and bus lanes, connecting decentralised hubs with free Incentivise, promote and invest in public transport.	Active travel
20 minute walkable and cycle-friendly centres with shaded walkways		Active travel

Title	Description	Category
Prioritise investment in active travel	Prioritise investment in active travel & transport initiatives) over investment in vehicular movement (roads and car parking), & commit to this in its own right (improving walkability in local neighbourhoods	Active travel
Suburban accessibility and availability to transport		Availability
Availability		Availability
Better Infrastructure	Better roads, car parks, passages to move traffic and keep life in Brisbane enjoyable for the forecast growth in population. Keep Australia the best country in the world to live in	Better infrastructure
More commuter parking at stations		Commuter parking
Network planning	Better connectivity in both inner city and outer suburban Brisbane areas. Frequent and affordable multi modal options.	Connectivity
Integration between different modes of transport		Connectivity
Integration of modes		Connectivity
Pedestrian connectivity	Better connectivity across the river for pedestrians with shading, more cross rivers bridges.	Connectivity
Fast regional rail	Fast regional rail to SEQ centre to enable families to live, work and engage across SEQ	Connectivity
Regional hubs for dedicated interchange to mass transport systems	Hubs	Decentralisation
Decentralised employment hubs	Reduce concentration of jobs in the CBD. Increase residential density close to employment hubs. Avoid sprawl.	Decentralisation

Title	Description	Category
De-centralised Transport Network across Brisbane including local Hubs, with parking...eg Budapest, Seattle, Copenhagen		Decentralisation
Decentralised transport nodes, including Incentivise, promote and invest in active transport facilities, park and ride, integrated transport		Decentralisation
Localise and live like a village - e.g. access to local, health and community facilities for each neighbourhood		Decentralisation
Council school bus system for neighbourhoods		Decentralisation
Incentives for alternative living arrangements - rooming accommodations, co-living etc.		Housing diversity
Self sustaining and diverse affordable housing stock across locations and communities		Housing diversity
Land Use		Land use
Integrated land use transport		Land use
A being green incentive scheme	Incentives, such as carbon credits, for developers and investors of new developments to exceed the mandatory percentage for green space in the planning code and to ensure shared public/private access.	More public space
Mandated nature in our urban areas. Not just green spaces with grass, but also embellishments that make good spaces.		More public space
Rethinking built forms to create urban commons		More public space
Demand response transport	Demand response transport to replace low frequency routes, provide rapid access to high frequency mass transit and activity centres.	On demand transport
Precinct specific creative services higher in frequency be creative think		On demand transport

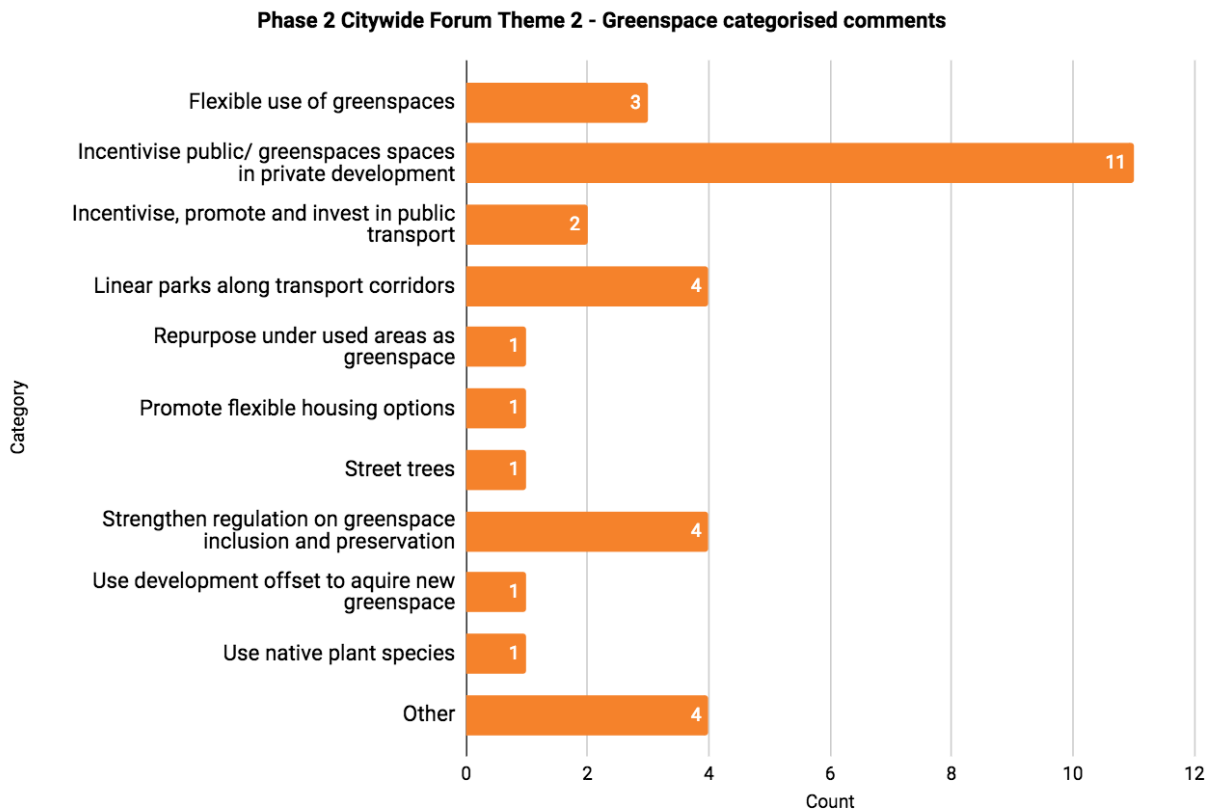
Title	Description	Category
"door to door paratransit"		
Peak road pricing with revenue put directly back in Incentivise, promote and invest in public transport		Public transport investment
Proactive investment in Incentivise, promote and invest in public transport and infrastructure	Encourage living density around exiting Incentivise, promote and invest in public transport (including outside the inner 5km)	Public transport investment
Invest in publicly owned integrated active & mass transit whilst moving away from a car-centric transport system.		Public transport investment
Behavioural education	Carpool, Incentivise, promote and invest in public transport, bike lanes, walking tracks	Public transport investment
Public Funding focus	Change the focus of funding support from private use to public for greater model share.	Public transport investment
Integrated Incentivise, promote and invest in public transport authority	Buses, trains, ferries, light rail, etc.	Public transport investment
A proper underground rail network		Public transport investment
Cost of Incentivise, promote and invest in public transport		Public transport investment
High-frequency cheap transport		Public transport investment
Incentive program for Incentivise, promote and invest in public transport that increases Incentivise, promote and invest in public transport use and funds a tube that crosses the city		Public transport investment
2 underground busway stations (Roma St/Countess St)	Additional underground busway	Public transport investment
Affordable frequent and strategic Incentivise, promote and invest in public transport across the entire city that links regions through circular routes		Public transport investment
Elevated light rail		Public transport investment

Title	Description	Category
Free transport between 6am to 7am and 4pm to 5pm i.e.: for workers		Public transport investment
Reclaim infrastructure and spaces that are under-utilised such a car parks, roofs, waterways, footpath verge		Reclaim underutilised spaces
Integrate transport planning with other development planning		Transport planning

Greenspace – Categorised top ideas

Following are the categories of “top ideas” provided under the theme of greenspace.

Graph 15 Citywide Forum Theme 2 – Greenspace categorised comments



Overwhelmingly the ‘more greenspace’ category was the top category for the greenspace theme, followed by connectivity, greenspace design and multipurpose greenspace.

Sample comments around the top idea categories are as follows:

- More Greenspace – Incentivise public/greenspaces in private development
“Ratio of green space per capita/person that developers must comply with.”
- Connectivity – Strengthen regulation on greenspace inclusion and preservation
“Ensure developments make a proportionate allocation of land for greenspace and legislate natural habitat connectivity.”
- Greenspace design – Use native plant species
“Selection of plant species, maintenance of green space areas - Select suitable species for Brisbane's climate for more efficient maintenance of greenspace areas.”
- Multipurpose greenspace – Flexible uses of greenspace
“Multi-use of green spaces to connect community with less development.”

Greenspace – Raw top ideas

Table 8 Citywide Forum - Greenspace raw top ideas

Title	Description	Category
Local, social, accessible and diverse		Accessible greenspace
Creating custodianship of green spaces through community gardens.	Allowing residents to take home plants, seeds to spread the green.	Community custodianship of greenspace
Connectivity of green space. Long term commitment to public funding		Connectivity
Strengthen and enforce existing environmental laws including green space corridor connections		Connectivity
Ensure developments make a proportionate allocation of land for greenspace and legislate natural habitat connectivity	For example: 30% refer to BCC Clean, Green, Sustainable target for 40%	Connectivity
Link distance, animals and people with green space	Have a minimum 1.5 km distance between green spaces across the city by building green spaces in less likely places (such as on tops of buildings).	Connectivity
Increase development density (as a bonus) either opposite or adjoining parks		Encourage density near greenspace
More (large) Street trees		Greenspace design
Selection of plant species, maintenance of green space areas	Select suitable species for Brisbane's climate for more efficient maintenance of greenspace areas.	Greenspace design
Mixed housing e.g. diverse range of housing types		Housing diversity
Ratio of maintained green space per GFA of new development.		More greenspace
Require green space in building developments and increase requirements where required		More greenspace
Ratio of green space per capita/person that developers must comply with		More greenspace
View streets as open and green spaces		More greenspace
Vacancy tax to assist in allowing more properties		More greenspace

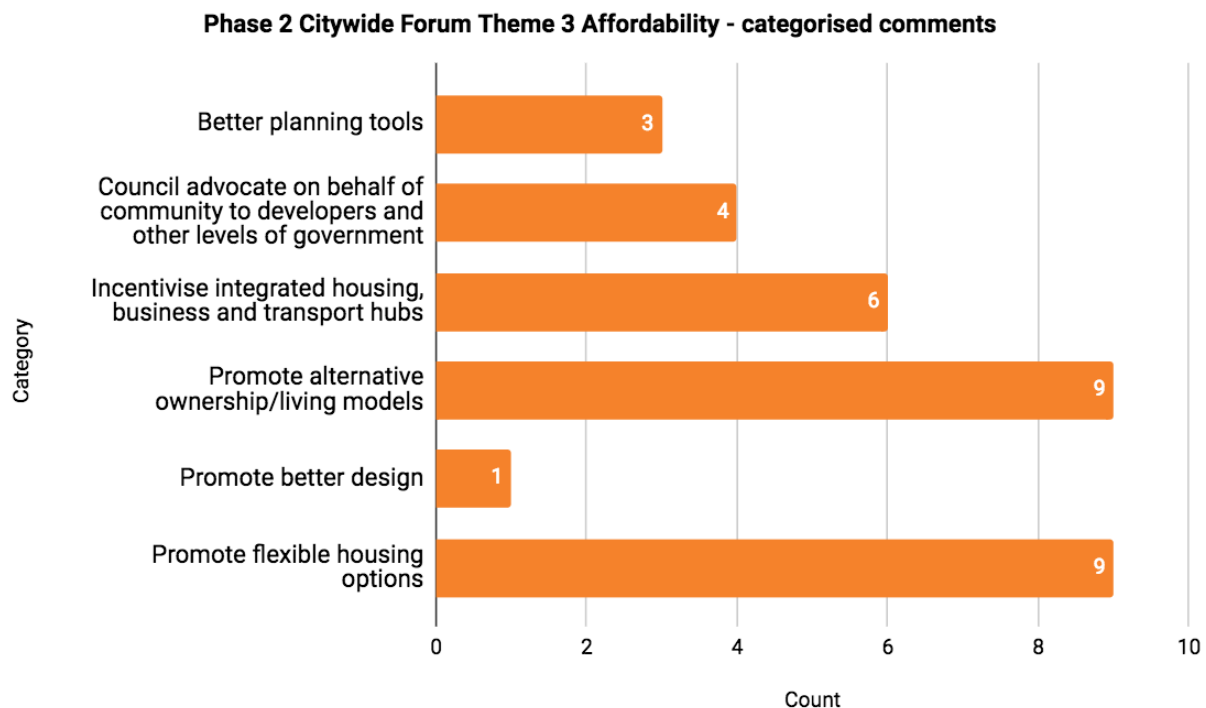
Title	Description	Category
Developers requirement for open public spaces and or purchase land in that community.	2: creative and innovative approaches i.e. using our footpaths more creatively	More greenspace
Create a green web	Convert car parks and roads to green space. Small is just as valuable as big green spaces.	More greenspace
Vertical Gardens	Development standards to require minimum greenspace on flat and vertical surfaces (biodiversity)	More greenspace
All new developments mandatory provision of local greenspace	Examples could be greenspace integrated with the building to soften it, infrastructure contributions dedicated to new public space, community gardens, and footpaths and cycle paths to be green.	More greenspace
Reclaim streets for greenspace	Have an integrated green network of Brisbane River and creeks	More greenspace
Improved communal open space within development	Improve open space within developments and avoid over reliance on public space	More greenspace
A being green incentive scheme	Incentives, such as carbon credits, for developers and investors of new developments to exceed the mandatory percentage for green space in the planning code and to ensure shared public/private access.	More greenspace
Betterment tax for developers	Increase greenspace in new developments. With Increase in density need to increase green space. Connecting green space. Usable green space not small pocket parks. Connected for wildlife. Increased use of creeks.	More greenspace

Title	Description	Category
Use medium density estates with offsets to buy back land or set aside new green areas using levies etc.	Offsets	More greenspace
Preserve, enhance and repurpose	Preserve existing green space, enhance existing under-utilised green space e.g. community gardens, nature play, sensory gardens and repurpose disused locations e.g. old railways, rooftops as green spaces	More greenspace
Increase quality residential builds	Provide quality builds in vertical direction so people want to live there and then can afford increased green space. Not like the trash they are building in West End	More greenspace
Footpaths and streets developed as linear parkland	Subtropical, water-efficient landscaping	More greenspace
Multipurpose green space (req. additional funding)		Multipurpose greenspace
Multi-use of green spaces to connect community with less development		Multipurpose greenspace
Planning for the demise of volume of motor cars forecast for 2030/35	Planning for driverless cars, electric vehicles	Planning for technological change
Increase frequency of Incentivise, promote and invest in public transport on evenings and weekends	Smaller buses more often, monthly bus pass	Public transport investment
Using existing space better		Utilisation of greenspace
Value of private greenspace	Acknowledgement and value of private greenspace, encourage and incentivise.	Value private greenspace

Affordability – Categorised top ideas

Following are the categories of “top ideas” provided under the theme of affordability.

Graph 38 Citywide Forum Theme 3 Affordability



Regulations was found to be the top category under the theme of affordability, followed by micro housing, housing diversity, affordable housing near transport and co-housing projects.

Sample comments around the top idea categories are as follows:

- Regulations – Council advocate on behalf of community to developers and other levels of government
“Recognise that affordability is affected by federal, state and local laws and policies and work together to change the frameworks.”
- Micro housing – Promote better design
“Promote tiny houses / granny flats in existing backyards via simplified council processes”
- Housing diversity – Promote flexible housing options
“Deliberative housing, collaborative funding and individual needs.”
- Affordable housing near transport – Incentivise integrated housing, business and transport hubs
“Utilise air space over railways for affordable housing developments.”
- Co-housing projects – Better planning tools
“Co-housing development - Socially responsible development subsidies and city supported planning e.g. Support if owner occupiers develop a co-housing project.”

Affordability – Raw top ideas

Table 9 Citywide Forum - Affordability

Title	Description	Category
Council as Advocate for Affordability	Council needs to advocate as well as regulate to ensure development is responsive to residents real needs/affordability.	Advocacy
Affordable housing near transport corridors		Affordable housing near transport
Utilise air space over railways for affordable housing developments		Affordable housing near transport
Incentivise developers to provide diversity of quality affordable housing close to transport and activity centres		Affordable housing near transport
Co-housing development	Socially responsible development subsidies and city supported planning e.g. Support if owner occupiers develop a co-housing project	Co-housing projects
Secure occupancy (rental + co-housing)		Co-housing projects
Long Term Affordability	Planning policies to provide sustainable long term affordable housing options i.e. co share or tiny houses movement	Co-housing projects
Reduce parking rates and integrate car share.		Encourage carpooling
Identify a model of high density housing that is cost efficient,	naturally ventilated (design for our climate), concentrated on transport nodes, with shared green space. Perhaps built by Council or social housing cooperative.	High density housing
More higher density + 10% affordable	Higher density in more areas-10 percent of each development to be affordable housing	High density housing
Suburban Design guide	Ensuring houses are designed efficiently and appropriately, cross ventilation and effective	Housing design

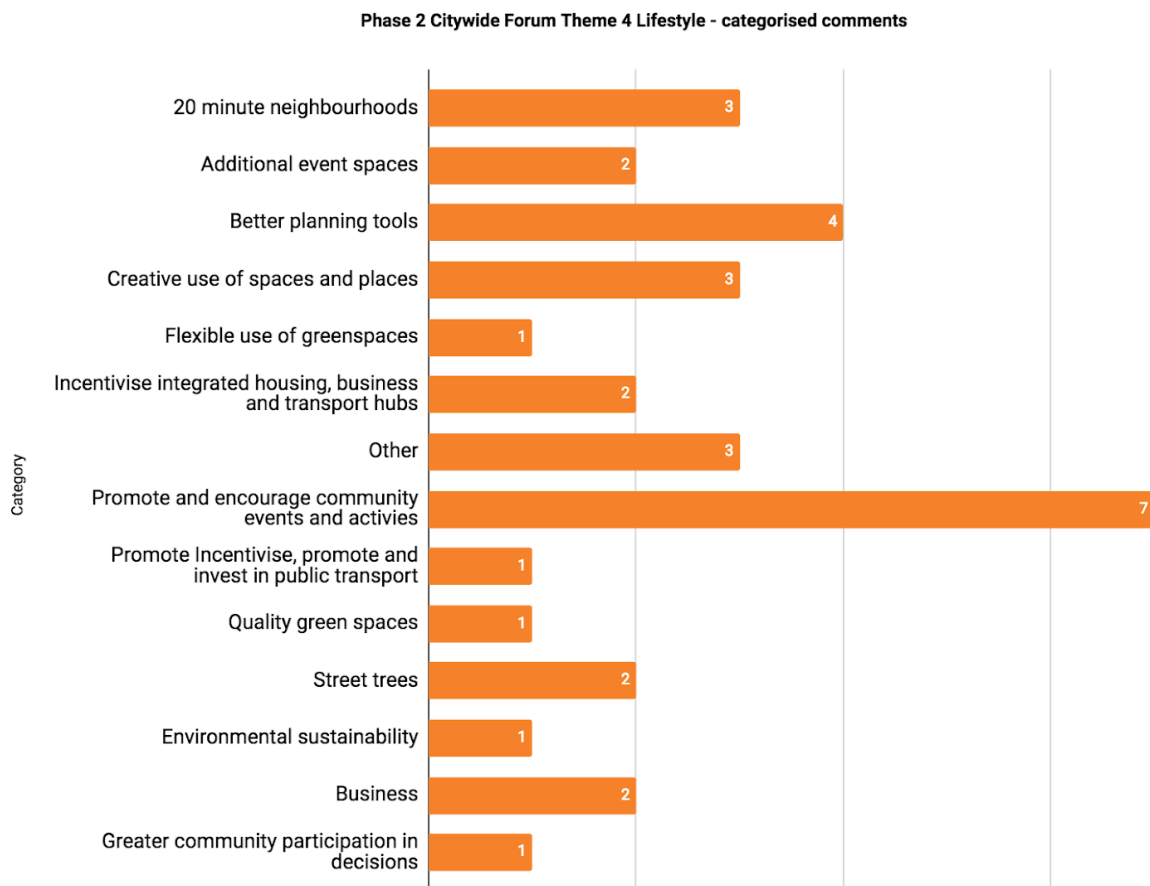
Title	Description	Category
	layouts.	
District-based planning	Precinct based planning assess the possibility of precinct based shared resources to assess individual project housing requirements in a given area, benchmark minimal level of amenities to determine the carrying capacity of a given area, utilise an offset measure to determine intrinsic assets in a given precinct, town planning applications need to be precinct based when benchmarking assessable criteria	Housing diversity
Incentivise to downsizing	Providing housing options within neighbourhoods that are diverse housing types, focused around Incentivise, promote and invest in public transport hubs and centres	Housing diversity
Deliberative housing, collaborative funding and individual needs		Housing diversity
Housing flexibility	Provision of the incorporation of secondary dwellings to accommodate intergenerational living.	Housing diversity
Design competition/opportunity for prefabricated tiny house infill	Prefab tiny house infill	Micro housing
Promote tiny houses / granny flats in existing backyards via simplified council processes		Micro housing
Percentage of housing given to affordable housing	10% of developments to be affordable, rent controlled, and occupied. Well-designed, micro housing	Micro housing
Density done well	Mix of dwelling types and densities - balance high quality design and economic gains e.g. Fonzie flats, shop top units, small lots	Micro housing

Title	Description	Category
Integrated communities	More mixed use, medium density (2-4 bedroom) unit development around Incentivise, promote and invest in public transport networks and shopping and town squares.	More mixed use centres
Council follow seq regional plan	Use of missing middle in correct locations	Regional plan
Lobby to restrict ownership by foreigners, companies, big property owners		Regulations
Recognise that affordability is affected by federal, state and local laws and policies and work together to change the frameworks		Regulations
Lobby federal government to make interest on homes tax deductible	Norwegian example	Regulations
Master planning	Integration with transport, sustainability, medium density, quality not just quantity, community ownership, limited negative gearing.	Regulations
Innovative ownership models		Regulations
Rental rights and long term rents like in Europe		Regulations
Increase renters rights		Regulations
City planning regulations to be more creative - mixed use of areas - include character		Regulations
Create planning laws that support more alternative housing options		Regulations
More social housing in all areas of Brisbane	Look at different types of ownership e.g. Rent to buy. Better use of present social housing areas with different types of housing for different groups.	Social housing

Lifestyle – Categorised top ideas

Following are the categories of “top ideas” provided under the theme of lifestyle.

Graph 8 Phase 2 Citywide Forum Theme 4 Lifestyle – categorised comments



More public space was found to be the top category under the theme of lifestyle, followed by more community events and decentralised neighbourhoods.

Sample comments around the top idea categories are as follows:

- More public space – Creative use of spaces and places
“Parks, facilities and international performing arts spaces - Keep the parks and facilities for outdoor activities. Need another international performing arts space. Lifestyle attracts and keeps employees.”
- More community events – Promote and encourage community events and activities
“Integrated open space to promote community through opportunity for informal interaction. Council assist via cutting-edge tape to allow local events.”
- Decentralised neighbourhoods – 20 minute neighbourhoods
“Reduce the dependence on the inner city: move more towards a 10-minute neighbourhood concept.”

Lifestyle – Raw top ideas

Table 10 Citywide Forum - Lifestyle raw top ideas

Title	Description	Category
Hold council to account to master plans, visions, strategies and planning laws		Accountability
Participatory democracy - encourage local councillors to be more proactive in engaging community needs and wants		Community engagement
The "Use your brain, Brisbane" education campaign	A focus on mindfulness - linked to keeping Brisbane rubbish-free, being sustainable, being thoughtful of others, looking after the elderly, showing respect. A similar concept to the 80s "Keep Australia beautiful" campaign, but more expanded.	Community engagement
Planned for shared community hubs in growth areas	Co-locate community uses to encourage integration	Community infrastructure
More community infrastructure for people to access.		Community infrastructure
Connecting to the river, celebrating Brisbane's heritage	Better connectivity along the river and to the islands, celebrating Brisbane's cultural history.	Connectivity
20 minute neighbourhoods with targets	20 minute neighbourhoods (walking + Incentivise, promote and invest in public transport) with growth targets for all suburbs/neighbourhoods across Brisbane	Decentralised neighbourhoods
20 minute neighbourhoods		Decentralised neighbourhoods
Reduce the dependence on the inner city: move more towards a 10 minute neighbourhood concept		Decentralised neighbourhoods
Create Active and Connected Neighbourhoods for People	Reduce car dependency, create Incentivise, promote and invest in public transport that is cheaper than car, with neighbourhood buses for people movement.	Decentralised neighbourhoods
Greening spaces	More Street trees to make	Greenspace design

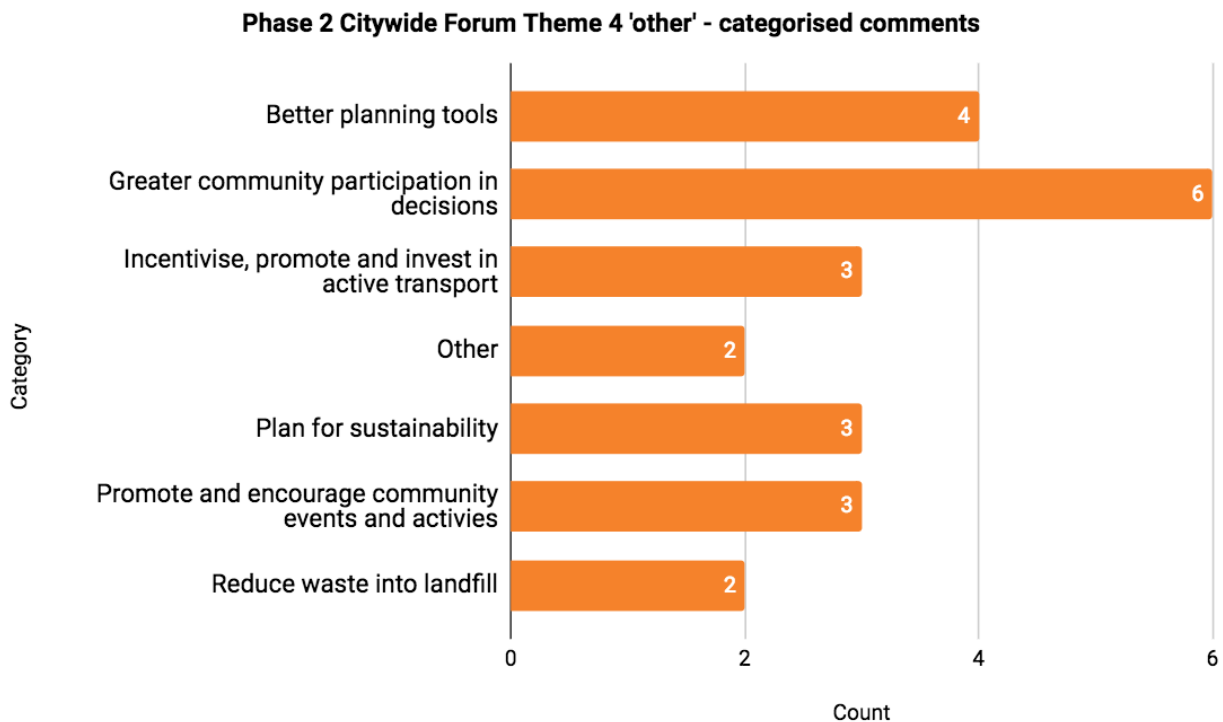
Title	Description	Category
	walking more pleasant.	
Better large tree street planting and better landscaping to all public spaces		Greenspace design
Higher density Development to be located in locations having good lifestyle facilities		High density housing
Increase trading hours		Increase trading hours
Investing in social enterprise rather than brands and chains		Invest in social enterprise
Character protection	Residential + fine grain, organic commercial character and incidental public realm e.g. 1970s retail precincts and 1950 red brick warehouses	Mixed use development
Promote and encourage community events and activities	Fostering community engagement, activities and courses across Brisbane.	More community events
More public community events in the suburbs	Activate suburbs	More community events
Be an open city not a closed city	Council to incentivise, welcome, encourage, low cost community festivals and events at all scales. E.g. make street parties easy to do	More community events
Jacaranda festival "the growth festival" that is exclusive to Brisbane	Diverse food trucks, mini markets with local produce, spaces for creative performance - lots of flexible and pop up spaces/events and 100% accessible	More community events
Integrated open space to promote community through opportunity for informal interaction. Council assist via cutting-edge tape to allow local events.		More community events
Inclusion and diversity	More activities to bring people together, longer trading hours, better quality of public space	More community events
Event spaces available at multiple hubs		More event spaces

Title	Description	Category
Renovate venues where clubs meet, promote local festivals and activities		More public space
Parks, facilities and international performing arts spaces	Keep the parks and facilities for outdoor activities. Need another international performing arts space. Lifestyle attracts and keeps employees.	More public space
Growth and Connectivity	Encourage growth and connectivity outside Brisbane across SEQ (Gold Coast, Sunshine Coast, Toowoomba) and maintain existing greenspace (lifestyle and leisure) in Brisbane	More public space
Creative use of space	Creative use of space e.g. Laneway bars	More public space
Gentrify industrial areas into public spaces e.g. South Bank	Bikeways, free outdoor gyms	More public space
Public space strategy	Great parks and waterways and a strategy that preserves and encourages a wide variety of uses - cultural, entertainment, play, sports, walks, eating, 24-hour use, Wi-Fi, markets etc...	More public space
Quality green spaces	Provision of more quality public and Incentivise, promote and invest in active transport green spaces	More public space
Increase discreet security in public and event spaces	Ensure security measures are hidden to preserve liveable and friendly feel	Public safety
Creativity thrives with diversity	Street trees. Build developments that work in our climate. Protect our character housing and the identity of our city. Better disability access and consultation prior to development and procurement. More green space. Don't build on flood plain.	Support diversity
Consider mitigating impacts of climate change and heat island effect		Sustainability

What else? – Categorised top ideas

Following are the categories of “top ideas” provided under the theme of what else.

Graph 63 Phase 2 Citywide Forum Theme 4 ‘Other’ – categorised comments



Community engagement was the top category under the ‘what else’ theme, followed by sustainability. Other key categories were cultural identity, government, technological change and pedestrian access.

Sample comments around the top idea categories are as follows:

- Community engagement – Greater community participation in decisions
“Co-design with community to engage and help people understand”
- Sustainability – Plan for sustainability
“Adopt an innovative recycling system”

What else? – Raw top ideas

Table 11 Citywide Forum – What else raw top ideas

Title	Description	Category
Budgeting across city	Expansion of participatory budgeting across the city - not just parks and footpaths in Gabba wards (it's a great start though)	Community engagement
Vision and scenario planning	Continued mass community engagement	Community engagement
Citizens should get what they expect from planning process	Make citizen contributions matter and feedback to count. E.g. citizen planning boards with no developers represented.	Community engagement
Co-design with community to engage and help people understand		Community engagement
Greater transparency	Stricter requirements and greater transparency with Council decision making about development and what's being knocked down. More citizen decision making with City planning and budgets available.	Community engagement
Community participation in planning	Enforce binding building heights in development assessment. Major projects must be impact assessable. Meaningful responses to community contributions to strategic planning.	Community engagement
Celebrating Brisbane's history	Building Brisbane's identity by celebrating our history, how Brisbane was founded and challenges over the years.	Cultural identity
Bring back Warana	Encourage sense of community to expand pride in being a Brisbanite	Cultural identity
Cease taking developer donations		Government
Collaboration between state and local governments		Government

Capitalising on what Brisbane has to offer!	<ul style="list-style-type: none"> - preserve its unique character and architecture (capitalise on identity) - climate (more alfresco dining) - modernise (coffee shops open after 4pm and dining/entertainment open after 10pm) - globalise (introduce daylight savings) 	More night time activities
Shark world	Under the Queens Wharf Pedestrian Bridge	More public space
Suburban festivals	More events in outer suburban areas, many of the current events are focused within the inner city.	More suburban events
Prioritise pedestrian safety over automobiles	Cool, safe walking zones Public transport options Shared zones/closed roads Connected pathways	Pedestrian access
Street closures	Close inner city streets to cars on Sundays [or one Sunday each month]. Allowing people to walk and cycle freely within the city streets.	Pedestrian access
Take the silo thinking out of it - "transport, affordability, green space, lifestyle" - they are all linked together.		Strategic planning and development
Water conservation initiatives e.g. dew collection via first flush pipe		Sustainability
Sustainability and efficiency		Sustainability
Improve water flow planning	Increasing permeability to reduce overland flows, or increase green space to reduce thermal gains in urban heat islands	Sustainability
Keep food waste out of landfill.		Sustainability
Adopt an innovative recycling system		Sustainability
Allow flying cars to take off and land from CBD building tops		Technological change
Innovative use of technology and integrated spaces.		Technological change

6.21 Stakeholder roundtable workshops

Stakeholder roundtable workshops	
Engagement	30
Interactions	30
Summary	<p>Brisbane business sector, peak bodies, not for profit community groups and Brisbane industry groups were presented emerging themes from the engagement activities and asked to generate their ideas around opportunities.</p> <p>Participants were asked to explore and suggest ideas and potential principles for the 4 themes of lifestyle, greenspace, affordability, and transport, as well as other ideas.</p>
Audience	<p>Industry and not for profit stakeholders from the following organisations:</p> <ul style="list-style-type: none">• Urban Futures Brisbane Board• Urban Development Institute of Australia• Brisbane Housing Company• Childcare & Kindergarten Association of Queensland• Oxley Creek Transformation• Property Council of Australia• SIBW• Multicultural Development Association• Newstead House• Northrop• Jacobs• Brisbane Marketing• Queensland University of Technology• Queensland Urban Utilities• Inclusive Brisbane Board• Inclusive Brisbane Professional Advice Alliance (IBPAA)• Transurban• Independent Design Advisory Panel (IDAP)• National Trust of Australia (Qld)• Brisbane Airport Corporation• Gadens• City Parklands• OTM• Aria Property Group• Web3• Housing Industry Association• GWI• Australian Green Development Forum• West Village

6.21.1 Notes from Session 1

Thursday 22 March 2018 – 9am-11am

Summary of group discussions

Greenspace

- Design and location of information services – how can we promote better landscape outcomes?
- Data associated with greenspace – require heat mapping to understand and guide where new greenspace needs to be located. Input from the community is also vital to place greenspace.
- Waterways – where there is less land available, the Riverwalk idea could be expanded as an extra mode of transport, or even the river itself. Ferry stops could be activated better, with other uses such as cafes nearby.
- How do we access certain areas such as Mt Gravatt or parts of the Brisbane River? For example, in Sydney, the Manly ferry where the ferry trip is part of the experience.
- Scales of greenspace. The maintenance is an ongoing issue. City Parklands do not have the budget allocated to meet all the new park purchases. Pedestrian access and shading are other pressure points. Council should realistically be expecting to spend MORE on maintenance going forward. Based on PYB feedback, lifestyle infrastructure is important to residents.
- Building arbours such as the one on Grey Street, South Brisbane. Creating green canopies on existing or new infrastructure does not require deep planting. They could be located on street corners or at bus stops. Signage could be in the form of holograms to de-clutter the outdoor space.

Affordability

- Car space allocation requires a more flexible approach by Council to allow car sharing.
- As car use diminishes, carparks may be taken up by other uses – how can they be repurposed?
- Reconfiguration – Facilitate secondary dwelling for non-family (community title, not subdivision)
- Focussing on more than just housing – getting to school or the shops – co-location of services and dwellings = saving time as much as money.
- Integration of services such as rates, electricity, water etc.
- Affordability is dynamic e.g. Red Hill was once considered a daggy suburb, and is now close enough to the CBD to be a popular choice to live.
- Rate relief for affordable housing – ALL councils should be actioning this.
- Changing expectations from large to small facilities – new or refurbished for future generations to lower their expectations from the 'McMansions' that have come before.

Transport

- Prioritisation of movement – CBD puts pedestrians first and vehicles last. This is almost reversed in the suburbs – we need to reassess suburban priorities.
- Road pricing – private vehicle use is cheap, but then infrastructure needs to keep up. We need to prioritise emergency, high priority, Public Transport vehicles and freight trips.
- Surge pricing? Pay for priority lanes.
- Lack of integration between State and local transport arms.
- Should Brisbane be a 24-hour city? A question of two parts – SHOULD it be, and CAN it be... The airport is moving in that direction – shopping hours have increased in recent memory too.

Lifestyle

- A sense of belonging, connection to land – as per the Indigenous teachings.
- Not just cafes, but cultural experiences as well. This is emergent in suburbs like Sunnybank and Darra. Culture needs to be factored into the development process.
- Creative spaces are needed for the young and the Indigenous. Also support and offerings for the creatives to be able to do their thing.
- Utilise school areas – unused in holiday periods. Not only greenspace, but rooms also sitting idle – universities could be utilised in this way as well.

6.21.2 Notes from Session 2

Thursday 22 March 2018 – 2pm-4pm

Summary of group discussions

Lifestyle

- Planning and development – differentiating them – uniqueness of places.
- Density and mixed use e.g. Portland
- Use data to inform – smart city
- Rediscovering promotion of iconography, discourage tokenism
- Identify a development regime that relates to our climate and area
- Our history – capturing, preserving and showcasing it, not losing that 'Brisbane feel'. Clearer understanding of our identity.
- Contextualise our environment – longer term thinking is needed.

Greenspace

- Don't fear density. Using higher density unlocks the 'ground plane'.
- Connectivity is vital
- Quality, not quantity – the space needs to be appropriate to its users – what value is an unutilised sports field for example.
- There needs to be a paradigm around usability/visibility = accessible, well-used and connected.
- Visual amenity
- Asset management – community helps maintain local parks
- Repurposing of assets – also green corridors (spaces between houses e.g. nature strips).
- Rooftop gardens

Affordability

- Diversity – centralised for lower income earners
- Tiny houses – allow cottage/container homes to sit behind existing homes, not necessarily subdivision.
- Flexibility around development e.g. carpark ratios, granny flats, duplexes in LMR zones.
- LOCAL interest review i.e. we have one rule that applies to the whole LGA, a mix is required at a more micro level.
- Relook at the definition of affordability. Is ownership the Holy Grail? Perhaps different forms of ownership and/or a different mindset is needed.
- The cost of energy is a real factor in affordability
- Integrated residential communities encompassing energy, services and good design principles.
- Transport Oriented Development – including free Public Transport

- Lifecycle costs
- Ageing in place + sustainability + affordability = the Holy Grail!
- Designing for older people is important – wider corridors etc. Even flexibility within a complex, allowing people to move depending on their needs, but good design in the first place is paramount.

Transport

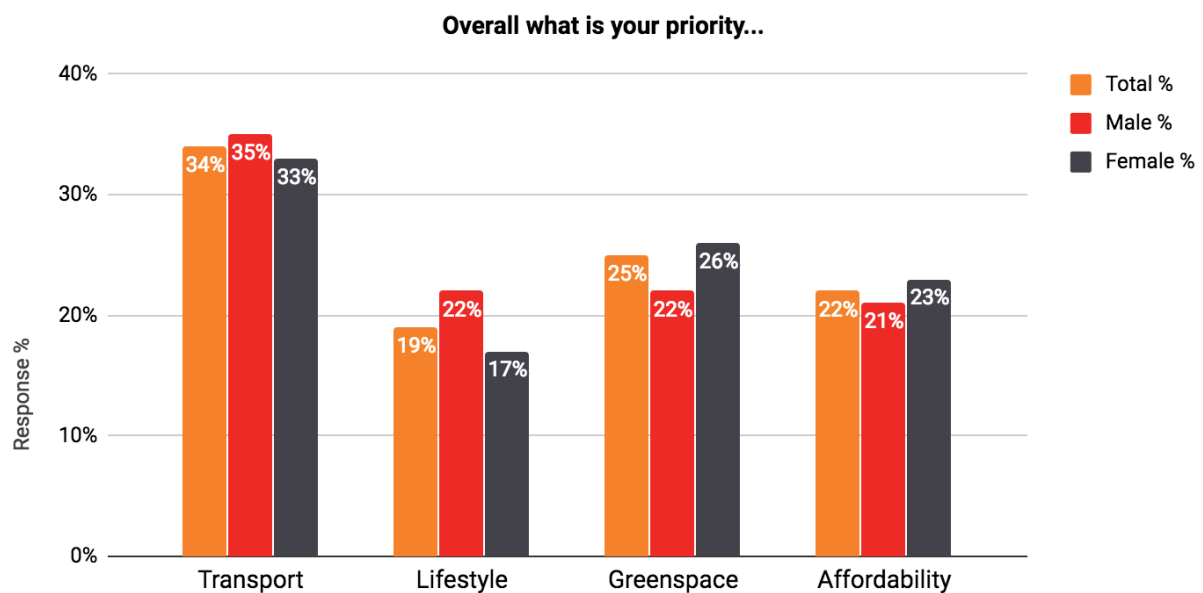
- The cost of transport in Brisbane is expensive
- We need a connected city for pedestrians
- Automated vehicles could drop people off at the edge of the city, then having a walkable CBD would remove cars.
- Separated areas for bicycles and people
- Waste removal – an automated system such as the one being trialled in Maroochydore would remove these trucks from the road
- More pedestrian bridges to add to walkability
- Drones for delivery of post in the last 1 km
- Staggering start times for work and schools would help alleviate congestion
- 24-hour economy
- Open data would allow a fully integrated transport network to become a reality
- We need to be proactive to new technology – there is huge potential for a Digital City

6.22 Over 50s Telephone Survey

Telephone surveys	
Engagement	21,492
Interactions	21,492
Summary	Survey of Brisbane residents on key themes. Participants were asked to nominate their priority from the 4 themes from Phase 2. They then choose from a list of options about why their priority theme was important
Audience	Whole of Brisbane, residents aged over 50 years

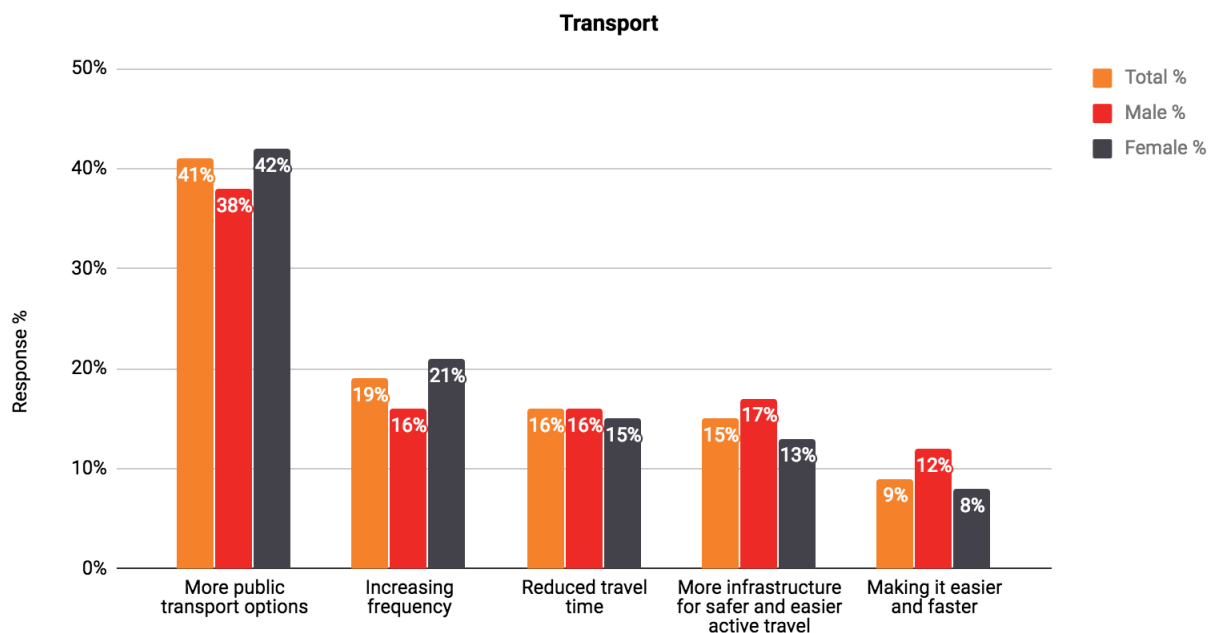
Graph 32 Over 50s Telephone Survey – “Overall what is your priority?”

Overall number = 21,492



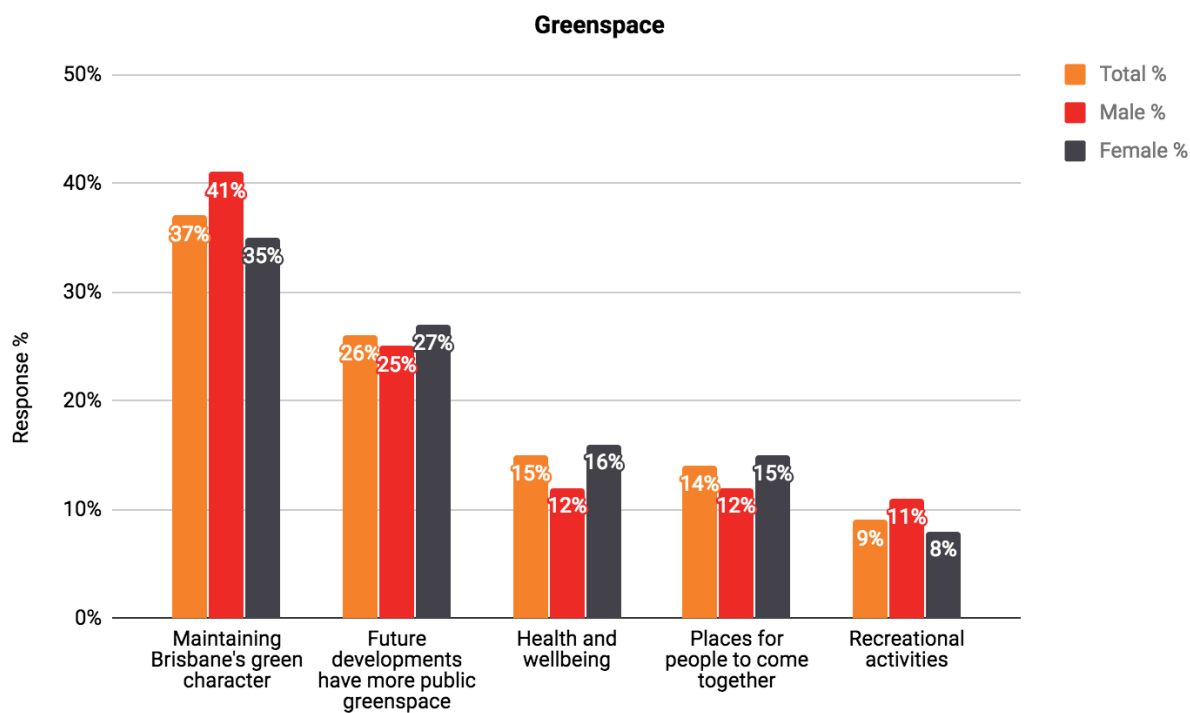
Graph 33 Over 50s Telephone Survey – “When thinking about transport, which of these is most important to you?”

Transport number = 7,312



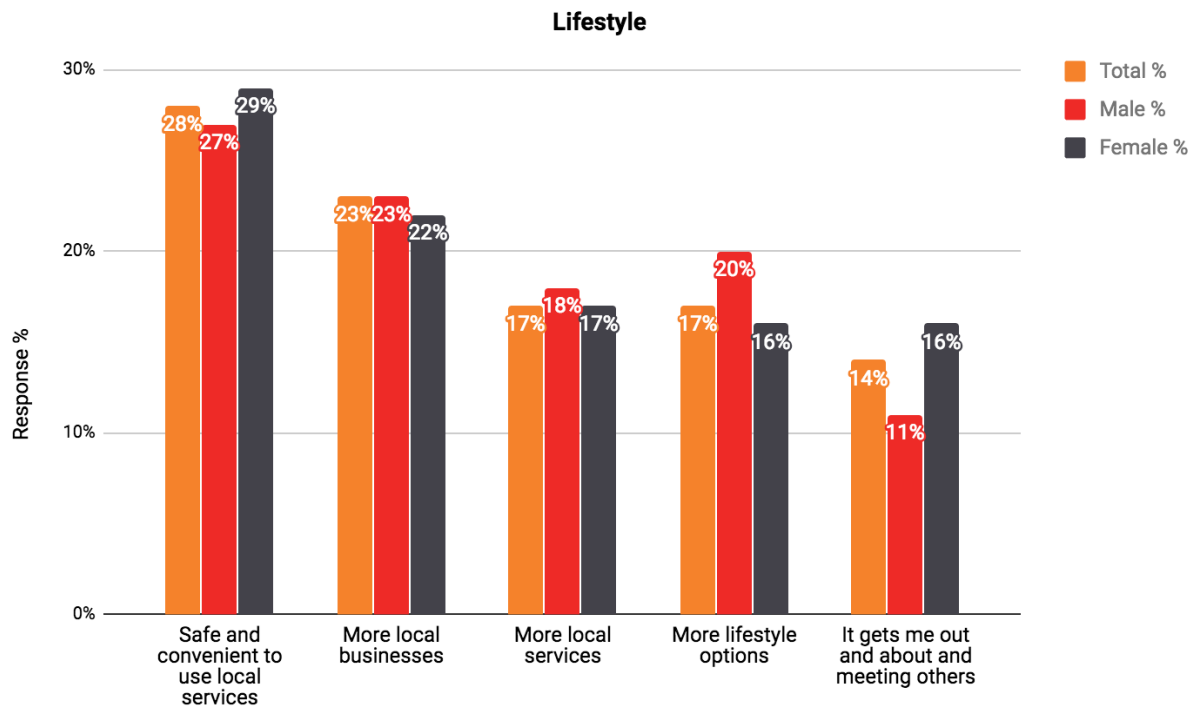
Graph 18 Over 50s Telephone Survey – “When thinking about greenspace, which of these is most important to you?”

Greenspace number = 5,300



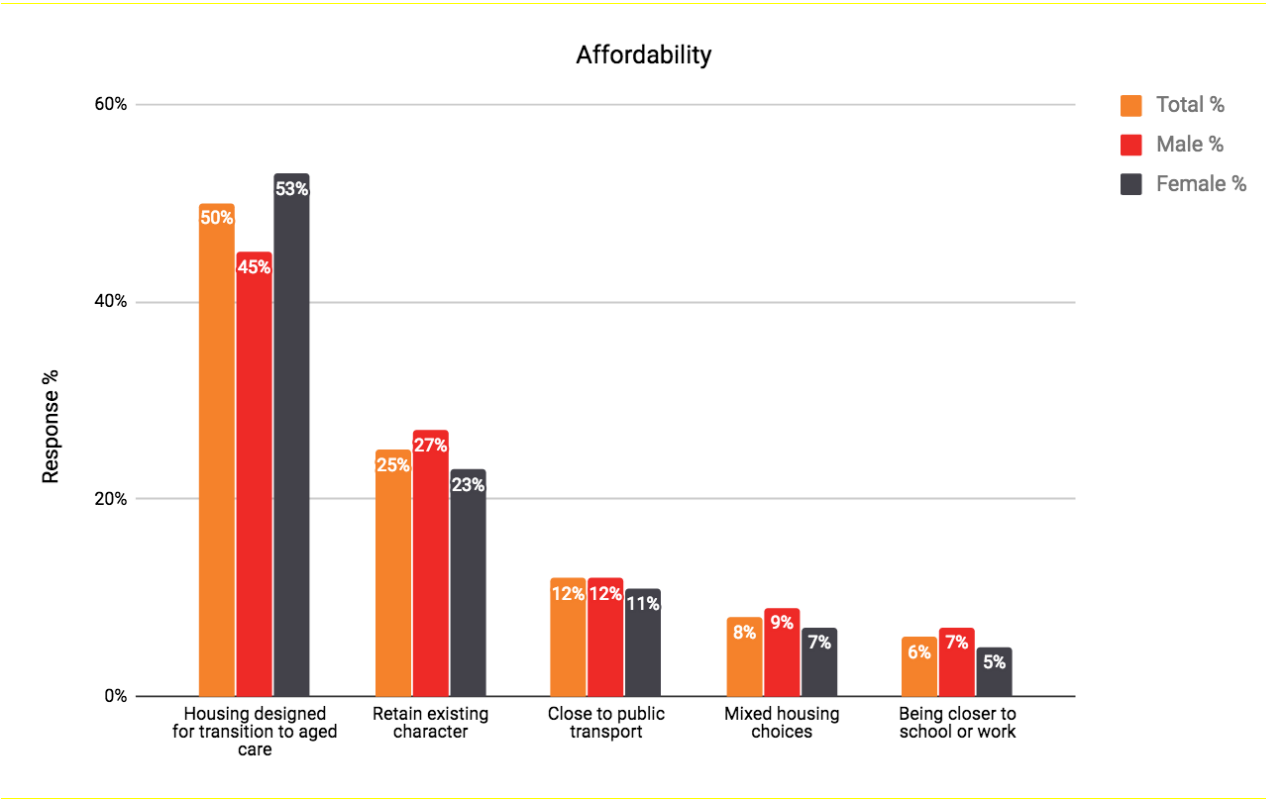
Graph 9 Over 50s Telephone Survey – “When thinking about lifestyle, which of these is most important to you?”

Lifestyle number = 4,110



Graph 43 Over 50s Telephone Survey – “When thinking about affordability, which of these is most important to you?”

Affordability number = 4,770



6.23 Participants by postcode

Participants engaged in Plan your Brisbane activities were represented by all Brisbane postcodes. These are listed below (source: Electoral Commission Queensland):

4000
4005-14
4017-4018
4025
4030-4032
4034-4036
4051
4053-4055
4059-4061
4064-4070
4073-4078
4101-4113
4115-17
4120-23
4151-4156
4169-4174
4178-4179
4306
4520

