APPENDIX 3

Moreton Bay Regional Council Submission

MORETON BAY REGIONAL COUNCIL
Local Government Reclassification Report

Prepared by the Chief Executive Officer, Moreton Bay Regional Council
For the Minister for Local Government

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Moreton Bay Regional Council

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ACKNOWLEDGEMENT OF COUNTRY

Moreton Bay Regional Council respectfully acknowledges the Traditional Country across our region. We also acknowledge and pay our respects to the Kabi Kabi, Jinibara and Turrbal Traditional Custodians, and their elders past, present and emerging. We acknowledge the important role that Aboriginal and Torres Strait Islander people continue to play within the Moreton Bay community.

1. EXECUTIVE SUMMARY

The Moreton Bay Local Government Area is evolving quickly. As one of Australia's fastest growing regions, Council is considering relevant strategic opportunities to shape its future for the benefit of residents. It is the responsibility of Council to identify catalytic changes that can serve its vision to protect and enhance the lives of the communities it represents.

City declaration, under the Local Government Regulation 2012, for Moreton Bay presents the chance to unlock benefits that will better position the region in the coming decades. The classification of the council as "regional" through local government amalgamation in 2008 has potentially disadvantaged the local government area and led to perceptions the region is not urban in nature.

This report outlines in detail Moreton Bay's satisfaction of the prescribed criteria to become a city. The local government area is already a city in terms of its population and its urban centres that well exceed the population density thresholds identified. As the third largest local government area in Australia, Moreton Bay is larger in population than three of the five councils that have city classification in South East Queensland.

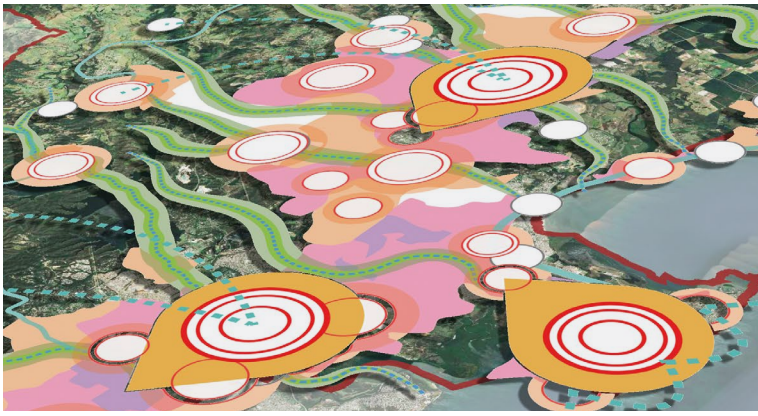
Council engaged a consultant to review the region's urban form and its ability to evolve into a city. This work identified that Moreton Bay can leverage its existing form to become a polycentric city with multiple urban centres. Polycentric urban forms have significantly improved social and environmental outcomes in comparison to monocentric cities. The vision of Council to become a polycentric city will support spatial distribution of jobs close to where residents live translating into reduced commutes and improved housing affordability.

Council instigated a body of work to understand the economic and social impacts of a reclassification. The independent assessment noted several strategic opportunities related to reclassification including increased investment; improved perceptions; brand equity with other South East Queensland cities; enhancement of planned economic initiatives; and fairer social outcomes within the region. The identified possible benefits align with community values, which was further verified through extensive community engagement.

Further to the economic assessment, Council initiated a significant community engagement program with a four-phase approach. This work was undertaken by council officers in collaboration with an external research consultant over a thirteen-week period.

The consolidated results of the community engagement via surveys indicate the majority of residents are supportive or neutral (55%) regarding the reclassification. This finding is further evidenced in the independent report indicating support is fairly evenly split.

Council has conducted a thorough evaluation of the impact of reclassification. Based on the identified benefits, improved social outcomes, and community support, Council formally requests reclassification as a city via submission to the Minister for Local Government.



2. INTRODUCTION

The Moreton Bay Local Government Area (LGA) is one of Australia's fastest growing urban regions with the population forecast to grow from 486,645 to more than 697,000 by 2041. A population that will be greater than Tasmania's. The region is a diverse area, spanning more than 2,045 square kilometres, from rural townships and urban centres to coastal villages and thriving business precincts.

Residents consider Moreton Bay to be full of strong and connected communities that enjoy the benefits of a close proximity to Queensland's capital city, its airports and port with a lifestyle that's second to none. The region offers some of South East Queensland's premier waterfront locations, pristine environmental areas, vibrant entertainment options and thriving cultural and community hubs. Residents also enjoy access to medical, commercial, leisure, entertainment and residential precincts.

The Moreton Bay LGA is already a "city" in terms of its population and its many bustling urban centres. Approximately 30 people will move here every day over the next 20 years. The growth the LGA has already experienced is creating challenges for Council. Housing, jobs, roads, and transport are all common city issues the LGA and its residents are facing.

The forces of change are already at work and often the response from governments is reactive and uncoordinated. Rather than making the mistakes of other cities, Council believes it can capitalise on the change that is happening to propel the region toward a vision of its choosing.

Officially becoming a city is viewed as the first step towards changing Moreton Bay's identity locally, nationally, and internationally for the benefit of its residents. With greater status it will make it easier to advocate to the State and Federal Governments for investment in the region. Council wants to ensure the LGA reaps the benefits from its residents' taxes through funding from all levels of government being directed back into Moreton Bay. City classification will also support Council's ambitious economic development strategy to create 100,000 more local jobs and build a $40 billion economy.

Moreton Bay's reclassification as a city would also bring the LGA into line with the other councils directly bordering Brisbane, including Redland City, Ipswich City, and Logan City. The Moreton Bay council is larger than all these neighbours in terms of geographic area, population, and number of local businesses.

It is within this context that Council is proposing reclassification to a 'city' under the Local Government Regulation (Regulation) 2012. Further, Council is aware this request is unprecedented, given that no other LGA has requested a reclassification under the current Regulation.

Moreton Bay can become a city that South East Queensland (SEQ) has not seen before. It will be a city of the future that celebrates its natural assets and offers unique, places for people to live, work, and play locally. This will deliver a better quality of life for the residents of today and tomorrow.

To inform the strategic direction of the region, and the possible path of reclassification, Council committed to consulting the community on the outcomes associated with changing from a regional to a city council.

This report was prepared by the Chief Executive Officer to inform the state government regarding the LGA's conformity to the stipulated criteria to become a city; demonstrate the reclassification's contribution to the broader public interest; and provide a summary of the community's view as gathered by significant engagement over more than three months.

3. MORETON BAY LOCAL GOVERNMENT AREA SUMMARY

The Moreton Bay region is a diverse area, spanning more than 2,045 square kilometres and boasting everything from rural townships and urban centres to coastal villages and thriving business precincts.

Prior to the COVID-19 pandemic, Moreton Bay sustained a high population growth rate of 2.4 per cent on average between 2009–2019. In the year ending June 2021, the region's population grew by 1.47 per cent[1] , well above the national and state-wide growth rates of 0.2 and 0.9 per cent respectively[2].

As of 2021, the Australian Bureau of Statistics estimates Moreton Bay's population to be 486,645, with a population density for the whole LGA of 238 people per square kilometre. It is expected these growth trends will accelerate in the next few decades, as migration recovers from the pandemic and SEQ builds toward the 2032 Olympic and Paralympic Games.

Council projects that the population will grow by over 40 per cent to more than 697,000 residents by 2041. This equates to more than 10,000 people moving to Moreton Bay every year and is a key statistic driving Council's forward planning activities.

[1] 'Moreton Bay Region: Estimated Resident Population', https://profile.id.com.au/moreton-bay/population-estimate

[2] https://www.qgso.qld.gov.au/issues/3091/population-growth-qld-202106.pdf

3.1 COUNCIL SERVICE PROVISION

Council manages an $816 million budget (2022/23) and has 178,879 rateable properties. The services delivered to meet the needs of residents include:

275 sport, recreation and community venues

98 community halls

17 recreation trails

13 pools

11 libraries

9 cemeteries and memorial gardens

4 art galleries

3 museums

3,012 hectares of parks

3,904 kilometres of road

75 community events and festivals

2,015 kilometres of pathways

78,000 registered pets

11,960,000 bins collected annually

Environmental protection & conservation

Planning, building permits and development applications

Community support and grants

Disaster management and preparedness

Road, pedestrian and cycling projects

Local laws

Service delivery comparison with other South East Queensland City Councils

	Moreton Bay	Logan City	Ipswich City	Redland City
Rateable properties (no.)	178,879	120,000	87,769	70,500
Parks (no.)	275	958	550	300
Roads (km)	3,904	2,531	1,749	1,218
Pathways (km)	2,015	1,088	1,184	2,167
Libraries	11	9	7	7

3.2 DEMOGRAPHICS

Moreton Bay's diversity is displayed not only in its unique geography but also its communities. Key demographic data is summarised below[3].

39 years
median age

24%
under 18 years old

31%
couples with children

25%
born overseas

4%
identify as Aboriginal or Torres Strait Islander

3.3 GEOGRAPHIC AND ENVIRONMENTAL CONTEXT

The LGA spans more than 2,045 square kilometres and encompasses the lands of the Kabi Kabi, Jinibara, and Turrbal Traditional Custodians. The area has 294 kilometres of coastline as well as part of the D'Aguilar Ranges as its mountainous backdrop. It's a geographically diverse region that is home to 2,419[4] plant and 805[5] animal species and over 10,000 hectares of natural areas, including riparian corridors and road reserves, with high biodiversity values. There are over 2,600 kilometres of streams and waterways within the LGA.

[3] 2021 Census Australian Bureau of Statistics
[4] Wildnet, data retrieved 04/08/2021
[5] Wildnet, data retrieved 04/08/2021

3.4 IDENTIFIED URBAN CENTRES AND DENSITIES

The State Government, through the South East Queensland Regional Plan (SEQRP) 2017, provides a framework for managing growth, land use, and development across the region. The SEQRP maps out the role of each LGA in catering for population growth and dictates the hierarchy for the region's centres.

The SEQRP also identifies Regional Economic Clusters (REC) as areas that are likely to deliver jobs for locals because they contain "*a concentration of significant economic activity*." Regional activity centres help create RECs because they are regionally significant centres "*that are highly accessible and contain concentrated business, services and facilities for employment, research and education, as well as higher density residential development*."

The Moreton Bay LGA has two RECs identified in the SEQRP, being Strathpine-Brendale-Petrie and North Lakes-Mango Hill. Caboolture and Redcliffe are also noted as health precincts. Morayfield and Elimbah East are identified as individual major enterprise and industrial areas. Further to this, Caboolture/Morayfield is classified as a Principal regional activity centre and North Lakes, Redcliffe, and Strathpine are categorised as Major regional activity centres.

The SEQRP states:

Outside the capital city centre, principal regional activity centres are key focal points for employment and services. These centres provide a secondary administrative function to the capital city, accommodating government offices and service centres of regional significance.

To compete in a competitive global market, these centres support economically significant areas that specialise in outward-focused sectors and services, such as professional, health, education, cultural and recreational services.

They serve as both creative and knowledge hubs while giving their workforce and resident catchments access to high-order retail and hospitality functions, and cultural and entertainment facilities.

As major trip generators, these centres usually have existing or planned, dedicated public transport, such as rail, bus or light rail, and comprise key nodes in the regional public transport system.

Whilst major regional activity centres are defined as:

... focal points for sub-regional employment and the delivery of sub-regional services. They provide a third tier administrative function to the capital city centre, accommodating government branch offices or service centres of sub-regional significance. They also contain major concentrations of business and related activities, cultural and entertainment facilities, and support comparison and convenience retail uses that meet the needs of their sub-regional catchments. As well as their traditional service roles, growth and commercial development increasingly supports creative and knowledge-intensive businesses to meet the demands of a changing economy. These centres are usually located around key suburban or interurban public transport stations and provide frequent public transport services to link the centre to surrounding communities.

3.5 URBAN CENTRE PROFILES

The Caboolture-Morayfield Principal regional activity centre is about 860 hectares in size and serves the population in the northern half of the LGA and further north to the town of Beerwah in the Sunshine Coast Regional Council area. It extends roughly 5.5 kilometres north to south and 3 kilometres east to west with the Caboolture River dividing the centre into two distinct economic hubs that are connected by Morayfield Road.

Caboolture-Morayfield is considered an area of significance within the overall network of SEQ centres. Caboolture-Morayfield is one of only three Principal Activity Centres north of the Brisbane CBD.

North Lakes is located 34.1 km north of Brisbane. It is developing as a major activity centre. It is one of the fastest growing centres of the region, and home to one of Queensland's largest shopping centres. The North Lakes Business Park commercial site is situated on the edge of the North Lakes community. The 20-year vision for North Lakes/Mango Hill area is to increase economic growth by further clustering business, education, health and other services and facilities.

The Redcliffe Peninsula is situated on the shores of Moreton Bay. It is approximately 28 kilometres north-north-east of the Brisbane CBD. Redcliffe serves as the Central Business District for the eastern suburbs of Moreton Bay. Council's 20-year vision for Redcliffe and Kippa-Ring is for a mix of places including activity centres, urban neighbourhoods, next generation neighbourhoods and special areas. It is envisaged the area will develop in line with the long-term outcomes sought for these places.

Strathpine is located approximately 20 kilometres north of Brisbane. The future strategy focuses on parts of the urban, commercial, industrial and rural areas of Strathpine and Brendale, with an emphasis on land within 800 metres of the Strathpine and Bray Park Railway Stations. The 20-year vision is for Strathpine to be more compact, mixed-use, connected and active to provide improved urban amenity with a focus on business and employment through industrial growth.

3.6 ECONOMY

Moreton Bay is a diverse economy half the size of Tasmania's[6], with local areas that are hubs of innovation and industry, as well as being home to an existing skilled labour force. The top five industries of employment are health care and social assistance; retail; construction; education and training; and accommodation and food services.

It is a large and diverse region providing businesses with significant critical mass to build on. There is a large base of consumers and businesses in the region and across SEQ. The Moreton Bay economy has a strong historical level of economic growth, averaging 4.1% per year during the last 20 years.

Key economic statistics

$18.70 billion
Gross Regional Product

143,448
local jobs

29,115
businesses

30.9%
resident workers with a tertiary qualification

4.7 million
visitors

$1.1 billion
visitor expenditure

Various specialised precincts exist across the region with industrial lands mainly focused along the Bruce Highway including Brendale, North Lakes, Narangba, Burpengary and Elimbah East and in specific precincts in Clontarf, the Hills District, and Caboolture. Tourism activities are associated with Redcliffe, the Peninsula and Bribie Island as well as the hinterland, including Samford, Dayboro and Woodford. Strathpine, North Lakes and Caboolture function as the region's main retail and urban centres. Agriculture is also a key industry and occupies much of the region's northern section.

From a historical perspective, the region grew dramatically during the 1990s and 2000s as many people from New South Wales and Victoria discovered enviable lifestyle opportunities, a favourable climate and significant job opportunities. The regional economy has aligned to, and relied on, population growth. This dominance of population-driven industries and economic reliance on population growth are likely to continue along with expected trends in strong population growth.

A key challenge identified in Council's Regional Economic Development Strategy 2020-2041 (REDS) is a lack of identity and the region's reputation as a business destination. The strategy has set ambitious targets, which will serve to create more opportunities for residents and businesses.

The REDS provides the blueprint for Council, industry and the business community to collaboratively build a $40 billion economy by attracting and generating 100,000 new jobs by 2041. It provides long-term economic direction and aims to drive innovation and entrepreneurship to position Moreton Bay as one of Australia's top 10 regional innovation hubs by 2041.

[6] NIEIR, 2020; ABS, 2020d

4. MORETON BAY LOCAL GOVERNMENT CLASSIFICATION

4.1 HISTORY

Becoming a regional council is only a small part of the region's civic history. At the time the Divisional Boards Act 1879 came into force, the present Moreton Bay region was entirely contained within the Caboolture Division, which also included the Sunshine Coast. By 1890, Caboolture Division had shrunk considerably with the separate incorporation of the Pine Division (21 January 1888), Redcliffe Division (5 April 1888) and Maroochy Division (5 July 1890). With the passage of the *Local Authorities Act 1902*, Caboolture, Pine and Redcliffe became Shires in March 1903. Pine was renamed the Shire of Pine Rivers in May 1959. Redcliffe was proclaimed a Town in May 1921 and a City in June 1959.

In July 2007, the Local Government Reform Commission released its report and recommended that the Shires of Caboolture and Pine Rivers amalgamate with the City of Redcliffe to form North Moreton Regional Council.

The Commission's first report noted that the: *"Greater Brisbane frame – comprising the surrounding urban local governments of Pine Rivers, Caboolture, and Redcliffe to the north of Brisbane City, and Redland and Logan to the south. These frame the areas which comprise a significant part of the SEQ Regional Plan's Urban Footprint, and are closely associated with Brisbane City in terms of it being a major employment provider for their residents."*

On 15 March 2008, the City and Shires formally ceased to exist, and elections were held on the same day to elect twelve divisional councillors and a mayor to the new Regional Council.

4.2 CURRENT CLASSIFICATION

During the State Government's amalgamation of Queensland councils in 2008, it was decided if three or more councils amalgamated the new council would be classified as "regional". If Moreton Bay had been an amalgamation of two councils it would likely already be classified a city as per the Local Government Regulation 2012 Part 2, Division 2, 13 (5): *The criterion for a local government area to be declared a region is that the area be created as a result of the amalgamation of 2 or more local government areas of any class.*

This also implies that Moreton Bay's current regional classification was largely a result of regulatory procedure over any determination of scale or size.

4.3 GUIDING ACT AND REGULATION

The *Local Government Act 2009*, Division 2, Section 19 states:

Assessment

(1) The change commission is responsible for assessing whether a local government change proposed by the Minister is in the public interest.

(2) In doing so, the change commission must consider–

(a) Whether the proposed local government change is consistent with the Local Government Act; and

(b) The views of the Minister about the proposed local government change; and

(c) Any other matters prescribed under a regulation

(3) The change commission may conduct its assessment in any way that it considers appropriate,

including, for example by–

(a) Asking for submissions from any local government that would be affected by the proposed local government change; or

(b) Holding a public hearing (in the way set out in chapter 7, part 1) to as the public for its views about the proposed local government change

(4) However, the Minister may direct the change commission in writing to conduct its assessment of the proposed local government change in a particular way.

(5) Despite subsection (3), the change commission must comply with the Minister's direction.

(6) The change commission must let the public know the results of its assessment and the reasons for the results, by publishing notice of the results -

(a) In a newspaper that is circulating generally in the local government area; and

(b) In the gazette; and

(c) On the electoral commission's website.

(7) The change commission must also give the results of its assessment to the Minister.

(8) The change commission may recommend that the Governor in Council implement the change commission's assessment.

Division 2, Section 13 of Local Government Regulation 2012 (Regulation) provides criteria for a change of classification:

Changing classification of a local government area

(1) This section prescribes, for section 19(2)(c) of the Act, the other matters to be considered by the change commission if a proposed local government change relates to a change of the classification of a local government area.

(2) The criteria for a local government area to be declared a city are that—

(a) the area is the centre of a region providing commercial, industrial, health and public sector services for the region; and

(b) the area has, for the 3 years immediately before the declaration, had—

(i) a population of at least 25,000; and

(ii) a population of at least 15,000 in its urban centre; and

(iii) a population density of at least 150 people for each square kilometre of its urban centre.

5. CITY DECLARATION CRITERIA

The Moreton Bay LGA's population size and other service provision attributes satisfy the formal requirements for declaration as a city as prescribed in the Regulation. The following sections outline the LGA's adherence with the stipulated criteria for City declaration.

5.1 CENTRE OF A REGION

The way the Regulation has been drafted implies the nomination of a singular urban centre, or a monocentric urban form, is necessary to be declared a city. A polycentric urban form, a city with multiple centres, does not appear to be explicitly catered for in applying a city declaration.

Council officers engaged with the Electoral Commission and the Department of State Development, Infrastructure, Local Government and Planning (DSDILGP) with regard to this matter. Advice was received in writing on 10 February 2022 from the Manager Southern Region, Local Government Division of DSDILGP that: "*the Department and the ECQ are of the view that a council having multiple urban centres (whether separated by non-urban areas or not) is unlikely to determine whether or not the relevant criteria are satisfied.*"

On this basis, Council has formed the view that the Regulation's wording does not preclude polycentric cities, like Moreton Bay, from being declared a city with multiple urban centres.

Moreton Bay's higher order activity centres, as recognised in the South East Queensland Regional Plan, are Caboolture, Morayfield, Strathpine, Redcliffe, and North Lakes. These are key urban centres for the region and in some instances are supported by significant business activity in directly adjoining suburbs.

For the purpose of demonstrating these centres provide public services to the surrounding region, Level 3 Statistical Areas (SA3) have been used to analyse service delivery. The Australian Bureau of Statistics delimits SA3s as follows:

"*SA3s are designed to provide a regional breakdown of Australia. They generally have a population of between 30,000 and 130,000 people. In regional areas, SA3s represent the area serviced by regional cities that have a population over 20,000 people. In the major cities, SA3s represent the area serviced by a major transport and commercial hub. They often closely align to large urban Local Government Areas (e.g. Gladstone, Geelong). In outer regional and remote areas, SA3s represent areas which are widely recognised as having a distinct identity and similar social and economic characteristics.*"

The Caboolture SA3 includes Caboolture, Caboolture South, Morayfield, Bellmere, Wamuran, and Elimbah. The North Lakes SA3 encompasses North Lakes, Griffin, Mango Hill, Dakabin, Kallangur, and Murrumba Downs. The Redcliffe SA3 encompasses Redcliffe, Margate, Clontarf, Kippa Ring, Rothwell, and Scarborough. The Strathpine SA3 encompasses Strathpine, Brendale, Bray Park, and Petrie. Refer to Appendix 1 for maps of the SA3s that correspond with the higher order activity centres.

Table 1. Services in urban centres and surrounds by SA3

	Businesses (with a turnover greater than $2 million)[7]	Industrial areas (Zoned industrial land excluding marine[8])	Public Hospital(s)	Police Beats, Stations and Watchhouses	Magistrates Courts	Fire Stations (including Rural Fire Brigade)	Ambulance Stations	State Special, Primary and High Schools	Child Safety Service Centres	Transport and Motoring Service Centres
Caboolture	246	3	1	2	1	1	1	4	2	1
Redcliffe	256	4	1	2	1	1	1	9	1	1
Strathpine	616	4	-	1	1	1	1	8	1	1
North Lakes	133	2	-	1	-	-	1	4	-	-
Urban Centres subtotal	1,251	13	2	6	3	3	4	14	4	3
Total in LGA (including Urban Centres)	1,703	27	2	10	3	15	12	66	4	3

5.2 POPULATION OF LOCAL GOVERNMENT AREA

Moreton Bay had a population of 486,645 as at 30 June 2021, making it the third largest LGA in Queensland[9]. The entire LGA has a population density of 234.8 per square kilometre.

5.3 POPULATION OF URBAN CENTRE AND POPULATION DENSITIES

The area's four urban centres (SA3) have a combined population of 276,922, which accounts for 56.9% of the LGA's total population. This significantly exceeds the Regulation's requirement for a population of at least 15,000 for the urban centre and a population density of at least 150 people for each square kilometre of its urban centre.

Table 2. Estimated resident population by Statistical Area Level 3 as at 30 June 2021

SA3	Population	Area (sq. km)	Population density
Caboolture	78,679	314	250.57
North Lakes	93,183	66	1411.86
Redcliffe	64,928	213	304.82
Strathpine	40,132	38	1056.10

[7] Economic Dashboards, Moreton Bay Regional Council, 2020

[8] Land Zoned Industrial, Industry Precinct Map, Industrial Land Supply and Demand, AEC, Moreton Bay Regional Council, 2017

[9] Population growth, Regional Queensland, 2020-21, ABS 3218.0, March 2022

5.4 COMPARISON TO OTHER SOUTH EAST QUEENSLAND LGAS

To provide context for the size of the LGA, it has been compared to other SEQ councils across key metrics published by the Queensland Government Statistician's Office.

In comparing the LGA to its peers it is evident that Moreton Bay is larger in population than three of the five councils that have city classification in South East Queensland.

Local Government Area	Classification	Population	Median house price	Gross Regional Product	Geographic size km²	Budget 2021-22	Households (n)
Brisbane	City	1,272,461	$675,000	$180B	1,343	$3.6B	404,161
Gold Coast	City	643,641	$665,000	$39.243B	1,334	$1.83B	198,671
Moreton Bay	Regional	486,645	$550,000	$18.57B	2,045	$743M	147,664
Logan	City	348,020	$460,500	$14.16B	967	$1.008B	97,222
Sunshine Coast	Regional	343,590	$750,000	$18.5B	1,633	$816M	108,590
Ipswich	City	236,708	$420,000	$12.02B	1,094	$530M	63,656
Toowoomba (urban extent)	Regional	171,135	$395,000	$11.74B	12,957	$551M	58,204
Redlands	City	161,463	$622,500	$6.6B	52.4	$327M	52,448
Noosa	Shire	56,796	$935,000	$2.96B	870	$153M	20,147
Scenic Rim	Regional	44,027	$520,000	$1.96B	4,243	$102M	14,046
Lockyer Valley	Regional	42,840	$389,000	$1.904B	2,200	$58.2M	12,873
Somerset	Regional	26,553	$375,000	$1.037B	5,373	$41.3M	8,579

The Moreton Bay LGA forms part of the Brisbane Significant Urban Area (SUA) along with the Brisbane City, Ipswich City, Logan City, and Redland City LGAs. Moreton Bay is situated directly north of Queensland's capital and is home to 19.4% of the SUA's population, second only to Brisbane City (51%) in terms of population share of the Brisbane SUA LGAs.

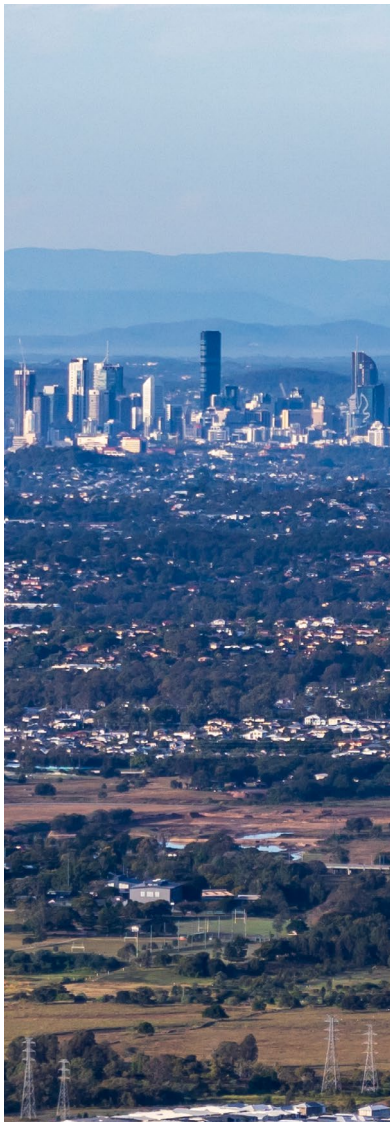
The Logan, Ipswich, and Redlands LGAs all gained city classification with smaller populations than Moreton Bay. Ipswich became a City in 1904 with a population of 8,637. Logan became a city in 1981 with a population of 82,606. Redland became a city in 2008 with a population of 136,771.

Currently the majority of the LGAs that directly adjoin Brisbane City, often collectively referred to as "Greater Brisbane", are city councils except for Moreton Bay Regional Council and Somerset Regional Council - a council with a small population size and a predominantly rural form.

5.5 COMPARISON TO OTHER AUSTRALIAN LGAS

In reviewing the city status of the twenty largest LGAs by population in the country, only five of the listed councils are not cities.

	Local Government Area	2021 Population
1.	Brisbane City	1,272,461
2.	Gold Coast City	643,461
3.	Moreton Bay	486,645
4.	Unincorporated ACT	431,611
5.	Blacktown City	387,104
6.	Canterbury-Bankstown City	378,425
7.	Casey City	368,861
8.	Logan City	348,020
9.	Central Coast (NSW)	347,158
10.	Sunshine Coast	343,590
11.	Wyndham City	289,571
12.	Northern Beaches	272,184
13.	Greater Geelong City	269,508
14.	Parramatta City	258,799
15.	Hume City	243,738
16.	Sydney City	242,237
17.	Cumberland City	239,834
18.	Whittlesea City	237,932
19.	Ipswich City	236,708
20.	Liverpool City	234,917



Source: Australian Bureau of Statistics, Regional population, 2020-21, Estimated resident population, Local Government Areas, Australia

6. COUNCIL VISION

Council endorsed a discussion paper entitled *Reimagining our Moreton Bay: A city of amazing places and natural spaces* for release to residents to inform their consideration of this proposal. The discussion paper explained:

- Why Council is considering a reclassification
- What challenges and opportunities the region faces as it grows
- How the region could become a city with a polycentric urban form
- The benefits of building on our existing centres in a conscious way to embrace being a polycentric city without a central business district
- Ideas for how we might better connect our centres
- The possible economic and social upsides of becoming a city
- The possible downsides of becoming a city
- The evidence that becoming a city matters.

The discussion paper also included responses to key questions that were raised by residents during the initial targeted focus groups exploring what "city" meant and the sentiment towards becoming one.

6.1 MONOCENTRIC VERSUS POLYCENTRIC URBAN FORMS

The monocentric city model is the most popular model of urban spatial structure[10] where most jobs are located within the Central Business District (CBD). In the SEQ urban area, Brisbane acts as a CBD for many adjoining LGAs, including Moreton Bay. Currently 41% of Moreton Bay residents work within the Brisbane LGA[11].

In a monocentric city model the closer you live to the city centre the more expensive housing and land prices are because of their proximity to the sole employment hub. This creates social inequity by pushing workers further away from the CBD where housing and land are more affordable. The increase in interstate migration due to the COVID-19 pandemic served to put further upward pressure on housing costs across SEQ. The Moreton Bay median house price grew 10.3% in 2021[12]. Whilst land valuations as of October 2021 had increased 21.9% overall since the last valuation in 2019.

In a polycentric city structure, there is a functional integration of urban centres in proximity to each other that were once independent of each other. This structure can help alleviate many of the pain points associated with a monocentric urban form, specifically traffic congestion, air pollution, and unaffordable housing[13].

[10] D. McMillen, Polycentric urban structure: The case of Milwaukee, Federal Reserve Bank of Chicago

[11] Profile ID, 2016, Employment location of resident workers by LGA for Moreton Bay Region

[12] Real Estate Institute of Queensland, December 2021

[13] Z. Liu and S. Liu, Polycentric Development and the Role of Urban Polycentric Planning in China's Mega Cities: An Examination of Beijing's Metropolitan Area, May 2018

A polycentric city responds to the challenges of a traditional city by aspiring to reduce travel demands, shorten journeys through higher connectivity and transport choice, and focus on overall movement infrastructure.

Polycentric cities have multiple complementary and highly connected centres with diverse urban forms. These have been found to have significantly improved social and environmental outcomes in comparison to monocentric cities as they offer:

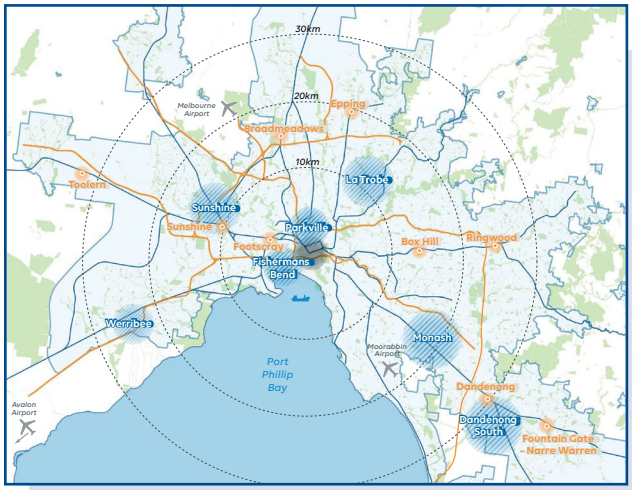
- Improved spatial distribution of jobs allowing people to work close to where they live
- Decreased commutes because jobs are available at many locations
- Increased productivity and income
- Strategic and better distributed infrastructure, which is more robust, cheaper and cleaner
- Improved opportunities for market-led innovation
- Improved equality in social access with the removal of a single urban centre means there are not "haves" (those living in a property close to the CBD) and "have-nots" (those forced to live on the fringes and travel into the CBD).

New York City (NYC) is an example of a polycentric city and highly decentralised metropolitan area. Though having a large total population, the city's dispersed patterns of growth enable a range of localised employment opportunities for residents. Research released in 2019 by NYC Planning about community patterns describes NYC as the hub of the largest metro U.S. economy and notes it as part of "*an interconnected regional ecosystem that relies upon a dynamic exchange of workers, a shared transportation infrastructure, and the regional availability of housing and other resources.*"[14] One of the research's insights is that NYC residents are increasingly finding economic opportunity within NYC and especially within the boroughs where they live, which is an inherent benefit of polycentrism.

London is another example of a polycentric city. Its significant population growth coupled with central London's increasing unaffordability has resulted in people settling beyond the centre. Over its long history, London has developed naturally as a polycentric city. Although its centre remains the key economic driver, there are strong drivers to create a many-centred city with places that retain their distinctive character and offer residents options to work, live, and play locally.

In Australia, Victoria's Metropolitan Planning Authority is working to deliver a polycentric Melbourne city and focusing their attention on building the capability and capacity of other centres to deliver jobs and counter the challenges a monocentric city form creates. The seven National Employment and Innovation Clusters (NEIC), identified in *Plan Melbourne 2017-2050*, will be a focus for jobs growth and strategic infrastructure investment to help expand employment opportunities outside the city centre.

Melbourne's NEIC Locations



These local and international examples demonstrate that modern cities are seeking a polycentric urban form to better distribute jobs and wealth as communities evolve.

[14] The Ins and Outs of NYC Commuting, September 2019 Research Release, NYC Planning (https://www1.nyc.gov/assets/planning/download/pdf/planning-level/housing-economy/nyc-ins-and-out-of-commuting.pdf)

6.2 MORETON BAY'S POLYCENTRIC FOUNDATIONS

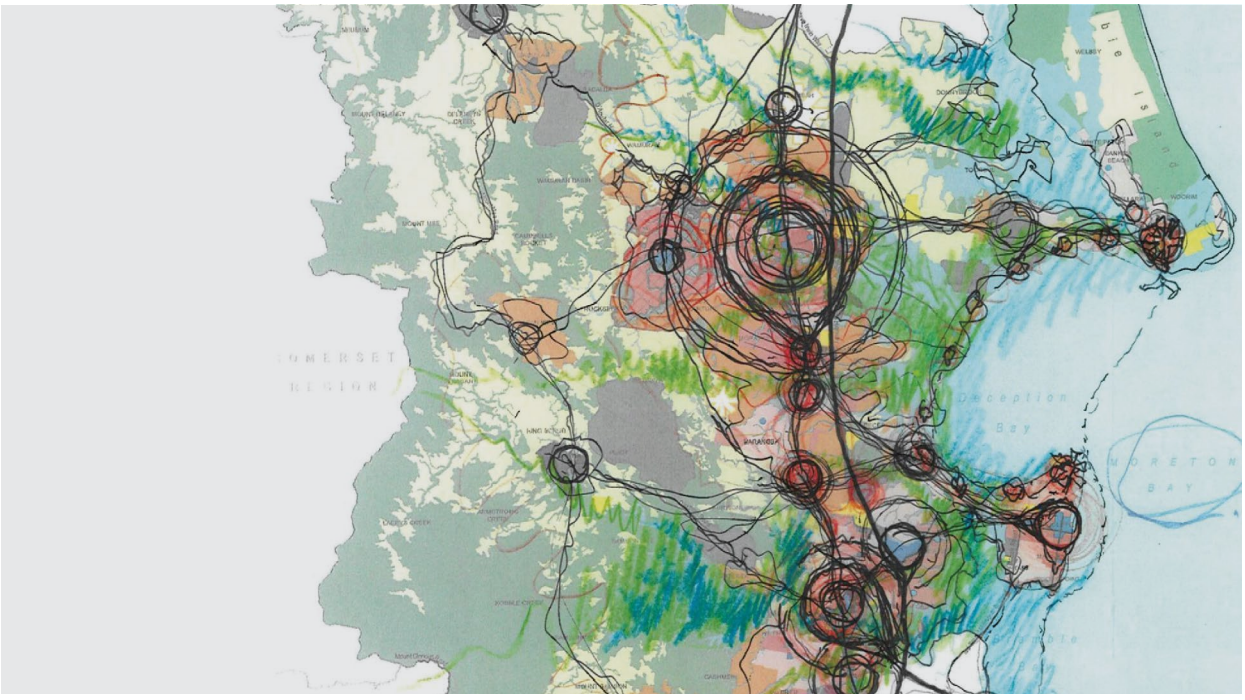
Moreton Bay is at a unique point in its history to consider how a new integrated city could evolve. Amalgamation served to bring together three councils with distinct identities and existing urban centres to create a polycentric foundation. The by-product of local government reform has created a legacy for the amalgamated Council of multiple urban centres without a cohesive regional identity.

Becoming a city is viewed by Council as a turning point in the regional identity that takes ownership of the existing polycentric form and capitalises on its inherent strengths. Council's vision is to recognise and support the unique centres of Moreton Bay's diverse communities by creating stronger ties through green corridors and other connections.

The region is fortunate to have many bustling centres - Caboolture, North Lakes, Redcliffe and Strathpine - as well as a growing knowledge and business precinct at Petrie. These centres have been serving local communities for a long time.

Council planning decisions to date have, to some extent, supported existing centres and this approach has been widely consulted on with the community through various planning scheme amendments since 2008. The Moreton Bay planning scheme seeks to concentrate taller buildings around existing centres and Council's endorsed economic development strategy seeks to create jobs in support of this embedded polycentric approach. A polycentric Moreton Bay also responds to the SEQRP's ambition to address spatial disadvantage by ensuring people have access to services, jobs, housing, and transport close to where they live.

The opportunity for Moreton Bay is to overtly adopt a polycentric urban form early and begin a program of shaping infrastructure investment to respond to new and interesting connectivity corridors, mobility innovations, and patterns of settlement in advance of the next waves of urban growth.



6.3 COMMUNITY FEEDBACK ON POLYCENTRIC URBAN FORM

Through the qualitative community engagement phases the concept of a polycentric city was explored. In peoples' minds the term 'city' was almost always associated with the more traditional monocentric style city. The concept of a multi-centred city is not top-of-mind and can take some effort for people to get their head around.

Once understood however, community members' perceptions of the idea was almost always positive. There were very few concerns or criticisms about the polycentric approach. Given the sparse and highly diverse pockets that exist within the region, a multi-centred approach was considered very fitting.

Overall, people especially liked the idea that a polycentric approach could:

- Further enhance the uniqueness and offering of each area
- Provide complementary hubs unique to each destination - an industrial hub, education hub, retail / business hub etc – not just multiple replications of the 'same' services and amenities
- See a fairer spread of resources and funding occur across each area
- Provide more choice, locally
- Distribute facilities, services and wealth across multiple areas, not just centralised to one.

7. PUBLIC INTEREST

Council understands that the Change Commission must assess whether the requested reclassification, as referred by the Minister, is in the public interest.

To help inform the Change Commission, an overview of community sentiment, social and economic impacts, and cost is provided in this section. A separate section of this submission is dedicated to providing a detailed overview of the community consultation undertaken by Council to inform their decision to request reclassification.

7.1 COUNCIL PROCESS

In considering the potential reclassification, Council has received information briefings and made resolutions to support their decision making. The first resolution came about by a Mayoral Minute. The 8 December 2021 Council resolution was:

1. *That the CEO be authorised to commence the process to change the Council's official title from "Moreton Bay Regional Council" to "Moreton Bay City Council" to be known and marketed as "Moreton Bay City".*

2. *To support this process, that Council be briefed early in 2022 on the economic and social opportunities for the entire local government area of becoming a city and to position the area for both the 2032 Olympic and Paralympic Games and the decades beyond.*

Following this resolution, officers engaged external consultants with relevant expertise to conduct an economic and social impact assessment. An architecture and urban design consultancy was engaged to spatially review how Moreton Bay's existing urban form could be enhanced to support city status. Officers also engaged a research consultancy to conduct early qualitative research to understand local community sentiment via targeted focus groups.

On 18 March 2022, the Chief Executive Officer and supporting officers met with the Electoral Commission of Queensland to discuss the approach planned; the objectives of considering a reclassification; and to confirm the official pathway to apply for reclassification.

On 22 March 2022, Council received a briefing from officers on the focus group results and two external consultants, KPMG and Archipelago.

Further to this session, Council officers brought a report to the 30 March 2022 General Meeting, which included supporting information in the form of a discussion paper that outlined the possible urban form recommended by the architecture and urban design consultancy. The discussion paper included significant detail to inform the community. It outlined the possible economic and social impacts associated with becoming a city, including possible negatives, as well as outlined responses to key questions that emerged from the focus groups.

The 30 March 2022 Council resolution was as follows:

1. *That Council undertake the community consultation activities as outlined in this report in relation to the proposal to reclassify the Moreton Bay local government area to a City.*
2. *That the Reimagining Our Moreton Bay discussion paper as appearing in supporting information #1 be released for the purposes of community consultation and other public communications.*
3. *That following community consultation, a report be provided to a General Meeting in July 2022 for Council to consider community feedback on the proposal that the Moreton Bay local government area be reclassified as a City.*

As per the Council resolution, a copy of the discussion paper and a supporting document prepared by the architecture and urban design consultancy was provided to the community to inform their participation in the Your Say Moreton Bay survey. Copies of those documents are included as Appendix 2 and 3.

Council received a briefing on 29 June 2022 that outlined the community consultation results. A report was brought to Council on 20 July 2022 and it was resolved at that meeting:

1. *That Council note community views and opinions on the proposal that the Moreton Bay local government area be reclassified as a City.*
2. *That Council approve the initiation of the formal reclassification process from a regional to a city Council.*
3. *That Council authorises the Mayor and Chief Executive Officer to coordinate Council's proposal and lodgement to the Department of State Development, Infrastructure, Local Government and Planning and enclose a submission for consideration consistent with the Local Government Act 2009 (Qld) and Local Government Regulation 2012 (Qld).*

7.2 COMMUNITY VALUES

Council has undertaken a large engagement program, called Moreton Says, to bring the voices of the community into planning and decision-making. The anchor survey data was collected in mid-2021 from over 4,000 participants, 93% of whom were residents.

A key aim of the survey was to properly understand what people value most about the region. Community members were asked to rate the importance of a range of attributes that inform where they choose to live.

These ratings revealed that the natural beauty of the region is of primary importance to community members irrespective of where participants lived, employment status or gender. There was also strong consistency across community member ratings for ease of affordability and an active lifestyle.

Table 1 - Average ratings of what is most important when choosing a place to live, Moreton Says

Community Values	Average Rating
The natural beauty of the region	4.42
Ease of affording the lifestyle you want	4.05
An active lifestyle (i.e. being able to walk to places you go to often, exercise regularly)	3.88
Access to services (e.g. health, schools, sport and recreation facilities)	3.88
Family-friendly activities and facilities (e.g. parks and playgrounds)	3.79
Physical distance to your neighbours	3.72
How long it takes you to get to work or other regular destinations	3.70
How close you are to restaurants, cafes and shops	3.33
How close you are to cultural experiences (e.g. libraries, museums and performing arts)	3.22
How close you are to public transport	3.19

Ratings by residents of Moreton Bay Region only; the higher the attribute appears in the list the more important it was rated by community members, on average.

In considering the values of the community against the benefits of being a polycentric city there is clear alignment. Supporting Moreton Bay's existing centres will help retain the character and beauty of the region. Similarly, boosting jobs available in the urban centres near housing will ease the cost of living. Strengthening the ties between the centres through the riparian corridors would also support active lifestyles. Access to services would be improved with continued investment in existing centres.

The first Moreton Says Pulse Survey gauged community support for the draft Corporate Plan and vision for the region. Feedback was mixed and based on those results the information in Council's discussion paper for becoming a city was refined with the overarching theme: A *city of amazing places and natural spaces*. The goals of the corporate plan were well supported and reflected in Council's vision for a polycentric city.

7.3 SOCIAL AND ECONOMIC IMPACTS

Council commissioned an assessment in March 2022 of the social and economic impacts of the conversion from a regional to city council in line with its understanding of the Regulation's requirements and its own imperative to fully understand the possible impacts. The full report is provided as Appendix 4.

An external consultant was engaged to assess the possible short and long-term strategic social and economic outcomes achievable from reclassification. The immediate impact of becoming a city was linked to four key areas, being:

1. Increased cohesion, social inclusion, and civic pride (which could be leveraged through a revitalised identity for the region)
2. Increased awareness and improved perception of Moreton Bay
3. Shared economic interest
4. Increased equity within Queensland and nationally.

Across these areas, some of the potential outcomes noted include:

- Promotion of Moreton Bay as an investment destination
- Improved perceptions of Moreton Bay
- Association of Moreton Bay with the 2032 Olympic and Paralympic Games
- Achieving brand equity with other Queensland cities
- Enhance the success of planned economic development initiatives in Moreton Bay
- Promotion and development of a polycentric city
- Ensuring equity within Moreton Bay
- Delivery upon a shared vision for Moreton Bay.

Table 2 - Benefits framework

Target Audience	Immediate Impact	Longer Term Benefits
1 New and existing communities	*Increased cohesion, inclusion and civic pride* *Increased awareness and improved perception of Moreton Bay* *Shared economic interest* *Increased equity within Queensland and nationally*	• Increased employment opportunities • Increased quality of life • Increased access to jobs and amenities due to polycentric city
2 State and Federal Government		• Increased equity with other cities • Increased consideration for funding priority
3 New and existing businesses		• Increased investment in businesses • Acceleration of REDS • Increased productivity associated with polycentric city • Improved brand association
4 Tourists		• Improvement in favourable branding for visitors • Increased visitor expenditure

The report noted that city status can be a catalyst to accelerate good planning to enable economic growth and social outcomes. The realisation of some of these benefits will likely be reliant on future Council decisions that support this polycentric approach and associated vision. Future actions may need to include the development of a new identity for the region to unite Moreton Bay's diverse communities in support of a city that embraces and protects its amazing places and natural spaces.

7.4 COSTS

Council understands that a revision of its corporate identity may be recommended if Moreton Bay is declared a city. These costs have not yet been estimated or quoted because the declaration is contingent upon referral of this submission to the Change Commission for assessment.

If a reclassification is recommended by the Commission it is anticipated Council will request officers to scope the works associated with revising the brand, logo, and other associated corporate materials and signage. Given most public facing branding assets exist in digital format (e.g. website, letterhead, email, newsletters, social media) it is not envisaged the costs will be immediate or significant.

Regarding possible physical signage cost implications, Council has existing operational budgets for maintenance and replacement, in the order of $400,000 per annum across various programs. If Council achieved city classification, it is anticipated existing budgets could continue to be used for signage replacement. Council has had a clear policy position since amalgamation that signage would only be replaced as necessary (e.g. it became illegible or fell down etc). It is not uncommon to see outdated Pine Rivers, Caboolture and Redcliffe Council signage across the region.

Given the reclassification is dependent upon the referral of the Minister to the Change Commission for review, Council has not considered it prudent to initiate an extensive costing exercise as this would divert resourcing to an, as yet, unapproved project purpose. Council has instead focused its efforts on engaging the community about the possibility of becoming a city. Resources have also been allocated to preparing reports to inform the decision making related to the continuation of this process.

Based on feedback received via community engagement, it was confirmed that a collaborative and transparent approach would be appropriate to allay community concerns about cost, which was a major criticism. The community expressed a desire to be involved, to have Council keep it simple by "shopping around", using a local business and spreading the cost over time

8. COMMUNITY ENGAGEMENT AND COMMUNICATION

To enable engagement of the community in the consideration of reclassifying as a city, an extensive consultation plan was prepared. The program included a mix of qualitative and quantitative research techniques to provide a thorough evaluation of community views. Council was committed to ensuring the approach was sufficiently robust and inclusive of its many diverse areas and community members.

Consultation took place between February and May 2022 across four phases, some of which happened concurrently due to time constraints and the resourcing implications. Council officers worked with an external research firm to execute the phases, and an overview of participation levels and implementation roles is provided below.

Phases	Participants	Project management	Reporting
Phase 1 - Focus groups	64	Consultant researcher	Consultant researcher
Phase 2 - Immersion sessions	18	Consultant researcher	Consultant researcher
Phase 3 - Your Say Moreton Bay Survey	451	Council officers	Consultant researcher
Phase 4 - Community and business leader polls	150*	Council officers	Council officers

*Invited guests

Council officers prepared a supporting communications plan to help promote the Your Say Moreton Bay survey, make residents aware of the reclassification under consideration, and encourage as many people as possible to share their views. The survey and supporting information regarding reclassification was promoted as follows:

Communication	Format	Reach - no of messages
Your Say Moreton Bay homepage	Online	677
Your Say Moreton Bay Reimagining Moreton Bay survey landing page (visits)	Online	2,975
Reimagining Moreton Bay discussion paper (PDF downloads)	Online	1,433
Your Say Moreton Bay newsletter - 3 May	Online	4,968
Council website homepage (visits)	Online	73,939
Council media release webpages	Online	232,000
Reimagining Moreton Bay webpages (on corporate website)	Online	1,385
Council Facebook page posts (organic reach)	Online	191,573
Council Facebook promoted posts (ad reach)	Online	124,920
Council LinkedIn page posts (impressions as reach not available)	Online	21,712
Council LinkedIn ad campaign (impressions)	Online	3,334
Council internal staff newsletters x 2	Online	4,000
Councillor newsletters to residents - May 2022 edition	Print	192,614
Banners, posters, and printed materials available at council libraries	Print	172,352
Luncheon attendees via presentations and printed materials	In-person	150
Ads - 99.7 Bridge FM	Community Radio	2,102,000
Ads - 101.5FM	Community Radio	935,000
Television, radio and online media coverage	Television, Radio, Online	2,464,700
Mayoral correspondence	Online	8

Examples of communication are provided in Appendix 5, 6 and 7.

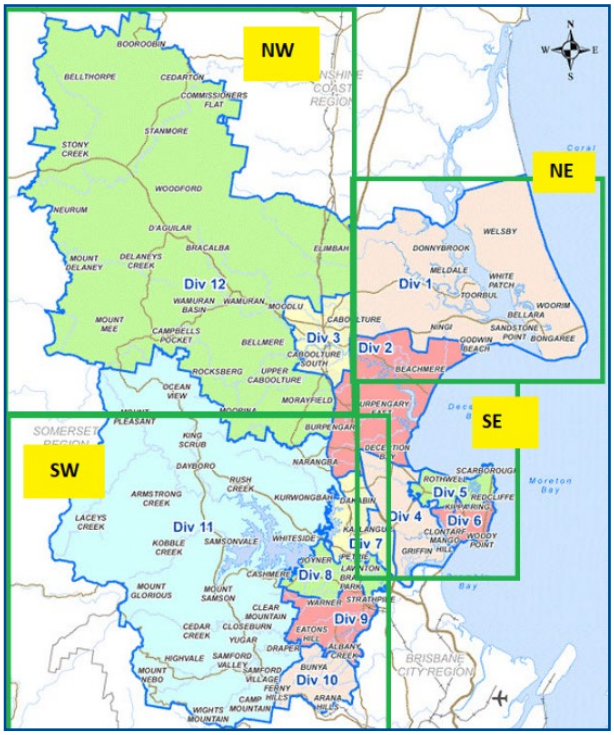
8.1 FOCUS GROUPS

Twelve targeted focus group discussions were held between 22 February and 12 March 2022. The purpose of these conversations was to understand the issues of interest in considering reclassification and to inform Council of community sentiment toward becoming a city council before authorising further project work.

This research was led by an external consultant and utilised an independent recruiter. The target sample structure was intended to include a mix of four online and eight in-person groups across four geographic areas determined by the grouping of electoral divisions (see Map 1) in alignment with council's ten established communities of interest. A mix of genders, ages, recent and long-term residents, and representation from people living with a disability, Culturally and Linguistically Diverse (CALD), and First Nations people were included in the recruitment brief.

The March 2022 flood disaster interrupted the fieldwork. Due to project timeline limitations the in-person focus groups were replaced with twelve online groups and adapted to 90 minute sessions with a smaller number of participants. In total 64 residents, representing a broad cross-section of the community, participated across two weeks.

Map 1 - Recruitment groupings



The initial findings from the focus groups were reported to council in a 22 March 2022 briefing. The focus group insights were included in the final community research report, which is supplied in full as Appendix 8.

8.2 IMMERSION SESSIONS

Follow-up 'deep dive' immersions were held in May 2022 with 18 participants aged 18+ years in the format of one-on-one in-depth explorations. Participants were recruited via a market research panel to represent one of five resident persona types identified in the focus groups. Five interviewees had also participated in the earlier community focus groups. Discussions were facilitated using an online bulletin platform, structured around seven activities that participants responded to over seven days, on typically 2-3 occasions each.

The purpose of this engagement phase was to deepen our understanding of what "city" means for different residents. The sessions also provided a more considered understanding of values, fears, ideals and barriers. The insights from this research are included as Appendix 8.

8.3 COMMUNITY AND BUSINESS LEADER POLLS

Given the potential positive impacts of a reclassification, with regards to economic benefits, it was considered appropriate to engage directly with local business and community leaders. This engagement took the form of a luncheon for 150 guests on 20 May 2022, with each councillor nominating guests from their respective divisions.

This was an opportunity to harness a large gathering of leaders to understand their views on reclassification. Guests received a keynote presentation to visualise how the region's centres might form a city. There was also a panel discussion with the Mayor, two business leaders, and the keynote presenter. Questions were taken from the audience to provide interaction and open discussion.

Five live polls were conducted, with guests asked the same questions included in the Your Say Moreton Bay survey. The questions were slightly amended for the online format, which was a mobile-optimised webpage accessed via smartphone. After the event all response data was downloaded and analysed by council officers. For the purposes of data analysis only single responses were included. Participation in each poll varied (i.e. not every person in the room voted in each poll) and responses were mostly anonymous. In total, there were 381 votes across the five polls.

Due to the absence of profiling data from the polls, the external researcher did not consolidate these results with the findings of the other research conducted. A copy of the polls data is provided in Appendix 9. A copy of the list of companies from which representatives were invited is included as Appendix 10 to provide an insight into the profile of the respondents.

The following summary provides an overview of the community and business leaders' views:

- 61% viewed greater status to advocate for more government investment as a potential benefit of becoming a city that appealed to them
- Participants suggested two other key benefits to them and the broader community from becoming a city were: "Investment" and "opportunity"
- The top three issues participants indicated they would like council to consider in their decision: "Environment", "Cost", and "Just do it!"
- Participants were asked to rank their support for reclassification and the most highly ranked responses were "Strongly support" and "Somewhat Support" (88%)
- Participants were asked to rank the importance of the reclassification relative to their day-to-day life and work in the region and the highest rankings were "Very important" and "Somewhat important" (74%).

The live polling results indicate a high level of support from business and community leaders who, as job creators in the LGA, are a critical stakeholder group for the realisation of Council's ambitious economic development strategy. The creation of more jobs locally for residents also supports the formalisation of a polycentric urban form.

8.4 YOUR SAY MORETON BAY SURVEY

To finalise community engagement, a large-scale survey open to all residents of the region was opened on 20 April and closed on 30 May 2022. The survey was published on council's Your Say Moreton Bay (YSMB) platform, an established point of engagement for residents on issues impacting their community.

In order to complete the five reclassification specific questions, participants had to first complete 26 profiling questions. This information is used to inform the analysis and deliver layered insights. However, it is noted this high number of standard profiling questions adopted by Council was time consuming to complete and may have discouraged residents from participating. During the period the survey was open 1,036 people visited the survey but only 451 people completed the survey. In total, there were 2,975 visits to the survey page.

Aside from significant profiling information, the survey collected responses to the same five key questions regarding the possible reclassification as the live polling conducted with community and business leaders. The analysis of this data is provided in Appendix 8.

8.5 COMMUNITY ENGAGEMENT FINDINGS

Based on the extensive community engagement undertaken, Council has confirmed the view that the majority of residents are either supportive or neutral regarding the reclassification.

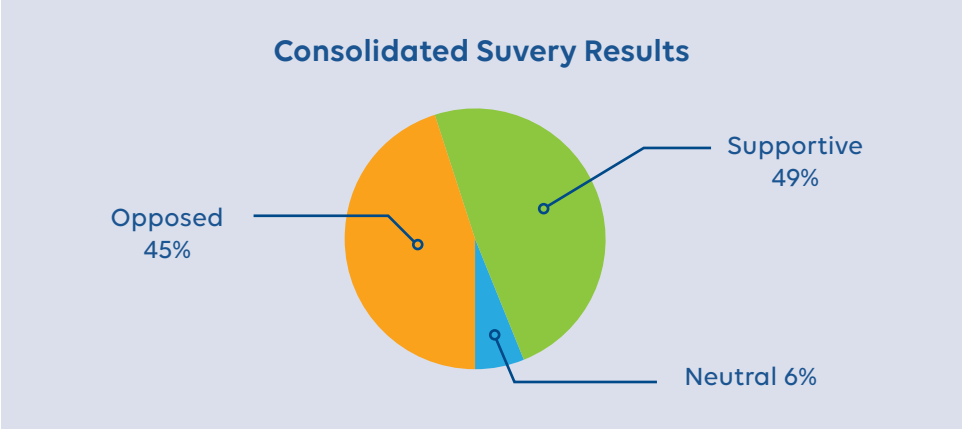
As noted previously, two surveys were conducted to gather community feedback. An overview of the results is provided below. The same five questions about reclassification were asked in both formats, with the only difference being that the YSMB platform collected additional profiling information. The key question regarding reclassification was: *To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?*

Responses	Community and business leaders' poll*	YSMB survey
Strongly support	72%	23%
Somewhat support	16%	12%
Neutral	11%	11%
Somewhat against	0%	8%
Strongly against	1%	47%
TOTAL	100%	101%^

*Three responses were excluded that were not a single response.

^Rounding error: +/- 1% is common in statistical reporting.

To gain a community wide understanding, the survey results were combined with "Somewhat support" and "Strongly support" grouped as supportive and "Somewhat against" and "Strongly against" grouped as opposed to reclassification. "Neutral" respondents were also combined.



The consolidated results indicate that the majority of respondents are supportive or neutral (55%) regarding the reclassification. This finding is further evidenced in the independent report summarising the qualitative phases and YSMB survey, which indicates support is fairly evenly split.

8.5.1 SUMMARY OF CONSULTANT'S REPORT

The results of the first three phases of community engagement were reported on by the research consultant. The key finding from across the focus groups, immersion sessions, and Your Say Moreton Bay survey was that the proposed reclassification is not a relatively important issue for most community members.

The report notes that "*Council is faced with a situation where community support for the reclassification is fairly evenly split.*" Community members were asked the extent to which they supported the proposed classification. Using a 5-point scale (where 1 represented strongly against and 5 represented strongly supportive), responses were divided almost squarely in half, with an average result of 2.6 overall. In total 46% were either in support or feel neutral about the proposed change. The remaining 54% felt either somewhat or very opposed to the idea.

Younger people (18-34 years) are most likely to support the idea, whereas 55-64 year olds are most likely to oppose it. Location also seems to influence sentiment, with residents in central areas such as North Lakes and Strathpine more likely to be supportive, whereas residents from Morayfield, Caboolture and western areas (such as Woodford-D'Aguilar and Samford Valley) are less supportive of the idea. If respondents experienced the amalgamation it appears to negatively influence support.

To help more residents appreciate and support the Council's aspirations behind the reclassification, the report suggests residents are likely to need more information to better understand why the change is necessary, why they should care, and how it will impact them if it does occur.

The potential benefits of the reclassification are not intuitively evident to most people. However, when presented with a list of potential benefits and asked which one's appeal, one in two community members identified at least one benefit that they could acknowledge and resonate with. Overall, the potential for more funding and investment into the region stands out as having the strongest and most widespread appeal. It appealed to 41% of all community members surveyed, 81% of those in support of the reclassification and notably, it was the most appealing benefit among those opposed to the reclassification. Second to this, attracting more local jobs also appealed to almost 1 in 3 community members overall, and three quarters of people who already support the proposed reclassification.

Specific feedback was also sought on the discussion paper produced by Council to help explain the reasons for a reclassification. The detail helped the community understand the drivers as noted in this feedback:

> ***"I was not interested at first, but after reading it I have changed my mind. I was worried it would just raise our cost of living here and over populate, but after reading these lines I am more interested in becoming a city."***

While there is clear support for the proposed reclassification, there are also some strong criticisms and concerns about the proposed change. The many qualitative comments provided across all three stages of the research have been collectively analysed and the key areas of concern were: over development, cost, infrastructure, community division, undesirable 'city' traits, and council self-interest.

The findings of this report will help inform future Council decisions should a reclassification be granted. The concerns outlined would be addressed based on the feedback received to ensure accountability and transparency in transitioning to a city council status.

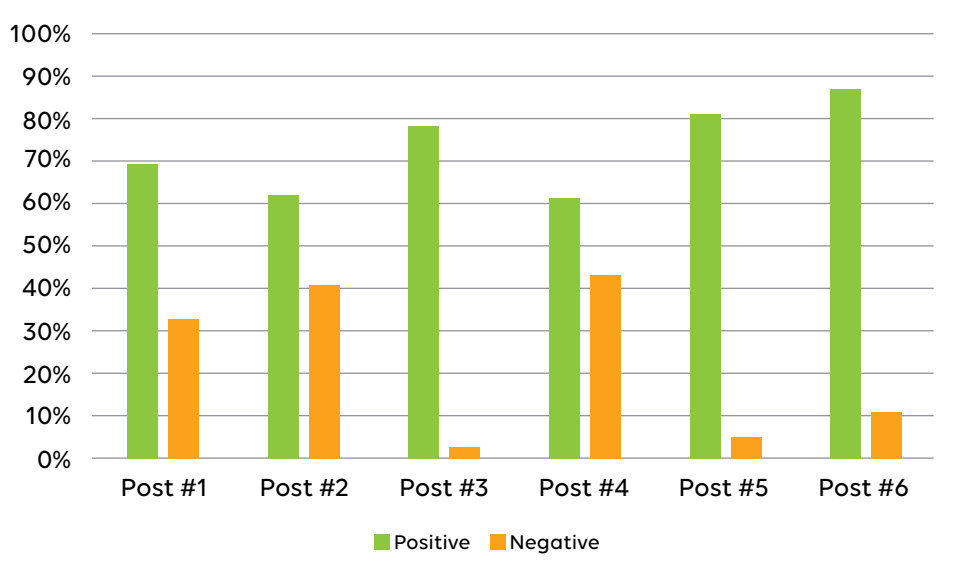
8.6 SOCIAL MEDIA SENTIMENT

Council's corporate Facebook page has 69,996 followers, which represents a large community base and a barometer of sentiment to the information shared to inform residents. The growth of the internet has changed the landscape for interaction with customers globally and provides a direct channel of communication for people to quickly express their feelings. Council's page has 76% female and 24% male followers and its largest audiences are aged between 35 and 54 years.

It has been identified that social media can provide a new way to conceptualise and measure public opinion as well as complement more traditional survey-based opinion polls[15]. Facebook reactions serve to indicate a user's overall sentiment toward the shared information. Click-based reactions are a quick and easy way for people to engage, presenting a much lower barrier to engagement than completing a survey.

To expand Council's understanding of broad community opinion, follower engagement via click-based reactions on the six posts published about city were reviewed. The options for reaction on Facebook posts include: Like, Love, Care, Haha, Wow, Sad, Angry. Users can also comment on posts. Comments were not analysed because of the large amount of data. Like and Love reactions were combined and categorised as positive sentiment. Care, Haha, and Wow were excluded from the analysis because they could indicate positive or negative sentiment. Sad and Angry reactions were combined and categorised as negative sentiment.

Facebook community sentiment



Overall, it appears that follower sentiment was largely positive toward the city reclassification information shared to Council's Facebook page. There were 453 reactions (excluding Care, Haha, and Wow) in total across the six posts and 73% of the reactions were positive (Like or Love).

[15] Yini Zhang, Fan Chen, Karl Rohe, Social Media Public Opinion as Flocks in a Murmuration: Conceptualizing and Measuring Opinion Expression on Social Media, *Journal of Computer-Mediated Communication*, Volume 27, Issue 1, January 2022

8.7 COURIER MAIL POLL

Quest News Moreton via the Courier Mail published an article on 9 December 2021 with an independent poll asking readers "*Should Moreton Bay Regional Council be renamed Moreton Bay City Council?*". The poll attracted 661 votes (as at 20 July 2022) and 56% of people had voted yes, while 44% of people had voted no.

Given the significant reach of the Courier Mail's online news platform it is not possible to confirm who voted in the poll or if they are residents of the LGA. However, the independent poll provides further insight into broader community sentiment on a platform entirely separate to council forms of engagement, which may be impacted by participation bias.

9. CONCLUSION

This report demonstrates the Moreton Bay LGA satisfies the criteria to become a city as outlined in the Local Government Regulation. Beyond that, Council has gone to great lengths to evaluate the opportunities a changed classification from a "regional" to a "city" council may present for its current and future residents as the region evolves.

The amalgamation, which created the regional council in 2008, was largely as a result of regulatory procedure over any determination of the scale, size or nature of the region. As such reclassification as a city will be a turning point in the history of the region that is self-determined. It will also empower Moreton Bay to seize greater opportunities for its residents and achieve parity with South East Queensland's other LGAs, the majority of which have city status.

More importantly to Council, the community is in majority support of the reclassification as evidenced through the significant engagement program undertaken to explore the views of as many residents as possible to inform the final decision to apply for reclassification to a city.

The alignment of the Council and its community on this issue indicates that city declaration is in the public interest and will best serve the region going forward. In granting city status to Moreton Bay, opportunities will be better realised that serve the vision for a polycentric city that embraces its diversity and shares the dividends of growth to protect its amazing places and natural spaces.

10. APPENDICES

1. SA3 MAPS
2. REIMAGINING OUR MORETON BAY DISCUSSION PAPER
3. ARCHIPELAGO PUBLICATION APRIL 2022
4. KPMG REPORT MARCH 2022
5. COUNCIL FACEBOOK PAGE POSTS
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8. REIMAGINING MORETON BAY REPORT
9. LIVE POLLS DATA
10. LUNCHEON INVITED COMPANY LIST
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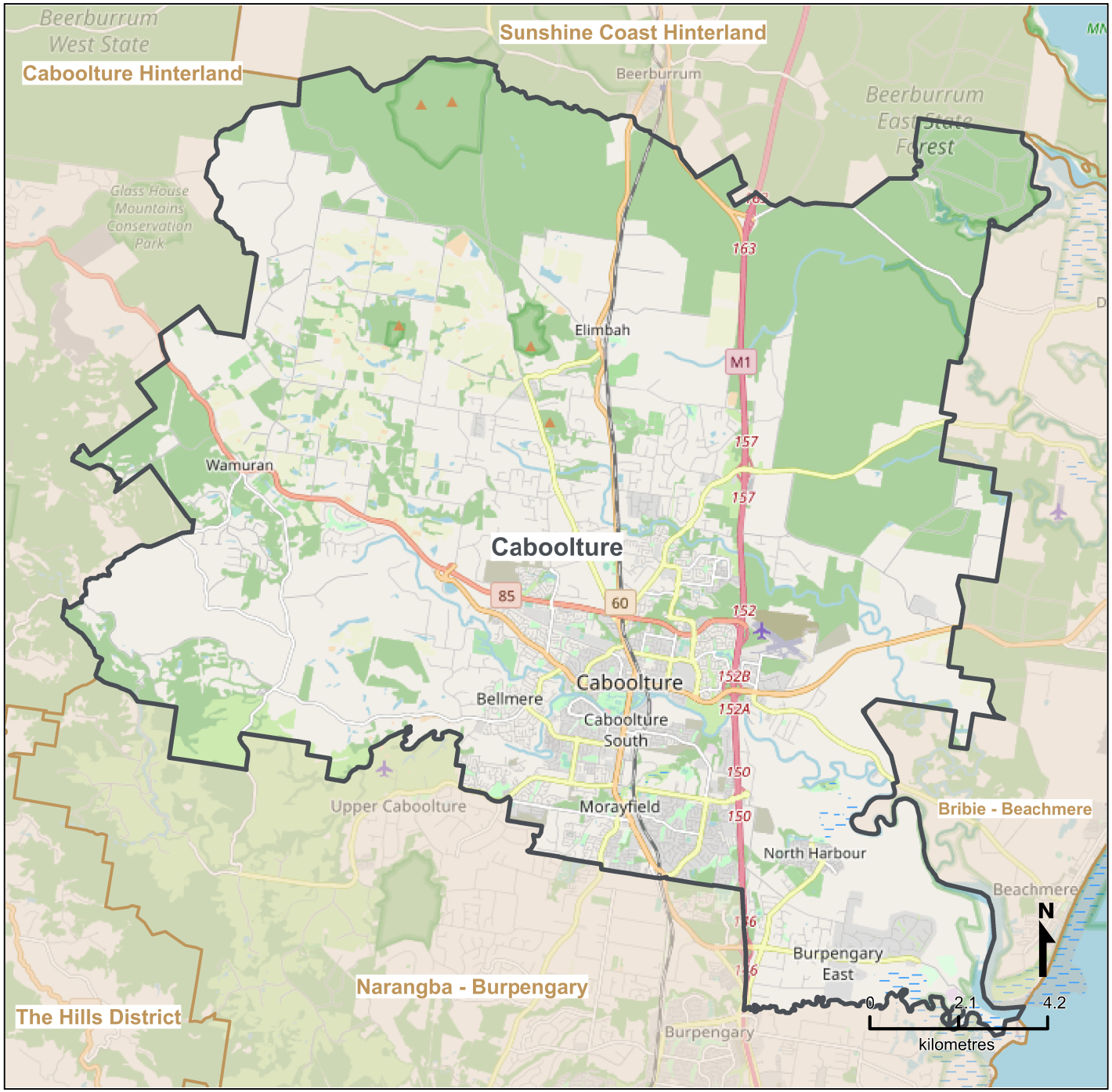
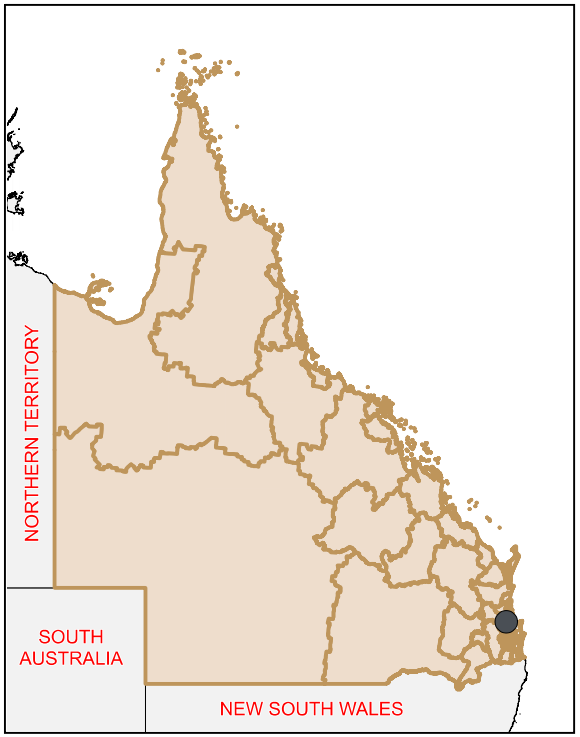
APPENDIX 1

Queensland Statistical Areas, Level 3 (SA3), 2021 - Caboolture (ASGS Code 31302)





LEGEND

- Selected SA3
- Neighbouring SA3s

Map features

- Main roads
- Railways
- Parks
- Waterways

Map produced by Queensland Government's Office, Queensland Treasury
https://www.qgso.qld.gov.au/geographies-maps/maps

Data sourced from ABS 1270.0.55.001
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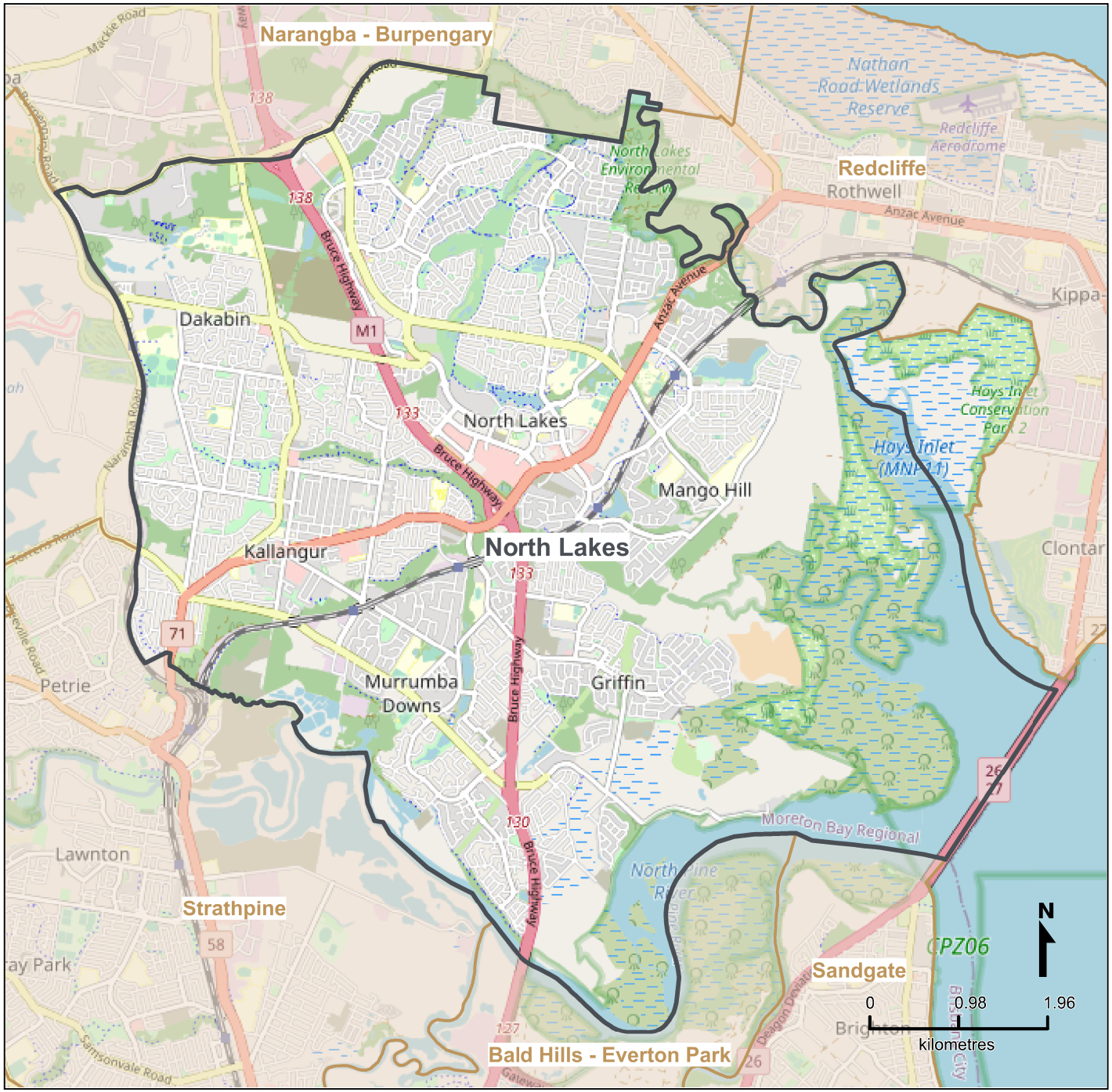
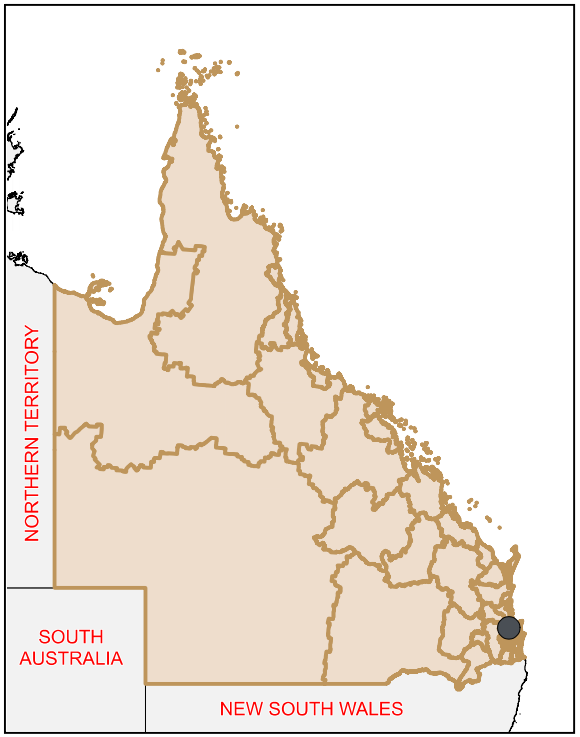
Queensland Statistical Areas, Level 3 (SA3), 2021 - North Lakes (ASGS Code 31402)





LEGEND

- Selected SA3
- Neighbouring SA3s

Map features

- Main roads
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Map produced by Queensland Government's Office, Queensland Treasury
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Data sourced from ABS 1270.0.55.001
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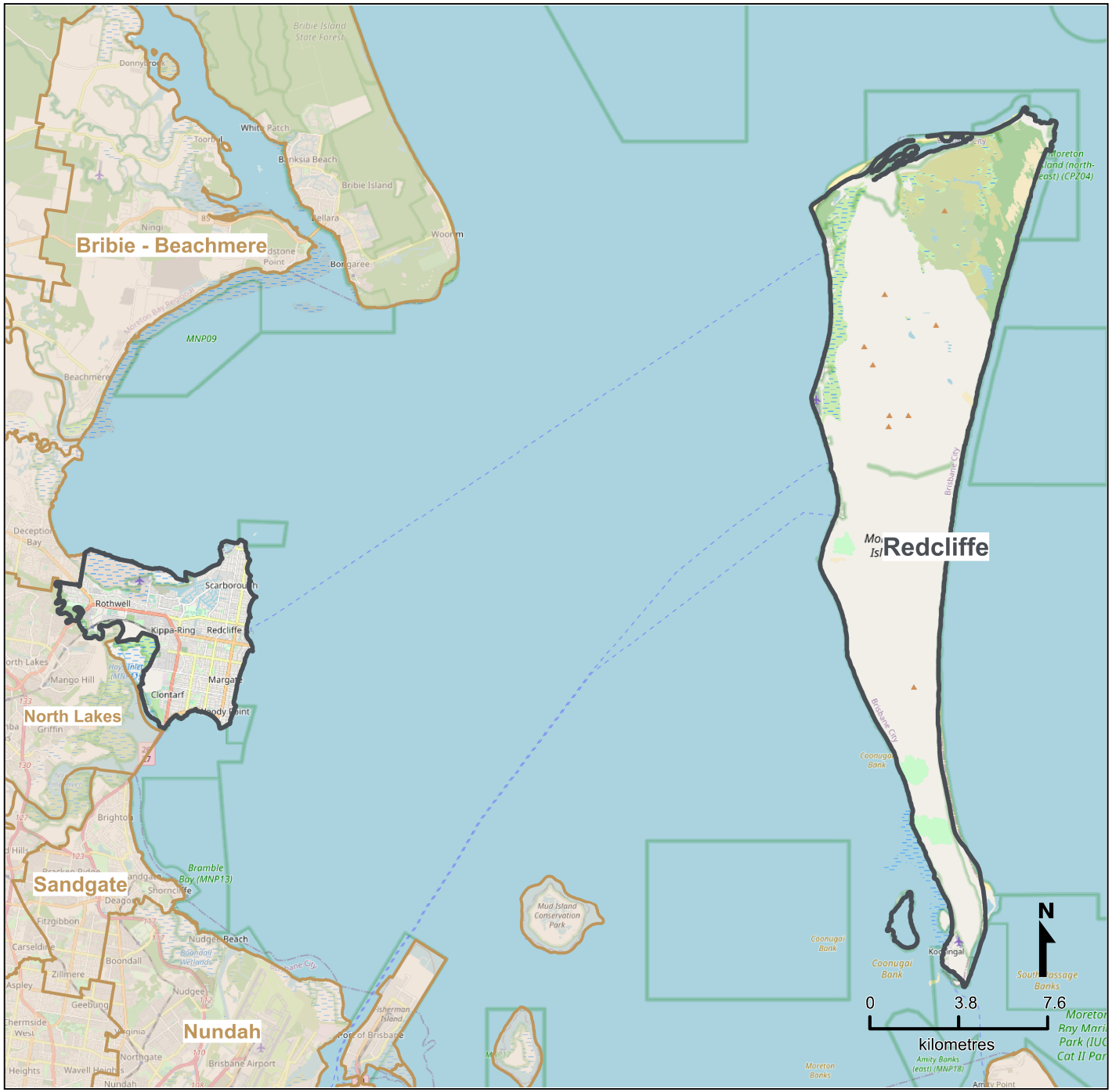
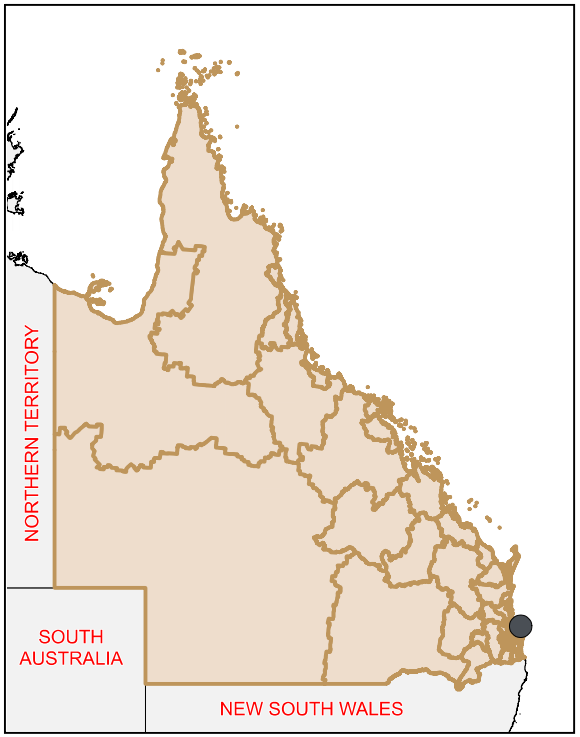
Queensland Statistical Areas, Level 3 (SA3), 2021 - Redcliffe (ASGS Code 31305)





LEGEND

- Selected SA3
- Neighbouring SA3s

Map features

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- Railways
- Parks
- Waterways

Map produced by Queensland Government's Office, Queensland Treasury
https://www.qgso.qld.gov.au/geographies-maps/maps

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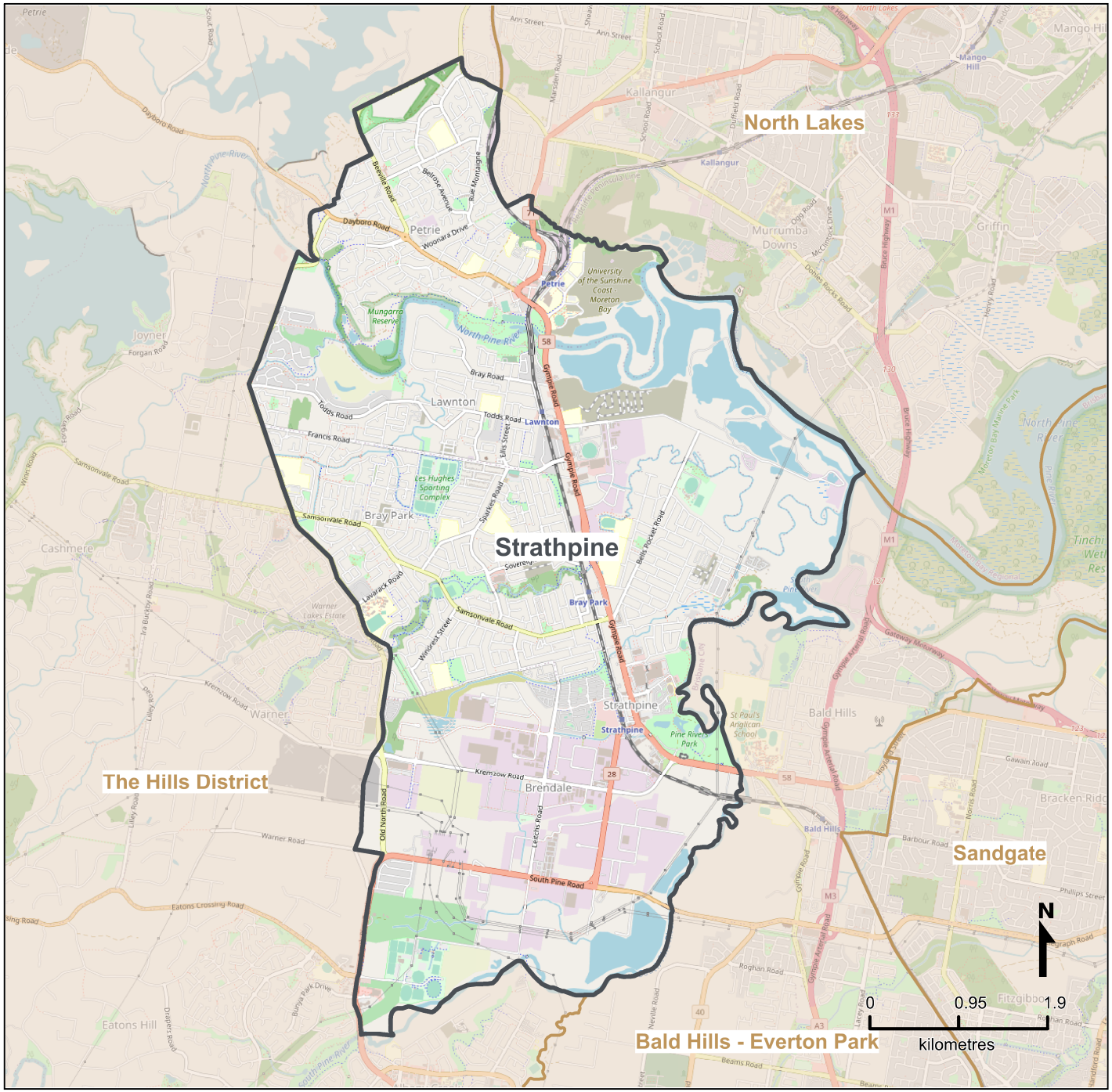
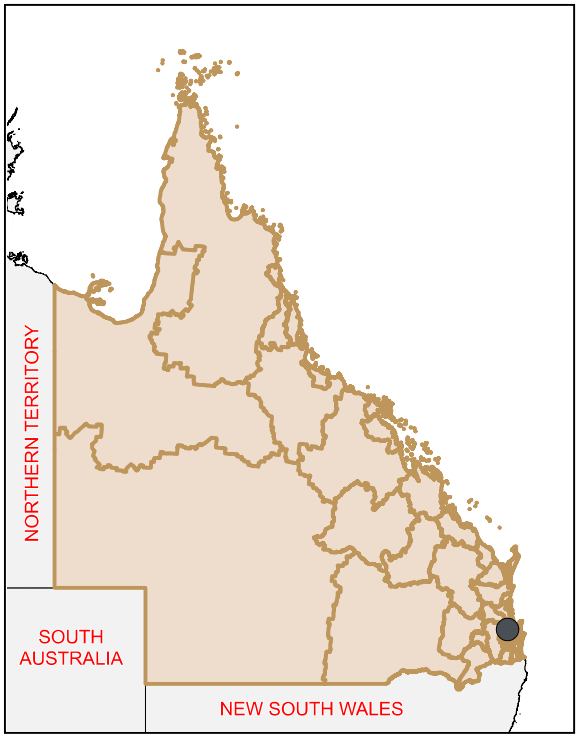
Queensland Statistical Areas, Level 3 (SA3), 2021 - Strathpine (ASGS Code 31403)





LEGEND

- Selected SA3
- Neighbouring SA3s

Map features

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APPENDIX 2

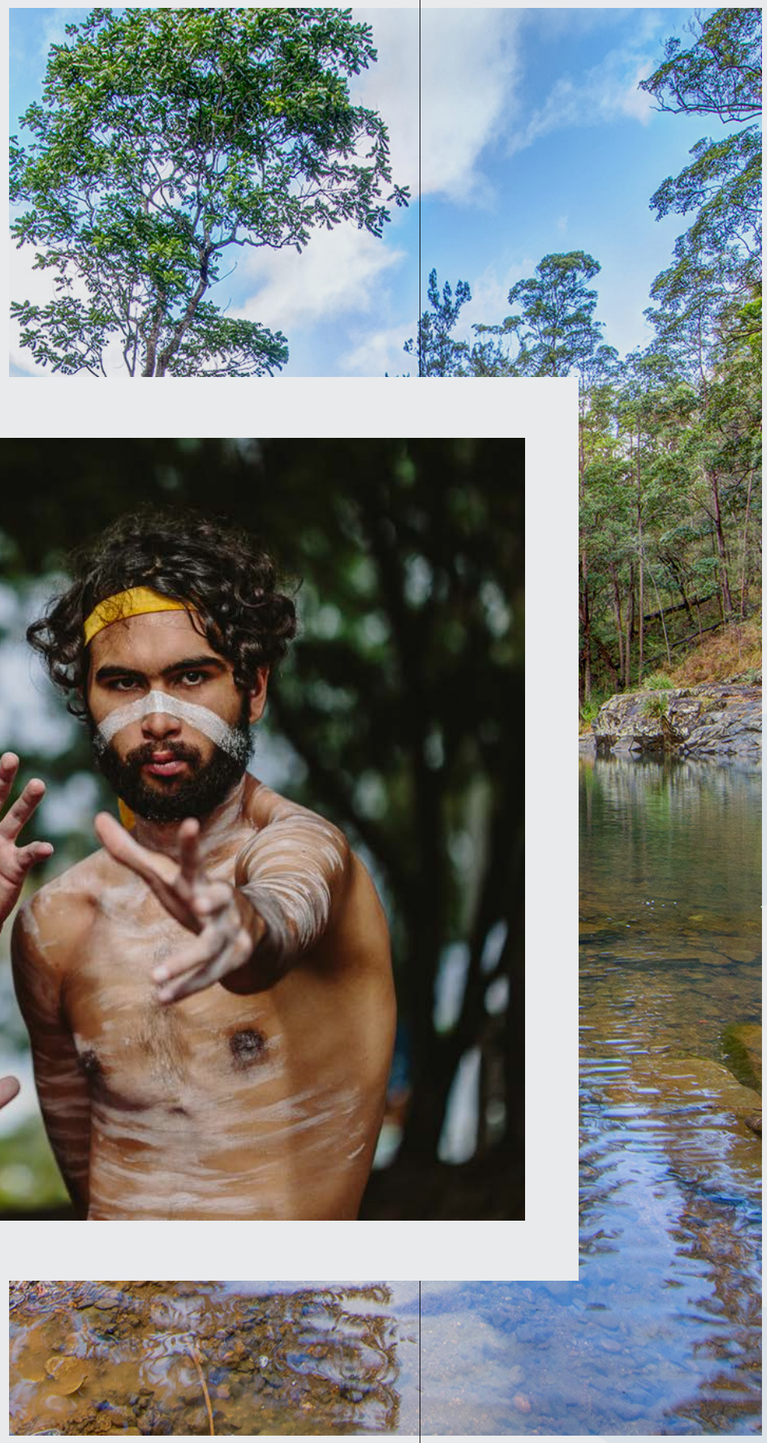
REIMAGINING OUR MORETON BAY:

A city of amazing places & natural spaces

| A discussion paper

ACKNOWLEDGEMENT OF COUNTRY

Moreton Bay Regional Council respectfully acknowledges the Traditional Country across our region. We also acknowledge and pay our respects to the Kabi Kabi, Jinibara and Turrbal Traditional Custodians, and their elders past, present and emerging. We acknowledge the important role that Aboriginal and Torres Strait Islander people continue to play within the Moreton Bay community.



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"The future depends on what you do today."

- Mahatma Gandhi

INTRODUCTION

If you fail to plan, you are planning to fail.

As the elected leaders of Moreton Bay, it is incumbent upon us to have big ambitions. Those are best encapsulated in a vision that informs planning the future we want for our beautiful part of the world.

We value the trust placed in us by residents from Bellthorpe to Arana Hills, out to the Mountains, and down to the shores of our namesake Bay. It is our responsibility to chart a course that enriches our communities as we evolve.

Creating a vision is about reimagining what Moreton Bay can become to ensure it reflects how we want to mature as a major part of South East Queensland (SEQ). The future of our communities needs to be in our hands, not at the mercy of others' decisions.

The best way to ensure we create our own destiny is through outlining a vision. This should be a plausible expectation of how we might evolve and what Moreton Bay might look like in the future. It will help light the path forward and inform council's actions over the coming decades and how we prioritise our efforts.

At first these long-term plans might seem ambitious or too far into the future. But if we don't come up with a vision that aligns with our values, we risk waking up a decade from now dissatisfied with the outcomes.

This is a chance to plan better, and consciously, for infrastructure to service the needs we identify now, that will create a future we want. From the many conversations we've had with residents, and the feedback in Moreton Says, it is clear locals want better connectivity, greater affordability, and an emphasis on taking care of our environment as well as making sustainable choices.

The ideas within this paper are intended to start a conversation in our communities about the possibility of becoming a city. It aims to spark contemplation of a future that harnesses our assets as a region that is home to many unique centres and distinct communities.

There is an opportunity in front of us to set a clear direction for the future of Moreton Bay. We invite you to consider what becoming a city could mean for you and your families. We can't stop the growth happening in our beautiful part of the world but we can take charge and actively shape our future together.

PETER FLANNERY
Mayor

JODIE SHIPWAY
Deputy Mayor

OUR CHALLENGE AND OPPORTUNITY

Moreton Bay is one of Australia's fastest growing regions. We enjoy an enviable lifestyle with unique places and plentiful green spaces. It's little wonder more people want to call Moreton Bay home. The pandemic has accelerated South East Queensland's population growth as interstate migrants vote with their feet.

More than 10,000 people are moving to our region every year[1].

Through our large-scale community survey, Moreton Says, residents told us what they love about our region and want protected. The natural beauty of the region and the affordability of the lifestyle were cited as the most important factors when choosing a place to live.

It is possible to balance our region's much-loved amazing places and natural spaces with the needs of a growing population. To do that we need to accommodate new residents in every suburb across the region. This will enable us to live in balance with our environment and provide better housing and work options for everyone.

With great schools and our own university, the growing Moreton Bay economy has the potential to create 100,000 new jobs over the next two decades. By building new infrastructure, as well as using existing roads more efficiently, to manage growth, we can keep Moreton Bay strong. It will also mean we can connect with the natural, social, and lifestyle amenities we need to rest and recharge.

By working together, and having a vision, we can maintain and enrich our lifestyles. We can preserve and strengthen the fabric of our suburbs, keep our economy strong, and ensure that everyone benefits as Moreton Bay evolves.

[1] Queensland Government 2021-2026 medium series population change projection.

The word city comes from the Latin word *civitas* originally meaning 'citizenship' or 'community member'.

OUR MORETON BAY: A NEW KIND OF CITY

Our region can become a city that South East Queensland has not seen before. We could be a city of the future that celebrates its natural assets and offers unique, local places for residents and visitors to enjoy.

We are fortunate to already have many bustling centres like Caboolture, North Lakes, Redcliffe and Strathpine as well as a growing knowledge and business precinct at Petrie. These centres have been serving our communities for a long time. In planning terms, we are "polycentric", which means we have more than one urban centre.

By creating stronger ties between the existing centres of our communities, through green corridors and other connections, we can develop a new kind of city.

We have a once-in-a-generation opportunity to set a path forward to deliberately evolve into a city that enriches its residents and protects the surrounding environment. Through highly connected centres we create more equitable access to housing, employment, and lifestyle. That's a fairer city for everyone and shares opportunity across the region.

Having many centres also means we can spread jobs across our communities, so we don't create congestion by funnelling residents into a single CBD to work, unlike traditional cities. Living and working close to home means reduced traffic on the roads and less time wasted commuting every day.

The pandemic has proven that not everyone needs to be in the office or commute to the nearest capital city. Before the pandemic, almost 47% of working residents left Moreton Bay every day to work somewhere else, predominantly Brisbane[2]. This is a reality that is already changing and we want that trend to continue. That's why council has invested so heavily in the business and knowledge precinct at Petrie.

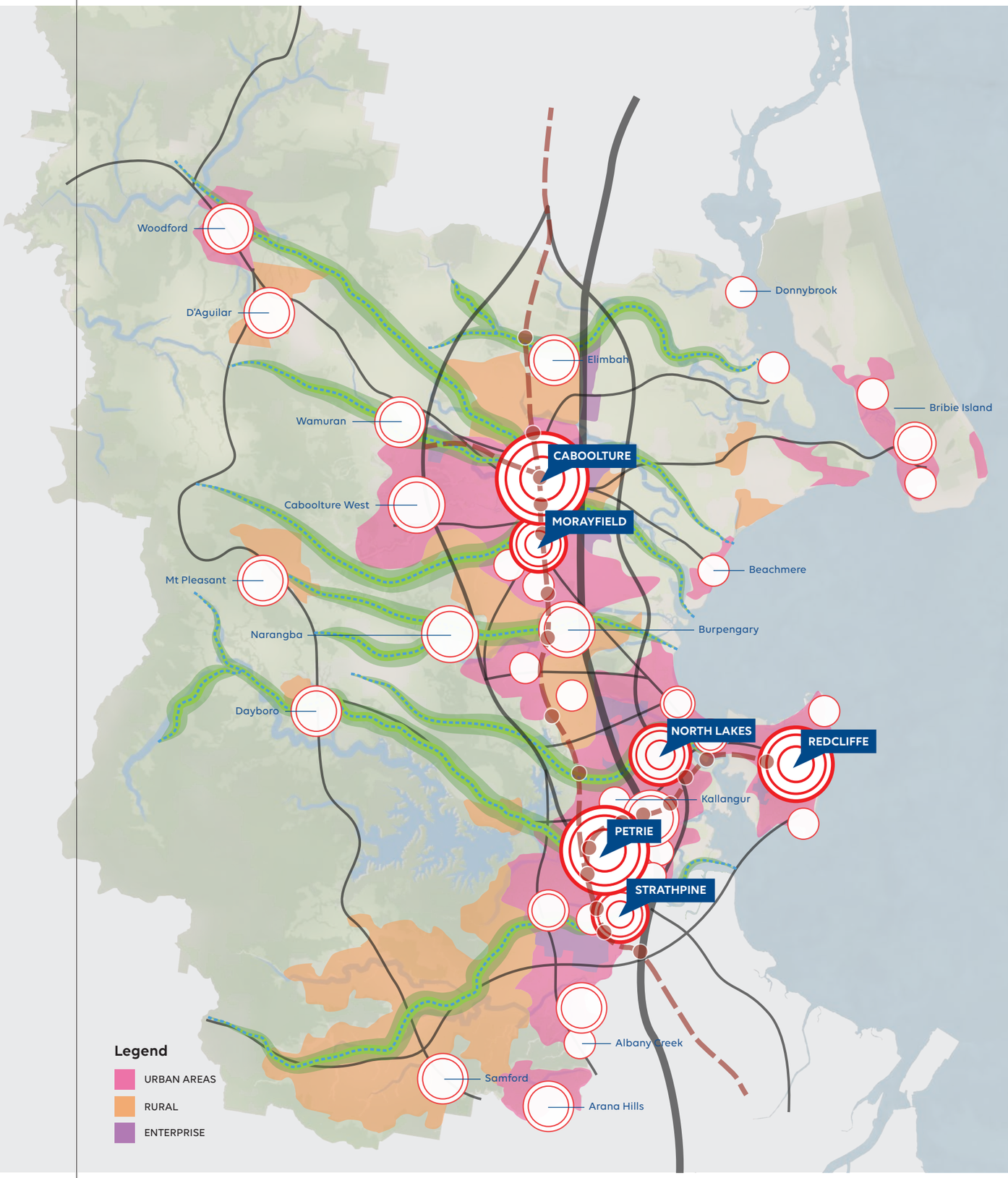
Creating jobs locally is a key priority and becoming a city will draw attention to our region as a place for developing new businesses. Working near home has many benefits. It can improve residents' quality of life with less time spent commuting, which provides more time for recreation and to spend with family. This keeps money in our region with increased resident spending and income generated locally.

Reduced commutes mean less greenhouse gas emitted, with cars responsible for roughly half of all Australia's transport emissions[3]. This represents a massive opportunity to reduce our impact on the local environment just by keeping residents working near their homes.

REDUCE TRAVEL DEMAND

SHORTEN JOURNEYS

IMPROVE EFFICIENCY



[2] Australian Bureau of Statistics, Census of Population and Housing 2016.
[3] Climate Council Fact Sheet, Transport Emissions: Driving Down Car Pollution in Cities.

FIVE BIG IDEAS FOR OUR FUTURE

1

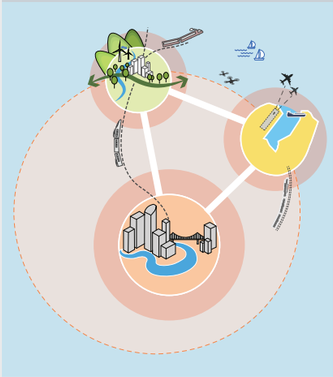
Connect our centres to the bay using the space adjacent to our waterways as movement corridors

These vital east/west links would allow us to move across the city on foot, bike or scooter and join our existing centres to each other and the Bay. Increased connectivity will further strengthen our unique centres as vital places in our communities.

2

Anoint Petrie, on the banks of the Pine River, as South East Queensland's northern business hub

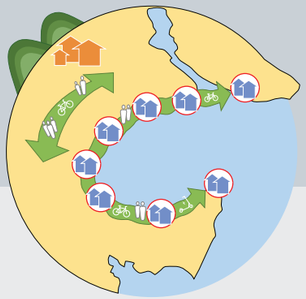
As the only satellite precinct 30 minutes north of the Brisbane CBD, Petrie is well positioned with a train station, university, businesses, and a planned Olympic venue. The Mill is also within striking distance of the Australian Trade Coast. With green spaces, and the river connecting into the Bay, this is an unparalleled opportunity for a bustling business precinct in harmony with its surrounds.



3

Embrace our bayside villages and make them coastal sanctuaries easy to explore

Interlink our coastal suburbs with new paths and connections that encourage car-free movement from Woorim to Woody Point.



4

Activate the Bay for travel and re-discover our region from the water

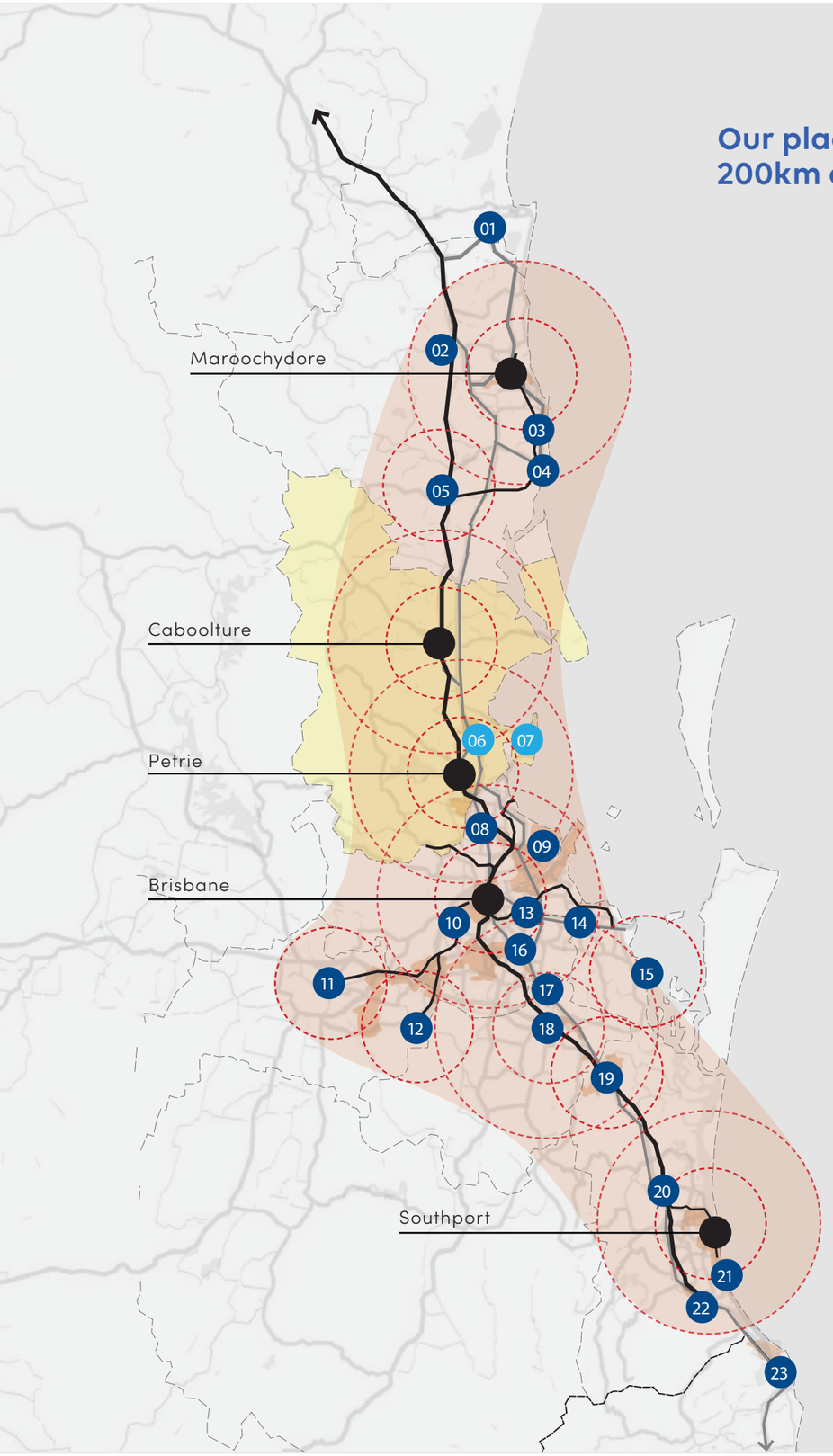
Bring back a Bay ferry from the Pumicestone Passage, near Bribie Island, to Redcliffe igniting a new appreciation for our waters for visitors and locals alike.

5

Unlock our hilltop villages for tourism

Our hills could become places for more visitors to unwind in picturesque accommodation. We need to find ways to bring the mountains closer and increase their accessibility for visitors. This would provide opportunities for tourism experiences that create local jobs and showcase our region's natural beauty.

Our place within SEQ's 200km of communities



Legend

Economic Centres

01 Noosa
02 Nambour
03 Kawana REC
04 Caloundra
05 Beerwah
06 North Lakes
07 Redcliffe
08 Chermside
09 Brisbane Airport
10 Indooroopilly
11 Ipswich
12 Springfield
13 Carindale
14 Capalaba
15 Cleveland
16 Upper Mt Gravatt
17 Springwood
18 Logan
19 Beenleigh
20 Helensvale
21 Broadbeach
22 Robina
23 Coolangatta

WHAT BECOMING A CITY MEANS

Moreton Bay is already a "city" in terms of its population and its many bustling urban centres. Within 10 years we will have more residents than the state of Tasmania. Approximately 30 people will move here every day over the next 20 years[4].

What are the possible benefits of becoming a city?

- Greater status to help advocate for more State and Federal Government investment
- Deliver greater housing and social equity through supporting existing centres
- Proactively shape our destiny through outlining an ambitious vision for our evolution
- Build an identity to increase awareness so we can attract more investment and jobs
- Create a unified identity for existing businesses to market
- Reflect our strategic importance by taking our place as one of South East Queensland's pre-eminent cities.

The growth we've already experienced is creating challenges for us. Housing, jobs, roads, and transport are all common city issues we are facing. The forces of change are already at work and often the response is reactive and uncoordinated.

Rather than making the mistakes of other cities, we can capitalise on the change that is happening to propel our region toward a vision of our choosing. To do this we need to be clear on who we are, what we stand for, and what changes we desire.

Officially becoming a city is the first step towards changing our identity locally, nationally, and internationally. With greater status it will make it easier to advocate to the State and Federal Governments for investment in our region.

We need to make sure we reap benefits from the taxes our residents pay through funding from all levels of government directed back into Moreton Bay. It will also support our ambitious economic development strategy.

Each year the average Australian pays almost $20,000[5] in income tax. It is critical we see our fair share of Federal Government investment back into our communities.

Changing our classification to city will also bring us into line with the other councils adjoining Brisbane, including Redland City, Ipswich City, and Logan City. The Moreton Bay council is larger than all these neighbours in terms of geographic area, population, and number of local businesses. It's time we were recognised for our regional importance and the heavy lifting we are doing as South East Queensland evolves.

[4] Based on additional 210,000 residents over the next 20 years until 2041.
[5] Australian Bureau of Statistics, Individuals – median and average key items, by sex, 2017–18 and 2018–19 income years.

What evidence we have that becoming a city matters

Case studies from overseas and in Australia demonstrate that becoming a city can be a catalyst for economic growth, improved social outcomes, and increased government investment.

The immediate potential impacts associated with becoming a city include:

- More investment and major projects directed here by State and Federal governments
- Increased civic pride and business confidence
- Improved perception and awareness of community potential
- A catalyst for regeneration and future success
- Attraction of more visitors, which brings money into the local economy.

Moreton Bay gets less spent on transport and roads per person than the Sunshine Coast, Logan, and Gold Coast[6] despite being SEQ's third largest council in terms of population[7].

Why there won't be a CBD in our city

Many Australian and international cities are moving away from concentrating jobs and infrastructure in a single place like a CBD so people can live closer to work. This decreases the congestion caused by tides of "commuter" traffic moving toward a single CBD.

Currently 71% of our residents drive to work, which puts around 340,000 cars on the road every weekday[8]. Most of these people are heading into Brisbane, so there is an opportunity to get tens of thousands of cars off the Bruce Highway and many of our local roads each day if we can create local jobs.

The Bruce Highway during peak commute times is not used efficiently.

Changing where people work, and keeping them close to home, will make better use of key infrastructure by reducing demand and using the capacity travelling away from the capital city at peak commute times.

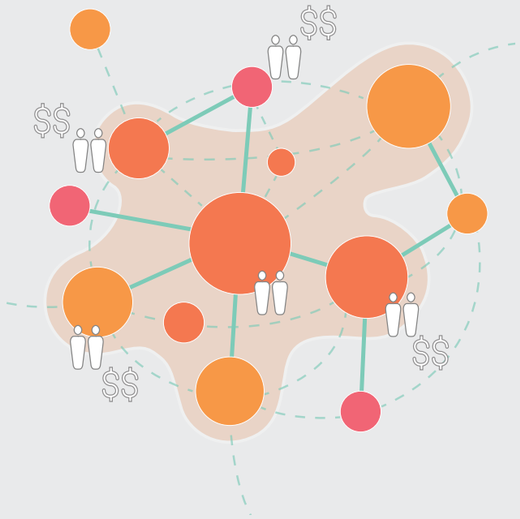
We already meet all the requirements to be classified a city without a CBD of skyscrapers.

Being a multi-centre region means we don't need to concentrate buildings in a single location like a CBD. Even existing CBDs outside of Brisbane, like Logan Central, Ipswich, and Cleveland - are not home to skyscrapers.

A deliberate multi-centre approach creates more equitable access to work and housing, which translates to a higher quality of life. The pandemic has proven some residents can work from home. If more people stay home that means less traffic on the roads for those people who need to work away from home.

Some businesses are moving out of Brisbane to other parts of the south east, which creates opportunities for Moreton Bay. This gets us closer to our goal to deliver 100,000 local jobs, so people don't have to travel outside Moreton Bay for work.

If we support and develop our existing centres, we can also better manage the impact on the natural spaces that make Moreton Bay a beautiful place to live. Strengthening our existing urban centres, and their unique features, will preserve our rural communities, natural assets, and environmental corridors.



What are the possible downsides of becoming a city?

- Our population might grow faster as more people choose to live and work in our city
- Increased visitors could result in busier centres and more amenities like cafes
- The plans for taller buildings around our centres might be realised sooner
- The concern that Council would invest ratepayers' money in a new brand, logo, and signage.

Current population projections show that we are going to experience an increase in our population even if we don't become a city.

The pandemic has resulted in increased interstate migration, so it is likely growth has already accelerated beyond existing projections. We can't stop people moving here, but we can proactively plan for how and where we want people to live and work.

More residents naturally leads to new cafes, restaurants, hotels, activities, and many other businesses popping up to service the community. These will make Moreton Bay a more exciting place to live, work, and play. Changes like this are likely to occur regardless of our council classification because people will move here anyway.

By choosing not to nominate or create a CBD we are making a conscious decision to stick to our diverse centres plan, which has already been widely consulted on with the community. Our planning scheme already seeks to concentrate taller buildings around our existing centres.

If the name of the council changed, money would be spent on re-branding. Traditionally the most expensive elements of re-branding are usually the physical assets (e.g. signage and printed materials), which would not be updated at once. This will limit the costs associated with a potential name change. Most of the printed materials are limited to merchandise, which again would not be replaced until supplies were exhausted. The cost of replacing the logo for digital assets (e.g. website, social media, corporate documents) would be nominal.

[6] Queensland Transport and Roads Investment Program (QTRIP) 2021-22 to 2024-25.
[7] *Moreton Bay City Classification Economic and Social Benefits Presentation*, KPMG, March 2022.
[8] 70.8% of all Moreton Bay residents travel by private car and 88,414 Moreton Bay LGA residents work outside the LGA (Source: ABS 2016).

Key questions about becoming a city

Why are we considering becoming a city now?

Several big milestones are on the horizon, like the 2032 Olympic and Paralympic Games, the SEQ City Deal, and the State Government's review of the South East Queensland Regional Plan. They are critical opportunities to influence how Moreton Bay is perceived by decision-makers and give us the best chance of harnessing benefits for our communities.

The Olympic and Paralympic Games will draw visitors to South East Queensland and provide a platform to introduce Moreton Bay to the world. This is a once in a lifetime chance to showcase our natural beauty and attract visitors from our shores and beyond.

Developing a recognised regional identity is an important part of our economic development strategy, which has set the course for us to become a $40 billion economy by 2041. Achieving that goal relies, in part, on attracting more visitors to our region, who will spend money in our centres. That spending translates to increased economic activity, which opens the door to more local jobs to service tourist demand.

The recently signed SEQ City Deal will unlock increased investment in our region, and it is critical we secure our fair share. Our chances of success will be bolstered by Federal parliamentarians knowing who we are and where we are.

The Mayor has encountered a common misconception on his visits to Canberra about our location, with many mistakenly believing we are a rural or remote council. This needs to change if we are to compete for investment to manage the growth we are experiencing as the closest northern neighbour of Brisbane.

The State Government's upcoming renewal of the South East Queensland Regional Plan is also a major opportunity to shape local growth. This plan sets out how many residents council will have to accommodate through the delivery of new homes in communities like Caboolture West as well in existing suburbs. We need to be actively participating in the review to ensure the State's plans reflect our objectives and how we want to evolve.

Why did we become a regional council in the first place?

During the State Government's amalgamation of Queensland councils in 2008, it was decided if three or more councils amalgamated the new council would be classified as "regional". That means if we had been an amalgamation of two councils, we would likely already be classified a city[9].

Our council was formed through the amalgamation of three councils: Caboolture Shire, Pine Rivers Shire, and the City of Redcliffe.

How would we change our classification from a regional to a city council?

Becoming a city involves changing our local government area classification from "regional" to "city" under the Local Government Act.

To change this classification, we must write to the Minister for Local Government. The Minister will then refer our request to the Change Commission, which is part of the independent Electoral Commission of Queensland, for assessment.

When would we become a city?

Council is in the process of considering the benefits changing our classification might bring and the effort pursuing a change might entail.

A social and economic impact assessment was requested by council at the end of 2021 and this was delivered in March 2022. Early engagement is also happening with the community before an open survey if council decides to continue exploring reclassification.

How much would it cost to become a city?

The preliminary exploration of the re-classification and associated costs will be covered under existing department budgets. That means council won't be adding to any budgets to undertake this work.

If council chooses to continue exploring city classification, further investment will be made in large scale community engagement before making a submission to the Electoral Commission of Queensland (ECQ). If the ECQ approved the change in classification, then the name of the council would change.

The most expensive elements of re-branding are usually the physical assets (e.g. signage and printed materials), which would not be updated at once. As has been council's policy since amalgamation, signage will only be updated as it becomes necessary. This will limit the costs associated with a potential name change.

Most of the printed materials are limited to merchandise, which again would not be replaced until supplies had been exhausted. The cost of replacing the logo for digital assets (e.g. website, social media, corporate documents) would be nominal and updating would be at minimal expense other than staff time.

To find out more visit:
www.moretonbay.qld.gov.au

[9] Local Government Regulation 2012 Part 2, Division 2, 13 (5): *The criterion for a local government area to be declared a region is that the area be created as a result of the amalgamation of 2 or more local government areas of any class.*

APPENDIX 3

MORETON BAY CITY

Archipelago

— CONTACT

Peter Edwards
Archipelago Architects Pty Ltd
The Naval Offices,
3 Edward Street, Brisbane Qld 4000

T — +61 (07) 3236 4606
E — pe@archipelago.com.au

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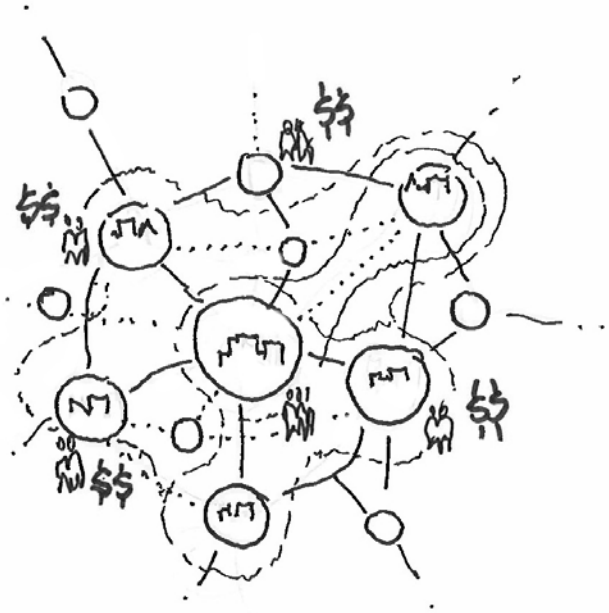
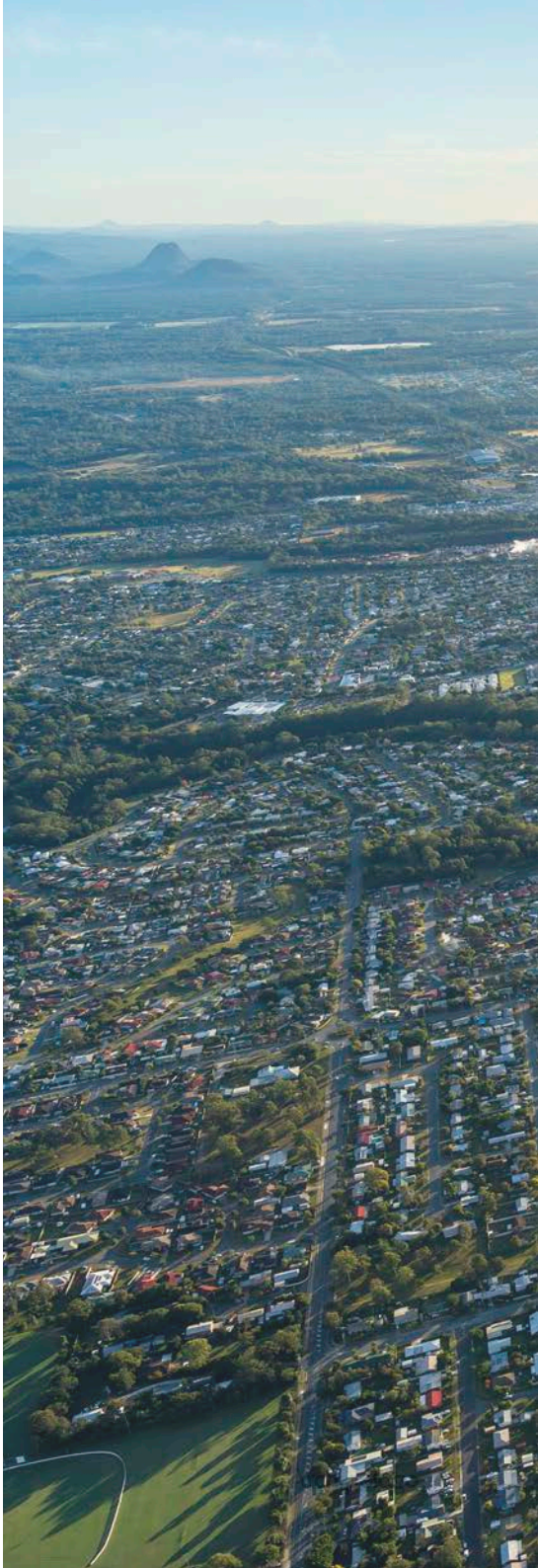
INTRODUCTION

Why not the City of Our Dreams?

The Moreton Bay Region is growing. The fundamentals behind that growth are compelling – this place is changing and will change relatively rapidly. When we understand that growth and what it means – infrastructure investment, schools and universities, hospitals, industry, enterprise and employment and most importantly places for people to live a good life, we can get a sense that we are making something significant.

We are building a new city.





When we build a new city,
it should be the best city in the world...
By virtue of the fact, we have all the cities in all the world to learn from.

We can build
the city of our dreams.

Setting the Scene.

SETTING THE SCENE

The City of our Nightmares

The forces of change tied to population growth bring with it significant infrastructure and development investment of its own accord. Often this investment is reactive, political, insular and uncoordinated. It will happen regardless of what we do. The opportunity exists to ensure the infrastructure investment is not something that happens 'to' us but something that happens 'for' us.

We know what we don't want:

- Big, Ugly Buildings
- Pollution
- Traffic and Congestion
- Noise
- Overcrowding

This can be the source of our fears for change. Fear that the coming infrastructure will deliver what we don't like about cities – big, ugly, concrete, angry, traffic choked, polluted.

Image Credit: Michael Leunig https://www.leunig.com.au/works/cartoons

SETTING THE SCENE

A vision for the City of our Dreams

Looking at this moment positively, the forces of change coming over the next decade can provide a catapult to launch Moreton Bay forward. Important then is to aim that catapult properly and carefully at something worthwhile. If we are setting out to make a city, providing a compelling vision for what that city can be is important. Elevating that vision – aiming high – is also important. We aim high to lift our aspirations for what is possible through this moment of change to translate people's fears into excitement and optimism for our shared vision for a truly great city.

It's a romantic idea, but we are truly investing ourselves in creating the 'City of our Dreams'.

Example of urban fabric.

Image Credit: Trung Mai / atelier M32

SETTING THE SCENE

We are building a new city...

Moreton Bay is a fast-growing region accommodating around 10,000 new residents every year. By 2041 our region's population will be bigger than the whole state of Tasmania. The fundamentals around that growth point to a rapid expansion of the physical and spatial, of buildings, roads, hospitals, universities, schools, places for people to live – we are building a new city.

Fundamentals of a new city:

- Approx. 10,000 people move to the Moreton Bay Region per year
- By 2041 our region's population will be bigger than whole state of Tasmania
- The opportunity is now to shape what could be a thriving metropolis to the north of Brisbane
- We can be intentional about the kind of city we are setting out to build

700,000 People

(est. 2041)

3rd Largest

Local Government area in Australia

5th Fastest Growing

Local Government area in Australia

3rd Largest

Number of residential dwellings in Australia

The Region.

THE REGION

Setting the Scene

The Moreton Bay region is significant in size. It commands the length and breadth of the northern corridor between Brisbane and the Sunshine Coast. Within it are a range of urban centres, suburbs, communities, open space areas that stretch from the hills of the D'Aguilar Ranges to the waters of Moreton Bay.

We are not starting with nothing. There are qualities and strengths in these places that we value, that can be important foundations for the city to come. We are not starting with nothing and there is a lot to build on to shape our vision.

- MBRC is a large LGA
- Multiple centres of distinctive qualities
- Abundant green open space and natural systems
- Transportation infrastructure – road and rail
- Economic centres, innovation
- A vast under-realised human capital

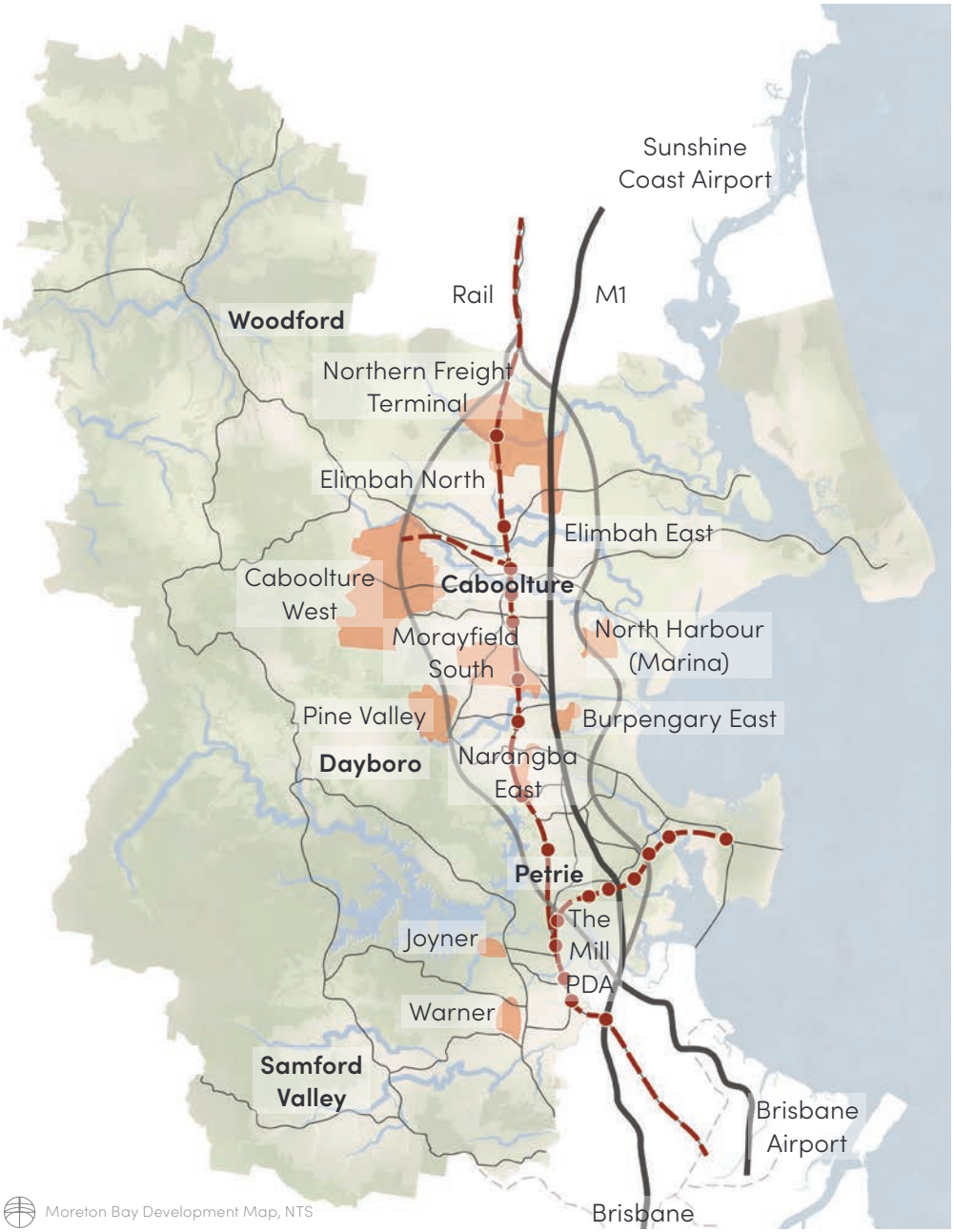
The Moreton Bay region is significant in size. It commands the length and breadth of the northern corridor between Brisbane and the Sunshine Coast.

Multiple major centres throughout the region:

- Redcliffe
- Caboolture
- Petrie

Other suburbs that provide critical region-wide services and infrastructure

- North Lakes
- Strathpine
- Brendale
- Elimbah

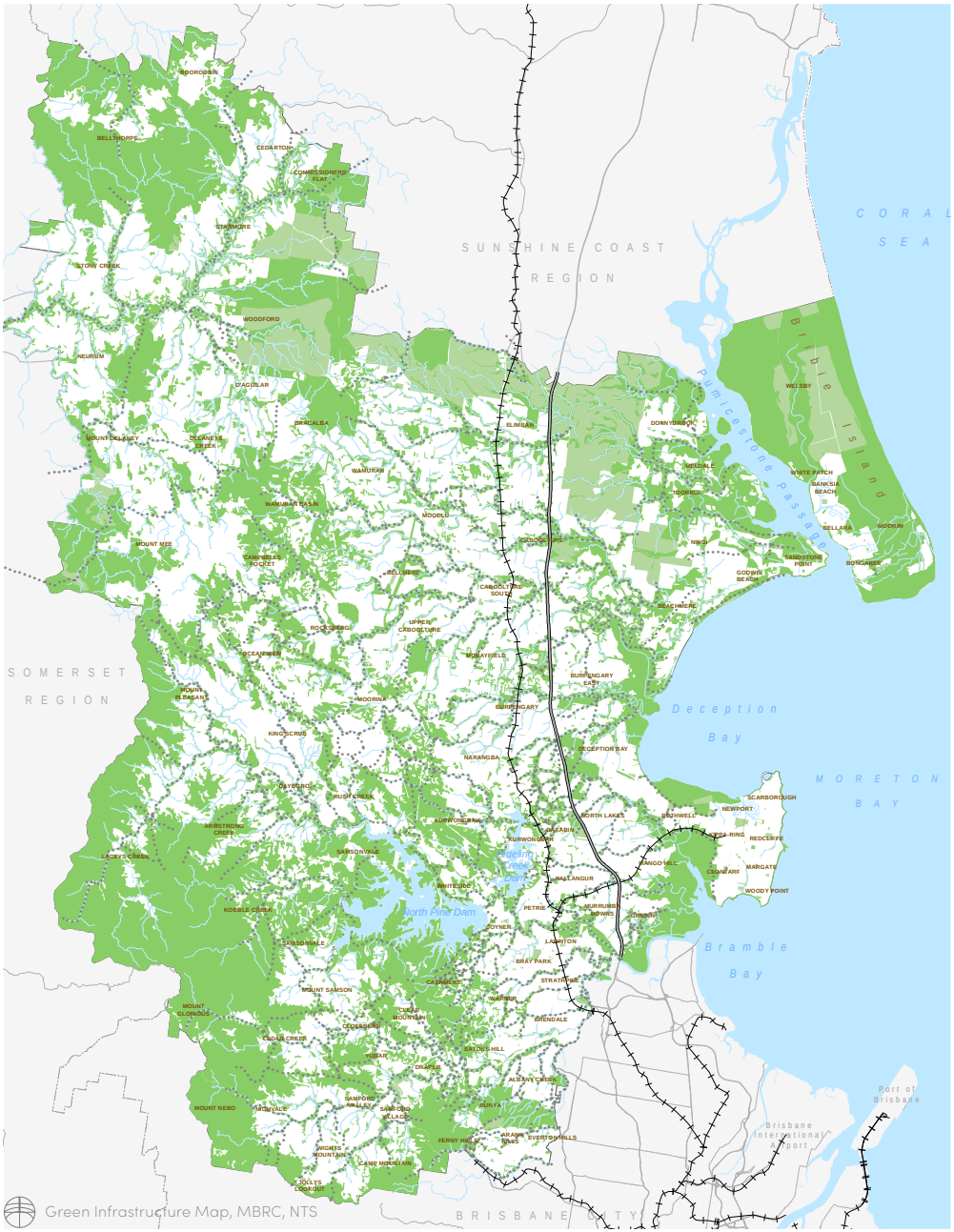


Moreton Bay Development Map, NTS

THE REGION

Abundant Natural Assets

From pristine sandy beaches to subtropical forested ranges, the Moreton Bay region offers an abundance of natural assets and ecological reserves. Many of these places as dearly loved by visitors and locals alike. These natural assets are important to the attractive lifestyle offer of the region. They are supported by public infrastructure making them freely accessible by all.



Green Infrastructure Map, MBRC, NTS

Archipelago

THE REGION

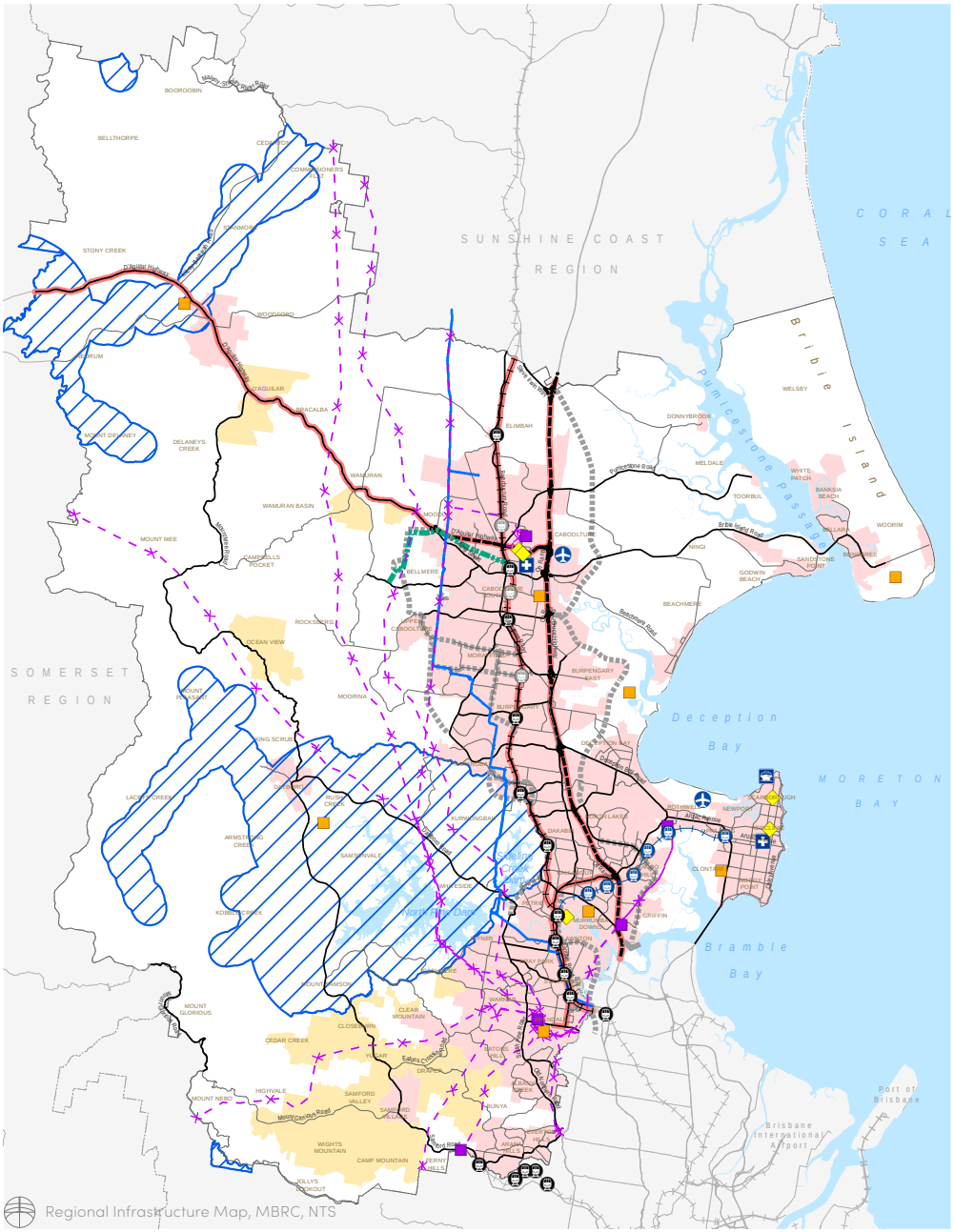
Significant Infrastructure Bones

The region already possesses good infrastructure bones that we can strategically develop to help grow our local employment and economic engines. The region benefits from major transport infrastructure including the Bruce Highway (M1) and Northern Rail line which has influenced the emergence of a strong north-south movement and employment corridor and commensurate pattern of settlement.

This major infrastructure spine will be added to strategically with eastern and western duplications of the Bruce Highway and the upgrading of the northern rail line to rapid rail.

Other movement infrastructure include local rail via the Moreton Bay Rail line and a robust network of cycleways and pedestrian paths.

Our strategic investment in movement infrastructure is important to help the continued growth of our local employment and economic engines. Well established and emerging industrial, enterprise, business, health and knowledge precincts provide employment and economic infrastructure critical to the future growth in local employment. Giving more people to local employment choice is an important part of a successful city.



Regional Infrastructure Map, MBRC, NTS

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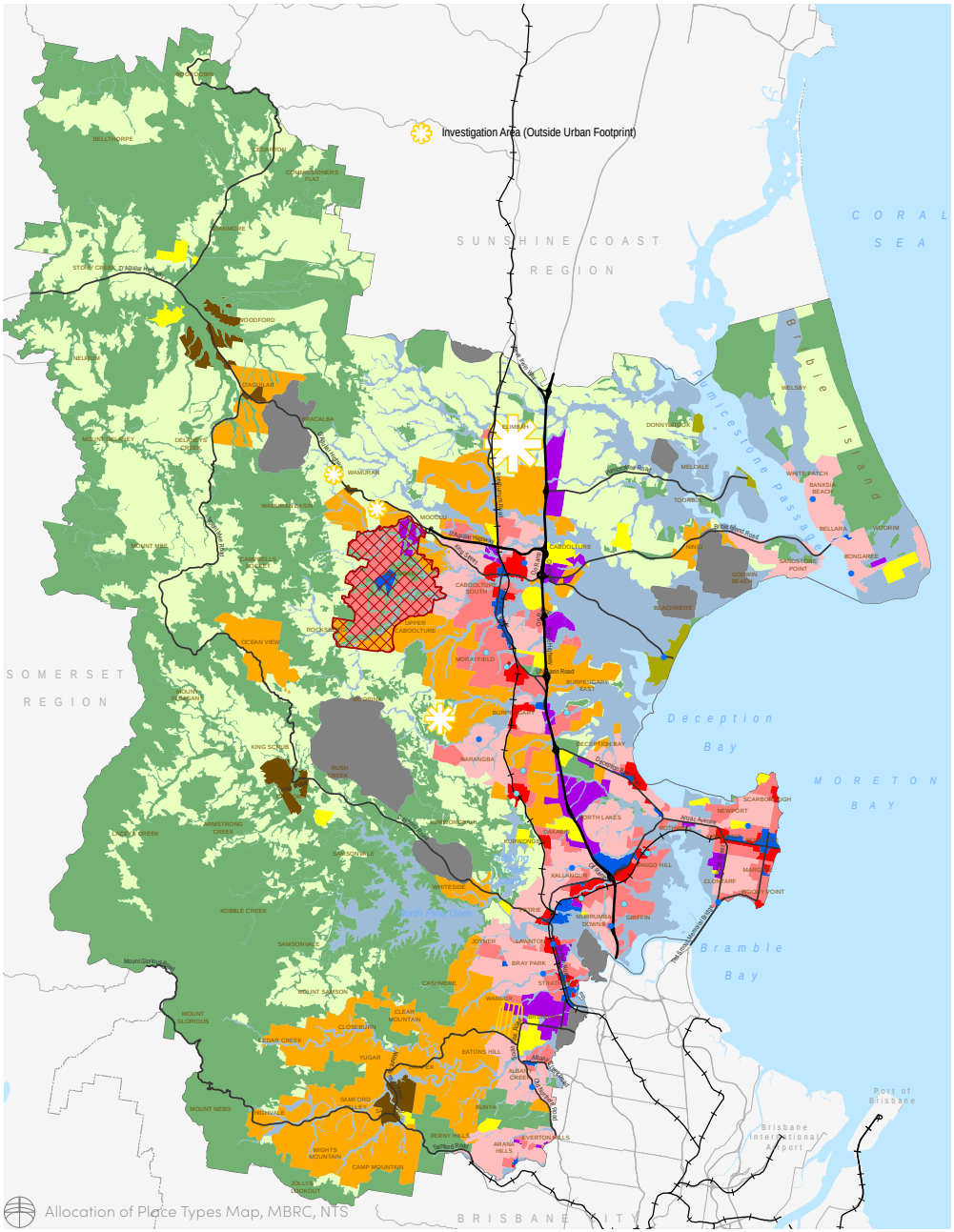
THE REGION

A Range of Distinctive Places

Already a polycentric urban form - the Moreton Bay region is made of many identifiable places each with its own distinctive qualities. This lends itself to a polycentric urban form. Importantly, these distinctive places can play to their strengths, enhancing and expanding their unique offers in a way that minimises competition between centres and helps to enhance variation and diversity in the place spectrum.



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A New Kind of City.

A NEW KIND OF CITY

Established ways of Thinking

The incumbent way of thinking about what a city is comes from a legacy of the 20th century idea of the 'Emerald City' with all yellow brick roads leading to the triumphant city core with its tall glistening towers and the promise of concentrated wealth and opportunity.

The 20th Century idea of the city is a form of city that we have inherited and whilst it has delivered many things we would consider successful in the evolution of the way we live (in terms of aggregating productivity, investment and employment) those things have come at a cost.

We we will increasingly measure this cost in the way we make cities moving forward.

The Emerald City:

- Is carbon intensive
- Is transport dependent – the commuter culture
- Relies on centralised infrastructure
- Is traditionally considered most productive
- Has a spatial inequity - a city of the have's and have not's

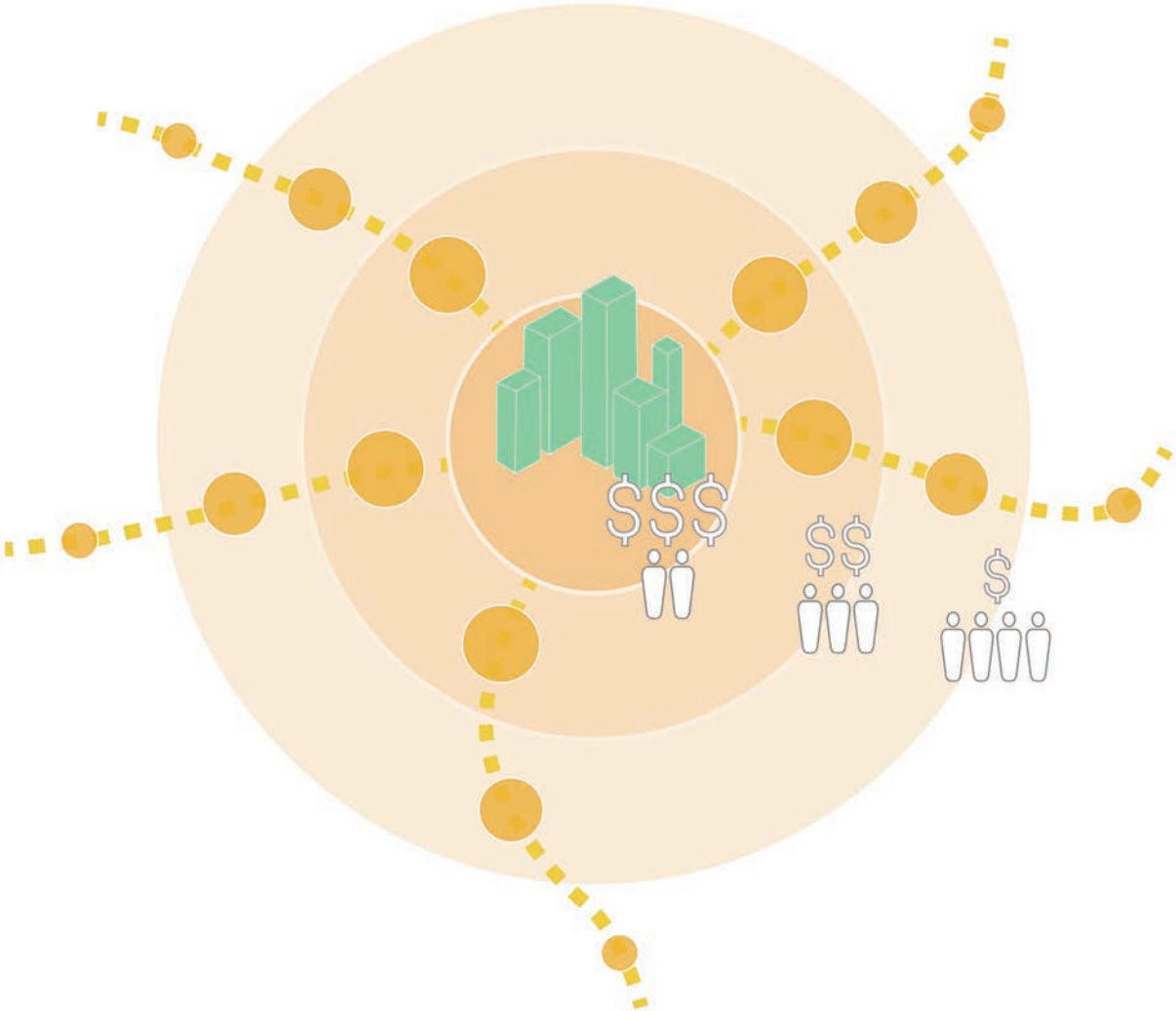
A NEW KIND OF CITY

Centralised Thinking

Whilst the centralised CBD capital provides productivity it does so without properly accounting for its social and environmental costs. As a slave to this model, we are forever a slave to a future whose identity is tied to the capital.

The 20th Century idea of the city brings social and environmental costs, including:

- Spatial inequality of employment choice towards city centre – concentration of associated economic wealth
- Progressively increased commute and travel times
- Spatial concentration of productivity and income
- Centralised infrastructure – carbon intensive
- Reduced opportunity for market led solutions
- Increase in social inequity



A NEW KIND OF CITY

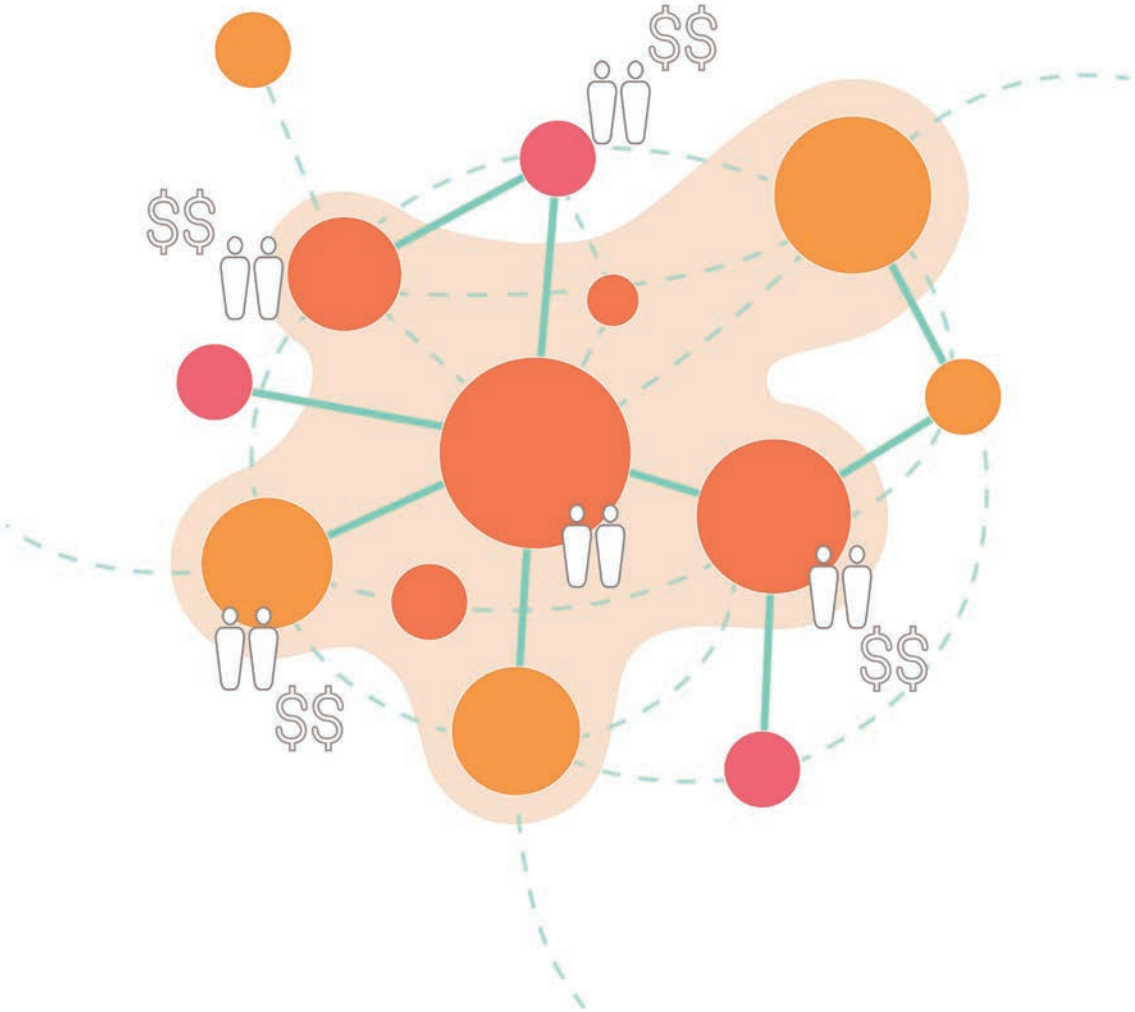
Polycentric Cities

Moreton Bay City can be a new kind of city - a city that SEQ has not really seen before. A loose-fit, low-rise, subtropical, lifestyle-oriented ecosystem of distinct interconnected centres.

Polycentric cities are a city made of complementary highly connected centres with diverse urban forms.

A polycentric city results in a similar economic output, however introduces significantly improved social and environmental outcomes:

- Improved access to jobs spatially
- Decrease commute and travel times
- Increase productivity and income spatially
- Distributed infrastructure, more robust, cheaper, cleaner
- Improved opportunities for market led innovation
- Distributed wealth affect and improved equality in social access
- Improve spatial distribution of jobs growth – allowing people to work close to where they live



Design Drivers.

DESIGN DRIVERS

Polycentric City Qualities

Polycentric strategies can be in response to natural forces of growth that, left unchecked, create disorganised urban system that erode performance. Monocentric cities have a singular, clear, urban core with infrastructure designed to support its primacy.

Road, rail, public transport and land use systems prioritise flow to the city centre over other areas focussing productivity and opportunity on the urban core.

Where transport costs are cheap, and the socio economic cross section small, this functions very efficiently. This could be an example of Brisbane in the 70's with infrastructure like the south east freeway and local rail functioning to support the centre with housing options available close the city core.

As this city shape evolves the centralised infrastructure is reinforced and the effect of concentrating wealth pushes lower socio economic sections to the margins. When other local centres try to emerge organically they are in conflict with the established monocentric infrastructure creating a disorganised urban form with trip generation in conflict with movement infrastructure.

Brisbane in the early 2000's began experiencing these difficulties and set about projects like TransApex to counter these effects but remains a somewhat disorganised monocentric city.

Brisbane's future urban form will change to adapt to an emerging polycentricity will be reconciling conflicts with its monocentric DNA into the future.

The opportunity for Moreton Bay City is to adopt a polycentric urban form early and begin a program of shaping infrastructure investment to respond to new and interesting connectivity corridors, mobility innovations, and patterns of settlement in front of the next wave of urban growth.

With a strong polycentric city vision Moreton Bay City can design, plan and implement the bones of a unique city form for it to grow into over the coming generations – a city of this millennium rather than a poor hand me down from the last.

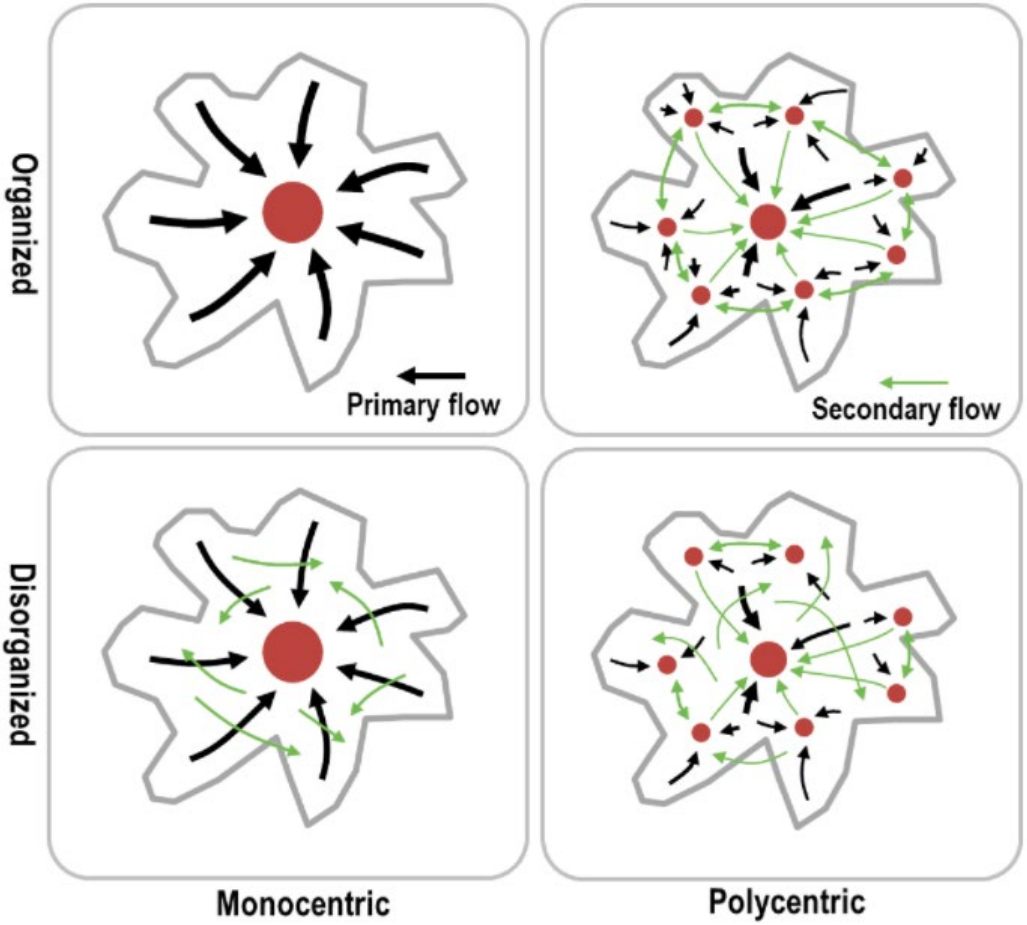


Image Credit: https://transportgeography.org/contents/chapter8/transportation-urban-form/urban-movement-patterns/

DESIGN DRIVERS

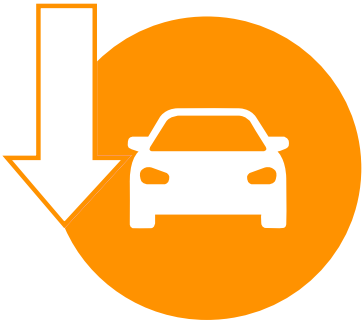
Polycentric City Design Drivers

Polycentric strategies drive design responses to key challenges of a traditional city form. These include reduced travel demands, shortened journeys through higher connectivity and improved transport choice, and overall movement infrastructure.

Reduced travel demands are provided by more diverse housing located to distributed urban amenity. More people are able to live closer to local amenity and places of work and this coupled with improved telecommunication technology and mobility innovations reduces the traditional travel demand with great positive affect to urban form.

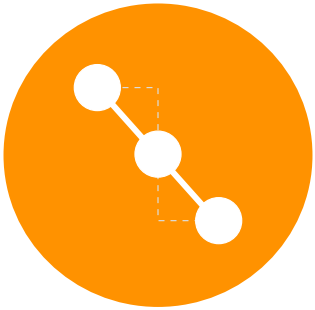
Shortened journeys are achieved by bringing destinations and origins closer together and improving accessibility through more transport choices including walking and cycling.

Technology can have more affect in improving the overall performance of a polycentric city because the movement infrastructure is more diverse, less centralised and smaller in scale allowing more innovation, by more participants to come sooner.



Reduce Travel Demand

Reduce the demand for travel, by improving telecommunications and reconsidering the planning philosophy.



Shorten Journeys

Brings origins and destinations closer together, making them accessible through more transport choices, including walking and cycling.

Improve Efficiency

Improve the energy efficiency of public transport modes and vehicle technology.

DESIGN DRIVERS

Polycentric City - Efficiency

Monocentric cities have large, centralised infrastructure that cannot benefit from more diverse, interconnected, smaller scale urban form. One example of this inefficiency is the peak loading on large highways where the transport infrastructure is used disproportionately, resulting in a less optimal effect of investment.

Polycentric cities can provide improved contraflow using infrastructure more efficiently:

- Diversify trips to use movement infrastructure more efficiently
- Contraflow – is an example of how infrastructure can be used more efficiently

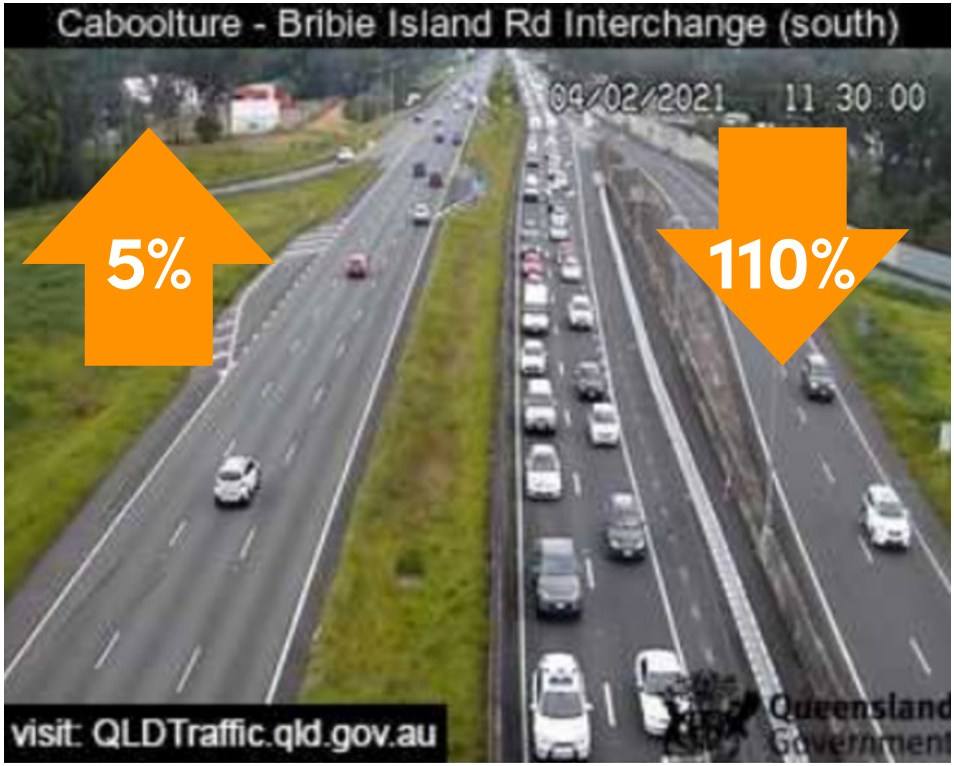


Image Credit: Courier Mail

DESIGN DRIVERS

Polycentric City - Megatrends

Polycentric cities are better prepared to take advantage of megatrends with more diverse and nimble city infrastructure. This allows the city to adapt, adopt or deploy new technologies quickly, creating a more responsive and more efficient urban form.

One example of a global megatrend is in the disruption to traditional car usage. In Australia car usage peaked in 2005 and has since been trending downward. This will translate in coming years to reduced car ownership and the patronage of increasingly diverse and creative transport innovations.

As car use declines other forms of urbanisation become more attractive.

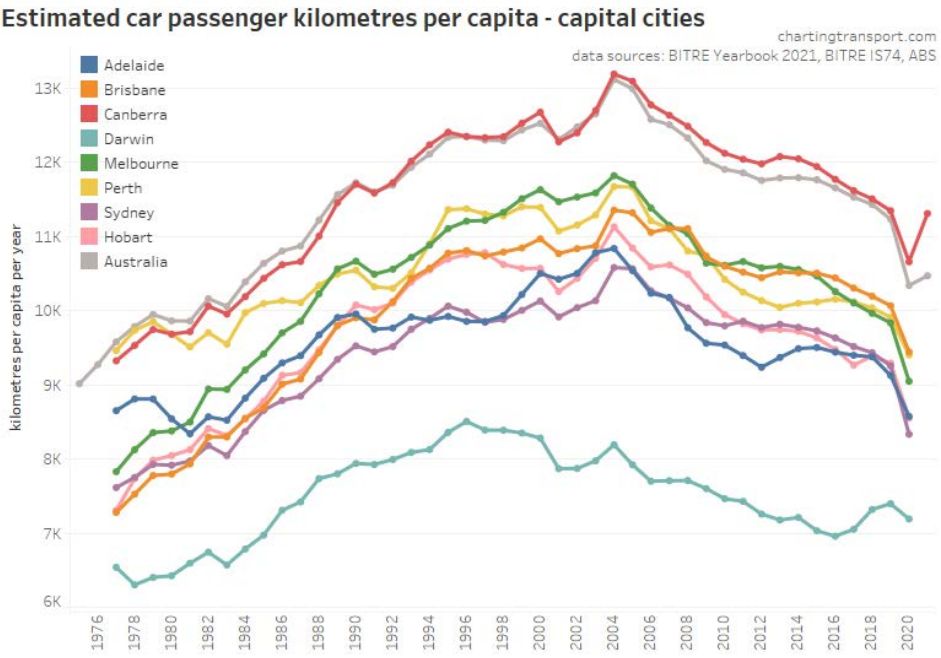


Image Credit: Australian Bureau of Statistics

DESIGN DRIVERS

Polycentric City - Mobility Innovation

New mobility technology is changing the way urban centres connect. The polycentric city can provide shortened journeys which makes alternative forms of transport relevant. This has the effect of further reducing car-dependency, improving affordability and sustainability metrics whilst also contributing to an improved quality of life.

Mobility innovation is coming whether we like it or not. A vision for a polycentric city improves our readiness the early adoption of disruptive technologies making massive change a positive force in the evolution of our city.

- New mobility technology is changing the way urban centres connect
- Shortening journey makes alternative transport modes relevant
- Further reducing car dependency and improving affordability/sustainability and quality of life

METRO

Lime-S 0047
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DESIGN DRIVERS

Polycentric City - Knowledge Economy

Queensland is moving its economic emphasis from extraction to knowledge. Important to the Moreton Bay region is the growth in its knowledge economy infrastructure.

The knowledge economy is vested in the creation, dissemination and commercialisation of knowledge. Important to this sector is the attraction and retention of talent. It is people that have ideas, conduct research, exchange and create knowledge.

We can provide the best tools, working environments, movement and digital infrastructure to the knowledge economy to attract talent but it's the shape of our city that creates the lifestyle offer critical in our ability to retain talent.

A polycentric city form provides a richer, more lifestyle oriented way of living that could be important in our global reputation as a knowledge industries, lifestyle city of choice.

- Our economy is moving from extraction to knowledge
- Critical then, is the ability to attract and retain talent
- Requiring a combination of lifestyle offerings and tools/ technology

DESIGN DRIVERS

Polycentric City - Workplace Change

Our way of working has changed forever in the wake of the global pandemic. The post-Covid workplace is one that has embraced telecommuting to the point that traditional forms of location-based workplace have been fundamentally challenged.

The option for balancing work and life and location have been embraced and will be a massive change that remains when the pandemic has long gone.

The post-Covid workplace is everywhere and anywhere and in that context the question for all cites is:

"So why here?"

The polycentric city improves lifestyle opportunities encouraging more diverse ways of living that naturally can accommodate more diverse ways of working. Access to a choice of local centres providing urban amenity near to where I choose to live make this form of city more responsive to emerging workplace trends.

A survey of 278 executives by McKinsey in August 2020 found that on average, they planned to reduce office space by 30 percent.

Demand for restaurants and retail in downtown areas and for public transportation may decline as a result.

"The future of work after COVID-19" Mckinsey Global Institute February 18, 2021 Report.

Shaping the City.

SHAPING THE CITY

A Subtropical Polycentric City for Everyone

A polycentric city can provide a loose-fit, lifestyle-rich landscape of opportunity for working, living, learning and leisure with a low rise, distributed ecosystem of distinctive urban centres.

Our city is highly connected through mobility innovation and creative in the provision of diverse housing providing access to more employment choice and lifestyle opportunities.

Our city shape distributes all the opportunities of the city more equitably creating a way of living that reduces the social economic cross section and delivers a more egalitarian society – a community of citizens. We can all be brought along together, and we are not a city of the have's and have not's.

SHAPING THE CITY

Our Place Within the 200km City

Moreton Bay City will redefine its place within the network of centres within the 200km coastal city. In our future, Moreton Bay City will be less a place that people go 'through' on their way to the Sunshine Coast and increasingly a place that people go 'to' for work, learning, leisure, tourism and entertainment.

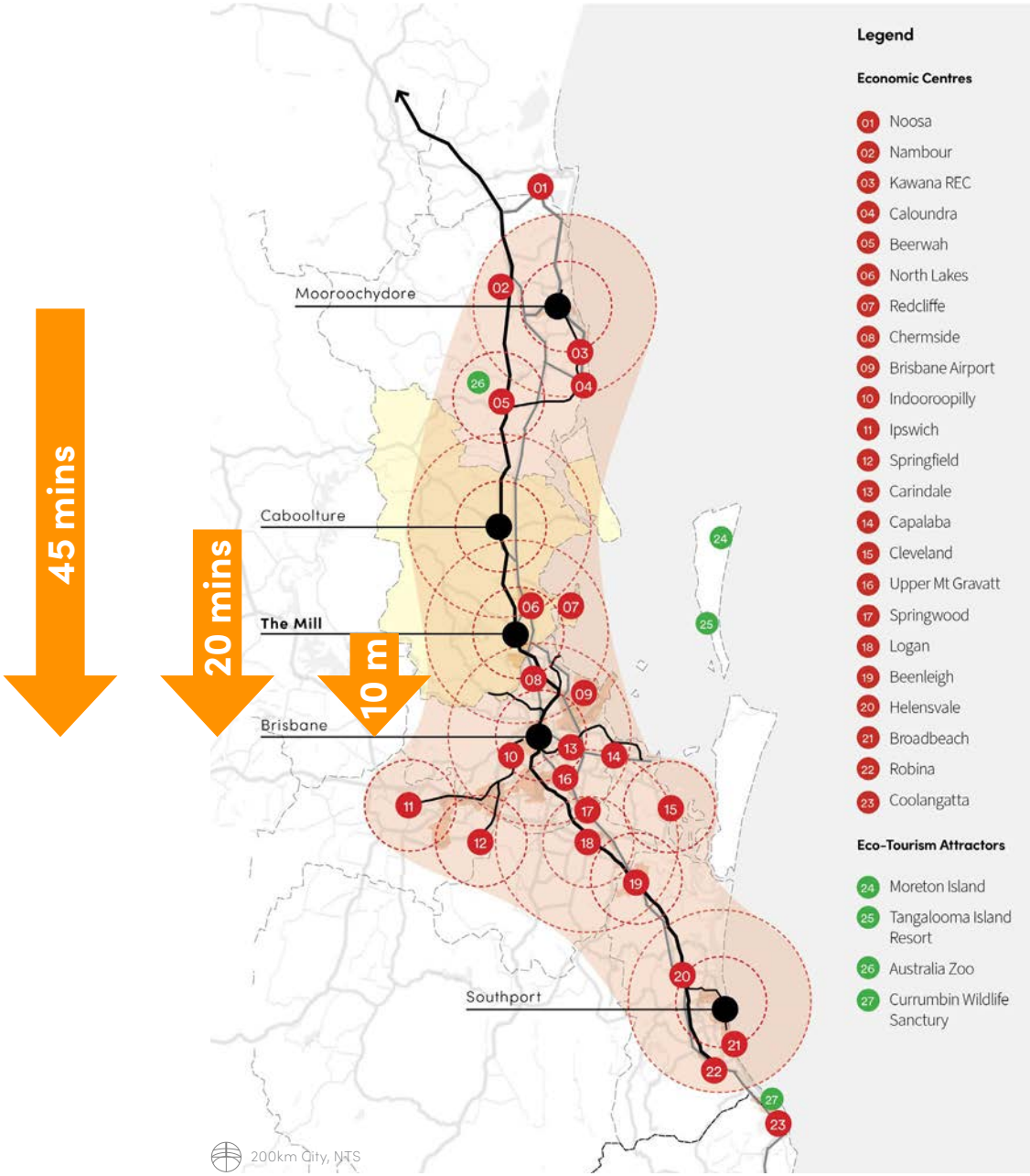
In that context the form of the infrastructure connecting Brisbane to the Sunshine Coast will increasingly be rethought to facilitate a polycentric city form. Strategic transport initiatives will have a big impact and we need to think carefully about how we shape our centres to take advantage of that infrastructure.

A clear vision for the city moving forward will allow engagement in the armatures of government to influence the way we think of the centres structures within South East Queensland (SEQ) telegraphing the importance of the polycentric structure.

This allows for infrastructure to be tweaked to better setup our city vision and facilitate to important local connections. For example, Caboolture and Petrie will have improved competitive advantages from the proposed northern rapid rail connection reducing their travel times to the Brisbane CBD to twenty minutes and ten minutes respectively.

Our place within the polycentric 200km city:

- Strategic transport initiatives will have a big impact
- Without a plan, we are following not leading


45 mins
20 mins
10 m
Mooroochydore
Caboolture
The Mill
Brisbane
Southport
200km City, NTS
Legend
Economic Centres
01 Noosa
02 Nambour
03 Kawana REC
04 Caloundra
05 Beerwah
06 North Lakes
07 Redcliffe
08 Chermside
09 Brisbane Airport
10 Indooroopilly
11 Ipswich
12 Springfield
13 Carindale
14 Capalaba
15 Cleveland
16 Upper Mt Gravatt
17 Springwood
18 Logan
19 Beenleigh
20 Helensvale
21 Broadbeach
22 Robina
23 Coolangatta
Eco-Tourism Attractors
24 Moreton Island
25 Tangalooma Island Resort
26 Australia Zoo
27 Currumbin Wildlife Sanctury

SHAPING THE CITY

SEQ's New 30min City

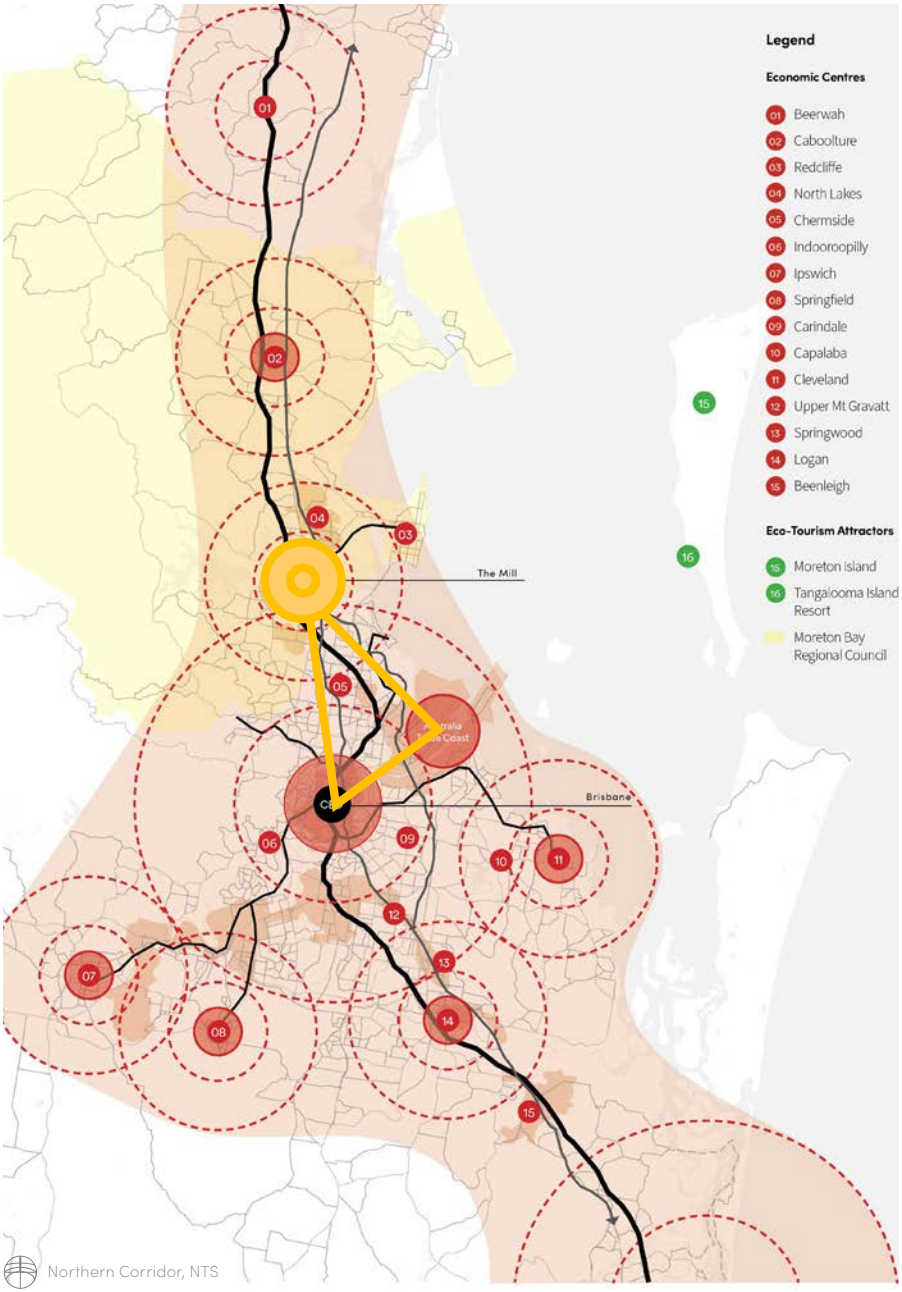
When we look at the shape of the SEQ region there is a clear understanding of the thirty-minute city centres and their relationship to Brisbane.

Beginning with Ipswich to the west then in an arc, Springfield, Logan, and Redlands to the east. However, if we continue that arc northward there presently is no northern thirty-minute city servicing the northern corridor.

As Petrie and the Mill emerge as an important urban centre we can establish the first and probably only ever northern thirty minute city centre for SEQ. Important new infrastructure has the potential to allow this centre to more directly connect to the Gateway Arterial making the Mill at Moreton Bay as close to Australia Trade Coast and the Air and Sea Ports as the Brisbane CBD. A tripartite relationship can be developed making this new northern thirty-minute city a viable alternative to the Brisbane CBD with a competitive advantage over all other thirty-minute cities.

Leveraging the Gateway and Bruce Highway to build a story about the trading triangle:

- City to ports / ports to city
- Proximity equivalence
- A gap in the northern corridor to be filled
- SEQ's only northern 30min city


Legend
Economic Centres
01 Beerwah
02 Caboolture
03 Redcliffe
04 North Lakes
05 Chermside
06 Indooroopilly
07 Ipswich
08 Springfield
09 Carindale
10 Capalaba
11 Cleveland
12 Upper Mt Gravatt
13 Springwood
14 Logan
15 Beenleigh
Eco-Tourism Attractors
15 Moreton Island
16 Tangalooma Island Resort
Moreton Bay Regional Council
The Mill
Brisbane
Northern Corridor, NTS

A Polycentric Framework.

A POLYCENTRIC FRAMEWORK

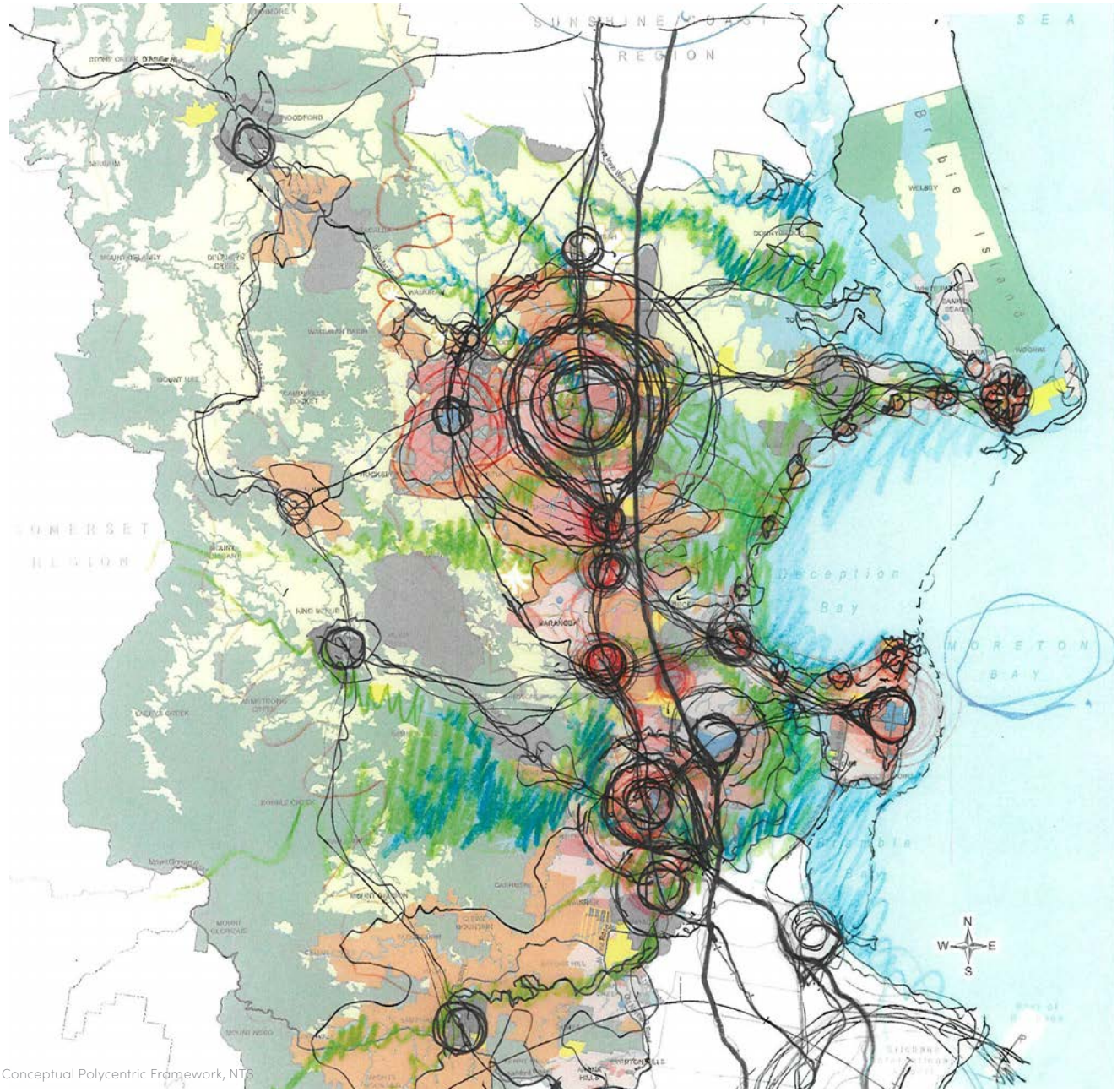
Elements of our Polycentric City...

The Moreton Bay region has many characteristics that support a polycentric urban form. Understanding those fundamentals and demonstrating how they can be enhanced and amplified is important moving forward. There are strategic elements that might make up the framework around which that city vision can be built. Those strategic elements can be considered as part of a suite of strategies that can help us focus infrastructure investment and planning policy moving forward.

Shaping our polycentric city

A polycentric strategy has direct benefits to the way we move forward as a city.

- Complementary, highly connected centres
- Strategic transport initiatives
- Leveraging the Gateway and Bruce Highway
- Improved access to jobs spatially
- Decrease commute and travel times
- Increase productivity and income spatially
- Distributed infrastructure, more robust, cheaper, cleaner
- Improved opportunities for market led innovation
- Distributed wealth effect and improved equality in social access



Conceptual Polycentric Framework, NTS

A POLYCENTRIC FRAMEWORK

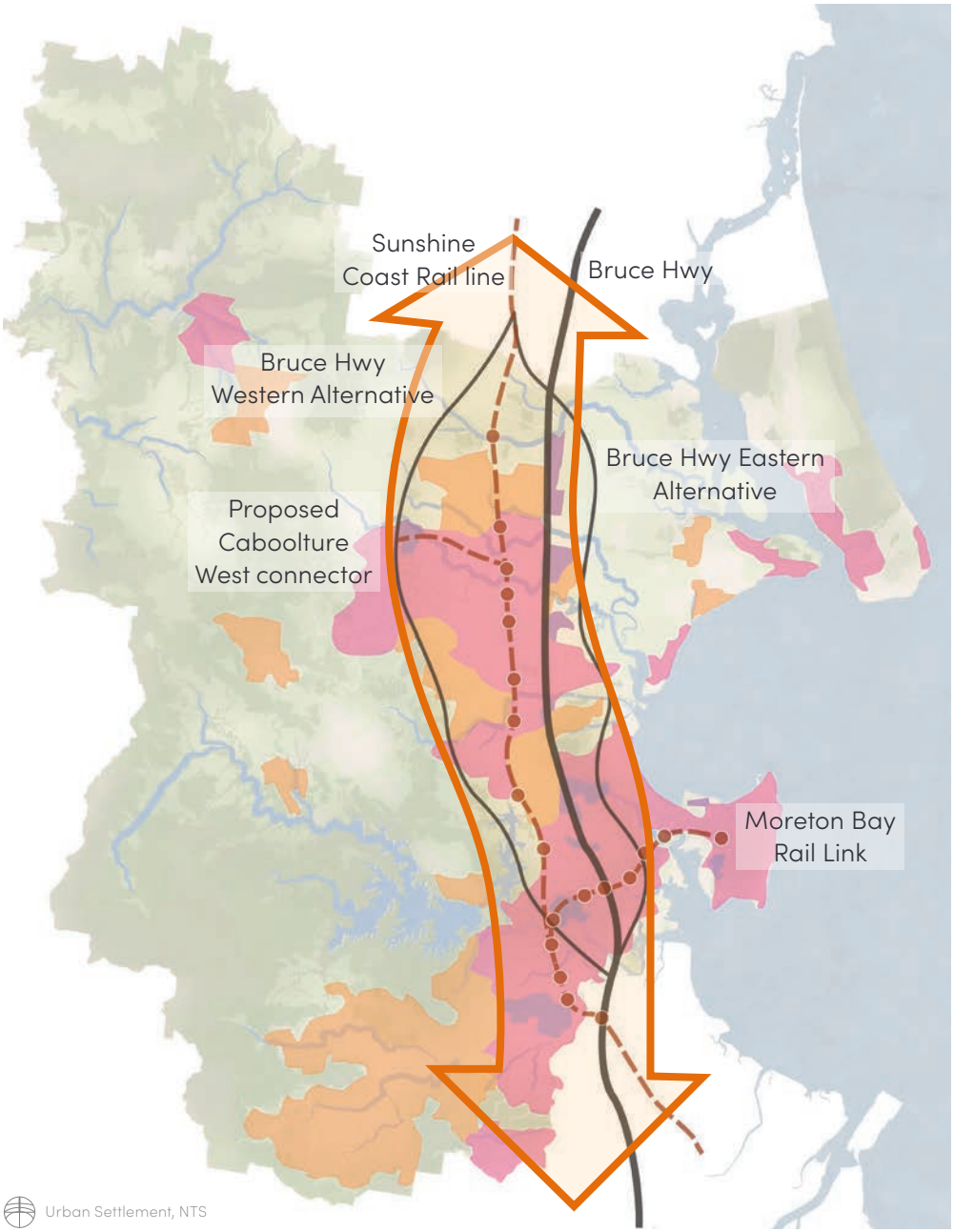
A North South Movement Corridor

We have been settling a landscape which is a rich tapestry of mountains, forests, bushland, rural plains, wetlands, beaches intersected by creeks, waterways, lakes, rivers, passages and bays.

A strong north south movement corridor had been delivered via the Bruce Highway and will be added to with duplications east and west in time. This is a significant investment in movement infrastructure and represents important moments to have that infrastructure facilitate improved east-west connectivity.

The north south rail spine will continue to grow armatures that reach into Moreton Bay's communities whilst providing, in the future, high speed macro connections between major centres that Moreton Bay's major centres can be part of.

These infrastructures have delivered a strong north south movement and employment corridor dominating our urban form and patterns of settlement.


Sunshine
Coast Rail line
Bruce Hwy
Bruce Hwy
Western Alternative
Bruce Hwy Eastern
Alternative
Proposed
Caboolture
West connector
Moreton Bay
Rail Link
Urban Settlement, NTS

A POLYCENTRIC FRAMEWORK

Distilling a Strong Street Diagram

We can distil from existing streets patterns a stronger diagram that begins to make sense. Over time this underlying diagram can begin to be reinforced to make a strong framework of streets and connections that reinforce the polycentric urban form.

Distilled Street Pattern, NTS

A POLYCENTRIC FRAMEWORK

New East West Corridors of Connectivity

Complementing our north-south movement corridors are east-west connections derived from both infrastructure and natural assets. These east-west connections reinforce the potential for high quality accessibility and efficient movement throughout the Moreton Bay region.

These corridors introduce a new language of connectivity and represent ways of linking places in an east-west grain – ways that that we haven't thought of before. We can begin to reinforce these corridors with our planning tools, infrastructure investments and culturally in the way we use language to connect places in our minds. As our minds shift these new connecting corridors become part of our language of place;

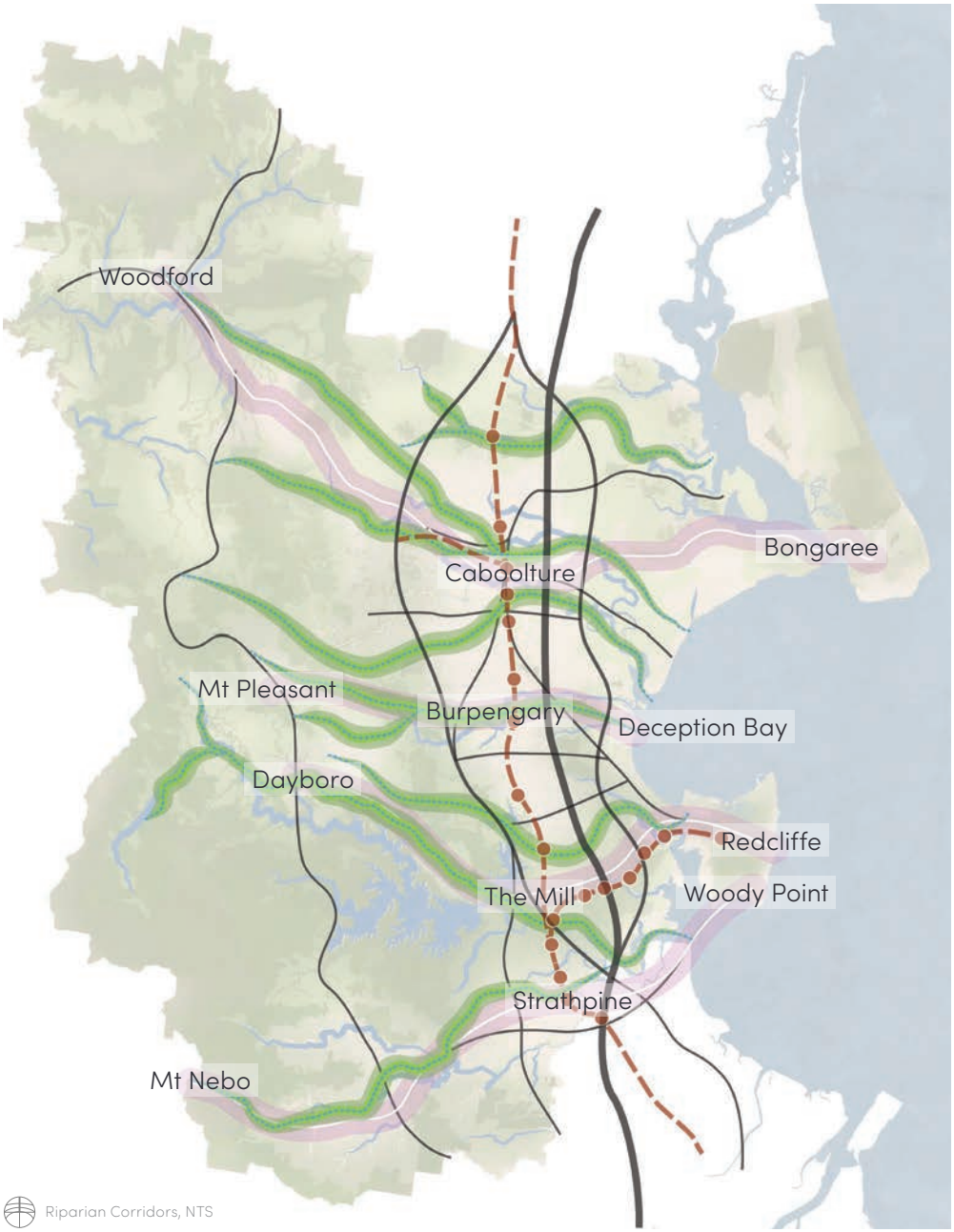
- Woodford – Caboolture – Bongaree
- Mt Pleasant – Burpengary – Deception Bay
- Dayboro – The Mill – Redcliffe
- Mt Nebo – Strathpine – Woody Point

East-West Corridors, NTS

A POLYCENTRIC FRAMEWORK

Riparian Corridors Connect City to Bay

To unlock the regions' full polycentric potential, the activation of our existing riparian corridors is paramount. We can use these east-west corridors as green connections to supplement existing east-west infrastructure. This will introduce pedestrian and e-mobility innovation that reconnects the city to the bay.

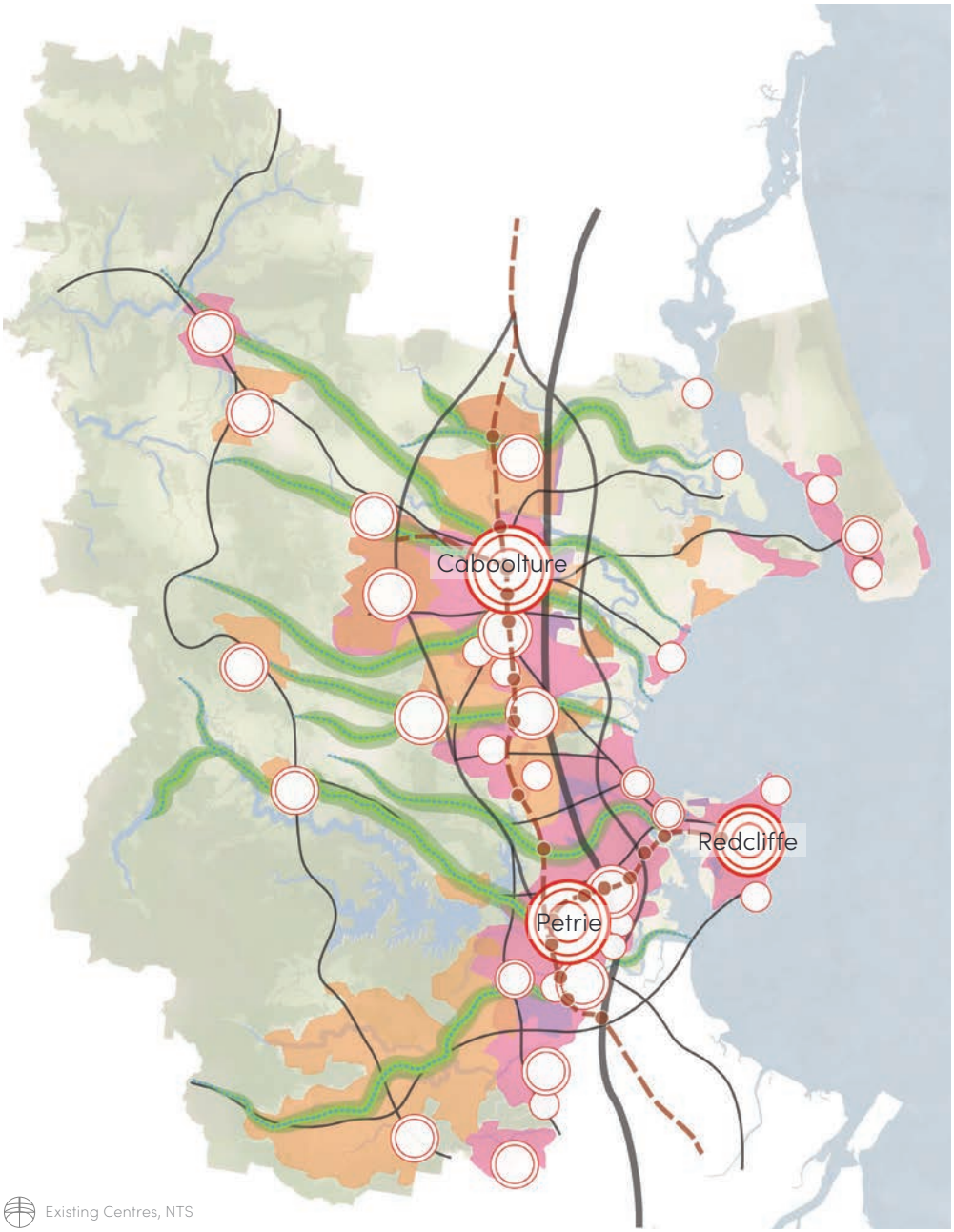


Riparian Corridors, NTS

A POLYCENTRIC FRAMEWORK

Existing Centres, Enhanced Connectivity

The patterns of connection established through both natural and built infrastructure will enhance the connectivity between existing centres. The pattern of connection and riparian corridors with north-south movement spines re-frame the possibilities for existing centres.

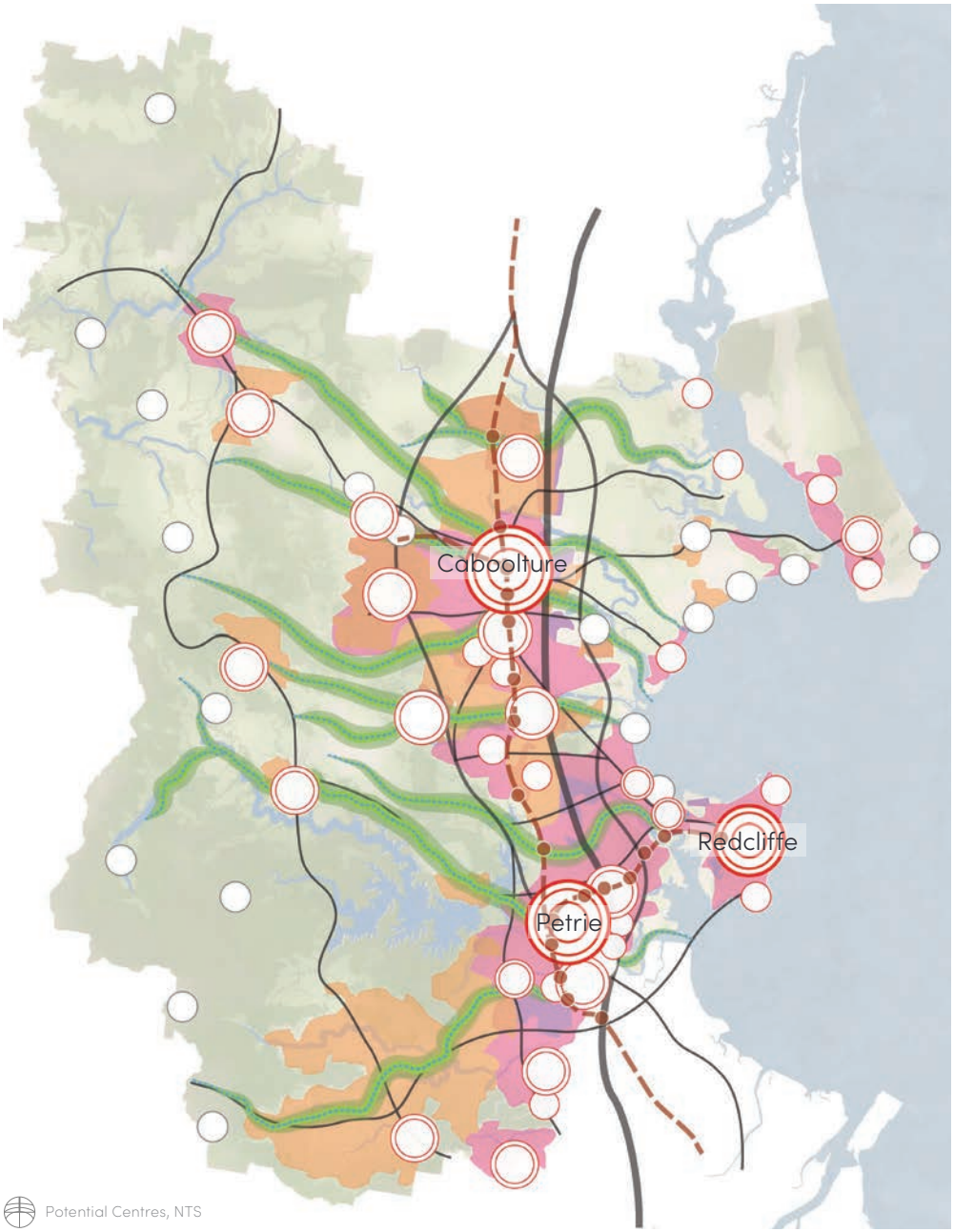


Existing Centres, NTS

A POLYCENTRIC FRAMEWORK

New Centres can Emerge

With a higher quality of connectivity, more efficient travel and new mobility and accessibility innovations, we can expect the formation of new centres which take advantage of the connectivity revolution. Moreover, these emerging centres will further distribute growth and development throughout the region, in an organic and meaningful way. New centres can emerge supported by new force for change providing even more possibilities.



Potential Centres, NTS

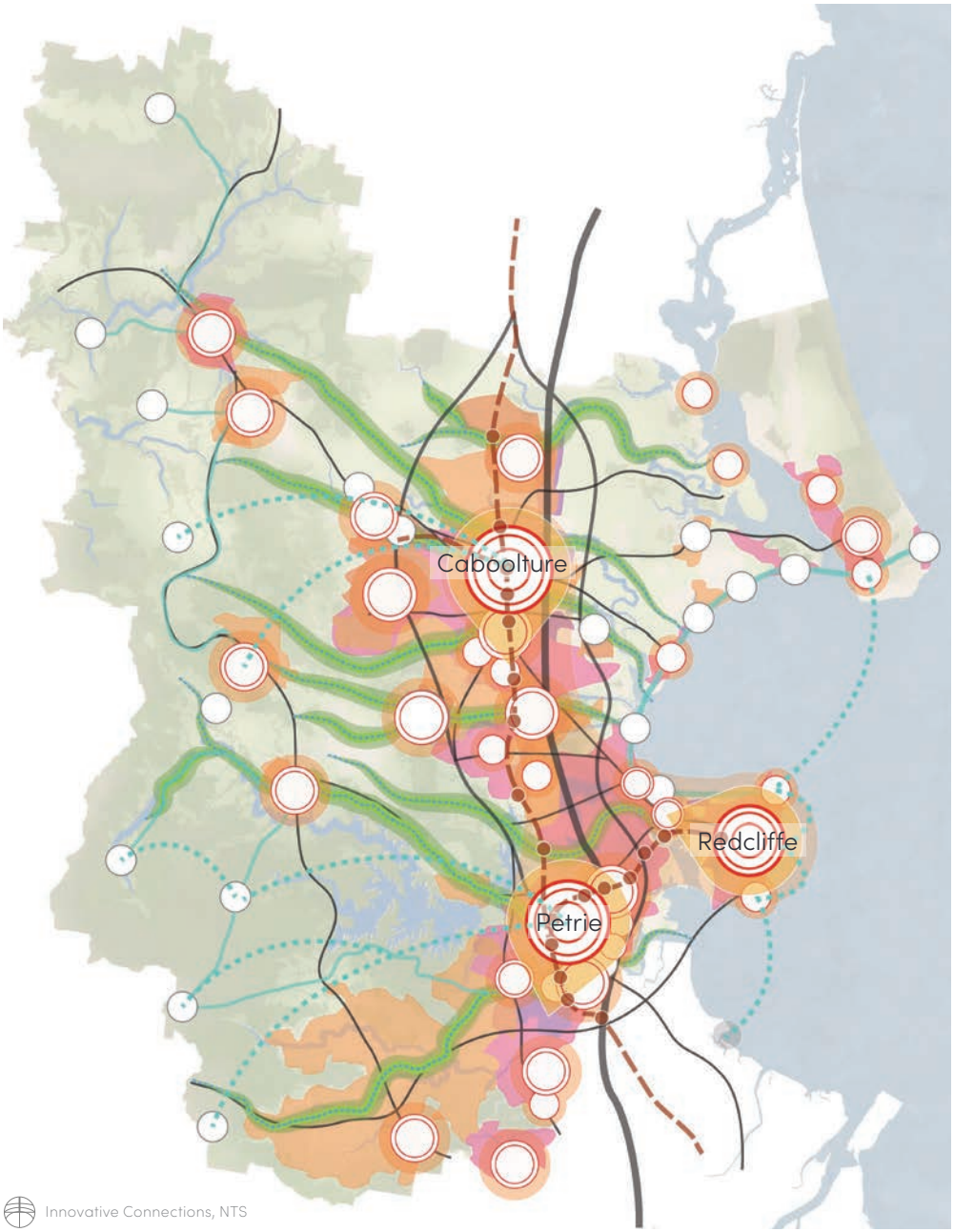
A POLYCENTRIC FRAMEWORK

Additional Fine Grained Connections through Innovation

Additional connection can be reinforced to unite the ranges and the coastal edges and those smaller centres not linked to the major movement arteries. Importantly new innovations in mobility will allow for travel to unexpected parts of the Moreton Bay fabric providing ever increasing connectivity between the ploy centres overtime.

A Framework for a Polycentric Vision

The culmination of these overlaid strategies shows a framework for a polycentric city vision that Moreton Bay can grow into overtime.



Innovative Connections, NTS

UBER

THE URBAN
COFFEE FARM
& BREW BAR

USC

LOCAL
GOOD STUFF
AROUND
HERE

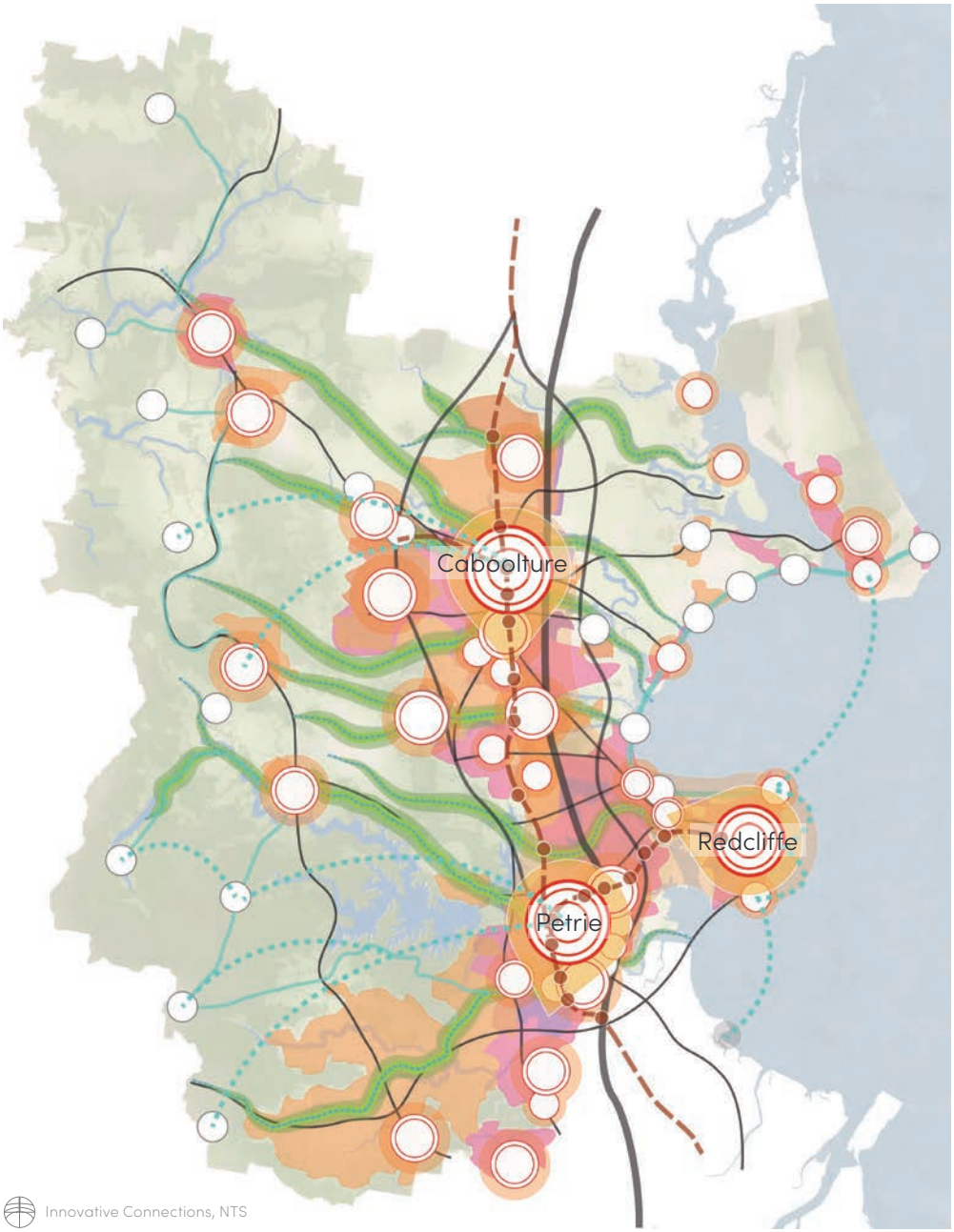
Moreton Bay City Vision.

MORETON BAY CITY VISION

Moreton Bay City can be a new kind of city. A subtropical polycentric city. A city that SEQ has not really seen before – strong, complementary centres connected by communities and linked through high value ecological assets we can start to develop a vision for Moreton Bay City.

This vision takes the **existing patterns and overlays and amplifies their strengths and qualities** to create a polycentric city strategy that integrates its high value ecological assets into a rich and complex urban form. Integrating technology innovation, new knowledge enterprise and industry, thoughtfully planned infrastructure, celebrated lifestyle offer and clean and green connection to nature, **Moreton Bay City can curate a contemporary urban offer to attract and retain the next generation of talent and resources.**

'Ecological Urbanism' may be an opportunity for Moreton Bay City to distinguish its place within the spectrum of cities – a highly connected but distributed conurbation of urban places within a tapestry of green and blue.



Innovative Connections, NTS

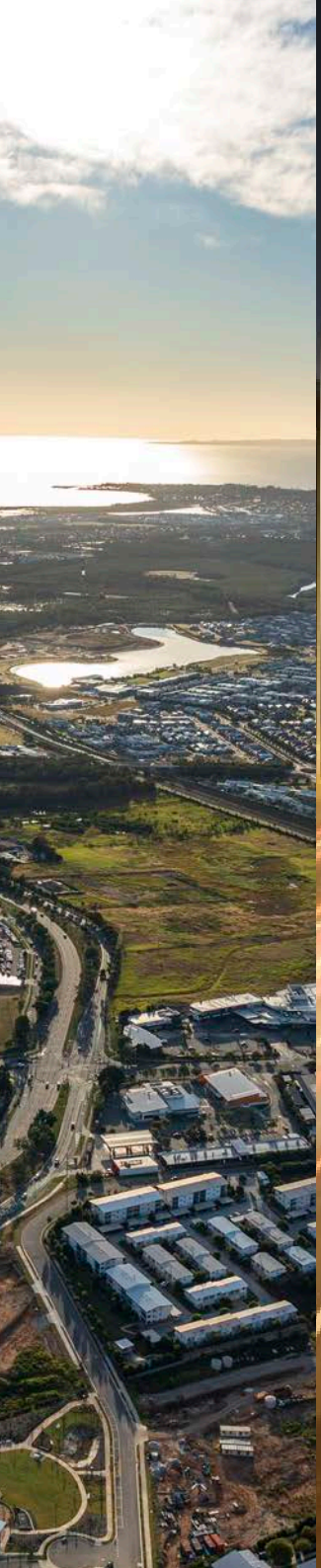
MORETON BAY CITY VISION

Releasing the potential of what we have...

Through a bold vision of what we could become...

MORETON BAY CITY VISION

Australia's first subtropical polycentric city...



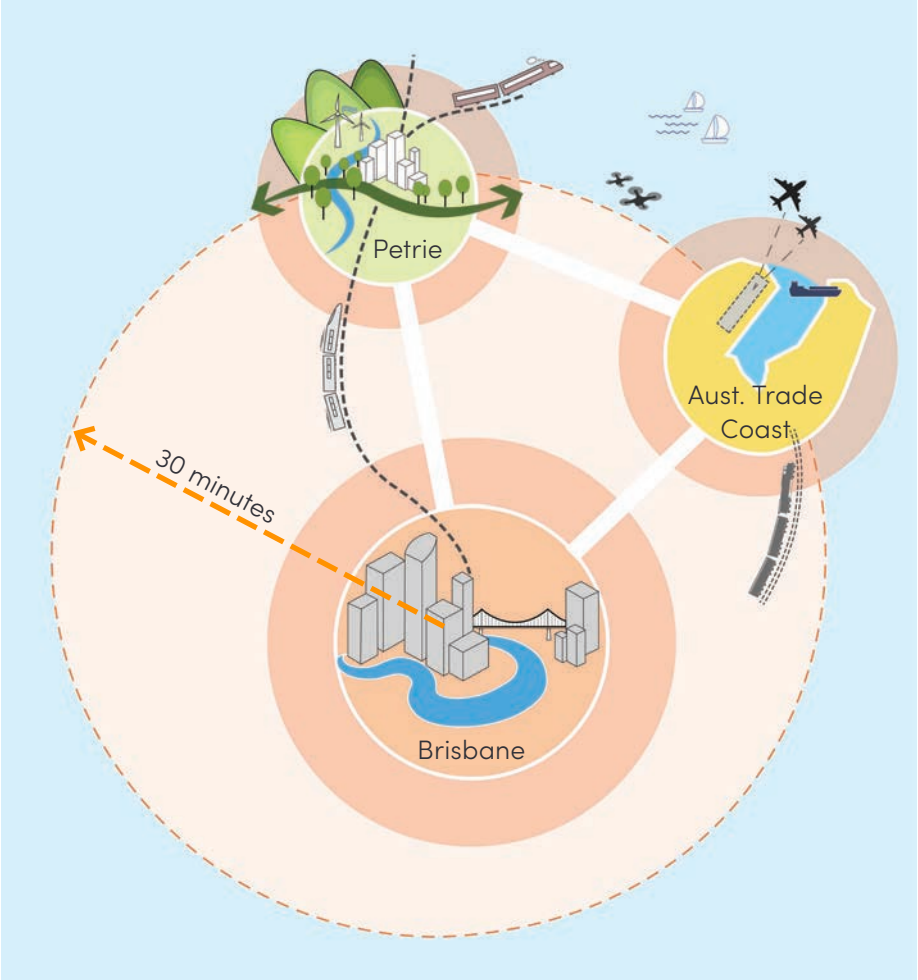
5 Big Ideas?

5 BIG IDEAS

SEQ's newest 30min City

Establish Petrie, on the banks of the North Pine River, as South East Queensland's newest business and knowledge precinct.

As the only satellite precinct 30-minutes north of the Brisbane CBD, Petrie is well positioned with access to rail, universities, new businesses, and a planned Olympic venue.

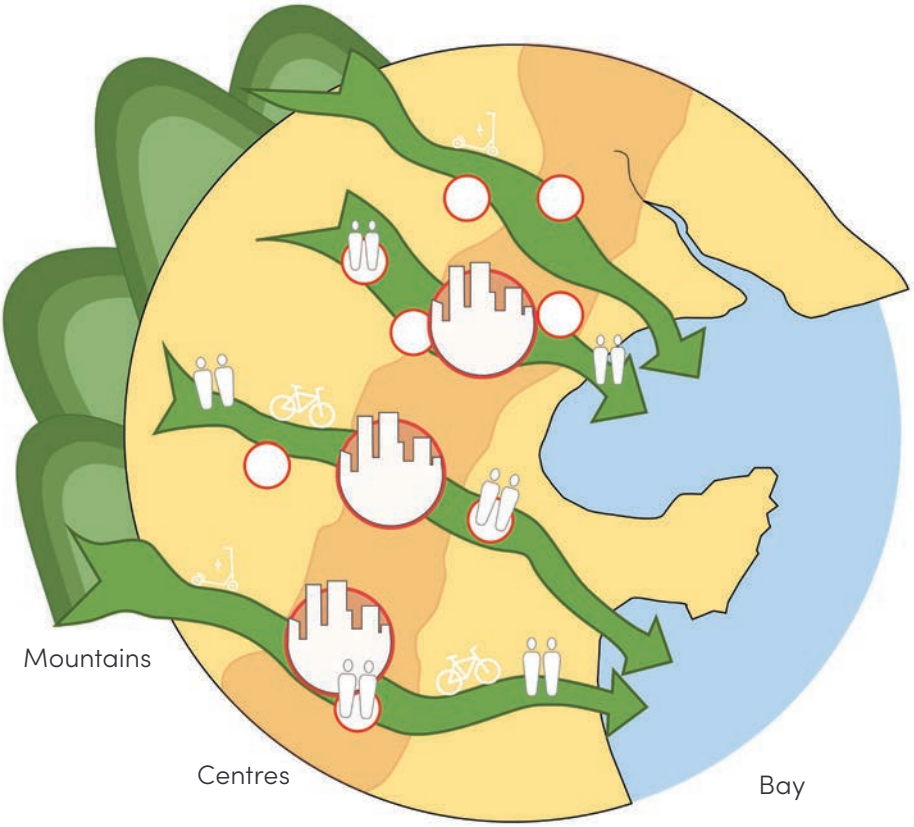

Petrie
Aust. Trade Coast
30 minutes
Brisbane

5 BIG IDEAS

Connect the City to the Bay

Connect our city centres to the bay using the green space of our creeks and rivers as connecting corridors.

These vital east/west links would allow us to move across our city via pedestrian, cycling and e-mobility to join our existing centres to each other and the bay.

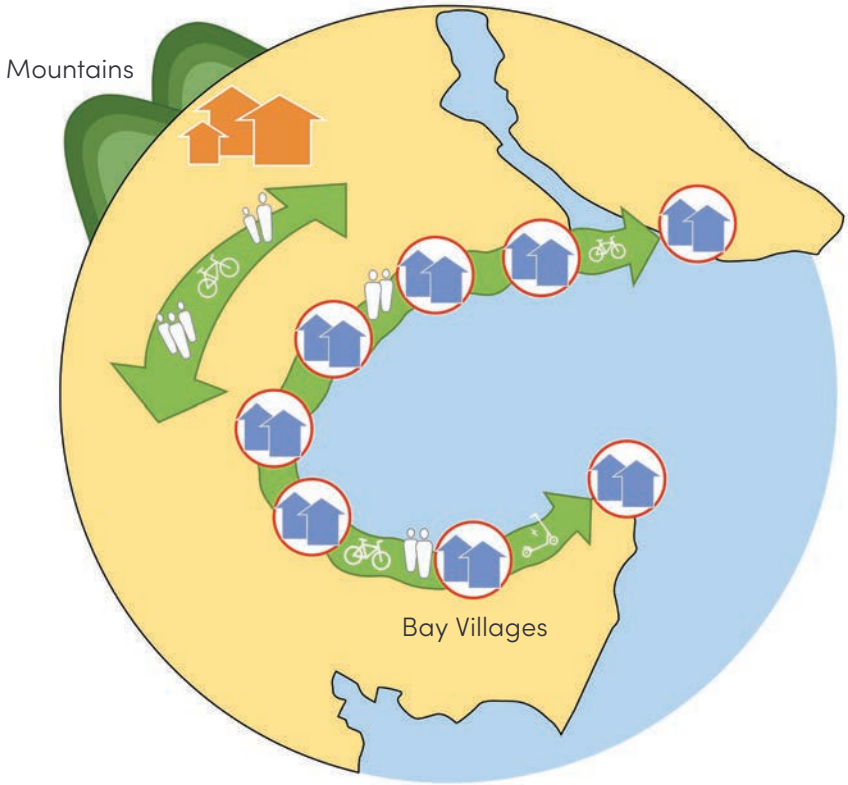

Mountains
Centres
Bay

5 BIG IDEAS

Bayside Villages Tourist Trail

Embrace our bayside villages and make them car-alternative coastal sanctuaries.

Interlink our coastal suburbs with new paths and connections – a destinational tourism trail for pedestrians, cyclists, and e-mobility from Bongaree to Scarborough.


Mountains
Bay Villages

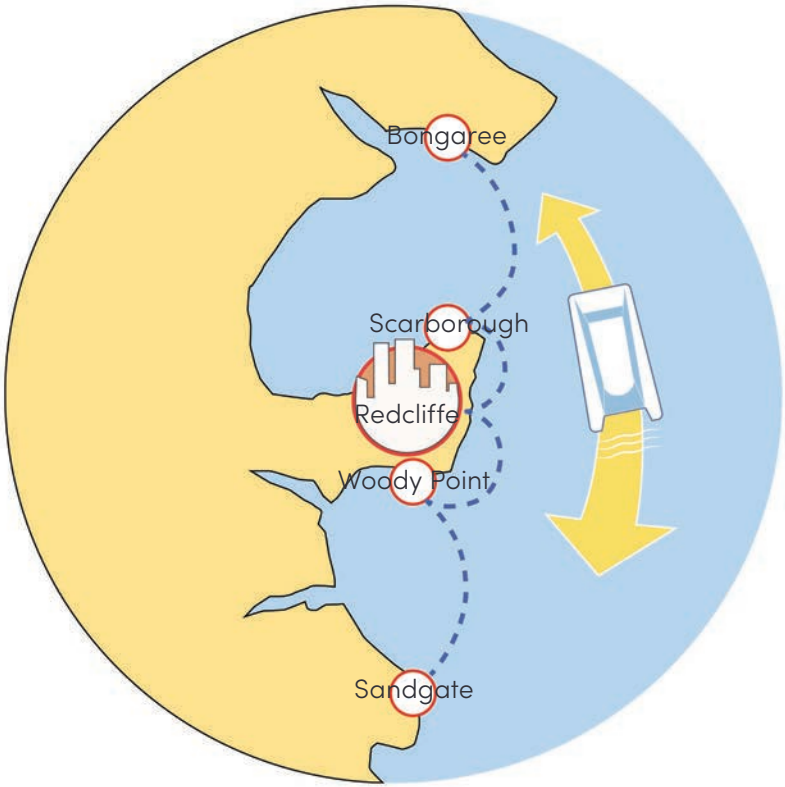
5 BIG IDEAS

Re-establish the Bay Ferry

Activate the bay for travel and re-discover our region from the water.

Re-establish and renew the ferry service to the bay side piers – Bongaree, Scarborough, Redcliffe, Woody Point and beyond.

Igniting a new appreciation for our waters from visitors and locals alike.

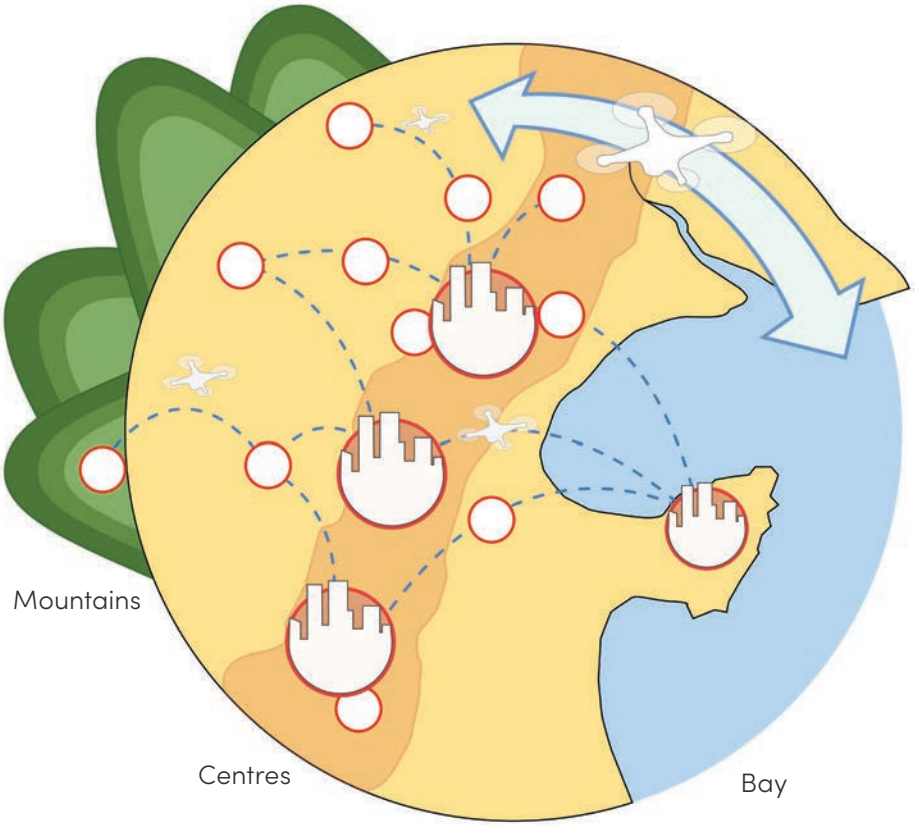

Bongaree
Scarborough
Redcliffe
Woody Point
Sandgate

5 BIG IDEAS

Sky-hopping to the Hilltop's Gems

Unlock our hilltop villages through transport advancements in the coming years.

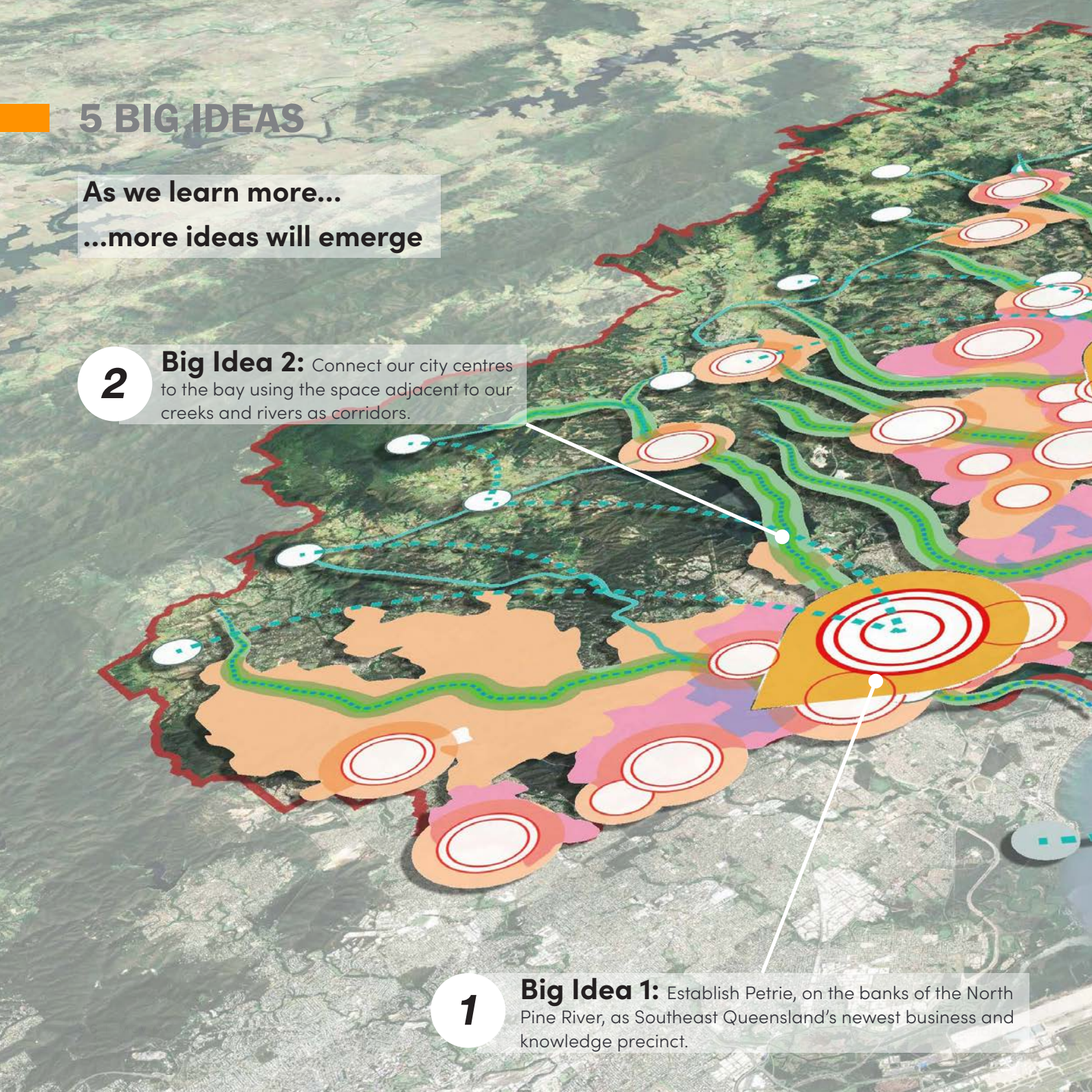
With sky taxis on the horizon, our region's hills could become car-free villages where visitors could unwind in picturesque accommodation nestled in our mountains. This would bring the mountains closer and increase their accessibility to the rest of South East Queensland.

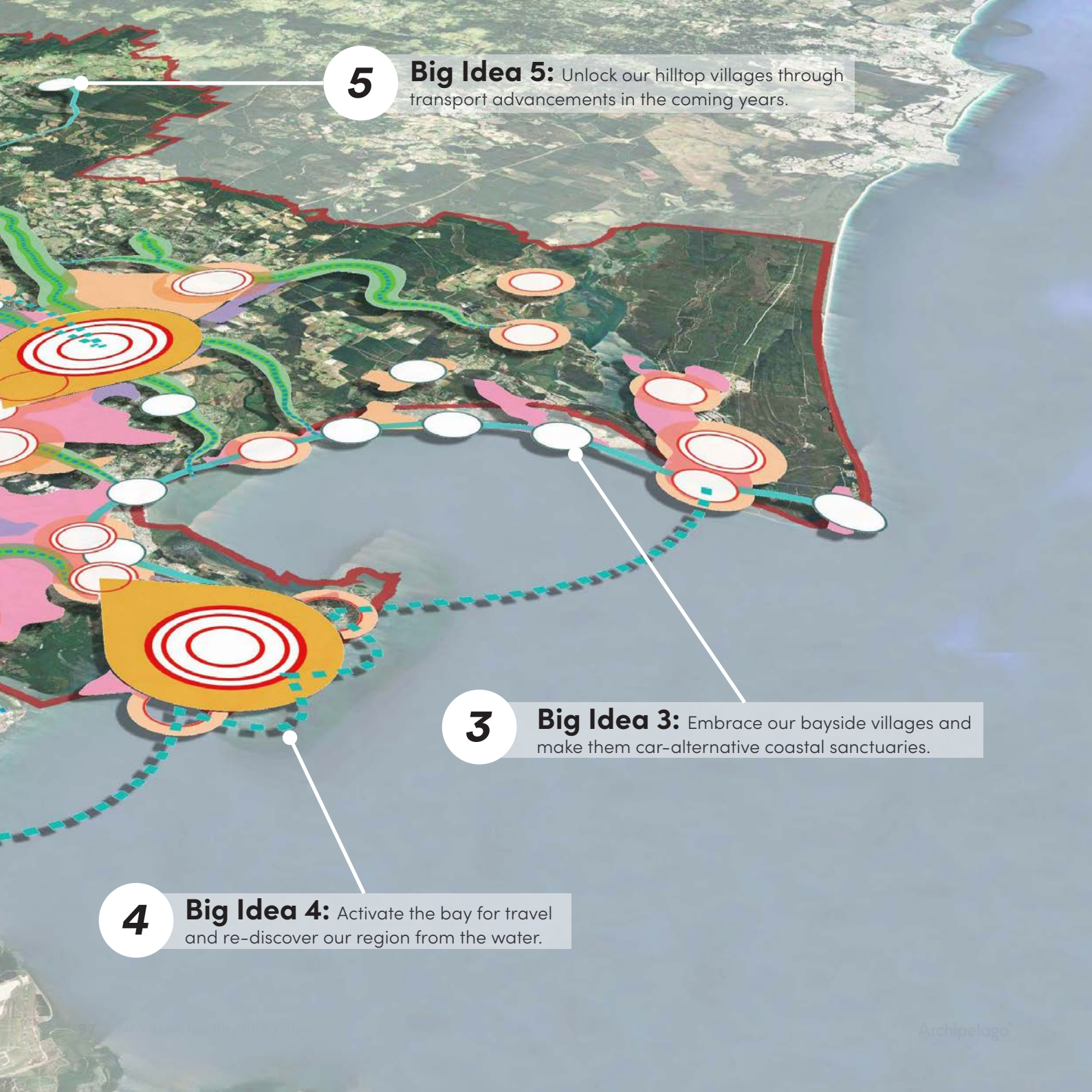

Mountains
Centres
Bay

5 BIG IDEAS

As we learn more...

...more ideas will emerge




5
Big Idea 5: Unlock our hilltop villages through transport advancements in the coming years.
3
Big Idea 3: Embrace our bayside villages and make them car-alternative coastal sanctuaries.
4
Big Idea 4: Activate the bay for travel and re-discover our region from the water.

5 BIG IDEAS

Australia's first subtropical polycentric city...
...the possibilities are endless.

Archipelago

www.archipelago.com.au

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APPENDIX 4

Moreton Bay City Classification Economic and Social Benefits

Presentation

-

22 March 2022

Agenda

1. Why a city, why now?
2. Why pursue city classification?
3. Social and economic benefits
4. Proposed benefits framework
5. Summary and next steps

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation

This presentation has been prepared as outlined with Moreton Bay Regional Council in the Scope Section of the engagement letter dated 11 February 2022. The services provided in connection with this engagement comprise an advisory engagement, which is not subject to assurance or other standards issued by the Australian Auditing and Assurance Standards Board and, consequently no opinions or conclusions intended to convey assurance have been expressed.

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Why a city? Why now?

Reclassification of Moreton Bay brings the opportunity to scale up and accelerate our economic and social ambitions

Moreton Bay is growing

Moreton Bay is forecast to grow by 210,963 persons through to 2041, with this growth spread across the whole of the local government area. By 2041, you will have almost doubled in size.

Turning point for Moreton Bay

Moreton Bay is at a turning point in its history, with an opportunity to consider how a new integrated city could look, feel and function. It is an opportunity to bring together the unique communities of Moreton Bay to create a polycentric city, guiding growth while retaining the unique identities of Moreton Bay's diverse communities.

Timing is critical

The timing for this change is critical. Having the local government minister (authorising minister) also as the Deputy Premier and a local member provides a potential latent buy-in and interest in the change.

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Context and regional overview

In 2008, Moreton Bay was established as a regional council as an amalgamation of three councils.

In the past 14 years, the region has grown dramatically and this growth is expected to almost quadruple in the coming 20 years.

1. Estimated Resident Population, QGSO, 2020, Population estimates | Queensland Government Statistician's Office, Queensland Treasury (qgso.qld.gov.au). Gross Regional Product – Moreton Bay Regional Council, National Institute of Economic and Industry Research (NEIR) 2021, accessed via Gross Regional Product | Moreton Bay | economy.id; 3. Moreton Bay Regional Economic Development Strategy, 2020-2041, Regional Economic Development Strategy 2020-41 (moretonbay.qld.gov.au); 4. Population Estimates, QGSO, 2018, Population projections: Regions | Queensland Government Statistician's Office (qgso.qld.gov.au)

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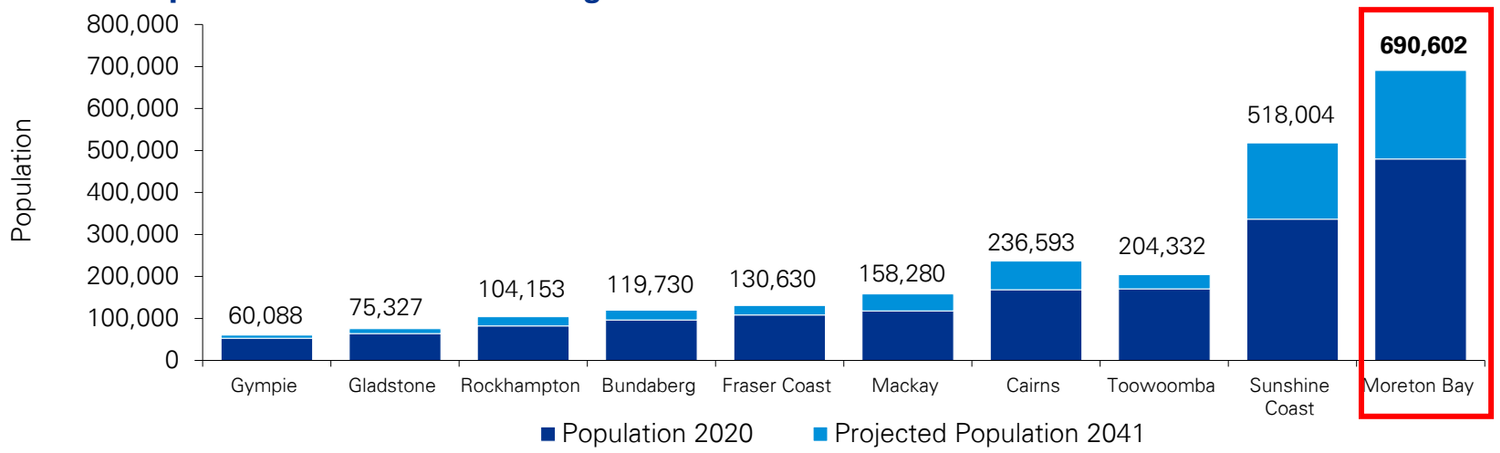
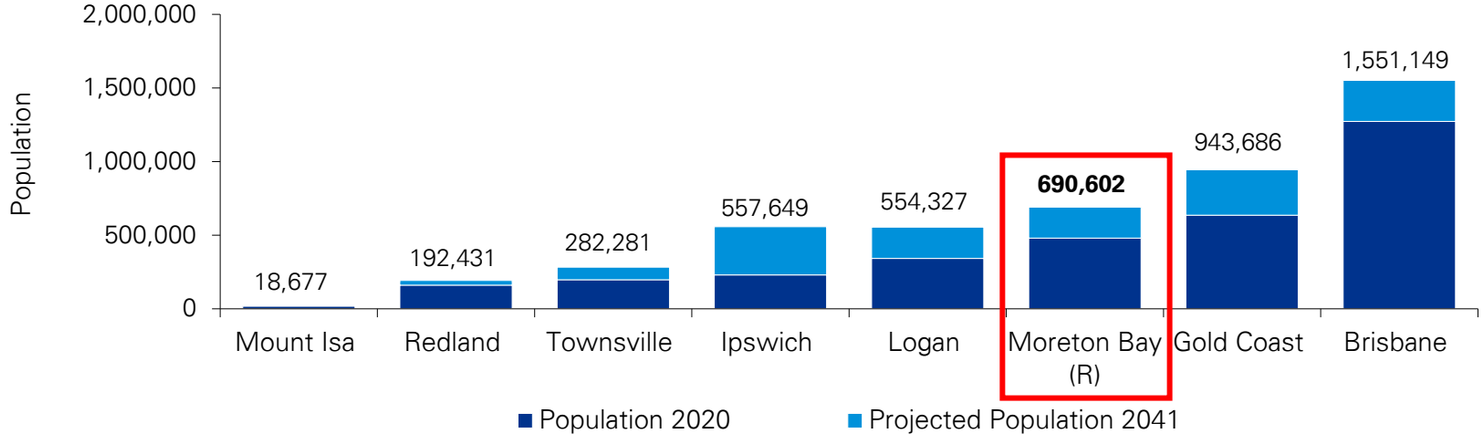
One of SEQ's largest cities...

Forecast Population of Queensland 'Regional' Councils to 2041



Forecast Population of Queensland 'City' Councils to 2041



Moreton Bay Regional Council is the **most populated regional council area** in Queensland.[1]

Expected growth of over **210,000 new residents** by 2041, with an expected population of **690,602**[2]

3rd most populated council when compared to Queensland's city councils.[1]

Forecasts show it **will grow larger in population than Tasmania by 2031**[3]

1. Estimated Resident Population, QGSO, 2020, Population estimates | Queensland Government Statistician's Office, Queensland Treasury (qgso.qld.gov.au). 2. Moreton Bay Regional Economic Development Strategy, 2020-2041, Regional Economic Development Strategy 2020-41 (moretonbay.qld.gov.au); 3. Population Estimates, QGSO, 2018, Population projections: Regions | Queensland Government Statistician's Office (qgso.qld.gov.au)

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Why pursue city classification?

The core objectives for Moreton Bay in pursuing city classification are:

Increased awareness and improved perception of Moreton Bay

- Improvement in the **brand and perception** of Moreton Bay for **tourists** and **current and future residents**
- Improving the **awareness of Moreton Bay** amongst other Governments (state and federal)
- **Promotion** of Moreton Bay as a successful **investment destination**

Acceleration of Moreton Bay's economic and social aspirations

- **Enhancing the success** of Moreton Bay's planned **economic development** initiatives
- Leveraging the **2032 Games to enhance global awareness** and perceptions of Moreton Bay
- **Accelerating** the benefits of the **vision** of a **polycentric** Moreton Bay

Increased equity with other cities in our State and across the country

- Achieving **equity with other Queensland cities** and ensuring Moreton Bay's communities receive their **"fair share"** of State funding
- Achieving **equity with other cities** around Australia and ensuring Moreton Bay's communities receive their **"fair share"** of Commonwealth funding

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Proposed benefits framework

City designation provides a platform to link the rebranding of the local government to a cohesive message about it's future. The name change itself is a minor shift, however the opportunity it provides to have an immediate branding impact and an organising frame to consider benefits is strong. How Moreton Bay determines to use this platform will be critical to the longer term benefits that could potentially be unlocked across a range of economic, social, financial and identity streams.

Target Audience	Immediate Impact	Longer Term Benefits
1 New and existing communities	*Increased cohesion, inclusion and civic pride* *Increased awareness and improved perception of Moreton Bay* *Shared economic interest* *Increased equity within Queensland and nationally*	• Increased employment opportunities • Increased quality of life • Increased access to jobs and amenities due to polycentric city
2 State and Federal Government		• Increased equity with other cities • Increased consideration for funding priority
3 New and existing businesses		• Increased investment in businesses • Acceleration of REDS • Increased productivity associated with polycentric city • Improved brand association
4 Tourists		• Improvement in favourable branding for visitors • Increased visitor expenditure

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Immediate impact

The immediate impact associated with becoming a city is largely linked to four key areas:

- **Increased cohesion, inclusion and civic pride**
- **Increased awareness and improved perception of Moreton Bay**
- **Shared economic interest**
- **Increased equity within Queensland & nationally**

Becoming a **city generates local pride and excitement**, which can trigger a revival of business confidence, re-engagement of local communities and development of increased trust in city leadership that has led to transformational changes.

Reclassification has seen **flow-on economic and social benefits**, and is largely **considered a catalyst for regeneration and future success**. This success, as demonstrated in the UK, is only as great as the foundations for economic growth already in place.

Often **international events are used as a catalyst for regeneration, development of a new image, and improving the branding of a region**. The Olympic and Paralympic Games has historically played this role, in London, Barcelona and Sydney. Rebranding, carefully planned, can help engender civic pride.

Large scale events are intrinsically **linked to civic pride and social cohesion**. This may mean a positive uplift in the way that people feel within their community, their networks and connections. A shared vision for Moreton Bay can facilitate this culture by engendering pride in a community.

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Future Benefits - Economic

New and existing businesses

*Evidence from similar transitions elsewhere has highlighted that the reclassification as a city enables the **attraction of additional major projects, acceleration of existing economic development strategies and increased investment** from private and public sources as an indirect result of city status.*

As a result of elevation to city status, there is the potential for:

- **Increased investment** in Moreton Bay's existing business due to **increased brand awareness**
- Increased **employment opportunities**, contributing to the 100,000 new jobs targeted in the REDS
- Increased industry **investment in technology and enabling infrastructure** to support growth
- **Accelerated economic activity,** including growth associated with existing investments in Moreton Bay, such as The Mill
- **Attraction of new businesses** in new industries, to align to Moreton Bay's priority industries
- Leveraging the strong educational and skills pathway in Moreton Bay to **increase educational opportunities.**

Regional Economic Development Targets[1]

$40 billion economy by 2041

100,000 new jobs by 2041

1. Moreton Bay Regional Economic Development Strategy, 2020-2041, Regional Economic Development Strategy 2020-41 (moretonbay.qld.gov.au);

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Future Benefits - Economic

State and Federal Government

*Reclassification as a city **elevates the status of a location,** for not only residents and businesses, but also governments in considering funding priority.*

As a result of elevation to city status, there is the potential for:

Increased equity across South East Queensland reflecting the **strategic importance of Moreton Bay in the greater region**

Increased equity relative to other cities in Australia

Greater status to help **advocate for more Government investment and funding priority**

Funding Benchmarks

Exceed the current QTRIP Funding[1] of $700-800 per person

1. Moreton Bay Regional Council, QTRIP Analysis, 2021

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Future Benefits - Economic

Tourism

Becoming a city puts Moreton Bay on the map as a domestic and international tourist destination creating further economic opportunities.

As a result of elevation to city status, there is the potential for:

- **Improved perceptions** of Moreton Bay for visitors to the area
- An **increase** in **overnight visitation** to Moreton Bay
- An **increase** in **visitor expenditure** in Moreton Bay
- **Legacy tourism benefits** associated with hosting the **2032 Games**, relating to increased awareness of Moreton Bay, and investment in Games infrastructure

Tourism Industry Targets

Progress 5 tourism opportunities by 2041[1]

1. Moreton Bay Regional Economic Development Strategy, 2020-2041, Regional Economic Development Strategy 2020-41 (moretonbay.qld.gov.au);

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Future Benefits - Social

New and existing communities

Becoming a city generates local pride and buzz for communities, and can be a catalyst for urban renewal and regeneration.

As a result of elevation to city status, there is the potential for:

Higher levels of social cohesion due to shared civic pride and a shared sense of community resulting from City status

Improved productivity for residents within Moreton Bay

Improved wellbeing and quality of life for residents associated with improved awareness

Improved amenity and enhanced social connectedness for residents is a longer term benefit that may arise as a result of city classification

Improved access to a variety of **employment** opportunities

Legacy benefits associated with hosting the **2032 Games**, including those related to uplift in community pride, connectivity and social cohesion

Community Aspirations

Increase knowledge intensive jobs[1]

Facilitate growth while retaining unique environment and lifestyle choices[2]

Develop quality and accessible recreation opportunities[2]

1. Moreton Bay Regional Economic Development Strategy, 2020-2041, Regional Economic Development Strategy 2020-41 (moretonbay.qld.gov.au); 2. Moreton Bay regional Council, Annual Report 2020-21, https://www.moretonbay.qld.gov.au/files/content/public/services/reports-policies/annual-report/2020-2021/mbrc-annual-report-2020-21.pdf

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What's the opportunity cost?

There are minimal financial costs associated with reclassification.

However, there is a significant potential opportunity cost of not pursuing reclassification.

- While there is significant potential benefit in pursuing classification, there are some costs associated with the transition. Of these costs, the most significant would include a program of large-scale community engagement.
- As seen in other jurisdictions the vast majority of the cost associated with reclassification can be categorised into three buckets:
  - Consultation and engagement;
  - Rebranding Council assets; and
  - Promotion of the Moreton Bay brand.
- These activities are largely within the capability and core business of Council. As such, these require a relatively minor strategic investment as part of a wider positioning of Moreton Bay.
- Council has existing plans in place to minimise this cost by phasing in the re-brand.

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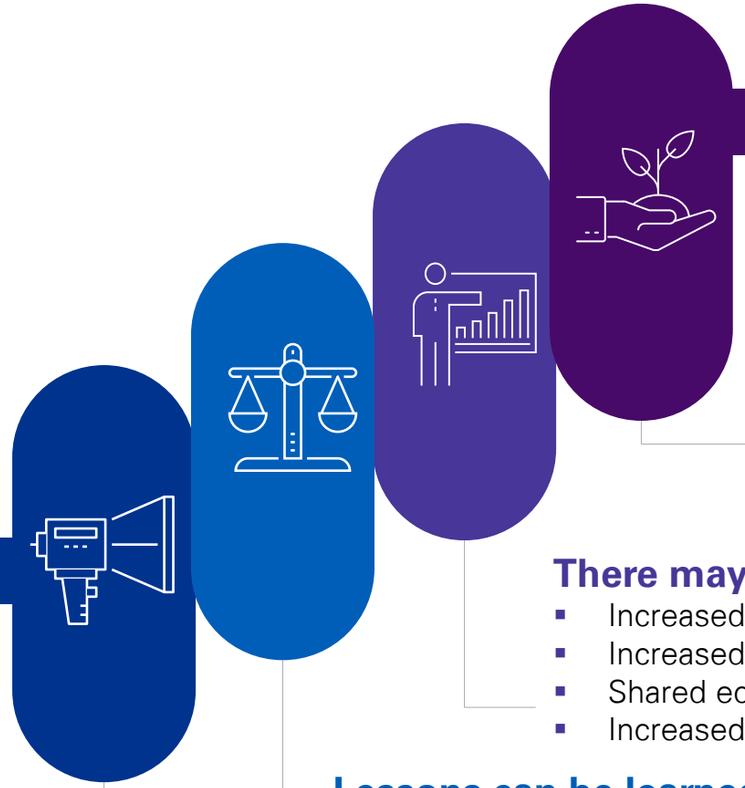
Summary



There may be longer term social and economic benefits

There are a range of benefits across four key audiences – new and existing communities, state and federal government, new and existing businesses and tourists.

There may be four immediate impacts

- Increased Cohesion and Civic Pride
- Increased awareness and improved perception of Moreton Bay
- Shared economic interest
- Increased equity within Queensland and nationally

Lessons can be learned from similar transitions overseas

- City status is a catalyst to accelerate good planning to enable economic growth and social outcomes
- Rebranding has the opportunity to boost attractiveness for economic investment and growth
- The rebranding does not have to be legislative to see similar benefits

There are three groups of objectives for Moreton Bay

- Increased awareness and improved perception of Moreton Bay
- Acceleration of Moreton Bay's economic and social aspirations
- Increased equity with other cities in our State and across the country

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Moreton Bay City Classification Economic and Social Benefits

Appendix 1: Case Studies

Case studies

	City of Sunderland, United Kingdom	City of Newcastle, Australia	Sunshine Coast Council, Australia
Overview	• Granted 'City' status in 1992 as part of a competitive process. • Submission of a bid document which reflected the ambition for the region to become a city.	• In 2011, the City of Newcastle engaged a creative agency to research and create a new brand for the City. • The ambition was to broadcast a refreshed image of Newcastle as an attractive destination for world class investment as opposed to a blue collar town.	• Following the de-amalgamation of Noosa Shire from Sunshine Coast Region in 2013, Sunshine Coast Council underwent a re-branding exercise. • Sunshine Coast is still legally classified as a 'regional' council.
Outcomes	• Following it's granting of city status, Sunderland saw the end of long-run economic decline, the creation of 10,000 jobs, and the achievement of University status for Sunderland Polytechnic. • Civic pride also increased, and was strengthened by Sunderland Association Football Club joining the Premier League. • The transition marked the beginning of a transition away from shipbuilding and coal mining.	• The City's brand has been applied to major economic development initiatives such as the Revitalising Newcastle program ($500m state investment into urban transformation, land development and transport projects, including a new light rail line in the city centre) and City of Newcastle's successful bid to host the 2017 V8 Supercars event.	• Sunshine Coast leveraged the de-amalgamation to develop a unique brand that reflects the changing nature of the region. • Consideration went into minimising the costs of the rebrand, with a phased approach to replacing signage and other assets. • Anecdotal evidence suggests there has been an uplift in investment, relocation, property value, consistent with repositioning of the Sunshine Coast brand.

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Case studies

Lessons for Moreton Bay

City of Sunderland, United Kingdom

- **City status is a catalyst to accelerate substantive / good planning to enable economic growth and social outcomes.**
- City status was linked to a broader plan of economic and social regeneration for Sunderland.
- Despite no new powers or funding, there is a hope that city status can be a catalyst for regeneration (which was seen in Sunderland).
- Improved civic pride was a key benefit seen in Sunderland in the 1990s.
- Beyond economic benefits, improved recognition locally and globally was highlighted as a benefit.

City of Newcastle, Australia

- **Rebranding has the opportunity to boost attractiveness for economic investment and growth.**
- In Newcastle, there was a focus on rebranding to bring together multiple unique identities to convey the city as a whole.
- The Newcastle 'rebrand' impact was magnified due to its alignment to the development of a new University of Newcastle Campus.
- The 'rebrand' promotes a refreshed image of Newcastle as a place of opportunity for economic investment and growth.

Sunshine Coast Council, Australia

- **The rebranding does not have to be legislative to see similar benefits.**
- Financial costs of rebranding are relatively inconsequential when compared to the potential benefits.
- Rebranding was developed to align to Council's goals and vision.

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APPENDIX 5

Moreton Bay Regional Council
20 April ·

What do you think of Moreton Bay becoming a city?

Our residents enjoy an enviable lifestyle with unique natural places and green spaces It's little wonder more people want to call Moreton Bay home, and that's why we are one of Australia's fastest growing regions

Check out our vision for how we can enrich communities as we evolve and have your say on our community survey mbrc.link/wxj47m

Su... See more

Boost this post to get more reach for Moreton Bay Regional Council. Boost post

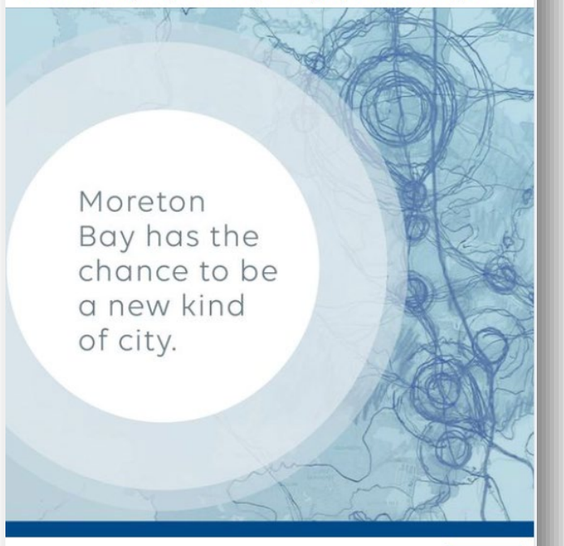
92 78 Comments 27 Shares

Moreton Bay Regional Council
27 April ·

Have you heard we're thinking about becoming a city? Not just any old city with a CBD... but a new kind of city

You might wonder how we could become a city with many unique centres Read our discussion paper: Reimagining Moreton Bay: A city of amazing places & natural spaces to find out mbrc.link/gmxaxf

Get involved and have your say on Moreton Bay becoming a city here mbrc.link/wxj47m



Boost this post to get more reach for Moreton Bay Regional Council. Boost post

95 157 Comments 17 Shares

Moreton Bay Regional Council
4 May ·

Help us reimagine our future and have your say on our vision and the possibility of becoming a city

Read the discussion paper and complete the survey now mbrc.link/wxj47m

Boost this post to get more reach for Moreton Bay Regional Council. Boost post

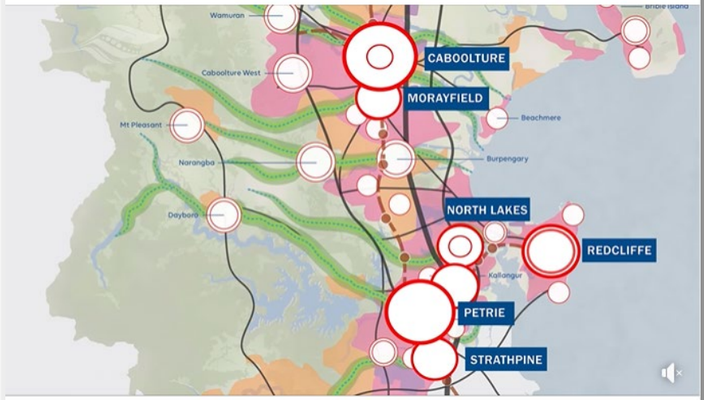
7 10 Comments 4 Shares

Moreton Bay Regional Council
11 May ·

What do you think Moreton Bay will look like in the future?

With so many bustling centres across Moreton Bay, we have the chance to be a new kind of city - a polycentric city

By working together, we can better plan for our growth while maintaining and enriching our lifestyles. ... See more



Boost this post to get more reach for Moreton Bay Regional Council. Boost post

80 98 Comments 38 Shares

Moreton Bay Regional Council
19 May ·

Did you know that by definition Moreton Bay is already a city?

You might wonder how we could become a city without a CBD It's time to debunk some myths about Moreton Bay becoming a city

Help us reimagine Moreton Bay and complete the survey here mbrc.link/zkc84n

... See more

Boost this post to get more reach for Moreton Bay Regional Council. Boost post

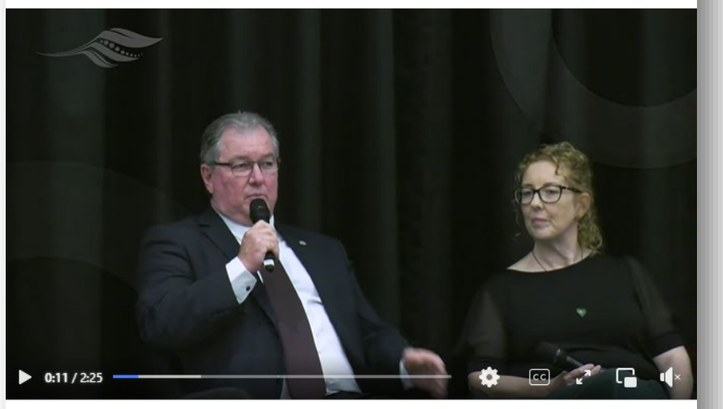
23 29 Comments 9 Shares

Moreton Bay Regional Council
24 May at 11:41 ·

Moreton Bay: A Different Kind of City

Don't take our word for it though, hear from community and business leaders after hearing how Moreton Bay plans to redefine a modern city.

More local jobs
... See more



Boost this post to get more reach for Moreton Bay Regional Council. Boost post

45 72 Comments 25 Shares

APPENDIX 6

Our Moreton Bay Region

With Mayor Peter Flannery

HELP US REIMAGINE MORETON BAY

With 10,000 people moving here every year it's time to think about our future

We have a once-in-a-generation opportunity to set a path forward to deliberately evolve into a city that enriches its residents and protects our environment. We could become a city SEQ has not seen before with many connected centres offering jobs closer to home.

To learn more about what becoming a city could mean for you, visit **moretonbay.qld.gov.au**

Moreton Bay: A new kind of city

If you fail to plan, you are planning to fail. Which is why Council is in the process of considering the benefits of changing our classification from a 'Regional' to 'City' Council.

Our moment is now, with several big milestones on the horizon like the 2032 Olympic and Paralympic Games, the SEQ City Deal, and the State Government's review of the SEQ Regional Plan. This is a once in a lifetime chance to put Moreton Bay on the international map and showcase our natural beauty as well as investment opportunities.

Most important to me, is that we must act now to protect our environment and the affordability of our communities.

Officially becoming a city is the first step towards changing our identity locally, nationally, and internationally. We need to make sure we reap the benefits of State and Federal Governments reinvesting our taxes here to support our infrastructure and growth. This will also support our ambitious economic development strategy.

Creating jobs locally is a key priority and we all know working near home has many benefits. It can improve residents' quality of life with less time spent commuting, increase recreation time with family, it keeps more money in our region and also reduces greenhouse emissions (with cars responsible for roughly half of all Australia's transport emissions). Having many centres means we can spread jobs across our communities, so we don't create congestion funnelling residents into a single CBD to work. In planning this is called a 'polycentric' city.

By linking the existing centres to our communities through green corridors and other connections we can develop a new kind of city. So that we 'go green as we grow'. This is a chance to plan better, and consciously, for infrastructure to service the needs we identify now, that will create a future we want.

If Council chooses to continue exploring city classification, further investment will be made in large scale community engagement before making a submission to the Electoral Commission of Queensland (ECQ).

At first these long-term plans might seem ambitious or too far into the future. But if we don't come up with a vision that aligns with our values, we risk waking up a decade from now dissatisfied with the outcomes. I want the future of our communities needs to be in our hands, not at the mercy of others' decisions.

As always, if you have any questions or concerns please contact my office: mayor@moretonbay.qld.gov.au

Caboolture Festival

Caboolture and surrounds will be a hive of activity for the entire month of June, with a jam-packed program set to bring live music, entertainment and family friendly events to the area! Visit the website for the full program.

www.caboolturefestival.com.au

Jetty 2 Jetty Fun Run

Whether you choose to walk or run the Jetty 2 Jetty Fun Run on Sunday 17 July at Pelican Park, Clontarf is an event for all ages and levels. Come as see why thousands return each year for Queensland's most scenic and longest running fun run. Register today!

www.j2j.com.au

APPENDIX 7

HELP US REIMAGINE MORETON BAY

With 10,000 people moving here every year it's time to think about our future

We could become a city SEQ has not seen before with many connected centres offering jobs closer to home. A city that celebrates it natural spaces and amazing places.

To learn more about what becoming a city could mean for you, visit **moretonbay.qld.gov.au**

Moreton Bay Regional Council

APPENDIX 8

Moreton Bay Regional Council

REIMAGINING MORETON BAY REPORT

June 2022

Censeo
www.consultcenseo.com.au

COMMERCIAL-IN-CONFIDENCE

Prepared for:

Chelsea van Riet - Advocacy Manager

Moreton Bay Regional Council

Prepared by:

Megan Price – Director and Principal Consultant

Fiona Collison – Senior Consultant

E: megan@consultcenseo.com.au

DISCLAIMER In preparing this report we have presented and interpreted information that we believe to be relevant for completing the agreed task in a professional manner. It is important to understand that we have sought to ensure the accuracy of all the information incorporated into this report. Where we have made assumptions as a part of interpreting the data in this report, we have sought to make those assumptions clear. Similarly, we have sought to make clear where we are expressing our professional opinion rather than reporting findings. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making. The qualitative research findings included throughout this report should not be considered statistically representative and cannot be extrapolated to the general population. For the quantitative research results, the base (number and type of respondents asked each question) and the actual survey questions are shown at the bottom of each page. This project was conducted in accordance with Australian Data and Insights Association guidelines, to which Censeo Consulting is accredited. This document is commercial-in-confidence. Our methodology is copyright to Censeo Consulting 2022.

The Research Society

QPR Member QPR QUALIFIED PROFESSIONAL RESEARCHER

ADIA PRIVACY QUALITY ETHICS TRUST MARK MEMBER

AUSTRALIAN EVALUATION SOCIETY Member 2021-23

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EXECUTIVE SUMMARY

THE RESEARCH

The Moreton Bay Regional Council (MBRC) is in the process of exploring community sentiment for the potential reclassification from a 'regional' to a 'city' council. The Council was formed through the amalgamation of three Councils -Caboolture Shire, Pine Rivers Shire, and the Redcliffe City Council – in 2008 during the State Government's compulsory amalgamation of Queensland councils.

A mixed-method study involving consultation with 519 members of the Moreton Bay community. Participants included a diverse cross-section of 18+ year olds from across the region, including residents, rate payers, workers, students, business owners, visitors and other people connected to the region.

The study was conducted to measure and understand community sentiment toward the council's proposal to reclassify from a 'regional' to a 'city' council. A secondary objective was to understand the types of community sentiments that exist and inform how best to position and communicate to them regarding the repositioning.

The study involved focus groups and in-depth one-on-one immersion sessions with community members recruited from panel, plus a short online survey hosted on the Council's web-based *Your Say Moreton Bay* survey platform, open to the public.

All research was designed by Censeo Consulting, and qualitative research conducted by Censeo also. Research was conducted between February and the end of May 2022.

Other engagement was undertaken by MBRC that is not included in this report.

KEY FINDINGS

The proposed reclassification is not a relatively important issue for most community members.

On average, community members rated it 3 out of 5 on a scale of importance (5 being very important). People who were in support of the reclassification would most likely to consider it an important issue.

Community support for the reclassification is split fairly evenly.

46% were either in support or felt neutral about the proposed change. The remaining 54% felt either somewhat or very opposed to the idea.

Younger people (18-34 years) are most likely to support the idea, whereas 55-64 year olds are most likely to oppose it.

Location also seems to influence sentiment, with residents in central areas such as North Lakes and Strathpine more likely to be supportive, whereas people from Morayfield, Caboolture and western areas (such as Woodford-D'Aguilar and Samford Valley) are less supportive of the idea.

2.6

average support score on a 5-point scale

BROADER KEY FINDINGS

Community perceptions and values:

The region is regarded as diverse with connection to their local area rather than the entire region.

The natural elements and environment are stand-out assets of the region, something most people treasure.

Residents also enjoy the region's laidback lifestyle and enjoy a small, community vibe.

While few people have a strong sense of connection or identity with the region as a whole, many feel connected to their local area, and want for an even greater sense of connection to community.

A multi-centric approach to 'city' holds fairly strong appeal – it seems most fitting given the region's nature and diversity. For some it also represents an opportunity for a more innovative, connected and 'green city'.

Perceived benefits of the reclassification:

Benefits for community from the reclassification don't tend to be instinctively top-of-mind.

After prompting with a list of potential benefits however, many people acknowledged a range of benefits that appealed to them. Notably though, half of all surveyed people claimed that none of the tested benefits appealed.

Attracting funding and economic development was most appealing overall, with local jobs and employment second. Even some people who opposed the reclassification acknowledged the appeal of attracting more funding to the region.

From the qualitative feedback, other benefits were also found to commonly resonate with people, such as status and recognition, work-life balance, preserving and protecting nature, stronger identity and inclusion, better opportunities for younger people (jobs, nightlife, better quality restaurants, study etc), upgrades to roads, parks and facilities.

Key concerns, criticisms and sensitivities:

Many people raised concerns and criticism regarding the proposed reclassification. Encouragingly, once some people were exposed to details about the potential benefits – especially more funding potential – their sentiment changed to being supportive.

For others however, their concerns remained. Most commonly these related to concern that the region will become over-developed and the existing environment and wildlife habitats damaged; concern regarding further division and disconnect, especially between rural parts and lower-socio areas such as Caboolture; concern that the treasured way of life and community feel will be destroyed.

The cost of rebranding to taxpayers was also a common criticism – with many struggling to see the value (ROI) and/or feeling that too many other community priorities needed funding first.

More broadly, there is an undercurrent of cynicism and (for some) 'unfairness' that exists when some people think about Council spending - perceptions of wasteful and self-serving spending habits and a tendency to favour certain areas over others.

STRATEGIC RECOMMENDATIONS

Council is faced with a situation where community support for the reclassification is fairly evenly split.

To help more residents appreciate and support the council's aspirations behind the reclassification, many residents are likely to need more information to better understand:

- The WHY - why the change is necessary and why they should care?; and
- The HOW – how it will impact them and their community if it does occur.

- **Opportunities for messaging that can help to strengthen community members' support and address current criticisms to help improve community's overall acceptance for the change -**
  - Embrace a 'green city' concept
  - Honour and acknowledge the region's size, diversity, culture and history
  - Promote strengthened identity, inclusion and connectivity
  - Communicate the benefits that resonate most with community
  - Position the idea to carefully balance desire to protect and preserve while growing and enhancing the region.
  - Clearly explain how the re-classification can equate to additional funding for the region (challenge the 'disbelievers').

- **Tactics for addressing cost concerns –**
  - Involve community in the rebranding – consult, co-design and commission locally
  - Be transparent around plans and spending
  - Find ways to communicate value – Demonstrate ROI where possible, frame actual spend against something more expensive, reference examples
  - Keep it simple – cost save, shop around
  - Spread expenditure over time – demonstrate being frugal

THE RESEARCH

BACKGROUND

The Moreton Bay Regional Council (MBRC) is in the process of exploring community sentiment for the potential reclassification from a 'regional' to a 'city' council. The Council was formed through the amalgamation of three Councils - *Caboolture Shire, Pine Rivers Shire, and the Redcliffe City Council* – in 2008 during the State Government's compulsory amalgamation of Queensland councils. Under the then Regulation,, an amalgamation of three or more Councils was considered to warrant a 'regional' classification rather than 'city.

The region benefits from a large footprint, coastal boundary as well as available land, established infrastructure and amenities. As one of the largest and fastest growing regions in Queensland, it benefits from the opportunity to combine lifestyle living within close proximity to Brisbane CBD.

The process of reclassification involves The Electoral Commission of Queensland (ECQ) assessing the classification change as part of their role under the Local Government Act 2009. Only the responsible Minister can refer a proposal to the Change Commission for assessment.

To achieve reclassification, MBRC must demonstrate in their submission to ECQ, sufficient community consultation and support for the change.

The MBRC commissioned Censeo Consulting to consult with community to measure and better understand their views on the proposed reclassification. The target audience included a diverse cross-section of community members (18+ years of age) from across the Moreton Bay region, ranging from residents and rate payers, through to visitors, council staff, and local business owners and operators.

Ultimately this research will underpin a strategic decision made by Council on the issue of reclassification and is to support the Council's submission to the ECQ should they decide to proceed with a classification change.

OBJECTIVES

The primary objective of the research was to consult with community to gain a deeper understanding of their sentiment toward the potential reclassification, and to evidence the results in a manner that is sufficiently robust and reliable to satisfy the ECQ's community consultation re-classification requirements.

A secondary objective was to identify useful and tangible ways to understand the various community mindsets about "city". This included, identifying the characteristics of the key mindsets represented among MBRC residents when it comes to 'city', and provide an understanding of how to optimally navigate these for a future re-brand of the region.

Community Consultation Approach

MBRC was committed to ensuring the research approach was sufficiently robust and inclusive of its many and diverse areas and community members.

A three phase mixed-method approach was adopted, including qualitative focus groups, qualitative in-depth immersions and a widespread public survey.
The focus groups were conducted late February to mid March 2022. Findings were used to inform the design of the in-depth immersions and quantitative survey.

Due to time limitations in the second stage of the research, Phases 2 and 3 occurred concurrently. These consultations occurred late April to end of May 2022.

For the focus groups and in-depth sessions, participants were recruited by panel recruitment specialists, Q&A Research and paid a gratuity to participate.

For the Your Say survey, Council staff conducted a range of activities to help raise awareness of the survey and encourage participation (see details below).

Additional community engagement activities were also conducted by Council throughout the data collection period, including a luncheon event with local community and business representatives (findings of which are not included in this report).

PHASE 1: Community focus groups

Objective: To understand attitudes and key themes, identify any issues and hypothesise personas

- 12 x 90 minute focus group discussions with 64 residents aged 18+ years.
- A mix of demographics, including age, gender, employment status, where people lived, time lived in the region and representation from people with a disability, CALD and First Nation's peoples.
- Due to disruptions from COVID and the 2022 SEQ severe flooding event that occurred during fieldwork, all groups were conducted online.
- Participants were recruited via market research panel. All were paid $80 in appreciation of their time, which is standard industry practice.

PHASE 2: In-depth consultation

Objective: To explore key themes in-depth and better understand persona groups

- One on one in-depth explorations with 18 residents aged 18+ years.
- Participants were recruited via market research panel to represent one of five resident persona types identified in the focus groups. Five participants also participated in the community focus groups prior.
- Discussions were facilitated using an online bulletin platform, structured around seven activities which participants responded to over seven days, on typically 2-3 occasions each.
- Participants were given $100 in appreciation of their time, which is standard industry practice.

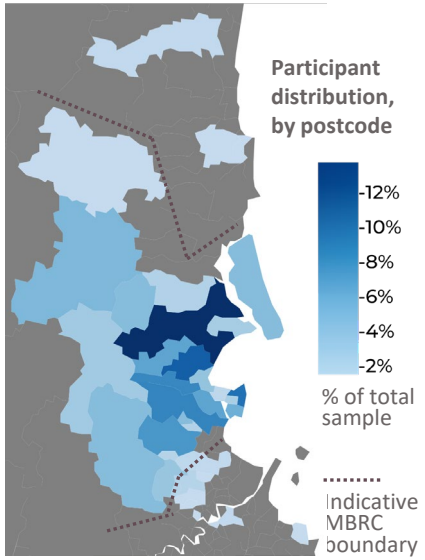
PHASE 3: 'Your Say' Moreton Bay online survey

Objective: To measure community response on a large, quantifiable scale

- 10 minute online survey, including a mix of closed and open-ended questions.
- Hosted on the council's website, Your Say platform
- Open to the general public (aged 18+ years) from 20 April to 30 May 2022.
- Participation was promoted by Council using website and social media channels, print (banners, posted and printed materials at libraries), radio ads, media release and councillor newsletter.

Who We Consulted

Across the three research phases we delivered, we consulted with a total of 518 participants, representing a diverse mix of the community.

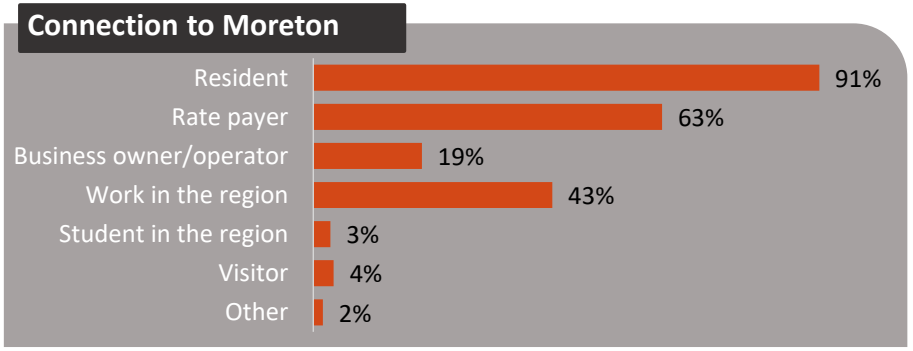


519 Total Participants

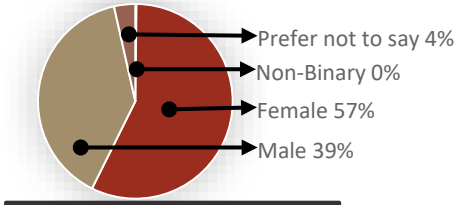
Participation by Location	%
Bribie - Beachmere	6%
Caboolture	17%
Caboolture Hinterland	5%
Narangba - Burpengary	21%
North Lakes	11%
Redcliffe	14%
Strathpine	9%
The Hills District	10%
non-Moreton	7%
Column n	511
Missing n	8

2% identified as Aboriginal and/or Torres Strait Islander

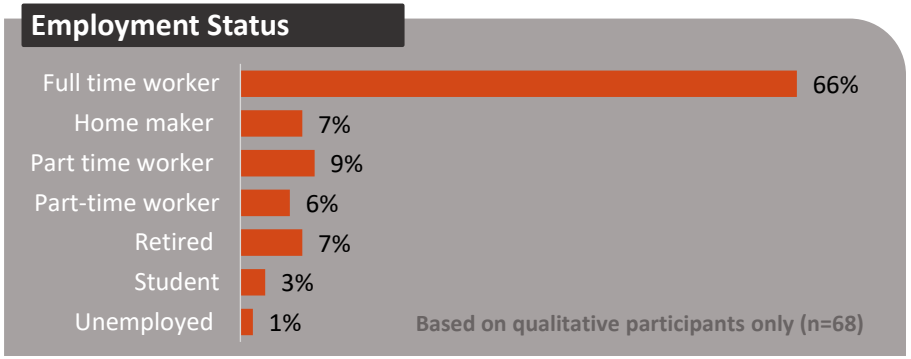
Connection to Moreton



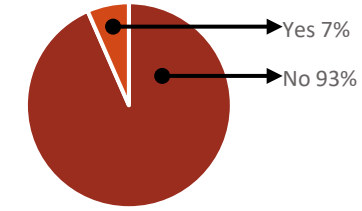
Gender



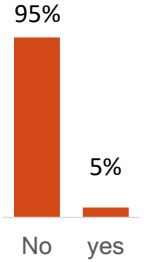
Employment Status



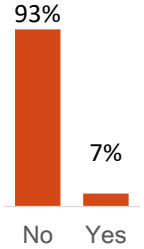
Non-English Speaking Background



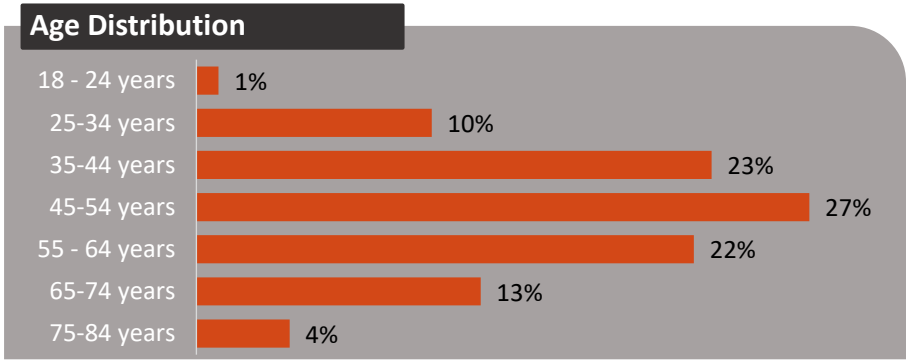
Disability Status



Council Employee



Age Distribution



This page shows the unweighted statistics of the entire research sample.

COMMUNITY VALUES & INTERESTS

As context to understanding how community members felt about the proposed reclassification of Council, it was important to first understand how community members perceive the region, what they value most and their sense of connection to the broader region.

Based on the qualitative feedback, it was clear that the region is widely regarded as an incredibly diverse area – from rural farms to beaches, all life stages and a mix of both high disadvantage (low socio) areas and higher socio-economic pockets.

People's sense of connection tends to be largely contained to their local area, rather than the broader region.

Community members were asked this in the qualitative phases as an open-ended question. In the survey, community members were asked (as part of standard profiling) to select from a list of 11 items, those that interest them.

The responses highlighted that community members highly value the region for its beautiful natural spaces (national parks, beaches, waterways), the wildlife and recreation spaces – green spaces, tree-filled suburbs, walking and cycle ways.

From community members' qualitative comments, it was evident that the many and diverse 'hubs' within the region, and the friendly 'small community vibe' within these hubs was also highly valued by residents.

Core values

- **Natural environment**
- **Laidback, friendly 'community' vibe**
- **Recreation spaces**

Conserving and protecting the natural beauty and amenity of the region is also of the upmost importance to community members.

Community feedback clearly highlighted this as a priority and that interest in topics such as infrastructure, transport, building and development was primarily to do with ensuring that these things proceed only with careful planning and consideration for preserving the region's natural beauty and amenity.

No notable differences were found in the interests of people based on their age or time lived in the region. In terms of location, for people in the Bribie and Beachmere areas, beaches, oceans and waterways and council services and programs were more important than they were for other people.

Community interests

Areas of Interest	% of Community
Parks and Recreation	67%
Infrastructure, Roads and Transport	67%
Planning, Building and Development	67%
All projects /community consultations	65%
Natural environment and conservation	63%
Beaches, Oceans and Waterways	59%
Social and Community Issues	57%
Water, Waste and Recycling	52%
Council Services and Programs	51%
Events, Arts, Culture and Heritage	51%
Policy, Governance and Council budget	49%

Table 1: Proportion of community with interest in the topic. Total survey sample; base n = 438; total n = 451; 13 missing; effective sample size = 112 (26%).

ATTITUDES TOWARD THE RECLASSIFICATION

A key component of the Council's decision to proceed with ambitions for reclassifying from 'region' to 'city' is the extent to which community members support the idea.

In all phases of our research we asked community members how they feel about the proposed reclassification. In the qualitative phases, the question was asked initially without providing any information about the proposal and then again after exposing people to key information, such as that in the *Reimagining Moreton Bay* discussion paper document. This enabled us to understand what influence, if any, certain information and messaging could have on people's sentiment.

Awareness and Understanding

Very few people had any prior knowledge of the Council's announced aspirations for reclassifying the region to 'city'.

Similarly, very few people had any idea who or what was responsible for determining an area's classification, nor what bearing or impact a classification had on the day-to-day life of community members.

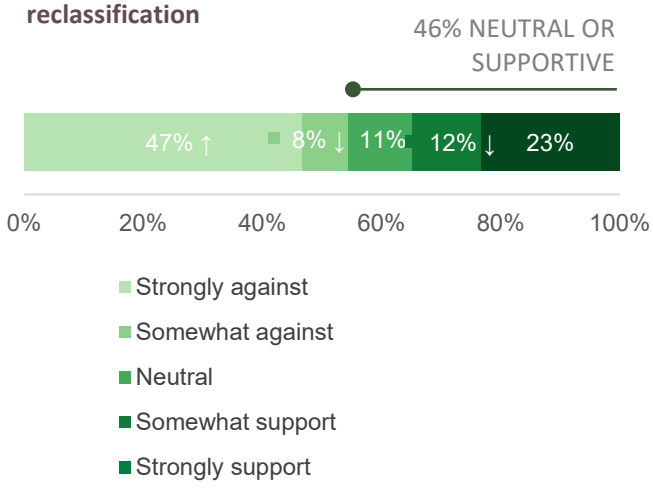
Overall Sentiment

We asked community members the extent to which they supported the proposed classification.

Using a 5-point scale (where 1 represented strongly against and 5 represented strongly supportive), community member responses were divided almost squarely in half, with an average result of 2.6 overall.

As Figure 1 shows, 46% of those surveyed are either neutral or supportive of the idea, and the remaining 54% are against the idea, either strongly or somewhat.

Figure 1. Overall community sentiment towards the reclassification



Relative Importance

In the survey we asked community members how important the proposed reclassification seemed to them relative to the other things in their day-to-day life. Responses were provided using a 5-point scale from very important to not at all important.

In the scheme of people's day-to-day, the proposed reclassification tended to have a moderate level of importance on average (average score of 3.0).

Nuanced differences were evident based on people's level of support though, with those in support of the reclassification more likely to consider the issue to be important. Those somewhat against the change saw it having little bearing on their day-to-day life, therefore considered the relative importance to be low.

Across locations, Strathpine residents were more likely to place importance on the issue. No difference was seen by age or gender.

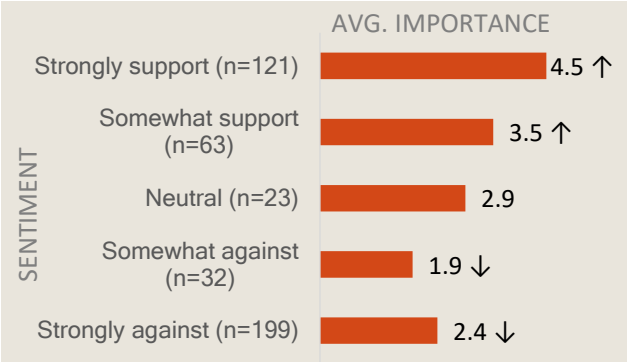


Figure 2. Average importance by sentiment toward reclassification, where 5=very important and 1=not at all important.

All figures on this page. Total survey sample; Weight: Age_Gender_Employee; base n = 438; total n = 451; 13 missing;

There were some differences in sentiment scores when compared among different groups such as age, the length of time someone had lived in the region and the type of connection they had with the region (resident, visitor, council staff member etc). Gender showed no notable bearing on sentiment.

With regard to age, younger people aged 18-34 years were significantly more likely than other age groups to be supportive of the proposed reclassification. In contrast, people aged 55-64 years stood out as being significantly more likely than others to oppose the idea.

There were also differences found based on connection to the region. Residents, rate payers and those who work in the region were less supportive than council staff or visitors to the region.

While no significant differences were found in relation to the length of time lived in the region, the survey results showed those who had lived in the region for their whole life were the least supportive of the reclassification.

Qualitative feedback also revealed heightened resistance toward the reclassification among those who had lived through the amalgamation of councils to form MBRC. This is discussed in detail later in the report.

Figure 3. Average ratings of the extent to which community support the reclassification, by age

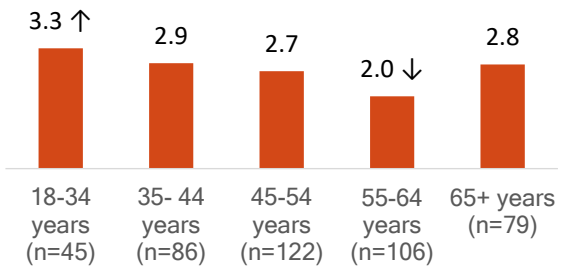


Figure 4. Average ratings of the extent to which community support the reclassification, by time lived in the region

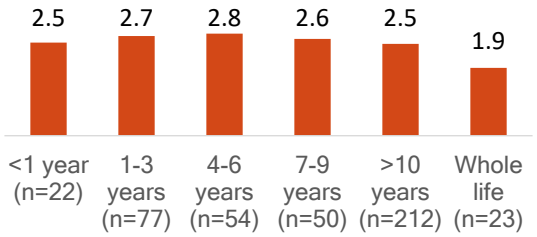


Figure 5. Average ratings of the extent to which community support the reclassification, by connection to the region

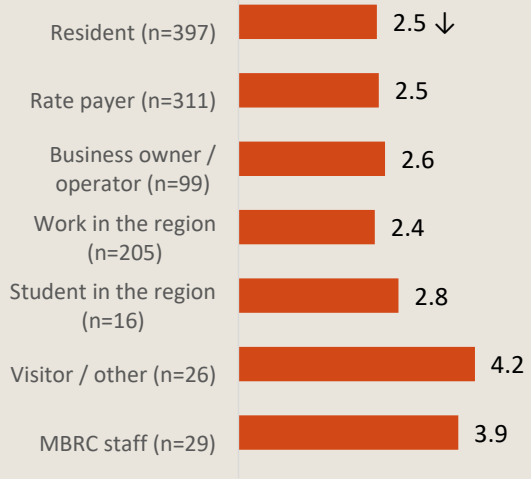
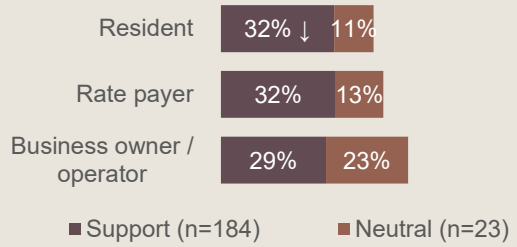


Figure 6. Proportion of residents, rate payers and business owners / operators who are supportive or neutral about the reclassification



All figures: Total survey sample; Weight: Age_Gender_Employee; base n = 438; total n=451; 13 missing.

As the map shows, clear differences in sentiment can also be seen across different parts of the region.

People in central parts of the region (North Lakes, Strathpine and Lawnton, Kallangur), the Hills District and Dayboro and surrounds are supportive of the reclassification, and people in Sandstone Point very supportive (scoring the highest point on the scale).

In contrast, people in areas surrounding Woodford-D'Aguilar, Samford Valley and Morayfield show as unsupportive of the reclassification. Caboolture and surrounds are also slightly more opposed than not, on average.

More neutral sentiment can be seen in Bribie Island, Burpengary, Narangba and Redcliffe and surrounds.

Noting, that due to the small sample of people surveyed from some of these postcodes (e.g. Bribie Island) the results should be considered illustrative only, and not interpreted as statistically representative of each individual postcode areas.

Sentiment, by postcode area

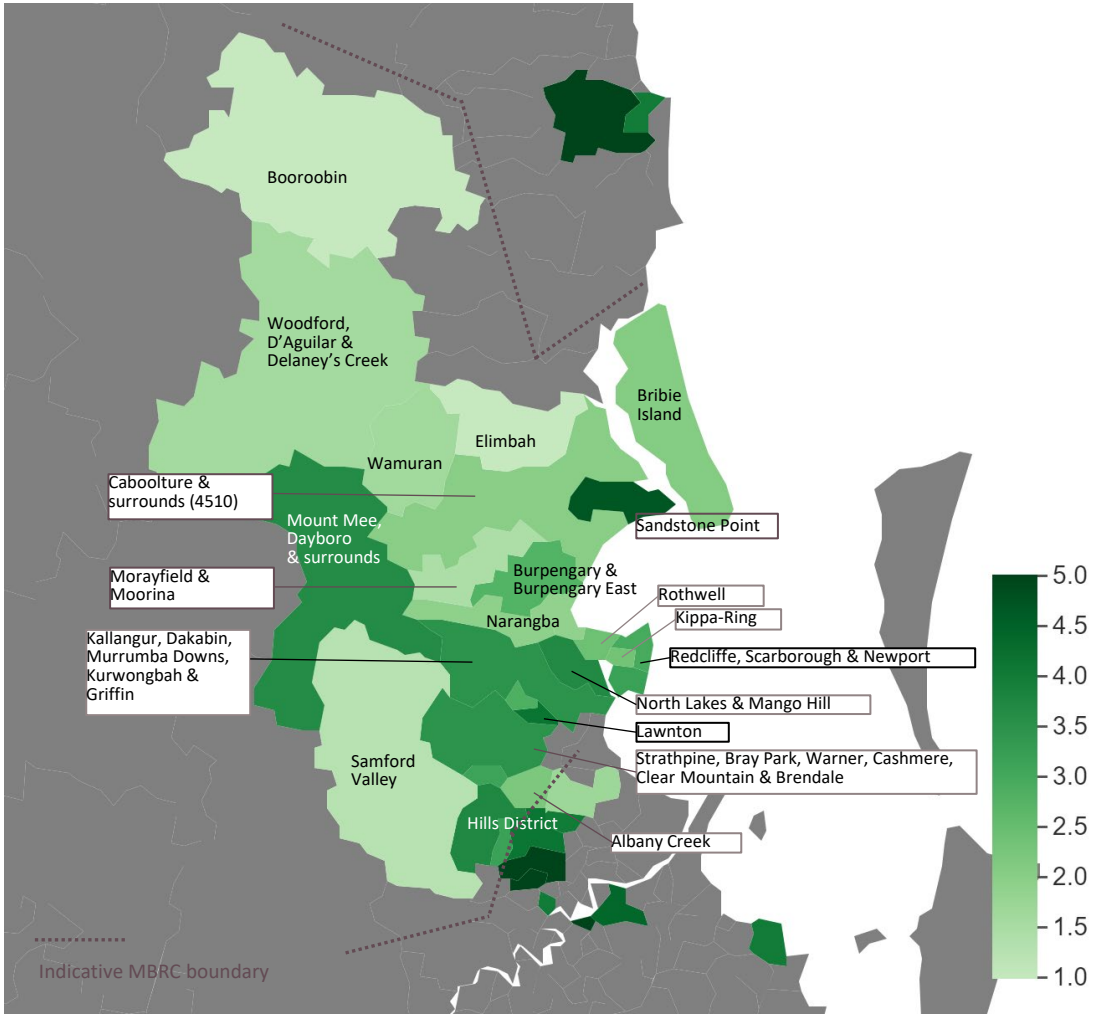


Figure 7. Average sentiment toward reclassification by postcode, where 5=strongly support and 1=strongly against. Total survey sample; Weight: Age_Gender_Employee; base n = 436; total n=451; 15 missing.
Sample sizes for individual postcode areas range from n=1-n=51 (see Appendix for details). Results are mapped for illustrative purposes only. Due to the small sample of some postcode areas these results should not be interpreted as statistically representative of individual postcode areas.

POTENTIAL BENEFITS OF THE RECLASSIFICATION

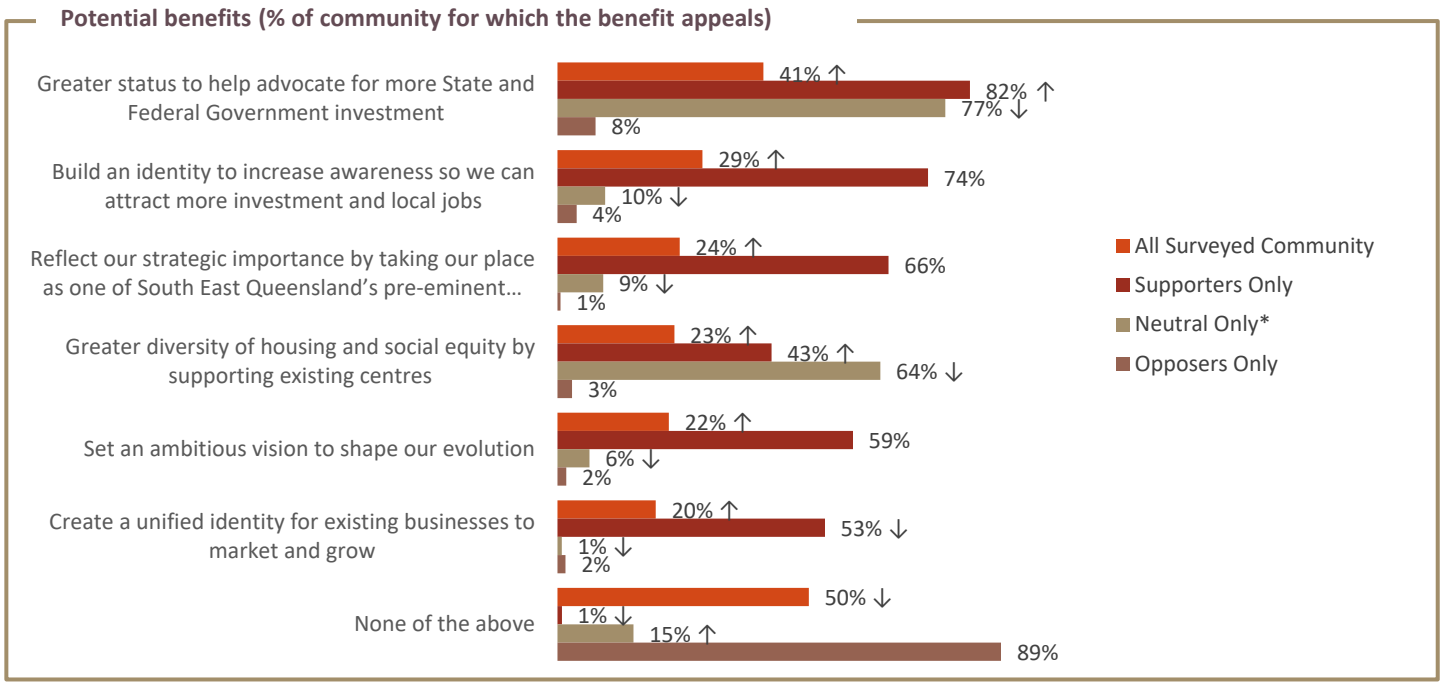
The potential benefits of the reclassification are not intuitively evident to most people. At face value, without any additional information, often people's response was something that implied 'It's just a name change, what substantive difference can that make?'

However, when presented with a list of potential benefits and asked which one's appeal, one in two community members identified at least one benefit that they could acknowledge and resonate with. Figure 8 shows the potential benefits that were tested.

Overall, the potential for more funding and investment into the region stands out as having the strongest and most widespread appeal. It appealed to 41% of all community members surveyed, 81% of those in support of the reclassification and notably, it was the most appealing benefit among those opposed to the reclassification.

Second to this, attracting more local jobs also appealed to almost 1 in 3 community members overall, and three quarters of people who already support the proposed reclassification.

In contrast, setting an ambitious vision and creating a unified identity for existing businesses to market and grow were more limited in their appeal, appealing to only half as many community members overall. Qualitative feedback suggests that while the concept of unified identity does have appeal, it seems to be more in the context of community unification rather than businesses.



"I see this (more funding) as a positive for bringing more money in to support local business, which in turn offers more employment opportunities."

Figure 8. Proportion of community who find the potential benefits appealing, split by those who rated NET supportive of the proposed reclassification (n=165), those who rated NET against the reclassification (n=228), those who rated neutral (n=22) and all community combined (including neutral scorers) (n=415). Total survey sample; Weight: Age_Gender_Employee; base n = 438; total n = 451; 13 missing;
* Small sample size (<30)

THE INFLUENCE OF INFORMATION

We asked participants in the online immersions to give specific and targeted feedback on key pages within the *Reimagining Our Moreton Bay* discussion paper, including the benefits and drawbacks section (p14-15).

As was seen in the survey results, the potential for accessing more funding for the region is clearly a compelling message for those who believe it. Attaching this funding message to clear examples of how funding can be spent to address important local community issues (such as investment in roads, infrastructure, public transport) it becomes even more compelling.

Messaging that reassures that the region's treasured natural environment will be preserved is very well received, and an important aspect in helping to allay some of people's fears regarding becoming a city.

As these comments from community show, exposing people to information about certain key benefits and messages has the power to sway some people from being opposed to supporting the idea.

What Community Say…

"At first I wasn't interested in the idea. I don't usually like change. I thought it might change our laidback kind of living and turn us into a bustling city. But reading all the information has changed my mind and I may be on board with the name change. It is getting busier here, a lot busier, particularly since COVID and also in my particular area since Sandstone Point Hotel opened.

I am moderately happy with growth, but the reason I moved here from Sydney 16 years ago in 2005 was to get away from all that busy, crowded, uncaring atmosphere. Up here feels like we are on holidays all the time. When we get visitors we get to show off our area.

Stating that if we are a city the federal and state governments will send more investment to our region helped change my mind. The wording " fair share of investment" especially. I feel we get overlooked with federal/state money. I have seen other Brisbane state schools and sporting grounds much nicer than ours. I feel a bit embarrassed at our sports grounds when I visit others in Brisbane. Our grounds are no way as fancy.

What Community Say…

I was not interested at first, but after reading it I have changed my mind. I was worried it would just raise our cost of living here and over populate, but after reading these lines I am more interested in becoming a city.

**economic growth*

**increased Government investment*

**future success*

**brings money into our local economy*

Information take-outs:

Concepts that appeal:

- **More funding and investment for the region (ideally substantiated)**
- **Economic growth**
- **Upgrades to roads, parks, facilities etc**
- **Better work-life balance (less commute)**
- **Preserving and protecting nature**
- **Status and recognition (our fair share)**
- **Stronger identity, inclusion and unity**
- **Using actual statistics and figures to compare and illustrate points**
- **Better options (future) for young people**

Concepts more likely to agitate:

- **Population increase / crowds**
- **Housing and building developments**
- **Olympic tourism (polarizes)**
- **Overstated, fluffy or unsubstantiated claims about potential benefits or costs**

Benefit mindsets and the key benefits that appeal

The following five types of benefit mindsets emerged, each with a different mix of benefits that appeal, linked to five community persona types (see appendix for detail).

Growing the region's cultural and entertainment offering Strengthening well-loved lifestyle aspects	▪ Building on what is already in the region – growing pride and status ▪ Potential to attract more funding for better facilities, amenities, recreation options ▪ Opportunity to attract more spending in the region, boost economy and local businesses – more places to visit, things to do etc. ▪ Better work/life balance
The region is growing anyway and this change could attract investment to support planning around growth Investment in future generations Strengthening and unifying the community	▪ The ability to leverage city status to attract more funding and economic growth ▪ The likelihood of attracting more visitors to the area and the subsequent positive impact on the economy ▪ Stronger sense of shared identity ▪ Opportunity for improved and sustainable planning
Stay and thrive – bringing the best of city opportunities locally so you don't need to leave Putting Moreton Bay on the map Innovating a modern way of living to suit our lifestyle and landscape	▪ Represents change, progress and an innovative approach to living ▪ Potential for funding and economic growth ▪ Opportunity to showcase the area ▪ More quality career and recreation opportunities locally (less need to leave to grow)
Bringing the best of the region's past and present forward to shape a stronger and more equitable future together	▪ Attract increased funding to the region for better services, amenities, transport connectivity, disability access etc ▪ Shows respect and recognition for the region's true worth and size ▪ Greater inclusion and fairness ▪ Stronger sense of shared identity
Building on what makes our community strong, while preserving what it is we treasure	▪ Shows respect and recognition for the region's true worth and size ▪ Attracts attention and investment into community facilities and infrastructure ▪ Opportunity for improved and sustainable planning ▪ Formalises the growth that is already underway ▪ Stronger sense of shared identity

A CLOSER LOOK AT WHAT COMMUNITY SAY ABOUT THE POTENTIAL BENEFITS

Access to more funding, greater economic development –
When drilling down on the comments about the widespread appeal for this benefit, some nuanced differences are seen.

For some, this benefit appeals most for its potential to enable better community services, facilities and amenities, better accessibility and improved connectivity between areas (transport). For others it's more about bringing more recreation options – things to do, places to see, boosting local business options and in turn, building a stronger sense of pride in the region. And for others still, this benefit represents finally being able to access a 'fair share' of government funding.

What Community Say…

"I see this as a positive for bringing more money in to support local business, which in turn offers more employment opportunities"

"More tourist interest, greater potential for investments, increased diversity and culture with more jobs, housing & education"

"Would love to save time to spend with family and enjoy evening activities rather then travelling."

Stronger sense of Identity and cohesion –

There is a belief that the reclassification could help strengthen the region's sense of collective identity. Qualitative feedback highlighted that many people currently see the region as lacking with respect to having a shared sense of identity. While identity was acknowledged to be very strong in the many and diverse hubs across the region, most residents claimed to feel quite disassociated to the region as a whole.

"The idea of having a shared sense of identity and belonging had wide appeal however. Some people were hopeful that the reclassification could help achieve this."

What Community See The Benefits Relating To…

Wordcloud: Filter: Supporters; Unweighted; base n = 193; 57% filtered out.
Larger font size represents more commonly used terms.

Respect and recognise the region's true worth and size –
There is a shared sense that the region deserves more recognition and status. That it's somewhat of an untapped secret. Suggestion that the reclassification would help elevate the region resonated with people and tapped into their pride.

Access to more local jobs and study opportunities –
Access to more jobs, local study opportunities and growth for businesses is perceived as an investment in the future and offers more for the next generations. Shorter work commutes also represents more appealing work-life balance.

What Community Say…

"Less cars on the road, *less petrol required, less pollution, less road wear, less maintenance, less stress on families. Win, Win, Win!!"*

I will no longer *need to travel 2.5 hours a day for work and more time with family.*

I like *the idea of smaller work places closer to where people live. Less cars on the road is best.*

I like the idea *of being able to work closer to home. Work/life balance needs to be kept so that people feel valued, both at home and in their employment.*

Increased social and cultural opportunities –
There is a general sense of optimism regarding the potential a reclassification can bring to the region in relation to social and recreational activities – cafes, restaurants, bars, retail etc. This was especially appealing to young people and carers of young people (parents, grandparents etc).

"As a young person, there is not much to do socially. I always have to travel into the city for night out and that leaves us with a very expensive uber ride or late night train trip home. I'd love to see some more nightlife things such as bars and activities like minigolf or arcade escape rooms etc. that are open late."

"The only reason to change to city would be economic. Better future for grandkids. All other reasons just "fluff".

Preserving and protecting nature –
The region's beautiful natural environment and animal habitats was often cited as a key reason why residents love to live in the area. There is clearly a strong passion among community members for having this preserved.

"This is really important, keeping the green aspects along with new infrastructure. A tricky balance!"

"Needing to protect as much of the local areas as we can, such as koalas and their natural habitats"

What Community Say…

"Helps to better describe the size, scale and relevance of where we live to others."

"Prior to the three local councils merge Redcliffe was considered a city. I feel it makes sense to consider all of the Moreton region as a city."

"'Moving to 'city' just gives a much more accurate representation of what Moreton Bay is, and the direction it will also become even more of!"

"MBRC is one of the biggest councils in Australia. As a City we would have more recognition."

"Puts Moreton Bay on the Map and distinguishes our region from Brisbane and the Sunshine Coast"

"It could place our region at the front of the queue for grants and development for the future. It may let world companies know that we are here."

REACTIONS TO A POLYCENTRIC APPROACH

The term 'city' is almost always associated in peoples' minds with the more traditional monocentric style city. The concept of a multi-centred city is not top-of-mind and can take some effort for people to get their head around, even after being introduced.

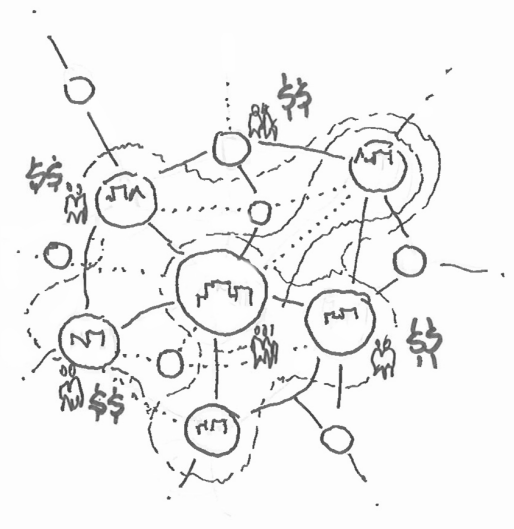
Once understood however, community member's perceptions of the idea was almost always positive.

Given the sparse and highly diverse pockets that exist within the region, a multi-centred approach was considered very fitting.

Overall, people especially liked the idea that a polycentric approach could:

- Further enhance the uniqueness and offering of each area
- Provide complementary hubs in each unique destinations - an industrial hub, education hub, retail / business hub etc – not just multiple replications of the 'same' services and amenities.
- See a fairer spread of resources and funding occur across each of MBRC's areas.
- Provide more choice, locally
- Distribute facilities, services and wealth across multiple areas, not just centralised to one

There were very few concerns or criticisms about the polycentric approach. Given how similar it is to the status quo, some questioned what, if any difference it would make. And for some people, it seemed to represent another scenario where certain parts of the region could get favoured by council over others.



Preferred hub locations:

Community members were asked which areas seemed like appropriate urban centres. Their responses commonly included: North Lakes, Caboolture, Redcliffe, Strathpine / Brendale and Petrie.

Suggested Terminology

- **Multi-hub**
- **Multi-centre**
- **Multi-city**
- **Multiple urban centres**
- **Various town centres**
- **Poly city / poly centric** (preferred by some younger people – more futuristic, modern, doesn't 'dumb it down')

What Community Say…

"I like that it's about spreading the love and spreading the opportunity."

"Great idea, less travelling, more job opportunities."

"I like the idea of multiple business centres that incorporate responsibly managed green spaces and waterways, accessible to all disabilities is important."

"Great idea. De-centralising a region is good, as long as the infrastructure between locals is sustainable."

"It's happened before and all the funding was directed to Redcliffe while other regions had no funding. Classic case where Morayfield nature strips wouldn't be mowed regularity but Redcliffe always pristine"

"I think it's really great - MBRC covers such a wide area, and having multiple urban centres really makes a lot of sense. It also disperses congestion and makes it even around the region instead of piling it all into one direction."

"Helps keep people in the centres as reduces the need to got outside to obtain their needs and employment and education."

"I would prefer multi urban centres rather than one CBD. This will spread the wealth around rather to everyone, instead of 1 place getting rich. More choice."

Location-Specific Sentiment and Benefit Insights

Narangba - Burpengary

- Least supportive of the proposed reclassification (68% oppose)
- Tend to consider it unimportant
- Almost half (64%) see no potential benefits.
- Benefits most likely to resonate related to greater status to advocate for funding (29%) and building identity to attract investment and local jobs (23%)

North Lakes

- Most likely group to support the reclassification (70% support) and consider it important (64%)
- More likely to value many of the benefits
- Strongest resonance with building identity to attract more investment and local jobs (55%), greater status for government funding (52%) and taking our place in SEQ (50%)

Strathpine

- Second strongest supporters of the reclassification (61%)
- One of the more likely groups to support the reclassification (59% support)
- Most likely group to value attracting more government investment (61%). Building local identity for investment and jobs also appeals (50%).

Caboolture & Hinterland

- One of the least likely to support the reclassification (67% oppose)
- Tend to consider it relatively unimportant
- Least likely to identify any potential benefits as appealing (72% selected 'none of the above)
- Very sensitive to history and inequality between their area and other parts of the region

Redcliffe

- Fairly evenly split in terms of sentiment (50% support, 45% against)
- Similarly split on perceived importance
- Advocating for government funding appeals to most (48%)
- More likely than others to resonate with taking our place in SEQ (42%) and setting an ambitious vision (40%)

The Hills District

- No significant call-outs
- Slight bias against the reclassification (59%:41%), no neutral positions
- Moderate levels of appeal for all benefits, none stand out as particularly appealing beyond average
- 47% said none of the benefits appeal

Bribie - Beachmere*

- Almost half (48%) feel either supportive or neutral
- The same amount consider it important
- Attracting more government investment and building identity for local investment and jobs are the more appealing benefits (58% and 32% respectively).
- Sensitive to population density and high-rise development

This location-based analysis has been conducted on the survey results using the Statistical Areas Level 3 (SA3) framework defined by the ABS. SA3 level analysis allows for comparison at the region level through clustering groups of SA2s that have similar regional characteristics. All SA3's in the Moreton Bay region were analysed. The differences reported here represent where statistically significant differences ($p<.05$) were identified. The exception is Caboolture Hinterland, where small sample size (n=23) means differences may not be statistically significant. Total sample; Weight: Age_Gender_Employee; total n = 451; 13 missing;
* Note small sample (n-19). Sample size too small for confidently making in comparisons of statistical significance.

CRITICISMS, CONCERNS AND SENSITIVITIES

While there is clear support for the proposed reclassification, there are also some strong criticisms and concerns about the proposed change.

The many qualitative comments provided across all three stages of the research have been collectively analysed and key themes detailed over the next few pages.

Areas of common criticism or concern

- **Over development (protecting the natural environment)**
- **The expense**
- **Infrastructure, roads and transport**
- **Disconnect and division**
- **'City' noise, stress and pollution**
- **Only Council stands to benefit**

Over development and protecting the natural environment –

A common fear is that many of the more rural areas within the region will lose their existing, much loved 'country feel' and 'community vibe'.

The region's accelerated growth is already a concern for some people who feel that the existing population is too big for council as it is. For these people, attracting more people to the region is the opposite of their ideal.

A heightened sensitivity toward development was noticed among certain community members, particularly those impacted by current projects such as the Bruce Highway upgrade through Petrie and the Suttons Beach Pavilion, as well as some acreage residents.

A common concern was that being a 'city' would mean higher density living (over population), more high-rise buildings, zoning changes that favour developers over existing residents, reduced block sizes etc.

Central to many peoples' concerns about over development were concerns about damaging the region's much-loved natural environment, parks, waterways and wildlife habitat.

What Community Say…

"We would lose our country feel more than what we already have with all these developments with tiny house blocks. The destruction of koala habitat….."

"There are many disadvantages, the main one being it will attract too many people to the region"

"I just don't want our beautiful region to slowly develop into another Gold Coast and sprawl up to Sunshine Coast"

"I am concerned about over development, over crowding, increase in house prices, the loss of green spaces that affect the local ecology."

"We moved to this area because it is regional within striking distance to a major city. Don't destroy what we have by overpopulating the area."

"People live in the area because they don't want to live in a city. They live in the region for the lifestyle."

"Protection of our environment and wildlife and not just destroying it for growth. Making sure infrastructure can cope with population growth"

Understanding Cost-Related Criticisms

Overall, the expense of the reclassification was the most common criticism among community members. The criticism seemed to relate to the council's prioritisation of this over other seemingly more pressing needs, the question of overall value (questioning benefit) and a general cynicism toward the spending and trustworthiness of council. These are discussed in more detail below.

Priorities - A common criticism among community members was that the reclassification represented a misappropriation of spending. With many other seemingly more important community issues still without sufficient funding (e.g. footpaths, bikeways, road quality, park lights and amenities). The notion that separate departments of council may operate separate budgets (where surplus in one can't go to another) was not considered.

'Just a name change' - It was clear from feedback that many people don't see the reclassification as any more than a ('superficial') name change. The potential value and ROI of the reclassification is simply not recognised, leaving residents questioning how council could justify spending taxpayer money on something seemingly so superficial and 'wasteful' as rebranding.

"What a waste of money - can we at least have proper roads, footpaths, rubbish collection first?"

"A waste of money and council's focus when there are much more important social and infrastructure issues I expect my council to prioritise."

"There are many areas in council that are crying out for more funding and these areas should be prioritised first."

What Community Say…

Re-branding is not a cheap venture. We should be able to achieve the other goals without reclassification, and the drawbacks are substantial.

Stop wasting time and taxpayer money on ideas that make no difference to anyone

What is the purpose and benefit of changing the name to city other than ego and stature? Name changes cost a lot, perhaps review the amalgamation costs

Unnecessary expense - Some argue that the reclassification is an unnecessary expense when the region already has all it needs to be able to attract investment, and the growth is occurring anyway.

Cynicism and distrust - A more generalised cynicism around council's spending habits also clearly influence some people's perceptions (a cynicism that likely extends beyond just this council). The general sense being that government tends to wastefully overspend and that more care and accountability should be present when spending taxpayer money. An inherent distrust in council listening to community needs was also apparent among some people.

What Community Say…

Cost is a big issue. Money needs to be spent in so many local places. It makes me upset to know our money is going towards advertising costs…..$25,000 maximum. No need to go big. Keep it small and simple. It's just a name.

I don't believe the council is in a financial spot to spend extra money on rebranding when they can't afford to fix the roads.

All the logos changed? What a waste of taxpayer money while our roads deteriorate, *footy fields remain unlit for children to train in, parks and amenities are in poor condition*

What's reasonable to spend on rebranding?

In the in-depth sessions we explored whether community members recognise the (often intangible) value a brand can have, and what sort of price is reasonable to pay for something like branding.

Generally, we found the value and power of a brand was not readily appreciated by most people. Only a few people claimed 'you need to spend money to make money.'

Most also claimed to have little clue as to the going market rate of rebranding. There was general agreement that $100K sounded too excessive but below that, expectations varied greatly and started as low as $15,000.

Rather than advise on budget, people were more keen to advise council to keep it simple, make it worthwhile, consult community and employ locally.

What Community Say…

"The cost of this is definitely a valid concern for residents if it is coming from taxpayer dollars. However, if this cost will be spread out this is good and relieves this concern mostly."

"Keep it simple and don't overcomplicate the process. Cynicism will be the biggest critic."

"The downside listed (in the document) is the expense to rebrand, I don't think that is much to worry about if you choose wisely what to rebrand, and who to pay. I am more worried about the population increase, busy, hustle bustle, virus spreading, no room to distance ourselves. I like our peaceful quiet areas. I am really worried that our infrastructure will not cope ie roads, toilets, rubbish bins, park/picnic space and areas without congestion. Beaches, water areas over populated and damaged with litter etc."

"$25,000 maximum. No need to go big. Keep it small and simple. It's just a name."

Roads, infrastructure and transport–
Many community members talked about roads, public transport and infrastructure. Analysis of the comments showed that this was in the context of community wanting the region to have more infrastructure, better quality roads, public transport options and inter-connectivity between areas within the region.

Disconnect and division –
Many community members struggled to see how the broader region could be considered a 'city' when so much of the area was regional and rural in nature.

Some expressed concern that the change would further marginalise people living in rural towns, increasing their sense of disconnect and exclusion.

Others referred to an existing inequity in the region between the 'haves and have nots', and expressed concern that increased funding from a reclassification would exacerbate this, believing the Peninsula would stand to benefit while smaller areas like Caboolture, Bribie and Ningi would likely miss out ('again').

Undesirable 'city' aspects –
There are clearly distinguishable differences between cities and regions in people's minds. Cities are widely associated with benefits such as increased access to services, recreation options, employment etc.

Cities also however, commonly evoke many negative associations, such as noise pollution, traffic congestion, stricter property rules and regulations, higher rates and council charges (e.g. car parking), less friendly people, higher crime rates, smaller residential blocks etc. These are things that many community members say they actively and consciously chose to escape from when they moved to Moreton Bay.

For these people there is concern that the proposed renaming to a 'city' will result in residents being forced to endure the negative aspects of a 'city' that they thought they'd escaped, meanwhile losing the 'regional' aspects of the region that they currently hold dear. This concern tends to be more relevant to some areas of the region than others. For more urban areas, such as North Lakes or Burpengary, that already have a more bustling vibe, this is more of a moot point. But for residents in more regional and densely populated areas such as Bribie and Dayboro, the concern is more prominent.

What Community Say…

"My biggest issue is Morton Bay Region is just that! We are rural, this change creates a divide we already feel."

"It will further marginalise those of us who live in the country"

"The additional revenue, if this is actually a reality is likely to be spent in areas of affluence rather than Caboolture or Bribie. I saw this when we moved from a shire to a council. Redcliffe heavily backed by Mayor pumped money into only a few of the areas and left others floundering."

"I live at Mount Mee, this entire region is not a city. Using the word city for an area full of rural zones towns isn't inclusive "

"Don't wreck what is an amazing region by trying to become the Gold Coast"

What Community Say…

"Don't change it to city. 'Hunter Valley Region' sounds much better than 'Hunter Valley City'. I know which one I'd rather visit."

"Wording of "city" (big buildings, big roads, pollution) vs "region" (rolling hills, country roads, clean open air) has potentially negative connotations"

Increased cost of living –
For a minority there is also a concern that becoming a city could worsen the cost of living pressures already being felt by households due to increased property rates, higher parking costs etc.

"What is the cost to us rate payers and as we well know what will be the rate rise that will come with the rebranding and the reclassification of being a 'city'. We are all struggling without the council raising rates because of a name change."

"With having a young family I struggle from week to week. So I know what the cost of things are like in say Brisbane city, would that be something that happens when Moreton gets changed to a 'city'?"

Only Council stands to benefit -
For some people it seems there is simply no believing that the rebranding is necessary for achieving the proposed benefits. They seem steadfast and cynical in believing that the reclassification does not stand to benefit anyone other than MBRC.

Past amalgamation sensitivities –
For some residents who lived through the previous amalgamation of councils into MBRC, the proposed reclassification agitates a past wound and raises concerns about the future.

For example, residents from the old 'Caboolture Shire' are particularly sensitive to being overlooked and can feel their area was previously downgraded. Redcliffe residents can feel some bitterness toward losing their 'city' title previously. For others, the proposed polycentric approach seems like somewhat of an undoing of the amalgamation, just now without the more localised and nuanced councils of the past.

What Community Say…

"Just an exercise to achieve more staff and higher salaries"

"Apart from an ego boost, what does this achieve? I'd prefer council focuses on core business and getting that right first before wasting resources"

"Money to rename would be better spent on many other things that need fixing. This is just self serving to the Mayor and Councillors who support it."

What Community Say…

"How will you create more jobs? It sounds like you are just going to take all the money from these areas and spend it in Petrie.

5-10 years ago, we were individual regions, until we were merged all into Moreton bay region, now it seems that you want to open it back up to create more government/council jobs. How does this help small businesses?

On the other hand, I like having the Petrie University, it will be saving people a lot of time and money in commuting."

"Quite often Caboolture is referred to as a northern suburb of Brisbane. It's not, Caboolture is its own town and was its own shire before being absorbed into the monstrosity that is MBRC. Caboolture got VERY gypped in that amalgamation, our identity was downgraded. As did other areas that are not Redcliffe. Redcliffe, home of former long term mayor coincidentally, enjoys lavish refurb and gentrification while places like Caboolture sits run down, empty buildings, closed businesses…tells its own story.

I think there is a real risk of things getting worse for Caboolture with a reclassification. The polycentric model may ameliorate some of the imbalance, potentially. But it also might get a lot worse. Especially if the issue isn't raised and addressed."

Community's advice for council on rebranding

- **Involve community – consult, co-design and commission locally**
- **Transparency**
- **Clearly communicate benefits (impacts and value)**
- **Keep it simple – cost save, shop around**
- **Spread out expenditure over time**
- **Embrace a 'green city' concept**
- **Honor and acknowledge local culture and traditional places and names**
- **Promote strengthened identity, inclusion and connectivity**

Reviewing the many comments in the survey there is clearly a common urging for the council to push forward, don't procrastinate or delay – but rather, "get it done!"

What Community Say…

"'This Council area has so much diversity in landscape. Really honoring the 'green city' element is a differentiator…or it's just a corridor council."

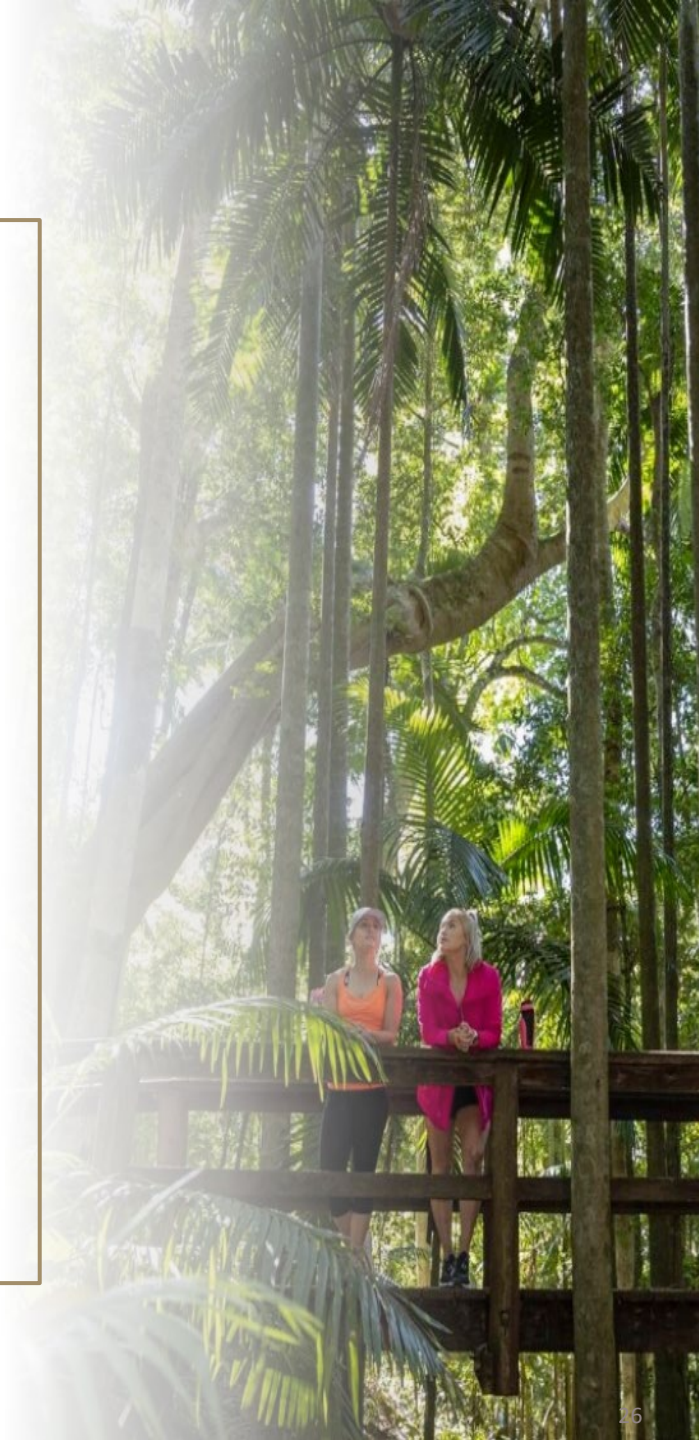
"A unified community that can stand on the same level as surrounding high population cities."

"I think for anything positive to come of any future plans, we need to honour the past. The history of the First Nations peoples is that past. Cities can be soulless places…people say hello in passing here, they don't do that anymore in Brisbane. Let's not loose our soul and our community to the idea of city and development."

"Don't follow the Gold Coast's model with lots of high density living. Plan our open spaces well. Recognise and keep the regions diversity."

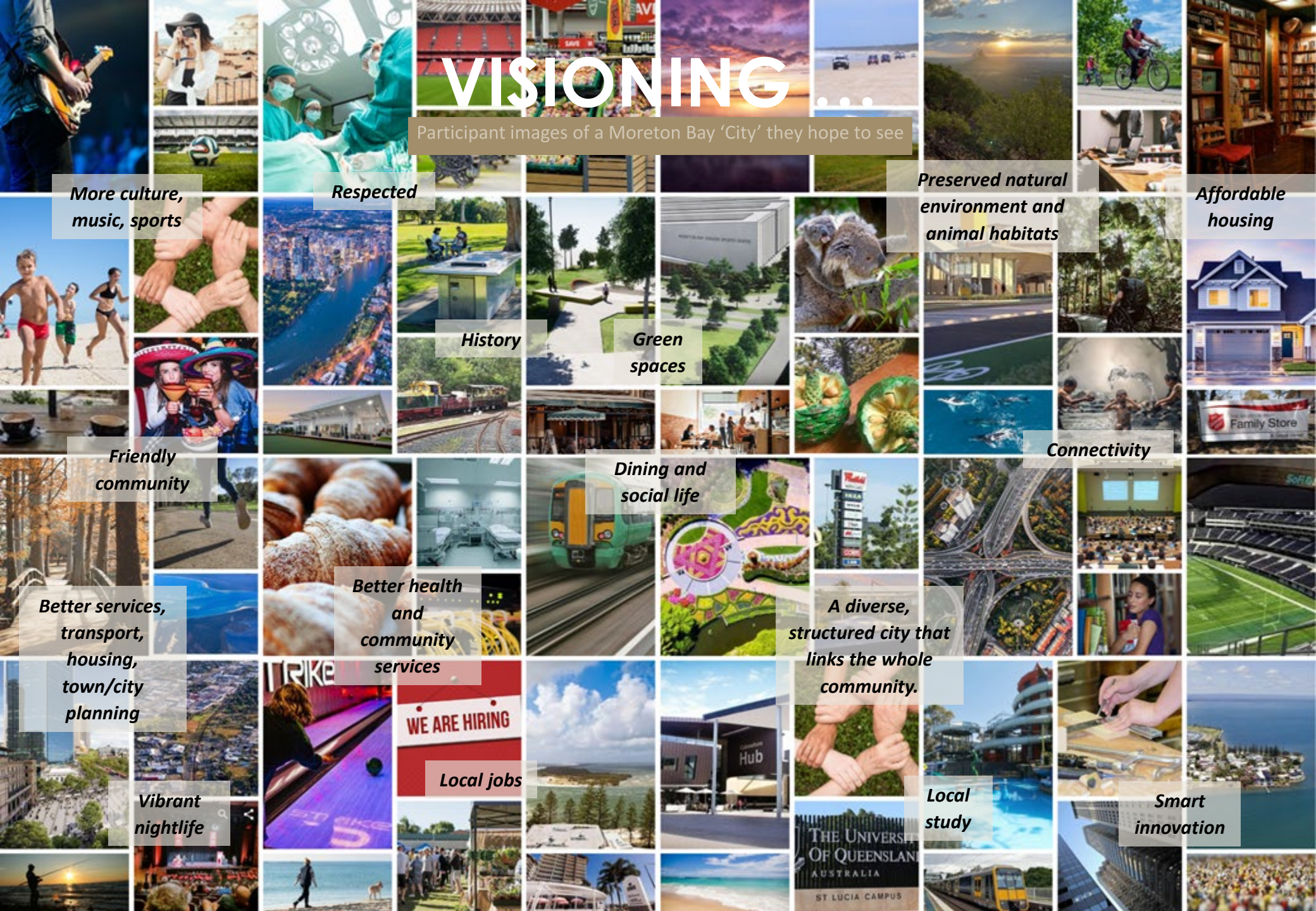
"Creating an identity and brand that is authentic and derived from the community values. Avoid gimmicks"

"To never lose our roots but to look forward to creating a lifestyle that other areas dream of but can never achieve."



VISIONING …

Participant images of a Moreton Bay 'City' they hope to see



APPENDIX

APPENDIX 1:
INTERPRETING THE ANALYSIS AND REPORTING

The reporting employs a mix of graphic and tabular presentations of the survey results as well as wordclouds, collage and quotes to present the qualitative results.

Data was analysed using Q statistical analysis software and a thematic analysis approach.

To strengthen the representativeness of the sample, survey data was weighted by age and gender statistics to match the Australian Bureau of Statistics (Census, 2016). Council employee responses were also weighted to more accurately reflect their representativeness in community, using the council staff numbers and community's population rate as reported in the 2019-2020 MBRC Annual Report, p2 as proxy. This resulted in an adjustment from 7% to 1%. Weighting was applied using Raking method.

The survey sample size provides results at a 95% confidence level, with a maximum margin of error of ±2.5%, for the total actual sample of n=451.

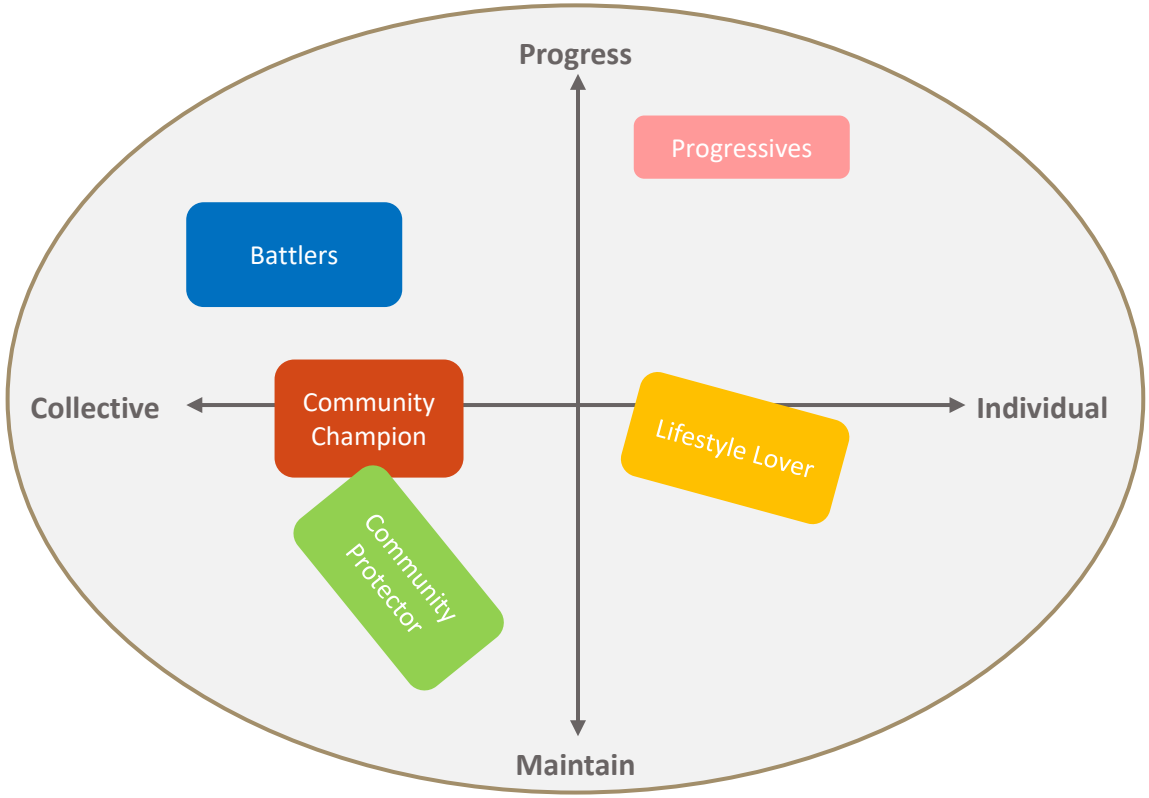
For the quantitative analysis, where sufficient sample size existed (n=>30) statistical significance testing was conducted based on Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05). Focus was given to differences between geographic areas, gender, age, time lived in region and sentiment toward the reclassification.

Where statistically significant differences exist in the results these are indicated by arrows (↑ and ↓). Where an up arrow exists for example, this shows that that particular sub-group is significantly more likely than the overall sample to have that score.

Caution should be taken when interpreting the results of small subgroups (i.e. less than 30) as the response of a small number of people will have much greater influence over the marginal difference in percentages compared to larger samples. For example, one person in a sample of 10 will have a 10% impact over the percentage score whereas one person in a sample of 100 will have a 1% impact.

Differences involving small sized groups have been presented for illustrative purposes only and should not be interpreted as statistically significant.

APPENDIX 2:
LOOKING IN DETAIL THROUGH THE LENSE OF DIFFERENT COMMUNITY PERSONAS



There are two main dimensions that distinguish the personas identified in this research;

- Attitude to progress – those more in favour of thoughtful progress compared to those who are more in favour of maintaining the status quo
- Individual vs. Collective orientation – those more concerned with their own individual needs and lifestyles compared to those more concerned about what is best for the community, equity across the region and for all community groups

Similarities Between Personas

- 'Community Champions' and 'Community Protectors' share a love for the Moreton Bay Region and a desire for what is best for the community. How this is expressed is quite different though - 'Community Protectors' are more resistant to change and negative/ fearful of the proposition.
- 'Progressives' and 'Lifestyle Lovers' are more concerned with how the lifestyle aspects of living in Moreton Bay will be impacted

Community Champion

- Passionate
- Involved
- Active
- Traditional
- Family oriented

Profile

Passionate about the entire region. May be working as a volunteer or in a local organization. Typically family or retiree.

Sentiment toward MBRC as a 'city'

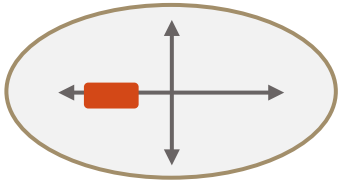
Mixed feedback with some in this segment unable to reconcile the notion of a 'city' with the many areas within the region. Some also struggle disentangling from the traditional perception of 'city'.

Needs

Assurances that community, ecology and character will be retained. That locals will be prioritized and listened to

Proposed messaging

Invest in, strengthen and unite Moreton Bay



PROS

- The ability to leverage city status to attract more funding and economic growth
- The likelihood of attracting more visitors to the area and the subsequent positive impact on the economy
- Stronger sense of shared identity
- Opportunity for improved and sustainable planning

RESONANT MESSAGING

- The region is growing anyway and this change could attract investment to support planning around growth
- Investment in future generations
- Strengthening and unifying the community

"I think that if Moreton Bay becomes a City and grows as expected, then there is the potential for business to invest in this region and relocate out of the Brisbane CBD or have satellite branches in this area for Moreton Bay residents to transfer to. Thereby reducing their travel times, stress and potentially increasing their times with families etc."

CONS

- MB doesn't fit with traditional city – it is a collection of towns
- Cities attract crime, higher cost of living, pollution and traffic congestion

FEARS

- Respondents in this segment didn't express fear as much as cynicism around how a name change can elicit so much change

"There is only a small part of our region that is in a area that can be seen as a city. MBRC has so much country/rural areas that I think would be disrespect to them and history to call the region a city."

KEY INFLUENCING POINTS

- Investment in sporting and community facilities
- Investment in opportunity for future generations
- Commitment to more local jobs
- Investing in future generations
- Transparency in explaining how city status is linked to funding

Progressives

- Lively and active
- Out and about
- Adventurous
- Ambitious
- Urban

Profile

Tend to be younger residents (20's) and Mum's with teenagers. Living in the south, on CBD fringes. More likely to be working in professional industries (e.g. legal, accounting).

Sentiment toward MBRC as a 'city'

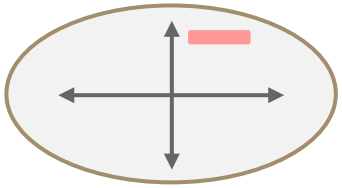
Neutral to warming – open to progress

Needs

Keen for more nightlife, tertiary and job opportunities locally. Warm to the idea if it means social and professional aspirations can be satisfied without commuting to CBD.

Proposed messaging

Stay and thrive – all you need is here, bringing the best of city opportunities locally. Bring Moreton Bay alive.



PROS

- Represents change, progress and an innovative approach to living
- Potential for funding and economic growth
- Opportunity to showcase the area
- More quality career and recreation opportunities locally (less need to leave to grow)

RESONANT MESSAGING

- Stay and thrive – bringing the best of city opportunities locally so you don't need to leave
- Putting Moreton Bay on the map
- Innovating a modern way of living to suit our lifestyle and landscape

"The idea sounds great, the region is growing and changing the name represents that. It would be a great way to showcase some of our beautiful local attractions."

CONS

- There is warmth and attachment to the unique, local feel of MB.
- Concern that the city name and concept feels disconnected to the laid back feel of the area
- The monetary cost attached to name change

FEARS

- A change to city will lead to population explosion
- The seaside feel will be lost
- Crime likely to increase
- Concerns about higher rates and taxes
- The impact of ongoing development and construction on local feel and on the skyscape
- Council is being deceptive

"I am concerned that all the promises of the city concept e.g. greener, less congestion, more jobs for locals will be just hear say. I have little faith in got and council lately with promises that are not kept. Once things are changed dramatically there is no turning back."

KEY INFLUENCING POINTS

- More job and study opportunities for future generations
- Preservation of natural environment
- Convey high energy and vibe in comms
- Appeal to invest in modern and innovative approaches
- Tap into the idea of showcasing the area
- Open, transparent, evidence based communication

Lifestyle Lover

- Nature
- Nightlife
- Balance
- The great outdoors
- On the water
- Culture

Profile

Tended to live bayside. Enjoys time in nature, at the beach and on the water. Mix of ages

Sentiment toward MBRC as a 'city'

Tended to be neutral-apathetic

Needs

Keen for roads to be fixed (as these facilitate lifestyle), protect the natural environment and invest in building culture and entertainment

Proposed messaging

Strengthening cultural and entertainment aspects

PROS

- Building on what is already in the region – growing pride and status
- Potential to attract more funding for better facilities, amenities, recreation options
- Likely to attract more spending in the region, boost economy and local businesses – more places to visit, things to do etc.
- Better work/life balance

RESONANT MESSAGING

- Growing the region's cultural and entertainment offering
- Strengthening well-loved lifestyle aspects

CONS

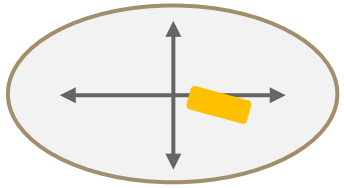
- Lose quietness of area and impact on aspects such as parking
- Population growth

FEARS

- Loss of calm vibes
- Potential for imbalance of investment across the region (i.e. wealthier areas attracting more investment and poorer areas left behind)

"As a young person, to go for a night out, there isn't many fun options. I often have to go into the city for fun activities like holey moley or fun bars/restaurants like El Comino. This leaves me with having to catch the train home late or a very expensive uber ride (over $100). some more local places which are open late would be awesome. most places that could be fun close by 8 / 10pm."

"I just don't really understand what the change in name means."



KEY INFLUENCING POINTS

- Perspective relating to growth that has already happened and how this formalizes but also attracts funding
- Linking funding to more lifestyle factors and vibrancy of the region

Battler

- Equal access
- Fairness
- Protecting the underdog
- Support
- Community
- Culture and history

Profile

Tended to be in/ around Caboolture region. Lower socio economic and facing hardship through having caring responsibilities, unemployment or disability.

Sentiment toward MBRC as a 'city'

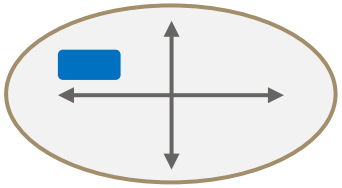
Skeptical, tending to fearful

Needs

Limitation of short term financial impact and living restrictions (i.e. keep the free tip)

Proposed messaging

Bringing the best of the region's past and present forward to shape a stronger and more equitable future for community



PROS

- Attract increased funding to the region for better services, amenities, transport connectivity, disability access etc
- Shows respect and recognition for the region's true worth and size
- Greater inclusion and fairness
- Stronger sense of shared identity

RESONANT MESSAGING

- Bringing the best of the region's past and present forward to shape a stronger and more equitable future together

"It all sounds very promising and exciting almost."

"I liked knowing the actual numbers. Letting me know that in 10 years we will be as big as Tasmania! It helps with perceiving this information. And 30 people a day are moving here. I like the actual numbers, not just saying lots of people are coming."

CONS

- A sense of history in the previous regions seems lost for good
- Potential increase in cost of living pressures (rates, rent, parking etc)

FEARS

- Higher cost of living
- Inequitable distribution of funding across the different areas (being overlooked again)
- Reckless development approvals

"The region is already too big and diverse in terms of regional characteristics. Making MB a City, means that any hope of going back to the pre-merged councils and shires that make up MBRC, seems lost forever"

"Moreton Bay region sounds almost like a holiday destination, changing it city makes me automatically think of Brisbane city which is crazy busy and hectic. The growth is happening regardless, I feel that changing the name would encourage even more people to consider the area."

KEY INFLUENCING POINTS

- Increased funding for improvements without impacting cost of living (rates)
- Attracting fair share of investment
- Consideration of equity and accessibility as part of development planning
- Consideration and respect for the region's culture, past, sacred places and diversity of people and place

Community Protector

- Passionate
- Protective
- Cynical
- Invested
- Fearful of change

Profile

Very passionate about the MB community and reliant on the support networks in place. Typically middle age or retiree.

Sentiment toward MBRC as a 'city'

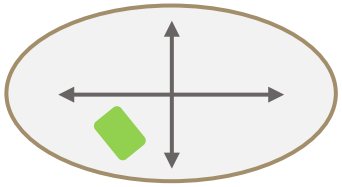
Negative to fearful

Needs

Protection of and investment in community spaces and amenities.

Proposed messaging

Building on what makes our community strong, while preserving all the things we treasure



PROS
- Shows respect and recognition for the region's true worth and size
- Attracts attention and investment into community facilities and infrastructure
- Opportunity for improved and sustainable planning
- Formalises the growth that is already underway
- Stronger sense of shared identity

RESONANT MESSAGING
- Building on what makes our community strong, while preserving what it is we treasure

"We feel that we are pretty lucky with what we have available to us locally to make sure we are getting outside and excising as a family. It is definitely something since COVID that we are focused on more, and it started with walks around the lake when lockdown started and we were restricted by what we were able to go and do. It is something that we will now keep up as it got us out of the house and exploring our local area."

CONS
- Potential to detract from uniqueness of the area
- Money spent on rebrand could be better used elsewhere

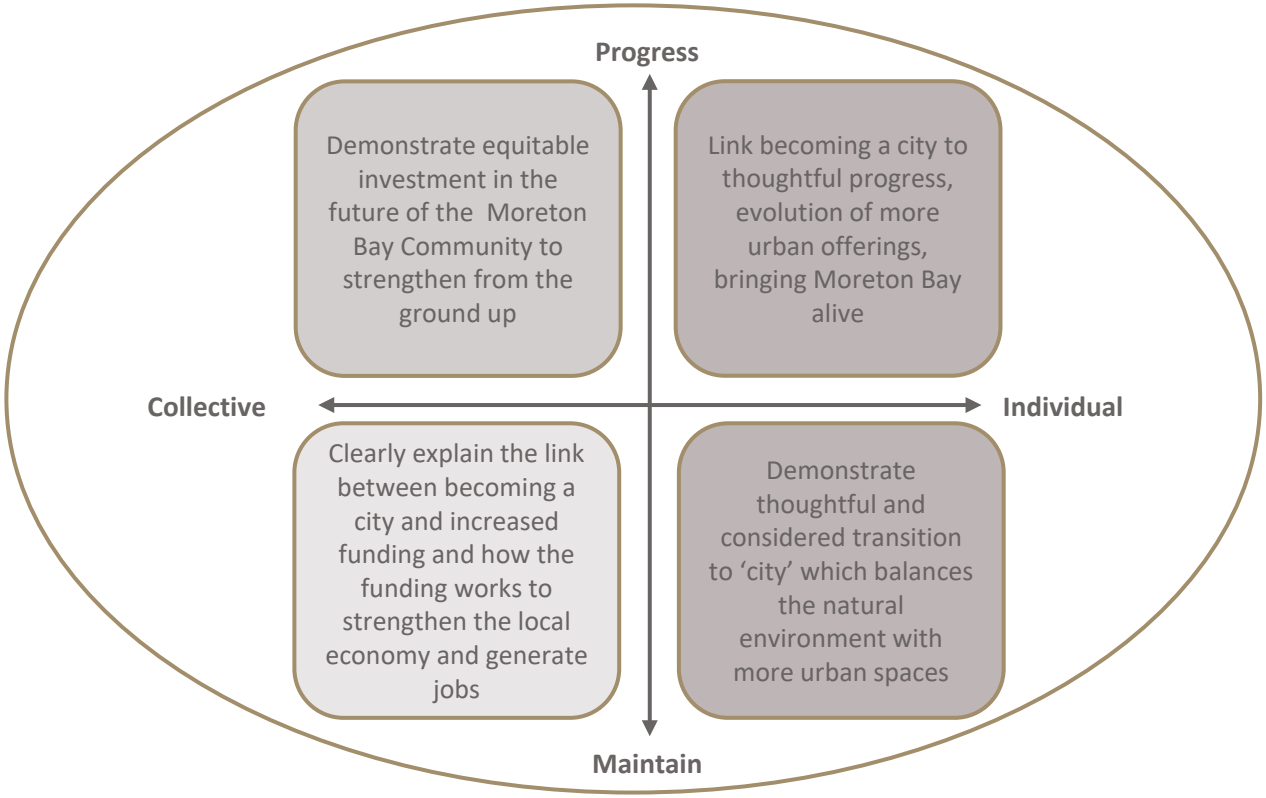
FEARS
- Increase in rates
- Potential to weaken local identity
- Loss of community feel
- Loss of identity

"I'm just a little confused or naive whatever you want to call it I just don't understand why all these things that is being said will happen why does it have to become a city for that ???"

KEY INFLUENCING POINTS
- Link name change more strongly to the 'why'
- Explain link between 'city' and economic growth
- More job creation for future generations
- Improved public transport links
- Upgraded community facilities such as sporting grounds

RESONANT HIGH LEVEL MESSAGING BY PERSONAS

Taking a high level view of personas, we can see that there is overarching messaging that can connect to their deeper wants for the region and help to overcome their fears.



APPENDIX 3: DATA TABLES

AVERAGE SENTIMENT AND NUMBERS OF PEOPLE SURVEYED, BY POSTCODE

Postcode	Average sentiment	# people
2093	5.0	1
4019	3.2	17
4020	3.0	33
4021	2.3	8
4022	2.4	3
4032	4.0	1
4034	1.7	2
4035	2.2	3
4037	3.1	5
4051	5.0	1
4053	4.1	5
4054	3.2	4
4055	3.7	9
4060	5.0	1
4064	4.0	1
4160	4.0	1
4169	5.0	1
4170	4.4	2
4217	5.0	1
4500	3.5	23
4501	4.1	6
4502	2.8	14
4503	3.5 ↑	32
4504	1.9	34
4505	2.8	42
4506	1.4 ↓	23*
4507	2.1	8

Postcode	Average sentiment	# people
4508	1.9	12
4509	3.7 ↑	19*
4510	2.0	51
4511	4.7 ↑	4*
4512	1.6 ↓	16*
4514	1.6 ↓	17*
4516	1.0 ↓	6*
4520	1.3 ↓	16*
4521	3.6	9
4552	1.0	1
4556	5.0	1
4557	4.0	1
4562	5.0 ↑	2*
Column n	436	
Missing n	15	

Total sample; Weight: Age_Gender_Employee; base n = 436; total n = 451; 15 missing;
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)
* Sample size too small for confidently making in comparisons of statistical significance

APPENDIX 3: DATA TABLES
SENTIMENT AND RELATIVE IMPORTANCE, BY SA3 AREA

Column %		SA3 Area Groups								
		Bribie - Beachmere	Caboolture	Caboolture Hinterland	NET: Caboolture + Caboolture Hinterland	Narangba - Burpengary	North Lakes	Redcliffe	Strathpine	The Hills District
Sentiment towards reclassification	Strongly against	37%	60%	83% ↑	65% ↑	58%	27% ↓	37%	26% ↓	49%
	Somewhat against	16%	1%	4%	2%	10%	5%	8%	5%	10%
	Neutral	11%	8%	4%	7%	6%	5%	5%	8%	0%
	Somewhat support	16%	11%	4%	9%	10%	23%	11%	13%	20%
	Strongly support	21%	20%	4%	16%	17%	41%	39%	47% ↑	20%
Sentiment - NET Positive v NET Negative	NET: Support	37%	31%	9% ↓	26% ↓	26% ↓	64% ↑	50%	61% ↑	41%
	Neutral	11%	8%	4%	7%	6%	5%	5%	8%	0%
	NET: Oppose	53%	61%	87% ↑	67% ↑	68% ↑	32% ↓	45%	32% ↓	59%
Relative Importance	Not at all important	21%	41%	65% ↑	47% ↑	43%	14% ↓	29%	16% ↓	37%
	Not very important	21%	7%	4%	6%	11%	9%	11%	8%	6%
	Neutral	11%	12%	0%	9%	5%	14%	13%	8%	8%
	Somewhat important	16%	16%	0%	12%	22%	25%	21%	34%	14%
	Very important	32%	24%	30%	26%	20%	39%	26%	34%	35%
Column n		19*	75	23*	98	102	44	62	38	49

Total sample; Unweighted; base n = 412; total n = 451; 39 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)
* Sample size too small for confidently making in comparisons of statistical significance

APPENDIX 3: DATA TABLES
APPEAL OF POTENTIAL BENEFITS, BY SA3 AREA

	Column %	SA3 Area Groups								
		Bribie - Beachmere	Caboolture	Caboolture Hinterland	NET: Caboolture + Caboolture Hinterland	Narangba - Burpengary	North Lakes	Redcliffe	Strathpine	The Hills District
Potential Benefits	Greater status to help advocate for more State and Federal Government investment	58%	31%	9% ↓	26% ↓	29%	52%	48%	61% ↑	39%
	Build an identity to increase awareness so we can attract more investment and local jobs	42%	23%	4% ↓	18% ↓	23%	55% ↑	34%	50%	39%
	Reflect our strategic importance by taking our place as one of South East Queensland's pre-eminent cities	32%	16%	4% ↓	13% ↓	16% ↓	50% ↑	42% ↑	39%	29%
	Greater diversity of housing and social equity by supporting existing centres	16%	7% ↓	4%	6% ↓	16%	30%	24%	32%	20%
	Set an ambitious vision to shape our evolution	32%	11% ↓	0% ↓	8% ↓	13% ↓	41% ↑	40% ↑	39%	33%
	Create a unified identity for existing businesses to market and grow	16%	12%	0%	9% ↓	8% ↓	43% ↑	29%	29%	33%
	None of the above	37%	67% ↑	91% ↑	72% ↑	64% ↑	25% ↓	40%	32% ↓	47%
	Column n	19*	75	23*	98	102	44	62	38	49

Total sample; Unweighted; base n = 412; total n = 451; 39 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)
* Sample size too small for confidently making in comparisons of statistical significance

Censeo Consulting

PO Box 10241 Brisbane QLD 4000

T (07) 3892 5275

E admin@consultcenseo.com.au

www.consultcenseo.com.au

APPENDIX 9

User ID	User Name	User Email	User company	Poll ID	Poll Type	Poll Question	Poll Option	Score	Submission Date	Submission Time
c3cc66e5943486145447565c01f3f0df1c3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Identity		05/20/2022	14:29:40
c3cc66e5943486145447565c01f3f0df1c3	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Community support		05/20/2022	14:30:17
c3cc66e5943486145447565c01f3f0df1c3	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:41
c3cc66e5943486145447565c01f3f0df1c3	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:08
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:29:03
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost benefit		05/20/2022	14:30:00
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly against	5	05/20/2022	14:30:30
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:10
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	4	05/20/2022	14:31:10
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	3	05/20/2022	14:31:10
0ae2d902b0c69d33b1d5106b1d23fea19et	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	2	05/20/2022	14:31:10
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:21
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:21
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:21
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:21
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:21
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:21
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Lifestyle		05/20/2022	14:29:39
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Just do it!		05/20/2022	14:30:15
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:42
f1a3f45f2693e8e1ad6045f663f96098ec59:	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:08
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:38
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Mobility		05/20/2022	14:29:35
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Car dominance		05/20/2022	14:30:02
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:42
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:25
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	4	05/20/2022	14:31:25
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not very important	3	05/20/2022	14:31:25
6210184c8da9331ffb94351d806c88d0b5b	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	2	05/20/2022	14:31:25
6d483800b4daae9d07d6c2bec633bbce51	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:44
6d483800b4daae9d07d6c2bec633bbce51	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:44
6d483800b4daae9d07d6c2bec633bbce51	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:20
f32efad19c84b06c0be814705204b15a6f02	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:22
f32efad19c84b06c0be814705204b15a6f02	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:24
f32efad19c84b06c0be814705204b15a6f02	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Education		05/20/2022	14:30:00
f32efad19c84b06c0be814705204b15a6f02	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
2ed310efb1ce4d9d685f01fd3cf48d0941a9	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	12:44:21
d90bd9c0975bb9b8427fa0b0b744c77bec5	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	12:46:48
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:57:39
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	13:57:39
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:57:39
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:57:39
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:57:39
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	13:57:39
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Investment		05/20/2022	14:29:27
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Vision		05/20/2022	14:30:19
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Planning		05/20/2022	14:30:19
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
48d26093c11d15c66e4f685730cd2de0dde	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:08
32cb1a276910c27eff3046f1313075930e6f	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	12:48:03
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:20
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:20
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:20
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:20
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:20
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:20
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Profile		05/20/2022	14:29:28
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Future		05/20/2022	14:30:09
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:08

17d1a022e6c9983892a997682ff641f3d9ac	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	4	05/20/2022	14:31:08
45f1ffe5141cde8be4347d56d0313b7fc5e8	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	12:48:58
ee1187751edb71b72a6cffbc5b2f3b75f193	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Identity		05/20/2022	14:30:17
ee1187751edb71b72a6cffbc5b2f3b75f193	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:35
ee1187751edb71b72a6cffbc5b2f3b75f193	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	12:49:19
8c0f73e1df15ba799dc607d126595b4a601	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	12:50:08
9ec7deb5e6532ebcb9dd551319d100bb83	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:29:07
9ec7deb5e6532ebcb9dd551319d100bb83	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Collectivity		05/20/2022	14:29:36
9ec7deb5e6532ebcb9dd551319d100bb83	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:43
9ec7deb5e6532ebcb9dd551319d100bb83	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:15
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:58:41
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	13:58:41
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:58:41
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:58:41
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:58:41
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	13:58:41
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Equity		05/20/2022	14:29:54
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:35
dc4c7b852fb6f5431ea82c1a19ad8f09e2fe	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:09
21075e55ebbf712ad342043a63bf7121bef	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	.		05/20/2022	14:29:56
21075e55ebbf712ad342043a63bf7121bef	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
21075e55ebbf712ad342043a63bf7121bef	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	12:58:17
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:29:01
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:29:01
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:29:01
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Livability		05/20/2022	14:29:23
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost		05/20/2022	14:29:58
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:40
1c8516f1f8d93692d6db3b7465ec9b2c64e	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:23:41
1c98f96b1d8e1611d22707505a9fb877d6e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:29:01
1c98f96b1d8e1611d22707505a9fb877d6e	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Smarter, better living		05/20/2022	14:29:36
1c98f96b1d8e1611d22707505a9fb877d6e	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Just do it!		05/20/2022	14:30:06
1c98f96b1d8e1611d22707505a9fb877d6e	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:29
1c98f96b1d8e1611d22707505a9fb877d6e	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	13:23:59
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:07:46
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:07:46
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:07:46
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Exposure		05/20/2022	14:29:32
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Green		05/20/2022	14:30:05
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Environment		05/20/2022	14:30:14
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:21
615a4b1c1218d2adccfe33dbac5fb6e8134	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	4	05/20/2022	14:31:21
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:57:45
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	13:57:45
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:57:45
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:57:45
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:57:45
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	13:57:45
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Equity		05/20/2022	14:29:36
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Fairness		05/20/2022	14:29:36
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Jobs		05/20/2022	14:29:36
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Funding		05/20/2022	14:29:36
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:36
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Implementing the big 5		05/20/2022	14:29:59
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:29
c8237a498fdc2db733fa1ea691e4751a4b3	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:10
4fcf6b52d3381265b589d4878996e248ed8	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:06
4fcf6b52d3381265b589d4878996e248ed8	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:06
4fcf6b52d3381265b589d4878996e248ed8	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Choice		05/20/2022	14:29:33
4fcf6b52d3381265b589d4878996e248ed8	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost		05/20/2022	14:30:14

4fcf6b52d3381265b589d4878996e248ed8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:34
4fcf6b52d3381265b589d4878996e248ed8	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:07
ebc7685cd393c6bb844a8adaf4ecf39b4a3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:57:53
ebc7685cd393c6bb844a8adaf4ecf39b4a3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:57:53
ebc7685cd393c6bb844a8adaf4ecf39b4a3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:57:53
ebc7685cd393c6bb844a8adaf4ecf39b4a3t	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:42
ebc7685cd393c6bb844a8adaf4ecf39b4a3t	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:23:34
5670d22fe8763a9ee9006ce01e2b9e80432	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:58:49
5670d22fe8763a9ee9006ce01e2b9e80432	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Prosperity		05/20/2022	14:29:21
5670d22fe8763a9ee9006ce01e2b9e80432	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Environment		05/20/2022	14:30:00
5670d22fe8763a9ee9006ce01e2b9e80432	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
5670d22fe8763a9ee9006ce01e2b9e80432	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:04
cbc741f352d551b624617dc88df5f71f0f83	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:29:10
cbc741f352d551b624617dc88df5f71f0f83	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:33
cbc741f352d551b624617dc88df5f71f0f83	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Transport		05/20/2022	14:30:02
cbc741f352d551b624617dc88df5f71f0f83	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
cbc741f352d551b624617dc88df5f71f0f83	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:17
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:58:17
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	13:58:17
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:58:17
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:28
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	No additional costs		05/20/2022	14:29:59
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
993e5a25f04d3fe356dbfbf4440e51e4d288	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:15
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:17:41
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:17:41
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:17:41
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:17:41
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Growth		05/20/2022	14:29:19
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Just do it!		05/20/2022	14:30:14
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
4722ed5568dfbe14546cb142b4c36a2aac4	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:07
abf2f7c08a7daa378a60b0f607317f3229bc	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:29:01
abf2f7c08a7daa378a60b0f607317f3229bc	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Get on with it		05/20/2022	14:30:21
abf2f7c08a7daa378a60b0f607317f3229bc	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
abf2f7c08a7daa378a60b0f607317f3229bc	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:23:52
e8075a670a8b6ff50e0efb342681d58ad1f3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:29:03
e8075a670a8b6ff50e0efb342681d58ad1f3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Employment		05/20/2022	14:29:23
e8075a670a8b6ff50e0efb342681d58ad1f3	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Opportunity		05/20/2022	14:30:09
e8075a670a8b6ff50e0efb342681d58ad1f3	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
e8075a670a8b6ff50e0efb342681d58ad1f3	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:11
268773704	Cr Jodie Shipway			22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:59
268773704	Cr Jodie Shipway			22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:41
268773704	Cr Jodie Shipway			22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost		05/20/2022	14:29:58
268773704	Cr Jodie Shipway			22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
268773704	Cr Jodie Shipway			22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:14
f3f1abc76c6f547603eb2a853dbbd23f7b59	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:17:51
f3f1abc76c6f547603eb2a853dbbd23f7b59	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:17:51
f3f1abc76c6f547603eb2a853dbbd23f7b59	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:17:51
f3f1abc76c6f547603eb2a853dbbd23f7b59	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	5	05/20/2022	13:53:10
dd88577de8dca94b94801d7b8731a333e3	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:17
dd88577de8dca94b94801d7b8731a333e3	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Invesrment		05/20/2022	14:29:35
dd88577de8dca94b94801d7b8731a333e3	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Speed		05/20/2022	14:30:00
dd88577de8dca94b94801d7b8731a333e3	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:10
dbd65d265a6096b1eda74cb77b8065c07c	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:58:24
dbd65d265a6096b1eda74cb77b8065c07c	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:58:24
dbd65d265a6096b1eda74cb77b8065c07c	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Investment		05/20/2022	14:29:31
dbd65d265a6096b1eda74cb77b8065c07c	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Preparing for growth		05/20/2022	14:30:05
dbd65d265a6096b1eda74cb77b8065c07c	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:51
c0ad157708ccba328cfa39bbffd705d565a9	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:12
c0ad157708ccba328cfa39bbffd705d565a9	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Identify		05/20/2022	14:29:43

c0ad157708ccba328cfa39bbffd705d565a9	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Planning		05/20/2022	14:30:23
c0ad157708ccba328cfa39bbffd705d565a9	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
c0ad157708ccba328cfa39bbffd705d565a9	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:04
8017c0f32e2f06908864c7961c2896f390f2	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:23:40
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:05:52
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:05:52
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:05:52
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:05:52
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Low cost		05/20/2022	14:29:55
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:38
262b44ce0794933d07f70c4f949e0cfe2532	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not very important	5	05/20/2022	13:31:06
09ee78efa8b3ee734a296c0015c194ae439	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:57:45
09ee78efa8b3ee734a296c0015c194ae439	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:57:45
09ee78efa8b3ee734a296c0015c194ae439	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:57:45
09ee78efa8b3ee734a296c0015c194ae439	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:23:59
87434b585b9ecc2f0631e07516e36a51e8b	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:44
87434b585b9ecc2f0631e07516e36a51e8b	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:44
87434b585b9ecc2f0631e07516e36a51e8b	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost		05/20/2022	14:30:08
87434b585b9ecc2f0631e07516e36a51e8b	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:32
87434b585b9ecc2f0631e07516e36a51e8b	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:09
96de6b1c44f49eb4080272a7ec03db109dt	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	None		05/20/2022	14:29:49
96de6b1c44f49eb4080272a7ec03db109dt	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Lifestyle		05/20/2022	14:30:22
96de6b1c44f49eb4080272a7ec03db109dt	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat against	5	05/20/2022	14:30:48
96de6b1c44f49eb4080272a7ec03db109dt	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly against	4	05/20/2022	14:30:48
96de6b1c44f49eb4080272a7ec03db109dt	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	5	05/20/2022	14:31:07
d531d3c915854009f79eaa3ee769501ea48	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:48
d531d3c915854009f79eaa3ee769501ea48	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
d531d3c915854009f79eaa3ee769501ea48	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:26
c55c1db339278584e309e5289d308a0f2de	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:12
c55c1db339278584e309e5289d308a0f2de	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	opportunity		05/20/2022	14:29:44
c55c1db339278584e309e5289d308a0f2de	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	big vision		05/20/2022	14:30:13
c55c1db339278584e309e5289d308a0f2de	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
c55c1db339278584e309e5289d308a0f2de	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:06
1183629605bf6402d442e25dd6fc905bfab	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:58:00
1183629605bf6402d442e25dd6fc905bfab	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Approval process		05/20/2022	14:30:03
1183629605bf6402d442e25dd6fc905bfab	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
1183629605bf6402d442e25dd6fc905bfab	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:13
04c5e806e262f5fb09135b81555daf02a73	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:23
04c5e806e262f5fb09135b81555daf02a73	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Social infrastructure		05/20/2022	14:29:42
04c5e806e262f5fb09135b81555daf02a73	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:51
04c5e806e262f5fb09135b81555daf02a73	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:24:00
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:27:54
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:27:54
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:27:54
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:27:54
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:27:54
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Identity		05/20/2022	14:29:25
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Vision		05/20/2022	14:29:57
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
b31dc33ac5eb4f5ad5dcc8c6846e0612f68f	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	5	05/20/2022	13:24:22
92a6d4ecf9ef077db381ae9643d74bbc0a6	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:58:23
268773746	Sean Gordon			22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Unity		05/20/2022	14:29:24
268773746	Sean Gordon			22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Access and equity		05/20/2022	14:30:22
268773746	Sean Gordon			22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Environment		05/20/2022	14:30:22
268773746	Sean Gordon			22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Local procurement		05/20/2022	14:30:22
268773746	Sean Gordon			22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:35
92a6d4ecf9ef077db381ae9643d74bbc0a6	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:44
0f7ee2f4a6b7e31daaf0a3ed681ae8ddc63t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:38
0f7ee2f4a6b7e31daaf0a3ed681ae8ddc63t	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost		05/20/2022	14:30:06
0f7ee2f4a6b7e31daaf0a3ed681ae8ddc63t	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
0f7ee2f4a6b7e31daaf0a3ed681ae8ddc63t	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:28

0f7ee2f4a6b7e31daaf0a3ed681ae8ddc63t	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not very important	4	05/20/2022	14:31:28
eaf489028ee6a77e55f926243f4dec66175	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:08
eaf489028ee6a77e55f926243f4dec66175	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Public transport network		05/20/2022	14:29:36
eaf489028ee6a77e55f926243f4dec66175	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Environment		05/20/2022	14:30:18
eaf489028ee6a77e55f926243f4dec66175	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost benefit		05/20/2022	14:30:18
eaf489028ee6a77e55f926243f4dec66175	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:33
eaf489028ee6a77e55f926243f4dec66175	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:04
d812572d7e6daa7f354644c9c80bfd26db1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:29:02
d812572d7e6daa7f354644c9c80bfd26db1	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Green		05/20/2022	14:30:25
d812572d7e6daa7f354644c9c80bfd26db1	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:36
d812572d7e6daa7f354644c9c80bfd26db1	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:17
9279d3a6b5566983f4817d16063da71d00	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:21
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:01:49
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:01:49
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:01:49
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Connectivity		05/20/2022	14:29:26
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	we stay a region		05/20/2022	14:30:10
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:34
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not very important	5	05/20/2022	14:31:21
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	4	05/20/2022	14:31:21
f01abb1f8e90adf5a2ff3c41f92f47613ce40	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	3	05/20/2022	14:31:21
ec8fd54da8577ec670afa19dbf3abc2e14e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:27:59
ec8fd54da8577ec670afa19dbf3abc2e14e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:27:59
ec8fd54da8577ec670afa19dbf3abc2e14e7	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	.		05/20/2022	14:29:50
ec8fd54da8577ec670afa19dbf3abc2e14e7	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	.		05/20/2022	14:30:25
ec8fd54da8577ec670afa19dbf3abc2e14e7	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	13:23:56
44fbd629b760a49c54dcbe777d83e2c38e6	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:29:04
44fbd629b760a49c54dcbe777d83e2c38e6	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Culture		05/20/2022	14:29:42
44fbd629b760a49c54dcbe777d83e2c38e6	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:35
44fbd629b760a49c54dcbe777d83e2c38e6	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:12
e0079b9a2c51863b793bb9b0f78cfee1c97	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:20
e0079b9a2c51863b793bb9b0f78cfee1c97	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Investment		05/20/2022	14:29:40
e0079b9a2c51863b793bb9b0f78cfee1c97	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Rates		05/20/2022	14:30:12
e0079b9a2c51863b793bb9b0f78cfee1c97	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:39
e0079b9a2c51863b793bb9b0f78cfee1c97	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:24:08
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:03:13
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:03:13
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:03:13
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:03:13
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:03:13
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:34
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Connection		05/20/2022	14:29:34
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Investment		05/20/2022	14:29:43
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	The right decision not po		05/20/2022	14:30:23
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
d380a419be4440f063c32eafec5b14547e7	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:21
bfc93f62c9e87a661d2348ea255de306f3e1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:07
bfc93f62c9e87a661d2348ea255de306f3e1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:07
bfc93f62c9e87a661d2348ea255de306f3e1	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:36
bfc93f62c9e87a661d2348ea255de306f3e1	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Continuity		05/20/2022	14:30:02
bfc93f62c9e87a661d2348ea255de306f3e1	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
bfc93f62c9e87a661d2348ea255de306f3e1	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:23:57
9d114b9af926237a0924535c02c437b69e5	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:59:36
9d114b9af926237a0924535c02c437b69e5	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Growth		05/20/2022	14:29:38
9d114b9af926237a0924535c02c437b69e5	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Impact of rural community		05/20/2022	14:30:07
9d114b9af926237a0924535c02c437b69e5	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:33
9d114b9af926237a0924535c02c437b69e5	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	13:24:12
edfbd6e8601265031aaea1c7bd71013f35d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:08:45
edfbd6e8601265031aaea1c7bd71013f35d	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Infrastructure		05/20/2022	14:30:11
edfbd6e8601265031aaea1c7bd71013f35d	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
edfbd6e8601265031aaea1c7bd71013f35d	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:12

ddc8e13efc4cc87af86654e52568e0cd823t	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:36
ddc8e13efc4cc87af86654e52568e0cd823t	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	People		05/20/2022	14:29:58
ddc8e13efc4cc87af86654e52568e0cd823t	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:29
ddc8e13efc4cc87af86654e52568e0cd823t	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:22
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:09
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:09
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:09
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:09
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Connectivity		05/20/2022	14:29:30
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Pride		05/20/2022	14:29:37
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Impact on environment		05/20/2022	14:30:15
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
a06eb801eaeeae319503f03d7451ac768fd	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:07
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:58:06
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:58:06
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:58:06
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:58:06
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Just do it		05/20/2022	14:30:09
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:16
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	4	05/20/2022	14:31:16
0ee22877596a707ebe5ca48167ee930fb8(	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	3	05/20/2022	14:31:16
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:29:10
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Recognition		05/20/2022	14:29:31
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	The future		05/20/2022	14:30:01
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Just do it		05/20/2022	14:30:22
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:07
283a9b1c0543e7d035ed2e41f1b99a7be1	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	4	05/20/2022	14:31:07
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:58:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	13:58:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:58:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:58:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	13:58:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	13:58:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	More		05/20/2022	14:29:32
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Collaboration		05/20/2022	14:30:08
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
8b2360c8078752692eed4ebceb1e93a140	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:09
0682d13e37c6dc42f3f0678f0c1eadadb6fd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:43
0682d13e37c6dc42f3f0678f0c1eadadb6fd	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:43
0682d13e37c6dc42f3f0678f0c1eadadb6fd	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:10
dc0faa4fc9351aa94d696f7b8ee74cfd2cbe	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:27:54
dc0faa4fc9351aa94d696f7b8ee74cfd2cbe	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Growth		05/20/2022	14:29:43
dc0faa4fc9351aa94d696f7b8ee74cfd2cbe	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Transportation		05/20/2022	14:30:12
dc0faa4fc9351aa94d696f7b8ee74cfd2cbe	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:49
dc0faa4fc9351aa94d696f7b8ee74cfd2cbe	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:14
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:18:47
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:18:47
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:18:47
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:18:47
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Investment		05/20/2022	14:29:43
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Sustainability		05/20/2022	14:29:57
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
d7af2a282c58e84b9676a8383ddb5d10b3t	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:39
268773839	Hilton Misso (Think2Be- Group)			22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	A bigger better future fi		05/20/2022	14:29:43
268773839	Hilton Misso (Think2Be- Group)			22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Just do it		05/20/2022	14:30:00
268773839	Hilton Misso (Think2Be- Group)			22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:37
268773839	Hilton Misso (Think2Be- Group)			22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:32
d3e8310389660b413360dd518d728af7bcf	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:41
d3e8310389660b413360dd518d728af7bcf	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:41

d3e8310389660b413360dd518d728af7bcf	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow			05/20/2022	14:28:41
d3e8310389660b413360dd518d728af7bcf	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Opportunity			05/20/2022	14:29:51
d3e8310389660b413360dd518d728af7bcf	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support		5	05/20/2022	14:30:46
d3e8310389660b413360dd518d728af7bcf	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important		5	05/20/2022	14:31:08
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment			05/20/2022	14:28:24
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution			05/20/2022	14:28:24
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:28:24
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Identity and vision			05/20/2022	14:29:29
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Cost			05/20/2022	14:30:03
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Heritage			05/20/2022	14:30:13
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support		5	05/20/2022	14:30:42
d108ed0d4f19cb43a7e397b31e0ecc140c6	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important		5	05/20/2022	14:31:36
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment			05/20/2022	14:28:16
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution			05/20/2022	14:28:16
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:28:16
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow			05/20/2022	14:28:16
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Identity			05/20/2022	14:29:40
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support		5	05/20/2022	14:30:35
2f5a88d70189137307e2afd9472c80dc601	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important		5	05/20/2022	14:31:09
6d47bdeaae8d88dcda59edf986902ea6af8	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment			05/20/2022	14:29:05
6d47bdeaae8d88dcda59edf986902ea6af8	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Exposure			05/20/2022	14:29:37
6d47bdeaae8d88dcda59edf986902ea6af8	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Low cost			05/20/2022	14:30:15
6d47bdeaae8d88dcda59edf986902ea6af8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support		5	05/20/2022	14:30:31
6d47bdeaae8d88dcda59edf986902ea6af8	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important		5	05/20/2022	14:31:14
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres			05/20/2022	14:28:08
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:28:08
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow			05/20/2022	14:28:08
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Community connections			05/20/2022	14:29:36
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Community engagement			05/20/2022	14:30:06
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support		5	05/20/2022	14:30:35
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important		5	05/20/2022	14:31:14
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not very important		4	05/20/2022	14:31:14
2dd338f080c4fa75641d327ba4af811b5e4	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral		3	05/20/2022	14:31:14
42606874a0209b18fb2a0618074106d9b1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres			05/20/2022	14:28:54
42606874a0209b18fb2a0618074106d9b1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:28:54
42606874a0209b18fb2a0618074106d9b1	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support		5	05/20/2022	14:30:42
42606874a0209b18fb2a0618074106d9b1	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important		5	05/20/2022	14:31:11
f7d0e2abf603b6052e6ce2cb570eedacefaf	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment			05/20/2022	14:29:05
f7d0e2abf603b6052e6ce2cb570eedacefaf	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Here comes the money			05/20/2022	14:29:42
f7d0e2abf603b6052e6ce2cb570eedacefaf	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral		5	05/20/2022	14:30:37
f7d0e2abf603b6052e6ce2cb570eedacefaf	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important		5	05/20/2022	14:31:11
36e1455d79b9dc4a4394db7fa55fcf502e9	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:28:25
36e1455d79b9dc4a4394db7fa55fcf502e9	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Lifestyle			05/20/2022	14:30:04
36e1455d79b9dc4a4394db7fa55fcf502e9	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support		5	05/20/2022	14:30:31
36e1455d79b9dc4a4394db7fa55fcf502e9	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important		5	05/20/2022	13:24:36
f11bb4e3d9ffbeb16926cc097fb3ccc13d47	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:29:02
f11bb4e3d9ffbeb16926cc097fb3ccc13d47	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	End identity result.			05/20/2022	14:30:25
f11bb4e3d9ffbeb16926cc097fb3ccc13d47	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral		5	05/20/2022	14:30:36
f11bb4e3d9ffbeb16926cc097fb3ccc13d47	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral		5	05/20/2022	13:33:40
7c0b5f74953f1ab303fe7a8deb9a3ee6130	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important		5	05/20/2022	13:25:08
2074132d3b4686c177e744a860aad79809	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:14:53
2074132d3b4686c177e744a860aad79809	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral		5	05/20/2022	13:31:49
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment			05/20/2022	14:28:20
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres			05/20/2022	14:28:20
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution			05/20/2022	14:28:20
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs			05/20/2022	14:28:20
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow			05/20/2022	14:28:20
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities			05/20/2022	14:28:20
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Inbound investment			05/20/2022	14:29:42
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Transportation			05/20/2022	14:30:07
59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support		5	05/20/2022	14:30:32

59c7a7659fc3f95d13791ddfe10ab77f5814	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:13
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	13:57:37
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	13:57:37
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:57:37
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Identity and vision		05/20/2022	14:29:35
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Jobs		05/20/2022	14:29:56
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:43
0c81c3b5734e92c413a1758c259cb4a90ed	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:24:28
c4a76f301a9231ee632f6be3b45a13f60eae	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	13:24:34
8bbfbf3c000352e29ce18f76e658b5c188ac	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	13:59:21
8bbfbf3c000352e29ce18f76e658b5c188ac	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	More Funding		05/20/2022	14:29:34
8bbfbf3c000352e29ce18f76e658b5c188ac	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Liveability		05/20/2022	14:30:04
8bbfbf3c000352e29ce18f76e658b5c188ac	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:39
59de006ff63c591c37930937084a32b8f5ec	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:24:59
2a21b3db7e8f84f660767177001229fe17cl	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:23
2a21b3db7e8f84f660767177001229fe17cl	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Connectivity		05/20/2022	14:29:42
2a21b3db7e8f84f660767177001229fe17cl	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:33
2a21b3db7e8f84f660767177001229fe17cl	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:13
6be97cc54cb90d2504f523618e3af5344b0	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
6be97cc54cb90d2504f523618e3af5344b0	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:07
4a71af494ea21f5fbd932cf42cfaa3c6bf351	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:24:55
b738501e8951a76bd71e250295ba105e90	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:41
b738501e8951a76bd71e250295ba105e90	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Traffic control		05/20/2022	14:30:05
b738501e8951a76bd71e250295ba105e90	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
b738501e8951a76bd71e250295ba105e90	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:12
91f6ef2acaee478edb9e94be243b1213cc9	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	5	05/20/2022	13:32:56
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:04:02
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:04:02
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:04:02
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Development		05/20/2022	14:30:24
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:45
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:24
84046cfbf685d231a45d559b1657e64a777	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	4	05/20/2022	14:31:24
ac59111dee9ea632d81d3934c0e85dd0dcc	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Profile		05/20/2022	14:29:44
ac59111dee9ea632d81d3934c0e85dd0dcc	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Environment		05/20/2022	14:30:09
ac59111dee9ea632d81d3934c0e85dd0dcc	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:33
ac59111dee9ea632d81d3934c0e85dd0dcc	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:05
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:40
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:40
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:40
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:40
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Community		05/20/2022	14:29:40
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Protection of natural env		05/20/2022	14:30:06
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:30
9ce51c36932f6626d5ff56bf7a592c360113	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:27:02
e8c5d8022b630824e311aae94da17ee59f7	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	13:27:10
268775207	Michael Wallis	wallis_m@msn.com	JAAMOZ	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:42
268775207	Michael Wallis	wallis_m@msn.com	JAAMOZ	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	4	05/20/2022	14:30:42
268775207	Michael Wallis	wallis_m@msn.com	JAAMOZ	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	3	05/20/2022	14:30:42
b58f8f82805559eddcae03a319f6646bd03	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	13:33:51
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:26
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:26
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:26
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:26
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:47
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:12
fd9034a9dd76a386c292019f12e1c433c7d	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	4	05/20/2022	14:31:12
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:46
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:46
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:46
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:46

de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:46
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:46
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Transportation		05/20/2022	14:30:15
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
de58cd8a0c73329591377e1fba88739ff67e	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:14
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:42
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:42
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:42
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:42
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Recognition		05/20/2022	14:29:26
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Planning		05/20/2022	14:29:58
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	5	05/20/2022	14:30:32
2b1789a384c7d41ba9c333ccd2e0a0c617d	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Not at all important	5	05/20/2022	14:31:06
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:59
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:59
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:59
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Investment		05/20/2022	14:29:29
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Communication		05/20/2022	14:30:04
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:32
9b6502edbbb62aff51dde03403d8c1c052a	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:12
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:28:59
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:28:59
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:28:59
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:28:59
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:28:59
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:28:59
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Innovation		05/20/2022	14:29:36
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Identity		05/20/2022	14:30:08
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:37
97aec9e92b2e8f7033aaaf753095849c8dd	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:10
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater status to advocate for more government investment		05/20/2022	14:29:03
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Greater diversity of housing and social equity by supporting existing centres		05/20/2022	14:29:03
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Set an ambitious vision to shape our evolution		05/20/2022	14:29:03
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Build an identity to increase awareness so we can attract more investment & jobs		05/20/2022	14:29:03
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Create a unified identity for existing businesses to market and grow		05/20/2022	14:29:03
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569133	Multiple choice (Multiple answer)	Which potential benefits of becoming a city council appeal to you?	Reflect our strategic importance by taking our place as one of SEQ's pre-eminent cities		05/20/2022	14:29:03
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Expedite		05/20/2022	14:30:23
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:32
05364963749dc8546f7a26365f481a990c1	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Very important	5	05/20/2022	14:31:04
8160f2f3acf1befa0a8aa298fd8a0d9028a2	Anonymous	Anonymous	Anonymous	22569184	Word cloud	What other benefits do you think becoming a city might provide to you and the broader community?	Opportunity		05/20/2022	14:29:28
8160f2f3acf1befa0a8aa298fd8a0d9028a2	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Communication		05/20/2022	14:30:08
8160f2f3acf1befa0a8aa298fd8a0d9028a2	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:31
8160f2f3acf1befa0a8aa298fd8a0d9028a2	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Somewhat important	5	05/20/2022	14:31:09
d95236a83bb39f8410289604480485c31ca	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Growth		05/20/2022	14:30:03
d95236a83bb39f8410289604480485c31ca	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	5	05/20/2022	14:30:35
d95236a83bb39f8410289604480485c31ca	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:10
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569193	Word cloud	What are the main issues you would like your council to consider in their decision around this idea?	Liveability		05/20/2022	14:30:26
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Neutral	5	05/20/2022	14:30:48
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat support	4	05/20/2022	14:30:48
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly support	3	05/20/2022	14:30:48
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Somewhat against	2	05/20/2022	14:30:48
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569221	Ranking	To what extent do you support the proposal to reclassify Moreton Bay from a regional to a city council?	Strongly against	1	05/20/2022	14:30:48
bbcb70c04a7de253f8e1749a4e6890c32e8	Anonymous	Anonymous	Anonymous	22569250	Ranking	Relative to your day-to-day life & work in the region, how important does the possible reclassification seem to you?	Neutral	5	05/20/2022	14:31:06

APPENDIX 10

Company	
Abbey Museum	Metromatics
ACME	Millovate
Adams and Sparkes Town Planning and Development	Morayfield Health Hub
Admi Novate	Moreton Bay Regional Council
AKD	Moreton Daily
Alphacrane	Moreton Maritime Alliance
Archipelago	Murawin
Belco Custom Trailers	MyBerries
Boss Capital Holdings Pty Ltd	Norfolk Lakes Neighbourhood Watch
Bribie Island Chamber of Commerce	North Harbour
Bribie Island Magazine	North Leagues and Services Club
Brisbane Lions	Norths Leagues Club
Brisbane North Chinese Association	Northside Wizards
Caboolture Sports Club	Onyx Law
Channel 10	Packer Leather
Club Pine Rivers	Pilpel Restaurant
Comiskey Group	Pixel Place
Cornerstone Funerals	Property Solution Outcomes
Craig Doyle Real Estate	QTIC
Dayboro District Association	Queensland Government
DeMartini Fletcher Property Development	Queensland Parliament
Department of Transport and Main Roads	Queensland Police Service
Dolphins NRL	Queensland Police Service
dtb! Advertising	Ray White
Eatons Hill Hotel	RB Lawyers and CIRP
Elexon Electronics	Redcliffe Area Youth Space and PRCC
Embrace Life	Redcliffe Leagues Club
ENE HUB	Redcliffe Surflife Saving
Ernst and Young	Richard & Wrench Caboolture
Evolve Group	Sarina Russo Group
Feature Magazine	SBIM
Gadens	SchoolAid / Tukkr
GI Building Sciences	Sebel Margate Beach
Greater Caboolture Chamber of Commerce	Sesame Lane
Griffith Corporation Pty Ltd	Solar Bollard Lighting
Growcom	Somerset Regional Council
GWI	Springers Solar
Ingenia Communites	Suncorp Bank
Ingenia Communities	Suncorp Group
Integrated Voice Networks	Supreme Community Care North Lakes
JAAMOZ - Labour hire (Strawberry)	Surf Lakes
JAM Group	The Commercial Guys
Kabi Kabi Business Hub	The Hills & Districts Chamber of Commerce Inc.
Kallangur Dental	The Village Pump
Kallangur Lions	Traders in Purple
Keymax	University of the Sunshine Coast
Kindred	Venlo
KPMG	Victory Press
Leisure Lewis Land Group	Woodfordia Inc
LJ Hooker Home Loans	World Gym Burpengary
Local Government Association of Queensland	Zesty Lemon
MBRIT	

APPENDIX 11

REIMAGINING OUR MORETON BAY:

Engagement Summary
July 2022

MORETONBAY.QLD.GOV.AU

Moreton Bay Regional Council

THE JOURNEY

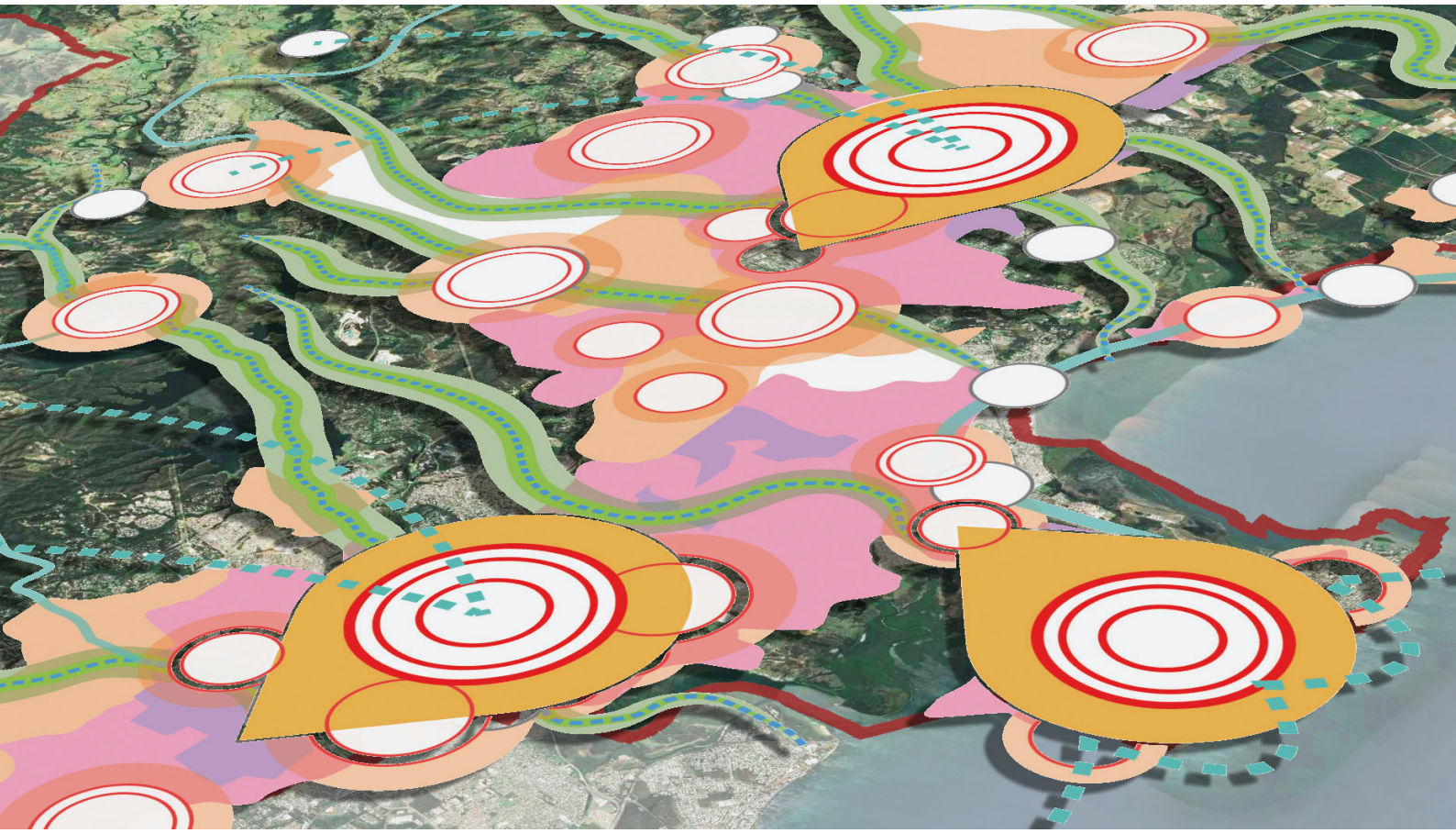
In early- to mid-2022, Moreton Bay Regional Council actively sought the views of the community regarding reclassifying from a 'regional' to a 'city' council.

This idea began in December 2021, when the Mayor outlined ambitions for the region and the challenges and connotations associated with being a "regional" council when advocating to the Federal Government. Following on from that, council started exploring the possible social and economic benefits a change in classification might bring to benefit the region.

In March 2022, the Council received a report providing an overview of the findings from early community focus groups. At that briefing Council sought to continue exploring the potential for City classification by expanding community consultation to gather broader feedback.

In May 2022 Council asked our communities to read the discussion paper, *Reimagining Moreton Bay: A city of amazing places & natural spaces*. The paper outlined how Moreton Bay might become a lifestyle-focused polycentric city with connected business and community centres interwoven with a network of natural ecological expanses.

Our communities were then invited to share their views about the potential of becoming a city via an online survey. This survey closed on 30 May 2022. Council's independent consultant analysed survey responses and these have been summarised in this report.



A SNAPSHOT:
WHAT ENGAGEMENT WAS CONDUCTED

Engagement was conducted in phases, which included the Your Say Moreton Bay survey tool but also other methods.

PHASE 1 - 12 X ONLINE FOCUS GROUPS (FG)

- 64 residents
- A mix of life stages, gender, professions, employment status and time in region (<5 years vs 5+ years) was achieved for each geographic area

PHASE 2 - IN-DEPTH IMMERSION SESSIONS GROUPS

- 18 x in-depth interviews
- More deeply explore perceptions and reactions

PHASE 3 - YOUR SAY MORETON BAY

- 1 April – 30 May 2022
- 26 profiling questions + 5 reclassification questions
- 451 total survey participants

PHASE 4 - COMMUNITY AND BUSINESS LEADER POLLS

- 20 May 2022
- 5 reclassification questions
- 150 guests

The Your Say Moreton Bay survey was also part of a suite of consultation mechanisms Council used to inform its deliberations on reclassification, which included a Courier Mail survey and social media reactions.

COMMUNICATION

A broad range of communication channels were used to promote the opportunity for the community to respond to the survey.

COMMUNICATION	FORMAT	REACH - NO OF MESSAGES
Your Say Moreton Bay homepage	Online	677
Your Say Moreton Bay Reimagining Moreton Bay survey landing page (visits)	Online	2,975
Reimagining Moreton Bay discussion paper (PDF downloads)	Online	1,433
Your Say Moreton Bay newsletter - 3 May	Online	4,968
Council website homepage (visits)	Online	73,939
Council media release webpages	Online	232,000
Reimagining Moreton Bay webpages (on corporate website)	Online	1,385
Council Facebook page posts (organic reach)	Online	191,573
Council Facebook promoted posts (ad reach)	Online	124,920
Council LinkedIn page posts (impressions as reach not available)	Online	21,712
Council LinkedIn ad campaign (impressions)	Online	3,334
Council internal staff newsletters x 2	Online	4,000
Councillor newsletters to residents - May 2022 edition	Print	192,614
Banners, posters, and printed materials available at council libraries	Print	172,352
Luncheon attendees via presentations and printed materials	In-person	150
Ads - 99.7 Bridge FM	Community Radio	2,102,000
Ads - 101.5FM	Community Radio	935,000
Television, radio and online media coverage	Television, Radio, Online	2,464,700
Mayoral correspondence	Online	8

WHO TOOK PART?

PHASES	PARTICIPANTS	PROJECT MANAGEMENT	REPORTING
Phase 1 - Focus groups	64	Consultant researcher	Consultant researcher
Phase 2 - Immersion sessions	18	Consultant researcher	Consultant researcher
Phase 3 - Your Say Moreton Bay Survey	451	Council officers	Consultant researcher
Phase 4 - Community and business leader polls	150	Council officers	Council officers

WHAT WE HEARD...

Key themes emerged from the Your Say Moreton Bay survey. These were:

The region is diverse

Shared love of the outdoors, laidback lifestyle, natural environments unites residents

People have limited awareness of areas beyond their own

Sentiment towards the reclassification was mostly neutral or apathetic

Sense of identity in the region is weak and people align more with the old LGAs

Becoming a city raised questions that need explanation regarding impacts and benefits

SUGGESTIONS

The survey also highlighted community sentiment around any proposed rebranding and perceptions of Council's identity. This has highlighted the following concerns and will be absorbed into any future deliberations around rebranding.

- Involve community – consult, co-design and commission locally
- Clearly communicate benefits (impacts and value)
- Keep it simple – cost save, shop around
- Embrace a 'green city' concept
- Honour and acknowledge traditional places and names
- Promote strengthened identity, inclusion and connectivity.

WHAT DID THE SURVEY SAY IN TERMS OF SUPPORT FOR RECLASSIFICATION?

Using a 5-point scale (5 = strongly supportive), responses were divided almost squarely in half, with an average result of 2.6 overall.

The proposed reclassification tended to have a moderate level of importance on average (average score 3.0).

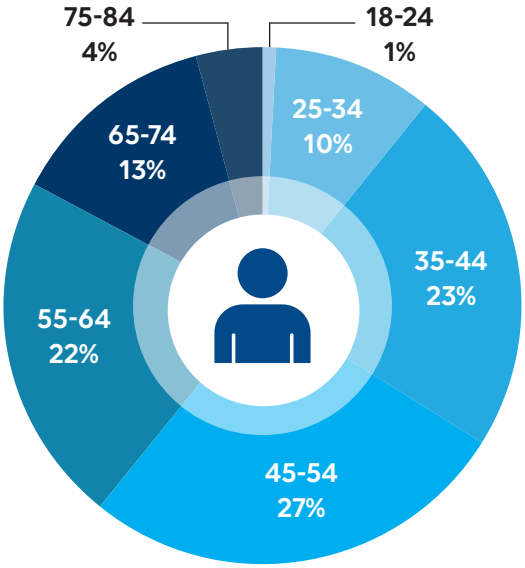
Age influences support with younger people significantly more likely to be supportive. People 55-64yrs most likely to oppose it. People aged 65+ and 35-44 years are the next most supportive age groups. Location seems to influence sentiment, with residents in central areas such as North Lakes and Strathpine more likely to be supportive.

The relatively small number of people who completed the survey (451), whilst still a representative sample, may also be an indication that residents do not have a strong opinion either way on the reclassification proposal.

ABOUT SURVEY PARTICIPANTS

Survey participants were from a mix of locations, connections and ages.

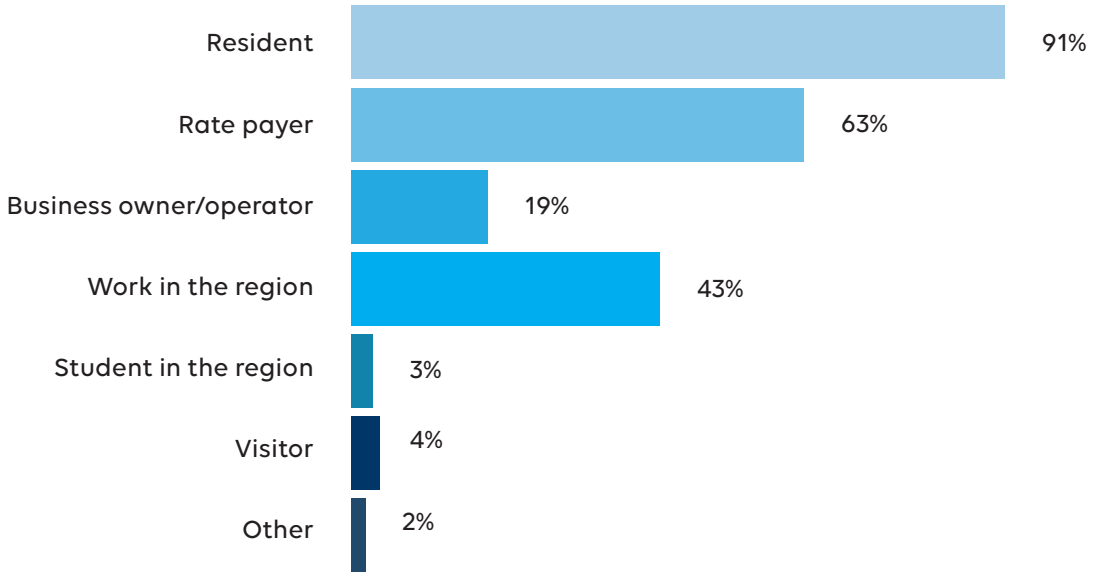
AGE DISTRIBUTION



PARTICIPANTS BY LOCATION

Bribie–Beachmere	6%
Caboolture	17%
Caboolture Hinterland	5%
Narangba–Burpengary	21%
North Lakes	11%
Redcliffe	14%
Strathpine	9%
The Hills District	10%
Non-Moreton	7%

CONNECTION TO MORETON BAY



COMMUNITY INTERESTS & VALUES

The survey was able to gauge how community members perceive the region. The core values identified in this survey align with the previous Moreton Says survey.

NATURAL ENVIRONMENT

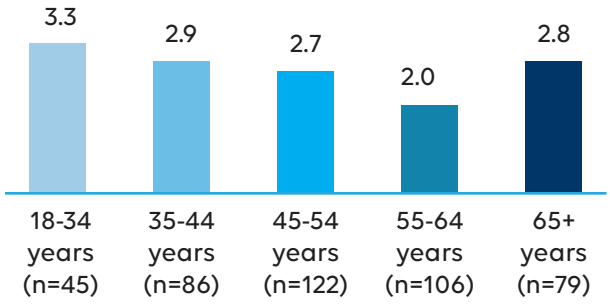
LAIDBACK, FRIENDLY 'COMMUNITY' VIBE

RECREATION SPACES

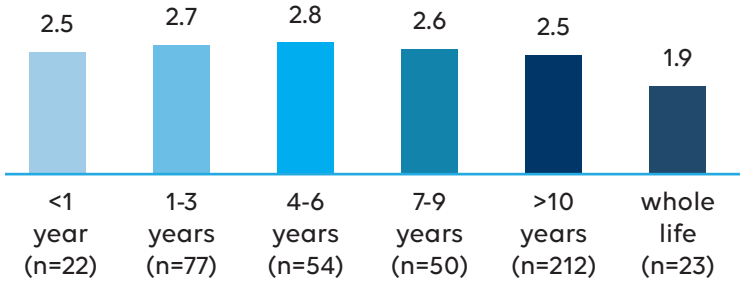
AREAS OF INTEREST	% OF COMMUNITY
Parks and Recreation	67
Infrastructure, Roads and Transport	67
Planning, Building and Development	67
All Projects / Community Consultations	65
Natural Environment and Conservation	63
Beaches, Oceans and Waterways	59
Social and Community Issues	57
Water, Waste and Recycling	52
Council Services and Programs	51
Events, Arts, Culture and Heritage	51
Policy, Governance and Council Budget	49

ATTITUDES TOWARD RECLASSIFICATION

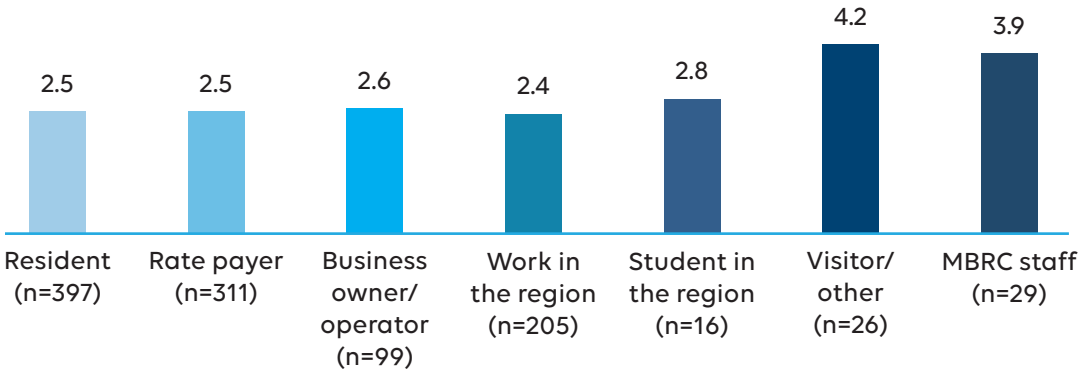
Average ratings of the extent to which community support the reclassification, by age.



Average ratings of the extent to which community support the reclassification, by time lived in the region.



Average ratings of the extent to which community support the reclassification, by connection to the region.



COMMON CONCERNS

Similar to common themes, common concerns also emerged from respondents surveyed. Common criticisms among survey respondents:

- Priorities – misappropriation (e.g. spend money on other things)
- 'Just a name change' – some see it as superficial
- Unnecessary expense – the region already has all it needs

"I don't believe the council is in a financial spot to spend extra money on rebranding when they can't afford to fix the roads."

"Cost is a big issue... Money needs to be spent in so many local places."

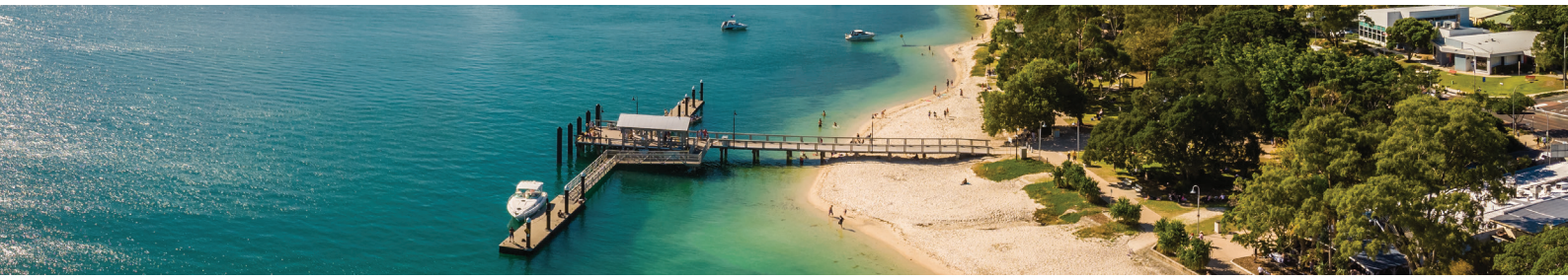
APPEALING CONCEPTS

At the same time, there were also some appealing concepts from respondents. These were largely around the proposed benefits of reclassification.

- More funding and investment for the region (ideally substantiated)
- Economic growth
- Upgrades to roads, parks, facilities etc
- Better work-life balance (less commute)
- Preserving nature
- Status and recognition (our fair share)
- Stronger identity, inclusion and unity
- Using actual statistics and figures to compare and illustrate points
- Better options (future) for young people

"At first I wasn't interested in the idea. I don't usually like change. I thought it might change our laidback kind of living and turn us into a bustling city. But reading all the information has changed my mind and I may be on board with the name change."

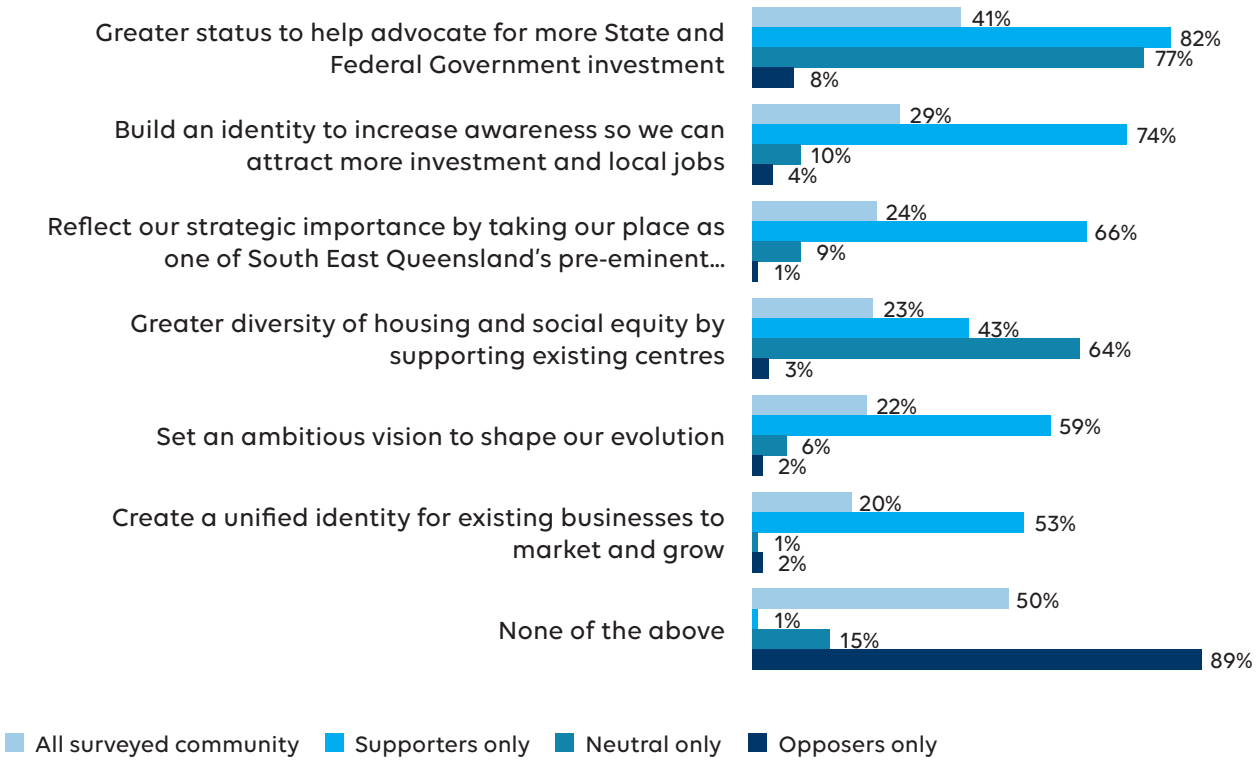
"Stating that if we are a city the federal and state governments will send more investment to our region helped change my mind. The wording 'fair share of investment' especially. I feel we get overlooked with federal/state money."



RANKING THE BENEFITS

Survey respondents ranked the benefits as follows.

POTENTIAL BENEFITS (% OF COMMUNITY FOR WHICH THE BENEFIT APPEALS)



"I see this (more funding) as a positive for bringing more money in to support local business, which in turn offers more employment opportunities."

COMMUNITY AND BUSINESS LEADERS POLLS

Alongside the Your Say Moreton Bay survey, the views of community and business leaders were also explored, and were used to inform Council's decision making.

A total of 150 leaders were polled on 20 May 2022. An overview of their views included:

61% viewed greater status to advocate for more investment as a benefit that appealed to them

Participants suggested two other key benefits to them, and the broader community, were: **"Investment"** and **"opportunity"**

The top three issues participants indicated they would like council to consider in their decision: **"Environment"**, **"Cost"**, and **"Just do it!"**

88% ranked their support for reclassification and the most highly ranked responses were "Strongly support" and "Somewhat Support"

74% ranked the importance of the reclassification relative to their day-to-day life and work in the region and the highest rankings were "Very important" and "Somewhat important"

NEXT STEPS

On 20 July 2022, Moreton Bay Regional Council resolved to support referring the council reclassification to the Minister for Local Government. The submission will address Section 13 of the Local Government Regulation 2012.

Moreton Bay Regional Council is committed to keeping our communities informed of the submission's progress.