
From: noreply@ecq.qld.gov.au
Sent: Monday, 28 November 2022 2:44 PM
To: LG CC Submissions
Subject: (58124) Moreton Bay Regional Council - electoral arrangements review - [REDACTED]
[REDACTED]
Attachments: MBRC-Naming-Submission.docx

Online submission for **Moreton Bay Regional Council - electoral arrangements review** from [REDACTED]

Submission Details

Name: [REDACTED]

Privacy preferences: Publishing your submission without your name

Submission text:

File upload: MBRC Naming Submission.docx (26.9 KB)

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Referral URL: <https://www.ecq.qld.gov.au/electoral-boundaries/local-government-boundary-reviews/external-boundary-and-electoral-arrangement-reviews/moreton-bay-regional-council-electoral-arrangements-review>

I have viewed all the reports, papers, video presentations and online posts put forward by Moreton Bay Regional Council along with their own submission on this matter before I have come to the following conclusions.

- I have enormous respect for MBRC councillors and staff, they do a wonderful job.
- This would be the biggest change to the region since our amalgamation.
- The council seem to want this rushed through instead of taking the time to consult better with the community.
- At the live streamed council meeting vote, 3 councillors voted against it, if it is such a good idea why was it not unanimous?
The councillors did not seem to be really interested in what their community had to say about the decision.
One councillor stated he was prepared to vote in favour 6 months prior when it was first put forward!
Another councillor was comparing it to the time of Jules Verne and the changes the author would have seen and what the councillor used to do 60 years ago with her mum at the shops.
I could not see any relevance to what was being voted on.
- There are many more important things to be addressed in our region at the moment other than spending time and money on changing the name. Like homelessness, roads, parks and waterways to name a few.
- I am disappointed in the council's limited and select communications with the community.

They have received responses from very few people considering the population is nearing 500,000 in the region.

There have been no information/consultation meetings for the community in general, like the traditional Town Hall meetings.

I have been trying to receive answers to questions from my local Division 5 councillor since the beginning of September with no response to date. Some of the questions were regarding lack of consultation with the community, the council vote meeting and what the costs have been so far. Not sure what the councillor is trying to hide.

If council are so confident that the changing of the name is the best thing for the residents and businesses of the region then they should give the people the opportunity to vote on it at the next council elections instead of trying to rush it through.

The response from the public to the survey was very poor as admitted by the Division 5 councillor on his Facebook page. Of the 2975 visits to the survey only 451 finished.

Having been one of those that started and did not finish, I understand why when the survey questions were loaded to give council the response they wanted. This in my opinion proves residents do not trust council.

And yet a local resident with little or no advertising was able to get about 1160 residents to respond to a petition to have the matter be a plebiscite (referendum) at the next election, more than double the council's survey.

I find it interesting that on social media, the council and councillors have been very quiet on this proposal. I would have thought if they were confident that the community were behind it they would have been "shouting it from the rooftops" and flooding social media with it.

After hours of searching on Facebook, I have found the following figures which show an overwhelming negative response from the community.

Number of Posts by MBRC, Mayor and councillors and numbers of comments and Negative or Positive responses.

Posts – 39	Comments – 700
Positive Comments – 24	Negative Comments – 140

The balance of comments was a combination of interaction between community members or the poster or about non reclassification subjects.

4 of the 12 councillors did not put up any posts about the reclassification.

I also found posts under the Facebook pages of local news outlets other than the Caboolture Herald as I do not subscribe to it.

Posts – 6	Comments – 692
Positive Comments – 13	Negative Comments – 159

In item 8.5 of the council submission, their figures for the survey showed a “Somewhat or Strongly Support” of 35% Neutral of 11% & Somewhat or Strongly Against of 55% and they state that this shows the majority of residents are neutral or supportive of the reclassification!

150 selected businesses were invited to an information presentation out of countless thousands in the region. In their submission, council states that there are 1700 businesses in the LGA with turnover greater than \$2m. There are thousands more small businesses that turnover under that figure. Not a true representation of the business community.

- Everything that council has put forward and that they want to achieve in their reports by becoming a city, can be achieved now in its current form. Except with the possible funding opportunities at State and Federal level, which are not guaranteed.
- How the suburbs and activity centres interact will not change by the region becoming a city, it can all be achieved with its current name, or alternatively as a Region Council and not Regional.
- The Polycentric city idea can work but only if it is a true Polycentric city. The region is way too large to be called a city. Retain its current classification and have a region with one central city and multiple smaller cities.

Within that council region you would then have the current suburbs of Caboolture, Strathpine and North Lakes apply to become cities. You could then have North Lakes being the central city and the other cities linking to it.

In their submission, council uses the example of London and New York being polycentric cities, they are by definition with having a central city surrounded by smaller cities but they are not regions like our Moreton Bay region is, we have no central city for the other cities to link to and they do not cover as large an area.

The Change Commission will also consider other matters prescribed under Division 2 of the Local Government Regulation 2012, including the following criteria that must be met for a local government area to be declared a city:

- *the area is the centre of a region providing commercial, industrial, health and public sector services for the region.*
- *the area has, for the three years immediately prior had a:*
- *a population of at least 25,000; and*
- *a population of at least 15,000 in its urban centre; and*
- *a population density of at least 150 people for each square kilometre of its urban centre.*

As the Moreton Bay Regional Council does not currently have a designated urban centre, I do not see how the application fits the criteria.

- Costs of getting to this stage have not been revealed to ratepayers by council. This includes their extensive submission, producing videos, glossy presentations and hiring of consultants.

Council has quoted as saying future costs will be minimal as things like signage will only be replaced as needed.

If you are a business doing a rebrand then it is good business sense to do it properly and not half hearted otherwise what is the point.

The council seem to be proud that old Caboolture, Pine Rivers and Redcliffe Council signs can still be found.

They have stated in their submission that it is prudent to initiate an extensive costing exercise at this stage.

So how do they know how much it will cost in the long run?

- In the council's submission paper in paragraph 2 under item 2. Introduction, the council mentions a range of positive things that the residents have by living in the region, all of which are true.

None of these will change if the name is changed so what is the point?

- Council states that by becoming a city will be the first step towards changing our identity at local, national and international levels.

If people interstate or at Federal Government are currently asking "where is the Moreton Bay Regional Council?" then how will that change? They will still be asking "where is the Moreton Bay City Council?" Are people asking this question because of the name, I don't think so.

The only way I can see our identity awareness becoming greater is by promotion and if the council is looking at spending money to increase this new identity awareness then why are they not doing it now? If they are planning on keeping within the existing budget then why is it not working now?

Becoming a city will have no effect on the numbers of people staying in the region for holidays. When people search for somewhere to visit they do not look for a council, they look for things to see and do. If they find things they like, which council it is located in is irrelevant.

Promotion of what the area has to offer is the important thing, not the name of the council.

December 2021 on Facebook the Mayor said:

"We simply cannot allow tourism dollars to go driving past our spectacular hinterland or beachside destinations in favour of other coasts, so I see this as a coming of age moment for a region that deserves to be so much more than to be the bit in between Brisbane and the Sunshine Coast."

How on earth is changing the name to a city going to produce anything different, that is purely a marketing issue. We will always be a short stay/visit location, not a destination location like the Sunshine or Gold Coasts as we are too close to Brisbane. We have so much to offer here in our region, they need to get out there and promote it for what it is.

- *Moreton Daily 21 March 2022*

Funding for growth Caboolture West and liveability across the Moreton Bay Region are major winners in the billion-dollar South East Queensland (SEQ) City Deal, announced today.

More than \$255.5 million in funding will kick-start liveability projects across the Moreton Bay Region as well as enabling infrastructure for Caboolture West, plus the region will have access to more than \$400 million in funding pools through the deal.

The \$1.8 billion SEQ City Deal is a 20-year partnership between the Federal Government, State Government and 11 Councils which make up the Council of Mayors (SEQ)

So money obtained under the SEQ City Deal and yet we are not a city.

- Up until now there has been no examples presented by council to show residents how the changes will work, it all seems to be spin.
- The figures presented by council in their submission comparing service delivery to nearby city councils just proves that the region is too large to be classed as a city.
- Council put it to the community to name the suburbs in the new Caboolture West project but not this proposal. That seems strange and unfair.

In finishing, I do not feel that the council has anywhere near a majority of support from the community for this, they have completely misread the feeling in the community by not conducting a more thorough interaction.

Since it is an important change that the council is proposing and one that will affect all the people living in the region then the community should be presented with facts and not just spin and be given the chance to own the decision by voting on it at the next council election.

I do not support the council's request for a name change to Moreton Bay City Council.