

our community: our vision

maroochy  
2025

Community visioning newsletter issue no. 2 : February 2004

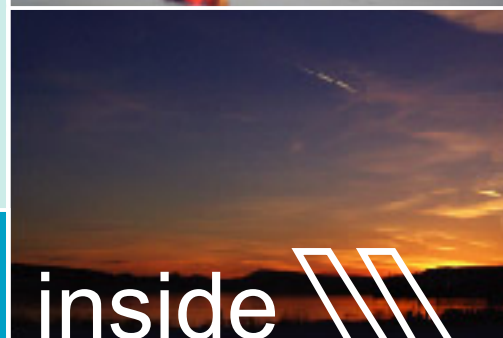
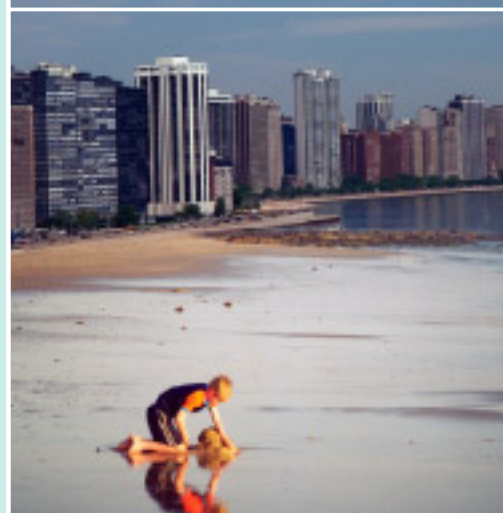
## What is Maroochy 2025?

Maroochy 2025 is a community visioning initiative that is designed to inspire the community to determine, build and achieve its preferred future for the Shire.

The community visioning process undertaken by Maroochy 2025 has assessed where we are now and where we are going if we continue on the same path. A possible scenario for the Maroochy Shire in the year 2025 has been developed based on current and projected trends and their potential impact on the community.

Maroochy 2025 is now in the second stage of the project, focusing on where we want to be in the future as a community as opposed to the possible scenario. Please have your say and help shape the future of the region.

## The process



inside

Maroochy 2025  
initial research 2 - 3

Key Focus Areas 4 - 5

Where are  
we now? 6

A possible scenario 7

Have your say 8

# what do you think?

## Research

The research conducted to date by Maroochy 2025 has revealed Maroochy's community values and expectations for the future, the global and local forces of change and current issues and trends. This information provides a snapshot of where the Shire is headed in the future.

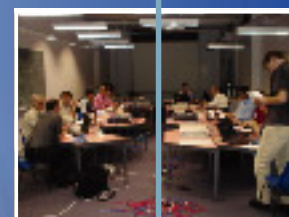
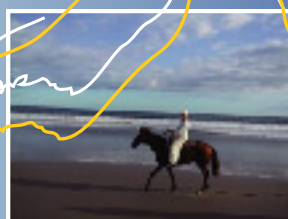
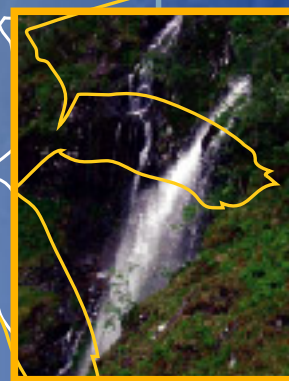
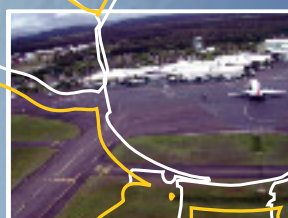
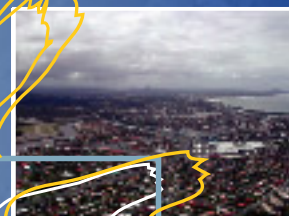
## Community values

484 residents of the Shire were recently surveyed by Maroochy 2025 to understand their values, attitudes, perceptions and expectations that affect the future of Maroochy.

## The core values of the community were identified as:

- Practicing ethics, integrity and respect in personal and public life
- Fostering community involvement and participation in decisions that affect our Shire
- Caring and respecting our natural environment
- Belonging to a fair community will improve our quality of life
- Valuing our cultural heritage

*Will my grandchild have a job?*



0110000111000001110000  
1111000011110101001110  
0110011100011001110000  
1110000111010101000010  
101010100011110011001100  
0111000111001110001100  
1010101111011100101110



## Community concerns

The key concerns facing the Shire were identified as managing population growth, traffic congestion as well as development character and building height.

The survey also revealed that 37% of respondents believed that Maroochy was a better place to live since they arrived and that 40% believed the Shire would be a better place to live in the future. Interestingly, 92% of respondents agreed that Maroochy Shire needed a shared vision to create a better future, a response which highlights the need for the Maroochy 2025 vision to be developed and implemented.

## Community expectations for the future

In order to meet community expectations for a better future, respondents nominated that Maroochy Shire will need to control/manage growth, improve leadership and wise decision making, protect and sustain our natural environment and improve public transport and mobility.

**SUGAR CANE LAND ?**

<http://www.maroochy2025.net>



maroochy  
**2025**



The Community Task Force was established in October 2003 to develop a draft vision for Maroochy 2025. The Task Force have been analysing information and data to develop an understanding of the critical questions within stage one, "Where are we now and where are we going?" The chart below illustrates the Key Focus Areas identified by the Taskforce and shows the relationship of the drivers, issues and trends to those areas.

## Current Strategic Issues

1. Biodiversity extinction – local exotic species and ecosystem loss due to land clearing, development and human behaviour impacts.
2. Declining air, water and soil quality.
3. Environmental strategies are expensive whether protection via acquisition of land or rehabilitation.

## Trends

1. Increased development pressure on the environment and habitat clearing leads to more species loss.
2. Water quality in our waterways/river continues to deteriorate whilst water restrictions become more frequent due to a drier regional climate caused by climate change impacts.
3. Increasing expectations of community for governments to save environment, whilst legislation and policy become more complex and government resources decline.

**Sustain  
the  
natural  
environment**

## Current Strategic Issues

1. Traffic congestion in urban areas.
2. Car dependency in our community.
3. Public perception that public transport is inadequate and monopolised.
4. Social isolation of communities and their residents.

## Trends

1. Mobility demands and car congestion increase and so too, pressures to find appropriate and effective transport options/alternatives to the car based system for residents, business and tourists.
2. Increasing community resistance to increasing traffic volumes.
3. Increasing expectations to make town centres walkable and pedestrian friendly and make places for people rather than cars.
4. Increasing numbers of visitors and tourists to region arrive and depart by air.

**Improve  
transport  
infrastructure  
and mobility**

## Current Strategic Issues

1. Maintaining lifestyle and liveability.
2. Character of development and the urban quality of our places meets community expectations and value-adds to visitor experience.
3. Maintaining rural character and rural community life.
4. Preserving open space and visual landscape amenity.

## Trends

1. Likely 90% increase in Maroochy Shire's population by 2025 in the form of urban sprawl leads to worsening state of the environment.
2. Increased pressures to expand settlements out (horizontal sprawl) and up (vertical sprawl).
3. Gradual reduction of open space/landscape amenity and its isolation increases.
4. More rural land will be demanded for urban purposes by the community.
5. Global produce markets reduce purchases of our local agricultural produce whilst local demands for fresh organic produce increases.

**Smartly  
manage  
our rural  
and urban  
growth**

## Drivers that affect all Key Focus Areas

1. Population growth and expanding demographic profiles.
2. Change in community make-up mainly ageing and wealthy newcomers.
3. The community's need for involvement in public decision-making and to be continuously engaged, learning and developing leadership.
4. The need to be ecologically sustainable, motivated by climate change impacts.
5. The need to protect Maroochy's unique environmental and community values and lifestyle.
6. The human need to be life-long learners in a rapidly growing knowledge / creative economy (physical, mental, emotional, spiritual).
7. Technological advancements and globalisation of cultures / consumerism.

**Promote  
responsible  
leadership  
and decision  
making to  
achieve our  
vision**

## Current Strategic Issues

1. Governance is not well understood by the community.
2. Poor practice of making sustainable and coordinated decisions for our long-term future with our regional neighbours.
3. Continuing devolvement of State Government responsibilities and increasing community expectations in areas of economic development, transport, conservation, education, health and housing.

## Trends

1. Voter growth likely to more than double by 2025. (12 single member divisions representing an average of 7800 voters, to 18500 in 2025). The rise of informed and governance astute communities call for greater transparency and participative decision-making. Large and diverse communities within Shire, with different agendas, local interests expectations, and financial capacity reshapes the Shire due to limited collective agreement on visions and goals.
2. Fragmented regionalisation leads to increased lobbying by communities for sustainable, coordinated decisions inclusive of visions and actions of regional neighbours. There is an increasing desire for governments to deliver sustainable communities.
3. Increasing responsibility and cost shifting from Federal and State Government to Local Government leads to diminishing service delivery.

## Current Strategic Issues

1. Not meeting the employment needs of the population and poor diversity of choice.
2. Economic opportunities are missed due to competing interests and resistance cultures.
3. Creating sustainable employment – clean, green industries and knowledge economy.
4. Agricultural economy in transition for example the sugar industry.
5. Local economy is heavily reliant upon service, property and business, health and construction industries.

## Trends

1. Increasing investment and purchasing of assets by individuals and corporations from outside the Shire.
2. International tourists and part-time summer residents play a greater role in the local economy (global-local connections increase).
3. Limited local economic strength leads to unsustainable and continuing economies in the short term. Contributing to high turnover and short lifecycle based businesses.
4. Increasing importance of education, leisure and health services to the local economy.

**Create an  
innovative  
and diverse  
economy**

## Current Strategic Issues

1. Ageing of the population and their social isolation with an increasing generational gap between asset-rich and asset poor.
2. Provision of, and access to holistic health care services / facilities.
3. Keeping a unique sense of community and cultural identity.
4. Access to affordable housing.

## Trends

1. By 2016, 26.6% of Maroochy residents will be over 65 contributing to increasing social isolation, fractured community and generations.
2. Local / regional cultural identity forgotten due to importation of globalised cultures of consumerism and materialism and continued loss of local cultural heritage.
3. Increasing gap between wealthy and poor whereby housing affordability decreases and many younger generations are alienated from the market.

**Create  
healthy,  
vibrant,  
inclusive and  
learning  
communities**



# how different will my life be?

## Maroochy in 2004

Community values and background research suggest that 64% of residents feel they enjoy a good quality of life in Maroochy Shire today. Residents experience a unique lifestyle and livability.

Residents rate our Shire's five main qualities as being our ability to:

1. Be friendly to tourists.
2. Reduce, recycle and reuse waste.
3. Have good relations between different cultural backgrounds.
4. Deliver quality education and lifelong learning opportunities.
5. Have access to a unique lifestyle, livability and culture.

Our neighbourhoods are mostly safe, with 80% of respondents valuing a community that practises good ethics, integrity and respect for all, in personal and public life. Additionally, 79% value the idea of community involvement and participation in decisions that effect our Shire.

Our local economy is growing, and is heavily reliant on service, retail and property based industries. The agricultural sector is transforming and under continual threat from global markets and local pressures. Identification of diverse long-term employment opportunities are seen as a priority, driven by a concern over the number of low paying jobs.

With the current population being approximately 130,000 people and growing, managing the effects upon our community is seen as an important issue, as is improving public transport and mobility. The natural environment is under threat from urban pressures and habitat clearing, even though its protection is one of the top community concerns and values.

Controlling/managing growth, improved leadership, protecting and sustaining our natural environment and alleviating traffic congestion are major community concerns for the future as suggested by the community survey.





# Maroochy in 2025

## - a possible scenario

The possible scenario for the Maroochy Shire in the year 2025 has been developed by the Community Task Force through analysis of current issues and the trends that are shaping the future if the Shire continues on the current path. The research conducted suggests that the future may feature:

Governance, regional cooperation and growth management interacting with strong urban development result in sprawling housing to support massive population growth. The Australian Bureau of Statistics' predictions are exceeded and the local population has grown to 340,000 people living on the Sunshine Coast by 2021.

Lifestyles are characterised by increased stress with high levels of unemployment and an escalation in the cost of living. The traditional health service system collapses as a result of limited capacity to meet demand, leading to more people turning to alternative health approaches.

Resident's quality of life deteriorates as urban sprawl dominates the natural environment, contributing to air, water and land pollution. Water quality has worsened and land clearing results in the loss of ecosystems and species. Infectious and health related illnesses increase due to encroachment upon wetlands and air quality deteriorates due to the Brisbane urban sprawl. Climate change and unpredictability increases and sea level fluctuations are recorded.

Community disillusionment with government leadership and decision-making continues to escalate as quality of life, safety, social cohesion and unique sense of community identity declines due to the social impacts of urban sprawl and population growth. Local authorities continue to make decisions separately, with different visions of the future. Increasing cost shifting and governance requirements on local councils lead to an emphasis on minimum compliance and basic standards of service rather than community responsiveness. In 2025, community lobbyists demand greater input, knowledge and consultation because of the widening gap between community expectations and what governments are delivering.

Access to community facilities and town centres is difficult due to traffic congestion and limited public transport due to increased demand. Spiralling transport costs lead to the social isolation of the young and particularly the older population, as one in four residents are over 65.

The local economy's tourism, marine and rural sectors decline due to increased pollution. Health, community services and education remain significant industries as the population ages, with wellbeing and learning becoming lifelong pursuits. The knowledge economy does not boom in Maroochy as opportunities for developing skills and infrastructure are ignored. Profit and growth are still given priority over social and environmental issues in a society that has failed to move on from its reliance on a consumer and service driven economy.



*Will I be able to catch fish in the river?*

# last chance?

What sort of community can we create?

What would you prefer the future to be like?

What are your ideas?

What sort of society will we leave our children?

## Do you have a vision?

Have your say on the future of the Shire  
by attending the  
Maroochy 2025 Visioning Summit.

*have your say*

**At the Summit YOU will be able to:**

1. contribute your vision
2. see other peoples' visions
3. help prioritise the ideas and vision collected
4. celebrate our communities vision

***Your opinion will help shape  
the future of Maroochy Shire,  
so please have your say.***

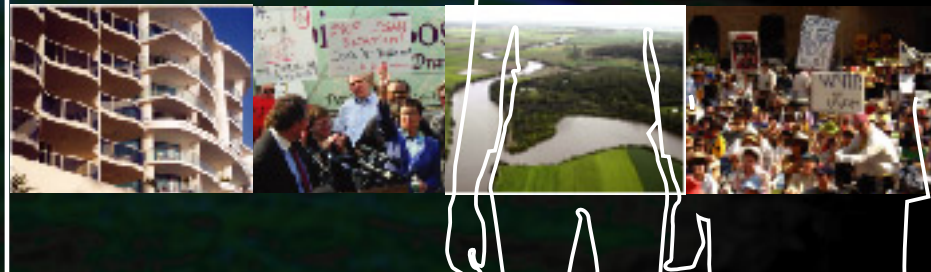
## 2025 Summit

**April 2004**

**Saturday, 3rd** □

**University of the Sunshine Coast  
Innovation Centre**

**All day event**



Have your say in the community forum section of the  
website at : **[www.maroochy2025.net](http://www.maroochy2025.net)**.

For further information on the Maroochy 2025 visioning process:

**web** [www.maroochy2025.net](http://www.maroochy2025.net)

**phone** (07) 5441 8125

**e-mail** [maroochy2025@maroochy.qld.gov.au](mailto:maroochy2025@maroochy.qld.gov.au)

Proudly partnered by

