Townsville Liveability Study

2022 Report

December 2022

Contents

EXECUTIVE SUMMARY

This report provides findings of Townsville City Council's 2022 Liveability Study, undertaken during September and October 2022 with a Townsville Local Government Area (LGA)-wide focus.

Conducting a liveability study allows Council to apply a strong, evidenced- based, citizen-centric engagement approach to bring localised understanding of community values and experiences of living in Townsville. This evidence- based approach to planning (built and social infrastructure) supports informing prioritisation of investment by Council.

The PLACESCORE Model applies two sophisticated data collection tools: Care Factor (CF) and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what the community really values, while PX Assessments measure the community's lived experience. Together they help to identify what is important, how a place is performing and what the focus of change should be. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment. In addition to the prescribed survey questions, the survey concluded with two open-ended questions, aimed to learn small or big ideas to make the specific neighbourhood a better place as well as a question asking how likely the respondent is to recommend their neighbourhood to others.

HOW WE CAN USE THE INFORMATION

All departments across Council contribute to delivering a more liveable city. The information provided by the study will allow for the alignment of works, projects, programs, partnerships and advocacy roles to achieve liveability goals. This project includes informing the development and measurement of Townsville City Council's Corporate Plan and strengthening strategic alignment of land-use planning, infrastructure investment, environment protection, sustainable design and community development strategies.

The survey will be undertaken again in the future to:

- measure 'outcomes' of the strategies, plans and actions that the study influenced, including the Corporate Plan;
- monitor change in community values; and
- measure changes in the liveability performance (PX Assessment) for Townsville neighbourhoods.

KEY LEARNINGS FROM THIS STUDY – TOWNSVILLE LGA STRENGTH AND PRIORITIES
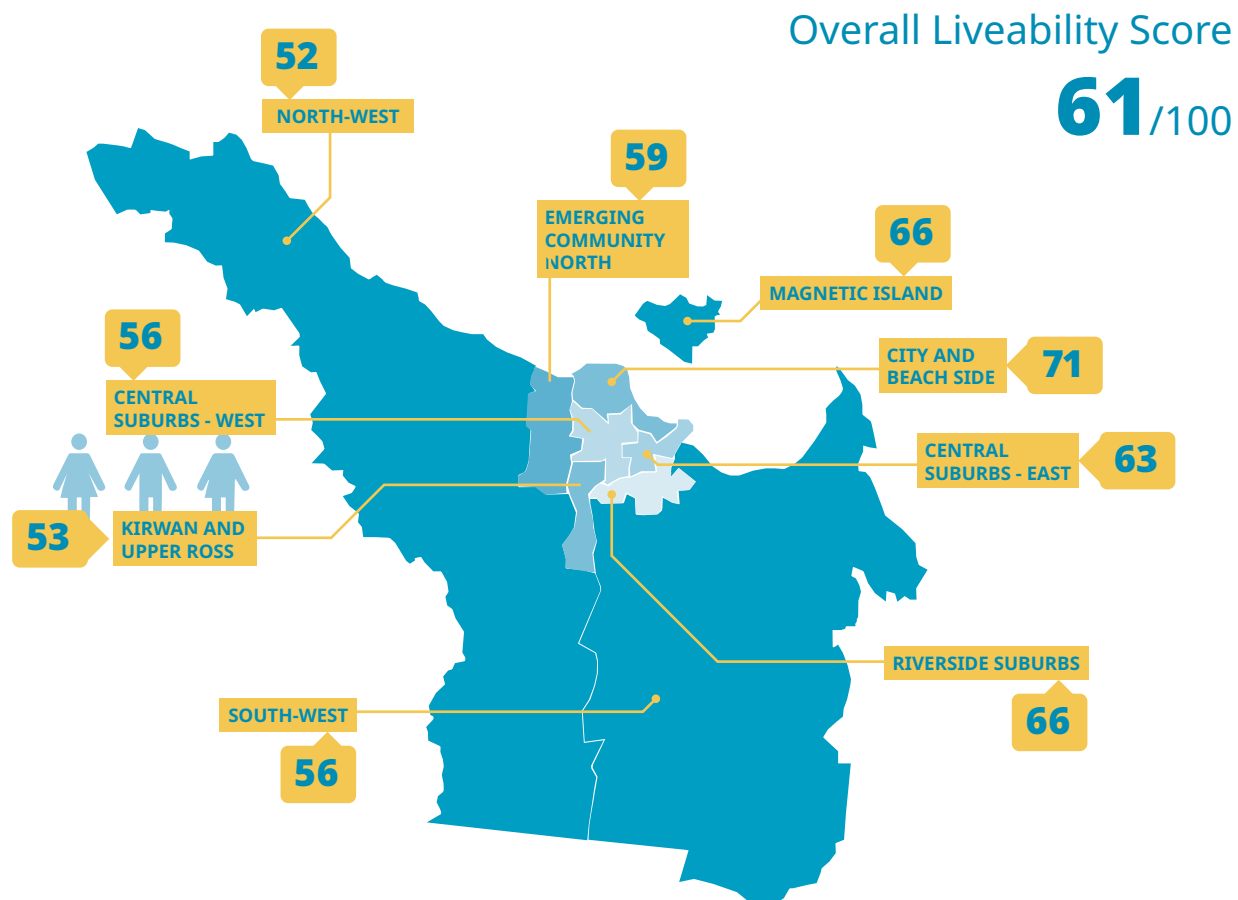
Overall, the Townsville Local Government Area (LGA) received a liveability score of 61, indicating room for improvement. There has also been a universal decrease in the PX rating of all place attributes across the LGA.

The following map and tables illustrate the liveability score and the liveability recommendations across the city.

PRECINCT LIMITS

The data used throughout has been collected at the suburb level. However for reporting purposes, results are displayed using nine precincts.

The following map shows the limits of each precinct and the score they received in the 2022 assessment.

Overall Liveability Score

61/100

52
NORTH-WEST

59
EMERGING COMMUNITY NORTH

66
MAGNETIC ISLAND

66
CITY AND BEACH SIDE **71**

56
CENTRAL SUBURBS - WEST

CENTRAL SUBURBS - EAST **63**

53 KIRWAN AND UPPER ROSS

RIVERSIDE SUBURBS

SOUTH-WEST

56

66

Map of 9 selected precincts
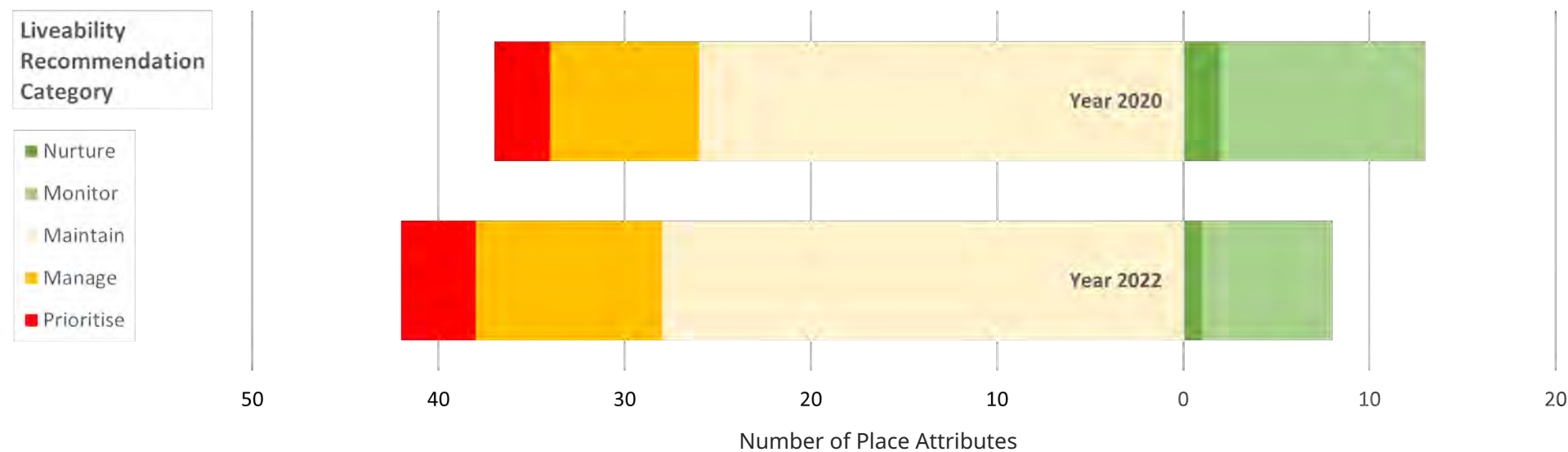
CHANGE IN LIVEABILITY RECOMMENDATIONS

The priority level[1] of some of our liveability recommendations has changed since the 2020 Liveability Study.

Access and safety of walking, cycling and/or public transport has moved into the highest priority level to "Prioritise". This change is a result of a drop in the perceived performance of the attribute.

Local businesses that provide for daily needs has slipped from "nurture" to "manage". This change is a result of a drop in the perceived performance of this attribute.

Sense of belonging in the community and Protection of the natural environment have moved from "maintain" to "manage". This is due in part to an increase in how these attributes are valued.

The graph below shows the number of place attributes under each Liveability Recommendation category in both the 2020 and 2022 studies. The latest study shows that there is a greater number of improvement opportunities in Townsville.
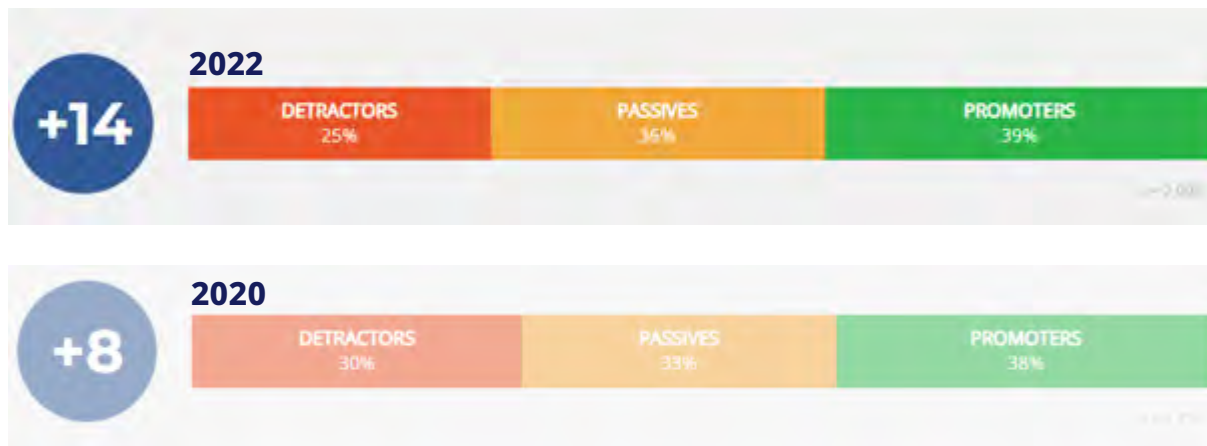

[1] A description of the priority levels is provided on page 9.

CHANGE IN NET PROMOTER SCORE FROM 2020 TO 2022

The Liveability survey asked "How likely is it that you would recommend this place to a friend or colleague as a place to live or spend time in?"

The Net Promoter Score predicts place attachment. An NPS above 0 is considered good, over +50 is excellent and over +75 is world class.

Since 2020 the Net Promoter Score for the LGA has increased by 6 points, suggesting that more people would recommend their neighbourhood to others to live or spend time in.

2022

+14

| DETRACTORS 25% | PASSIVES 36% | PROMOTERS 39% |

2020

+8

| DETRACTORS 30% | PASSIVES 33% | PROMOTERS 38% |

BACKGROUND

In May 2019, Council completed its first liveability study and PX Assessment of five Townsville suburbs: Townsville City, North Ward (including The Strand), Aitkenvale, Gulliver and Thuringowa Central.

Findings from this initial study identified nature, open spaces and neighbourhood safety as the top three attributes Townsville residents value in these suburbs, the neighbourhood strength being elements of the natural environment and liveability priorities being a sense of neighbourhood safety and access, safety of walking and cycling and/or public transport.

In June 2020, Council re-engaged with the Gulliver community to undertake a second Care Factor and Neighbourhood PX Assessment survey to understand changes in community values and neighbourhood performance from the COVID-19 pandemic. The Gulliver report indicated that the most significant difference between pre- and post-COVID data lies in what the community values in their ideal neighbourhood. More specifically, 2020 data showed that being close to nature and quality public spaces, and being able to walk to local shops increased in value/importance from the first study conducted in 2019.

In 2020, Council conducted the first LGA wide liveability study. The survey identified Townsville's liveability strengths as local businesses that provide for daily needs, elements of natural environment and locally owned and operated businesses. Townsville's 2020 liveability priorities included Sense of neighbourhood safety, sense of personal safety and evidence of council/government management.

To achieve a full Townville LGA-wide perspective, the Liveability Study 2022 focussed on nine precincts formed by key characteristics of the neighbourhoods. The nine precincts were Magnetic Island, South-West, North-West, Emerging Community North, City and Beach Side, Kirwan and Upper Ross, Riverside Suburbs, Central Suburbs – East and Central Suburbs – West.

TOWNSVILLE LIVEABILITY RECOMMENDATIONS

Neighborhood liveability recommendations are a result of the two surveys combining what our community values most with how each attribute is currently performing in particular places. It is these recommendations that have guided the liveability outcomes of this report.

| CARE FACTOR (CF) CAPTURES WHAT ATTRIBUTES YOUR COMMUNITY 'VALUES'... | PX ASSESSMENT CAPTURES HOW YOUR COMMUNITY 'RATES' EACH ATTRIBUTE... |

VALUE + RATING = PRIORITY

RECOMMENDATION CATEGORIES

NUTURE
These attributes are highly valued and performing well, they should be celebrated and protected.

PRIORITISE
Prioritise identifies attributes of the neighbourhood that are important to people but are currently underperforming. Improving these attributes will have the most significant impact on our community.

MANAGE
Manage identifies attributes to look out for; they are negatively affecting liveability and can become more significant issues if more people start caring about them more.

MAINTAIN
Maintain attributes are potential threats - they are among the poorest performing, but not the most valued. If values change they can moved up to "prioritise".

MONITOR
These attributes are doing well and positively contributing to liveability. They are among the top performers, but not highly valued compared to other attributes.

COMMUNITY ENGAGEMENT

Liveability surveys were undertaken from 14 September to 13 October 2022 and included an extensive public engagement campaign. The campaign was marketed predominantly through Council's digital platforms and supported by a targeted social media campaign.

The study was undertaken across all suburbs in the Townsville Local Government Area with the results aggregated into nine precincts with similar liveability characteristics. It was important to ensure community members from different geographics and demographics participated in the survey for results to reflect different community views.

NEIGHBOURHOOD CARE FACTOR SURVEY - Which place attributes are most important to you in your ideal neighbourhood? – 2,285 respondents

NEIGHBOURHOOD PX ASSESSMENTS - How is each place attribute impacting your personal enjoyment of your neighbourhood? – 2,098 respondents

Respondents were asked 'What's your big or small idea to make your neighbourhood better for you?' and 'What's missing in your neighbourhood that would make it better for you?' – 3,212 ideas for change were collected.

A TOTAL OF 4,383 RESPONSES WERE COLLECTED DURING THE RESEARCH PERIOD, PROVIDING A 90% CONFIDENCE RATING IN THE DATA.
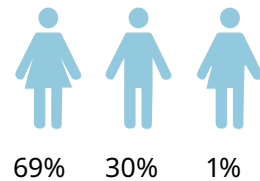
ABOUT THE RESPONDENTS

CARE FACTOR

Place Score CF data

n= 2, 285

Pop= 192,768

GENDER

69%   30%   1%

AGE

- U25
- 25-44
- 45-64
- 65+
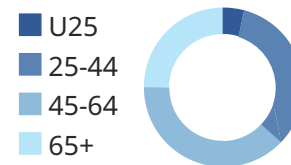
COUNTRY OF BIRTH

Australia	81%
United Kingdom	8%
New Zealand	2%
USA	1%
South Africa	1%

PLACE EXPERIENCE

Place Score PX data

n= 2, 098

Pop= 192,768

GENDER

68%   30%   1%

AGE

- U25
- 25-44
- 45-64
- 65+
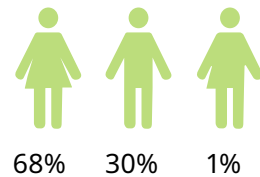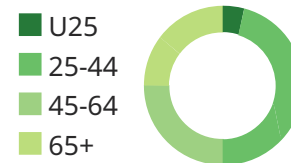
COUNTRY OF BIRTH

Australia	81%
United Kingdom	8%
New Zealand	2%
USA	1%
South Africa	1%

Liveability Survey

Results Summary

NEIGHBOURHOOD LIVEABILITY

In the Townsville Local Government Area

CAREFACTOR

Townsville Local Government Area Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they personally care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE TOWNSVILLE COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are the community's number one Care Factor. Respondents also valued the celebration of natural features through landscaping and protection, and well looked after public open space.

ARE SAFE - The community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic and pollution. People also cared about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES - The community cared about local amenities being easily accessible and also valued the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood.
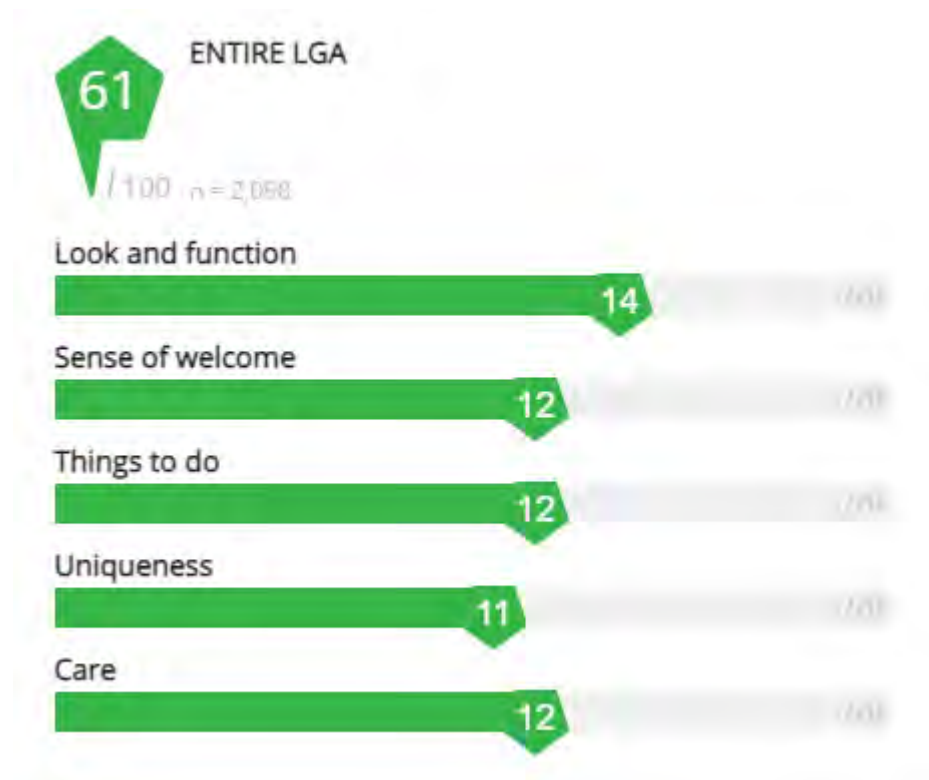
LGA CARE FACTORS

The Townsville LGA top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in their ' ideal neighbourhood'.
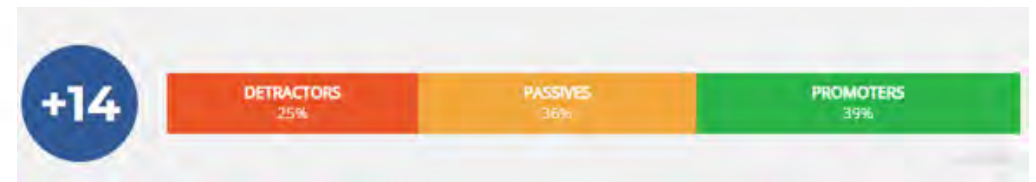
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	71%
2	General condition of public open space (street trees, footpaths, parks etc.)	66%
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	62%
4	Sense of personal safety (for all ages, genders, day or night)	60%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	58%
6	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	53%
7	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	48%
8	Landscaping and natural elements (street trees, planting, water features etc.)	47%
9	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	44%
9	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	44%
11	Locally owned and operated businesses	43%
11	Quality of public space (footpaths, verges, parks etc.)	43%
13	Protection of the natural environment	42%
14	Evidence of Council/government management (signage, street cleaners etc.)	41%
14	Sense of belonging in the community	41%

LIVEABILITY SCORE

Respondents gave the Townsville LGA a score of 61. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to a place.

ENTIRE LGA

61 / 100 n = 2,068

Look and function — **14**

Sense of welcome — **12**

Things to do — **12**

Uniqueness — **11**

Care — **12**

NET PROMOTER SCORE

+14 | DETRACTORS 25% | PASSIVES 36% | PROMOTERS 39%

With a net promoter of 14, place attachment throughout Townsville is considered good overall.

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

THE COMMUNITY IDENTIFIED THEIR LOCAL GOVERNMENT AREA AS:

HAVING ROOM FOR IMPROVEMENT - With an average PX Score of 61, the community perceives there is room for improvement when it comes to how liveable their neighbourhoods are.

OFFERING GREAT ROADS- The best performing feature of the entire LGA is ease of driving and parking. Majority of the surveyed community also connectivity highly.

BEING HIGHLY WELCOMING - The Townsville community identified that their neighbourhoods are welcoming to all people and also have people similar to themselves.

LIMITED UNIQUE FEATURES IN THE URBAN REALM - Overall, the community perceives unusual or unique building and/or public space design and local history, historic buildings or features as some of the city's worst performing attributes.

AVERAGE CULTURAL AND COMMUNITY OPTIONS - The community does not perceive the surveyed neighbourhoods as offering a cultural and/or artistic community or providing evidence of community activity.

WHAT IS IMPACTING OUR LIVED EXPERIENCE

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability on In Townsville LGA.

Entire LGA's top 5 attributes compared to Entire LGA

Ease of driving and parking	7.6
There are people like me	7.5
Connectivity	7.4
Range of housing types and sizes	7.4
Welcoming to all people	7.2

Entire LGA's bottom 5 attributes compared to Entire LGA

Unusual or unique buildings and/or public space design	4.3
Local history, historic buildings or features	4.3
Things to do in the evening	4.3
Cultural and/or artistic community	4.7
Evidence of community activity	4.8

PLACE EXPERIENCE IN TOWNSVILLE COMPARED TO THE NATIONAL BENCHMARK

Every two years Place Score conducts a liveability census in cities across Australia. The survey responses allow us to compare the performance of liveability attributes in Townsville with a national benchmark.

Compared to the National Benchmark these are our 2 best performing Place Attributes

- Range of housing prices and tenures (low to high $, buy or rent etc.)
- Ease of driving and parking

Compared to the National Benchmark these are our 5 worst performing Place Attributes

- Sense of neighbourhood safety (from crime, traffic, pollution etc.)
- Sense of personal safety (for all ages, genders, day or night)
- Evidence of community activity (volunteering, gardening, art, community-organised events etc.)
- Local history, historic buildings or features
- Local community groups and organisations

29 of the 50 Place Attributes are rated within ±5% of the National Benchmark which is viewed as being equivalent to the benchmark.

LIVEABILITY RECOMMENDATION

The Townsville LGA was reported in nine precincts; the below information reflects how the community rated attributes across the whole LGA. How has Council invest in these areas over the last financial year?

● Nurture

| #1 | Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.) |

● Prioritise

#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#4	Sense of personal safety (for all ages, genders, day or night)
#6	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#14	Evidence of Council/government management (signage, street cleaners etc.)

● Manage

#2	General condition of public open space (street trees, footpaths, parks etc.)
#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#7	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#11	Quality of public space (footpaths, verges, parks etc.)
#8	Landscaping and natural elements (street trees, planting, water features etc.)
#11	Locally owned and operated businesses
#13	Protection of the natural environment
#9	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#9	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#14	Sense of belonging in the community
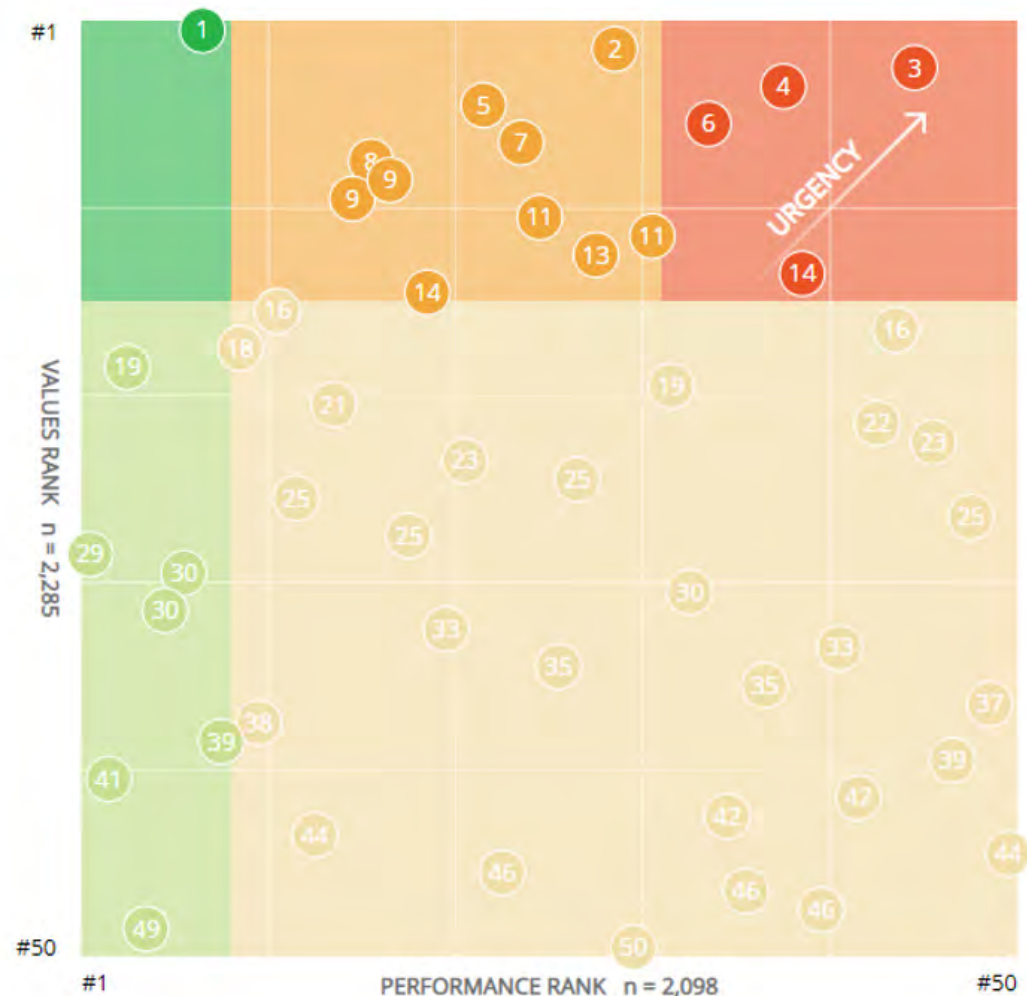
Place Score

© Place Score

COMMUNITY IDEAS

We asked the community "In 25 words or fewer, what is your big idea to make your suburb more liveable for you?" and "In 25 words or fewer, what is your small idea to make your suburb more liveable for you?"

3212 answers were collected.

SMALL AND BIG IDEAS RECEIVED FROM RESPONDENTS HAVE BEEN CATEGORISED INTO THE FOLLOWING TOPICS:
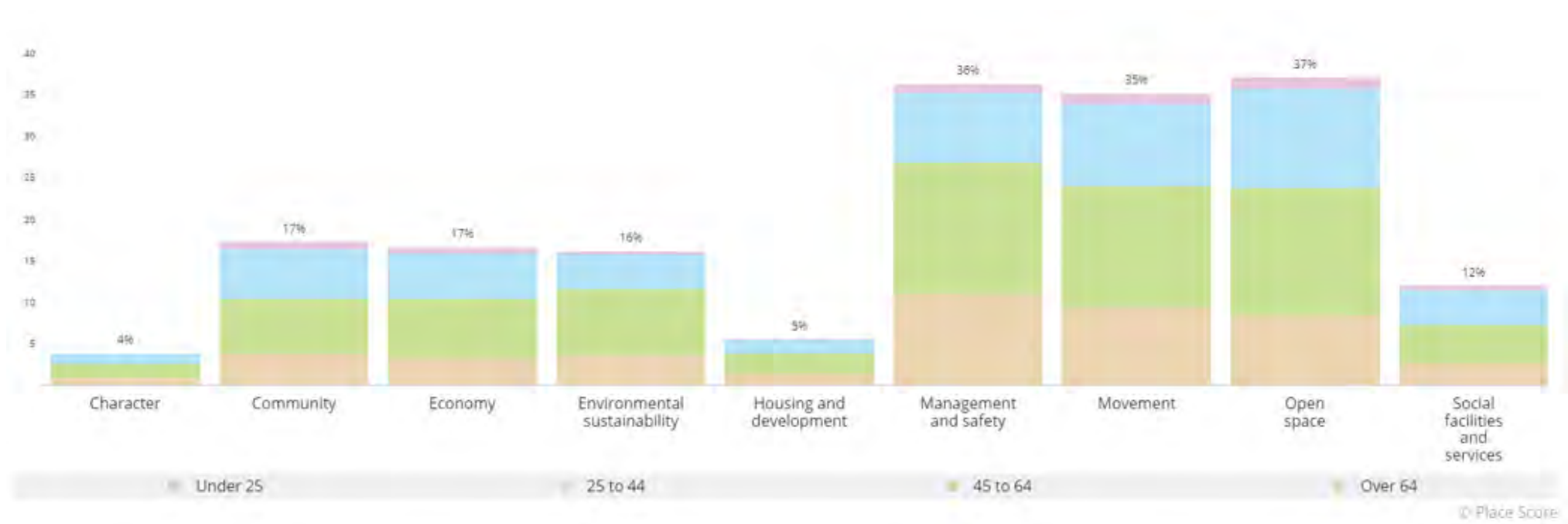
Categorising these 3212 responses into themes indicates that the majority of ideas are suggestions to improve management and safety, movement and/or open space

NEIGHBOURHOOD LIVEABILITY
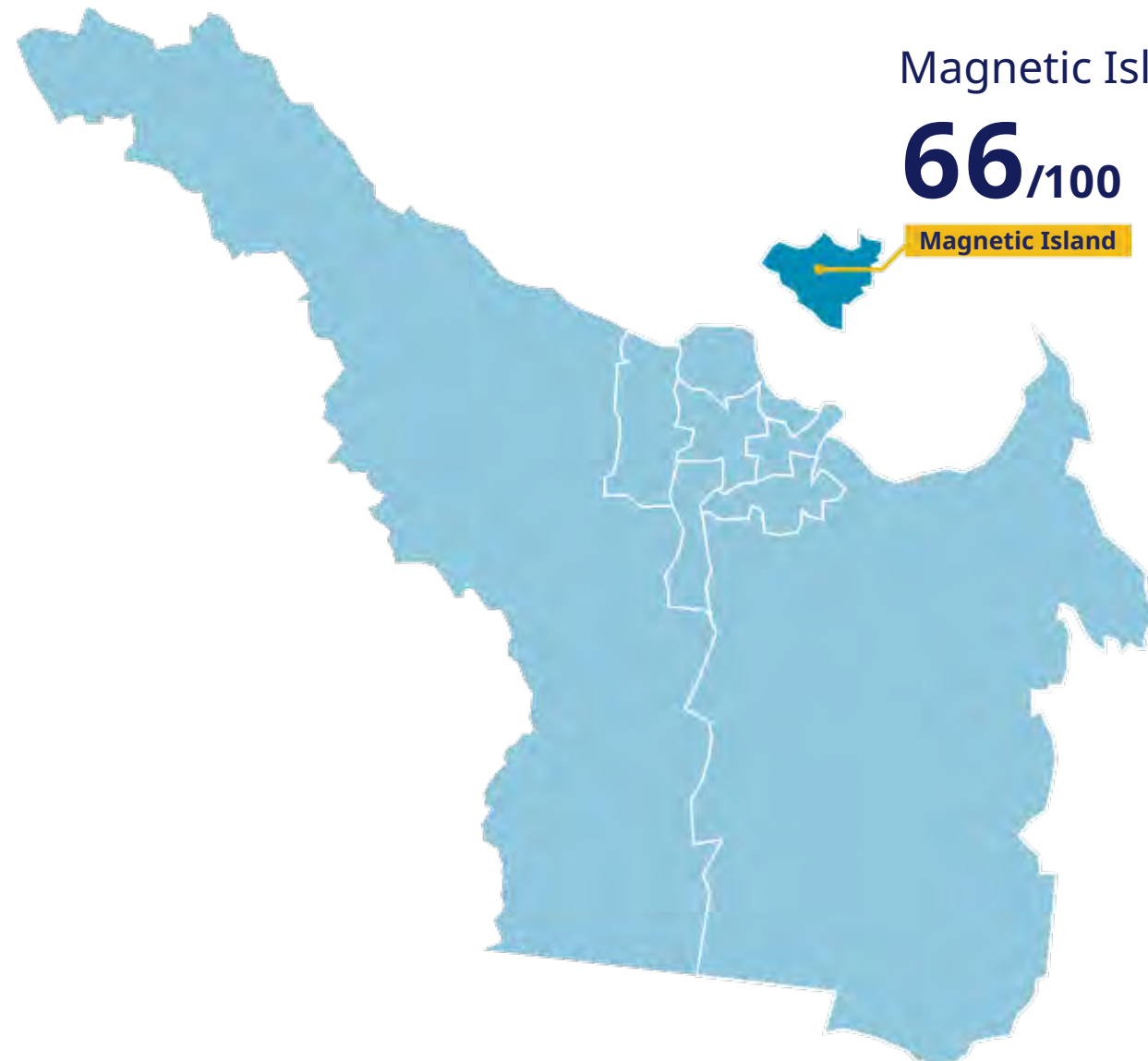
Magnetic Island - Precinct

66/100

Magnetic Island

Net Promoter Score

+49 | DETRACTORS 13% | PASSIVES 25% | PROMOTERS 62%
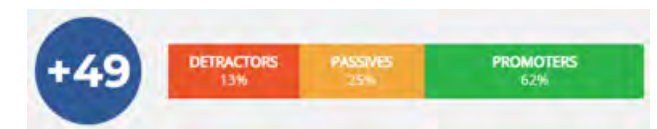
With a net promoter of 49, place attachment throughout this pricinct is considered good overall.

© Place Score

CAREFACTOR   Magnetic Island - Precinct

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

MAGNETIC ISLAND PRECINCT COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND MANAGED - Elements of natural environment is the number one Care Factor. Respondents also value the protection of the natural environment, landscaping and natural elements and general condition of open space.

ARE SAFE - The Magnetic Island community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

SUPPORT ENVIRONMENTAL SUSTAINABILITY AND AN ACTIVE COMMUNITY - The Magnetic Island community cares about sustainable behaviours in the community, sustainable urban design, spaces for group or community activities and evidence of community activity.

Magnetic Island's top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

#	Attribute	%
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	80%
2	Protection of the natural environment	75%
3	General condition of public open space (street trees, footpaths, parks etc.)	65%
4	Landscaping and natural elements (street trees, planting, water features etc.)	62%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	57%
6	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	55%
7	Sense of personal safety (for all ages, genders, day or night)	52%
8	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	51%
9	Physical comfort (including noise, smells, temperature etc.)	48%
9	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	48%
11	Overall visual character of the neighbourhood	46%
11	Sustainable behaviours in the community (water management, solar panels, recycling etc.)	46%
13	Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)	42%
13	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	42%
15	Quality of public space (footpaths, verges, parks etc.)	40%

© Place Score

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the Magnetic Island precinct a score of 66. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to a place.

MAGNETIC ISLAND

66 / 100 n = 61

Look and function
14

Sense of welcome
13

Things to do
12

Uniqueness
14

Care
13

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability on Magnetic Island.

The top 5 Place Attributes of Magnetic Island / 10

Elements of natural environment	8.9
Sense of personal safety	8.4
Sense of neighbourhood safety	8.2
Free places to sit comfortably by yourself or in small groups	8.1
There are people like me	8.1

The bottom 5 Place Attributes of Magnetic Island / 10

Access to shared community and commercial assets	4.1
Local education options	4.3
Local employment opportunities	4.7
Sustainable urban design	4.9
Child services	5.1

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the Magnetic Island precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured

🟢 **Nurture**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 **Prioritise**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 **Manage**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#9	Physical comfort (including noise, smells, temperature etc.)
#6	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#11	Overall visual character of the neighbourhood
#7	Sense of personal safety (for all ages, genders, day or night)
#15	Sense of belonging in the community

#3	General condition of public open space (street trees, footpaths, parks etc.)
#8	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#13	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#15	Quality of public space (footpaths, verges, parks etc.)

#2	Protection of the natural environment
#4	Landscaping and natural elements (street trees, planting, water features etc.)
#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#11	Sustainable behaviours in the community (water management, solar panels, recycling etc.)
#9	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)
#13	Spaces for group or community activities and/or gatherings (sports, picnics, performances etc.)
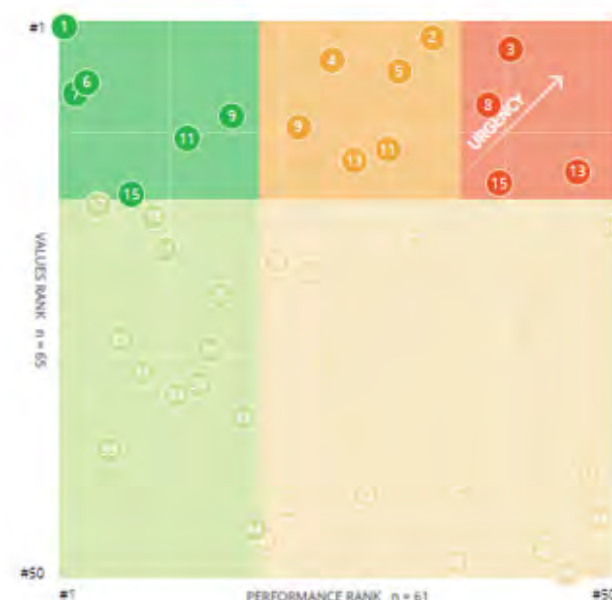
NEIGHBOURHOOD LIVEABILITY
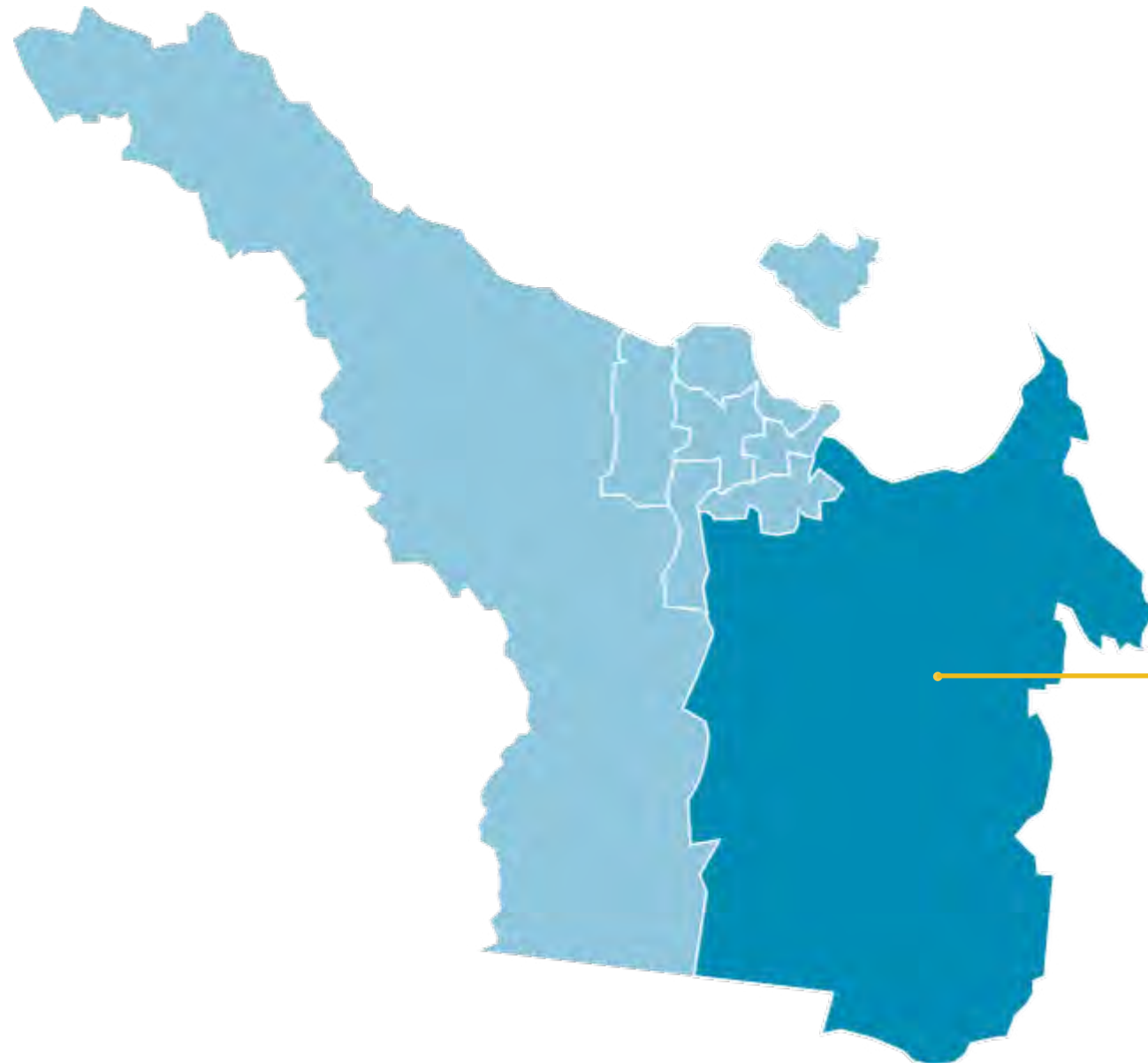
South West - Precinct

56/100

South West - Precinct

Net Promoter Score

+61   DETRACTORS 9%   PASSIVES 21%   PROMOTERS 70%

With a net promoter of 61, place attachment throughout this precinct is considered excellent overall.

© Place Score

CAREFACTOR   South West - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE SOUTH-WEST REGION VALUES NEIGHBOURHOODS THAT:

ARE SAFE – The South-West community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of security for all, regardless of one's age, gender or time of day.

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are the South-West Region's number one Care Factor. Respondents also value the protection of the natural environment and celebration of natural features through landscaping and well looked after public open space.

SUPPORT ENVIRONMENTAL SUSTAINABILITY AND AN ACTIVE COMMUNITY - The South West community cares about sustainable behaviours in the community, neighbourhood spirit/resilience and evidence of community activity. Their ideal neighbourhood also provides a sense of belonging and is welcoming to all people.

CONTRIBUTE TO THE RURAL AMENITY AND CONTRIBUTE TO THE CHARACTER - The South-West community cares about overall visual character, the general conditions of public open space and the physical comfort of their neighbourhood.

The South-West top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

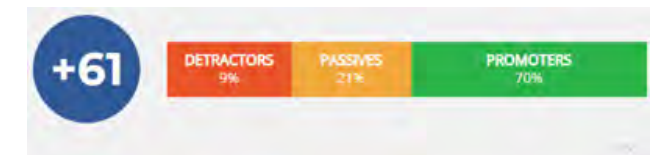| #	Care Factor	%
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	80%
2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	77%
3	Sense of personal safety (for all ages, genders, day or night)	67%
4	Protection of the natural environment	58%
5	Physical comfort (including noise, smells, temperature etc.)	57%
6	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	53%
7	Sense of belonging in the community	52%
7	General condition of public open space (street trees, footpaths, parks etc.)	52%
9	Landscaping and natural elements (street trees, planting, water features etc.)	50%
10	Overall visual character of the neighbourhood	48%
10	Welcoming to all people	48%
10	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	48%
13	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)	47%
13	Sustainable behaviours in the community (water management, solar panels, recycling etc.)	47%
15	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	43%

© Place Score

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the South-West a score of 56. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

SOUTH-WEST REGION
56 / 100   n = 56

Look and function — **14** /20

Sense of welcome — **11** /20

Things to do — **8** /20

Uniqueness — **12** /20

Care — **11** /20

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of South-West Region

Elements of natural environment	8.9
Physical comfort	8.7
Sense of personal safety	8.5
Neighbourhood spirit/resilience	8.4
Sense of neighbourhood safety	8.3

The bottom 5 Place Attributes of South-West Region

Things to do in the evening	2.5
Access to shared community and commercial assets	2.8
Evidence of recent public investment	2.8
Local businesses that provide for daily needs	2.9
Walking/jogging/bike paths that connect housing to communal amenity	3.0

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the South West precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths whichare both valued and contribute positively to local liveability should be nurtured.

🟢 **Nurture**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 **Prioritise**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 **Manage**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#3	Sense of personal safety (for all ages, genders, day or night)
#7	Sense of belonging in the community
#10	Overall visual character of the neighbourhood
#5	Physical comfort (including noise, smells, temperature etc.)
#10	Welcoming to all people
#13	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)
#16	Sense of character or identity that is different from other neighbourhoods

#15	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#10	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#7	General condition of public open space (street trees, footpaths, parks etc.)
#6	Evidence of community activity (volunteering, gardening, art, community-organised events etc.)
#13	Sustainable behaviours in the community (water management, solar panels, recycling etc.)

| #4 | Protection of the natural environment |
| #9 | Landscaping and natural elements (street trees, planting, water features etc.) |
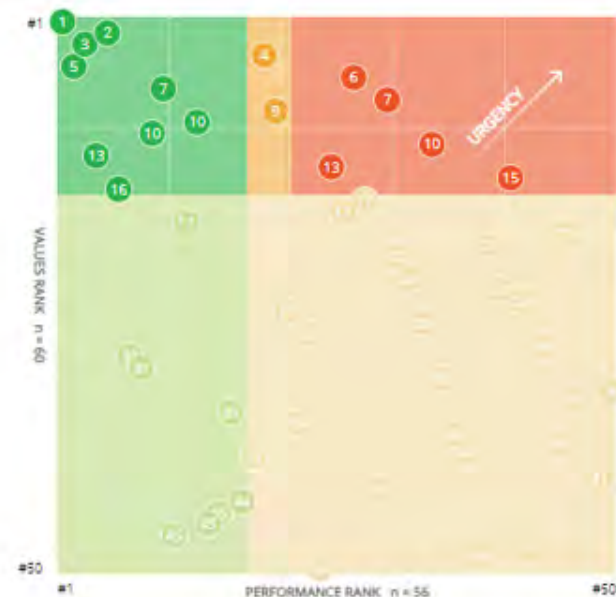
© Place Score

NEIGHBOURHOOD LIVEABILITY
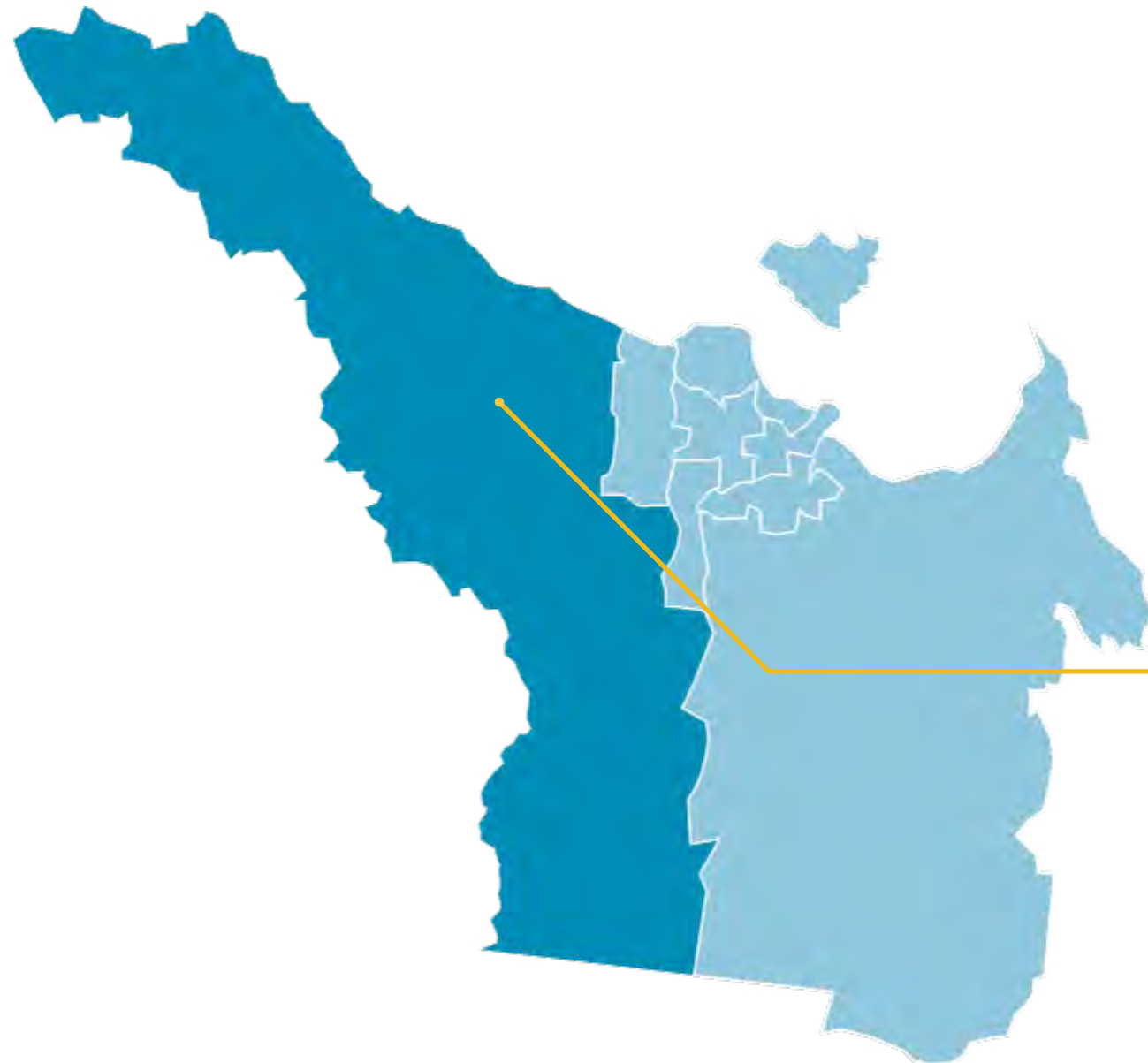
North West - Precinct

52/100

North West - Precinct

Net Promoter Score

| +32 | DETRACTORS 18% | PASSIVES 32% | PROMOTERS 50% |
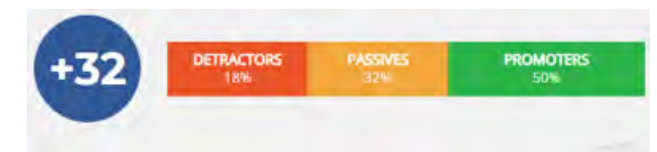
With a net promoter of 32, place attachment throughout this precinct is considered good overall.

© Place Score

CAREFACTOR   North West - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE NORTH-WEST REGION COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE SAFE - The North-West community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CLOSE TO NATURE AND LOOKED AFTER – Respondents value Natural features, views, vegetation, topography, water and wildlife are the North-West Region's as well as the protection of the natural environment and the celebration of natural features through landscaping and well looked after public open space.

PROVIDE GOOD PUBLIC OPEN SPACE - The North-West community cares about the general condition of open space and value spaces suitable for specific activities or special interests and the quality of public open space.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

North-West top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

#	Care Factor	%
1	Sense of personal safety (for all ages, genders, day or night)	75%
2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	74%
3	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	70%
4	General condition of public open space (street trees, footpaths, parks etc.)	64%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	55%
6	Physical comfort (including noise, smells, temperature etc.)	54%
7	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	53%
8	Protection of the natural environment	49%
9	Sense of belonging in the community	46%
9	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)	46%
11	Locally owned and operated businesses	40%
12	Landscaping and natural elements (street trees, planting, water features etc.)	39%
13	Quality of public space (footpaths, verges, parks etc.)	38%
13	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	38%
15	Sense of character or identity that is different from other neighbourhoods	38%

© Place Score

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the North-West Precinct a score of 52. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

NORTH-WEST REGION
52 / 100 n = 117

Look and function — 13 /20

Sense of welcome — 11 /20

Things to do — 8 /20

Uniqueness — 10 /20

Care — 10 /20

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of North-West Region / 10

Sense of personal safety	7.8
Ease of driving and parking	7.8
Physical comfort	7.7
There are people like me	7.7
Sense of neighbourhood safety	7.7

The bottom 5 Place Attributes of North-West Region / 10

Things to do in the evening	2.1
Walking/jogging/bike paths that connect housing to communal amenity	2.5
Unusual or unique buildings and/or public space design	3.1
Evidence of Council/government management	3.2
Access and safety of walking, cycling and/or public transport	3.2

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the North West precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 Nurture

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 Prioritise

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 Manage

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#3	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#1	Sense of personal safety (for all ages, genders, day or night)
#6	Physical comfort (including noise, smells, temperature etc.)
#9	Neighbourhood spirit/resilience (from external impacts, storms, economic downturns etc.)

#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#4	General condition of public open space (street trees, footpaths, parks etc.)
#7	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#8	Protection of the natural environment
#11	Locally owned and operated businesses

#9	Sense of belonging in the community

© Place Score

NEIGHBOURHOOD LIVEABILITY
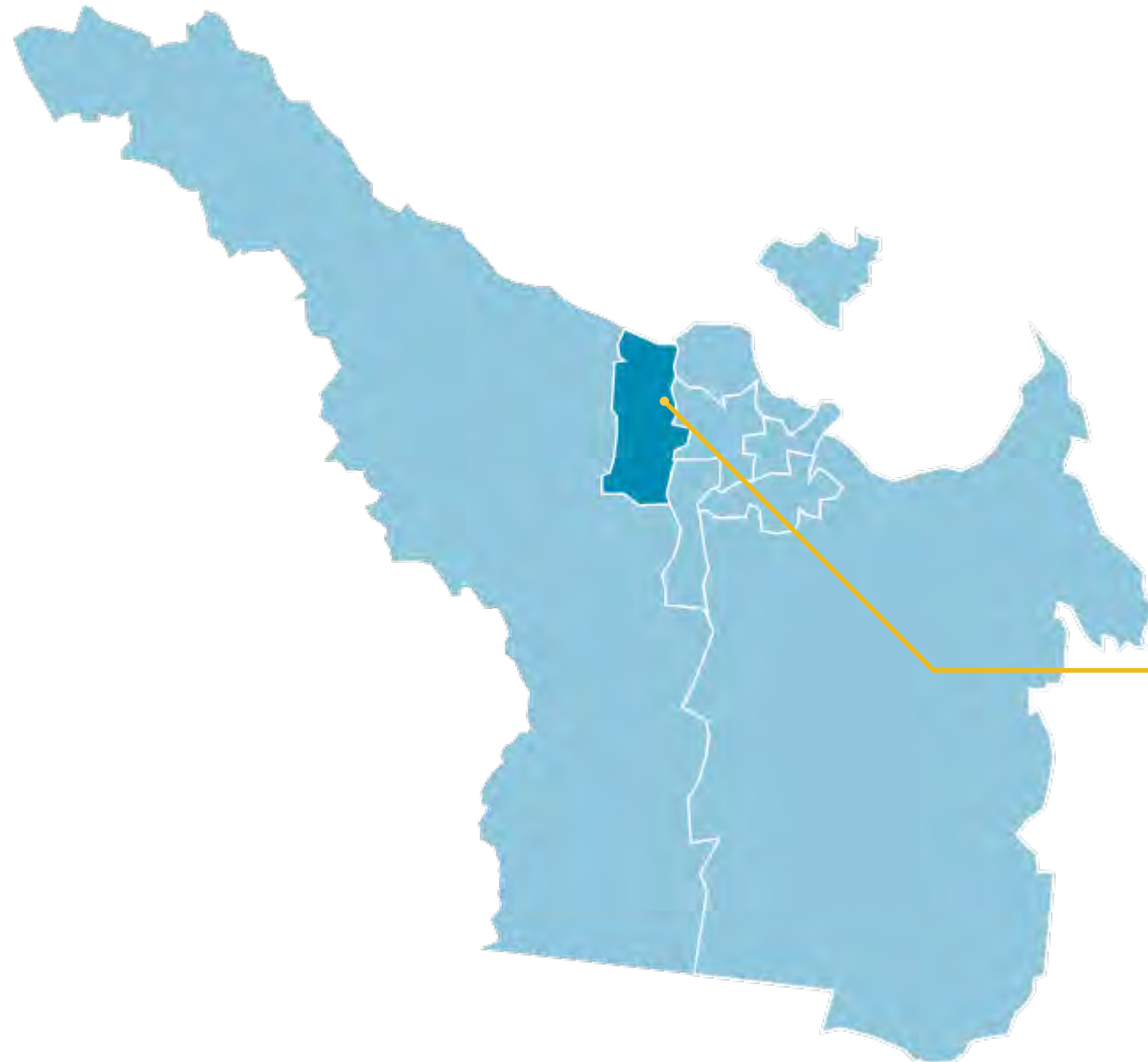
Emerging
Community
North - Precinct

59/100

EMERGING COMMUNITY NORTH PRECINCT

Net Promoter Score

+18	DETRACTORS 21%	PASSIVES 40%	PROMOTERS 39%
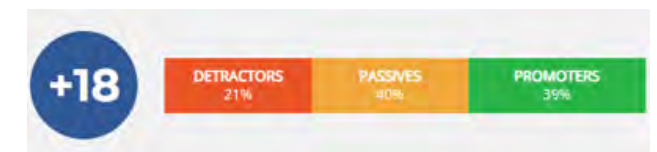
With a net promoter of 18, place attachment throughout this precinct is considered good overall.

© Place Score

CAREFACTOR   Emerging Community North - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE EMERGING COMMUNITY NORTH COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE SAFE - The Emerging Community North community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CLOSE TO NATURE AND LOOKED AFTER – Natural features views, vegetation, topography, water and wildlife are the community's number one Care Factor. Respondents also value the celebration of natural features through landscaping and well looked after public open space

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES – The Emerging Community North community cares about

local amenities being easily accessible and values the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood. They value when these businesses are locally owned and operated.

Emerging Community North's Precinct top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	72%
2	General condition of public open space (street trees, footpaths, parks etc.)	69%
3	Sense of personal safety (for all ages, genders, day or night)	65%
4	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	64%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	54%
5	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	54%
7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	49%
8	Landscaping and natural elements (street trees, planting, water features etc.)	48%
9	Evidence of Council/government management (signage, street cleaners etc.)	47%
10	Locally owned and operated businesses	46%
11	Quality of public space (footpaths, verges, parks etc.)	45%
11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	45%
13	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	44%
14	Sense of belonging in the community	42%
14	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	42%

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the Emerging Community North a score of 59. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of Emerging Community North / 10

Attribute	Score
General condition of housing and other private buildings	7.7
There are people like me	7.6
Quality of buildings	7.5
Welcoming to all people	7.5
Range of housing types and sizes	7.5

The bottom 5 Place Attributes of Emerging Community North / 10

Attribute	Score
Local history, historic buildings or features	2.6
Things to do in the evening	2.7
Unusual or unique buildings and/or public space design	3.5
Cultural and/or artistic community	3.8
Evidence of community activity	4.1

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the Emerging Community North precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 Nurture

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 Prioritise

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 Manage

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#8	Landscaping and natural elements (street trees, planting, water features etc.)

#4	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#5	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#9	Evidence of Council/government management (signage, street cleaners etc.)
#14	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#10	Locally owned and operated businesses

#2	General condition of public open space (street trees, footpaths, parks etc.)
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#3	Sense of personal safety (for all ages, genders, day or night)
#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#7	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#13	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#11	Quality of public space (footpaths, verges, parks etc.)
#14	Sense of belonging in the community

NEIGHBOURHOOD LIVEABILITY

City and Beach Side - Precinct

71/100

CITY AND BEACH SIDE PRECINCT

Net Promoter Score

+52 | DETRACTORS 8% | PASSIVES 31% | PROMOTERS 60%

With a net promoter of 52, place attachment throughout this precinct is considered excellent overall.

© Place Score

CAREFACTOR   City and Beach Side - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE CITY AND BEACH SIDE COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are this community's number one Care Factor. Respondents also value the protection of natural environment, celebration of natural features through landscaping and well looked after public open space.

ARE SAFE – The City and Beach Side community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the City and Beach Side community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES - The City and Beach Side community cares about local amenities being easily accessible and also values the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood.

City and Beach Side's Precinct top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

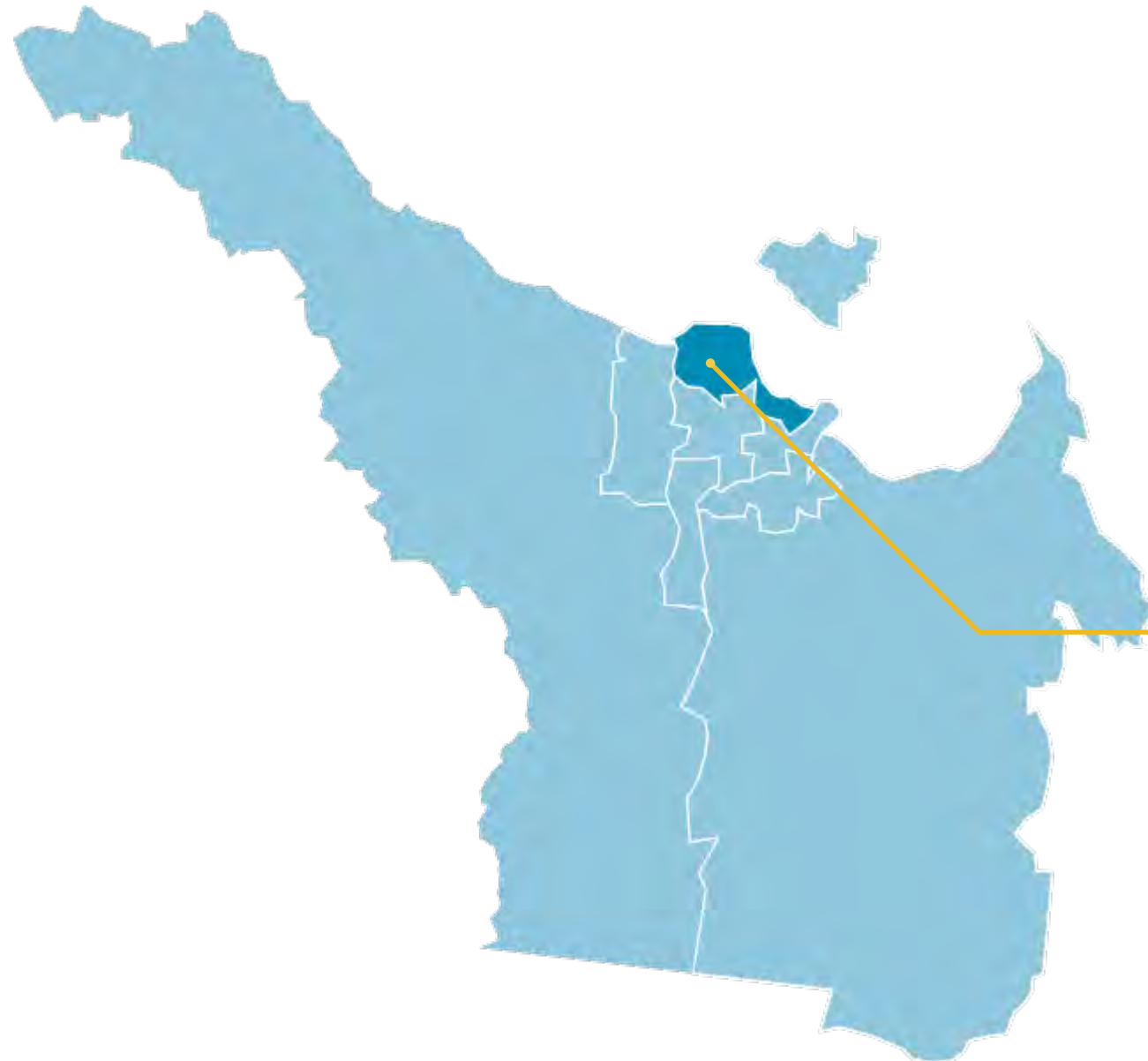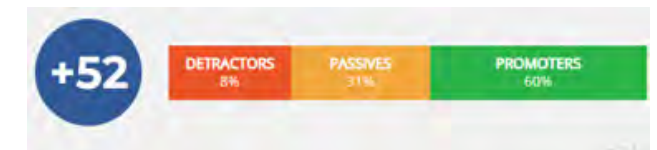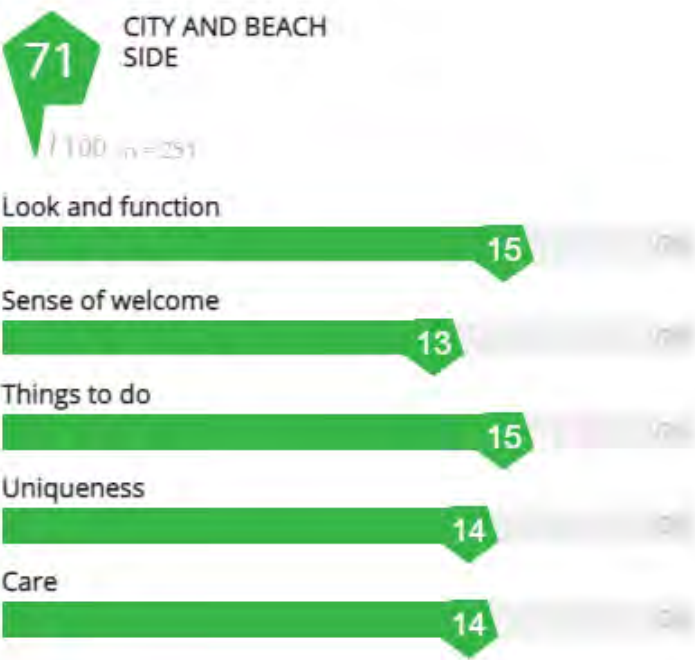| #	Care Factor	%
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	78%
2	General condition of public open space (street trees, footpaths, parks etc.)	69%
3	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	64%
4	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	63%
5	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	58%
6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	55%
7	Sense of personal safety (for all ages, genders, day or night)	54%
8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	50%
9	Landscaping and natural elements (street trees, planting, water features etc.)	49%
10	Quality of public space (footpaths, verges, parks etc.)	48%
11	Protection of the natural environment	44%
12	Evidence of Council/government management (signage, street cleaners etc.)	43%
13	Overall visual character of the neighbourhood	39%
14	Things to do in the evening (bars, dining, cinema, live music etc.)	37%
15	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	36%

© Place Score

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the City and Beach Side Precinct a score of 71. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

CITY AND BEACH SIDE
71 /100 n=251

Look and function — 15

Sense of welcome — 13

Things to do — 15

Uniqueness — 14

Care — 14

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of City and Beach Side /10

Elements of natural environment	8.3
Free places to sit comfortably by yourself or in small groups	8.2
Spaces for group or community activities and/or gatherings	8.1
Spaces suitable for specific activities or special interests	8.1
Connectivity	8.0

The bottom 5 Place Attributes of City and Beach Side /10

Sense of neighbourhood safety	5.6
Child services	5.7
Sustainable urban design	5.7
Family and community services	5.8
Evidence of recent public investment	6.0

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the City and Beachside precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 Nurture

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 Prioritise

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 Manage

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#4	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#3	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#9	Landscaping and natural elements (street trees, planting, water features etc.)
#11	Protection of the natural environment

#5	Sense of neighbourhood safety (from crime, traffic, pollution etc.)

#2	General condition of public open space (street trees, footpaths, parks etc.)
#7	Sense of personal safety (for all ages, genders, day or night)
#10	Quality of public space (footpaths, verges, parks etc.)
#12	Evidence of Council/government management (signage, street cleaners etc.)
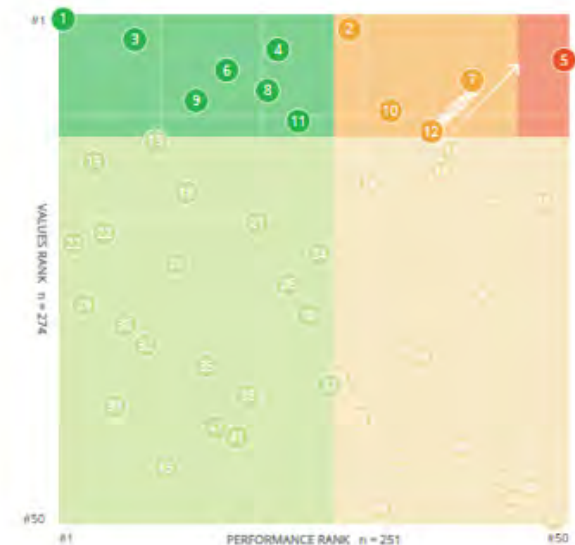
NEIGHBOURHOOD LIVEABILITY

Kirwan and Upper Ross - Precinct

53/100

KIRWAN AND UPPER ROSS PRECINCT

Net Promoter Score

-31	DETRACTORS 48%	PASSIVES 35%	PROMOTERS 17%

With a net promoter of -31, place attachment throughout this precinct is considered poor overall.

© Place Score

CAREFACTOR Kirwan and Upper Ross - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE KIRWAN AND UPPER ROSS COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are your community's number one Care Factor. Respondents also value the celebration of natural features through landscaping and well looked after public open space.

ARE SAFE – The Kirwan and Upper Ross community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of their community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES – The Kirwan and Upper Ross community cares about local amenities being easily accessible and also values the

presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood especially when they are locally owned and operated businesses.

Kirwan and Upper Ross's top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

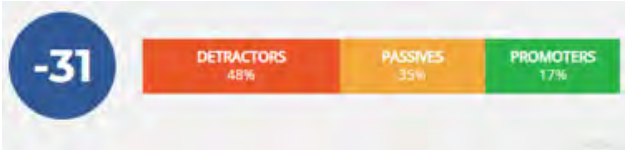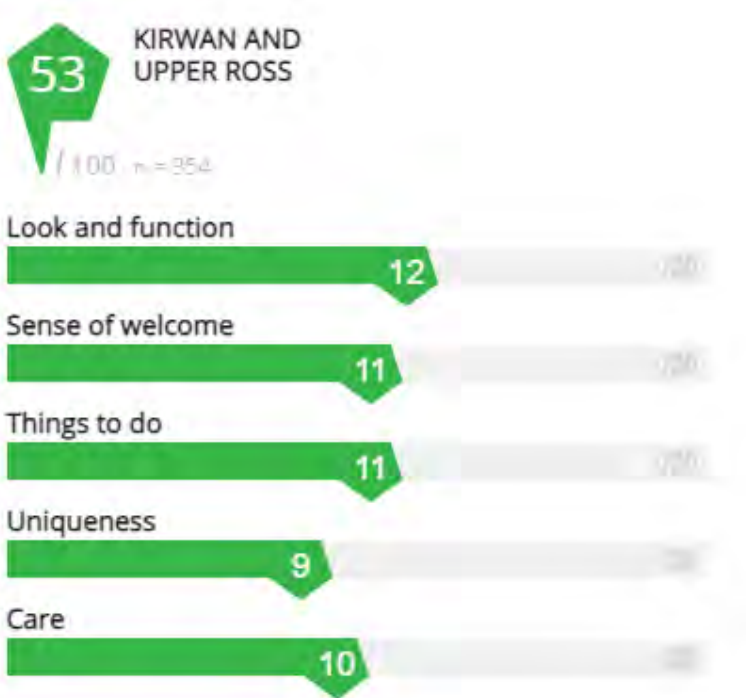| #	Care Factor	%
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	70%
2	General condition of public open space (street trees, footpaths, parks etc.)	64%
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	62%
4	Sense of personal safety (for all ages, genders, day or night)	60%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	54%
6	Locally owned and operated businesses	49%
6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	49%
8	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	48%
9	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	47%
10	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	46%
11	Quality of public space (footpaths, verges, parks etc.)	43%
12	Evidence of Council/government management (signage, street cleaners etc.)	42%
12	Landscaping and natural elements (street trees, planting, water features etc.)	42%
14	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	40%
15	Physical comfort (including noise, smells, temperature etc.)	39%

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the Kirwan and Upper Ross Precinct a score of 53. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

KIRWAN AND UPPER ROSS
53 / 100 n = 354

Look and function
12 /20

Sense of welcome
11 /20

Things to do
11 /20

Uniqueness
9

Care
10

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of Kirwan and Upper Ross / 10

Local businesses that provide for daily needs	7.2
Ease of driving and parking	7.1
There are people like me	7.1
Connectivity	7.0
Range of housing types and sizes	6.8

The bottom 5 Place Attributes of Kirwan and Upper Ross / 10

Sense of neighbourhood safety	3.0
Local history, historic buildings or features	3.0
Unusual or unique buildings and/or public space design	3.2
Sense of personal safety	3.5
Cultural and/or artistic community	3.8

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the Kirwan and Upper Ross precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 **Nurture**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 **Prioritise**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 **Manage**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#10	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)

|	
#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#4	Sense of personal safety (for all ages, genders, day or night)
#2	General condition of public open space (street trees, footpaths, parks etc.)
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#9	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#12	Evidence of Council/government management (signage, street cleaners etc.)
#8	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#11	Quality of public space (footpaths, verges, parks etc.)
#12	Landscaping and natural elements (street trees, planting, water features etc.)

#6	Locally owned and operated businesses
#6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
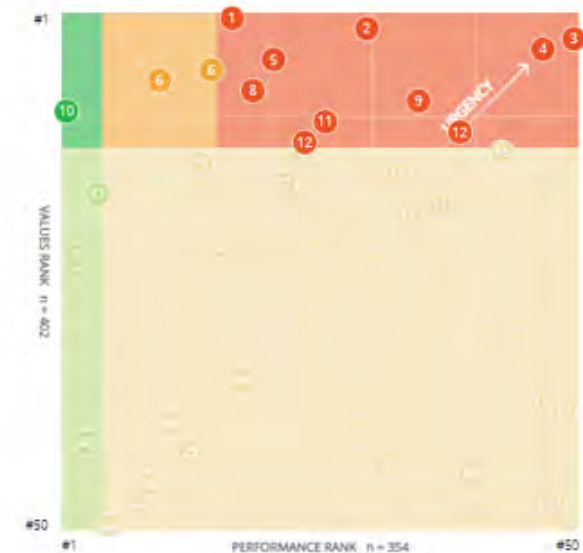
NEIGHBOURHOOD LIVEABILITY

Riverside Suburbs - Precinct
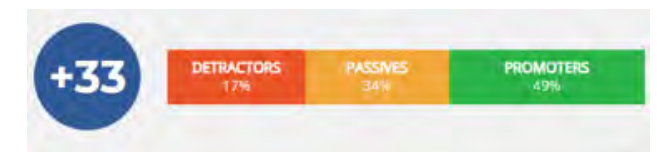
66/100

RIVERSIDE SUBURBS PRECINCT

Net Promoter Score

+33 | DETRACTORS 17% | PASSIVES 34% | PROMOTERS 49%

With a net promoter of 33, place attachment throughout this neighbourhood is considered good overall.

© Place Score

CAREFACTOR   Riverside Suburbs - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE RIVERSIDE SUBURBS COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are your community's number one Care Factor. Respondents also value the celebration of natural features through landscaping and well looked after public open space.

ARE SAFE – The Riverside Suburbs community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES – The Riverside Suburbs community cares about local amenities being easily accessible and values the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood especially locally owned and operated businesses.

Riverside Suburbs top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

|		
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	75%
2	General condition of public open space (street trees, footpaths, parks etc.)	70%
3	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	68%
4	Sense of personal safety (for all ages, genders, day or night)	61%
5	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	60%
6	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	58%
7	Landscaping and natural elements (street trees, planting, water features etc.)	52%
8	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	51%
9	Sense of belonging in the community	49%
10	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	46%
11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	45%
12	Locally owned and operated businesses	44%
13	Quality of public space (footpaths, verges, parks etc.)	43%
14	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)	41%
15	Evidence of Council/government management (signage, street cleaners etc.)	41%

© Place Score

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the Riverside Suburbs a score of 66. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.
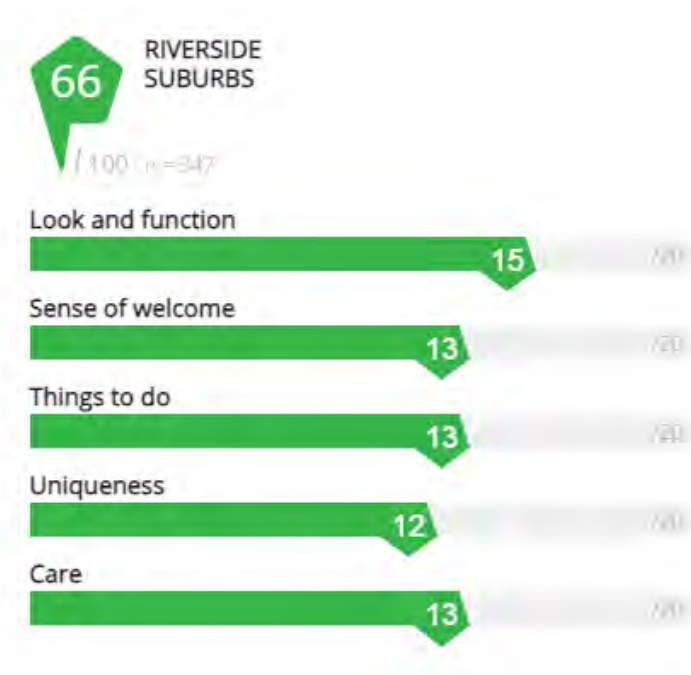
What Is Impacting Our Lived Experience

The tables below identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of Riverside Suburbs / 10

Attribute	Score
Elements of natural environment	8.0
Range of housing types and sizes	7.9
Ease of driving and parking	7.9
There are people like me	7.9
Welcoming to all people	7.8

The bottom 5 Place Attributes of Riverside Suburbs / 10

Attribute	Score
Local history, historic buildings or features	4.0
Things to do in the evening	4.0
Unusual or unique buildings and/or public space design	4.4
Cultural and/or artistic community	4.8
Sense of neighbourhood safety	4.8

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the Riverside suburbs precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 Nurture

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 Prioritise

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 Manage

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#2	General condition of public open space (street trees, footpaths, parks etc.)
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#3	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#7	Landscaping and natural elements (street trees, planting, water features etc.)
#13	Quality of public space (footpaths, verges, parks etc.)
#11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)

#5	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#4	Sense of personal safety (for all ages, genders, day or night)
#14	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)

#6	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#8	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#12	Locally owned and operated businesses
#10	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#9	Sense of belonging in the community
#14	Evidence of Council/government management (signage, street cleaners etc.)
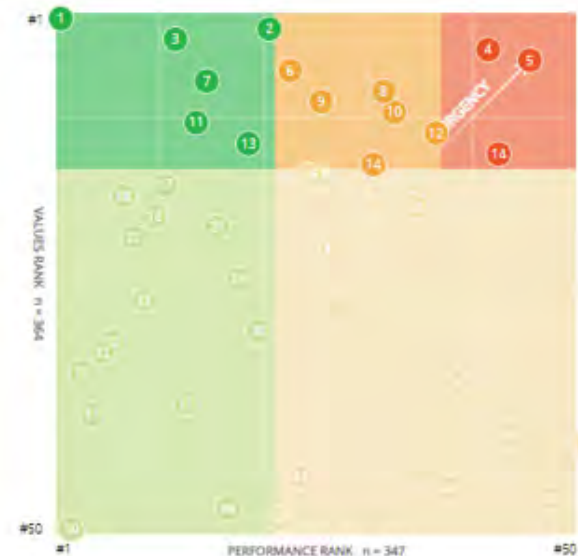
NEIGHBOURHOOD LIVEABILITY

Central Suburbs - East - Precinct

63/100

CENTRAL SUBURBS - EAST PRECINCT

Net Promoter Score

+17 | DETRACTORS 23% | PASSIVES 38% | PROMOTERS 39%
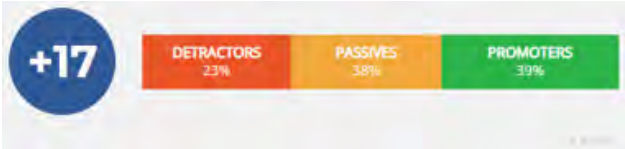
With a net promoter of 17, place attachment throughout this neighbourhood is considered good overall.

© Place Score

CAREFACTOR   Central Suburbs - East - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE CENTRAL SUBURBS – EAST COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are your community's number one Care Factor. Respondents also value the protection of the natural environments and the celebration of natural features through landscaping and well looked after public open space.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

ARE SAFE – The Central Suburbs - East community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES – The Central Suburbs – East community cares about local amenities being easily accessible and also values the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood.

Central Suburbs – East's top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

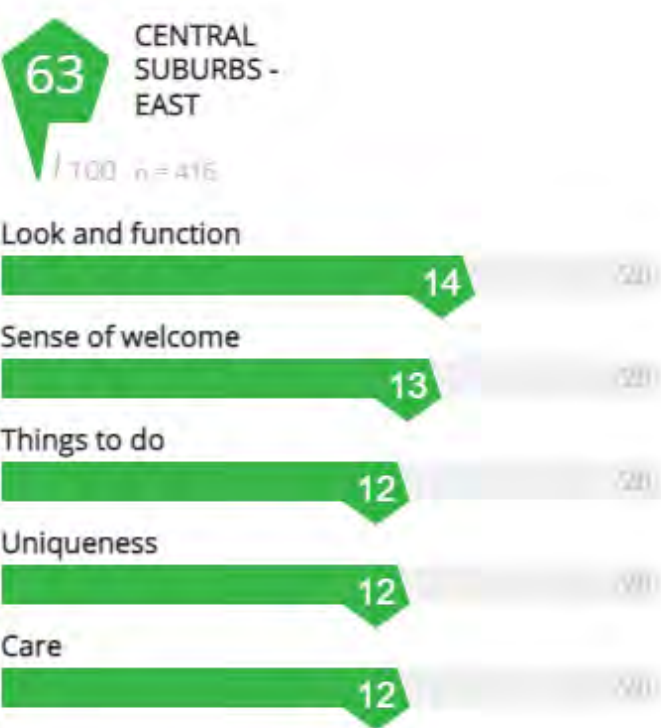| #	Care Factor	%
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	67%
2	General condition of public open space (street trees, footpaths, parks etc.)	66%
3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	59%
4	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	58%
5	Sense of personal safety (for all ages, genders, day or night)	55%
5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	55%
7	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	51%
8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	48%
9	Landscaping and natural elements (street trees, planting, water features etc.)	47%
10	Protection of the natural environment	46%
11	Quality of public space (footpaths, verges, parks etc.)	42%
11	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	42%
11	Locally owned and operated businesses	42%
11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	42%
15	Physical comfort (including noise, smells, temperature etc.)	38%

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the Central Suburbs – East's Precinct a score of 63. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

CENTRAL SUBURBS - EAST
63 / 100 n = 416

Dimension	Score
Look and function	14
Sense of welcome	13
Things to do	12
Uniqueness	12
Care	12

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of Central Suburbs - East /10

Attribute	Score
Ease of driving and parking	8.2
Connectivity	8.0
Range of housing types and sizes	7.6
There are people like me	7.3
Welcoming to all people	7.3

The bottom 5 Place Attributes of Central Suburbs - East /10

Attribute	Score
Sense of neighbourhood safety	4.6
Sustainable urban design	4.6
Cultural and/or artistic community	4.6
Unusual or unique buildings and/or public space design	4.8
Things to do in the evening	4.8

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the Central Suburbs East precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 **Nurture**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 **Prioritise**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.
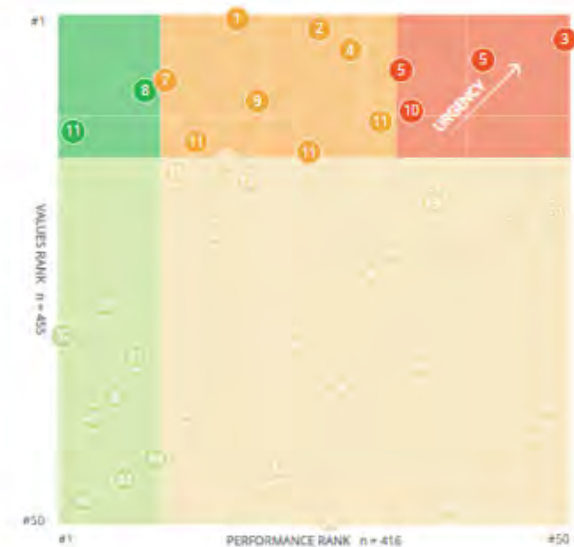
CF ≥ 40%, PX < 6

🟠 **Manage**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#11	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#5	Sense of personal safety (for all ages, genders, day or night)
#5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#10	Protection of the natural environment

#2	General condition of public open space (street trees, footpaths, parks etc.)
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#4	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#9	Landscaping and natural elements (street trees, planting, water features etc.)
#11	Quality of public space (footpaths, verges, parks etc.)
#7	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#11	Locally owned and operated businesses

NEIGHBOURHOOD LIVEABILITY

Central Suburbs - West - Precinct

56/100

CENTRAL SUBURBS - WEST PRECINCT

Net Promoter Score

-15 | DETRACTORS 37% | PASSIVES 42% | PROMOTERS 21%
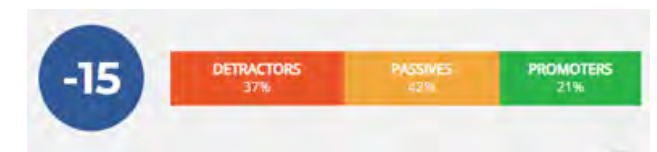
With a net promoter of -15, place attachment throughout these neighbourhoods is considered poor overall.

© Place Score

CAREFACTOR Central Suburbs - West - Precinct

CARE FACTOR - COMMUNITY PLACE VALUES

Care Factor requires respondents to prioritise different aspects of a neighbourhood to identify what they care about most.

The Care Factor data identifies what is most important to the community in their ideal neighourhood.

THE CENTRAL SUBURBS - WEST COMMUNITY VALUES NEIGHBOURHOODS THAT:

ARE CLOSE TO NATURE AND LOOKED AFTER - Natural features, views, vegetation, topography, water and wildlife are your community's number one Care Factor. Respondents also value the celebration of natural features through landscaping and well looked after public open space.

ARE SAFE – The Central Suburbs - West community cares about everyone feeling safe in their ideal neighbourhood. This includes safety from crime, traffic or pollution. People also care about a sense of safety for all, regardless of one's age, gender or time of day.

ARE CONNECTED BY ACTIVE AND PUBLIC TRANSPORT NETWORKS - Both walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) and access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.) are an important part of the community's ideal neighbourhood.

OFFER GREAT LOCAL AMENITIES AND BUSINESSES – The Central Suburbs - West community cares about local amenities being easily accessible and also values the presence of grocery stores, pharmacies, banks and other 'everyday' shops in their neighbourhood especially when they are locally owned and operated businesses.

Central Suburbs – West's top 15 Care Factors are ranked based on how many people selected each attribute as being important to them in an ideal neighbourhood.

#		
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	67%
2	Sense of neighbourhood safety (from crime, traffic, pollution etc.)	65%
2	General condition of public open space (street trees, footpaths, parks etc.)	65%
2	Sense of personal safety (for all ages, genders, day or night)	65%
5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	56%
5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	56%
7	Evidence of Council/government management (signage, street cleaners etc.)	50%
8	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)	48%
9	Locally owned and operated businesses	45%
10	Landscaping and natural elements (street trees, planting, water features etc.)	43%
10	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	43%
10	Sense of belonging in the community	43%
13	Quality of public space (footpaths, verges, parks etc.)	41%
13	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	41%
15	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	39%

© Place Score

PXASSESSMENT

A PX Assessment asks respondents to rate how different aspects of their current neighbourhood are impacting their 'lived place experience', resulting in a PX Score that captures neighbourhood liveability.

Liveability Score

Respondents gave the Central Suburbs – West Precinct a score of 56. The PX Score is made up of five key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

CENTRAL SUBURBS - WEST
56 / 100 n = 287

Look and function — 13

Sense of welcome — 11

Things to do — 11

Uniqueness — 10

Care — 11

What Is Impacting Our Lived Experience

The below tables identify the highest and lowest rated attributes that are contributing to neighbourhood liveability.

The top 5 Place Attributes of Central Suburbs - West /10

Connectivity	7.9
Ease of driving and parking	7.6
Local businesses that provide for daily needs	7.2
Range of housing types and sizes	6.9
There are people like me	6.9

The bottom 5 Place Attributes of Central Suburbs - West /10

Local history, historic buildings or features	3.4
Unusual or unique buildings and/or public space design	3.5
Things to do in the evening	3.5
Sense of neighbourhood safety	3.6
Cultural and/or artistic community	3.8

© Place Score

NEIGHBOURHOOD LIVEABILITY RECOMMENDATIONS

Combining community values and liveability scores determines the Central Suburbs - West precinct's liveability priorities. The more people that care about a place attribute, and the lower it performs, the higher the priority. Conversely, neighbourhood strengths which are both valued and contribute positively to local liveability should be nurtured.

🟢 **Nurture**

These attributes are the strongest contributors to local liveability because a significant proportion of our community values them and rated them positively. Consider how to strengthen these attributes, and protect them from potential threats.

CF ≥ 40%, PX ≥ 7

🔴 **Prioritise**

Increase the performance of these attributes to deliver the biggest benefit to our community. They identify the aspects of our neighbourhoods that are important to most people, but are currently underperforming.

CF ≥ 40%, PX < 6

🟠 **Manage**

Not quite an emergency but not performing as well as they could. Increase investment in these attributes to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.

CF ≥ 40%, 6 ≤ PX < 7

#8	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#11	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)

#3	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
#5	Sense of personal safety (for all ages, genders, day or night)
#5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#10	Protection of the natural environment

#2	General condition of public open space (street trees, footpaths, parks etc.)
#1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#4	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#9	Landscaping and natural elements (street trees, planting, water features etc.)
#11	Quality of public space (footpaths, verges, parks etc.)
#7	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#11	Spaces suitable for specific activities or special interests (entertainment, exercise, dog park, BBQs etc.)
#11	Locally owned and operated businesses

City of
Townsville