

Draft Sunshine Coast
Community Strategy
2019-2041

Information Sheet 1:
Community Strategy Summary



Vision

Together we thrive

The Sunshine Coast community thrives through connection with people, places and spaces and staying true to our values as a welcoming, caring and vibrant community, with opportunities to participate for all.

In 2041:

We are a kind, caring community who look after each other. At the heart of our communities are our people who come together. There is a strong sense of belonging and community spirit.

We respect, value and celebrate the culture of our First Nations people. We understand and acknowledge the enduring connection to Country of the Traditional Custodians – the Kabi Kabi peoples and the Jinibara peoples – and the contribution of the broader First Nations community.

Our community is as healthy as possible with good physical and mental health. We practise healthy lifestyles and limit risky behaviours that impact long-term health. We utilise our beautiful beaches, green spaces and active transport networks to move about and build healthy habits into our daily lives.

We all have multiple fulfilling connections with others, contributing to our health and wellbeing and our sense of connection, belonging and inclusion within our local community. We are less likely to feel lonely and we can draw on support from others when we need it.

We value and celebrate diversity, in all its forms. We respect people who are different to ourselves. We are interested to learn about our different and shared experiences, and we are not afraid to talk about what makes us unique.

New residents to the Sunshine Coast are welcomed into our local community by friendly neighbours. They meet new people easily and are quickly integrated into community networks and activities. They make new friends and can participate fully in community life soon after moving in.

Everyone has equitable opportunities to participate without barriers. Prejudice, discrimination and attitudinal or environmental barriers that limit potential are removed.

We all have the capacity and willingness to actively contribute to our community. We come together to proactively identify priorities, learn from others and take collective action. We actively participate in the social, cultural, creative, sporting and economic life of our region.

Our community is safe, with low levels of crime. Domestic and family violence is not tolerated. We also feel safe. This feeling of safety is supported through a sense of connection to others and the amenity of the built and natural environment.

Community places and spaces are inclusive and support our community to come together to connect, learn, share and collaborate.

Our transport network supports community connection and healthy lifestyles. We can get around with ease in ways that are affordable, sustainable and convenient.

Housing is diverse and suited to the needs of our community and households on average incomes can afford to live here. Rates of homelessness are low. People experiencing homelessness are treated with dignity and compassion.

We are prepared and resilient. We maximise our resilience through building strong connections with others and preparing ourselves for potential risks. We take personal responsibility for our own safety and resilience, and for those around us, as much as we can.

We value our shared heritage and the individual heritage of the people that make up our community. We are creative, with world-class art, music and leisure experiences that showcase our rich culture and heritage.

We are innovative with rapid advancements in technology enabling us to engage with each other and the world in ways we never thought possible.

We all have a vested interest and personal responsibility to contribute to the Sunshine Coast that we want to see in 2041.

Goal

A strong community

A strong community is connected, everyone is included and treated with respect, and opportunities are available for all.



01 Healthy, active communities

Information, services and programs support physical and mental health and wellbeing.

Topics

- 1.1 Health and wellbeing



02 Vibrant communities

Community places and spaces, transport and housing provide the fundamental building blocks for a vibrant community.

Topics

- 2.1 Community places and spaces
- 2.2 Transport
- 2.3 Housing and homelessness support



03 Inclusive communities

Opportunities are available for everyone to participate and be involved.

Topics

- 3.1 Inclusion
- 3.2 Volunteering
- 3.3 Community engagement



04 Connected, resilient communities

Communities are connected, resilient and safe where people work collaboratively to achieve shared goals.

Topics

- 4.1 Community connection and resilience
- 4.2 Community safety



05 Creative, innovative communities

Creativity, heritage and First Nations culture is a source of connection, learning and pride.

Topics

- 5.1 Arts, heritage and First Nations culture



Principles and methods

The following principles and methods inform Council and community decision-making, action and how we work together to achieve our shared goals.

Principles

Local (place-based)

The Sunshine Coast is one regional community made up of many local communities. Each local community has its own unique sense of identity and its own priorities, strengths and challenges. These local differences are valued and harnessed for the benefit of each community, and this collectively strengthens our region.

Collaborative

Collaboration takes full advantage of the depth of lived experience, knowledge, expertise and other assets in our communities. Fostering relationships and ongoing communication that build trust and reciprocity are important for effective collaboration. Collaboration, open communication, trust and relationships are hallmarks of the way we work to achieve our goals.

Evidenced

Our actions will be driven by evidence gathered through research, data analysis and community knowledge. We will also draw upon evidence from outside the region. Evidence-based decision-making will maximise our effectiveness, ensure our resources are used efficiently, and increase the likelihood that we achieve our desired outcomes.

Equitable

A focus on equity ensures resources and opportunities are shared in a way that helps everyone, especially those who may need more support. The principles of equity, fairness and social justice are fundamental to achieving a strong community.

Outcome-focused

We will focus our efforts on initiatives that contribute to achieving our shared goals. Progress towards achieving our goals will be regularly measured and communicated. This approach requires transparency and trust to learn and improve together to maximise positive outcomes.

Methods

Encourage community involvement

As a community we will encourage and cultivate active participation and support community-led initiatives to achieve our shared goals.

Council will embrace, encourage and facilitate community participation and community-led initiatives to improve decision-making, deliver responsive services and enhance outcomes.

Grow collective capacity

As a community we will draw upon the depth of lived experience, knowledge and other assets in our community to grow our collective capacity.

Council will support collective capacity building by learning from others, engaging with community leaders and facilitating community connection and opportunities for collective learning, where needed.

Partner and collaborate

As a community we will partner and collaborate to learn from each other, explore opportunities and take collective action.

Council will learn from others and explore opportunities to work together to innovate and maximise effectiveness.

Invest in community-led initiatives

As a community we will cultivate a strong and trusting network of relationships to grow investment in community-led initiatives.

Council will support the contribution community organisations make in achieving positive community impact through co-investment.

Advocate together

As a community we will collectively advocate for the needs of our community, including for additional investment, for legislative change or to instigate action.

Council will contribute to collective advocacy to other levels of government alongside our community, where this is aligned and likely to be effective.

Measuring impact

We will use the following measures to track progress towards a strong community. These impact measures will be evaluated every five years at the completion of each action plan period. By ensuring strong impact measurement, we can address challenges as they arise and advocate collectively for services as required.

Target

Baseline Latest 2041 Target

Residents in agreement that the Sunshine Coast is a strong community

NA 68% 75%

01 Healthy, active communities

1.1 Resident who rated their health as good, very good or excellent as a ranking within Regional Queensland

#2 #4 #1-3

02 Vibrant communities

2.1 Residents in agreement that Council's community infrastructure meets community need

NA 56% 60%

2.2 Personal travel by active transport and passenger transport (a)

15% 13% • 30%

2.3 Residents in agreement that they can find the type of accommodation they need

37% 35% • 40%

03 Inclusive communities

3.1 Residents in agreement that it is a good thing for a society to be made up of people from different cultures

85% 84% 85%

3.2 Residents who volunteered for an organisation in the preceding twelve months (b)

21% 16% 20%

3.3 Residents in agreement that there are opportunities to have a say on community issues that are important to them

70% 51% • 70%

04 Connected, resilient communities

4.1 Residents in agreement that they live in an active community where people get involved in local issues and activities

77% 57% • 75%

4.1 Residents in agreement that they can get help from friends, family, neighbours or community organisations when they need it

93% 87% 90%

4.2 Residents in agreement that they feel safe all the time on the Sunshine Coast

77% 62% • 75%

05 Creative, innovative communities

5.1 Cultural vitality

TBD TBD TBD

Note: • = well below target / tracking lower. (a) Passenger transport trips were impacted by COVID-19 risks and restrictions for latest data. Target to be achieved at 2041. (b) Volunteering rates were impacted by COVID-19 risks and restrictions for latest data.

What we are trying to achieve: Outcome Statements

1. Healthy, Active Communities

1.1 Health and Wellbeing

1.1.1 Everyone has access to information, services and programs to improve their physical and mental health and wellbeing:

- a) Information is available to residents to improve their health and wellbeing.
- b) Everyone has access to a diverse range of affordable health and wellbeing activities.
- c) Everyone has access to affordable healthy food.
- d) People work to improve their own health and wellbeing and that of their families, where possible.
- e) Organisations work collaboratively to share health information and local research.

2. Vibrant Communities

2.1 Community Places and Spaces

2.1.1 Community places and spaces meet community needs:

- a) Community places and spaces are well-planned and provided to meet the needs of existing and future communities.
- b) People have access to safe, accessible, inclusive and welcoming community places and spaces.
- c) Community places and spaces are designed to contribute to a unique sense of place and community pride.
- d) The social and economic benefits of community places and spaces are maximised through appropriate delivery, management, and operational models.
- e) Community places and spaces are maintained to support their purpose.

2.1.2 Community places and spaces are vibrant with activity:

- a) Community places and spaces are activated with a range of events, activities and programs and are well utilised by the community.

Note: Council delivery of community places and spaces are primarily influenced through the Environment and Liveability Strategy and the Planning Scheme. These documents should be reviewed alongside the Community Strategy to understand the full scope of Council action in this area.



2.2 Transport

- 2.2.1 Our transport network connects people and places, supports future population growth, and serves the economy:**
- a) People have access to an integrated, reliable, safe and inclusive transport network.
 - b) Our transport network provides increased travel choice and mobility for all.
 - c) Our transport network supports efficient movement of people and goods.
 - d) Our transport network prioritises walking, cycling and passenger transport and encourages a shift to these modes of travel.
 - e) Parking is managed to balance lifestyle, economic activity and improvements in passenger transport.

2.3 Housing and Homelessness Support

- 2.3.1 Our community has access to affordable and appropriate accommodation with low rates of homelessness:**
- a) Our accommodation and dwelling mix matches the needs of households, in terms of diversity, affordability and suitability.
 - b) Universal and inclusive design is integrated into housing and tourist accommodation.
 - c) People have the capacity and support to maintain long-term housing.

Note: Delivery of housing and accommodation by the private and community sector is primarily influenced by Council through the Environment and Liveability Strategy and the Planning Scheme. These documents should be reviewed alongside the Community Strategy to understand the full scope of Council action in this area.

2.3.2 People experiencing homelessness are supported, safe and included:

- a) Facilities, services and support are available to assist people experiencing homelessness.
- b) People are aware of the facilities, services and support available.
- c) People work together with people experiencing homelessness to improve outcomes.
- d) People are aware and educated about homelessness and demonstrate compassion towards people experiencing homelessness.



What we are trying to achieve: Outcome Statements

3. Inclusive Communities

3.1 Inclusion

- 3.1.1 Everyone feels valued, respected and welcomed:
- a) People are aware and embrace the value of diversity, in all its forms.
 - b) Reconciliation is progressed with First Nations people.
 - c) Newcomers are welcomed and connected into our community.
 - d) Barriers to participation are minimised or eliminated.
 - e) People feel they belong and contribute to community life.

3.2 Volunteering

- 3.2.1 Residents volunteer to support community needs:
- a) Information about volunteering opportunities is clear and easy to find.
 - b) Volunteers and potential volunteers have the capabilities required to contribute to community priorities.
 - c) Organisations that engage volunteers have the skills and capacity to attract, manage and retain volunteers.
 - d) Volunteers are recognised and rewarded for the work they do.

3.3 Community Engagement

- 3.3.1 Our community is engaged and heard on matters that are important to them:
- a) People actively participate in community matters and decision-making processes.
 - b) People have opportunities to meaningfully contribute to matters that impact them and our region.
 - c) Information and ways to participate are available in a range of formats to meet the needs of our diverse community.
 - d) People's contributions into community engagement processes are valued.
 - e) Community engagement outcomes inform decision-making and planning processes.



4. Connected, Resilient Communities

4.1 Community Connection and Resilience

4.1.1 People have many, diverse connections:

- a) People have many, diverse connections to reduce social isolation and to call upon in times of need.
- b) Local community events, activities, programs and services support and strengthen connections between people and their communities.

4.1.2 People work together to proactively identify, research and respond to community priorities:

- a) People lead collective action to proactively identify, research and respond to current and emerging community priorities.
- b) Local organisations support collaborative, community-led initiatives aligned to community priorities.

4.1.3 Our community is adaptive and resilient to increasing climate risks, disasters and emergencies:

- a) Government agencies, businesses and community members work collaboratively to build adaptive capacity and resilience.
- b) People have access to the information and resources necessary to continually increase their own adaptive capacity and resilience.
- c) People maximise their self-reliance by taking personal responsibility to understand their risks and take appropriate action.

4.2 Community Safety

4.2.1 The Sunshine Coast is safe and is perceived as safe:

- a) Organisations, agencies and community members share information, deliver initiatives and work collaboratively to improve safety.
- b) Community connection and the sharing of information and stories support improved perceptions of safety.

4.2.2 Our community is safe from domestic and family violence:

- a) Services are available to assist people experiencing domestic and family violence.
- b) Organisations and agencies work collaboratively to prevent domestic and family violence through education and other initiatives.
- c) Our community is aware and educated about domestic and family violence.
- d) People lead collective action to reduce and prevent domestic and family violence.



What we are trying to achieve: Outcome Statements

5. Creative, Innovative Communities

5.1 Arts, Heritage and First Nations Culture

- 5.1.1 People value our rich and diverse histories, heritage and First Nations culture:
- a) The ancient and ongoing culture of the Kabi Kabi peoples and Jinibara peoples, and broader First Nations community, is valued, shared and celebrated.
 - b) Our diverse histories and heritage are explored, shared and celebrated.
 - c) Our diverse histories, heritage and First Nations culture contribute to community connection, identity and pride.
- 5.1.2 Our community values artistic expression, creativity and innovation:
- a) Creatives, artists and the creative arts sector are professional, skilled and connected.
 - b) Arts audiences thrive through genuine participation and a diversity of meaningful and tailored experiences.
 - c) Artistic expression, creativity and innovation are embedded in the identity, culture and experience of the Sunshine Coast.



Council Actions 2024-2029

Council actions	Council role
Actions Related to all Outcomes	
Develop a Community Advocacy Plan that summarises opportunities and challenges related to the Community Strategy to inform joint Council and community advocacy initiatives.	Direct Action Advocacy
Develop and implement a Local Community Planning Program that supports local communities to develop their own community action plan.	Collaborate / Partner
Continue to deliver community forums that strengthen community networks, information sharing and collaboration outcomes.	Direct Action Collaborate / Partner
Outcome 1. Healthy, Active Communities	
1.1 Health and Wellbeing	
Expand Council's Healthy Sunshine Coast program to deliver a broad range of low cost, convenient and inclusive health and wellbeing activities.	Direct Action
Support community sporting clubs to access programs that improve inclusion.	Collaborate / Partner
Advocate and partner to improve access to mental health services and programs (including youth mental health and healthy ageing).	Advocacy Collaborate / Partner
Collaborate to undertake and share health information and research focusing on health challenges (such as healthy ageing, suicide prevention, youth mental health, skin cancer risk, alcohol consumption, smoking/vaping, etc.).	Collaborate / Partner
Promote and support food security and healthy eating initiatives such as community gardens, food sharing programs, farmer's markets and growing food at home.	Direct Action Collaborate / Partner

Council Actions	Council Role
Outcome 2. Vibrant Communities	
2.1 Community Places and Spaces	
Continue to plan and deliver priority social infrastructure and open space.	Direct Action Collaborate / Partner
Develop a Community Venues Plan that outlines future requirements for community venues and considers appropriate management models and leasing arrangements to maximise use, provide equitable access and meet changing community needs.	Direct Action Collaborate / Partner
Support community venue managers to develop and implement Venue Utilisation Plans.	Collaborate / Partner
Simplify processes for community-run events and local activation initiatives.	Direct Action
2.2 Transport	
Continue to invest, plan and advocate for identified priority transport projects and road infrastructure to support future growth.	Direct Action Collaborate / Partner Advocacy
Prioritise investment in new active transport network connections and supporting infrastructure.	Direct Action Collaborate / Partner
Promote active and public transport options and encourage behaviour change away from private vehicle use.	Direct Action Collaborate / Partner
Expand community transport services to improve convenience and access to additional locations and services.	Direct Action Collaborate / Partner
2.3 Housing and Homelessness Support	
Implement actions identified in the Housing and Homelessness Action Plan.	Direct Action Collaborate / Partner Advocacy
Continue to facilitate and support community-led initiatives to improve outcomes for people experiencing homelessness.	Collaborate / Partner
Collaborate to undertake and utilise research (including lived experience) and build awareness and understanding of homelessness.	Direct Action Collaborate / Partner

Council Actions	Council Role
Outcome 3. Inclusive Communities	
3.1 Inclusion	
Implement actions identified in the Reconciliation Action Plan in partnership with Traditional Custodians and First Nations people.	Direct Action Collaborate / Partner Advocacy
Implement actions identified in the All Abilities Action Plan.	Direct Action Collaborate / Partner Advocacy
Develop and implement a Youth Action Plan to guide Council action on the priorities of young people.	Direct Action Collaborate / Partner Advocacy
Utilise the Welcoming Cities Framework to become a more welcoming and cohesive community.	Direct Action Collaborate / Partner Advocacy
Collaborate and partner to deliver events, activities and programs that promote and support best-practice diversity and inclusion.	Direct Action Collaborate / Partner
Develop and promote local stories showcasing the diversity of people and places of the Sunshine Coast.	Direct Action Collaborate / Partner
Support initiatives that strengthen social enterprises and for-impact businesses to address community priorities.	Collaborate / Partner Advocacy
3.2 Volunteering	
Encourage large employers to grow staff volunteering and encourage Council staff to utilise leave available for volunteering.	Direct Action Collaborate / Partner
Improve initiatives recognising residents who contribute to community, including volunteering.	Direct Action Collaborate / Partner
Collaborate to deliver training to assist volunteering organisations improve volunteering recruitment, retention and management.	Direct Action Collaborate / Partner
Collaborate to deliver a Sunshine Coast Volunteer Showcase to raise awareness of volunteering opportunities and offer training and recognition of volunteers.	Direct Action Collaborate / Partner
Participate in and leverage off the Brisbane 2032 Olympic and Paralympic Games volunteering program.	Direct Action Collaborate / Partner
3.3 Community Engagement	
Review Council's Excellence in Engagement Framework to further embed and model leading engagement practice.	Direct Action
Develop guidelines for engaging with First Nations individuals and groups to ensure their meaningful contribution into decision-making.	Direct Action Collaborate / Partner
Deliver the Young Leaders Academy developmental program to foster civic engagement and community leadership.	Direct Action Collaborate / Partner
Review and strengthen Council use of community advisory and reference groups and participatory engagement processes.	Direct Action Collaborate / Partner
Develop a guide on how to co-design solutions in collaboration with people with lived experience to improve inclusive and authentic engagement.	Direct Action Collaborate / Partner

Council Actions	Council Role
Outcome 4. Connected, Resilient Communities	
4.1 Community Connection and Resilience	
Collaborate, partner and invest to deliver free and low-cost initiatives within local communities and neighbourhoods to build community connections.	Direct Action Collaborate / Partner
Support residents and community organisations to deliver collaborative, community-led responses to identified community priorities.	Direct Action Collaborate / Partner
Partner to support local community-led resilience, adaptation planning and recovery activities.	Direct Action Collaborate / Partner
Continue to expand and promote Disaster Hub, including the ability to provide more personalised information and notifications.	Direct Action
Improve inclusion at Council evacuation centres and raise awareness of these centres and their inclusion features.	Direct Action Collaborate / Partner
4.2 Community Safety	
Promote community programs aimed at improving safety and perceptions of safety.	Collaborate / Partner
Raise awareness of services and accommodation options available for people experiencing domestic and family violence.	Collaborate / Partner
Continue strong messaging that builds knowledge and awareness of domestic and family violence, its prevention and supports.	Collaborate / Partner
Outcome 5. Creative, Innovative Communities	
5.1 Arts, Heritage and First Nations Culture	
Collaborate with Kabi Kabi peoples and Jinibara peoples to ensure local First Nations history and ongoing culture is protected, respected and celebrated.	Direct Action Collaborate / Partner
Develop and implement a self-determined First Nations Arts Strategy to support and expand the First Nations creative arts sector, including youth-focused development.	Direct Action Collaborate / Partner Advocacy
Support the development of local artists and arts content that can be profiled, experienced and exported to build capacity, strengthen engagement and cultivate identity.	Direct Action Collaborate / Partner Advocacy
Work with heritage community organisations to grow capacity, resilience, and professionalism.	Direct Action Collaborate / Partner



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