

# Community Research and Engagement - Final report

---

**My Voice V0.5**

**July 2016**

---

CITY OF  
**GOLD**COAST™

---

# Table of Contents

<b>1. Executive summary.....</b>	<b>3</b>
Key findings .....	3
GC Have Your Say analytics.....	3
<b>2. Project background.....</b>	<b>4</b>
<b>3. Community engagement objectives.....</b>	<b>4</b>
The community engagement objectives were:.....	4
<b>4. Scope and timing .....</b>	<b>5</b>
Major consultation activities and timing: .....	5
<b>5. Key messages .....</b>	<b>5</b>
<b>6. Stakeholders.....</b>	<b>5</b>
<b>7. Community engagement tools .....</b>	<b>6</b>
Marketing and communications.....	6
Email notification.....	6
GCHYS News Feed text.....	7
GCHYS project landing page copy .....	7
Mayor's Message.....	8
Weekend edition email.....	9
Weekend edition web advert.....	10
Social media – paid posts .....	11
GCHYS online survey content.....	12
<b>8. Survey results.....</b>	<b>13</b>
Question 1 - Do you agree with the following statements about living on the Gold Coast? .....	13
Question 2 – Which local venues, facilities or places do you like to visit?.....	14
Question 3 – How would you like to receive information about city events and what's on in the community for young people? .....	15
Question 4 – If you could fix one local issue, what would it be?.....	16
<b>9. Demographic information .....</b>	<b>17</b>
Respondents gender.....	17
Respondents Age.....	17
Respondents location.....	18
<b>10. Impact on the City Panel.....</b>	<b>19</b>

---

## 1. Executive summary

The City of Gold Coast (the City) conducted a public online survey on GC Have Your Say (GCHYS) from 13 to 30 June 2016 to determine:

- feedback from those aged between 16 and 35 on how the city should be run; and
- the viewpoint from this demographic on how to drive change in our city.

During this time a marketing and communication plan was instigated to inform the public of the consultation and encourage participation.

A total of 718 responses were received with 631 valid competition entries.

This report provides a description of consultation activities undertaken and feedback received.

It does not provide any recommendations.

### Key findings

- The My Voice campaign increased City Panel membership by **647** participants aged between 16 and 35 an increase of **5.5** per cent.
- The biggest increase was in females aged 26-35 followed by females aged 18-25.
- The campaign had the lowest success in the recruitment of males in all age demographics under 35 years.
- **96** per cent of respondents agree the Gold Coast is a clean city with a lifestyle that is active and healthy.
- Followed by **95** per cent of respondents agreeing there is a variety of community events, public spaces, activities and attractions.
- Beaches and waterways are the most visited places, with **93** per cent of respondents choosing this option.
- The most agreed upon local issues to address are transportation, with **21.5** per cent of respondents, followed by traffic and roads with **15.5** per cent of respondents.

### GC Have Your Say analytics

GC Have Your Say analytics summary below shows:

- **2952 - aware** participants - visited at least one page on the site.
- **815 - informed** – visited multiple pages, viewed images and contributed.
- **718 - engaged** – participated in the survey.

---

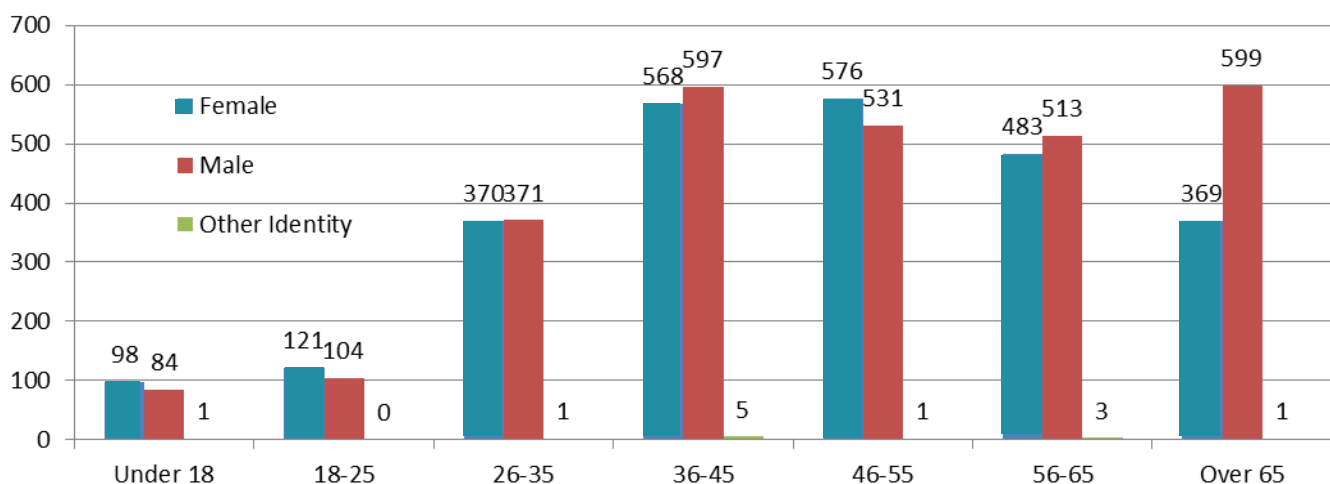
## 2. Project background

The City Panel is an open, online group of Gold Coast residents and visitors, who have registered on the City's online community engagement tool [www.gchaveyoursay.com.au](http://www.gchaveyoursay.com.au)

The City Panel offers members an opportunity to provide views on a wide range of topics and to take part in decisions affecting our community.

The current demographic information available for the City Panel shows the database is under represented across both male and female in the following age brackets:

- Under 18
- 18-25 and
- 26-35 years



The My Voice campaign was developed to assist the recruitment of members to the City Panel in the 16-35 age brackets and obtain some insights, via four survey questions, into how this demographic feels about living on the Gold Coast.

The survey questions were designed in conjunction with the Youth Team from Safe and Liveable Communities and the results will form input to the Draft Youth Plan 2016-2026.

The duration of the campaign was from 13 to 30 June 2016.

## 3. Community engagement objectives

The community engagement objectives were:

- Build awareness of the City Panel among the younger demographic.
- Increase membership to the City Panel of those between 16 and 35 years.
- Develop a survey to gain some insights in to how the younger demographic feel about living on the Gold Coast.
- Incentivise the survey to increase participation and membership to the City Panel.

---

## 4. Scope and timing

The Community Engagement team's scope was to:

- manage and deliver community engagement requirements
- develop and manage a project landing page in GCHYS with associated survey
- assist with relevant marketing and public relations of the consultation
- provide a community engagement final report.

Community engagement ran from 13 to 30 June 2016.

### Major consultation activities and timing:

Activity	Due date
<i>Project Delivery Brief</i> approved.	10 June 2016
GChaveyoursay landing page go live and consultation commences.	13 June 2016
Corporate website updated with GChaveyoursay landing page link.	13 June 2016
Consultation closes.	30 June 2016
Final survey information and landing page statistics sent to project team.	1 July 2016

## 5. Key messages

The My Voice campaign has been developed to assist the recruitment of members to the City Panel in the 16-35 age bracket and obtain insights, via four survey questions into how this demographic feels about living on the Gold Coast.

“As future leaders of our city, you play an important role in the progress and achievements of the Gold Coast so we would like to hear from you. Your voice matters. Why? Because you will help drive change and provide feedback on City ideas, projects and priorities.

By embracing the impressive and inspiring ambitions of young Gold Coasters, we will secure the future of our city as the best place to live, work and study.

Visit [gchaveyoursay.com.au/myvoice](http://gchaveyoursay.com.au/myvoice) by 30 June to join the City Panel and go into the draw to win one of four Pacific Fair gift cards valued at \$500.”

## 6. Stakeholders

Stakeholders for this engagement were identified as:

- Internal
  - Corporate Planning and Performance (OCEO)
  - Safe and Liveable Communities (CS)
- External
  - Gold Coast youth, businesses and investors
  - Pacific Fair Shopping Centre

## 7. Community engagement tools

This consultation was an online survey on GCHYS. Supporting it was:

- Marketing and communication
- Notifications to GCHYS members (the City Panel)
- Social media.

A marketing and communication plan was developed and included radio and digital content.

### Marketing and communication

The My Voice campaign ran from 13 to 30 June 2016. The campaign was short, low cost and low frequency, reaching an audience of 123,054 through a mix of proactive media, public relations and radio advertising.

Additional audience reach was secured through commercial radio stations. The campaign had a high level of engagement across social media channels with an internet conversion rate of 2.7 per cent and 1.72 per cent from The Weekend Edition digital campaign. Advertising through Hot Tomato Radio saw a reach of 109,000 people aged from 10+, with 27,000 of those between the ages of 16 and 34.

### Email notification




**Do you know someone aged between 16 and 35 who would like to win \$500?**

If so, we want them to join the City Panel so we can continue our commitment to meaningful engagement with the city's youth.


By visiting [GChaveyoursay.com.au/myvoice](http://GChaveyoursay.com.au/myvoice) and joining the City Panel by 30 June, they can go in the draw for a chance to win one of four \$500 Pacific Fair gift cards.

You're receiving this email because you are a registered participant on GC have your say.  
Powered by [EngagementHQ](#)  
[Unsubscribe](#)

## GCHYS News Feed text

 **My Voice**

6 minutes ago




Are you aged between 16 and 35 and want to have a voice in how your city is run?

Sign up to the City Panel, answer our short survey and you could win \$500.

[Find out more and have your say here.](#)

**Community engagement runs from 13-30 June 2016.**

## GCHYS project landing page copy



# Win \$500 for your voice

PACIFIC FAIR

**CITY OF GOLDCOAST**

[Home](#) [Like Us On Facebook](#) [Follow Us On Twitter](#) [Visit Our Website](#) [Contact Us](#) [Community Engagement Team](#)

Home » My Voice

Search

## My Voice

Are you aged between 16 and 35 and want to have a voice in how the city is run?


By becoming a member of the City Panel you can provide feedback on projects, plans and priorities, and help drive change in our city.

Sign-up today, complete our quick survey below and you can go in the draw for a chance to win one of four \$500 Pacific Fair gift cards.

[Terms and conditions apply.](#)

**Community engagement runs from 13 to 30 June 2016.**

Surveys & Forms


 **My Voice survey - Draft**

Take Survey

### Join the City Panel here

**REGISTER** to get involved!

### Document Library

 [Competition terms and conditions - my voice \(140 KB\) \(pdf\)](#)

### Important Links

[City Panel FAQs](#)

[Information privacy](#)

### Life Cycle

- Open**  
This consultation is Open for contributions.
- Under Review**  
Contributions to this consultation are closed for evaluation and review. The Project team will report back on key outcomes.
- Final report**  
The final outcomes of the consultation are documented here. This may include a summary of all contributions collected as well as recommendations for future action.

[Terms and conditions](#) | [Privacy policy](#) | [Moderation policy](#) | [Accessibility](#) | [Technical support](#) | [Site map](#) | [Information privacy - Council of the City of Gold Coast \(Council\)](#)



---

## Mayor's Message

### **Calling young Gold Coasters: Mayor Tom Tate wants to hear from you**

Are you aged between 16 and 35 and want to have a voice in how your city is run?

If so, the City of Gold Coast (City) wants you to join our City Panel as we continue our commitment to meaningful engagement with the city's youth.

As the future leaders of our city, you play an important role in the progress and achievements of the Gold Coast so we would like to hear from you.

**Your voice matters!** Why? Because you will help drive change and provide feedback on City ideas, projects and priorities.

Whatever your idea, big or small, we need your voice on the City Panel.

By embracing the impressive and inspiring ambitions of young Gold Coasters – like you – we will secure the future of our city as the best place to live, work and study.

Visit [GChaveyoursay.com.au/myvoice](https://GChaveyoursay.com.au/myvoice) by 30 June to join the City Panel and go into the draw to win one of four Pacific Fair gift cards valued at \$500.

I look forward to hearing from you.

**TOM TATE**  
**MAYOR**



Read online



Wednesday June 15, 2016



# THE WEEKEND EDITION®

SLEEP IN. SLOW DOWN. ENJOY. **GOLD COAST.**

## LOVES



### HAVE YOUR SAY FOR THE CHANCE TO WIN ONE OF FOUR \$500 PACIFIC FAIR GIFT CARDS

The Weekend Edition is partnering with the **City of Gold Coast** to help capture the thoughts and ideas of locals aged 16 to 35. They'd love to hear what you have to say, so take five and let them know what you think. And to say thanks, you've got a chance to go on a shopping spree with one of four \$500 **Pacific Fair** gift cards up for grabs.

**HAVE YOUR SAY →**

Next publish date: 11:00 am Thursday June 16

Share your weekend

## Weekend edition web advert

Brought to you every Thursday at 11:00 am

Search 

 Hi there, have you heard that you can now save your favourite content on The Weekend Edition? Would you like me to show you how?

FOOD & DRINK | DESIGN | CAPTURED | THE LOCALS | DESTINATION | EVENTS | EVENT NEWS | STUMBLE | WIN

NOT RIGHT NOW, THANKS | YES, PLEASE

**THE WEEKEND EDITION®**  
SLEEP IN. SLOW DOWN. ENJOY. GOLD COAST.

**JIMMY BARNES SOUL SEARCHIN' TOUR**



PLAY | FAVOURITE | SHARE

### Have your say for the chance to win one of four \$500 Pacific Fair gift cards

We're all loving the changes we've seen on the Gold Coast in the last few years – especially the eclectic and innovative mix of new bars, cafes, coffee nooks, design hubs, public events, exhibition spaces and chic restaurants. Great ideas come from collaborating, so here's your chance to have a say on what you'd like to see in our city.

The Weekend Edition is partnering with the [City of Gold Coast](#) to help capture the thoughts and ideas of locals aged 16 to 35. They'd love to hear what you have to say, so take five and let them know what you think. And to say thanks, you've got the chance to go on a shopping spree with one of four \$500 [Pacific Fair](#) gift cards up for grabs.

**HAVE YOUR SAY →**



### SUNDAY LUNCH

**BAZAAR**  
Experience the famed Marketplace Restaurant for a long, lazy Sunday lunch.




**TODAY**

### EVENT GUIDE



**COMMUNITY FREE MUSIC**  
**Free Live Music at Jupiters**  
Jupiters Hotel & Casino



**COMEDY FREE**




**COMMUNITY**

Social media – paid posts

Image 1



**City of Gold Coast**  
Sponsored · 



Like Page

Want a \$500 shopping trip to Pacific Fair?



City Panel offers \$500 shopping spree!

[WWW.GCHAVEYOURSAY.COM.AU](http://WWW.GCHAVEYOURSAY.COM.AU)

Learn More

1 Like

Image 2



**City of Gold Coast**  
Sponsored · 



Like Page

Want a \$500 shopping trip to Pacific Fair?



City Panel offers \$500 shopping spree!

[WWW.GCHAVEYOURSAY.COM.AU](http://WWW.GCHAVEYOURSAY.COM.AU)

Learn More

30 Likes · 1 Comment

 Like

 Comment

 Share

Image 3



**City of Gold Coast**  
Sponsored · 



Like Page

Want a \$500 shopping trip to Pacific Fair?



City Panel offers \$500 shopping spree!

[WWW.GCHAVEYOURSAY.COM.AU](http://WWW.GCHAVEYOURSAY.COM.AU)

Learn More

## GCHYS online survey content

1 - Do you agree with the following statements about living on the Gold Coast?

	Yes	No
It is a clean city with a good lifestyle that is active and healthy.	<input type="radio"/>	<input type="radio"/>
There is a variety of community events, public spaces, activities and attractions.	<input type="radio"/>	<input type="radio"/>
The people are proud, friendly and welcoming of others from diverse backgrounds.	<input type="radio"/>	<input type="radio"/>
There are options for my future employment, education and personal goals.	<input type="radio"/>	<input type="radio"/>
I can get around the city easily.	<input type="radio"/>	<input type="radio"/>
It is an evolving modern city with a growing economy.	<input type="radio"/>	<input type="radio"/>
There is a variety of arts and cultural activities.	<input type="radio"/>	<input type="radio"/>
It is a safe city.	<input type="radio"/>	<input type="radio"/>
I am proud to live on the Gold Coast.	<input type="radio"/>	<input type="radio"/>
I intend to stay living on the Gold Coast.	<input type="radio"/>	<input type="radio"/>

2 - Which local venues, facilities or places do you like to visit? (tick as many that apply)

- ☐ Beaches and waterways.
- ☐ Shopping centres/precincts
- ☐ Gymnasiums or fitness groups.
- ☐ Community or neighbourhood centres.
- ☐ Parks and reserves
- ☐ Public transport
- ☐ Skate/BMX parks.
- ☐ Libraries.
- ☐ Markets or car boot sales.
- ☐ Food and wine festivals.
- ☐ Bars, restaurants and night clubs.
- ☐ Sporting Clubs (to participate in a sporting activity).
- ☐ Sport venues (to watch sporting activities).
- ☐ Aquatic centres.
- ☐ Theme parks.
- ☐ Social groups or clubs (religious or cultural).
- ☐ Performing Arts Clubs (to participate in singing, dancing, music and theatre).
- ☐ Cinemas or theatres.
- ☐ Live music venues or festivals.
- ☐ Museums or art galleries.
- ☐ Other

3 - How would you like to receive information about city events and what's on in the community for young people? (tick as many that apply)

- ☐ Websites
- ☐ Social media sites
- ☐ E-newsletters
- ☐ App
- ☐ Other

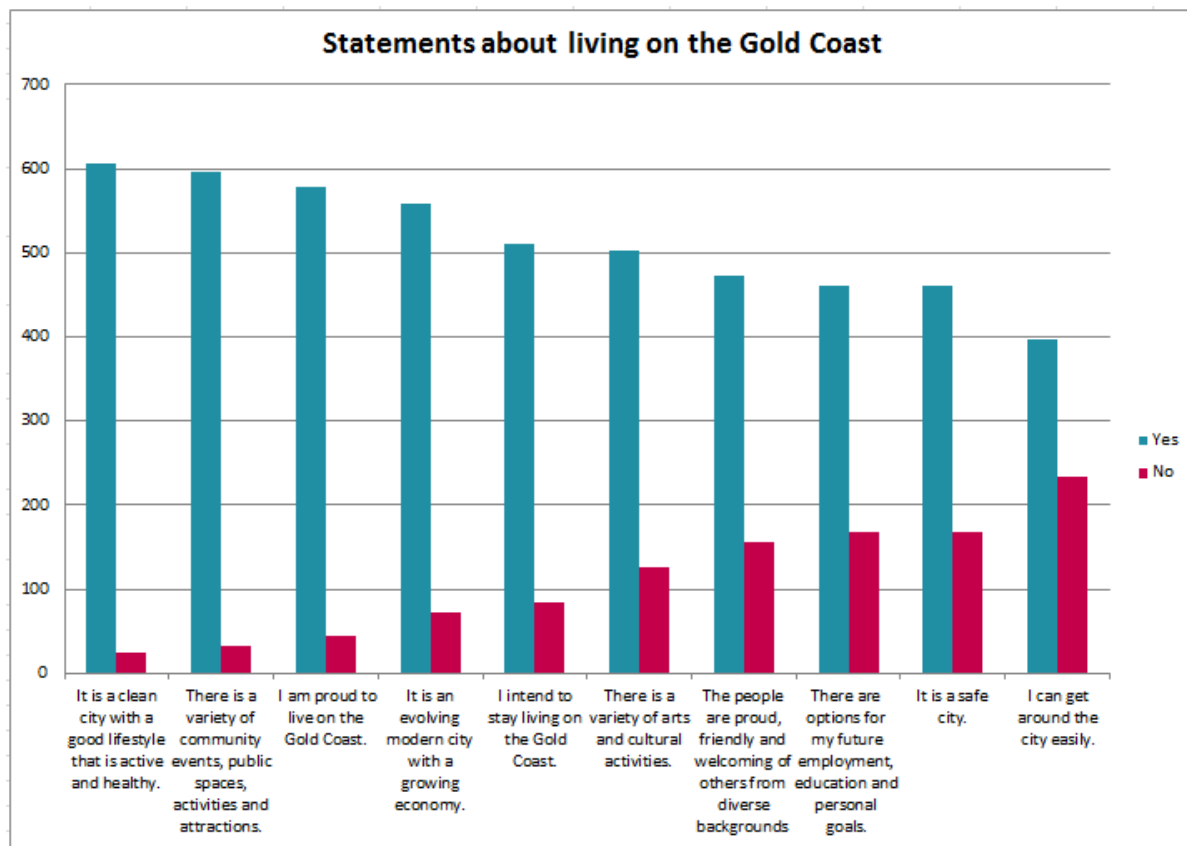
4 - If you could fix ONE local issue, what would it be?

Please limit answer to 255 characters

255

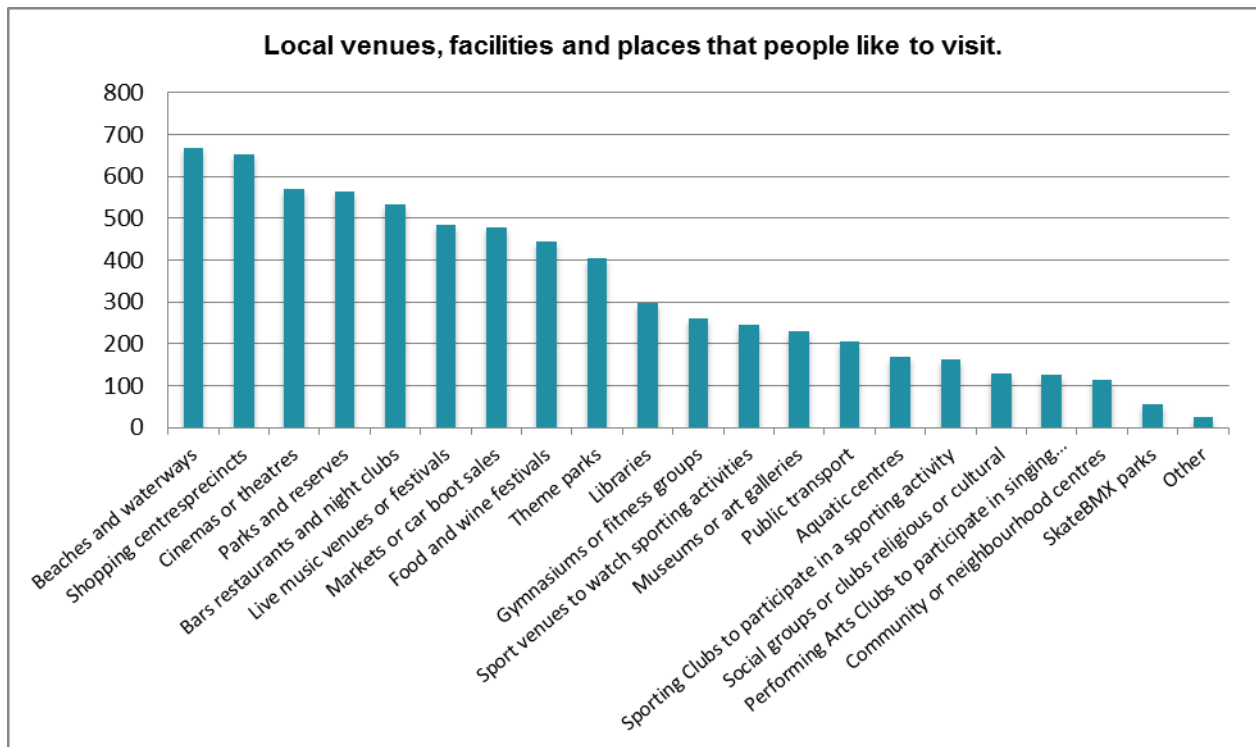
## 8. Survey results

### Question 1 - Do you agree with the following statements about living on the Gold Coast?



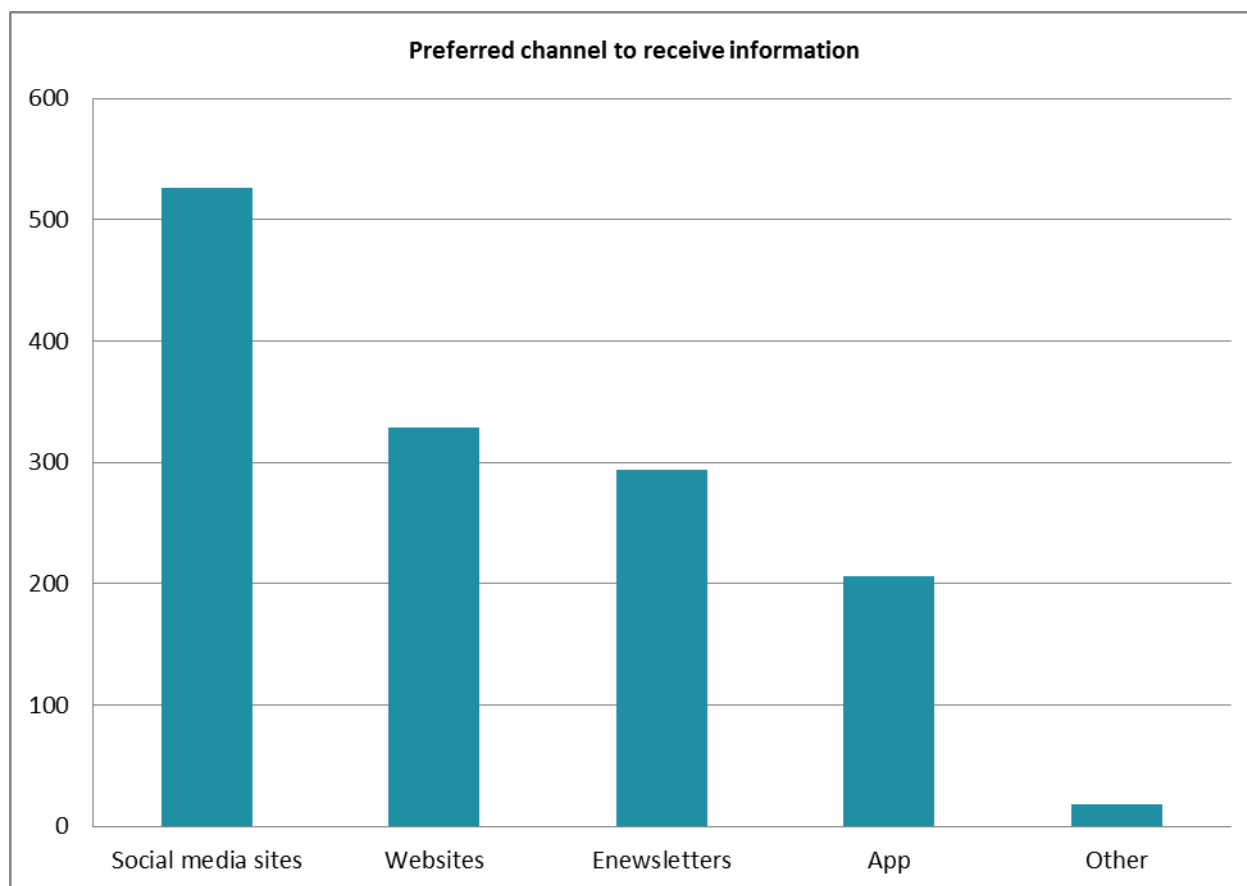
- 96 per cent of respondents aged <18 to 35 said the Gold Coast is a clean city with a lifestyle that is active and healthy.
- 95 per cent of respondents aged <18 to 35 said there is a variety of community events, public spaces, activities and attractions.
- 73 per cent of respondents aged <18 to 35 said the Gold Coast is a safe city.
- In contrast, only 62 per cent of respondents aged <18 to 35 said they can get around the city easily.

## Question 2 – Which local venues, facilities or places do you like to visit?



- 93.2 per cent of respondents said they visit beaches and waterways.
- 91 per cent of respondents said they visit shopping centre precincts.
- 79.2 per cent of respondents said they visit cinemas or theatres.
- 78.4 per cent of respondents said they visit parks and reserves.
- 23.5 per cent of respondents said they visit aquatic centres.
- The least visited place was skate/BMX parks with 7.5 per cent.

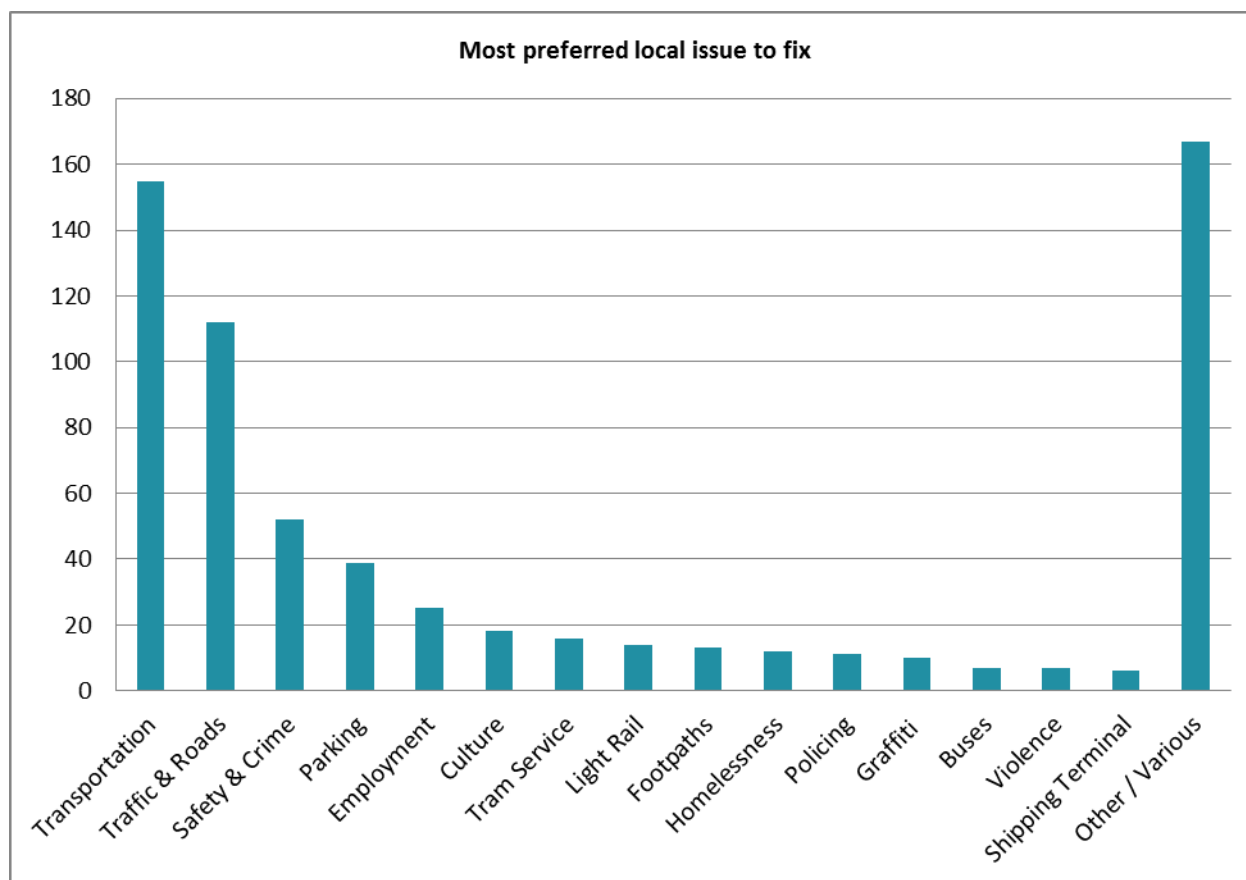
**Question 3 – How would you like to receive information about city events and what’s on in the community for young people?**



- 73.2 per cent of respondents would like to receive information via social media sites.
- 46 per cent of respondents would like to receive information via websites.
- 41 per cent of respondents would like to receive information via enewsletters.
- 28.7 per cent of respondents would like to receive information via an app.



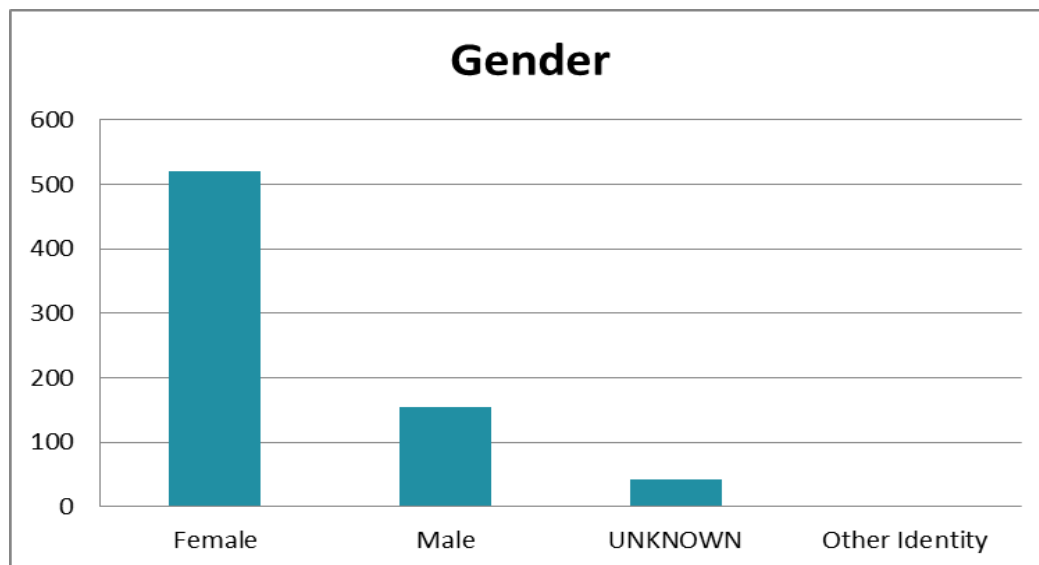
#### Question 4 – If you could fix one local issue, what would it be?



- 21.5 per cent of respondents would like to fix issues around transportation.
- 15.5 per cent of respondents would like to fix issues around traffic and roads.
- 7.2 per cent of respondents would like to fix issues around safety and crime.
- The least preferred local issue to fix is the shipping terminal with only 0.8 per cent of respondents choosing this option.

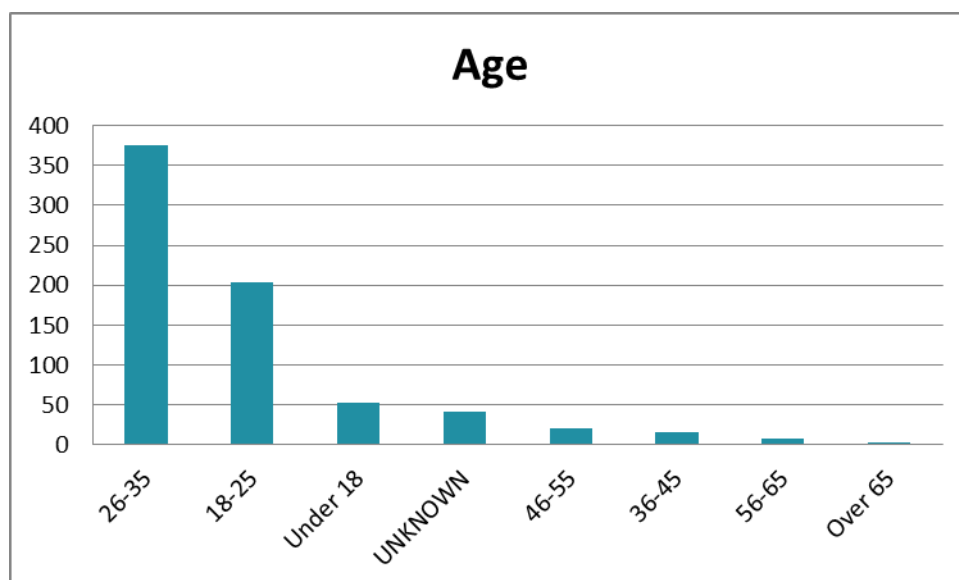
## 9. Demographic information

### Respondents gender



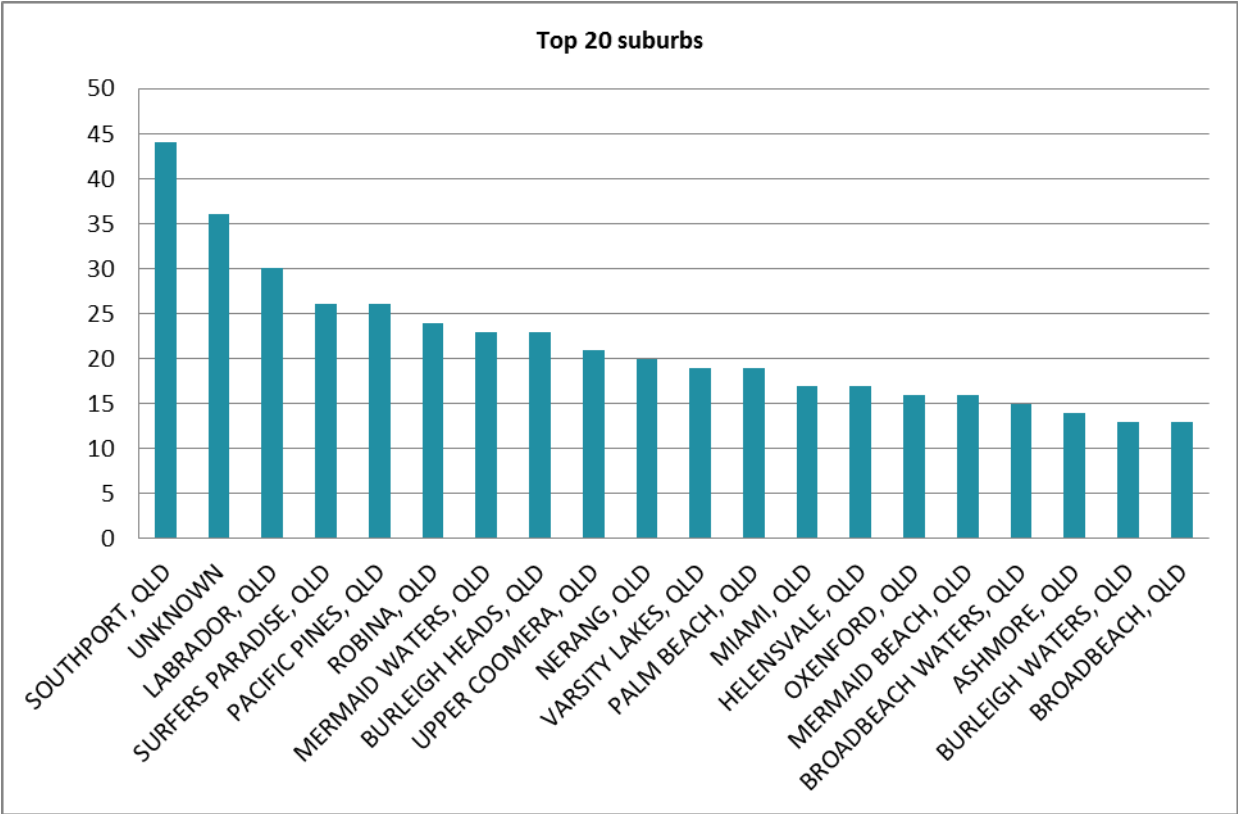
- 72.4 per cent of respondents identified as female.
- 21.5 per cent of respondents identified as male.

### Respondents Age



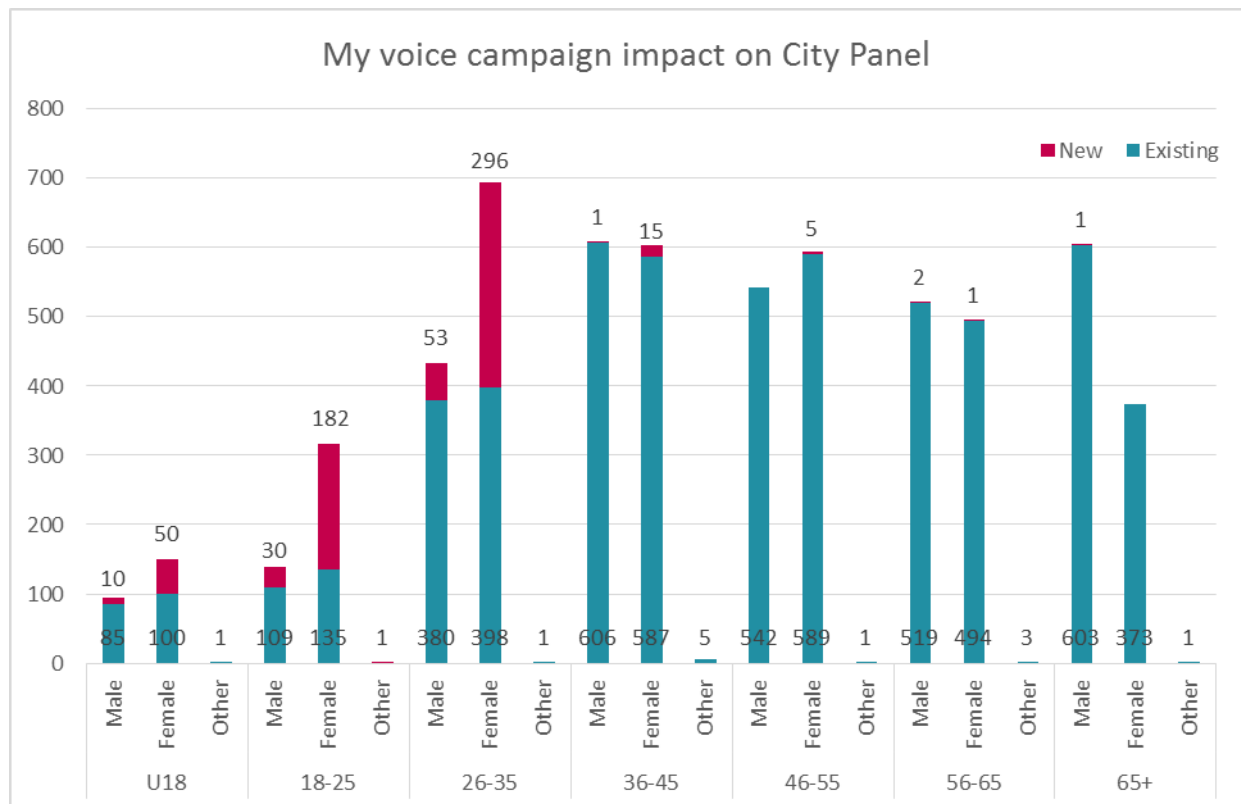
- 52.4 per cent of respondents were between the ages of 26 and 35.
- 28.3 per cent of respondents were between the ages of 18 and 25.
- 7.2 per cent of respondents were under 18.

Respondents location



- The majority of respondents were from Southport, Unknown, Labrador and Surfers Paradise.

## 10. Impact on the City Panel



- The My Voice campaign increased City Panel membership by **647** participants aged between 16 and 35 an increase of **5.5** per cent.
- The biggest increase was in females 26-35 followed by females 18-25.
- The campaign had the lowest success in the recruitment of males in all age demographics under 35 years.

---

**For more information**

**P** 1300 GOLDCOAST (1300 465 326)

**W** [cityofgoldcoast.com.au](http://cityofgoldcoast.com.au)

---

CITY OF  
**GOLDCOAST.**