

# City of Greater Geraldton SCP and CBP Major Review Engagement

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CLIENT: City of Greater Geraldton  
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When will you have your next Aha moment?

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# 1 Introduction

Located 424km north of Perth in the mid-west region of WA, the City of Greater Geraldton (the City) is home to more than 40,000 people, from the 'inner-City' suburbs of Geraldton to the communities of Mullewa, Walkaway and Greenough. The area boasts a coastal location with a diverse range of industries from mining to agriculture and tourism.

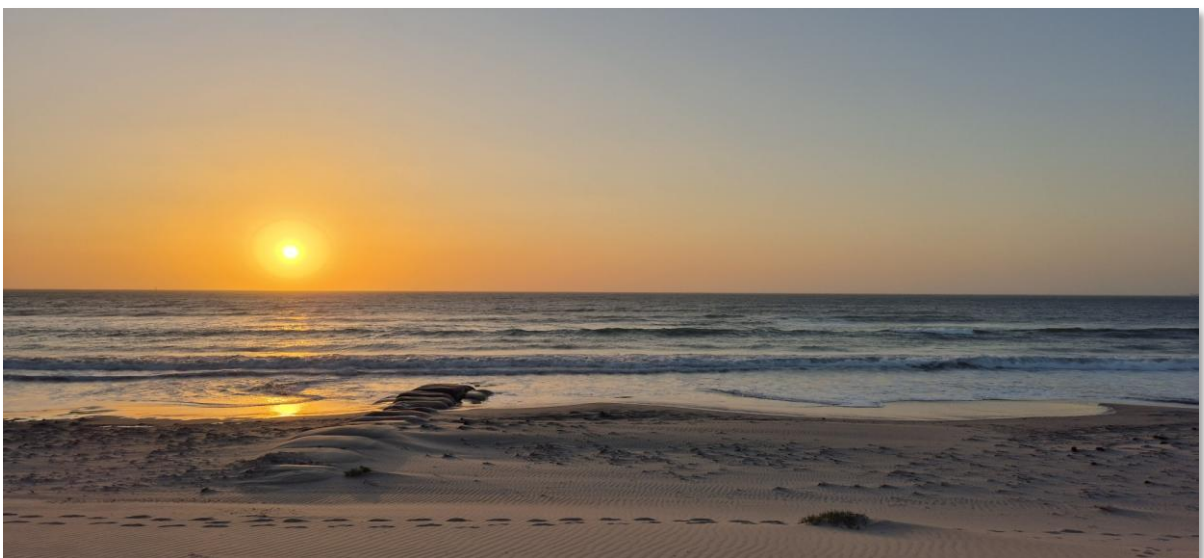
The City is currently reviewing its Strategic Community Plan (SCP) and Corporate Business Plan (CBP), which is underpinned by extensive community engagement. This review will ensure that the City's future direction is aligned with the community's vision, priorities and aspirations for their local area.

'Your Voice Our Future' is the community engagement project aimed at involving a broad range of community and stakeholders to inform the new SCP. Phase one of the project was conducted from 11 November to 16 December 2024. Residents, ratepayers, businesses, community and other stakeholders were invited to participate in a variety of engagement activities:

- Survey (online and hard copy)
- 5 x Pop-up events
- 5 x staff sessions
- 3 x Workshops (in person and online)
- 1 x Drop in session

The community engagement activities gathered input from a broad cross section of people, including 853 individuals who completed the survey.

This report contains the results from phase one of the community engagement.



## 1.1 Key results/themes

The community has a strong sense of pride in Geraldton's coastal location, natural environment and small-town charm. Feedback emphasised the need to address several key challenges and to focus on identified priorities to create a more inclusive, vibrant, and sustainable future.

### People love the City's:

- **Coastal and natural environment:** Respondents said they appreciated the natural beauty surrounding Greater Geraldton, including its beaches, oceanfront, rivers, and natural landscapes like the Abrolhos Islands and Pink Lake. They highlighted the region's clean air, water activities, and proximity to nature.
- **Convenience and proximity of facilities and services:** Respondents said Greater Geraldton was easy to get around, with everything close by, including amenities like shops, cafes, beaches, schools, and medical facilities. They highlighted minimal traffic congestion and the City's sense of convenience, being relatively small.
- **Strong sense of community and small-town feel:** Respondents described the City as a close-knit community with a welcoming, friendly atmosphere. They said they value personal connections, the relaxed social environment, and the small-town charm, where people know each other and life feels unhurried.

*"We have the best of all worlds. We have the ocean, we have the red dirt, we have a city and smaller rural lifestyles. We have as a whole a lifestyle to suit everyone".*



### The community's vision:

The community envisions the City of Greater Geraldton as a place known for its unique entertainment, good infrastructure, safety, and environmental sustainability. Community members said they wanted to be able to describe the City as safe, vibrant, fun, green and diverse. They said they believed that the City's community spirit, natural environment, economic diversity and local industries could help it thrive in the future.

The top challenges that community members said would need to be addressed over the next ten years were:

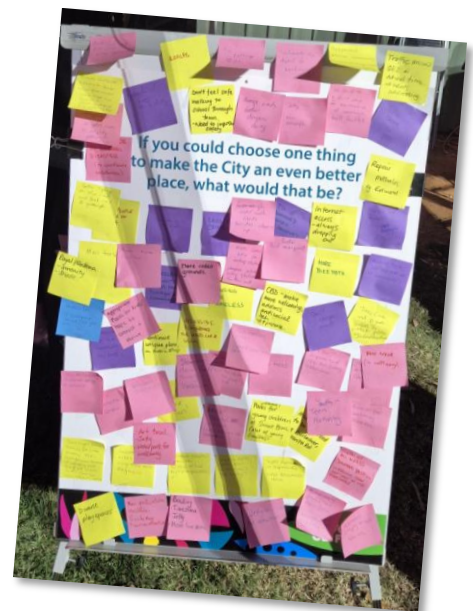
1. Community Safety
2. Housing
3. Health Services
4. Waste Management and Recycling
5. Population Growth

## Where the City should focus its efforts:

Community members said the City should focus on the following, to make it an even better place:

- **Improving community safety and crime prevention efforts:** People want to feel safe in the community and in their own homes. They expressed that reducing crime and improving safety will benefit not only locals and contribute to a more connected community but also help create a vibrant CBD and build a positive reputation for the City.
- **Enhancing the built environment and improving recreational infrastructure:** People suggested a variety of improvements including an artificial reef, new jetty, youth spaces, biking trails, improved beach access and indoor recreation and entertainment places, to expand recreation opportunities, promote an active lifestyle and enhance social interaction.
- **More greening of the City and protection of the natural environment:** People wish to see more planting of trees to create a cooler and greener environment, with a focus on verges and in public places such as parks and pathways. Improved management and protection of natural areas such as remnant bushland and beaches were also highlighted, to achieve not only environmental outcomes, but also contribute to community wellbeing and economic outcomes, such as supporting tourism. Improved recycling and waste management, and responding to climate change, were also suggested to support a sustainable environment.
- **Providing better access to activities and services for a wide range of community members:** People expressed a strong need for improved health services, as well as a broader offering of services and activities for the community to get involved in, particularly young people. Suggestions were also made for a wider range of activities for tourists, and support for small businesses, to provide places for people to go.

A detailed report on outcomes from each of the engagement methods is provided from section 4 onwards.



## 2 Engagement Methodology

Community engagement commenced on 11 November 2024, with the launch of the ‘Your Voice Our Future’ project online survey and the promotion of several engagement methods to facilitate participation from a broad cross-section of the City of Greater Geraldton community. The consultation period concluded on 16 December. The engagement consisted of the following activities.



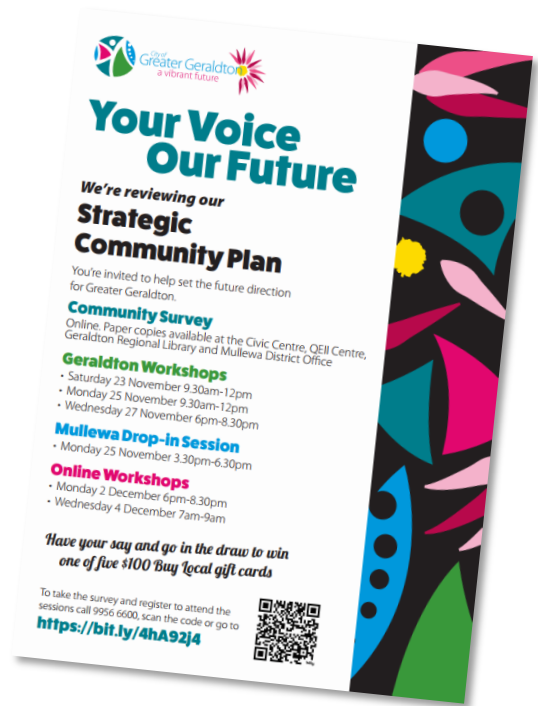
Engagement activities <sup>1</sup>	Participation
<p><b>Survey</b></p> <ul style="list-style-type: none"> <li>○ Online</li> <li>○ Available in hard copy at City facilities, pop up events and by request.</li> </ul>	<p><b>853 responses</b></p> <ul style="list-style-type: none"> <li>- 819 online</li> <li>- 34 hard copies</li> </ul>
<p><b>5 x pop-up events</b></p> <ul style="list-style-type: none"> <li>○ All Ability Day event, 20 November</li> <li>○ Walkaway Market, 23 November</li> <li>○ Platform Markets, 24 November</li> <li>○ Geraldton Airport, 6 December</li> <li>○ Xmas on the Terrace event, 12 December</li> </ul>	<p><b>315 attended</b></p> <ul style="list-style-type: none"> <li>- 40 at All Ability Day</li> <li>- 68 at Walkaway</li> <li>- 53 at Platform Markets</li> <li>- 22 at Airport</li> <li>- 132 at Xmas on the Terrace</li> </ul>
<p><b>5 x staff sessions</b></p> <ul style="list-style-type: none"> <li>○ Geraldton Library, 26 November</li> <li>○ Geraldton Depot, 26 November</li> <li>○ Aquarena, 26 November</li> <li>○ Civic Centre, 26 November</li> <li>○ Geraldton Airport, 27 November</li> </ul>	<p><b>137 attended</b></p> <ul style="list-style-type: none"> <li>- 15 at Library</li> <li>- 45 at Depot</li> <li>- 7 at Aquarena</li> <li>- 64 at Civic Centre</li> <li>- 6 at Airport</li> </ul>
<p><b>3 x Workshops</b></p> <ul style="list-style-type: none"> <li>○ Geraldton Multipurpose Centre, 25 November</li> <li>○ Geraldton Multipurpose Centre, 27 November</li> <li>○ Online (via Zoom), 2 December</li> </ul>	<p><b>22 attended</b></p> <ul style="list-style-type: none"> <li>- 7 at GMC (25<sup>th</sup>)</li> <li>- 11 at GMC (27<sup>th</sup>)</li> <li>- 4 online</li> </ul>
<p><b>1 x Drop in session</b></p> <ul style="list-style-type: none"> <li>○ Mullewa Community Centre, 25 November</li> <li>○ <i>Aboriginal youth engagement also conducted at Youth Centre on 27 Nov and data added</i></li> </ul>	<p><b>15 attended</b></p> <ul style="list-style-type: none"> <li>- 7 at Mullewa Community Centre</li> <li>- 8 at Mullewa Youth Centre</li> </ul>

<sup>1</sup> In addition to these engagement activities, one written submission was submitted to the City in response to the Your Voice Our Future project.

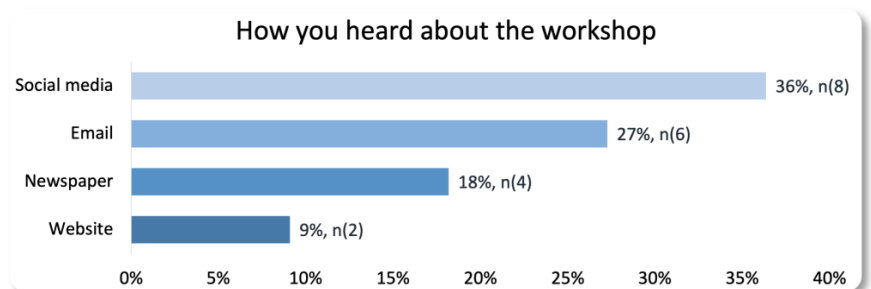
## 2.1 Communication and Promotion

The project was promoted via multiple communication channels to raise awareness and promote participation across a broad cross-section of the community, as follows:

- A dedicated project website page was developed and contained links to the current SCP, a project FAQs and timeline, the online survey and an online registration form to register to attend the workshops.
- Extensive social media campaign over utilising two platforms (Facebook and Instagram) and four different pages/groups.
- An email campaign to contacts and databases resulted in more than 6,000 contacts being made advising of the Your Voice Our Future project and the survey
- City staff email signatures featured a Your Voice Our Future banner with link to the project website
- A comprehensive newspaper advertising campaign was undertaken with regular advertisements placed in the Midwest Times and Geraldton Guardian over the extent of the engagement period.
- Posters promoting the engagement opportunities were displayed across all City facilities.
- Councillors were provided with an information package (project flyers, registration form, survey etc) to promote the project to community members.
  - Library Officers ensured a flier was given to members borrowing items from the library during the survey period



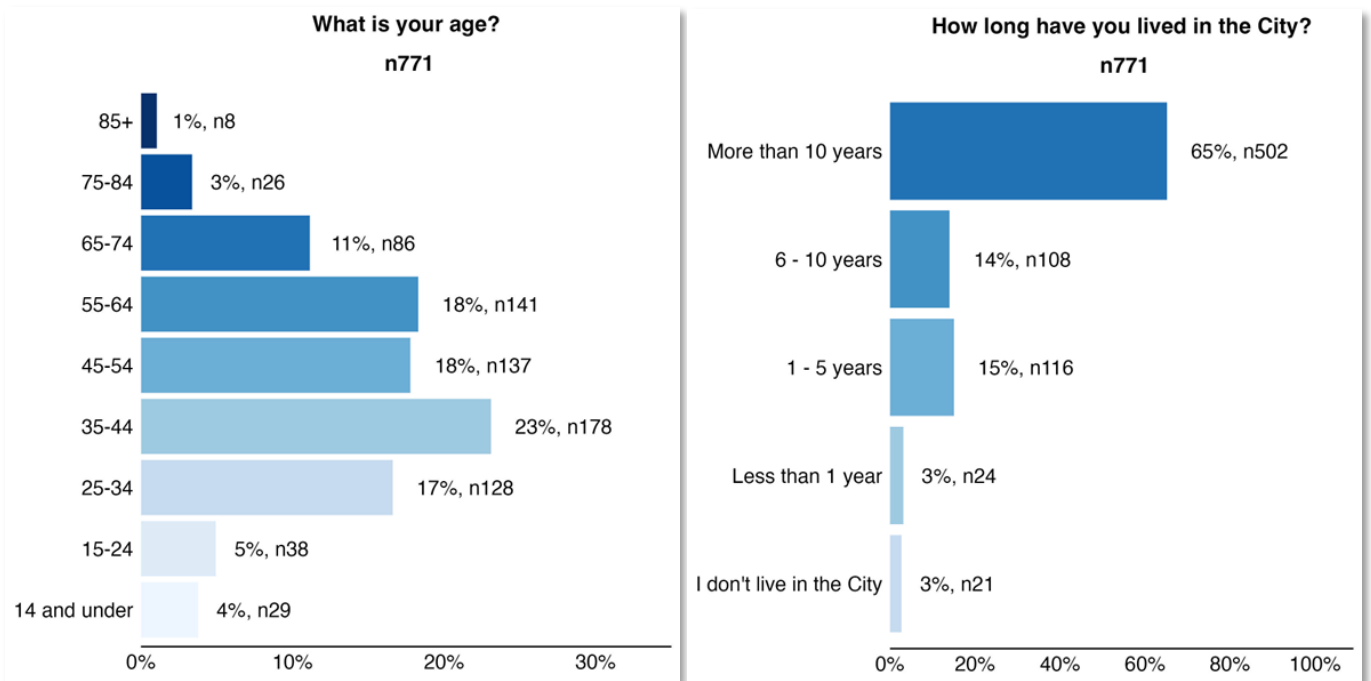
In addition, workshop attendees were asked how they heard about the workshop:



### 3 Participant Demographics

#### Survey

Overall, n853 valid responses were received from the community. Below is a summary of participants’ demographic details - a full report is provided in Appendix 1 (page 74).



**Gender.** The group included 62% females (n475), 34% males (n264), and less than 1% non-binary (n3).

**Country of birth.** 80% (n622) of the group were born in Australia.

**Indigenous Identity.** 11% (n86) of respondents identify as Aboriginal and/or Torres Strait Islanders.

**Disability.** 14% (n107) of the group identify as having a disability or care for a family member with a disability.

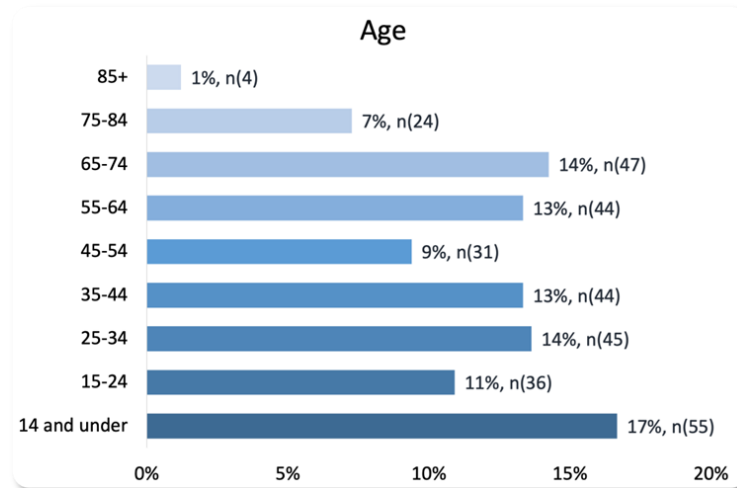
**Language.** 12% (n91) of the people speak a language other than English at home, and 88% (n680) only speak English at home.

**Suburb.** Overall, 55 suburbs were represented. The most represented suburbs were Geraldton (12%) and Wandina (9%).

**Connection to the City.** The most common connection to the City were those who live there (85%), followed by those who own a property in the city (59%). Other common connections included individuals who are part of a community group (38%), sporting group (29%) or who volunteer in Geraldton (28%).

## Drop-in and Pop-Ups

A total of 330 people provided contributions at the Drop-in and Pop-Up sessions<sup>2</sup>. Below is a summary of participants’ demographic details - the full report is provided in Appendix 2 (page 80).

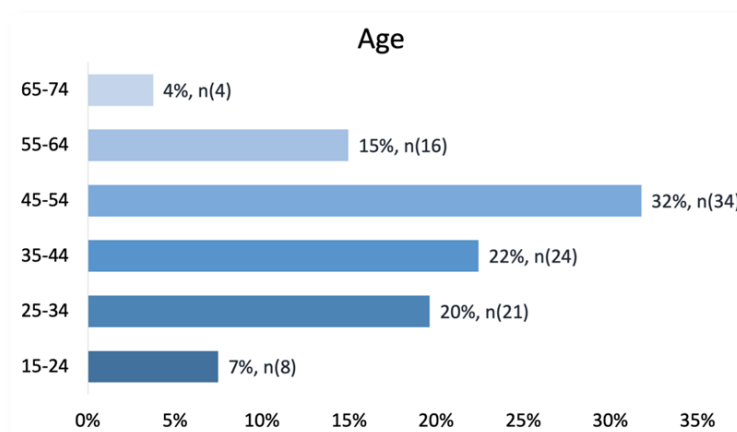


**Gender.** Majority of participants were female (62%, n203), and 38% male (n127).

**Suburb.** The most common suburb was Geraldton (16%, n52), followed by Wandina (9%, n28) and Walkaway (8%, n27).

## Staff sessions

Responses were gathered from 137 staff across the five sessions. Below is a summary of participants’ demographic details - the full report is provided in Appendix 3 (page 82).

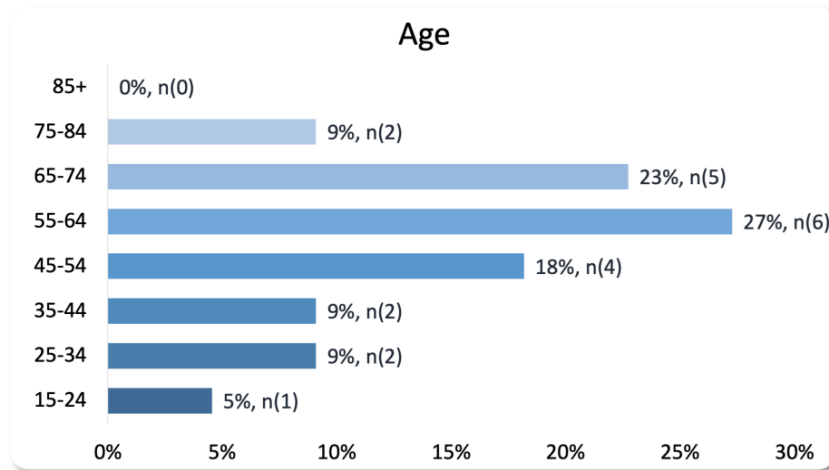


**Gender.** Just over half the respondents were female (53%, n72), and the remaining 47% (n65) were male.

<sup>2</sup> Due to the consistent format and questions asked at the Drop-In session in Mullewa and the relatively small number of participants, the data collected has been combined with the Pop-Ups data.

## Workshops

A total of 22 people participated across three workshops. Below is a summary of participants' demographic details - the full report is provided in Appendix 4 (page 83).



**Gender.** Overall, 73% of participants were female (n16), and 27% male (n6).

**Country of birth.** Of the 11 participants who provided details, 41% (n9) reported that they were born in Australia while 9% (n2) were born outside of Australia.

**Cultural identity.** Of the 11 participants who provided details, none reported being Aboriginal or Torres Strait Islander or speaking English as a second language.

**Connection to the City.** Half of the workshop participants lived in the City (50%, n11), and 40% (n10) owned a property there. About one third of participants reported being part of a community group (32%, n7).

## 4 Survey Findings

### 4.1 Summary

**Community Demographics.** Overall, the City received feedback from a wide range of residents and the community at large, where 55 suburbs were represented, spread from Geraldton to Northern Gully, Mullewa and South Greenough. The feedback was largely from people aged between 35 to 74 years of age and who have lived in the City for 10 or more years. Most people surveyed live in the City, own a property and/or are part of a community group. While many plan to remain in the City, those considering leaving expressed concerns about safety, limited opportunities, and inadequate infrastructure.

**Community Feedback.** People love Greater Geraldton for its coastal and natural environment. People were positive towards the City as a place to live and work, while there is opportunity to improve the City as a place to visit. The community expressed how they appreciate the proximity to the natural beauty surrounding Greater Geraldton, the balanced lifestyle and how the City provides a strong sense of community and small-town vibe. However, a constant theme throughout community feedback were concerns about safety and crime, which is seen as the top challenge that needs addressing over the next 10 years, alongside housing challenges.

The community want the City to be known as a place that offers unique entertainment and solid infrastructure for the residents and visitors, and as a City known for its safety and environmental sustainability. People feel that the City's community spirit and engagement, as well as its natural environment can support the City to thrive. Another key factor in helping the City grow is more focus on community engagement to ensure that the City's focus aligns with the community's needs, and this is consistent with the observation that the community are not sufficiently familiar with the City's SCP.

**Health and Wellbeing.** The key health concerns expressed in the community include mental health and wellbeing, community safety, and access to health care services. These factors were also seen as the most important determinants of the health of individuals and the community. Consistent with these findings, people expressed that they want to see resources devoted towards facilities that promote an active lifestyle and social interaction, boost safety and protection, and access to healthcare services.

**Older Adults.** The facilities and amenities in the City were generally well rated. Older adults had the most positive experiences at the Library, Foreshore, QEII, QPT and Aquarena, and there were more mixed opinions about the City's parks and the Mullewa District Office. There are opportunities to improve the satisfaction with many aspects of the City including location, access, appropriateness, and particularly the gaps in activities available.

Older people in particular said that the accessibility of community information could be improved, with email and social media being the preferred avenues. Improved communication was also seen as a key avenue to boost social connection and participation in activities outside of the home. Residents wanted more community events that offer inclusive activities for all community members and offer accessible and affordable transport options. General health and wellbeing and being able to remain living at home could be boosted by improving access to healthcare services.

**Overall Feedback.** The community has a strong sense of pride in Geraldton’s natural environment and small-town charm. The feedback emphasised the need to address key challenges such as safety, infrastructure, and access to healthcare. By prioritizing these concerns and fostering greater community engagement, the City can build on its strengths to create a more inclusive, vibrant, and sustainable future.

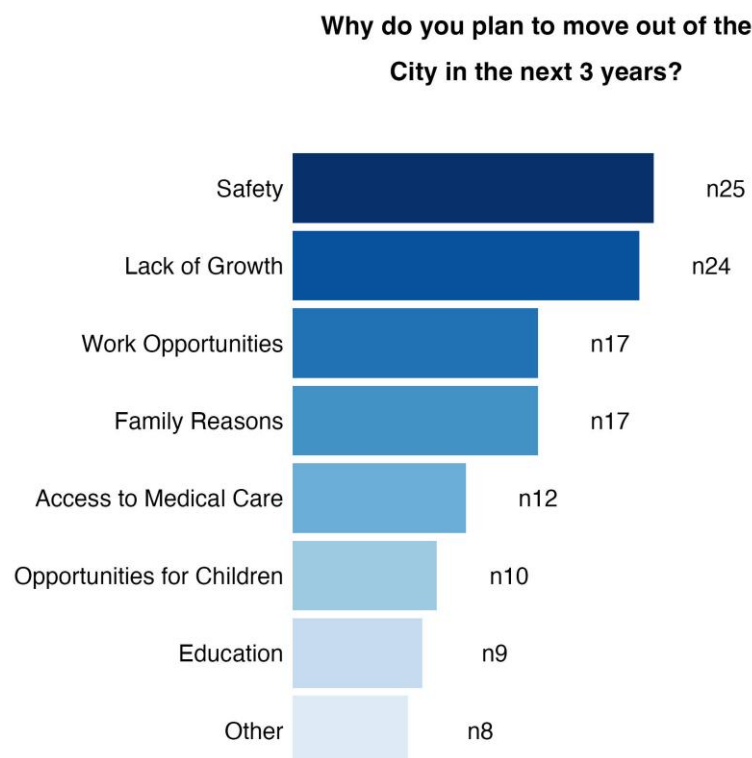
## 4.2 About You – Community Demographics

In addition to general demographic questions, people were asked if they were planning on moving away from the City, and if so, why.

13% of respondents said that they had a plan to move out of Greater Geraldton in the next three years, 80% planned to stay in the City, and 7% said the question was not applicable.

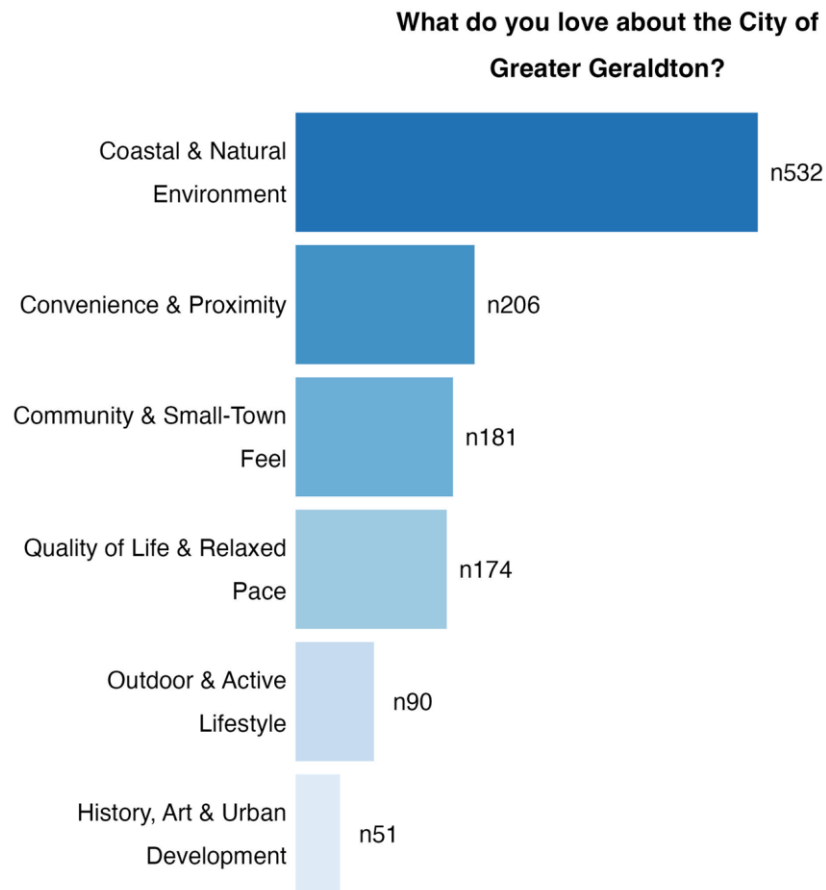
Those who said they intended to move were asked to provide further details. The most common reasons were concerns about safety in the community, a lack of growth in the City’s infrastructure and development, a lack of work opportunities, and family reasons.

The ‘other’ reasons included building a home elsewhere, financial concerns, moving overseas, and undesirable weather.



### 4.3 Our City – Community Feedback

To inform the Strategic Community Plan (SCP), residents were asked to provide feedback on several aspects of the City. They were asked an open-ended question about what they loved about the City of Greater Geraldton, with six key themes identified in the thematic analysis. The most common theme was **coastal and natural environment**. Other themes included **convenience and proximity**, **community and small-town feel**, and the **quality of life and relaxed pace**.



**Coastal and Natural Environment – n532:** Respondents said they appreciated the natural beauty surrounding Greater Geraldton, including its beaches, oceanfront, rivers, and natural landscapes with attractions such as the Abrolhos Islands and Pink Lake. They highlighted the region's clean air, opportunities for water activities, and its proximity to nature.

*Its access to the ocean, the wildflowers and its natural beauty and the way its blended tourism in and public art spaces I'd love more of it and it really really needs a seafood restaurant to take advantage of this ocean location!*

*Location to beaches, basic services and facilities, includes diverse industry & wildflower country encompassing Mullewa & districts*

*We have the best of all worlds. We have the ocean, we have the red dirt, we have a city and smaller rural lifestyles. We have as a whole a lifestyle to suit everyone.*

**Convenience and Proximity – n206:** There is an ease to getting around Greater Geraldton, with everything close by, including amenities like shops, beaches, schools, and medical facilities. Respondents highlighted minimal traffic congestion and convenience, with the City being relatively small.

*Everything is close, don't often get stuck in traffic anywhere. Beaches are beautiful.*

*The ease of getting places quickly and the relaxed lifestyle.*

*The closeness and convenience.*

**Community and Small-Town Feel – n181:** A sense of being a close-knit community and the welcoming, friendly atmosphere. Respondents valued the personal connections, relaxed social environment, and the small-town charm, where people know each other and life feels unhurried.

*The sense of community.*

*The people and community spirit. Location, it is a prime location that has a lot to offer.*

*Community feeling, not too big a city, location on coast.*

**Quality of Life and Relaxed Pace– n174:** People appreciate the City's laid-back, easy-going lifestyle and slower pace of life. Respondents mentioned the relaxed atmosphere, pleasant climate, and how living in Geraldton allows them to enjoy a good work-life balance.

*The lifestyle. Love the rural life and life near the ocean. Best of both worlds.*

*Lifestyle, location and work life balance.*

*The lifestyle. You go away on holiday, you come home, and Geraldton has the holiday vibe.*

**Outdoor and Active Lifestyle – n90:** The City provides opportunities for an outdoor, healthy lifestyle, with activities like surfing, fishing, walking, cycling, and enjoying the region's beautiful foreshore and parks. Respondents appreciated the balanced, active lifestyle.

*Lots of outdoor activities and clubs.*

*The foreshore and excellent walking/bike paths.*

*Beaches, sport and the foreshore and still a small-town feel.*

**History, Art, and Urban Development – n51:** Some recognised Geraldton's cultural heritage, historic landmarks, and growth in urban amenities like cafes, galleries, festivals, and community events. Respondents appreciated the blend of history with modern development, particularly at the foreshore and in cultural spaces.

*I love the close-knit community and love of arts, sports and leisure.*

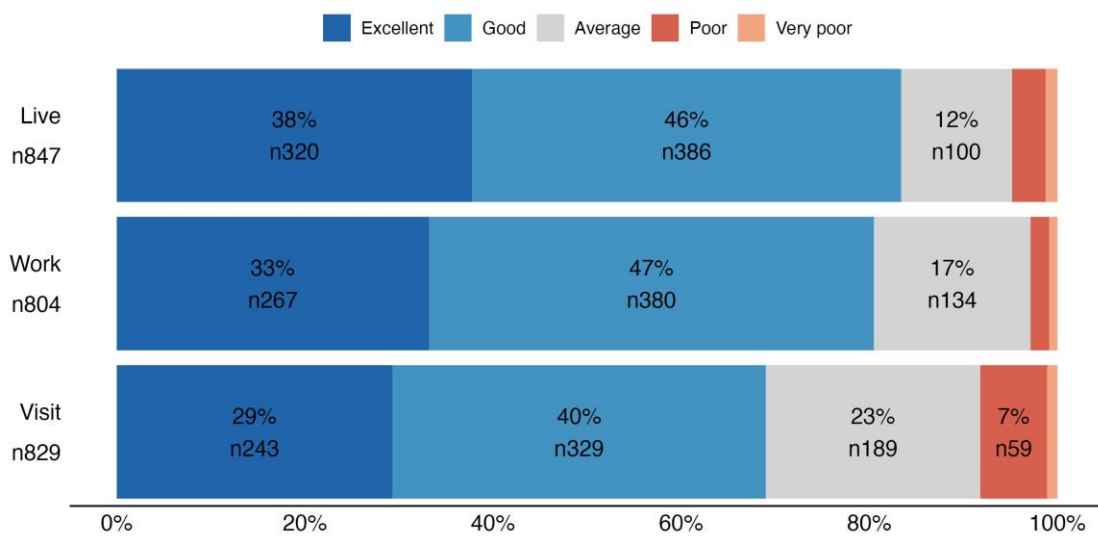
*The cultural trust building and what happens there. The art gallery. The museum All the different cafes.*

*Rich human history, including Aboriginal, maritime, and Spanish mission history.*

People were asked to rate the City as a place to live, work, and visit. Overall, there was positive sentiment towards all three. Living in the City received the most positive feedback, followed by working in and visiting the City. The percentage of ‘excellent’ and ‘good’ responses were 84%, 80%, and 69%, respectively.

The percentage of ‘average’ responses for visiting the City (23%) was notably higher than living in the City (12%) and working in the City (17%).

**How would you rate the City of Greater Geraldton as a place to:**

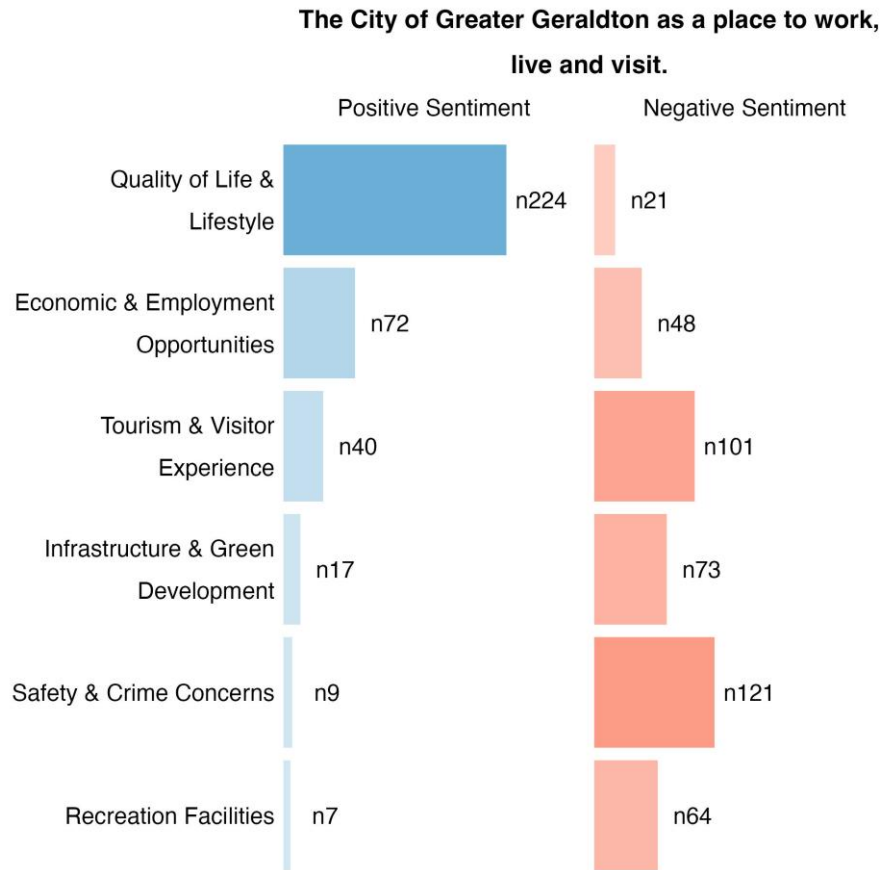


The community were further asked what made them select their rating. Overall, six themes emerged, and the responses were also tagged as either having a positive or negative sentiment.

Note. The themes are ordered by the number of positive responses.

The positive comments mostly described a desirable **quality of life and lifestyle** in the City, which had considerably fewer negative comments. There was also a high number of positive comments regarding **economic and employment opportunities**, but this theme had a comparable number of negative responses.

The negative comments often described concerns about **safety and crime, tourism and visitor experiences, and infrastructure and green development**. For all three themes, the number of negative comments outweighed the frequency of positive comments.



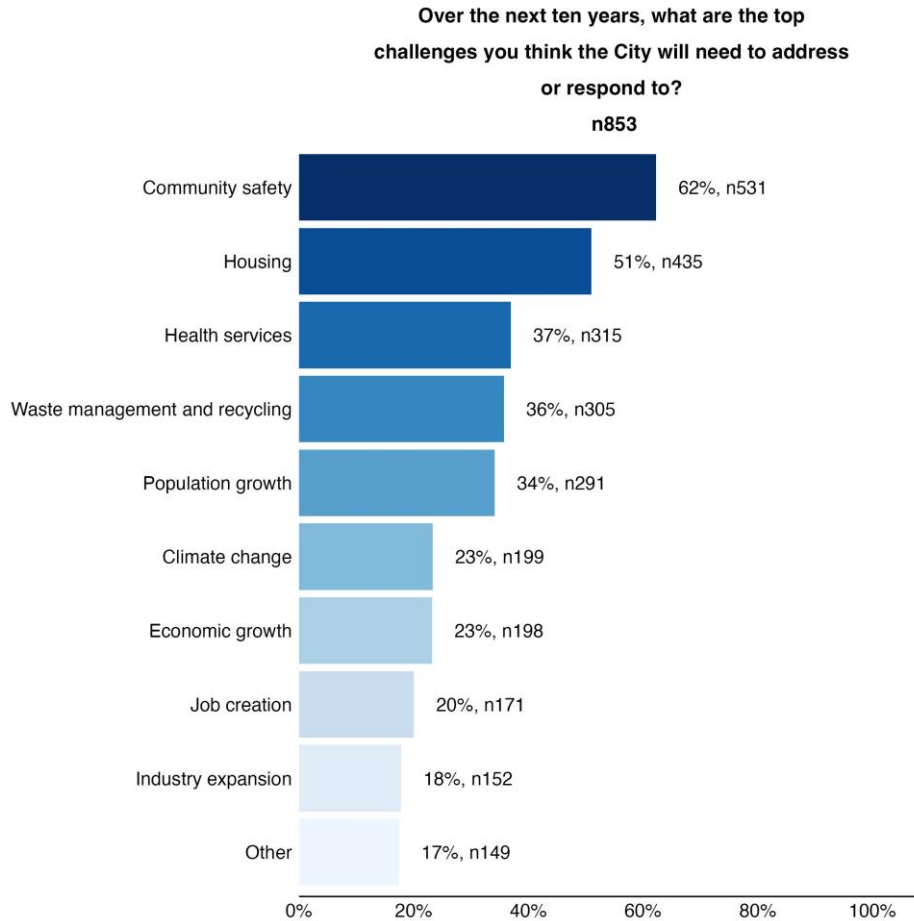
Positive Sentiment	Negative Sentiment
<p><b>Quality of Life and Lifestyle</b></p> <p>n224 - Respondents mentioned the balanced lifestyle, the proximity to the beach and nature, and short commute times. Strong sense of community and small-town vibe were also a significant factor.</p> <p><i>Geraldton is a fantastic place to be, to raise a family, work and socialise.</i></p>	<p>n21 – Respondents complained about the limited availability of healthcare services and disproportionate increase of Council rates in relation to wages and urban investments.</p> <p><i>Housing prices astronomically too high; no reasonable public transportation; unsafe non-walkable city; everything closes too early.</i></p>
<p><b>Economic and Employment Opportunities</b></p> <p>n72 – Respondents highlighted the economic development of the town and diversified industries that offer job opportunities.</p> <p><i>Geraldton is a good place to live, a lot of diversity for employment.</i></p>	<p>n48 – Respondents pointed out limitations getting well-compensated roles and progressing in their careers. Available job opportunities are often specific to the sectors that are developing in Geraldton.</p> <p><i>Career options and retraining options are extremely limited in Geraldton.</i></p>
<p><b>Tourism and Visitor Experience</b></p> <p>n40 – Respondents noted the attractiveness of Geraldton for tourists, its pristine beaches, outdoor lifestyle, and convenient location.</p> <p><i>I love living and working here and I think there is plenty for tourists to see and do when visiting.</i></p>	<p>n101 – Respondents noted that while the town offers the benefits of its coastal location it fails to keep tourists for longer. There is a call for more diverse tourism offerings, cultural sites, and extended hours for local businesses to cater to tourists.</p> <p><i>Geraldton doesn't have many fun or interesting things for visitors to do.</i></p>
<p><b>Infrastructure and Green Development</b></p> <p>n17 – Respondents appreciated relatively affordable housing and urban development.</p> <p><i>I love my 'inner-city' suburb of Beachlands, close to cafes, fruit &amp; veg shop and foreshore and beaches. I love meeting new locals who have chosen Geraldton above all other cities to live.</i></p>	<p>n73 – Respondents expressed dissatisfaction with the overall infrastructure of the town, including empty buildings and lack of public housing. There was a call for a more efficient recycling process, more urban greening, and more efficient public transport.</p> <p><i>Geraldton surrounds are unkempt, treeless and looking forlorn. The newer area landscape whilst initially look great but thereafter become an eye sore.</i></p>

<p><b>Safety and Crime Concerns</b></p> <p>n9 – Respondents stated that they felt safe in the City and that the crime rate was not concerning.</p> <p><i>Geraldton is pretty safe to live in. There's a bit of crime (mostly opportunistic burglary and car theft and delinquent behaviour) in the rougher suburbs mostly and immediate adjacent areas but you get that anywhere.</i></p>	<p>n121 – Respondents expressed concerns about high crime rates and anti-social behaviour. They described feeling unsafe in public spaces.</p> <p><i>The rising crime rate is a major problem for residents and tourists alike.</i></p>
<p><b>Recreation Facilities</b></p> <p>n7 – Respondents mentioned café culture and the abundance of art.</p> <p><i>I have been visiting Geraldton for over 10 years, moved to Geraldton to live and retire 3 years ago and find living here is good. Lots of activities for both young and old, people are friendly and traffic flows freely.</i></p>	<p>n64 – Respondents complained about lack of public amenities and very limited recreation options. They called for more activities, especially for teenagers and young adults, and enhanced facilities for both residents and visitors.</p> <p><i>Lived here my whole life and the foreshore has made a big difference but we have also lost many attractions and things to do like ten pin bowling, Rollerdrome, indoor go-carts, laser tag and indoor archery. We used to have all that.</i></p>



The community was asked what the top challenges will be for the City over the next 10 years. Over half of respondents believed that community safety (62%) and housing (51%) are the top challenges over the next 10 years. Other common challenges were health services (37%), waste management/recycling (36%), and population growth (34%).

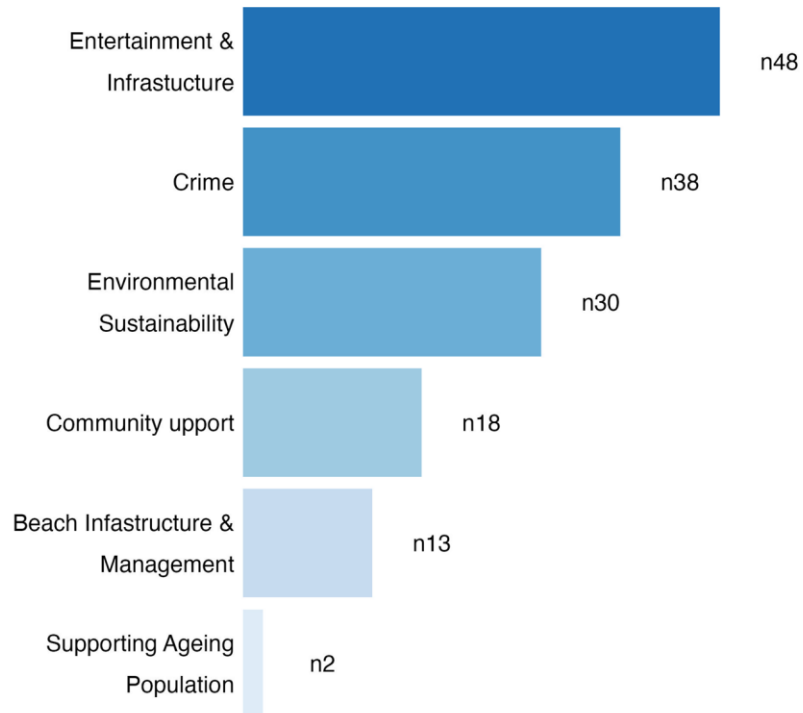
Less common challenges were job creation (20%) and industry expansion (18%).



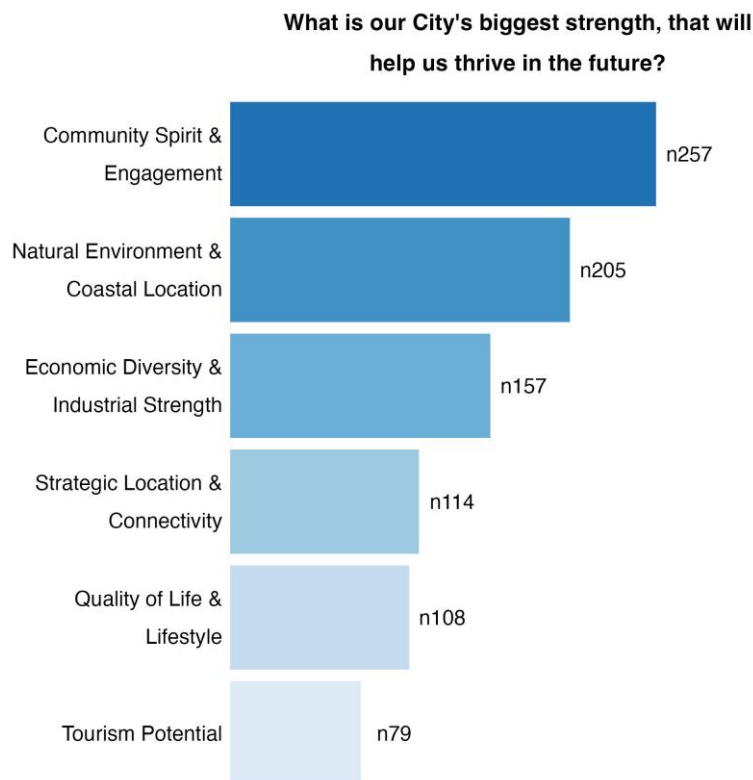
The 17% of people who provided ‘other’ responses covered a wide range of challenges, with the top challenges related to **entertainment and infrastructure**, **crime**, and **environmental sustainability**.

**Over the next ten years, what are the top challenges you think the City will need to address or respond to?**

**Other Challenges**



People were asked what is the City's biggest strength that will help the City and community thrive in the future. Overall, 6 key themes were identified. The most common theme was **community spirit and engagement**. Other common themes were the **natural environment and coastal location** and **economic diversity and industrial strength**.



**Community Spirit and Engagement – n257:** The City has strong sense of belonging and active participation among residents, fostering a supportive, inclusive environment. People in the City are highly involved in local events, initiatives, and working together to address challenges. This sense of community is seen as a core driver of future growth and development, including appreciation for the Council leadership.

*Strong community of accessible leaders that include our Aboriginal elders and youth. Representation from all ages and social platforms.*

*The community backing and helping to fund huge changes to the city.*

*Community engagement. Council response to community feedback.*

**Natural Environment and Coastal Location – n205:** The City's proximity to pristine beaches, natural landscapes, and a mild climate are central to its identity. The beauty and accessibility of these areas, combined with outdoor recreational opportunities (such as water sports, hiking, and nature exploration), are seen as significant assets that attract both residents and tourists.

*The beach and outdoor lifestyle.*

*Geraldton has a pleasant climate throughout the year, with mild and rainy winters, cool nights in summer due to sea winds, and stunning wildflowers blooming in spring, making it suitable for people to live, work, and relax at all times.*

*Our gorgeous beaches and relaxed coastal lifestyle it can provide without foreshore.*

**Economic Diversity and Industrial Strength – n157:** The City boasts a diverse economic base, including key industries such as mining, agriculture, fishing, and tourism. The mix of primary industries and a growing tourism sector provides resilience and opportunities for sustainable growth. The ability to leverage multiple industries offers a stable foundation for future prosperity, including diversified job opportunities.

*We have different sources of economic income from health care to fishing and farming.*

*The diversity of work options available here.*

*Location, we have good port infrastructure, for agriculture and mining. Our cray fish industry goes from strength to strength.*

**Strategic Location and Connectivity – n114:** Geraldton's geographic positioning as a key hub for the Midwest region, along with its accessibility to Perth, mining areas, and the broader coastal belt, makes it strategically important. Its location supports both local and regional growth, facilitating the flow of people, goods, and services, and enhancing its role as a central point in the region.

*Location to Perth and the mining regions - close enough without being too close or far away.*

*Excellent geographical location and port conditions. It provides great convenience and is an important logistics and transportation hub in this area.*

*The location and potential for economic growth.*

**Quality of Life and Lifestyle – n108:** The relaxed, coastal lifestyle combined with affordable housing options, a range of outdoor activities, and the proximity to nature contribute to a high quality of life. The City offers a balanced lifestyle, attracting families and individuals seeking a blend of work, community, and recreational opportunities. The potential for expansion and improvement in amenities, housing, and infrastructure is seen as key to sustaining this lifestyle for future generations.

*Easy beach lifestyle.*

*Geraldton has beautiful beaches and it's not too small or too big of a city.*

*Affordability. People can move here and earn a similar income to Perth with cheaper housing and schooling.*

**Tourism Potential – n79:** The City's scenic beauty, coastal lifestyle, rich history, and diverse recreational offerings make it a prime location for tourism. There is a belief that the city can further develop its tourism infrastructure and capitalize on its natural and cultural assets to attract more visitors, benefiting the local economy and creating new opportunities.

*We have the ability to become a great winter tourist destination.*

*Tourism if managed well without destroying the environment.*

*Geographical location and climatic conditions, diversified industrial structure and rich tourism resources.*

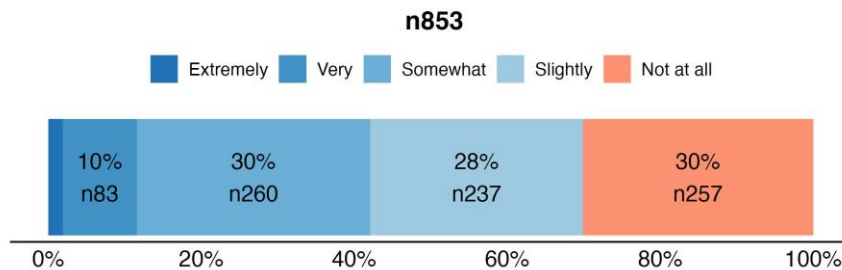
People were asked what one thing the City should focus on to make it an even better place. The responses covered several aspects. Each response was summarised using a single keyword that best captured the aspect of the City that could be improved. The keywords were then summarised using overarching themes which are described below. A word cloud is provided to show the frequency and variety of things that could be improved in the City.

- Safety & Crime Prevention
- Built Environment & Community Infrastructure
- Natural Environment & Aesthetics
- Activities & Recreation
- Economic & Growth
- Services & Facilities
- Management & Sustainability



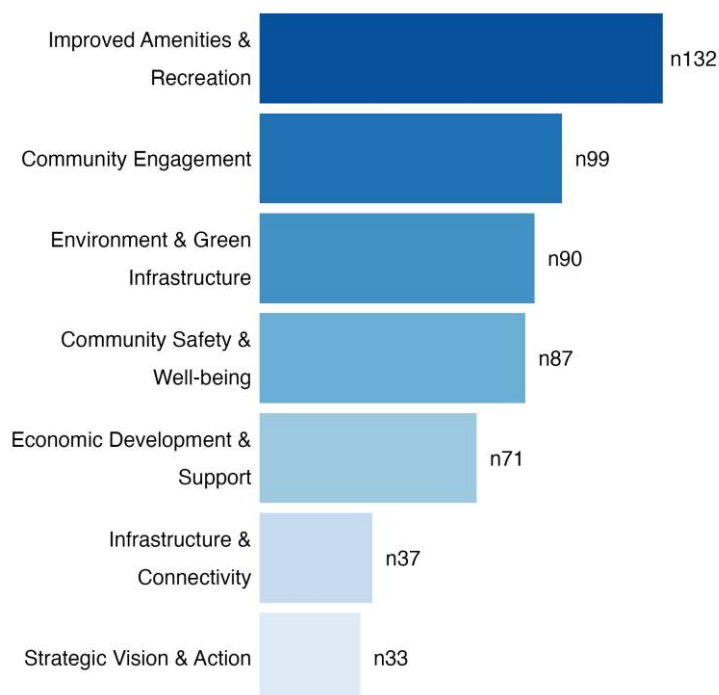
The community’s familiarity with the City’s SCP was mixed. The majority (88%) of the community said they were either ‘somewhat’, ‘slightly’, or ‘not at all’ familiar. Only 12% of people were either ‘extremely’ or ‘very’ familiar with the SCP.

**How familiar are you with the Strategic Community Plan and its purpose?**



The community was further asked an open-ended question about anything else they would like to contribute to the SCP review. Overall, 7 themes emerged, with the most common theme being **improved amenities and recreation**. Other common themes were **community engagement**, **environment and green infrastructure**, and **community safety and wellbeing**.

**Is there anything else you would like to add to the Strategic Community Plan review?**



**Improved Amenity and Recreation – n132:** This theme encapsulates the desire for more diverse recreational facilities and spaces. It includes specific requests like a jetty, artificial reef/surf break, improved parks, more shade, an ocean pool, a women's shed, multi-use sporting facilities, and activities for teenagers (like bowling or mini-golf), as well as improving existing facilities. It highlights a need for attractions and spaces that cater to various age groups and interests.

*Artificial reef program is vital to the community.*

*Make the back beach reef surf proposal happen for good fun waves for all who live and travel here.*

*The women's shed is a great initiative, help women help themselves.*

**Community Engagement – n99:** This theme stresses the importance of inclusivity and community participation in planning and decision making, encompassing both the broader community as well as marginalized groups. It includes requests for better communication, transparency and a greater focus on all areas of Geraldton, more public consultation, listening to the people, addressing racism, youth inclusion, and recognition of the community's cultural diversity, as well as the specific needs of Mullewa.

*Indigenous community should be included with some focus on younger generations. Tap their energy and potentials and lead them to the right direction. Have activities that they love but involve everyone to make them feel valued and included.*

*More awareness for the community with more advertising and understanding.*

*More empowerment for community groups/volunteers to be able to create/deliver projects for the community.*

**Environment and Green Infrastructure – n90:** This theme focuses on the call for a greener, more environmentally conscious City. It includes requests for more trees and native planting in public and urban spaces, better weed and pest control, improved recycling and waste management systems, increased environmental protection, and a commitment to sustainability, decarbonisation, and addressing climate change. It also highlights the need to protect existing natural assets and manage them properly.

*Would love recycling included in household rubbish service.*

*We desperately need an urban greening plan. CGG is lagging way behind on this and in our climate, we are suffering.*

*Please get serious about increasing tree canopy and recycling.*

**Community Safety and Wellbeing – n87:** This encompasses concerns about crime, antisocial behaviour, and the need for a safer community. This theme includes requests for more policing and CCTV, addressing youth crime, improving community safety strategies, and enhancing the general feeling of security in public spaces and suburbs. It also touches on the need for mental health support and accessible public transport.

*Crime rate and antisocial behaviour by children needs to be addressed.*

*I love Geraldton and I'm raising 3 little people here. Please make Geraldton a safe place to raise our children, right now it doesn't feel safe!*

*Better funding for mental health care, especially for the homeless and indigent.*

**Economic Development and Support – 71:** This theme highlights the desire for a more vibrant and supportive local economy. It includes the need to cut red tape for small businesses, attract new shops and businesses, revitalise the CBD, support local producers, improve tourism, explore options for apprenticeships and the diversification of industries and make better use of the port and airport. It emphasizes a need to grow the economy by supporting local ventures.

*Empowering small-scale producers so that locals can source their food locally first before supporting chain stores keeping money in the local economy and contributing to improved health.*

*Lowering our rates please. The rates are very expensive, and it is difficult.*

*Make the rent affordable along the main drag so business can be sustainable, offering more options to locals and tourists.*

**Infrastructure and Connectivity – n37:** This theme addresses the community's need for better physical and digital infrastructure. This includes better roads and footpaths, more cycle paths, improved parking, a bypass road for Geraldton, a railway network to Perth, upgraded sporting facilities, and better network coverage (internet/wireless). It highlights a focus on improving connectivity and access to places and services.

*A railway network from Perth.*

*I would love to see improvements in the outer parts of the city and smaller towns surrounding the city (Greenough, Greenough River Mouth, Walkaway etc.).*

*This is very specific, but more footpath development in older suburbs and closer to town. There are many streets still with heavy traffic and no footpath.*

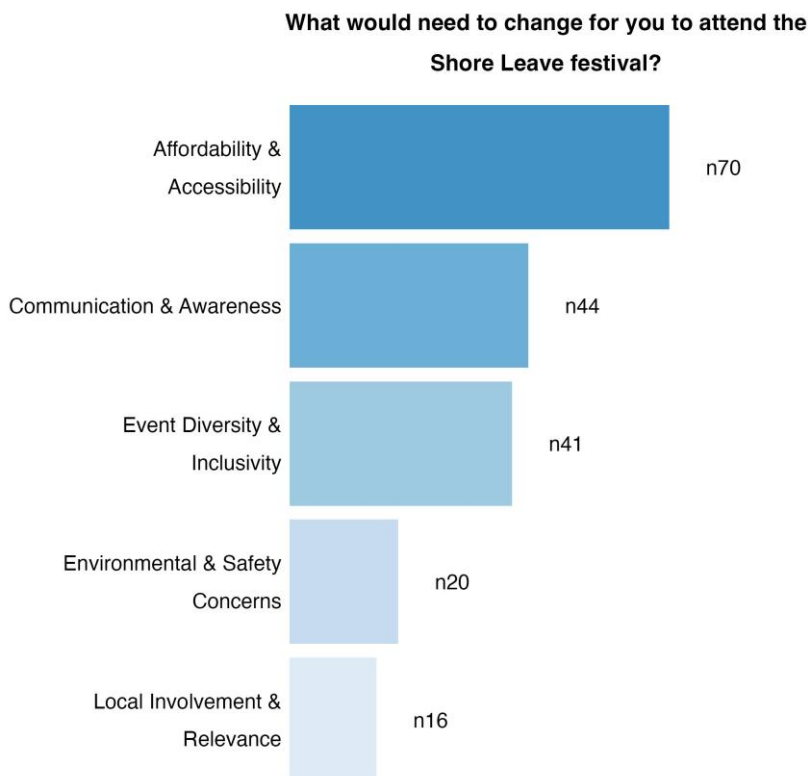
**Strategic Vision and Action: – n31:** This theme captures the community's need for clear strategic direction and a commitment to action. It addresses the feeling that planning processes sometimes lack follow-through. It includes the requests for a clear vision for the future, long term planning objectives, greater focus on what happens after planning, the need for action on past commitments, and an emphasis on the plan being practical, meaningful, and easy to understand.

*I think we should pay attention to details and practical benefits.*

*The plan must be for a minimum of 10 years. Identify community priorities and aspirations. Includes a vision, strategic objectives and strategies to achieve those objectives. Must address the quadruple bottom line: social, environmental, economic and civic leadership issues.*

*Make the vision meaningful and clear. It should clearly articulate who we want to be as a community in a way that people feel they can contribute to and it inspires them to get behind it.*

The community was asked if they have attended Shore Leave Festival in the past. Over half of respondents have attended (60%, n514), whereas 40% (339) have not. People who have not attended the festival were asked what would need to change for them to attend in the future. From these responses, five themes emerged. The most common theme was **affordability and accessibility**, followed by **community awareness**, and **event diversity and inclusivity**.



**Affordability and Accessibility – n70:** Many respondents expressed concerns about the high costs of attending the Shore Leave festival, with frustration expressed over expensive food, ticketed events, and activities. They suggested making events more affordable for people across all income levels, including lower-cost family activities, cheaper food options, and reduced entry fees.

- Make it more affordable for the public.*
- Most of the events were too expensive for me.*
- Too expensive for an individual and family - only for elite*

**Communication and Awareness – n44:** A recurring theme was a lack of awareness and information about the festival. Respondents mentioned not knowing when it was happening, what events were offered, or even what Shore Leave is about. Many suggested more advanced, widespread advertising and clear communication to raise awareness about the festival and its offerings.

- Probably better advertising well in advance of all events and costs*
- More advertising, we have missed it every year or only known about it when we see it happening.*
- Advertising in time so I am aware of this and can plan for it.*

**Event Diversity and Inclusivity – n41:** Respondents mentioned the need for more variety in activities, especially for different age groups and interests. This included calls for more family-friendly events, better live music, local connection in programming, and options for people with disabilities or other specific needs. Many respondents mentioned seafood as the only food option, which does not cater for vegans, people with allergies or dislikes.

*Better organisation and inclusiveness.*

*I feel like the event targets upper class individuals and isn't catered towards the middle/working-class.*

*Shore Leave appears to be aimed at snobby high end. That is okay, but don't underpin it with public funding.*

**Environmental and Safety Concerns – n20:** Some participants raised concerns about the environmental impact of the event, the safety of attendees, and the infrastructure, particularly regarding parking and crowd management. There were also mentions of environmental responsibility and creating a safer, more accessible experience for all attendees.

*Environmental Awareness: care should be taken to protect the environment, not to litter, and to minimize the impact on the natural environment.*

*Maybe helping older people feel safer.*

*More parking for people who can't walk far.*

**Local Involvement and Relevance – n16:** Several respondents emphasized the importance of making the festival more locally focused, supporting local businesses, and involving the local community. There were concerns that the event is too focused on attracting wealthy tourists or run by external companies, rather than being a true community celebration.

*Needs to support local businesses and local people, at the moment seems to be targeted at big city, wealthy people and then the money doesn't stay here, because we don't employ all local vendors. This is getting better but needs to improve.*

*It does not feel like a community event it's run by Perth mob.*

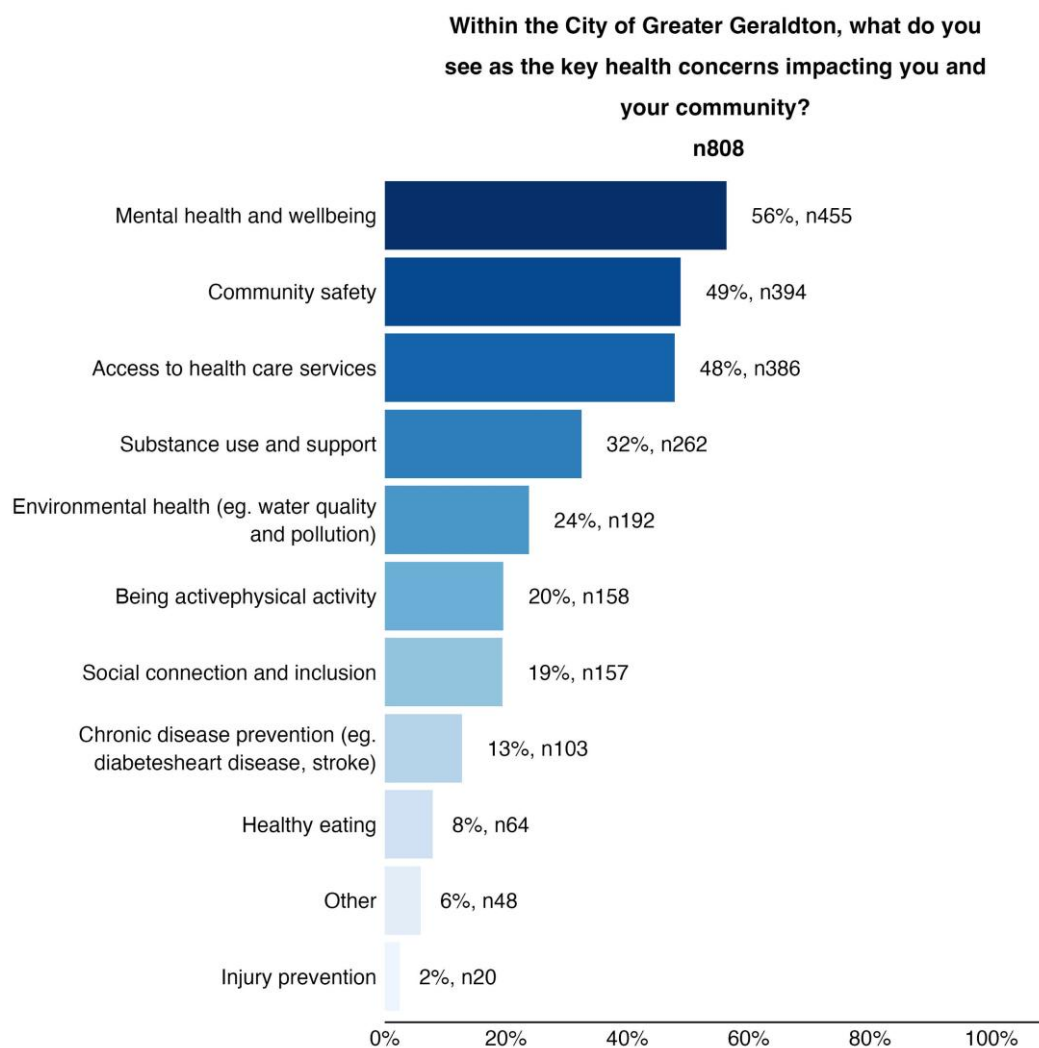
*Not sustainable because driven from outside without community.*

## 4.4 Our City – Health and Wellbeing

To support the development of the City’s upcoming Public Health Plan, the survey included four questions specifically focused on the community’s health and wellbeing.

People were asked to select their top 3 key health concerns that impact themselves and the community. The 3 most selected health concerns (expressed by around 50% of the community) were mental health and wellbeing (56%), community safety (49%), and access to health care services (48%).

The lesser common concerns were chronic disease prevention (13%), healthy eating (8%), and injury prevention (2%).



The following themes emerged from those who responded that there are ‘other’ key health concerns. Note that access to healthcare services is re-emphasised in open-ended responses.

**Access to healthcare services – n18:** This theme highlights concerns about the availability, affordability, and quality of healthcare, including ICU facilities, specialist care, and mental health services. Emphasis is placed on addressing gaps in regional care, reducing wait times, improving aged care, and ensuring transparency in public health policies.

*Regional emergency care like rescue helicopter and community services capacity.*

*Lack of general admission beds at the regional hospital*

**Social Determinants of Health – n17:** This theme highlights the broader social and economic factors influencing health, including housing affordability, aged care, crime, and anti-social behaviour. It emphasizes the need for community support, addressing issues like homelessness, domestic violence, racism, and fostering a healthier, more inclusive society.

*Encourage caring and friendships, build small rooms for homeless and give them a job ...*

*I'd love to see Geraldton become a Blue Zone.*

**Mental Health and Wellbeing – n8:** This theme highlights the need for improved mental health services and greater access to local professionals. It also emphasizes addressing substance abuse and fostering stronger community connections to enhance overall wellbeing.

*Think mental health is the biggest area of need.*

*People caring for and connecting with each other would reduce issues of mental health, substance abuse, community safety and the like*

**Environmental Health and Climate Change – n7:** This theme highlights the health impacts of climate change, including extreme heat, air pollution, and sun exposure, alongside the need for sustainable solutions like urban greening and shade infrastructure. It calls for urgent action to mitigate risks and promote community resilience.

*Health concerns with extreme sun exposure. Even decaying of plastic with the sun, effects of sun on vehicles parked under the sun*

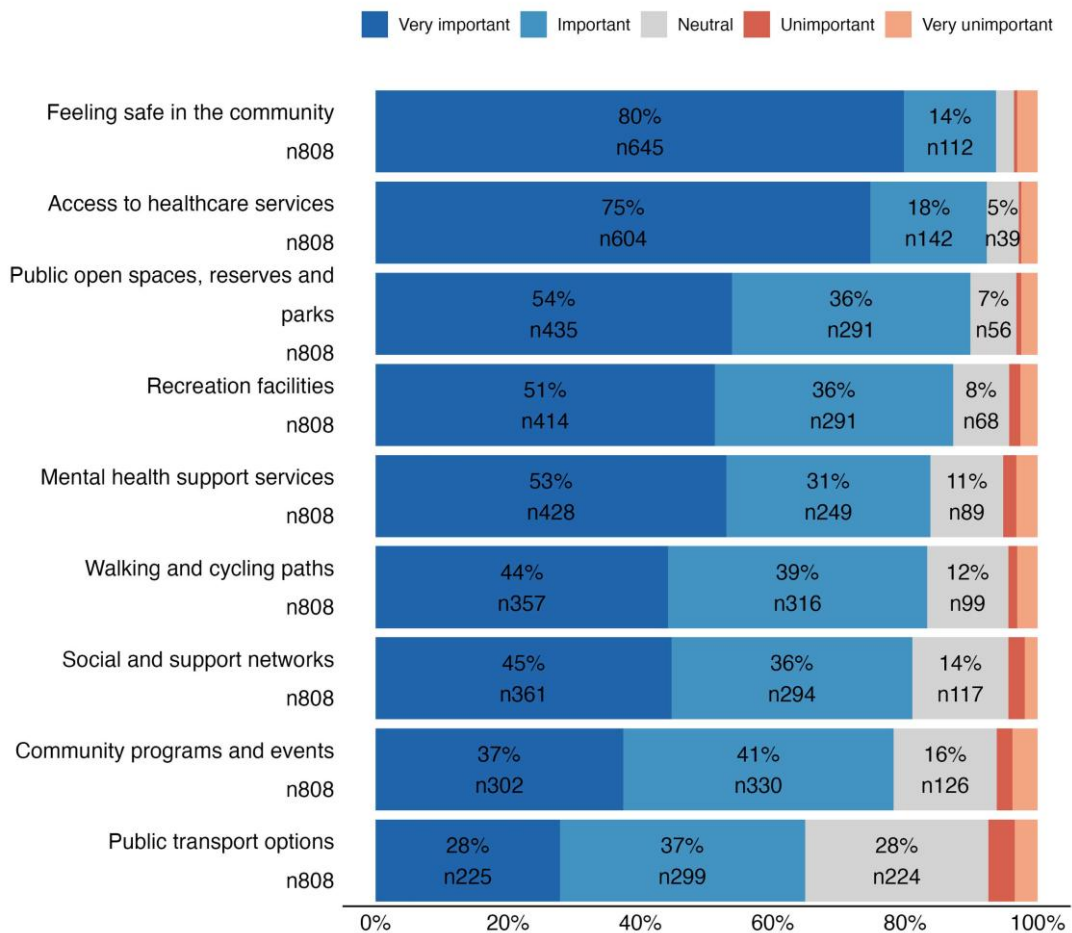
*Health impacts from climate change need to be seriously addressed*

People were asked about the importance of various aspects related to their personal health and the health of the community. All aspects were considered important, with the percentage of important ('very important' or 'important') responses ranging from 65% to 94%.

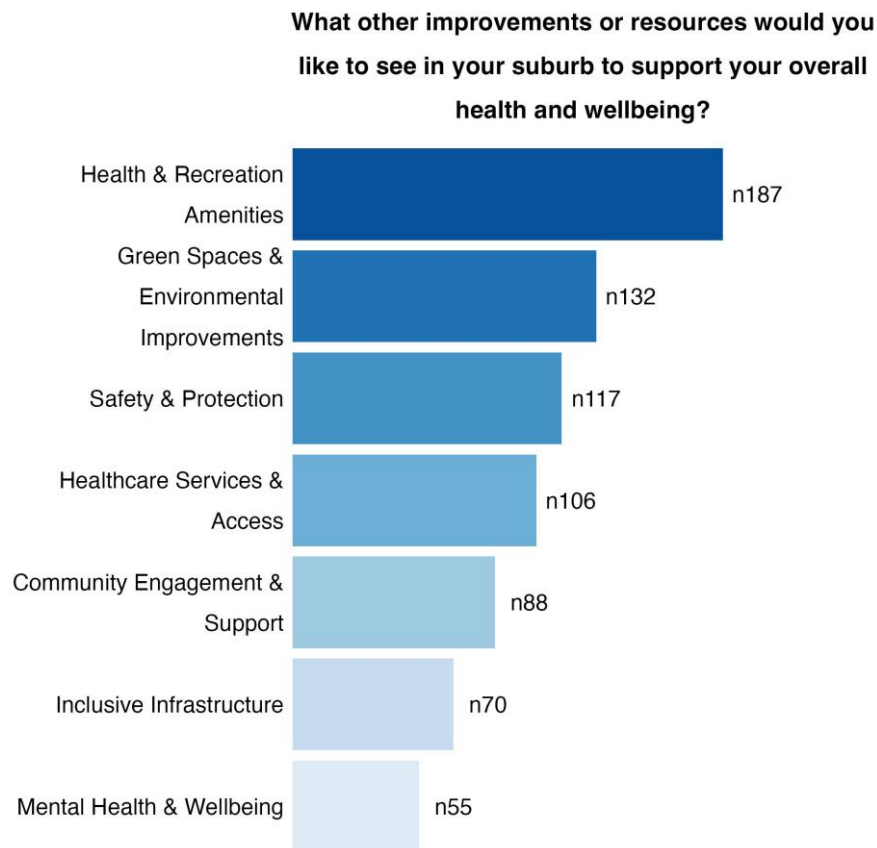
The top three most important aspects were feeling safe in the community, access to healthcare services, and access to open spaces, reserves, and parks, with 80% or more of the community rating them as important.

Public transport options were generally seen as important, though it received notably more neutral ratings compared to other health-related aspects.

**Thinking about where you live, how important are the following to the health of you and your community**



People were asked what other improvements or resources in their suburb would support their overall health and wellbeing. Overall, 7 themes emerged, where most common theme was **health and recreation amenities**. Other common themes covered **green spaces and environment**, **safety and protection**, and **healthcare services and access**.



**Health and Recreation Amenities – n187:** This theme includes the development and improvement of parks, walking/biking paths, sports facilities, and open spaces for physical activities, promoting an active lifestyle and social interaction.

*Parks for children but incorporating adult playgrounds with effective fitness equipment.*

*Better access to beaches and open spaces for people to exercise and maintain physical and mental health - beaches are not for vehicles, that is what roads are for!*

*Undercover and wind sheltered places outdoors for people to want to leave the house even in bad weather. Everyone is far too isolated indoors and online*

**Green Spaces and Environment – n132:** There was a desire for more green spaces and environmentally friendly initiatives to improve the quality of life, including tree planting, cleaner environments, and community gardens that foster social connections and promote mental and physical health.

*More shade - we have a great cycleway, but it is hot with not much shade so not encouraging to walk.  
Beautiful river - needs more protection and revegetation.*

*Restore natural bush areas rather than mowing around a few trees in the open spaces zoned 'environmental conservation'. Connection to nature has proven to improve mental health. Increased ranger services to manage off road vehicle behaviour and feral cats.*

*More modern parks and gardens in the suburbs. Foreshore is excellent, but new suburbs and developments in other regional centres always provide nature areas for walking and leisure, which we don't have.*

**Safety and Protection – n117:** This theme reflects a need for a safer environment to improve overall well-being. Many respondents expressed concerns about safety in their community, including a desire for more visible police presence, crime prevention measures, and community patrols.

*More police presence from 6pm to 6 am through out the community*

*To feel safe in my house and not feel worried about it being broken into.*

*CCTV for feeling safe walking at all hours, neighbourhood watch.*

**Healthcare Services and Access – n106:** Respondents expressed a strong desire for improved healthcare infrastructure, such as more doctors, medical centres, specialists, and telemedicine services. There were calls for bulk billing GPs, visiting specialists, and affordable medical resources without the need to travel to larger cities like Perth.

*Specialist doctors in Geraldton, so we don't have to go to Perth to meet the specialist doctors.*

*Better access to healthcare without massive wait times or having to go to Perth for minor and routine procedures or appointments.*

*More child focused services, child health clinic could do with a better system*

**Community Engagement and Support – n66:** Respondents indicated the need for a stronger sense of community, with more organized events, programs, and spaces where people can come together to build social connections, share resources, and promote collective well-being, especially women’s shed and activities for teenagers.

*I'd like to see more primary school kids visiting aged care facilities to perform music, songs, dances, joint art programs.*

*Group activities for Geraldton and smaller Surrounding neighbouring towns.*

*More cultural learning for the younger indigenous kids. It's a lost culture and they should be able to reconnect with it*

**Inclusive Infrastructure – n70:** This includes improved accessibility to outer suburbs by expanding the public transport network and modernizing connecting roads. These comments also highlighted the need for more amenities and facilities in outer suburbs, including access to schools and shops.

*More ACROD parking, better access to paths and shops. Accessible beaches with mobility issues.*

*improved public transportation options would make it easier to access various amenities and reduce stress.*

*The north of town seems to be forgotten about more options for schooling, shopping, and health care.*

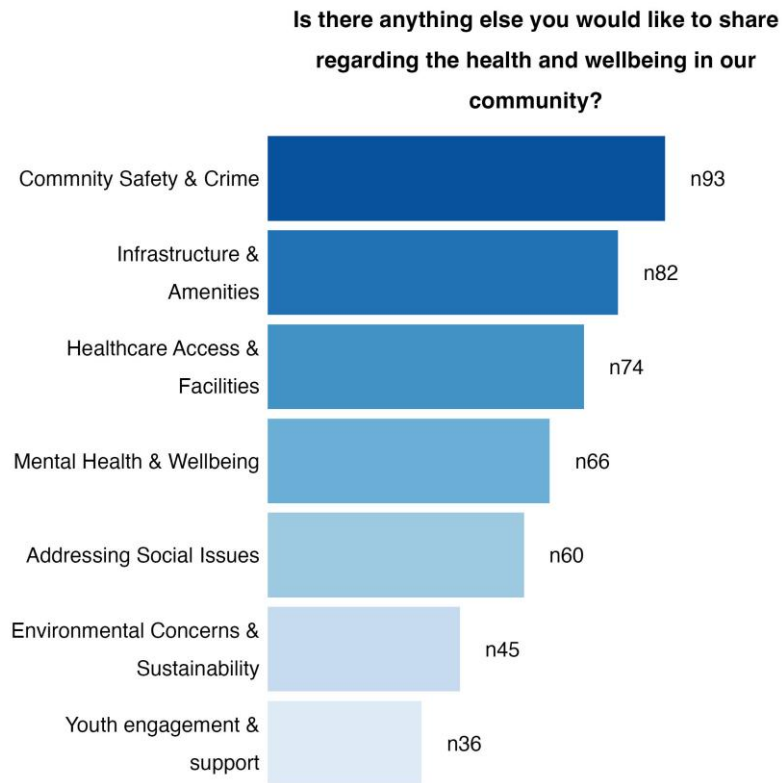
**Mental Health and Wellbeing – n65:** Respondents highlighted the need for greater access to mental health services, including counselling, support groups, and facilities focused on mental well-being. Many respondents felt that mental health support should be accessible locally without long waiting times or the need to travel.

*Mental health lectures and activities can also be held regularly to help residents relieve the pressure of life and work, so that people can face life more positively.*

*increased access to mental health services and wellness programs—such as mindfulness workshops, support groups, or fitness classes—would foster emotional well-being.*

*More therapists/psychotherapists. Psychiatrist. Mental health care that doesn't cost an arm and a leg.*

Finally, the community was asked if there was anything else they would like to share regarding the health and wellbeing of the community. Overall, 7 themes emerged. The top three themes covered **community safety and crime, infrastructure and amenities, and healthcare access and facilities.**



**Community Safety & Crime – n93:** This theme encompasses concerns about rising crime rates, antisocial behaviour, vandalism, and the need for increased police presence, stricter punishments for offenders, and community patrols. It also includes the desire for a safer environment in public spaces, homes, and while walking or shopping.

*Again, we need to tackle Crime, Vandalism, and public behaviour.*

*Crime is a growing issue, need stronger punishments for offenders so we can feel safe in our homes.*

*Active night patrols to assist in de escalating tensions that arise.*

**Infrastructure & Amenities – n82** This theme covers the desire for better community infrastructure, such as more green spaces, shade, parks, recreational areas, cycle paths, and public toilets. It also includes requests for specific amenities like a gym, women's shed, indoor play areas, and an artificial reef or wave.

*More parking for seniors at shopping centre's etc.*

*This reef would create a hub for health, fitness, community.*

*A women's shed would provide a resource for women that doesn't currently exist.*

**Healthcare Access & Facilities – n74:** This theme focuses on the need for improved healthcare services, including more doctors, specialists, bulk billing options, and better hospital facilities. It also includes concerns about the lack of specific services like cancer treatment, mental health beds, and aged care facilities, as well as the need to reduce travel to Perth for medical care.

*Bigger hospital that will facilitate the growing population. We should be using St. John of God for emergencies as one is not enough.*

*Consider how connected data and technology can be leveraged to improve the health of residents and promote a more holistic approach to health services through smart means.*

**Mental Health & Wellbeing – n66:** This theme highlights the prevalence of mental health issues like anxiety and depression, the need for more accessible mental health services (including psychiatrists, therapists, and support groups), and the importance of addressing the root causes of these issues. It also includes the desire for community connection and social inclusion to combat isolation.

*A lot of people are suffering from anxiety and depression (including me), and it is very alienating and unless you are a local and know people who you have history and a lot on in common, there doesn't seem to be a way to integrate and be accepted if you are alone.*

*Pay attention to physical and mental health, build a harmonious community, and let happiness always accompany you.*

**Addressing Social Issues – n60:** This theme encompasses concerns about homelessness, poverty, substance abuse, and the need for support services like shelters, detox facilities, and rehabilitation programs. It also includes the desire for more community support for vulnerable groups, including the elderly, indigenous people, and those experiencing domestic violence.

*Homelessness seems to be increasing in this City.*

*Is there a volunteer visitor program? Old people can get very lonely. Volunteer drivers to take people to medical appts?*

**Environmental Concerns & Sustainability – n45:** This theme highlights the importance of environmental issues, such as coastal erosion, recycling, water quality, and the need for more trees and shade. It also includes concerns about the use of glyphosate and the desire for more sustainable practices.

*I would like to see recycling. yellow top bins. We used to recycle our cardboard into skip bins provided but have stopped since a broken skip lid came down on my daughter's head.*

*The biggest thing you can do to improve health would be taking action on climate mitigation strategies*

**Youth Engagement & Support – n36:** This theme focuses on the need for more youth programs, activities, and support services to address issues like crime, mental health, and lack of opportunities. It also includes the desire for more positive engagement with youth and the need to empower them to make positive choices.

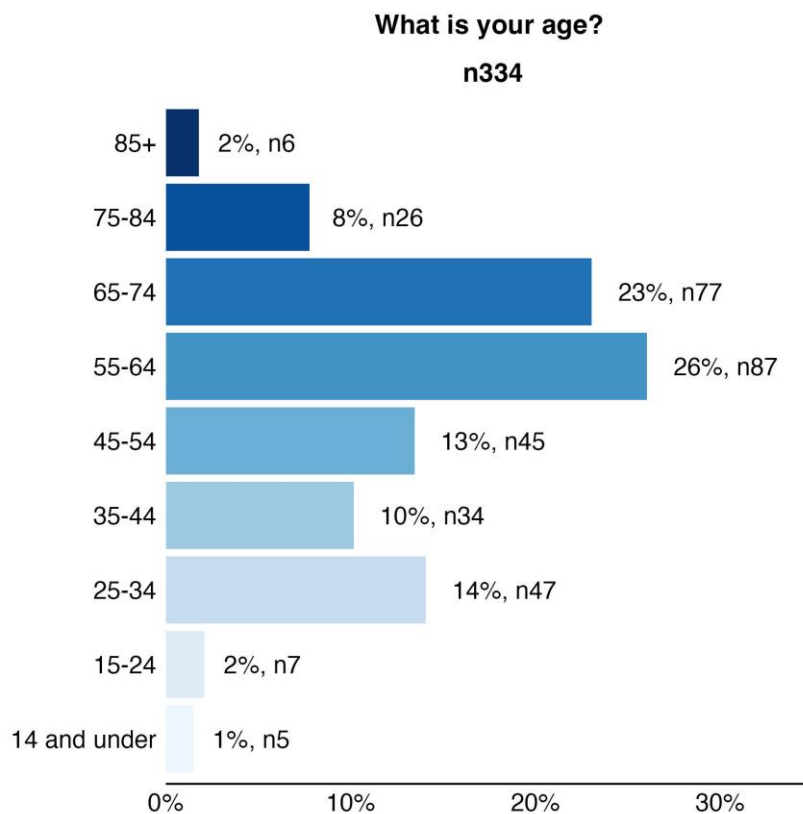
*Programs for all youth. More involvement / ownership of youth with greening the community/caring for country/city. e.g. kids caught destroying property should be involved in maintaining trees for example in their suburbs.*

*Crime prevention – engage youth in positive activities, empower them to make positive choices.*

## 4.5 Our City – Older Adults in Greater Geraldton

The community was asked if they would like to answer questions about the needs of older adults (60+ years) in Greater Geraldton, and n334 (39%) agreed to answer further questions.

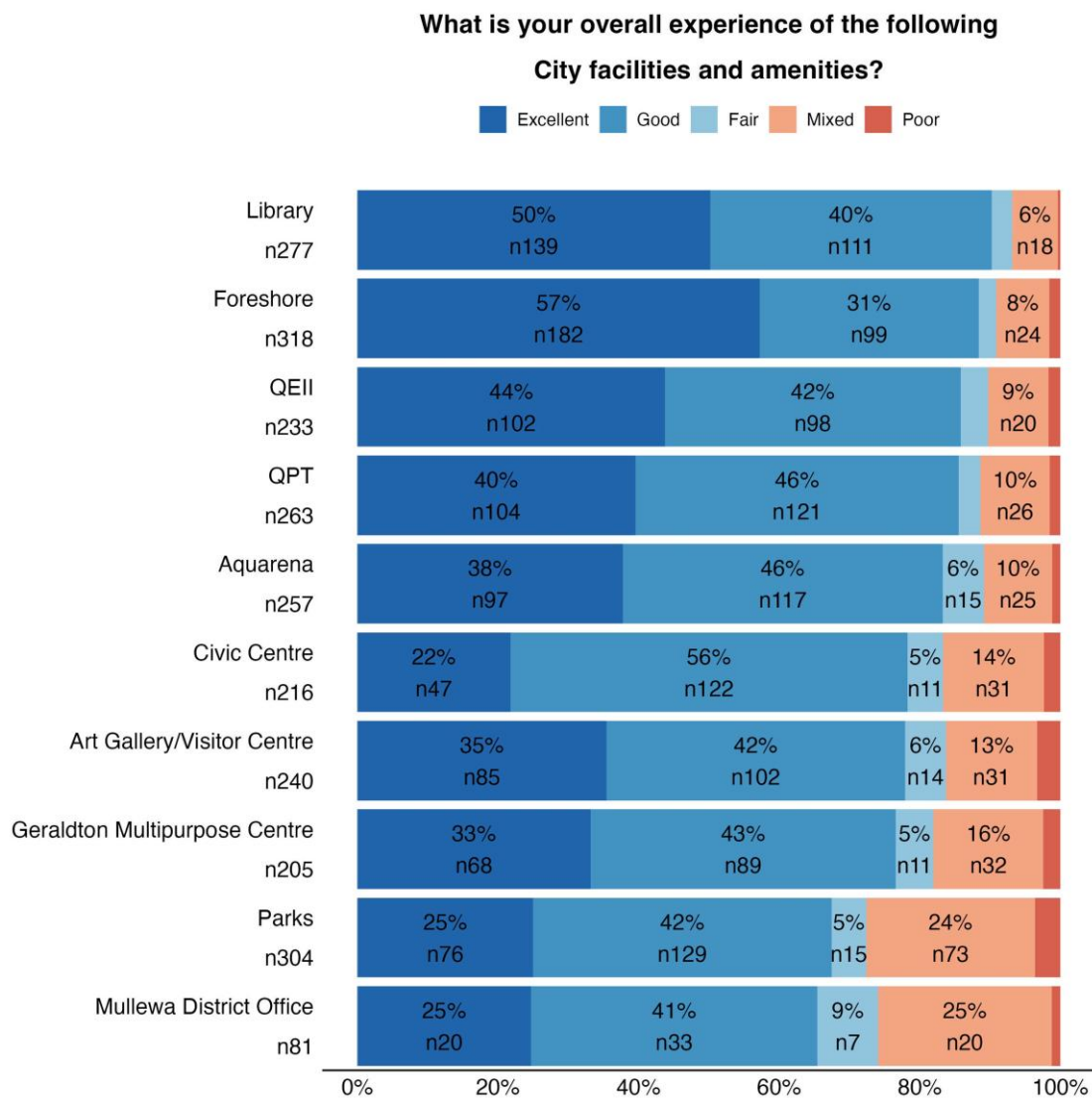
**Age.** The most represented age groups were those between 55 and 74, with the highest representation from individuals aged 55–64 years. Respondents aged 55+ years accounted for 59% of the responses (n=196), indicating that perspectives on older adults’ needs were gathered from a broad age range.



The group were asked to rate their experiences with the City’s facilities and amenities. People generally had positive experiences in the City, where the percentage of positive experiences (‘excellent’ or ‘good’) ranged between 66% and 90%.

People had the most positive experiences at the Library, Foreshore, QEII, QPT and Aquarena. There were notably more mixed experiences at the City’s parks (24%) and the Mullewa District Office (25%).

Note. If the respondent did not attend the facility/amenity, they could select ‘not applicable’. These responses were removed from the analysis.

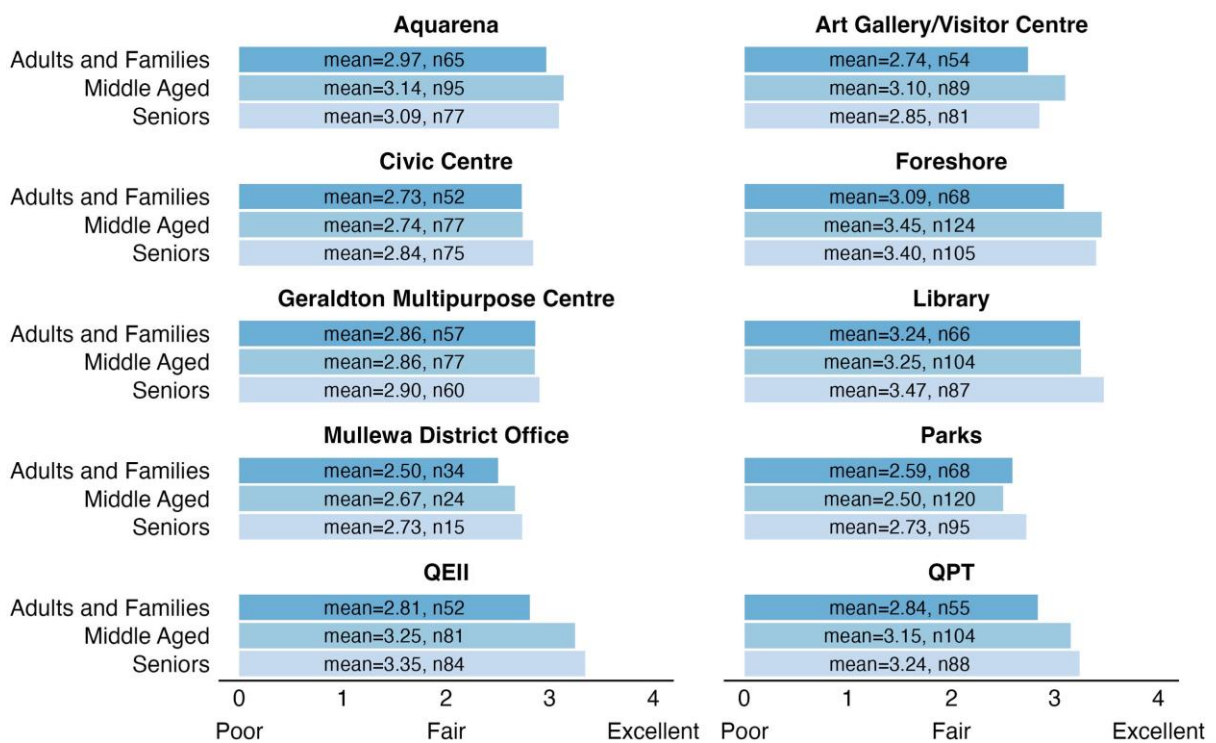


We further examined whether there were differences in trends across age groups. Participants were categorized into three age groups: ‘adults and families’ (25–44), ‘middle-aged’ (45–64), and ‘seniors’ (65+). Individuals aged 24 or younger were excluded due to the insufficient number of responses (n=12), which prevented drawing valid conclusions.

Scores were converted to a numeric scale to calculate mean ratings (see x-axis), enabling straightforward comparisons between age groups and across various facilities and amenities.

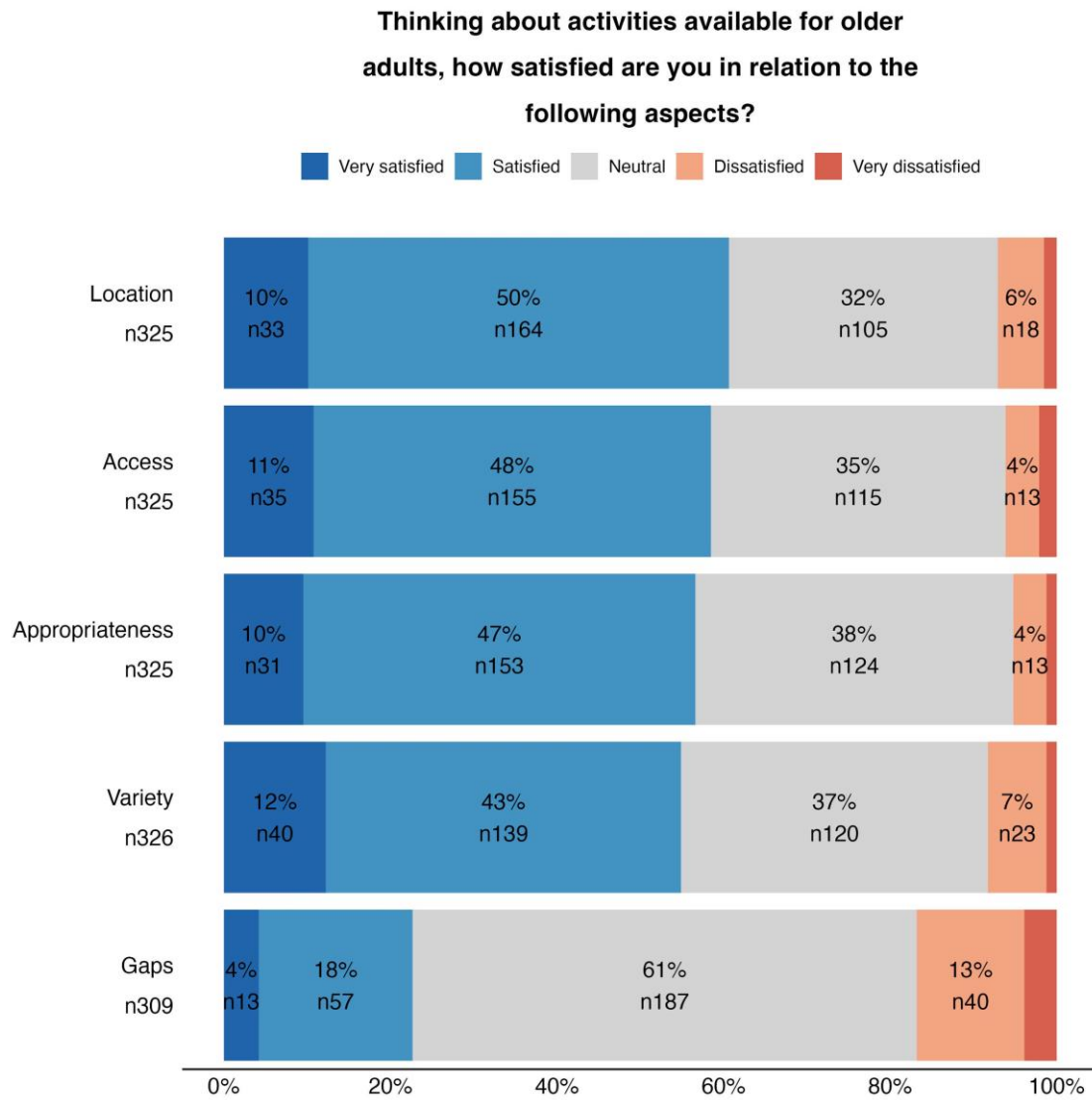
Overall, the ratings were consistent across age groups, generally falling within the fair-to-good range. There was also a general trend of older participants giving more positive ratings.

**What is your overall experience of the following  
City facilities and amenities?  
By AGE CATEGORY**



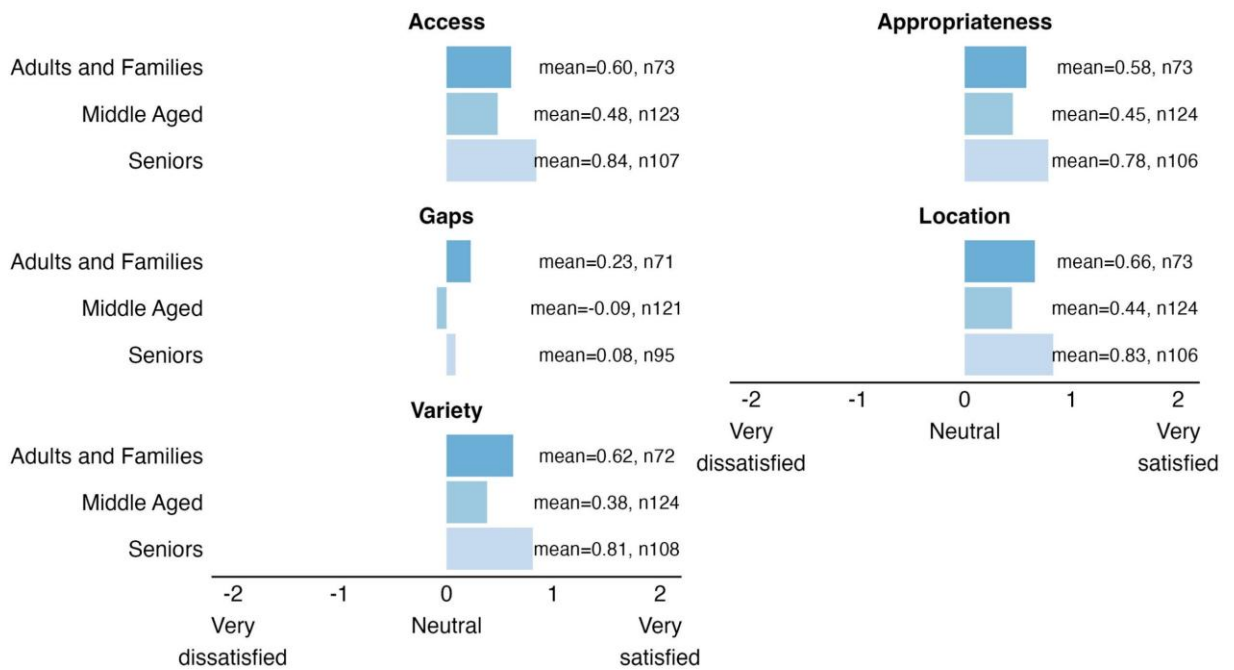
The group were asked to rate their satisfaction towards the activities available for older adults. Most respondents are either satisfied or neutral across all categories. Apart from gaps in activities, the level of satisfied individuals ranges from 55% to 60%, however, the level of neutral responses ranged from 32% to 38%. The level of dissatisfied individuals was comparably low.

There were mixed opinions about gaps in activities. Most people (61%) expressed neutral satisfaction, and only slightly more people were satisfied than dissatisfied.

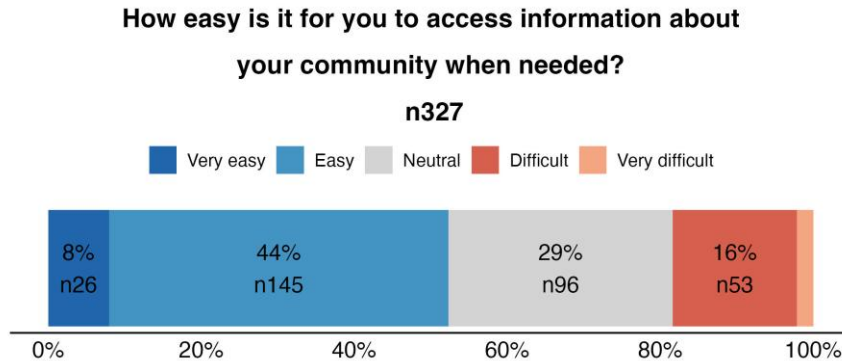


Gaps received similar ratings across all age groups, reflecting a neutral sentiment. For other aspects, seniors provided the highest ratings and were generally satisfied. They were followed by adults and families, and then by the middle-aged group, whose scores ranged from neutral to satisfied.

**Thinking about activities available for older adults, how satisfied are you in relation to the following aspects?  
By AGE CATEGORY**



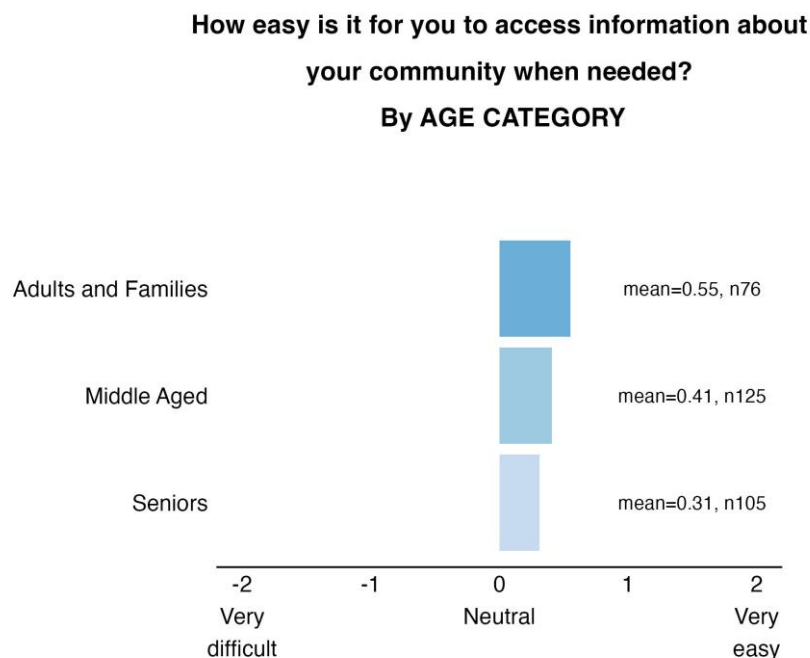
There were mixed opinions about accessibility to information for the community. Just over half of the community found it very easy (8%) or easy (44%) to access relevant information, whereas 29% were neutral, and 19% found it difficult to some extent.



The preferred ways of receiving information are as follows, where emails and social media were the preferred channels. The ‘other’ responses included newspapers and the Council website.

Email	n219, 67%
Social media	n65, 20%
Mail	n28, 9%
Other	n5, 2%
Phone	n8, 2%

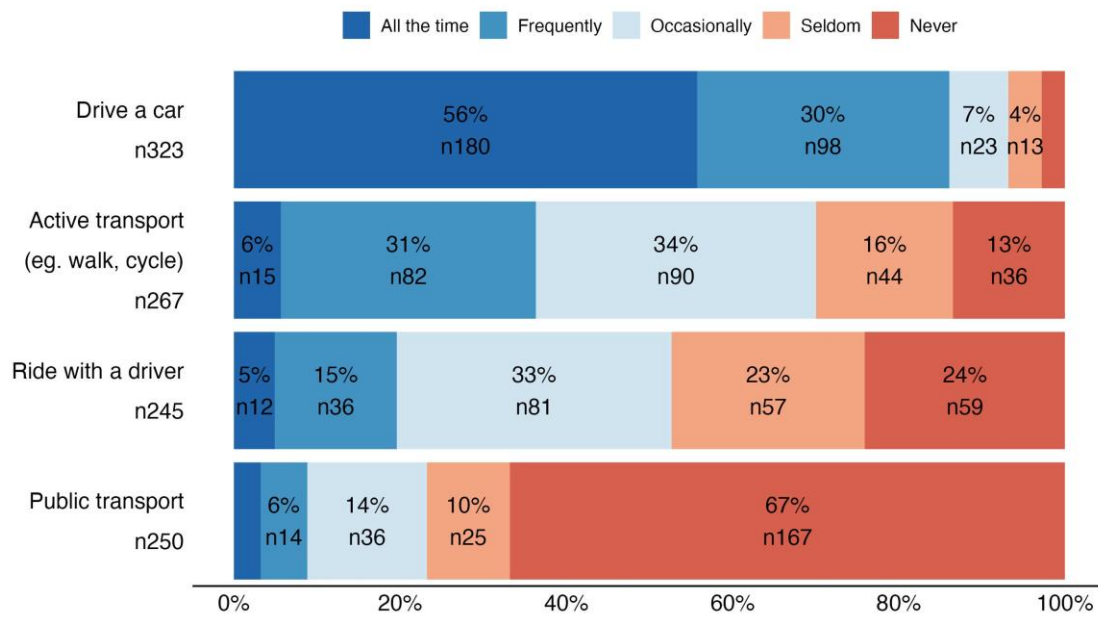
There was a negative trend with ease of accessing information and age categories, suggesting that improvement in accessing information should focus particularly on older adults.



People were asked about their mode of transport within the City. Driving was by far the most common form of transport to shops, services and activities in the City, where 56% of people drive all the time, and 30% frequently drive.

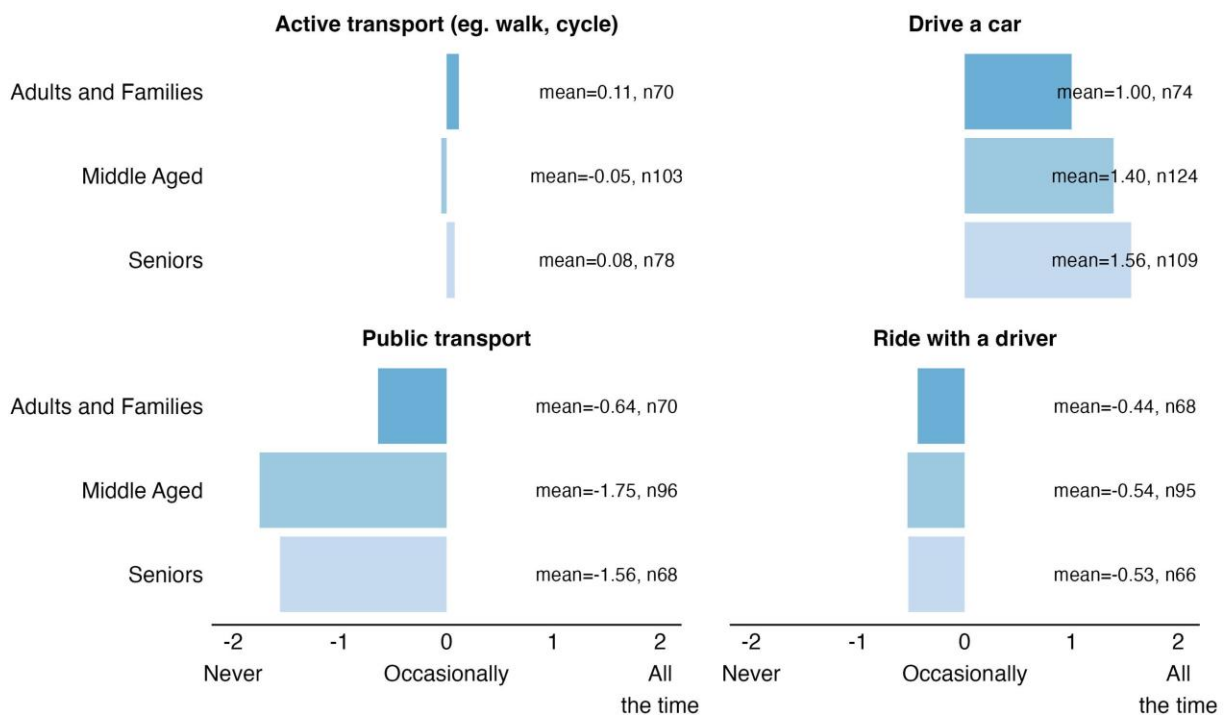
Active means of transport (e.g., walking) was the second most common form of transport. It was less common for people to ride with a driver and public transport was rarely used by most people.

**What mode of transport do you use to travel between home and shops/services/activities?**



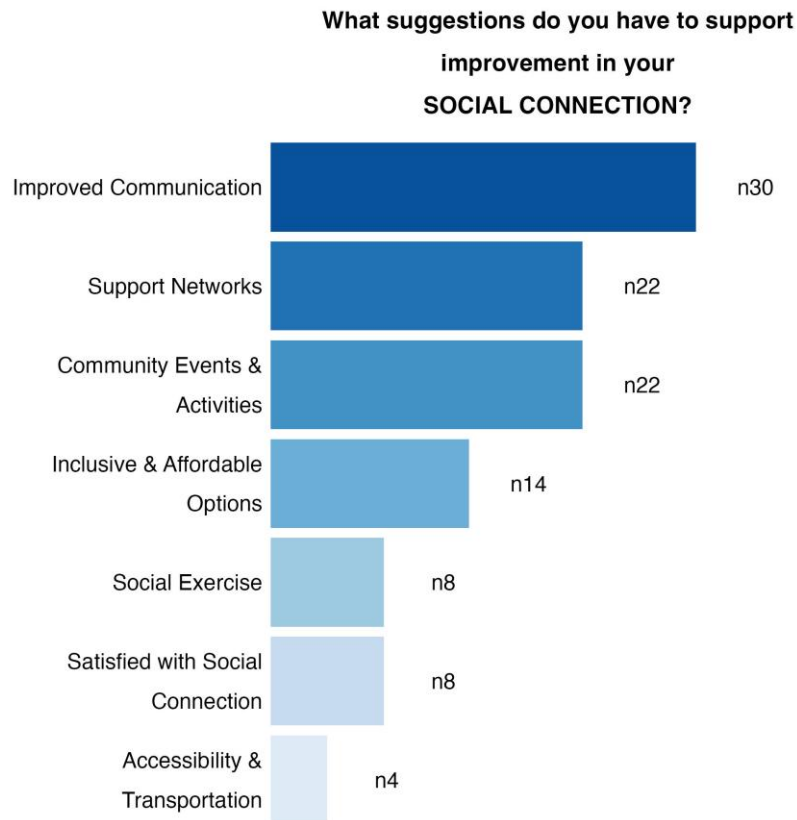
Driving was the most frequently used form of transportation. Older people were more likely to drive, although younger age categories reported slightly more occasional use, which influenced the overall trend. Active transportation was used occasionally across all age categories, while riding as a passenger was seldom used. Public transportation was the least used mode of transport, particularly among middle-aged individuals and seniors, who rarely used it.

**What mode of transport do you use to travel between home and shops/services/activities?  
By AGE CATEGORY**



Across four open-ended questions, the community were asked to provide suggestions to support the day-to-day wellbeing of older adults living in the City, include social connection, health and wellbeing, activities outside the home, and their ability to remain living at home.

**Social Connection.** Overall, 7 themes were identified. The most common themes were **improved communication, support networks, and community events and activities.**



**Improved Communication – n30:** The community suggested enhancing the advertisement of events, activities, and opportunities through email lists, Council websites, and social media. People felt that a lack of awareness of social opportunities is a considerable barrier to social connection.

*Better knowledge of what community support there is e.g. a pamphlet made available, via letter boxing.*

*Free social media training, more advertising what is available to the aging population of Geraldton.*

**Support Networks – n22:** Concerns about social isolation, prompted suggestions for community groups and outreach programs that offer social connections for diverse groups with shared interests (e.g., Women’s Shed).

*I want to have more social connection- but feel anxious about taking the steps to achieve this. So opportunities to create social connections through interests both creative and cultural would be valued.*

*Establishment of a Women’s shed*

**Community Events and Activities – n22:** People expressed a desire for more diverse events, including book clubs, workshops, youth groups, and seasonal gatherings. Activities that foster connection, such as choirs, food vans, and park meet-ups, were also proposed.

*Create more community hubs, such as shared spaces for social gatherings, workshops, and events. These places would provide opportunities for people to connect, collaborate, and build stronger relationships across diverse groups.*

*Participate more in social activities, such as public welfare activities held by the community, gatherings of interest groups, etc. Take the initiative to meet new friends and broaden your social circle.*

**Inclusive and Affordable Options – n14:** There were calls for affordable and inclusive activities catering to various demographics, such as different age groups and those with mobility issues.

*Lower cost inclusive activities designed for fit and active over 65s.*

*Support the existing sporting and community groups to keep their costs down, so we can join.*

**Social Exercise – n8:** Suggestions emphasized the importance of combining physical activity with opportunities for social interaction. Ideas included group fitness classes, walking groups, community yoga sessions, and other activities that promote both health and connection.

*Everything is in a hub at the QE2 or city. Maybe some walking or exercise groups in other suburbs or shuttle buses in from outer suburbs for activities.*

*Meet in the park and walk sessions.*

**Satisfied with Social Connection – n8:** These individuals expressed that they were content with their current levels of social connections, and did not suggest ways for improvement.

*Happy with access to friends and events.*

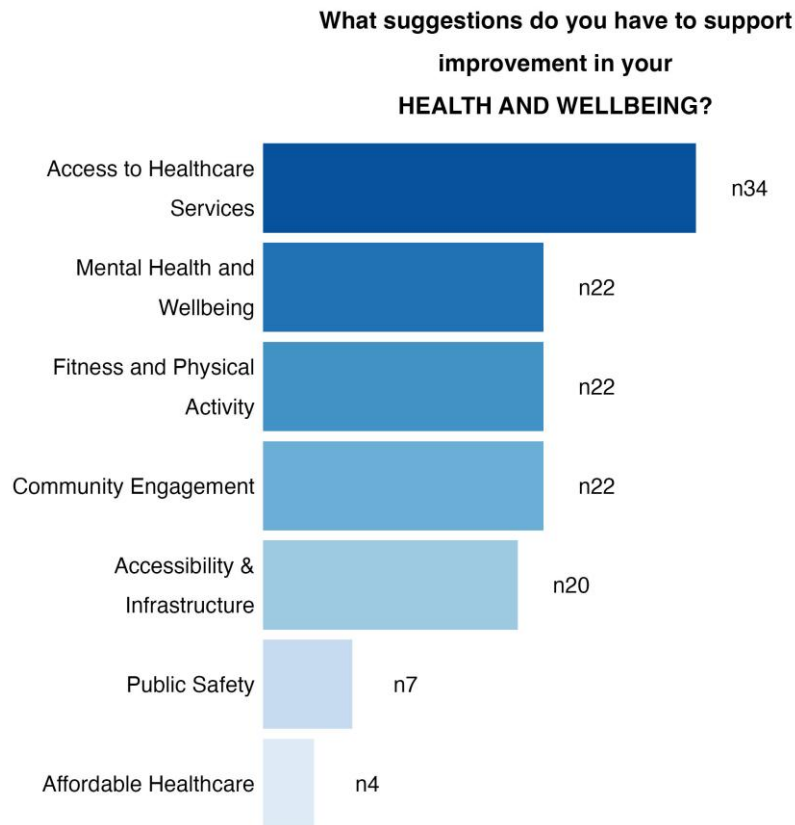
*I have no problems in this area.*

**Accessibility and Transportation – n4.** Better transport options, such as mini-buses or shuttles, were identified as necessary to help people access events and activities. Respondents also suggested distributing events across various suburbs to improve accessibility and inclusivity.

*Transport! Mini busses?*

*Bus outings*

**Health and Wellbeing.** Overall, 7 themes were identified. The most common theme was **access to healthcare services**, and the second most common theme was tied between **mental health and wellbeing**, **fitness and physical activity**, and **community engagement**.



**Access to Healthcare Services – n34:** Suggestions highlighted the need for greater availability of GPs, specialists, and affordable healthcare options, such as bulk billing and reduced wait times. Expanded hospital facilities, more beds, local specialist services, and improved mental health support were also emphasized to meet community needs.

*Better, shorter wait times and cheaper doctors visits and specialists*

*More Doctors, larger bed capacity and more modern hospital*

**Mental Health and Well-being – n22:** Improved access to mental health resources, such as psychologists, psychiatrists, and support groups, was a key focus. Suggestions also included creating safe public spaces and promoting stress reduction to enhance overall mental health.

*More outdoor ventures that older people can enjoy. Nature therapy!*

*My personal health and wellbeing are good but a lot is being heard about the need for more mental health support for the community in general.*

**Fitness and Physical Activity – n22:** Ideas focused on developing parks, cycling paths, and recreational facilities that cater to families and seniors. Innovative suggestions included introducing pedal cars, recreational jetties, and water parks to enhance outdoor activities.

*Increase the fitness facilities suitable for families in the community.*

*more running groups or more gyms*

**Community Engagement – n22:** There was a strong desire for group activities and volunteer opportunities to foster social connections and engagement. Specific programs for seniors and other demographics were suggested to encourage broader community participation.

*Better advertised community volunteers options*

*More activities to encourage men to participate*

**Accessibility and Infrastructure – n20:** Improvements to footpaths, cycle paths, and public transport were suggested to increase mobility and access. Enhanced building accessibility and services for older people were also identified as priorities.

*Allow dogs onto the foreshore at the port end where old people walk in the water as many live in units and come to the beach for exercise.*

*Other ways to get in the building then stairs*

**Public Safety – n7:** Concerns centred on addressing crime and ensuring safe public spaces for activities. Suggestions included better lighting, improved infrastructure, and enhanced security measures to create a safer environment.

*Better local delivery, community safety better programs for Youth Crime*

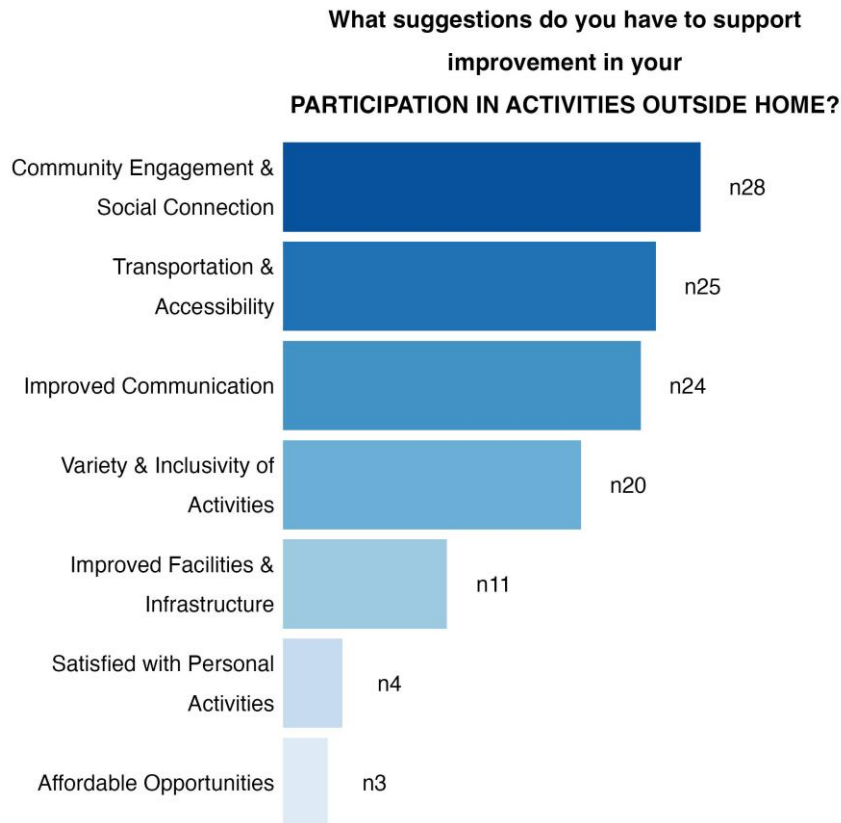
*Feel safer to walk around always bit wary at various locations*

**Affordable Healthcare – n4:** These comments highlighted the need for more affordable options for healthcare services.

*Cost of health care, hard for the council to address*

*Affordable medical and dental essential*

**Activities Out of Home.** Overall, 7 themes were identified. The most common theme was **community engagement and social connection**, followed closely by **transport and accessibility**, and **improved communication**.



**Community Engagement & Social Connection – n28:** Organizing community events like cultural festivals, outdoor movie nights, and farmers’ markets helps foster social connections and encourages participation.

*QE11 is exceptional keep it on track- Beehive - make more use of the Art Gallery and Museum for special awareness evening and events from visiting specials courses etc.*

*Host regular community events like cultural festivals, farmers' markets, and outdoor movie nights. These events encourage people to come together, celebrate local talent, and forge connections in a relaxed and inclusive atmosphere.*

**Transportation and Accessibility – n25:** This theme focuses on improving affordable transportation options, including community buses and accessible public transport, as well as enhancing bike paths and ensuring safe mobility for all residents.

*Advertise what’s on. Have a community bus do pick ups for those unable to get out n about.*

*More information and better access to information about activities/events needed*

**Improved Communication – n24:** This includes the importance of effective advertising and communication of community activities through centralized platforms like social media, flyers, and newspapers to keep older adults informed.

*More notification as I often don't know until after the event.*

*To get more people there we need better advertising.*

**Variety and Inclusivity of Activities – n20:** Offering a wide range of activities, including art, fitness programs, and senior-friendly options, ensures that all community members have engaging choices.

*More choice in courses available for example dressmaking, cooking etc.*

*More actives like quiz nights, friend speed dating, things not geared towards alcohol.*

**Improved Facilities and Infrastructure – n11:** Expanding and upgrading facilities such as parks, meeting spots, and fitness centres ensures they meet the needs of the older community while also providing accessible spaces.

*More sheltered meeting spots along the foreshore to allow seniors to stop and chat.*

*Park improvements more shade trees on verges.*

**Satisfied with Personal Activities – n4:** These individuals expressed that they were content with their participation in activities outside of home, particularly at QEII, and did not suggest ways for improvement.

*Already busy with work & Friends of QPT.*

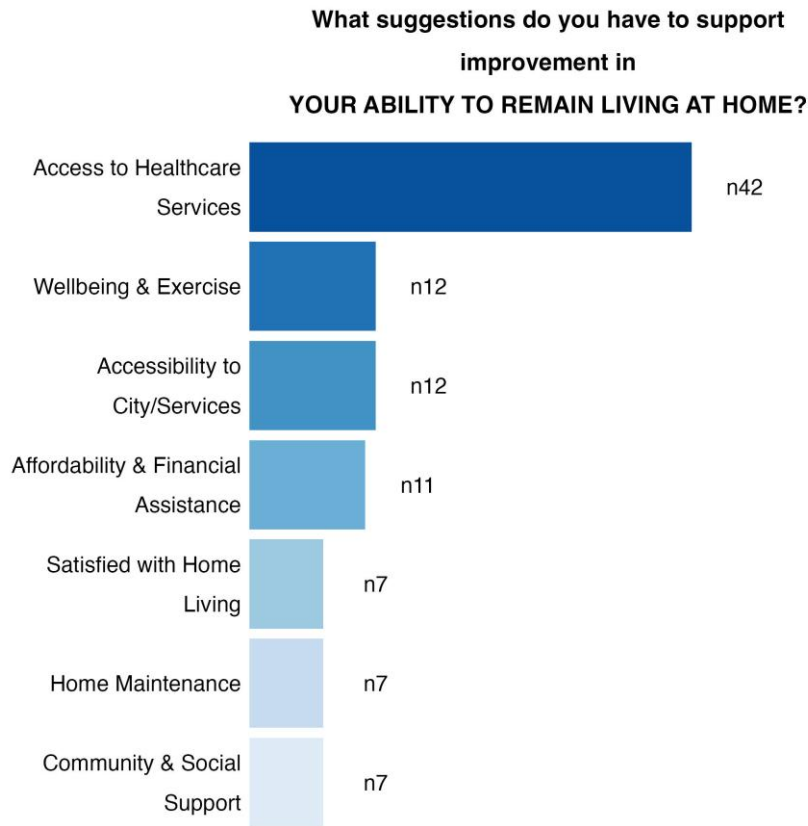
*Happy with what is happening at QE11.*

**Affordable Options – n3:** Keeping the cost of activities low, offering yearly passes, and providing grants for community programs ensures that everyone can access local activities.

*Apart of QEII Fees are too high.*

*Keep cost of entrance or activities low.*

**Remain Living at Home.** Overall, 7 themes were identified. By far, the common theme was **access to healthcare services**. Other common themes were **accessibility to city/services**, **wellbeing and exercise**, and **affordability and financial assistance**.



**Access to Healthcare Services – n42:** Access to health, aged care, and in-home support services is a key concern, with many expressing issues around affordability, long wait times, and the availability of care providers. There are many calls for more availability and accessible aged care services to meet the growing demands of an aging population.

*Easier access to home help, help older adults with internet facilities.*

*Availability of suitable support services and even just the right labour force to help with the things that get difficult with age.*

**Wellbeing and Exercise – n12:** Maintaining physical health through exercise and fitness, are top priorities for older adults. There is a focus on the need for secure living environments, such as better home security systems, and accessible fitness programs to enhance overall wellbeing.

*Exercise regularly to stay healthy.*

*Exercise with home fitness equipment during leisure time.*

**Accessibility to City/Services – n12:** Some individuals called for better infrastructure, such as accessible pathways, shuttle services, and online tools, to ensure that City services are accessible.

*Important. I am not up to date with services.*

*Easier access to home help, help older adults with internet facilities.*

**Affordability and Financial Assistance – n11:** Many older adults face financial strain related to living costs, home modifications, and senior discounts. Suggestions focus on increasing financial aid to alleviate everyday expenses.

*Rate reductions for owner occupied homes after a certain age. This in addition to Senior's discount.*

*More affordable home help.*

**Satisfied with Home Living – n7:** These individuals expressed that they were content with their ability to continue to live at home, and did not suggest ways for improvement.

*No issues living at home.*

*This area is excellent.*

**Home Maintenance – n7:** Assistance with home and garden maintenance, repairs, and accessibility modifications is crucial for older adults to maintain safe and functional living spaces.

*Access to tradies and maintenance help*

*Assistance in gardens and maintenance for senior citizens*

**Community and Social Support – n7:** Improved communication and easier access to information about available services are necessary to help older adults connect with support networks and find opportunities for social interaction.

*Hold community life skills training sessions.*

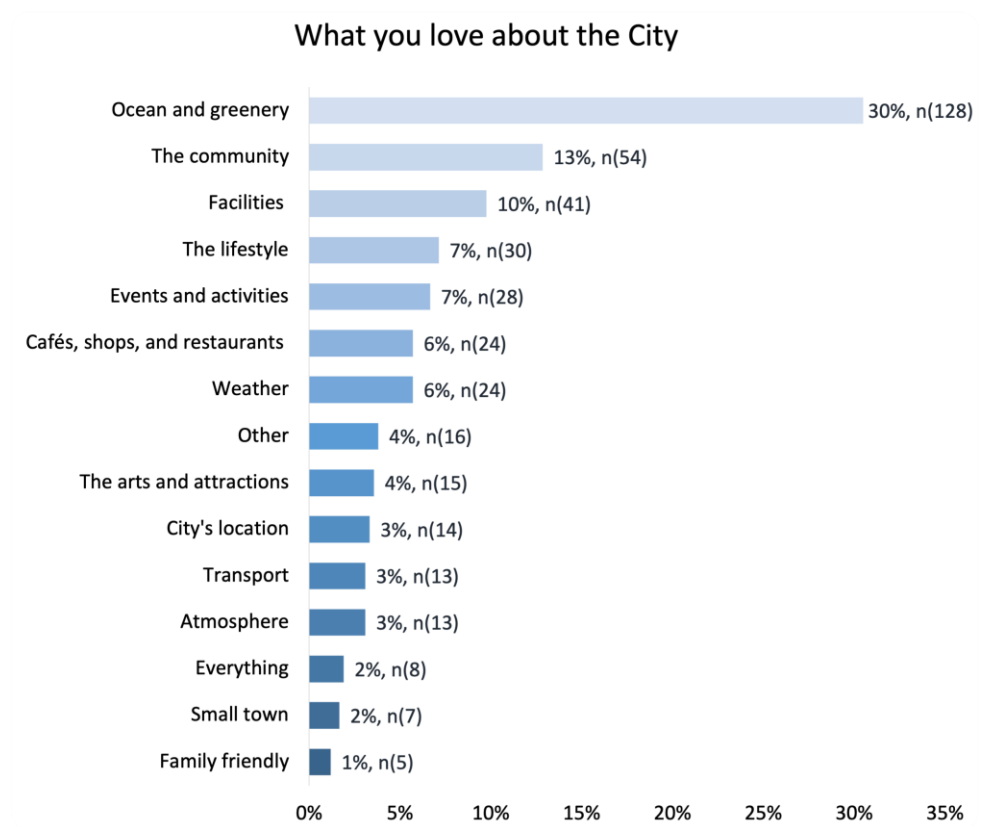
*People should be encouraged to take part in regular surveys/ information sessions regarding council/government programs.*

## 5 Drop-In and Pop-Up Sessions

Community feedback from the Drop-in session has been combined with input from the Pop-Up sessions, due to the consistent questions asked across both formats. The purpose of having a Drop-in session in Mullewa, was to make the session more accessible to the local community, and to build on the recent engagement that has happened in that community, using the opportunity to promote and consider feedback from other local planning initiatives.

### 5.1 Our City - Community Feedback

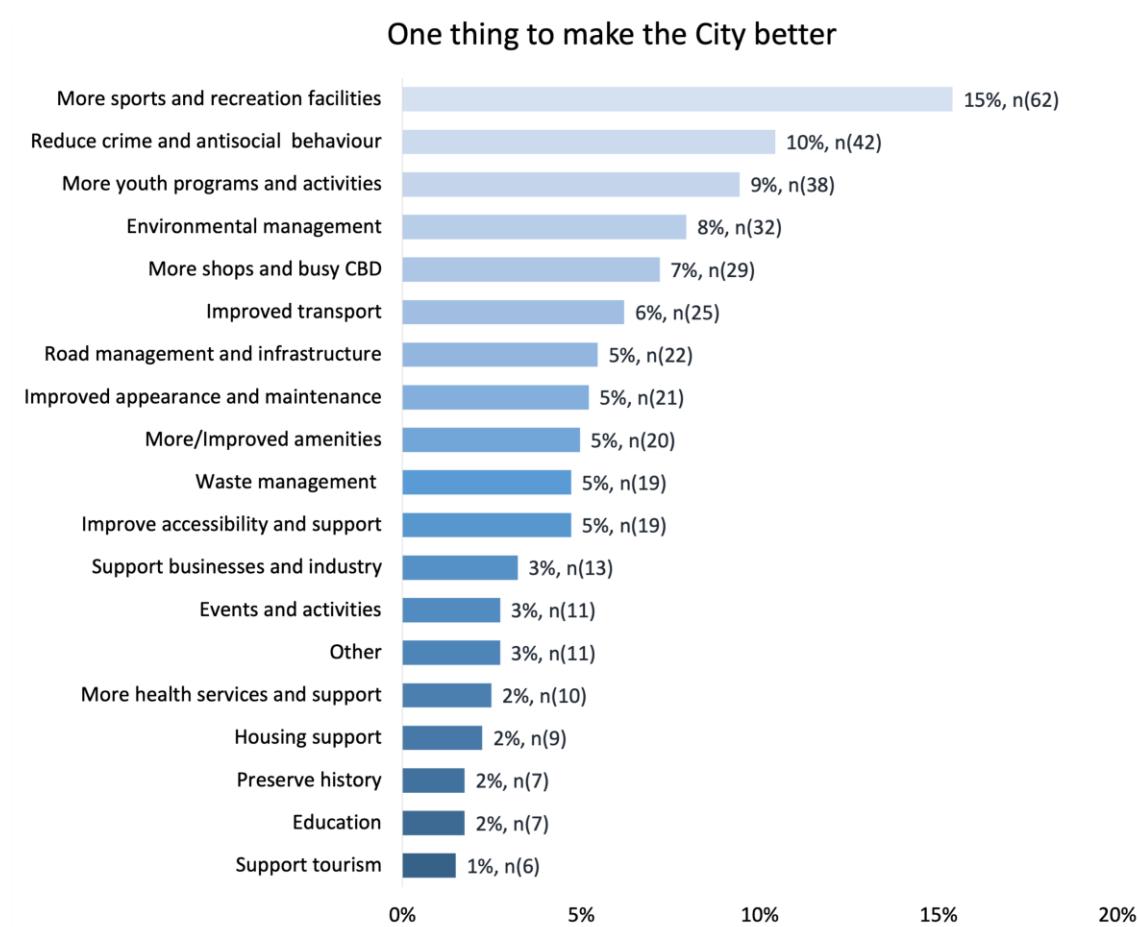
Participants were asked what they love about the City of Greater Geraldton, and 420 things were mentioned across the responses (including double ups). The most common themes were the following.



- **Ocean and greenery (30%, n128):** the beaches, foreshore, and ocean view, as well as a small mention of green space.
- **The community (13%, n54):** the good and friendly people and strong sense of community, as well as good community groups.
- **Facilities (10%, n41):** good sports and recreation facilities (e.g., Aquarena and public open spaces/playgrounds), and youth and medical facilities.
- **The lifestyle (7%, n30):** the coastal and laidback lifestyle.
- **Events and activities (7%, n28):** the variety of events and activities like youth activities, festivals, and fishing.
- **Cafés, shops, and restaurants (6%, n24):** the variety of cafes (e.g., foreshore cafes), shops, and restaurants in the City.

- **Weather (6%, n24):** the weather and climate (e.g., the wind).
- **Other (4%, n16):** things like the City engaging with the community, land fertility for farming, community services, the City itself, and community support of small business.
- **The arts and attractions (4%, n15):** the public art and art gallery, as well as things like the HMAS Sydney Memorial, yellow submarine, and Horizon ball.
- **City's location (3%, n14):** the closeness/proximity of everything, including a small mention of its central location in WA and close proximity to Perth.
- **Transport (3%, n13):** good cycle paths, walkability, parking, public transport, and no traffic.
- **Atmosphere (3%, n13):** the quiet and peaceful atmosphere, with some mention of vibrancy.
- **Everything (2%, n8):** everything.
- **Small town (2%, n7):** small town community and feel with big city amenity but not the problems larger places have.
- **Family friendly (1%, n5):** it's family friendly and a great place to raise a family.

Respondents were then asked what one thing they would choose to make the City an even better place, and 403 things were mentioned across the responses (including double ups). The themes among them were as follows.

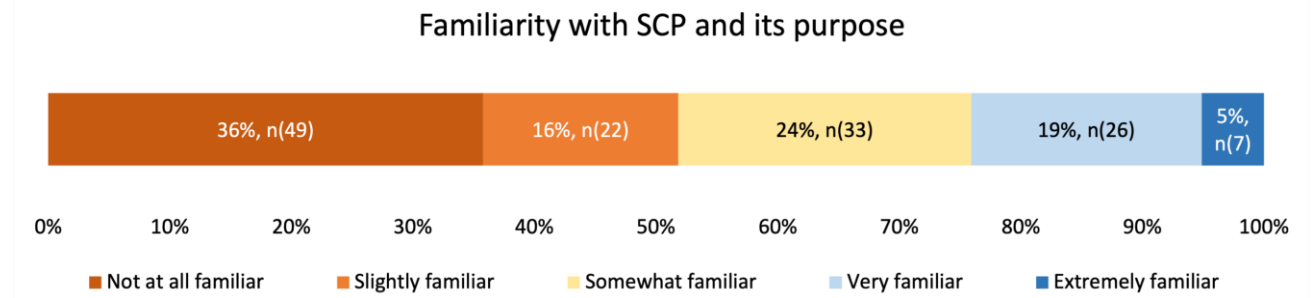


- **More sports and recreation facilities (15%, n62):** more sports and recreation facilities like playgrounds, waterparks, cafes and entertainment venues, a jetty, and a bowling alley.
- **Reduce crime and antisocial behaviour (10%, n42):** reduce crime and antisocial behaviour (improve safety), stronger penalties for offenders, increase ranger and police presence, and more action on things like DV, hooning, and illegal dumping.
- **More youth programs and activities (9%, n38):** more family/youth activities (e.g., bowling, Timezone, trampolines, waterpark) and youth programs.
- **Environmental management (8%, n32):** green the City and plant more trees, improve verge maintenance (weeds), control corellas/pigeons, look after the beaches, and be carbon neutral by 2030.
- **More shops and busy CBD (7%, n29):** more shops (fill empty shops in the CBD) e.g., a clothing shop, and more cafes and restaurants that open later and stay open longer.
- **Improved transport (6%, n25):** more bike paths and footpaths, better public transport (CAT bus service and train service to Perth), and hire scooters.
- **Road management and infrastructure (5%, n22):** traffic calming and reduction, repair and improve roads, less fuel stations, and more parking in the CBD (including for caravans).
- **Improved appearance and maintenance (5%, n21):** clean up the City and improve its appearance and atmosphere with things like new entry statements, community art, and maintaining trail paths better.
- **More/Improved amenities (5%, n20):** more public toilets, more shade in public open spaces (beach, dog parks, playgrounds, bus stops), and better signage on West Bank slip road and at QPT and QE2.
- **Waste management (5%, n19):** recycling (including organic waste), and things like verge side collection and installing a dump point on the highway.
- **Improve accessibility and support (5%, n19):** more ACROD parking, improve park, beach, and playground accessibility (e.g., for wheelchairs), and supports for the aging population like a weekly community bus service to Geraldton.
- **Support businesses and industry (3%, n13):** support small businesses, bring in industry and more trades and services.
- **Events and activities (3%, n11):** more events (e.g., live music) and at a large scale, and activities on the foreshore (e.g., kids' games and hiring bikes).
- **Other (3%, n11):** things like investing in suburbs, lower rates, Council responding to results of community engagement, coordinator for natural disaster volunteers, and collaborating with Mullewa Farm Trust to develop strategic ideas and projects.
- **More health services and support (2%, n10):** more medical services and funding and assistance for mental health.
- **Housing support (2%, n9):** fix homelessness and create more diverse and affordable housing.
- **Preserve history (2%, n7):** risk of losing Mullewa's history and Aboriginal cultural knowledge.
- **Education (2%, n7):** preschool programs, a high school, a university, learning centres other than TAFE, ensuring children are in school, and after school care.
- **Support tourism (1%, n6):** support tourism businesses, more tourist attractions, make it free camping friendly (backpackers), and add more moorings at Town Beach for visiting boats.

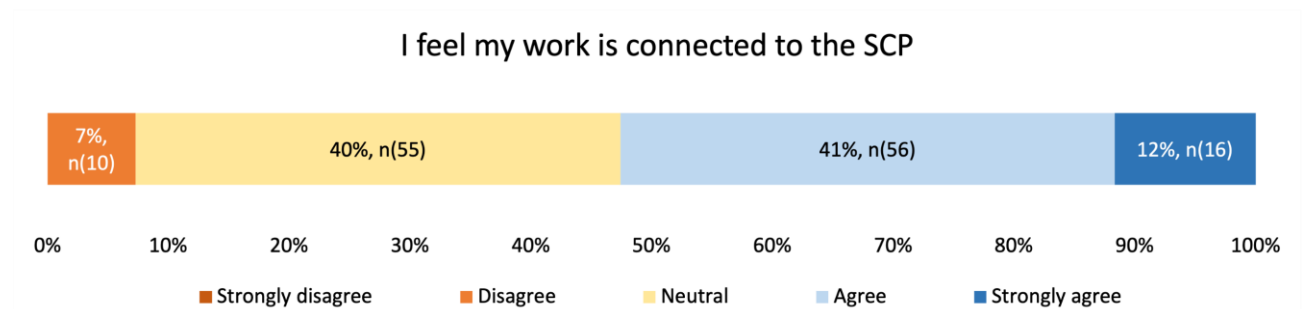
## 6 Staff Engagement Sessions

## 6.1 Strategic Community Plan (SCP)

Staff were asked to indicate their level of familiarity with the SCP and its purpose. Just over half of the 137 respondents (52%, n71) felt that they were either only slightly familiar (16%, n22) or not at all familiar (36%, n29). The second largest group was those who felt somewhat familiar (24%, n33), and the remaining 24% (n33) were either very familiar (19%, n26) or extremely familiar (5%, n7).

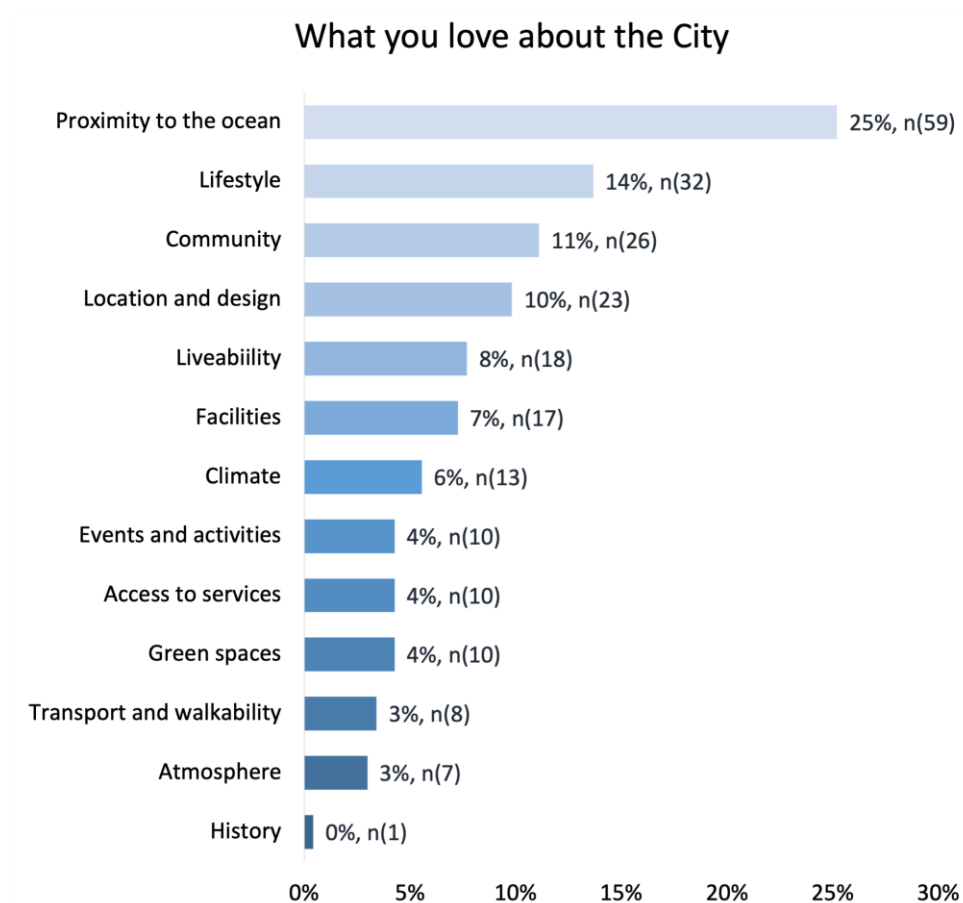


Staff were also asked to rate how strongly they agreed or disagreed that they feel their work is connected to the SCP. Most staff either agreed (41%, n56) or were neutral (40%, n55), with some strongly agreeing (12%, n16) and disagreeing (7%, n10), but none strongly disagreed.



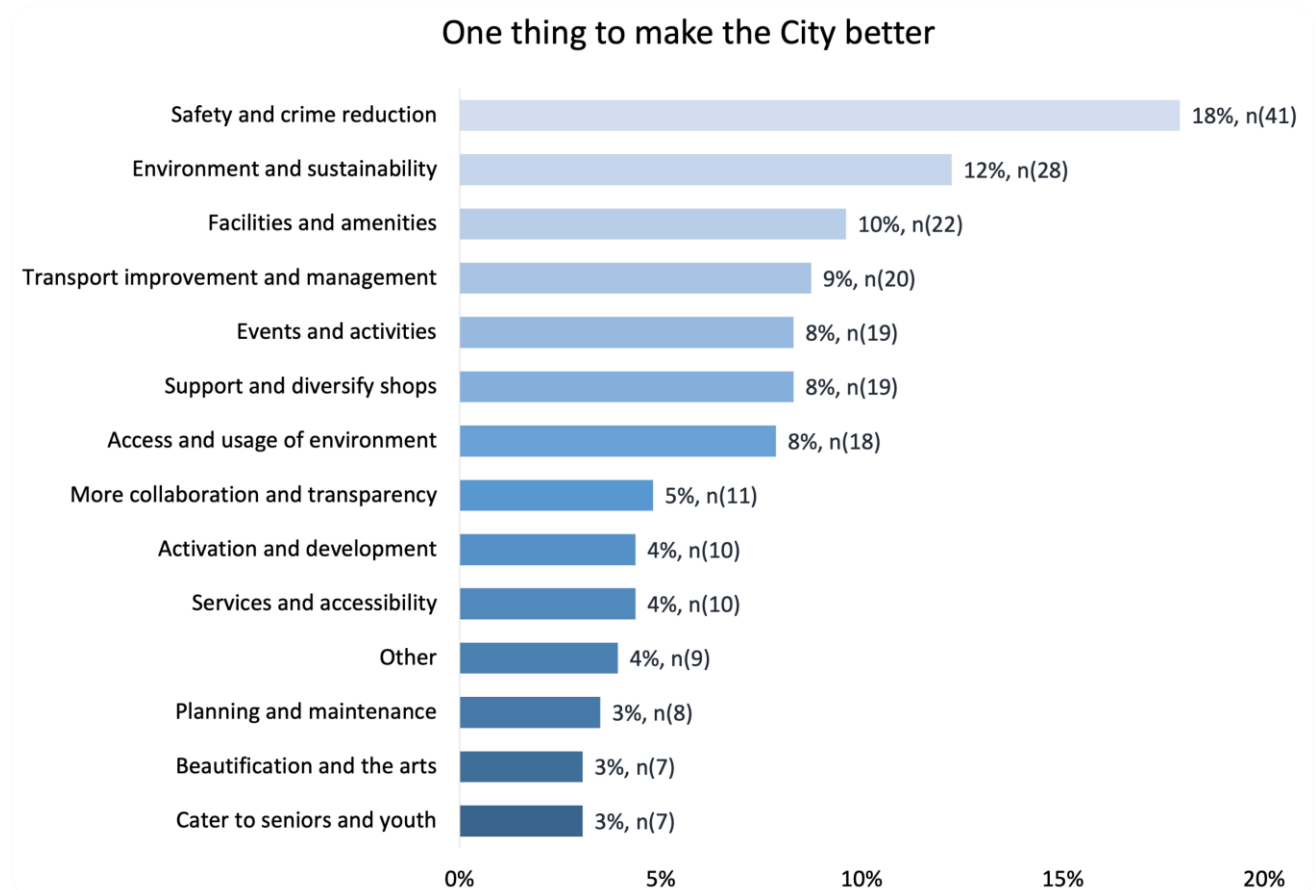
## 6.2 Our City - Staff Feedback

Participants were asked what they love about the City of Greater Geraldton, and 234 things were mentioned across the responses (including duplications). The most common themes were the following.



- **Proximity to the ocean (25%, n59)** – connection to the ocean, beach, and foreshore
- **Lifestyle (14%, n32)** - laidback and coastal lifestyle, with two mentions of an active lifestyle
- **Community (11%, n26)** - community of creative, friendly, and diverse people
- **Location and design (10%, n23)** - convenience of living in a small city, and a few mentions of its closeness to Perth while still being regional, as well as its growth and precinct planning
- **Liveability (8%, n18)** - great place to work and live, work opportunities, affordable housing, and family-friendly
- **Facilities (7%, n17)** - sporting and recreational facilities like Aquarena, playgrounds, and the library
- **Climate (6%, n13)** - the climate and weather
- **Events and activities (4%, n10)** - many activities and events (supporting arts and culture) like the Sunday markets
- **Access to services (4%, n10)** - access to services, a variety of restaurants, and shops
- **Green spaces (4%, n10)** - natural green spaces, wildflowers and bush
- **Transport and walkability (3%, n8)** - opportunities to walk and cycle, and lack of traffic
- **Atmosphere (3%, n7)** - small-town feel, with one mention of the vibrant CBD
- **History (0%, n1)** - the history.

Staff were then asked what one thing they would choose to make the City an even better place, and 229 things were mentioned across the responses (including double ups). The themes among them were as follows.



- **Safety and crime reduction (18%, n41):** make the City safer by reducing crime (especially youth) and antisocial behaviour, and a small mention of removing hazards
- **Environment and sustainability (12%, n28):** green the City, carparks, foreshores, and CBD and sustain and protect our natural environment, especially through things like sustainable waste management
- **Facilities and amenities (10%, n22):** more recreational spaces (e.g., activity centre) and sporting facilities (e.g., more skateparks), and more amenities like beach shelters and shade sails in parks and playgrounds
- **Transport improvement and management (9%, n20):** more cycle paths/trails and walkability, effective transport to Perth (e.g., train), and road management (e.g., reduce number of road trains in town)
- **Events and activities (8%, n19):** more youth/family activities (e.g., mini golf and laser tag) and entertainment events
- **Support and diversify shops (8%, n19):** more diversity of restaurants and shops (move shopping centres out of town centre) and improvement of CBD retail (less empty shops)
- **Access and usage of environment (8%, n18):** improve access to natural areas (e.g., the beach and Moresby Range) and build recreational things like a jetty, ocean pool, boat ramps, and artificial reefs for surfing

- **More collaboration and transparency (5%, n11):** Council to work more collaboratively and transparently with the community, including more community consultation and empowering the community to create their own community spaces
- **Activation and development (4%, n10):** activate key areas of the City (e.g., the foreshore) and develop the CBD, housing, etc
- **Services and accessibility (4%, n10):** improve services like healthcare and access to them, as well as the accessibility of toilets, playgrounds, and other City facilities
- **Other (4%, n9):** increase tourism and community pride, keep the small-town feel, less people, celebrate local histories, develop multicultural strategy, and implement Smart City strategy
- **Planning and maintenance (3%, n8):** improve CBD planning and prioritise maintenance of current assets
- **Beautification and the arts (3%, n7):** more arts and culture infrastructure, public art, and beautification of the City
- **Cater to seniors and youth (3%, n7):** cater for the ageing population (e.g., expand seniors centre) and youth with programming and events

## 7 Workshops

### 7.1 Visioning

Participants were asked: ‘Thinking about the whole City of Greater Geraldton, what are the top 5 words that would describe life in 2035?’

Responses have been collated and analysed across all workshops, with the following themes emerging.

The numbers in square brackets (e.g., “[1]”) represent how many additional times that item was mentioned. Themes are listed in order of how many times they were mentioned, with the most common theme at the top.

Themes	Responses
<b>Green</b>	<ul style="list-style-type: none"> <li>• Green [3] – greener, environmental, sustainability, more plants</li> <li>• Trees [3] – forested (trees that don’t lean)</li> <li>• Shade [2] – more trees, more areas with shade</li> <li>• Biodiverse</li> <li>• Natural</li> <li>• Respectful of nature</li> </ul>
<b>Diverse</b>	<ul style="list-style-type: none"> <li>• Diversity [2] – unity and equality for diverse groups</li> <li>• Happily diverse – potential, economic, multicultural, etc.</li> <li>• No division by race, sex, or gender</li> </ul>
<b>Safe</b>	<ul style="list-style-type: none"> <li>• Safe [3] – safe spaces, social cohesion, feeling safe, equality</li> <li>• Respectful of people</li> </ul>
<b>Welcoming</b>	<ul style="list-style-type: none"> <li>• Vibrant [1] – the whole feel, City is alive, things going on, we’re alive</li> <li>• Welcoming</li> <li>• Friendly</li> <li>• Social</li> </ul>
<b>Transit-oriented</b>	<ul style="list-style-type: none"> <li>• Free public transport (on electric vehicles)</li> <li>• Easy/cheap transport – between Gtn and Perth</li> <li>• Prioritise active travel</li> <li>• Pedestrians, cyclists, drivers – prioritise as per seen in Sydney</li> </ul>
<b>Collaborative</b>	<ul style="list-style-type: none"> <li>• Collaboration [1] – people and City</li> <li>• Engagement [1] – e.g., civic</li> </ul>
<b>Accessible</b>	<ul style="list-style-type: none"> <li>• Accessible [1]</li> <li>• Walkable</li> <li>• Connected</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Growing communities</li> <li>• Community involvement</li> <li>• Sense of community</li> <li>• Community spirit</li> </ul>
<b>Healthy</b>	<ul style="list-style-type: none"> <li>• Health anonymity</li> <li>• Healthy people [1] – community that promotes individual health</li> </ul>
<b>Sustainable</b>	<ul style="list-style-type: none"> <li>• Sustainable [1] – sustainable services for different age groups</li> <li>• Self-sufficient</li> </ul>

Affordable	<ul style="list-style-type: none"> <li>Affordable [1]</li> </ul>
Freedom	<ul style="list-style-type: none"> <li>Free speech</li> <li>No mandates</li> </ul>
Clean	<ul style="list-style-type: none"> <li>Clean [1] – amenity, public health, no litter, etc.</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>Opportunities [1] – you can pursue whatever you want</li> </ul>
Other	<ul style="list-style-type: none"> <li>Global – acknowledging role in prov. global solutions locally</li> <li>Loved</li> <li>Creative</li> </ul>

## 7.2 Priorities

Participants were asked to work in small groups to identify their top priorities for the future, to reach their desired vision for the City of Greater Geraldton.

Groups listed their priority areas, with possible actions for Council and other stakeholders (government, business, wider community, etc).

Individuals were then asked to review all groups’ priorities and indicate their level of agreement, using the following scale:

**Love it – Like it – Live with it – Lament it – Loathe it**

After reviewing the results and clarifying details as a whole group, individuals were then provided with four sticky dots and asked to select their top four priorities from the whole list.

Several themes emerged across the three workshops. Priorities listed by workshop are included in the following sections.

### Summary of Priorities

Some themes were present in all three workshops and received high priority rankings in each.

- The most prevalent theme across the workshops was the desire to **preserve the environment** and it was seen as a high priority. There was concern over climate change and strong support for urban greening and increasing canopy, especially by planting more trees on verges.
- Another high priority theme was the **health and wellbeing of the community** with the need for mental health advocacy, events, and programs as well as addressing physical health challenges like access to community organic food. There was also a desire for the City to take health advice from academics and professionals and address improving health and wellbeing of children from an early age.
- Town planning and development** was also a high priority theme, including long-term planning that accounts for growth and makes the most of what the City has, as well as investments that benefit the community.

- There was also somewhat high priority across the theme of **recycling** with the desire for improved recycling options and provision of a recycling facility, bins, and verge side collection service.
- **Community inclusivity** was also a high priority, including the need for advocacy and support for diverse community groups, multicultural spaces and inclusive sporting clubs.

There were also some themes that were only mentioned in one or two workshops but were still considered high priority.

- One workshop had **safe and accessible transport** as a high priority, with the desire for accessible public transport and bike parking and safe transport for pedestrians and cyclists. Another workshop also slightly prioritised better public transport hubs and light rail for ease of travel.
- The online workshop had a theme of **sustainability** with specific focus on food security (e.g., locally grown produce at markets and growing food in public spaces) and the management/reduction of energy consumption (which was also mentioned in another workshop).
- One workshop had **community events and activities** (e.g., concerts) as a high priority, especially the creation of a women's shed.
- Another workshop felt that **engaging youth and aged community** members was a high priority, e.g., combined activities.

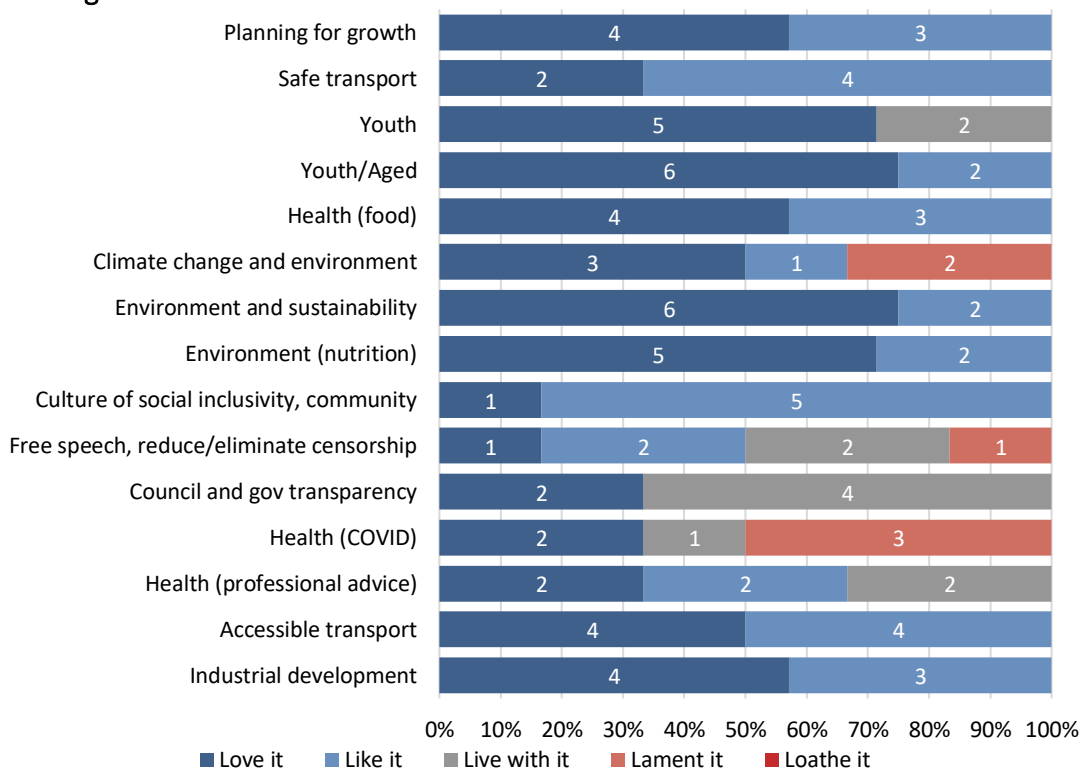
## November 25<sup>th</sup> workshop

The following table lists every priority area mentioned in the November 25<sup>th</sup> workshop in order of highest to lowest priority as per the participant votes (which are shown below the table).

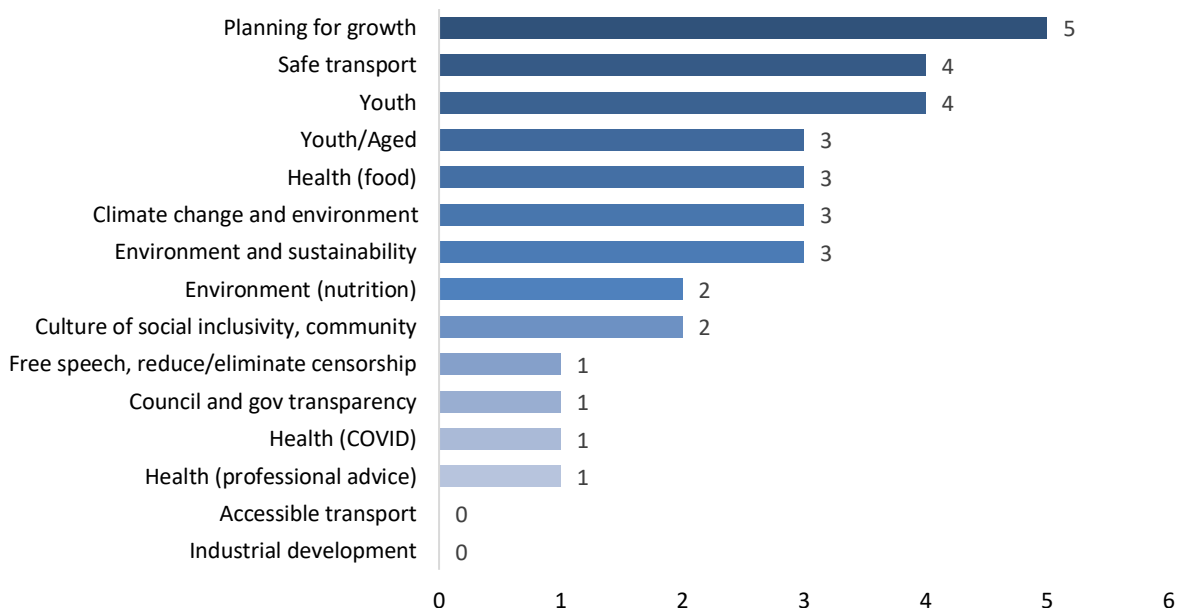
Priority area	City's role in this area	Role of other players (what and who)
Planning for growth	<ul style="list-style-type: none"> <li>Town planning team</li> <li>Lead</li> </ul>	<ul style="list-style-type: none"> <li>State legislation</li> <li>Funding and support</li> <li>Universities and research groups – information, knowledge, and partnerships</li> <li>Land developers</li> </ul>
Safe transport	<ul style="list-style-type: none"> <li>Trucks on a ring road – not through Tarcoola/NWC Hwy</li> <li>Accessible public transport – free/e-buses</li> <li>Active safe transport for pedestrians/cyclists</li> </ul>	<ul style="list-style-type: none"> <li>State/Bus schedules – accessible public transport</li> <li>Local/State – active safe transport for pedestrians/cyclists</li> </ul>
Youth	<ul style="list-style-type: none"> <li>Improved engagement</li> </ul>	<ul style="list-style-type: none"> <li>Senior high schools (years 10-12) – programs established between council and schools to engage the youth in the City's future and current developments</li> </ul>
Youth/Aged	<ul style="list-style-type: none"> <li>Not sure where to start here</li> <li>Opposite ends of spectrum – maybe activities to be together like at QE2 centre? (SBS had a great doco on this combining these age groups)</li> </ul>	<ul style="list-style-type: none"> <li>Local/State</li> </ul>
Health (food)	<ul style="list-style-type: none"> <li>Access to community organic food, access to land space sustainable urban nutrition</li> </ul>	<ul style="list-style-type: none"> <li>Volunteers instead of community</li> <li>Some goes to charities and others go to the needy</li> </ul>
Climate change and environment	<ul style="list-style-type: none"> <li>Operations – physical adaptations e.g., Meru (regional waste facility) and resilience</li> <li>Advocacy and education</li> <li>Funding for community nursery/community groups</li> <li>Supporting innovative approaches to urban greening/development</li> </ul>	<ul style="list-style-type: none"> <li>Fed/State policy and building codes</li> <li>Com groups and NFP – actions and education</li> </ul>
Environment and sustainability	<ul style="list-style-type: none"> <li>Green canopy – tree growing, maintaining</li> <li>Closing mall to vehicles</li> <li>Improved recycling options</li> <li>Reduced energy consumption</li> </ul>	<ul style="list-style-type: none"> <li>CGG – providing space for recycling options</li> <li>CGG, energy consumption – continue to explore possible options and off grid options with state/fed support</li> </ul>
Environment (nutrition)	<ul style="list-style-type: none"> <li>Access to community organic food, access to land space sustainable urban nutrition</li> <li>Clean environment</li> <li>More trees plants</li> <li>Beneficial for nutrition</li> </ul>	<ul style="list-style-type: none"> <li>Fed/State gov funding space</li> </ul>
Culture of social inclusivity, community	<ul style="list-style-type: none"> <li>Advocacy</li> <li>Leading by example</li> <li>Partnerships</li> <li>Supporting diverse community groups and youth sector – in kind/\$\$</li> </ul>	<ul style="list-style-type: none"> <li>Community groups</li> <li>NFP sector</li> <li>Fed/State legislation</li> </ul>

Priority area	City's role in this area	Role of other players (what and who)
Free speech, reduce/eliminate censorship	<ul style="list-style-type: none"> <li>• Censorship and democracy</li> <li>• Council advocate to higher gov</li> </ul>	<ul style="list-style-type: none"> <li>• Fed govt</li> <li>• Media is a responsible party</li> </ul>
Council and gov transparency	<ul style="list-style-type: none"> <li>• Prevent mandates</li> <li>• Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Population involvement</li> <li>• Democratic vote on mandate – media to limit misinformation</li> </ul>
Health (COVID)	<ul style="list-style-type: none"> <li>• Advocate for a royal commission into the COVID response</li> </ul>	<ul style="list-style-type: none"> <li>• Council to advocate for us</li> <li>• Vote, discuss</li> </ul>
Health (professional advice)	<ul style="list-style-type: none"> <li>• City to take advice from academics and professionals</li> <li>• No more junk food and no vaping shop</li> </ul>	<ul style="list-style-type: none"> <li>• Stand up against unjust/unhealthy govt proposals</li> </ul>
Accessible transport	<ul style="list-style-type: none"> <li>• Bike parking more accessible – sheds like the Transperth ones near rail lines (protect from rain/heat)</li> <li>• Transport Perth to and from Geraldton                             <ul style="list-style-type: none"> <li>○ Timetables improved/down and back in a day</li> <li>○ For Geraldton to be a tourist town, other options to get here – Indian Ocean Drive? Not everyone drives and too long (timewise)</li> <li>○ Planes expensive</li> </ul> </li> <li>• E-bike charging around town</li> </ul>	<ul style="list-style-type: none"> <li>• Local/State – sheds like the Transperth ones near rail lines</li> </ul>
Industrial development	<ul style="list-style-type: none"> <li>• Planning and advocacy</li> <li>• Access to land</li> <li>• Management of water, power generation</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships all sectors</li> <li>• Land access</li> <li>• First Nations</li> <li>• State/Fed legislation and policy</li> </ul>

Level of agreement



### Highest priorities



### November 27<sup>th</sup> workshop

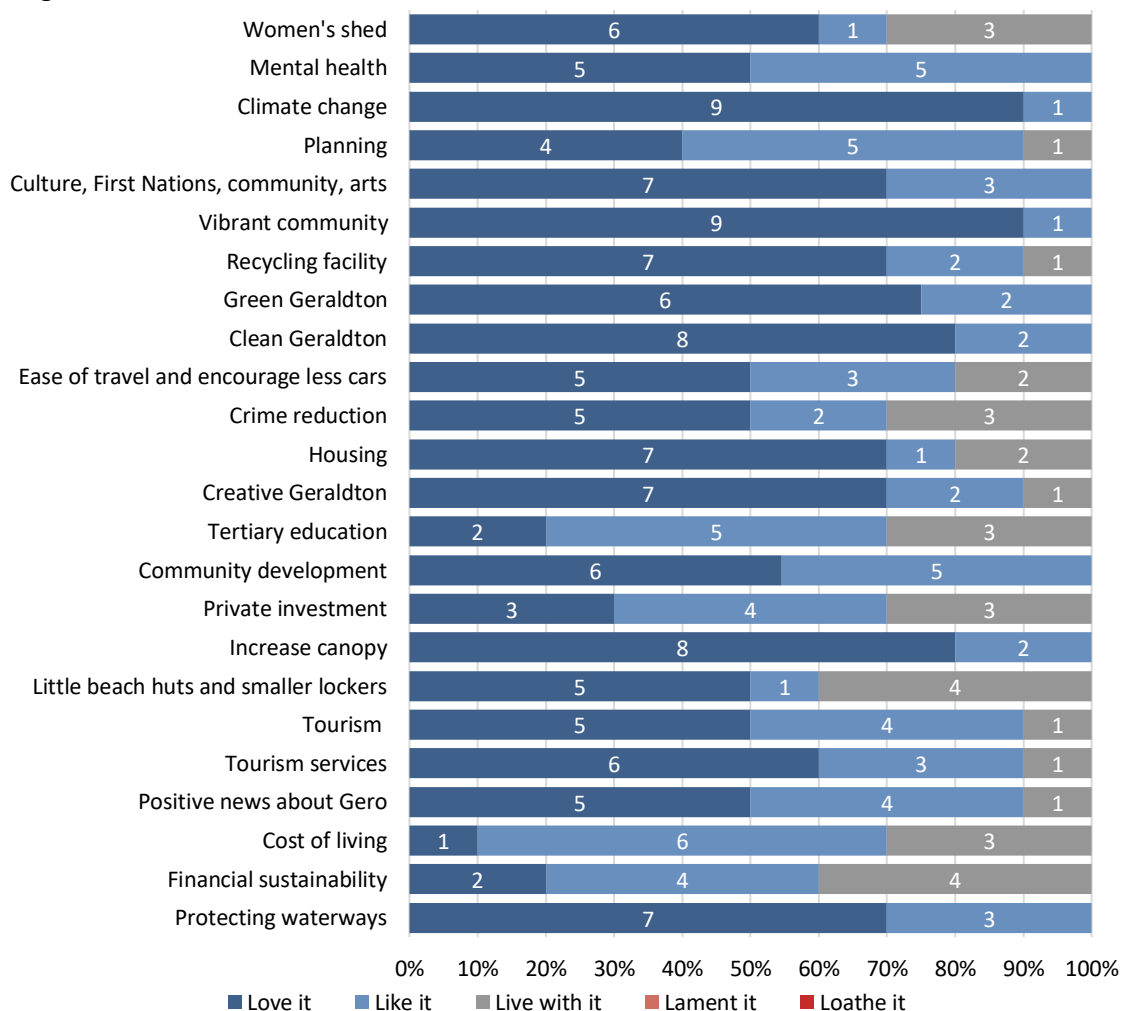
The following table lists every priority area mentioned in the November 27<sup>th</sup> workshop in order of highest to lowest priority as per the participant votes (which are shown below the table).

Priority area	City’s role in this area	Role of other players (what and who)
Women’s shed	<ul style="list-style-type: none"> <li>Manage in collaboration with not-for-profit business</li> </ul>	<ul style="list-style-type: none"> <li>State and federal government funding</li> <li>NFP organisation collaboration with CGG</li> <li>Volunteers from community to also manage the women’s shed</li> </ul>
Mental health	<ul style="list-style-type: none"> <li>Advocacy</li> <li>Events, programs</li> </ul>	<ul style="list-style-type: none"> <li>NFPs</li> <li>Fed/State govt</li> <li>Dept health, Communities</li> </ul>
Climate change	<ul style="list-style-type: none"> <li>Plant more trees on the verges instead of concreting it</li> <li>Budget for landscaping in each project and each development and subdivision</li> </ul>	<ul style="list-style-type: none"> <li>Developers</li> </ul>
Planning	<ul style="list-style-type: none"> <li>Advocate for regional planning scheme for mid-west</li> <li>Advocate for long term planning to support investment and good planning</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Planning</li> <li>WAPC</li> <li>Infrastructure WA and Australia</li> <li>Shires</li> <li>LGAs</li> </ul>
Culture, First Nations, community, arts multiculturalism	<ul style="list-style-type: none"> <li>Provide and advocate:                             <ul style="list-style-type: none"> <li>Meeting places (multicultural spaces, larger places)</li> <li>Dance, practice</li> <li>Strategic planning seniors and multicultural community</li> <li>Values (community programs)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Community groups</li> <li>State and federal (OMI)</li> <li>Lotterywest (DLGSC)</li> <li>Healthway</li> </ul>

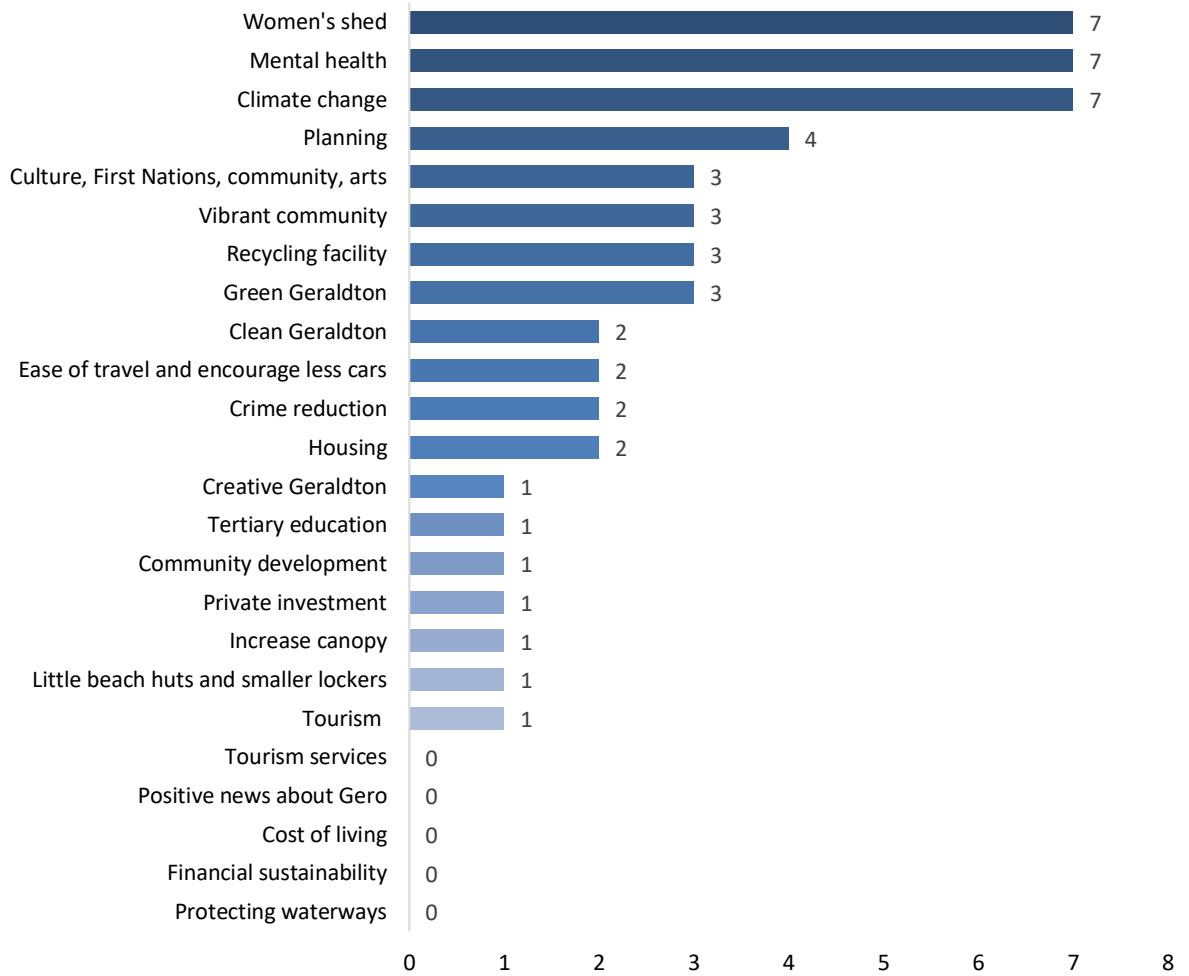
Priority area	City's role in this area	Role of other players (what and who)
Vibrant community	<ul style="list-style-type: none"> <li>• Concerts like Fools Fest and G-Fest</li> <li>• Inner city living research areas and approach landowners</li> </ul>	<ul style="list-style-type: none"> <li>• Same funding, support from CCG</li> <li>• Local and state govt</li> </ul>
Recycling facility	<ul style="list-style-type: none"> <li>• Provide recycle bins and facility</li> </ul>	<ul style="list-style-type: none"> <li>• State and federal government funding</li> <li>• Private business managing our recycling facility</li> </ul>
Green Geraldton	<ul style="list-style-type: none"> <li>• Subsidy for verge tree</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Geraldton tree canopy advocates</li> </ul>
Clean Geraldton	<ul style="list-style-type: none"> <li>• Continue the good work at the foreshore</li> <li>• Support local rubbish clean up initiatives (volunteers)</li> <li>• Community development – support and put on events focusing on volunteering in this area</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteers and community organisations</li> <li>• How can council help? – information, linking</li> </ul>
Ease of travel and encourage less use of cars into CBD and school areas	<ul style="list-style-type: none"> <li>• Better public transport hubs</li> <li>• Light rail: <ul style="list-style-type: none"> <li>○ Drummond Cove, Sunset Beach, Bluff Point, Beresford</li> <li>○ Wandina, Tarcoola, Mahomets, CBD</li> <li>○ And spurs from Woorree, Strathalbyn, Wonthella</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• CCG, state, and federal</li> </ul>
Crime reduction	<ul style="list-style-type: none"> <li>• CCTV</li> <li>• Events</li> <li>• CPTED</li> <li>• Relationship with police</li> </ul>	<ul style="list-style-type: none"> <li>• Police</li> <li>• Neighbourhood watch</li> <li>• Everyone</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Advocacy to state – social housing stock, new homes (diversity of stock)</li> <li>• Sustainable architecture</li> <li>• Support: <ul style="list-style-type: none"> <li>○ Local solutions – repair wok</li> <li>○ Vacant homes (private)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Dept of communities and feds</li> <li>• Tradies as volunteers</li> <li>• Investment</li> <li>• Project Zero</li> </ul>
Creative Geraldton	<ul style="list-style-type: none"> <li>• Work with the community to re-establish a peak arts organisation – facilitate role at beginning</li> <li>• Bucket of money (small) and help</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate, the other players can come in later</li> </ul>
Tertiary education	<ul style="list-style-type: none"> <li>• Advocate for UNI and developing what we have, TAFE/VET</li> </ul>	<ul style="list-style-type: none"> <li>• State and fed</li> <li>• Geraldton Universities Centre</li> <li>• TAFE, WACHR</li> </ul>
Community development	<ul style="list-style-type: none"> <li>• Develop interest outside the home</li> <li>• Getting volunteers? How to get people to get involved</li> </ul>	
Private investment	<ul style="list-style-type: none"> <li>• Facilitate: <ul style="list-style-type: none"> <li>○ Community benefit from private investment in the region</li> <li>○ Find opportunities and partnerships</li> <li>○ Leverage investment for infrastructure</li> <li>○ Community benefit development plan</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Private investors – big players</li> </ul>
Increase canopy		
Little beach huts (like in Melbourne) and smaller lockers	<ul style="list-style-type: none"> <li>• Huts that people could hire to store kayaks, paddle boards, surf boards</li> <li>• Lockers for people to put their belongings while swimming or exercising</li> </ul>	

Priority area	City's role in this area	Role of other players (what and who)
Tourism	<ul style="list-style-type: none"> <li>To build an ocean pool</li> <li>Support artificial reef at Back Beach</li> <li>Encourage sports diversity</li> </ul>	<ul style="list-style-type: none"> <li>State and federal government funding</li> <li>State and federal government for sales and marketing</li> </ul>
Tourism services	<ul style="list-style-type: none"> <li>Services for operators and visitors</li> </ul>	
Positive news about Gero	<ul style="list-style-type: none"> <li>Create more good news for media</li> </ul>	<ul style="list-style-type: none"> <li>CGG and local orgs</li> </ul>
Cost of living	<ul style="list-style-type: none"> <li>Need to keep costs down</li> </ul>	<ul style="list-style-type: none"> <li>Everyone</li> </ul>
Financial sustainability	<ul style="list-style-type: none"> <li>The City needs to remain financially sustainable</li> <li>Someone has to pay</li> </ul>	<ul style="list-style-type: none"> <li>Grants from feds, state, and large businesses</li> <li>Community expectation</li> </ul>
Protecting waterways	<ul style="list-style-type: none"> <li>Water sensitive urban design</li> <li>Diverge stormwater into landscaped compensation basins</li> </ul>	<ul style="list-style-type: none"> <li>DWER</li> <li>Chapman River Friends</li> </ul>

### Level of agreement



### Highest priorities



## December 2<sup>nd</sup> workshop (online)

The following table lists every priority area mentioned in the online workshop, no priority or agreement level voting was done at this workshop.

Priority area	City's role in this area	Role of other players (what and who)
Waste and recycling	<ul style="list-style-type: none"> <li>• Verge side collection service - needs to be reinstated, could be more cost-effective if City delivers service directly, use of depot and City staff; cleans up the City - green waste as well as household waste. Will address illegal dumping.</li> <li>• Reduce reliance on individual trips to the tip, cheaper too. More accessible for vulnerable people</li> </ul>	<ul style="list-style-type: none"> <li>• State govt support</li> </ul>
Waste, economy, and sustainability	<ul style="list-style-type: none"> <li>• Invite people who grow products/produce into area, open up a marketplace; gain vibrancy, consuming local products, less miles travelled for your food</li> </ul>	<ul style="list-style-type: none"> <li>• Local producers</li> </ul>
Housing (compliance)	<ul style="list-style-type: none"> <li>• Holding Homeswest accountable for tenants causing issues</li> <li>• Deal with boarded up houses</li> <li>• Compliance with Air BnB regs - seems that these properties aren't meeting requirements; people still need places to stay</li> <li>• Stop approving these properties while there is a rental crisis</li> </ul>	<ul style="list-style-type: none"> <li>• Homeswest</li> <li>• Air BnBs - so many of them, taking rental houses out of the market</li> </ul>
Vibrant community (planning)	<ul style="list-style-type: none"> <li>• Community planning - district suburbs - how could we better what we have got? Demands some knock down, curtailment of overindulgence - open spaces, diversity of housing options, diversity of people, local markets, etc.</li> <li>• E.g. Spalding Park, not on the scale needed though</li> <li>• Needs to be addressed alongside safety</li> <li>• Appealing local amenities</li> </ul>	<ul style="list-style-type: none"> <li>• Expertise from other networks - look at other cities that have done this - planners (but not those that fit the repetitive mould)</li> </ul>
Housing planning and advocacy	<ul style="list-style-type: none"> <li>• Planning and advocacy, not building the houses</li> <li>• Aspirational goal - % social housing mixed in (15-20%), part of the community, not stigmatised</li> <li>• A City where there is room for everyone and everybody is cared for</li> </ul>	<ul style="list-style-type: none"> <li>• Look at Tim Costello's example (St Kilda)</li> </ul>
Infrastructure/ Utilities	<ul style="list-style-type: none"> <li>• Infrastructure needs to keep up for increase in population and across the board e.g. new businesses don't have enough power - advocate/lobby for improvements</li> <li>• Battery banks for neighbourhoods/streets – utilise spaces (e.g. wastewater spaces, currently just growing weeds); reduce the occurrence of black outs, reduce reliance on the grid ('smooth the bump')</li> </ul>	<ul style="list-style-type: none"> <li>• State Govt (Western Power)</li> </ul>
Stormwater/ wastewater infrastructure	<ul style="list-style-type: none"> <li>• Wastewater – areas prone to flooding with heavy rain, infrastructure needs to be improved to address this</li> <li>• Some areas still on septic tanks</li> </ul>	
Reducing energy consumption	<ul style="list-style-type: none"> <li>• Encourage street planting - cool the suburbs/homes, reduces consumption of energy</li> </ul>	<ul style="list-style-type: none"> <li>• State govt - incentivising/ subsidising insulation/more efficient appliances, etc</li> </ul>

Priority area	City's role in this area	Role of other players (what and who)
Stormwater use	<ul style="list-style-type: none"> <li>• Need to engage community in these initiatives</li> <li>• Design roads and verges to channel water to trees/landscaping - southern side of Jurien Bay, suburb design</li> <li>• Drain design - Sunset (Pebble Park)</li> </ul>	
Planning (land)	<ul style="list-style-type: none"> <li>• Buy back potential land along coast</li> <li>• Cape Burney, areas around Greenough River preserve some of these areas instead of development in these areas</li> <li>• What's left for people? Not just about money</li> </ul>	<ul style="list-style-type: none"> <li>• State and Fed government</li> </ul>
Sustainability/ Food security	<ul style="list-style-type: none"> <li>• Growing food in public spaces, contribute to sharing and caring community (reference - TED talk, town in England)</li> <li>• Can also utilise as screens, etc. (e.g. passionfruit)</li> <li>• Design appropriately, e.g. shade for plants</li> <li>• Encourage growth of farmers market at Maitland Park - bring to where people are, have buskers, etc. - becomes community garden</li> <li>• Encourage people selling produce locally</li> </ul>	
Safety	<ul style="list-style-type: none"> <li>• Address antisocial behaviour</li> <li>• Consider mental health as well</li> <li>• Advocate for improved justice system (currently slaps on wrist)</li> <li>• Currently no accountability of perpetrators; impact on community's lifestyle/decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Police</li> <li>• Justice system</li> <li>• Network Aboriginal Corporations</li> </ul>
Breaking cycles and education	<ul style="list-style-type: none"> <li>• How to address improving outcomes/ health and wellbeing of children early on</li> <li>• City - consider education campaigns (how to behave in society), live by example, a good community with good leadership will foster good families in that community</li> <li>• Fostering - uniqueness, pride in areas; people don't currently have respect for community, elderly</li> <li>• Enabling people in the community, e.g., community programs</li> </ul>	
Sport and recreation	<ul style="list-style-type: none"> <li>• Sporting clubs - no longer inclusive in community, not integrated in POS, etc - sectionalised rec, money goes towards clubs but only available to some people; others need access, e.g., Kidsport</li> </ul>	
Sustainability/ Biodiversity	<ul style="list-style-type: none"> <li>• Retaining the natural areas around Geraldton</li> <li>• Support birdlife, areas set aside along beaches for migrating birds</li> <li>• CGG - just become an Owl Friendly City</li> <li>• Dealing with problem of cats, e.g., always see kittens for sale, people aren't registering cats, implementation of by-laws</li> <li>• Pests, poisons and pollution</li> <li>• Deal with fires - stop early, or before they even start</li> </ul>	
Council communication	<ul style="list-style-type: none"> <li>• Structures that Council have in place, doesn't factor in community participation</li> <li>• If you have a concern, you don't know where to go to have it resolved - let people know further in</li> </ul>	

Priority area	City's role in this area	Role of other players (what and who)
	advance about what is happening, e.g., Council meeting question procedures; improve transparency <ul style="list-style-type: none"> <li>• Look at how Council conducts communication, improve mechanisms for community to ask questions</li> <li>• Council go out to/have 'open house' meetings with community</li> <li>• Improve website, currently difficult to find things</li> <li>• Better communication about projects, why decisions are made, why aren't we considering environment more</li> </ul>	

## 8 Written Submission

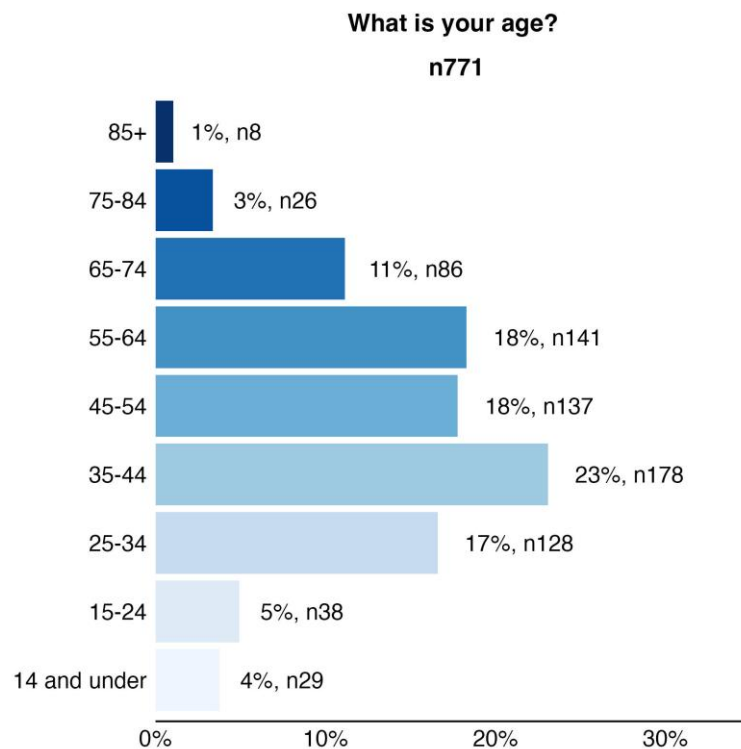
One written submission was received by the City from a local community organisation. The following feedback was provided:

Strategic Direction	Suggested Outcomes
COMMUNITY	<ul style="list-style-type: none"> <li>• Establish a public space to celebrate, teach, and preserve Yamatji culture, language, and heritage, blending traditional and contemporary elements.</li> <li>• Encourage cultural awareness training for City staff, local businesses, and community groups to enhance understanding of Yamatji culture and histories.</li> <li>• Create specific programs aimed at engaging Yamatji youth in community activities, education, and leadership opportunities.</li> </ul>
ECONOMY	<ul style="list-style-type: none"> <li>• Set procurement policy targets to prioritise contracts with Yamatji-owned businesses to support economic development.</li> <li>• Collaborate with Aboriginal corporations to create programs that provide training, apprenticeships, and employment pathways for Yamatji people.</li> <li>• Partner with Aboriginal corporations to promote Yamatji Business Register (create a link on the CGG website)</li> <li>• Partner with Aboriginal organisations to promote Yamatji-led cultural tours, events, and experiences that showcase traditional knowledge and contemporary interpretations.</li> </ul>
ENVIRONMENT	<ul style="list-style-type: none"> <li>• Collaborate with Aboriginal corporations and Yamatji Elders to integrate traditional ecological knowledge into conservation and land-use planning (stakeholder engagement).</li> <li>• Ensure planning and development processes respect Yamatji cultural and spiritual connections to the land and water, with active input from Aboriginal organisations (early involvement with Yamatji as part of future strategic planning projects).</li> </ul>
LEADERSHIP	<ul style="list-style-type: none"> <li>• Publish an annual progress report to assess and improve the implementation of reconciliation initiatives under the Reconciliation Action Plan, ensuring transparency and continuous progress (set targets and monitor progress).</li> </ul>

## Appendix 1 - Survey Demographics

Overall, n853 valid responses were received from the community. To understand the diversity of opinions, the community were asked demographic questions. Note that the percentages provided in the graph reflect the proportion from the total number of responses provided.

**Age.** The most represented age ranges were between 25 to 64, with the highest representation from individuals ages 35-44 years (23%). People aged 65+ or below 25 years had lower representation.



**Gender.** The group included 62% females (n475), 34% males (n264), and less than 1% non-binary (n3). Some individuals preferred not to specify their gender (2%, n11) or said 'other' (2%, n18). Note that the 'other' responses typically did not address the question.

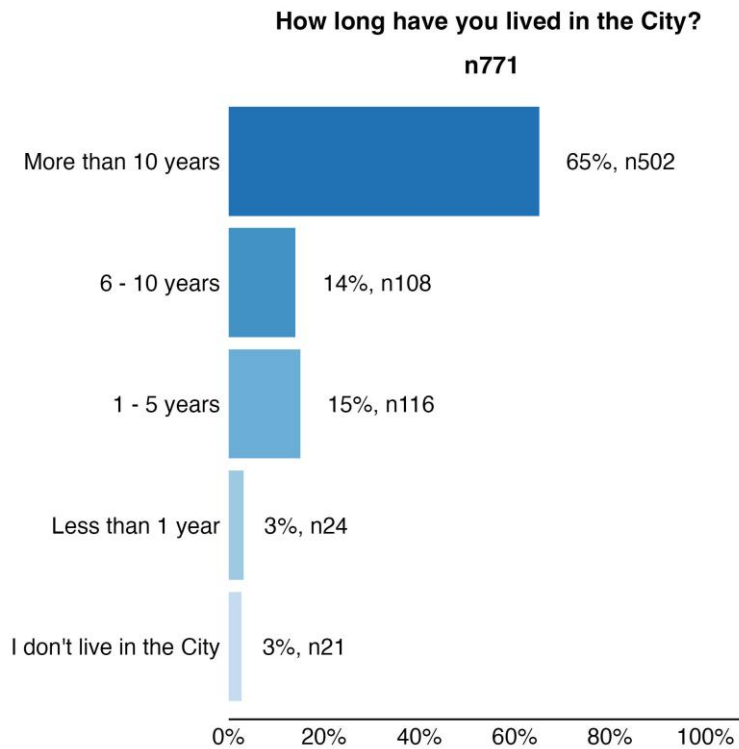
**Country Born.** 80% (n622) of the group were born in Australia, and 20% (n149) were born outside of Australia.

**Indigenous Identity.** 11% (n86) of respondents identify as Aboriginal and/or Torres Strait Islanders, 84% (n650) did not, and 5% (n35) preferred not to say.

**Disability.** 14% (n107) of the group identify as having a disability or care for a family member with a disability, 83% (n639) did not identify with this demographic, and 3% (n25) preferred to not say.

**Language.** 12% (n91) of the people speak a language other than English at home, and 88% (n680) only speak English at home. There were 27 languages other than English spoken at home. Note. See the Appendix for the frequency of other languages spoken.

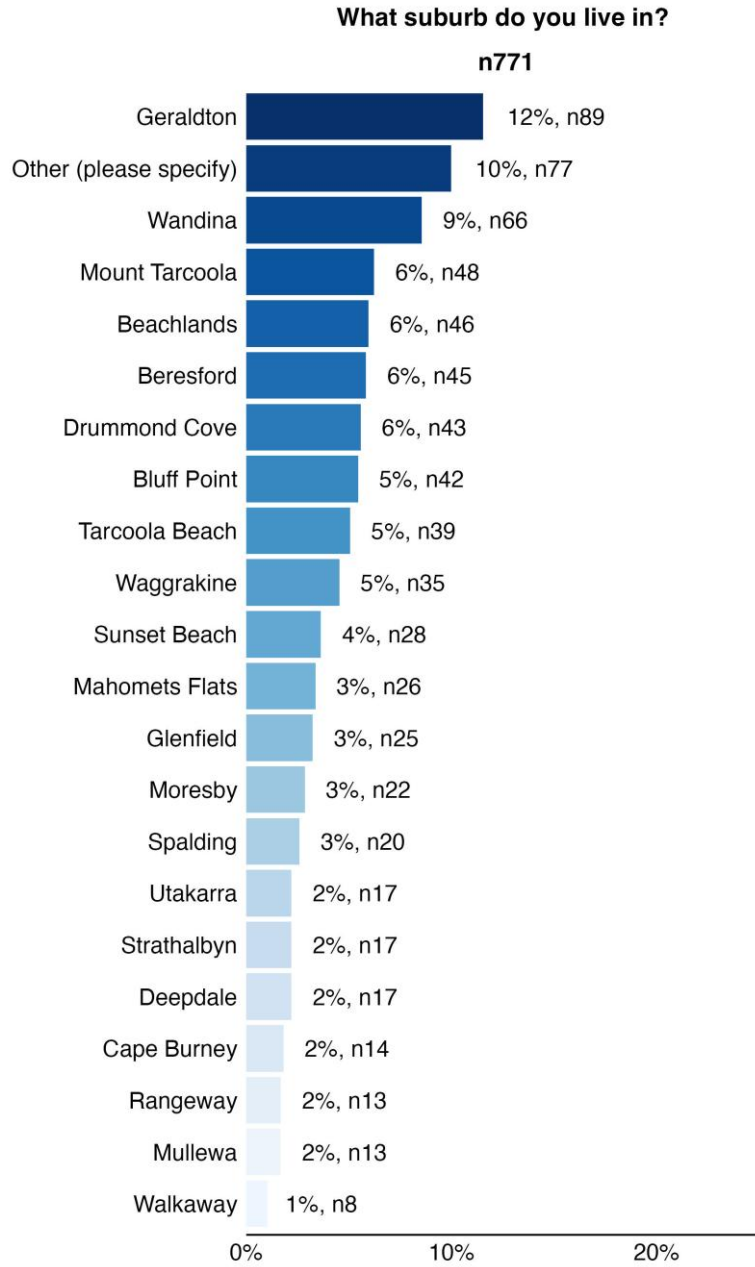
**Living in Greater Geraldton.** Nearly two-thirds of the group have lived in the City for more than 10 years (65%), followed by those who lived there between 1-5 years (15%) or 6-10 years (14%). Only 3% (n21) of respondents do not live in the City.



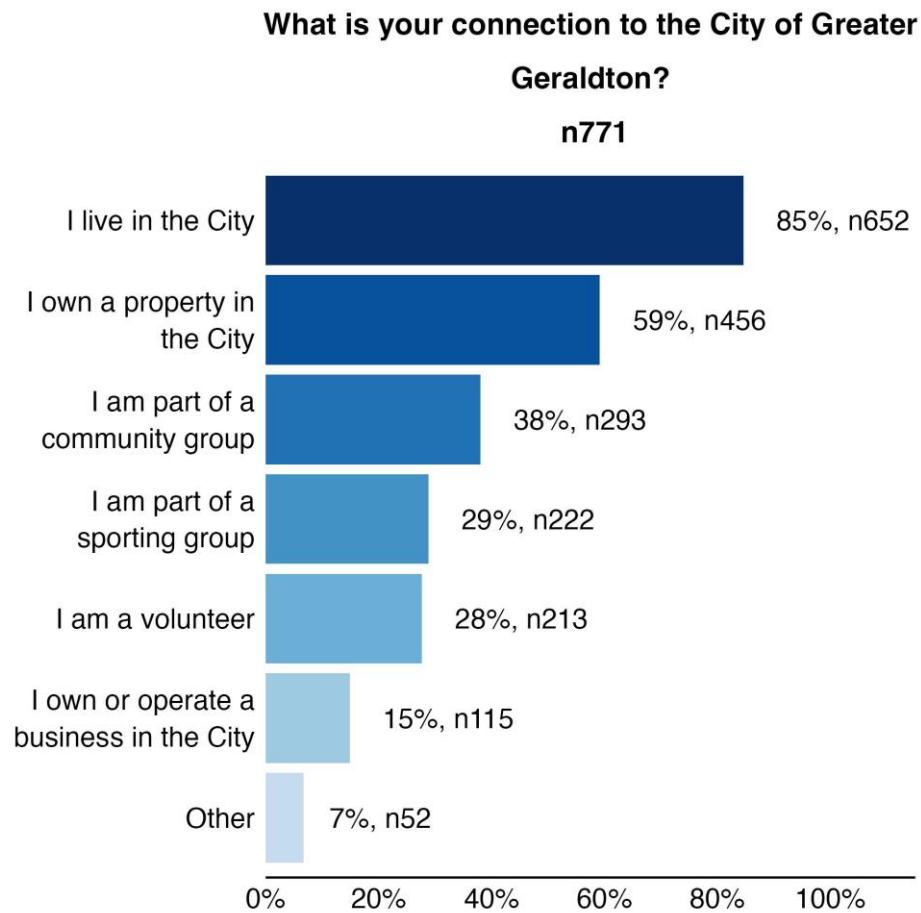
**Suburb.** Overall, 55 suburbs were represented. The most represented suburbs included Geraldton (12%) and Wandina (9%).

Note. The 'other' suburbs represented 10% (n77) of respondents, which is considerably larger than the number of people who reported that they do not live in the City (n21).

Note. The graph below only reflects suburbs with at least 1% representation. The full table of suburbs are included in the appendix.



**Connection to the City.** The most common connection to the City was living there (85%), followed by owning a property (59%). Other common connections included being part of a community group (38%), sport group (29%) or a volunteer in Geraldton (28%).



The 'other' connections to the city included the following:

Work	n23
Shopping	n2
Recreation	n3
Born in Geraldton/Prior resident	n8
Family	n6
Education	n1

## Frequency of Other Languages Spoken at Home

What language other than English do you speak at home?	n
German	10
French	7
Afrikaans	5
Arabic	2
Dutch	2
Indonesian	2
Italian	2
Malay	2
Mandarin	2
Spanish	2
Tagalog	2
Thai	2
Aboriginal	1
Akwa ibom	1
Albanian	1
Chinese Han	1
Estonian	1
Filipino	1
Hindi	1
Māori	1
Marathi	1
Polish	1
Portuguese	1
Shona	1
Swiss	1
Yamaji	1

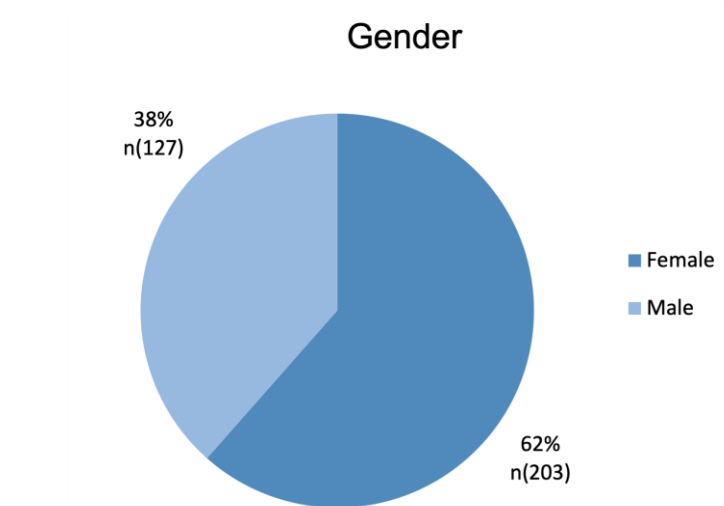
## Frequency of Suburbs Represented

<b>Suburb</b>	<b>n</b>	<b>Suburb</b>	<b>n</b>	<b>Suburb</b>	<b>n</b>
Geraldton	89	Walkaway	8	Mt Scott	1
Wandina	66	Dongara	6	Mullaloo	1
Mount Tarcoola	48	Greenough	6	Nabawa	1
Beachlands	46	Rudds Gully	6	Northern Gully	1
Beresford	45	West End	4	Ogilvie	1
Drummond Cove	43	White Peak	4	Perth	1
Bluff Point	42	Karlooloo	3	Pindar	1
Tarcoola Beach	39	Meru	3	Point Moore	1
Waggrakine	35	Narngulu	3	Tardun	1
Sunset Beach	28	Brisbane	2	Trigg	1
Mahomets Flats	26	Chapman Valley	2		
Glenfield	25	South Greenough	2		
Moresby	22	Webborton	2		
Spalding	20	Westend	2		
Wonthella	18	Wongoondy	2		
Deepdale	17	Ambania	1		
Strathalbyn	17	Busselton	1		
Utakarra	17	City Centre	1		
Cape Burney	14	Forrester Park	1		
Mullewa	13	Kojarena	1		
Rangeway	13	Mindarie	1		
Woorree	11	Moonyoonooka	1		

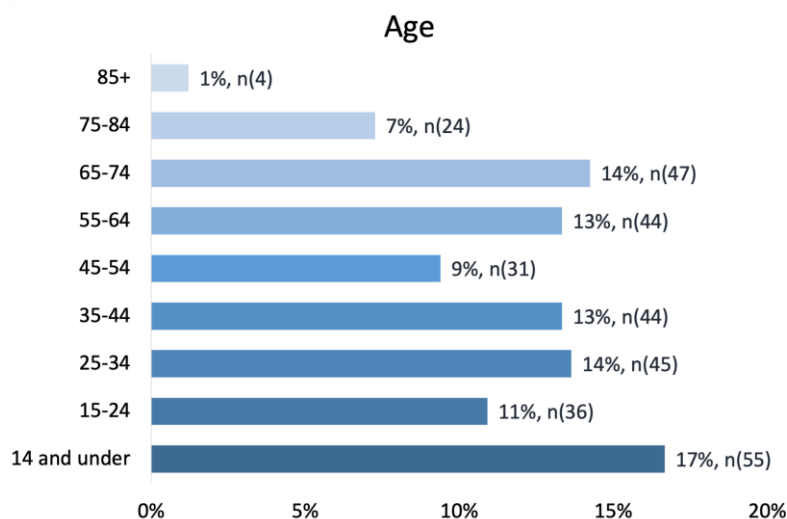
## Appendix 2 - Pop-Up and Drop-In Demographics

One drop-in session and five pop-up sessions were conducted, with a total of 330 people providing responses.

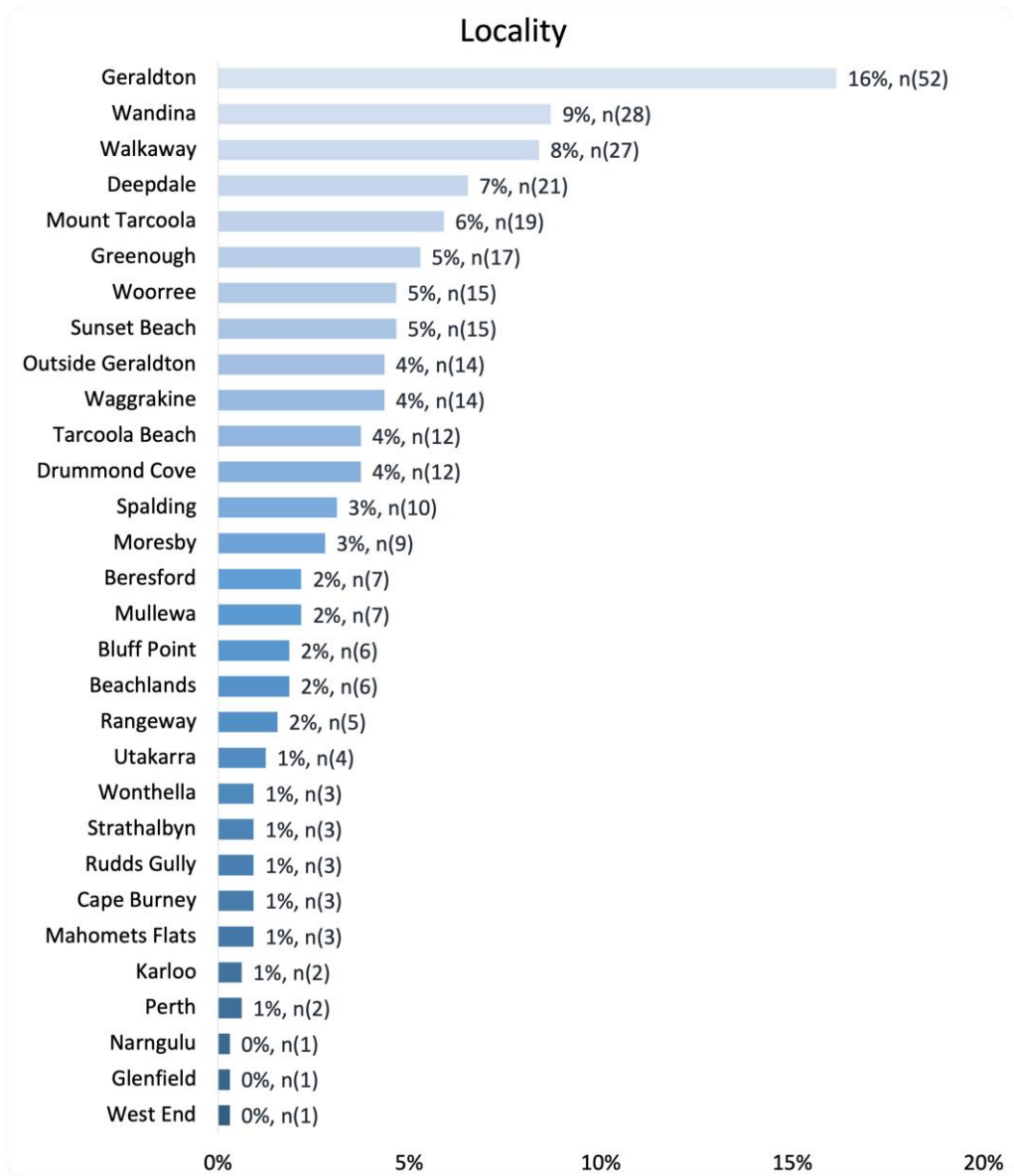
Majority of participants were female (62%, n203), and 38% male (n127).



The most well represented age group was people 14 years or younger (17%, n55), followed by 65- to 74-year-olds (14%, n47) and 25- to 34-year-olds (14%, n45). The least represented group was people 85 years or older (1%, n4), with the next lowest group being 75- to 84-year-olds (7%, n24).



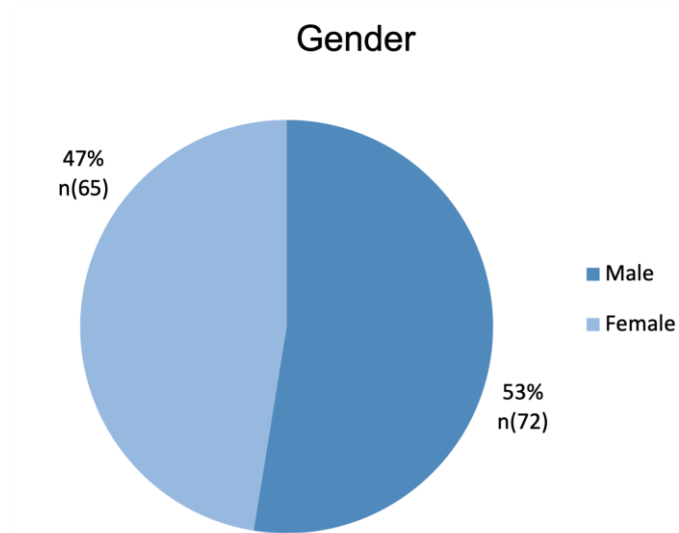
Out of the 322 respondents who provided an answer, the most common place they were located was Geraldton (16%, n52). The two next most common places had just over half as many responses as Geraldton with 9% (n28) of people residing in Wandina and 8% (n27) in Walkaway. Following those were Deepdale, Mount Tarcoola, Greenough, Woorree, and Sunset Beach, with the remaining 40% (n128) of respondents spread across 22 different suburbs.



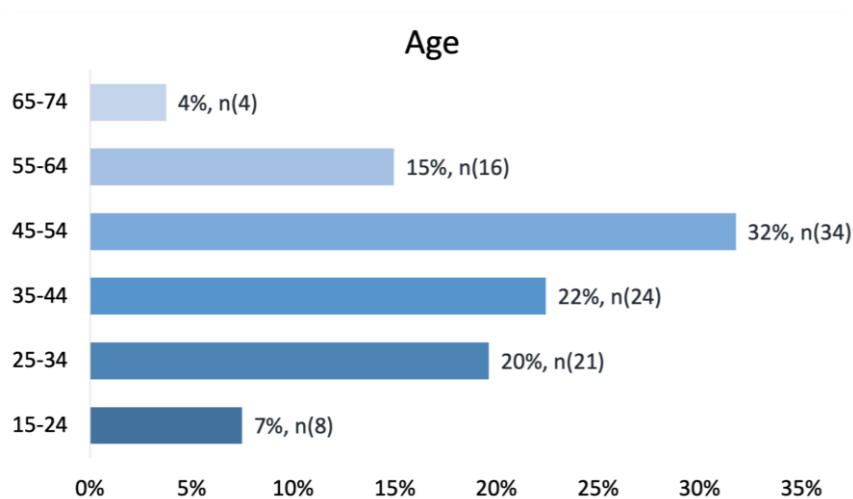
## Appendix 3 - Staff Demographics

Responses were gathered from 137 staff across the five sessions.

Just over half the respondents were female (53%, n72), and the remaining 47% (n65) were male.



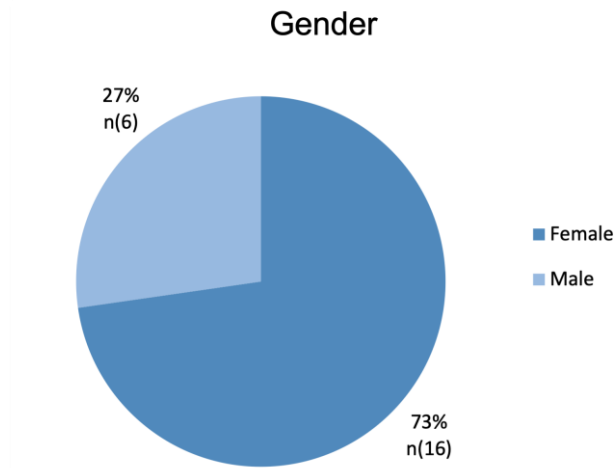
Of the 107 staff who responded, the most common age range was 45- to 54-year-olds (32%, n34), followed by 35- to 44-year-olds (22%, n24) and 25- to 34-year-olds (20%, n21). The least represented age ranges were 15- to 24-year-olds (7%, n8) and 65- to 74-year-olds (4%, n4).



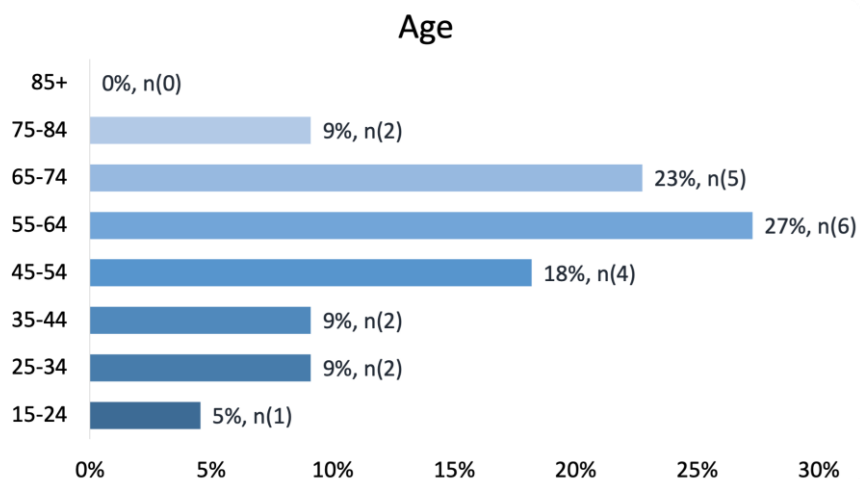
## Appendix 4 - Workshop Demographics

A total of 22 people participated across three workshops.

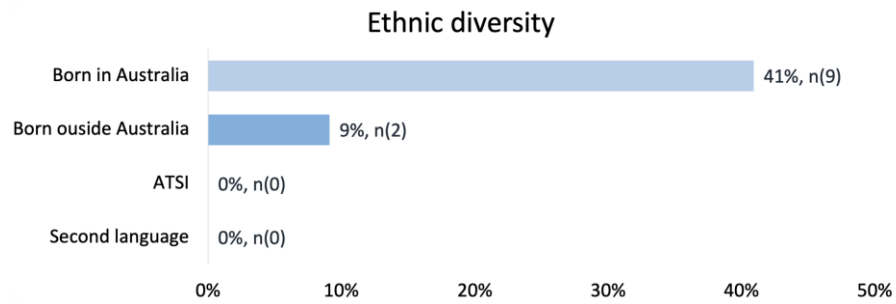
Overall, 73% of participants were female (n16), and 27% male (n6).



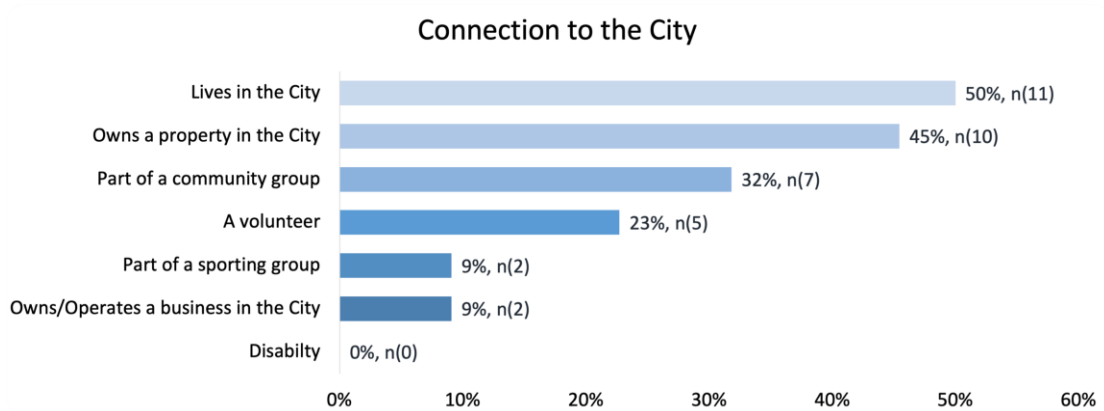
The most well represented age range was 55- to 64-year-olds who made up 27% (n6) of respondents, followed closely by 65- to 74-year-olds (23%, n5) and then 45- to 54-year-olds (18%, n4). The least represented ranges were people 85 or over (0%, n0) and 15- to 24-year-olds (5%, n1), and the remaining age groups each made up 9% (n2) of the respondents.



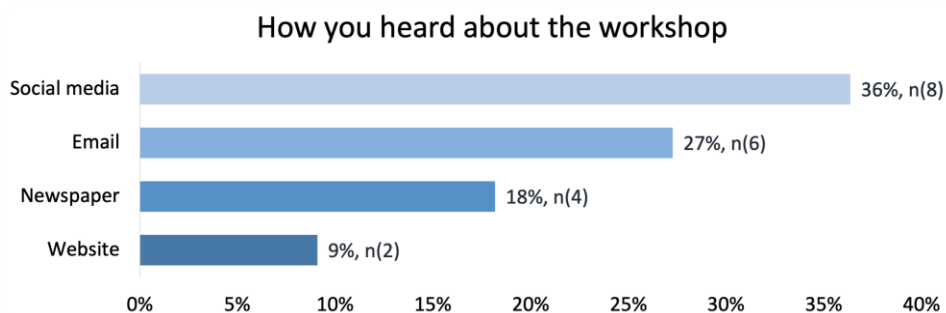
Of the 22 participants, 41% (n9) reported that they were born in Australia while 9% (n2) were born outside of Australia. None of the respondents reported being Aboriginal or Torres Strait Islander or speaking English as a second language.



Half of the workshop participants lived in the City (50%, n11), and 40% (n10) owned a property there. About one third of participants reported being part of community group (32%, n7), and some reported being part of a sporting group (9%, n2) or owning/operating a business in the City (9%, n2). No participants reported having a disability.



Social media was the most common place where participants heard about the workshop (36%, n8), followed by email (27%, n6). Newspaper (18%, n4) and the website (9%, n2) were the least common.



– END –

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