

# MEDIA RELEASE

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IMMEDIATE RELEASE



## Strategic Plan 2024-2034 – Inspired By Lifestyle, Driven By Possibility – Community Survey Findings

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The Copper Coast Council has completed the first stage of its Strategic Management Plan review, after analysing the key sentiments, themes and priorities captured in a broad Community Survey.

Close to five hundred people responded to the survey, with the overwhelming majority being Copper Coast residents (86 per cent). More females than males completed the survey (62 per cent versus 36 per cent), with the most represented age group being individuals between 45 and 54.

The survey canvassed how Copper Coast residents and visitors feel about the Copper Coast and their communities, with 79 per cent of respondents strongly agreeing with the statement 'I feel proud of where I live'. Roughly 77 per cent of respondents also strongly agreed that the Copper Coast offered a good lifestyle.

The Community Survey also provided respondents with an opportunity to identify their favourite things about the Copper Coast. The area's beaches easily took the top spot with 177 mentions, establishing a key priority for the Council moving into the future. The Copper Coast's lifestyle and community came in second and third, respectively.

The Survey asked respondents what they hoped the Copper Coast would have more of in 10 years. The most popular response was more shops and businesses (82 mentions), followed by more sealed roads (57) and more medical services and doctors (51).

Respondents also expressed what they would like to see less of on the Copper Coast ten years from now. Dirt/unsealed/bad roads was the most popular answer (62 responses), closely followed by less drugs and crime (60 per cent). Housing shortages and homelessness also featured in the top responses.

The Community Survey also focused on immediate priorities, asking respondents to list three important things the Council needed to do right now. Fixing/sealing roads ranked as the top priority, with 126 responses, followed by improving/installing footpaths (48) and supporting/attracting business (45).

Council's Strategic Management Plan Review Team will soon be commencing engagement sessions with local community and industry groups to validate the themes and priorities captured in the Community Survey, before holding Council and Community Workshop Sessions. The draft Strategic Management Plan is on track to be finalised and adopted by June 2024.

**Ends**

**Media Contact**

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