



# Copper Coast Council Community Survey Summary Report

January 2024

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## A new Strategic Plan

The Copper Coast Council (CCC) has resolved to prepare a new Strategic Plan to set directions, guide decisions and resource allocation for the next ten years. The new Plan will replace the current Strategic Plan, which was adopted in 2019 and is titled *'Moving Toward 2029'*.

Adopting Strategic Management Plans is a requirement for councils under the *Local Government Act 1999*. They play an important role in outlining a community vision and setting goals, service expectations and performance measures. The Strategic Plan informs other key Council documents such as the Annual Business Plan, Long Term Financial Plan and Asset Management Plans.

Good community engagement is a critical part of developing a Strategic Plan that reflects the current and future needs and aspirations of the community and stakeholders. CCC has chosen to exceed its statutory consultation obligations by seeking early input from the community on a vision and key themes for a new Strategic Plan.

## Copper Coast Community Survey

An online and paper-based community survey was open between 22 December 2023 and 12 January 2024. The survey was promoted by CCC via multiple channels including its website, social media, flyers, pop up events and local media.

The survey was designed by BRM Advisory to be easy to complete, with questions focussed on measuring community sentiment and seeking input on what a good future for the Copper Coast looks like. The information gathered through the survey is a community snapshot will be used by CCC as one input to shape the new Strategic Plan.

The survey is the first step in developing the new Strategic Plan. Further consultation with the community will be undertaken at future stages on a draft Strategic Plan.

## Survey report

This report provide a summary of the survey outcomes, including:

- A profile of the survey respondents to understand who the feedback has come from and any groups that are over or underrepresented in the survey.
- Summaries of each survey question, using quantitative data where possible.
- The key themes and community aspirations observed in the survey that will help to shape the new Strategic Plan.



# Respondent Profile Snapshot

In total, 494 survey responses were received. Not all respondents answered every question, and the overall completion rate was 66%, which is within the expected range.

The response count for each question is shown in the analysis on the following pages.



325 completed responses



37% aged 55+



86% live in the Copper Coast



169 partially completed responses



20% aged under 35



79% feel proud of where they live



57% are Copper Coast ratepayers



62% identify as female



60% feel optimistic about the future of Copper Coast



4% are visitors to the Copper Coast



36% identify as male



57% feel they can make a difference in the community

# Respondent Profile Snapshot

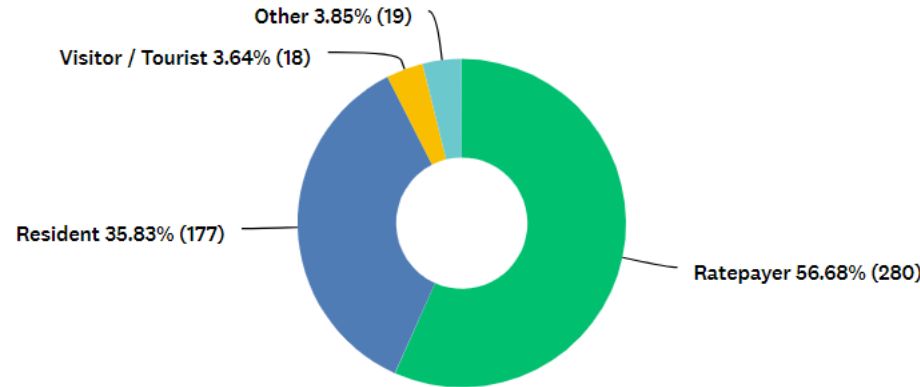
A summary of all responses to the demographic and profile questions is provided in the graphs.

As the survey was open to all ratepayers, residents and visitors without targeting a representative sample based on age, gender or location etc; some segments of the community may be over or underrepresented.

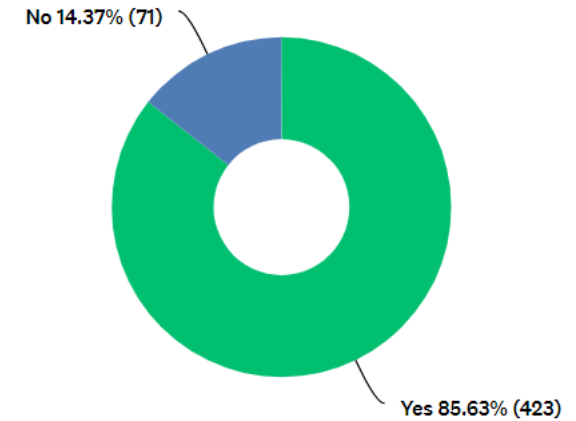
Underrepresented groups include:

- Males (49.5% of the Copper Coast community)
- Younger people aged 15-24 (8.1% of the Copper Coast community)
- Older people aged 75+ (14.1% of the Copper Coast community)
- Home owners / ratepayers (71.6% of the Copper Coast community)

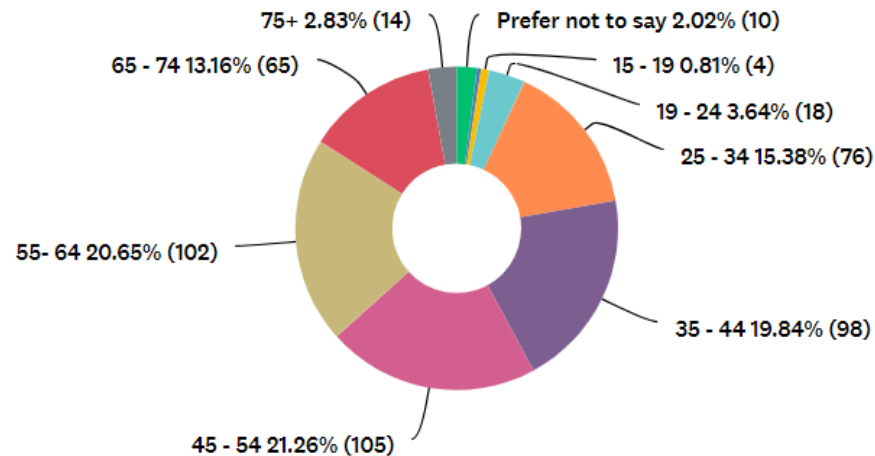
## Reason for completing the survey



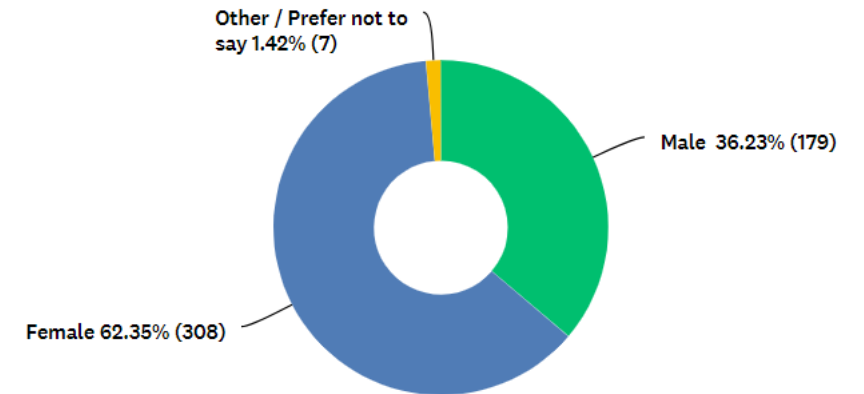
## Do you live in the Copper Coast?



## Respondent Age



## Respondent Gender



Question response count = 494

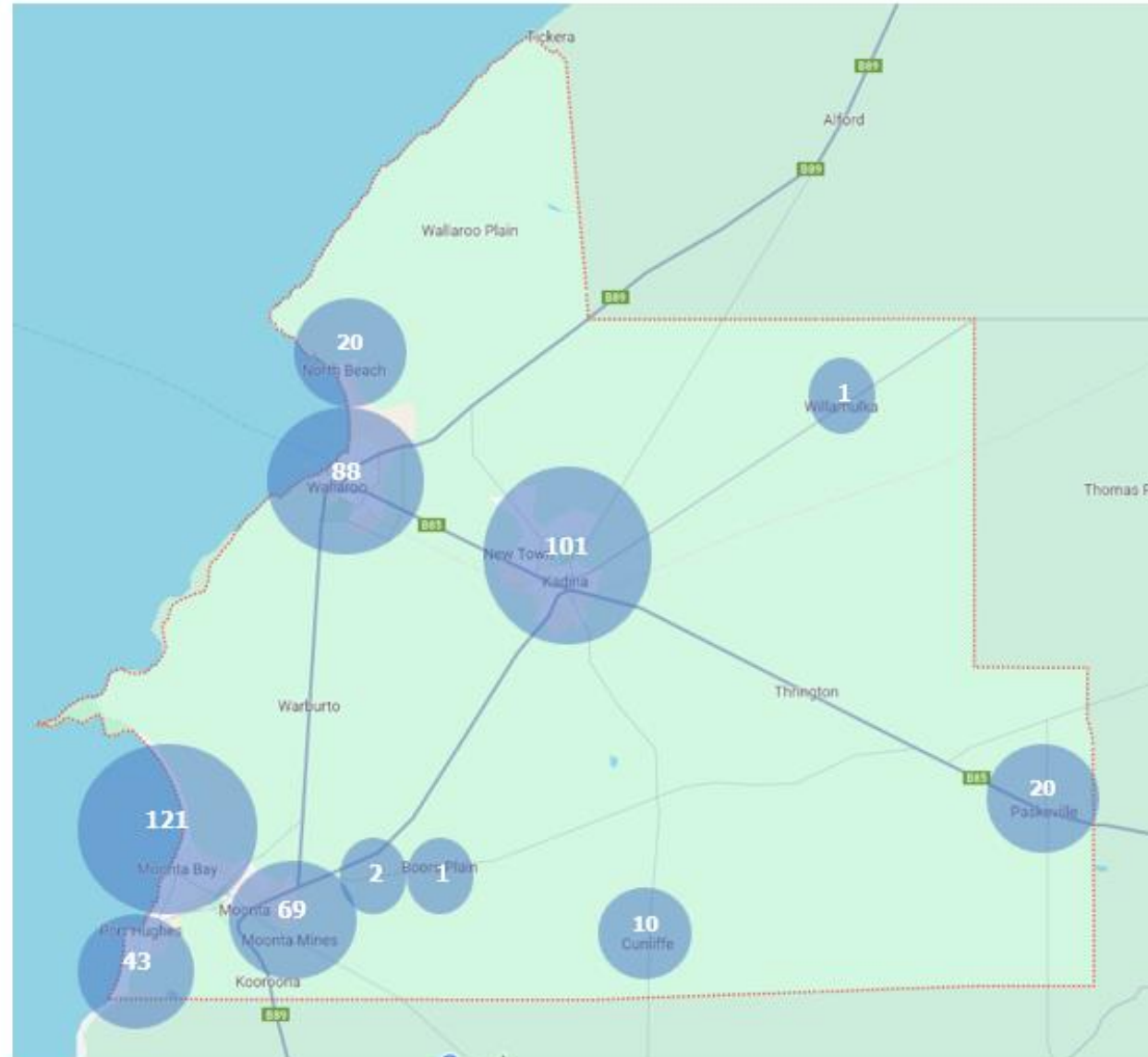
# Where people live

The distribution of responses from Copper Coast residents is shown in the district map, with the percentage of responses from each town shown below.

|                                |     |
|--------------------------------|-----|
| Cunliffe                       | 2%  |
| Kadina                         | 20% |
| Moonta                         | 13% |
| Moonta Bay                     | 24% |
| North Beach                    | 4%  |
| Paskeville                     | 4%  |
| Port Hughes                    | 9%  |
| Walleroo                       | 17% |
| Don't live in the Copper Coast | 3%  |
| Other                          | 3%  |

The other areas listed by respondents were North Yelta, Moonta Mines, Nalyappa, Cross Roads, Hamley, Willamulka, Wallaroo Mines and Boors Plains.

The distribution of survey responses aligns to some degree with the population of the Copper Coast, except for the Moonta / Moonta Bay area which drew a higher proportion of survey responses.



Question response count = 494

# How people feel about their community

Respondents were asked to rate the extent to which they agree or disagree with statement about their community.

The rating scaled used is:

- 1 – Strongly disagree
- 2 – Somewhat disagree
- 3 – Neutral
- 4 – Somewhat agree
- 5 – Strongly agree

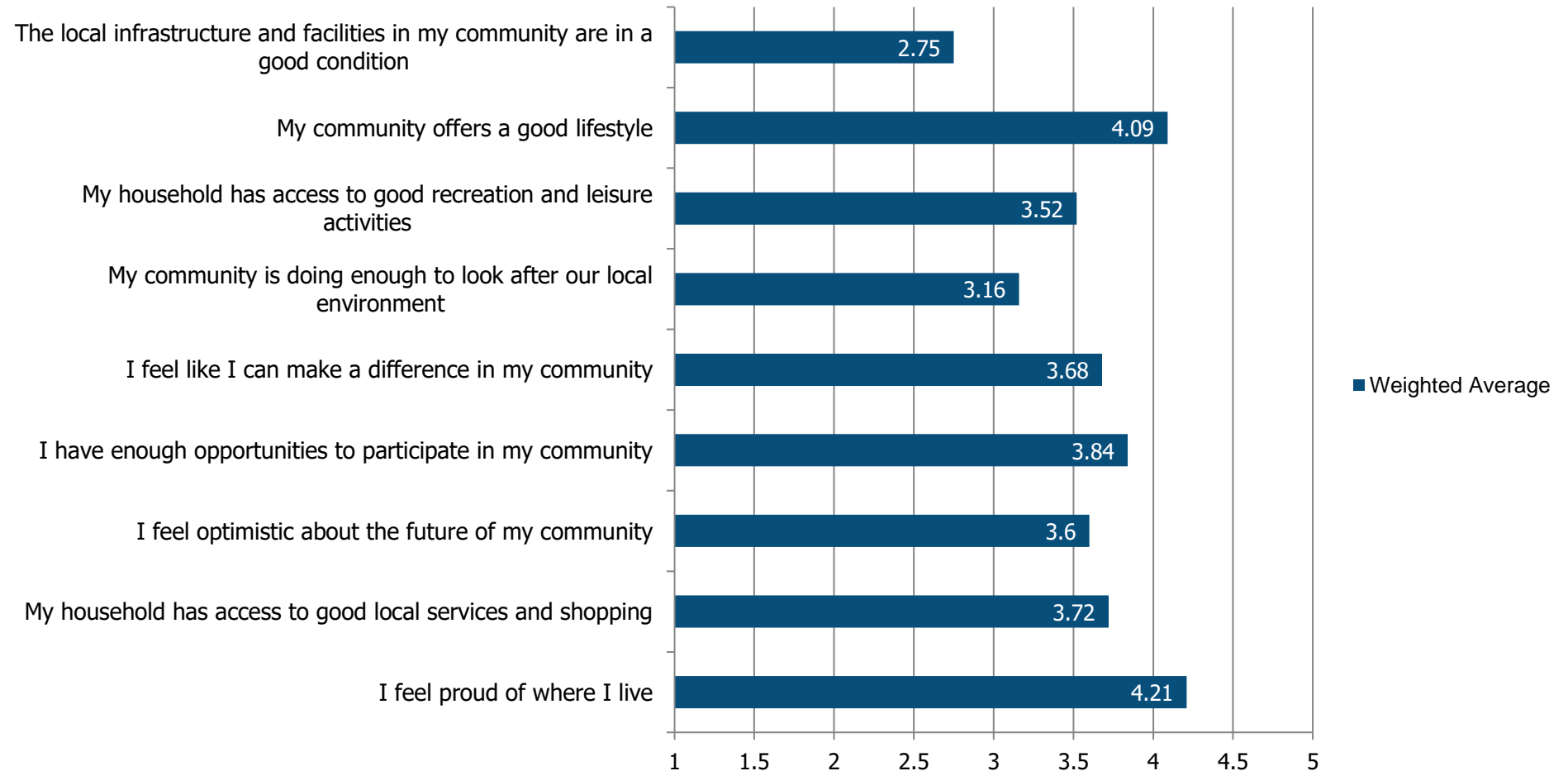
A weighted average score higher than 3 indicates that more people agree than disagree with the statement. The results suggest that overall, sentiments about Copper Coast communities are generally positive.

The most strongly agreed statements related to feeling proud of where people live (79% agree) and having a good lifestyle (77% agree).

The most disagreed statements were about good quality infrastructure and facilities (47% disagree) and doing enough to look after the environment (28% disagree).

The most neutral statement was feeling like people can make a difference (28% neutral), followed by sentiment about care of the environment (25% neutral).

## Do you agree or disagree with these statements about your Copper Coast community.



Question response count = 407













A number of the 'most important things to do now' related to issues and opportunities in specific towns.

This section of the report identifies the key themes and issues that were specific to one of the Copper Coast towns.

## Kadina



- Rethink the pedestrian crossings in the Kadina CBD
- Make parking in the CBD easier and safer
- Assist the development of the Kadina sports precinct
- Build a new public swimming / water park facility (Olympic-size)
- Improve stormwater and drainage
- No more streetscape upgrades in Kadina CBD

## Moonta



- Improve and seal the roads in and around Moonta
- Complete and seal a truck bypass around Moonta
- Help to attract a larger supermarket to Moonta
- Improve the footpaths to make them safer and easier to use
- Improve stormwater and drainage
- Better maintenance / irrigation of Polgreen Park
- Provide more support to businesses in the Moonta area
- Improve sports infrastructure
- Improve the appearance of the George Street shopping area
- Create a new town entry statement
- Stronger focus on history / heritage of Moonta Mines

## Moonta Bay



- Strong emphasis on improving and sealing the roads in Moonta Bay as a priority
- Improve the footpaths to make them safer and easier to use
- Fix the Moonta Bay foreshore
- Improve beach access
- Coastal walking trail

A number of the 'most important things to do now' related to issues and opportunities in specific towns.

This section of the report identifies the key themes and issues that were specific to one of the Copper Coast towns.

This is a summary of recurring comments and not a comprehensive list of every individual issue or idea raised in the survey.

## Paskeville



- More focus on the smaller townships in the Copper Coast. There is a clear perception that other towns (particularly Kadina) receive an inequitable share of investment
- Better maintenance of council owned land and buildings
- More support to upgrade community facilities
- Build a new town entry statement / welcoming sign as the gateway to the Copper Coast
- Silo art
- Better promotion of the tourist facilities and services available in Paskeville

## Port Hughes



- Fix the Port Hughes boat ramp
- Remodel the boat ramp so dredging is not required
- Improve the Port Hughes jetty
- Make improvements to the Port Hughes foreshore
- More investment in tourism facilities
- Complete the Dunes golf course
- Maintain clifftop paths
- Coastal walking trail

## Wallaroo



- Completion of the Wallaroo Shores development
- Implementation of the Wallaroo Foreshore Master Plan
- Rebuild the swimming enclosure / swimming jetty
- More investment in tourism facilities
- Build a pedestrian bridge at Wallaroo Marina
- Improve parking facilities at the boat ramp
- Provide more shade along the foreshore

# Community Aspirations Summary

The survey responses canvassed a large volume of issues and represented a variety of different and often competing views on key issues for the Copper Coast.

Like many similar communities, the Copper Coast is facing the challenge of how to grow and prosper in a way that is socially, environmentally and fiscally responsible and without compromising its country town feel and values. The new Strategic Plan can set out a 10-year approach to managing and responding to change in a positive and proactive way.

From the community survey, six key themes have emerged to shape the development of the new Strategic Plan:

- **Strong Economy**
- **Infrastructure & Assets**
- **Health & Wellbeing**
- **Environment & Open Space**
- **Heritage & Culture**
- **Council Leadership**

This section of the report uses these key themes to summarise what a good future for the Copper Coast looks based on the community aspirations expressed in the survey.

## Strong Economy

- The Copper Coast achieves sustainable growth that is supported by increased capacity in infrastructure and services.
- Development is well-planned, attractive and compatible with the country coastal charter of the area.
- The Copper Coast is an easy place to operate for established and new businesses.
- There are more jobs and opportunities to attract and retain younger people to the Copper Coast.
- Jobs growth is supported by quality and affordable housing.
- New and innovative tourism products and services give locals and visitors a great experience.
- Locals and visitors have more shopping and dining choice and variety.
- There is a vibrant nighttime economy.
- The economy thrives all year with new ideas for winter activation.
- All town centres and shopping precincts are attractive, well maintained and provide convenient parking.

## Infrastructure & Assets

- Investment in road maintenance is prioritised to improve the quality and safety of local roads.
- All roads within townships are sealed.
- Footpaths can be used safely and conveniently by all users.
- Boat ramps and jetties are in good condition and meet the needs of all users.
- There are convenient transport options between towns for people who do not drive.
- All built up areas are serviced by functional stormwater and drainage infrastructure.
- Cycling and walking infrastructure supports good health and wellbeing.
- Public toilets are available in all high-demand areas.



## Health & Wellbeing

- The Copper Coast offers a relaxed and easy country lifestyle while offering all the conveniences of urban living.
- Medical and health services are available to meet local demand.
- There are adequate mental health services and treatment options for drug and alcohol problems available locally.
- Young people are actively engaged in the community and have fulfilling education, training and employment options.
- All families that need it have access to quality childcare services.
- Physical health and fitness is supported by quality structured and unstructured sport and recreation opportunities.
- People feel safe within the community.
- Increase active management of anti-social behaviour, graffiti and vandalism.

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## Environment & Open Space

- The beaches remain the jewel in the crown of the Copper Coast.
- Everyone can enjoy a natural environment that is green and clean.
- Foreshore areas in all towns balance natural attributes with services and activities.
- Public open spaces are well shaded and enticing with good facilities.
- The natural environment supports biodiversity through native greening projects.
- Public spaces and places can be accessed by people of all ages and abilities.
- Waste services meet local needs.



## Heritage & Culture

- The Copper Coast is proud of and celebrates its history and heritage.
- Heritage places are preserved and protected and showcased to the world.
- Community events and festivals bring people together for fun, connection and culture.
- Community groups can access more Council grants for local events, projects and programs that benefit the community.
- There are opportunities for local artists and musicians to develop and showcase their talent.
- Town entrances are welcoming and inviting and reflect the local culture and identity.



## Council Leadership

- Council provides a strong voice for the community and advocates for better services and more investment.
- Council listens and responds to its community.
- Council works closely with the State Government to address issues that are outside of local government's control.
- There is an excellent level of communication between the Council and its residents.
- Council is financially responsible and delivers great value for money to its ratepayers.
- Council is easy to do business with and has a strong customer service focus and sensible regulation.
- There is an equitable level of focus and investment in all towns.







Level 8, 420 King William Street  
Adelaide SA 5000

Phone: 08 8168 8400

Fax: 08 8168 8499

[www.brmadvisory.com.au](http://www.brmadvisory.com.au)