

# Smart Regional Centre Consultation

Wednesday, November 25, 2015

# 463

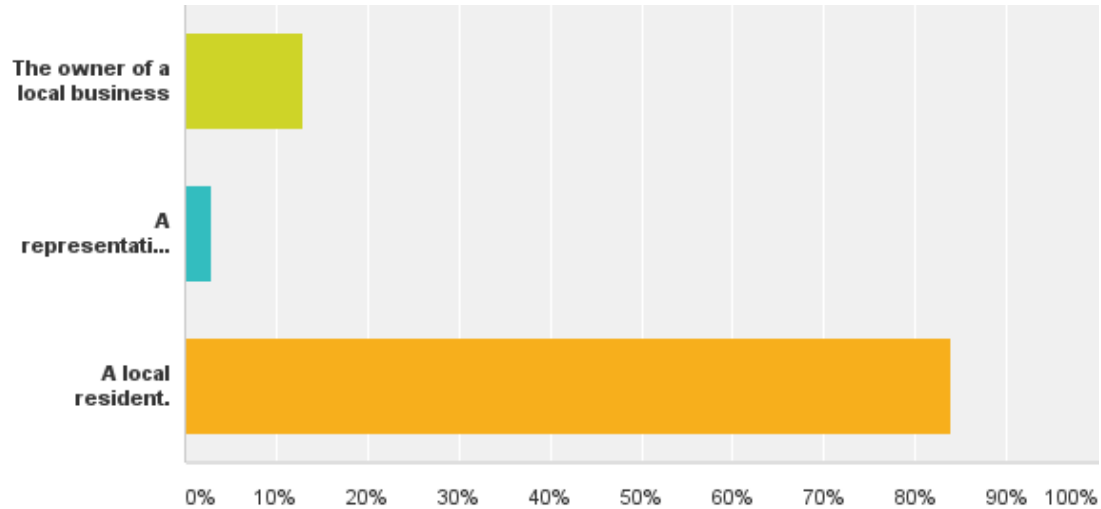
Total Responses

Complete Responses: 358

For more information about the respondents and some free-form responses please see the summary document.

## Q2: What best describes you? (select one)

Answered: 463 Skipped: 0



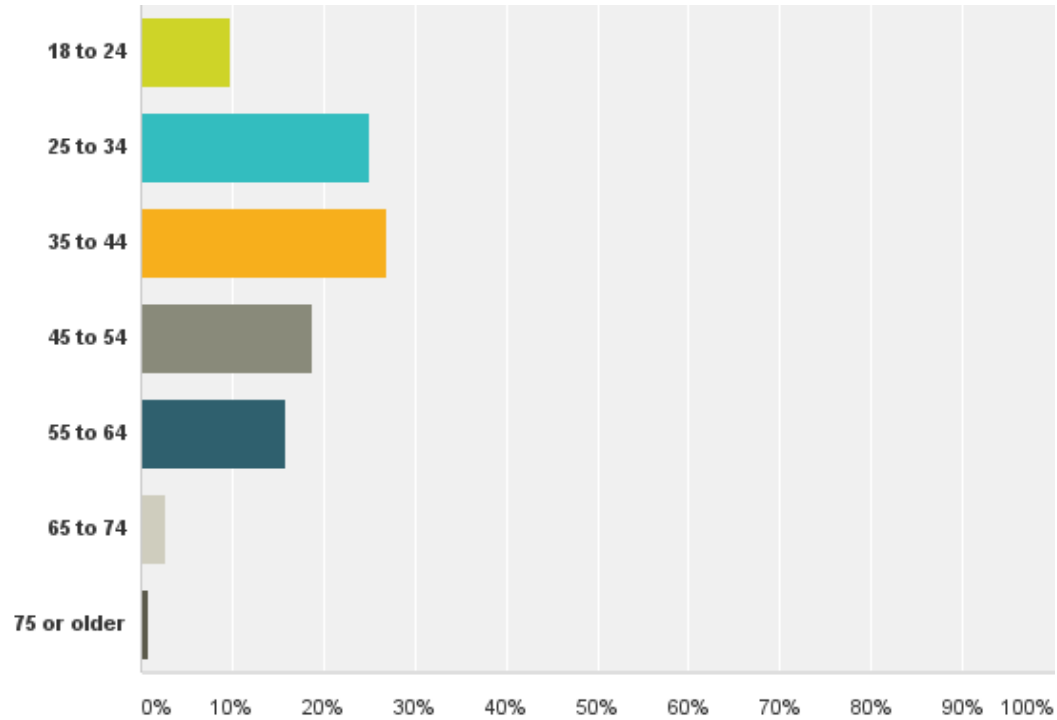
## Q2: What best describes you? (select one)

Answered: 463 Skipped: 0

Answer Choices	Responses	
The owner of a local business	12.96%	60
A representative of a local community group.	3.02%	14
A local resident.	84.02%	389
<b>Total</b>		<b>463</b>

## Q4: What is your age?

Answered: 462 Skipped: 1



## Q4: What is your age?

Answered: 462 Skipped: 1

Answer Choices	Responses
18 to 24	9.74% 45
25 to 34	25.11% 116
35 to 44	26.84% 124
45 to 54	18.83% 87
55 to 64	15.80% 73
65 to 74	2.81% 13
75 or older	0.87% 4
<b>Total</b>	<b>462</b>

## Q5: On a scale of 1 to 10, where 10 is the highest, please indicate your priority for each of the below statements.

Answered: 430 Skipped: 33

	1	2	3	4	5	6	7	8	9	10	Total
Increasing the number of businesses in the CBD.	<b>3.04%</b> 13	<b>1.64%</b> 7	<b>3.28%</b> 14	<b>4.22%</b> 18	<b>12.18%</b> 52	<b>10.30%</b> 44	<b>12.18%</b> 52	<b>14.99%</b> 64	<b>15.22%</b> 65	<b>22.95%</b> 98	427
Better using the riverfront.	<b>5.63%</b> 24	<b>3.52%</b> 15	<b>2.58%</b> 11	<b>5.40%</b> 23	<b>7.51%</b> 32	<b>8.92%</b> 38	<b>12.68%</b> 54	<b>15.02%</b> 64	<b>13.85%</b> 59	<b>24.88%</b> 106	426
Enabling Rockhampton Regional Council to provide better services to our community.	<b>1.41%</b> 6	<b>1.17%</b> 5	<b>1.64%</b> 7	<b>2.11%</b> 9	<b>6.32%</b> 27	<b>8.20%</b> 35	<b>19.20%</b> 82	<b>18.03%</b> 77	<b>14.52%</b> 62	<b>27.40%</b> 117	427
Increasing the resiliency of the region to natural disasters.	<b>1.87%</b> 8	<b>1.40%</b> 6	<b>2.80%</b> 12	<b>2.57%</b> 11	<b>8.41%</b> 36	<b>10.28%</b> 44	<b>14.25%</b> 61	<b>17.29%</b> 74	<b>13.55%</b> 58	<b>27.57%</b> 118	428
Supporting our existing industries to better compete internationally.	<b>0.93%</b> 4	<b>0.70%</b> 3	<b>1.40%</b> 6	<b>2.33%</b> 10	<b>7.69%</b> 33	<b>6.76%</b> 29	<b>16.32%</b> 70	<b>18.88%</b> 81	<b>17.02%</b> 73	<b>27.97%</b> 120	429

## Q5: On a scale of 1 to 10, where 10 is the highest, please indicate your priority for each of the below statements.

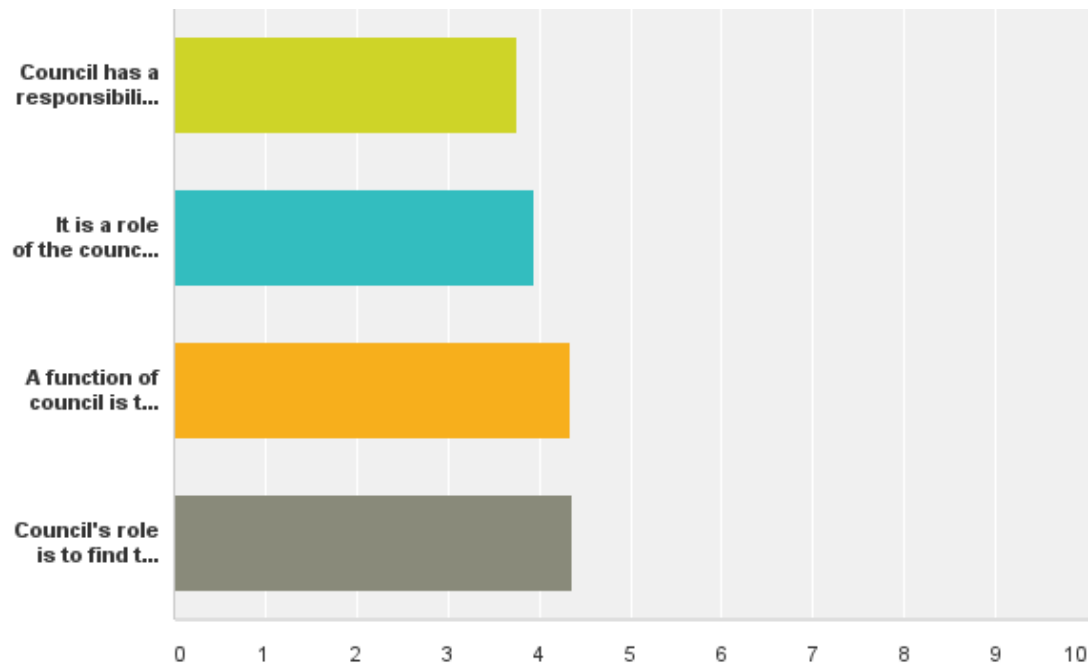
Answered: 430 Skipped: 33

	1	2	3	4	5	6	7	8	9	10	Total
Increasing the attractiveness of Rockhampton to tourists.	<b>1.87%</b> 8	<b>0.93%</b> 4	<b>2.10%</b> 9	<b>3.04%</b> 13	<b>7.48%</b> 32	<b>6.31%</b> 27	<b>13.79%</b> 59	<b>19.86%</b> 85	<b>14.49%</b> 62	<b>30.14%</b> 129	428
Giving University students the opportunity to remain in the region after graduating.	<b>0.93%</b> 4	<b>0.70%</b> 3	<b>1.63%</b> 7	<b>2.56%</b> 11	<b>7.44%</b> 32	<b>6.98%</b> 30	<b>11.40%</b> 49	<b>20.00%</b> 86	<b>16.51%</b> 71	<b>31.86%</b> 137	430
Supporting new local businesses.	<b>0.71%</b> 3	<b>0.71%</b> 3	<b>1.65%</b> 7	<b>1.42%</b> 6	<b>4.95%</b> 21	<b>5.19%</b> 22	<b>12.74%</b> 54	<b>20.05%</b> 85	<b>18.40%</b> 78	<b>34.20%</b> 145	424
Growing new industries.	<b>0.93%</b> 4	<b>0.70%</b> 3	<b>1.17%</b> 5	<b>1.40%</b> 6	<b>6.29%</b> 27	<b>5.83%</b> 25	<b>13.52%</b> 58	<b>16.78%</b> 72	<b>18.41%</b> 79	<b>34.97%</b> 150	429
Ensuring kids who grew up in Rockhampton have access to high quality jobs in the region.	<b>0.70%</b> 3	<b>0.70%</b> 3	<b>0.23%</b> 1	<b>1.63%</b> 7	<b>5.36%</b> 23	<b>4.43%</b> 19	<b>10.72%</b> 46	<b>21.68%</b> 93	<b>16.55%</b> 71	<b>38.00%</b> 163	429
Increasing the livability of the Rockhampton region.	<b>0.71%</b> 3	<b>0.95%</b> 4	<b>0.71%</b> 3	<b>0.00%</b> 0	<b>4.99%</b> 21	<b>3.33%</b> 14	<b>10.45%</b> 44	<b>14.96%</b> 63	<b>19.24%</b> 81	<b>44.66%</b> 188	421



## Q6: Please indicate your level of agreement with the following statements.

Answered: 419 Skipped: 44



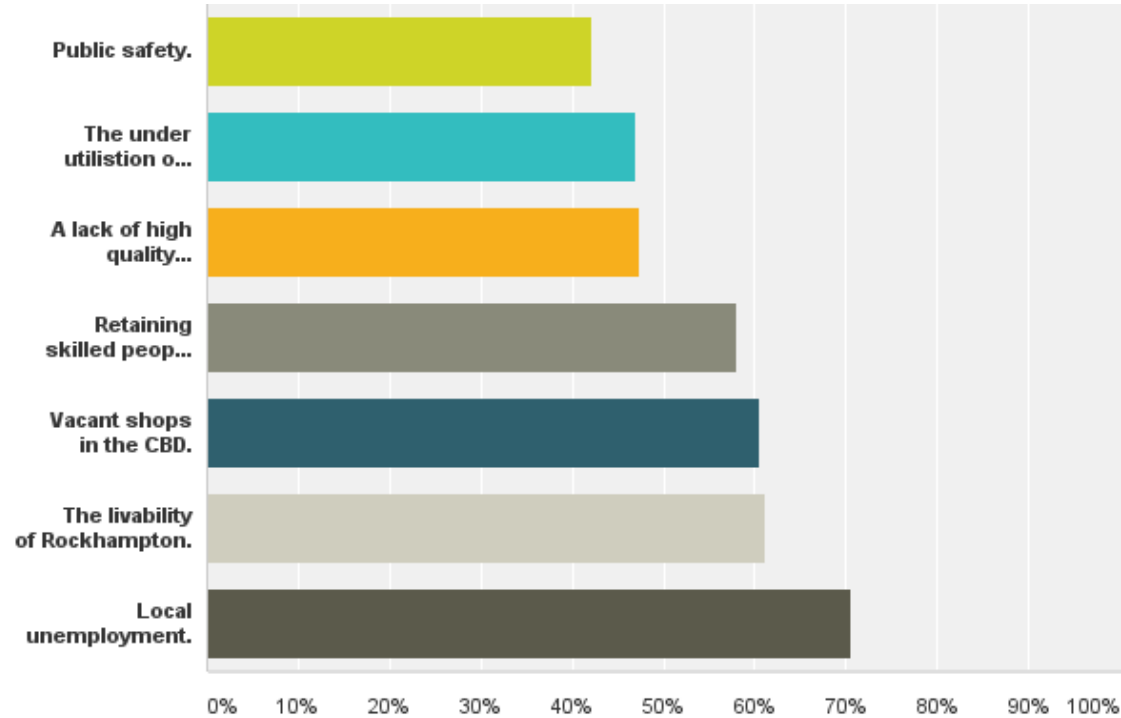
## Q6: Please indicate your level of agreement with the following statements.

Answered: 419 Skipped: 44

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Total	Weighted Average
Council has a responsibility to assist new local businesses.	<b>2.15%</b> 9	<b>7.42%</b> 31	<b>24.40%</b> 102	<b>45.22%</b> 189	<b>20.81%</b> 87	418	3.75
It is a role of the council to economically develop Rockhampton.	<b>2.16%</b> 9	<b>6.00%</b> 25	<b>15.59%</b> 65	<b>48.20%</b> 201	<b>28.06%</b> 117	417	3.94
A function of council is to help provide a safe environment for the community.	<b>1.43%</b> 6	<b>0.95%</b> 4	<b>7.40%</b> 31	<b>41.77%</b> 175	<b>48.45%</b> 203	419	4.35
Council's role is to find the best way of servicing our community needs.	<b>1.20%</b> 5	<b>1.44%</b> 6	<b>6.71%</b> 28	<b>40.77%</b> 170	<b>49.88%</b> 208	417	4.37

## Q7: I consider the following to be local challenges (select all that apply)

Answered: 418 Skipped: 45



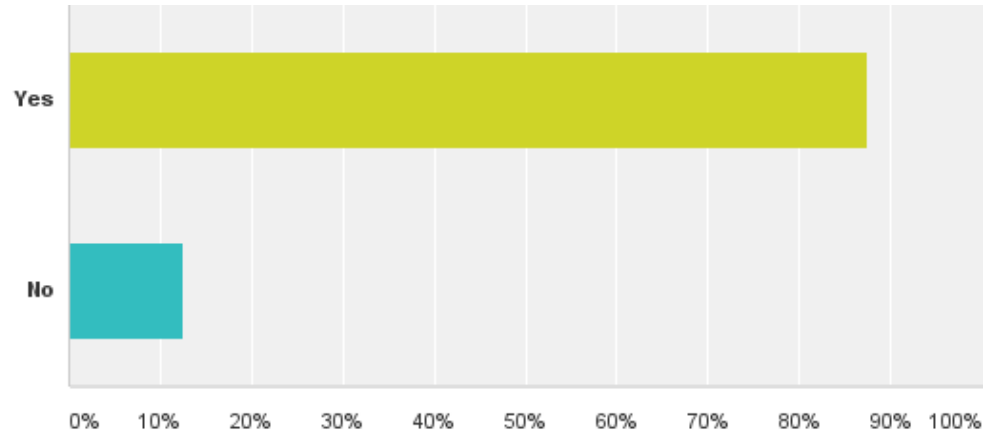
## Q7: I consider the following to be local challenges (select all that apply)

Answered: 418 Skipped: 45

Answer Choices	Responses
Public safety.	42.11% 176
The under utilisation of our natural and built environment.	46.89% 196
A lack of high quality internet and mobile reception.	47.37% 198
Retaining skilled people in the community.	58.13% 243
Vacant shops in the CBD.	60.53% 253
The livability of Rockhampton.	61.24% 256
Local unemployment.	70.57% 295
<b>Total Respondents: 418</b>	

## Q8: Do you broadly agree with Council's vision for a smart regional centre?

Answered: 401 Skipped: 62



## Q8: Do you broadly agree with Council's vision for a smart regional centre?

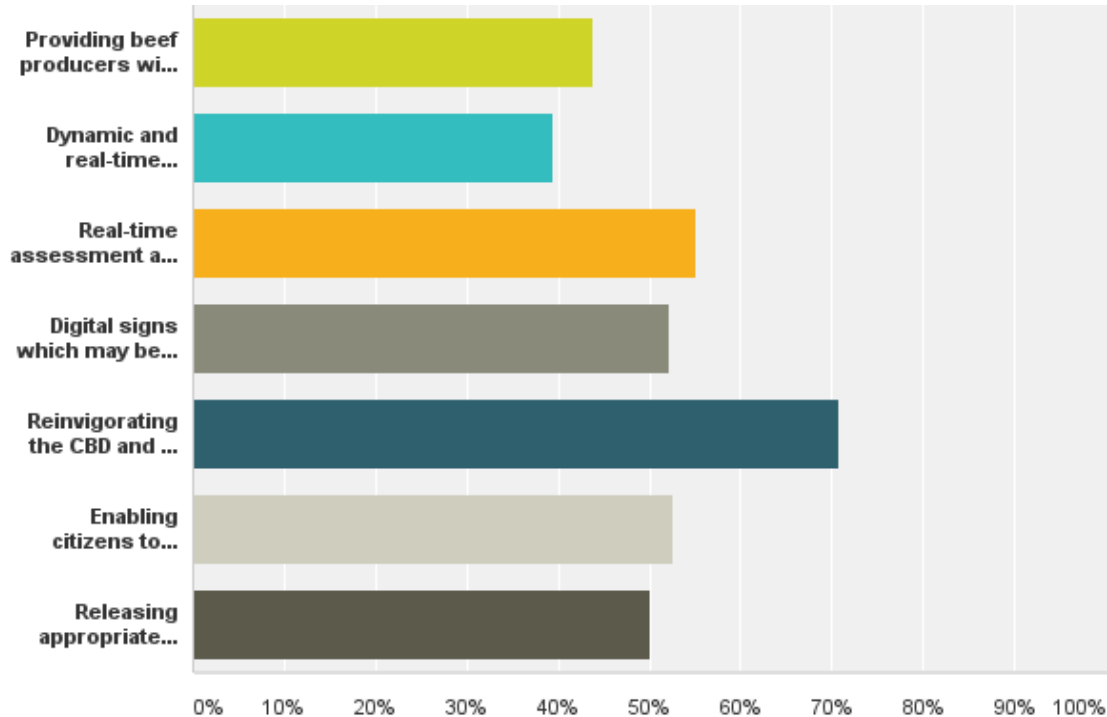
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Answered: 401 Skipped: 62

Answer Choices	Responses
Yes	87.53% 351
No	12.47% 50
<b>Total</b>	<b>401</b>

# Q9: I believe the following initiatives are worthwhile (select all that apply)

Answered: 401 Skipped: 62



## Q9: I believe the following initiatives are worthwhile (select all that apply)

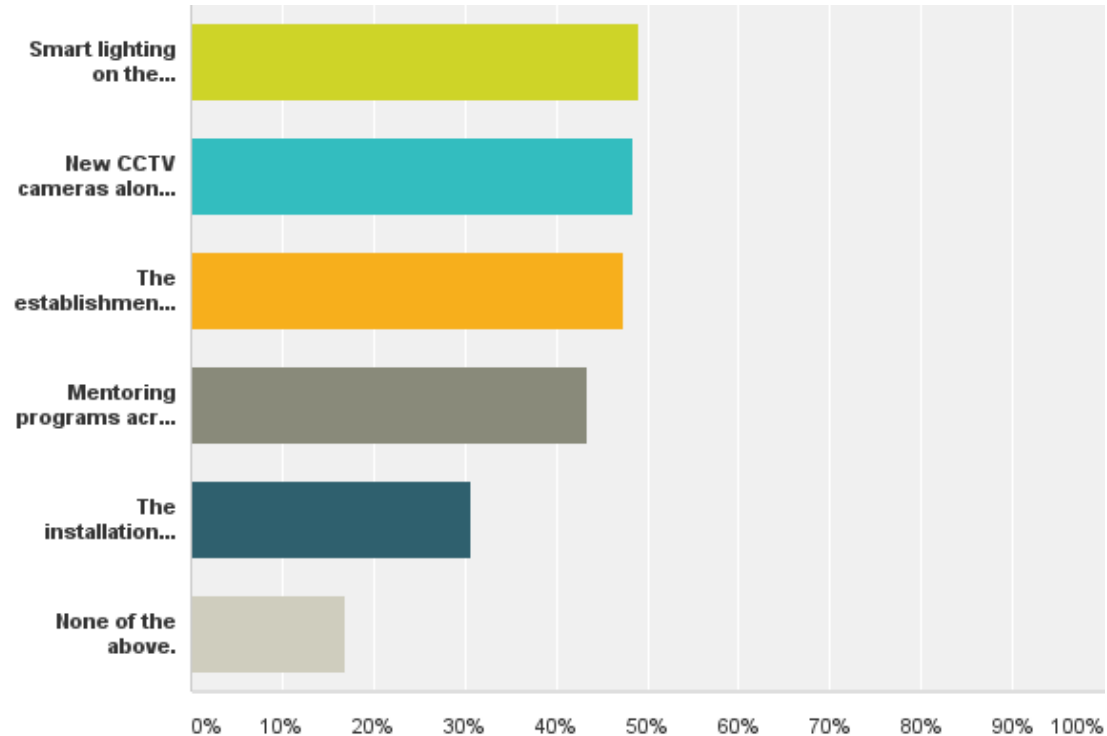
Answered: 401 Skipped: 62

Answer Choices	Responses
Providing beef producers with access to real-time data which may be used to identify and trace livestock and to assist in providing visibility of the entire supply chain.	<b>43.89%</b> 176
Dynamic and real-time monitoring of soil moisture and fertility which may be used to find the optimal times to plant and water crops, or move livestock.	<b>39.40%</b> 158
Real-time assessment and predictions about water levels and indicators of water quality.	<b>55.11%</b> 221
Digital signs which may be used to provide real-time safety information and/or advertise community events.	<b>52.12%</b> 209
Reinvigorating the CBD and its historic buildings by using smart technologies to enhance the visual appeal of the various laneways scattered throughout the city.	<b>70.82%</b> 284
Enabling citizens to report environmental hazards and damage to infrastructure through digital communication channels.	<b>52.62%</b> 211
Releasing appropriate council data to the private sector and community groups for their use.	<b>50.12%</b> 201
<b>Total Respondents: 401</b>	



# Q10: Which of the following pieces of infrastructure do you believe would be of benefit to the region? (you may choose multiple initiatives)

Answered: 401 Skipped: 62



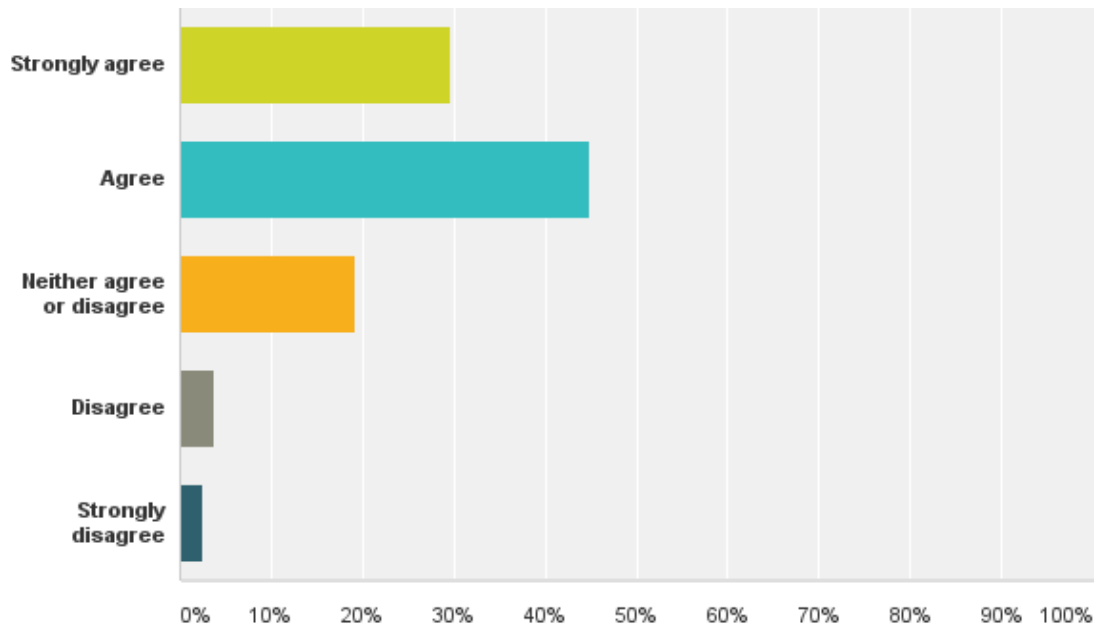
## Q10: Which of the following pieces of infrastructure do you believe would be of benefit to the region? (you may choose multiple initiatives)

Answered: 401 Skipped: 62

Answer Choices	Responses
Smart lighting on the waterfront.	<b>49.13%</b> 197
New CCTV cameras along the waterfront.	<b>48.38%</b> 194
The establishment of a Smart Hub to develop entrepreneurial businesses.	<b>47.38%</b> 190
Mentoring programs across a diverse range of industries.	<b>43.39%</b> 174
The installation of sensors collecting anonymous data about supply chains, water quality, soil fertility and other similar things.	<b>30.67%</b> 123
None of the above.	<b>16.96%</b> 68
<b>Total Respondents: 401</b>	

# Q11: Council should prioritise developing the region as a smart regional centre.

Answered: 401 Skipped: 62



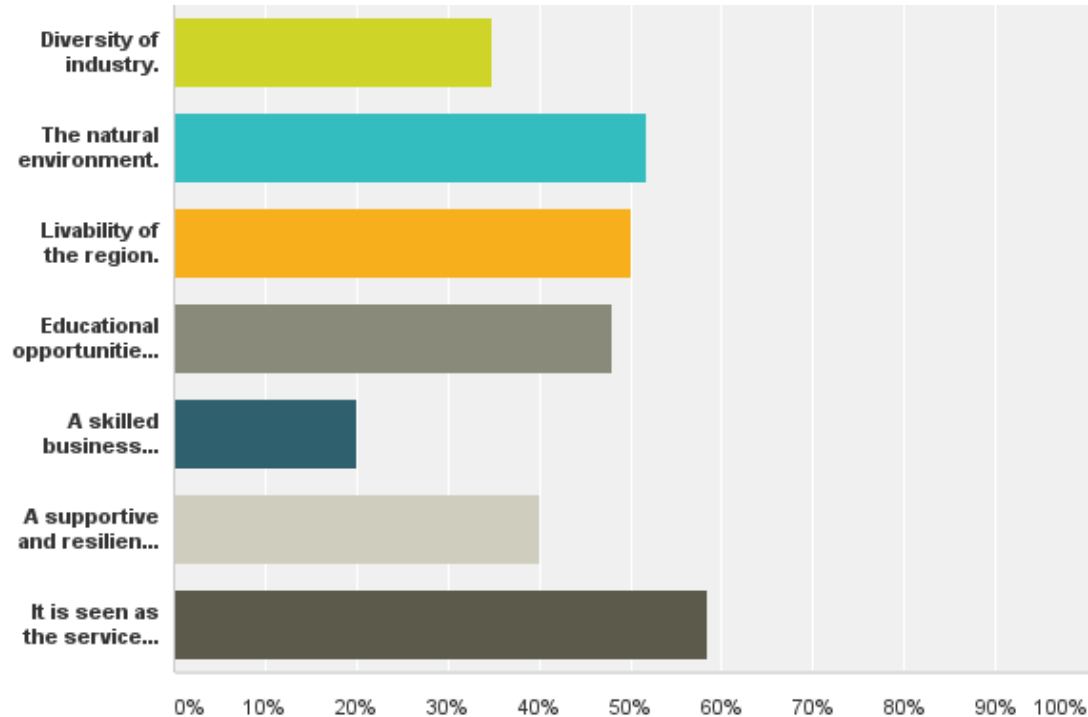
# Q11: Council should prioritise developing the region as a smart regional centre.

Answered: 401 Skipped: 62

Answer Choices	Responses	
Strongly agree	29.68%	119
Agree	44.89%	180
Neither agree or disagree	19.20%	77
Disagree	3.74%	15
Strongly disagree	2.49%	10
<b>Total</b>		<b>401</b>

# Q14: I see the following as strengths of the region (you may choose more than one)

Answered: 365 Skipped: 98



## Q14: I see the following as strengths of the region (you may choose more than one)

Answered: 365 Skipped: 98

Answer Choices	Responses	
Diversity of industry.	34.79%	127
The natural environment.	51.78%	189
Livability of the region.	50.14%	183
Educational opportunities in the region.	47.95%	175
A skilled business community.	20.00%	73
A supportive and resilient community.	40.00%	146
It is seen as the service area of Central Queensland.	58.36%	213
<b>Total Respondents: 365</b>		