

# REPORT ON OUTCOMES OF VISION STATEMENT FOCUS GROUPS

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MOUNT PETER MASTER PLANNING GROUP



# REPORT ON OUTCOMES OF INITIAL VISION STATEMENT FOCUS GROUPS

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Document Control					
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# 1 INTRODUCTION

## 1.1 PURPOSE OF REPORT

This brief report provides a summary of feedback received at 3 focus group meetings conducted on the 17<sup>th</sup> and 18<sup>th</sup> September of 2008. The focus of the meetings was the draft vision statement for Mount Peter.

The purpose of the meetings was to seek community members' feedback on the draft vision statement. Two areas of feedback were sought:

- Views on the structure and format of the draft vision statement, and
- Views on the content.

# 2 METHODOLOGY

## 2.1 RECRUITMENT METHODOLOGY

Participants were recruited via telephone with numbers selected randomly from the Mount Peter study area, Gordonvale and Edmonton. An attempt was made in recruiting to achieve an even geographic spread between those 3 areas and to also aim for a range of age groups to be represented.

A script was prepared to aid the recruiters and explain the process. The script is attached as Appendix A.

Part of the script explained that participants in focus groups would be paid \$50 for their time.

To assist with preparing for the focus group, the draft vision statement was distributed to participants. The majority of these were sent by email but a small number were distributed by mail to those people who did not have email access. A copy of the draft vision statement as distributed is included as Appendix B.

## LIMITATIONS

It is important to note that although recruitment was based on random selection, the results of these focus groups cannot be inferred to be necessarily representative of the wider southern suburbs population. The focus groups were an attempt to gain views from community members and should be interpreted as a reflection of the views of those people who participated. The results are not statistically valid but they do represent a snapshot of the views of a sample of local residents and business people.

## 2.2 FOCUS GROUP METHODOLOGY

Focus group sessions were 1.5 hours long each. Two focus groups were conducted during the evening (6.00pm to 7.30pm) and one during the afternoon (1.30pm – 3.00pm). The focus groups were all conducted at Hambleton House Community Centre at Edmonton.

25 people attended the focus groups with attendances of 7, 8 and 10 at each meeting.

Focus groups were conducted by Steve Rossiter of Elton Consulting on behalf of the Mount Peter Master Planning Group.



Following a brief introduction and clarifying question and answer time, the following structure was followed for each focus group:

- Structure – This section of the focus groups included comment on length of draft vision statement, and how easy to read and understand it is. Also included an opportunity for making suggestions on how the structure and format of the draft vision statement could be improved
- Content – Included content discussion based around the six key themes from the draft vision statement. For each theme the group was asked to rate how important (on a scale of 1 to 10) each theme was to them. Discussion of each theme area followed including specific focus questions relevant to each theme
- Summary – To complete the session participants were asked to discuss to what extent the draft vision statement reflects what they think is important for the future Mount Peter and to discuss why.

The above provided a ‘loose’ structure to the focus groups. As a primary purpose of the focus groups was to promote discussion between participants, when the conversation diverged from the structure it was encouraged to continue if that discussion was consistent with the purpose of the sessions i.e. to seek community members’ views on the draft vision statement.

## 3 RESULTS AND FEEDBACK

### 3.1 STRUCTURE

Questions on structure focussed on the length of the draft vision statement and how easy it was to read and understand.

When asked to rank the draft vision statement on a scale of 1 to 10 where 1 is too short and 10 is too long, the average response was between 6.5 and 7, suggesting that most people considered it somewhat too long.

When asked to rank the draft vision statement on a scale of 1 to 10 where 1 is easy to read and understand and 10 is hard to read and understand, the average response was between 6 and 6.5, suggesting that most people considered it somewhat hard to read and understand.

Key features of the discussion about structure and format included:

- Most participants thought that the draft vision statement was lengthy, but also expressed an appreciation for the detail that it contained. Comments included: “It is definitely not too short”, “It is a little overwhelming”, “It is very detailed.”
- Some comments suggested there was some repetition, particularly in the outcomes and indicators
- Although there was considered to be a lot of information and that the draft vision statement was “a bit long” it was also described as “fairly informative”
- For some participants the table format for the themes provided a lot of detail that made the vision statement seem long. However, others saw the tables as a good format as it allowed people to pursue more detail on particular themes if they were interested (and allowed others to bypass those themes if they were less interested). In other words the tables were seen as providing people with some choice as to how much detail they wanted (“Tables are good, they allow you to choose what you want to focus on and you don’t have to read it all, you can go straight to what interests you.”)



Suggestions for improving the structure and format of the draft vision statement included:

- Including images in the vision statement to illustrate to readers what some of the concepts mean, to help break up the text and to make the document more interesting and engaging to read, and
- Provide a summary form of the vision to people (such as through the project web site and/or newsletters) and then let people who want more detail to go to the more detailed tables for each theme area (which should be made available through the project web site). “It is bit too much to start off. Use a summarised form and ask ‘would you like to know more’”.

## 3.2 CONTENT

### INTEGRATED AND SUSTAINABLE INFRASTRUCTURE

When asked to identify how important integrated and sustainable infrastructure was on a scale of 1 to 10, where 1 is not important and 10 is very important, responses averaged 9.

Key features of the discussion about integrated and sustainable infrastructure included:

- It is important to strive for “best practice” and envisioning Mount Peter to be an exemplar of sustainability “for the world”
- It was suggested that water was the biggest issue regarding the sustainability of Mount Peter
- The vision should, as it does, emphasise energy efficiency, water conservation, waste reduction, recycling etc.
- Public transport was seen to be a key component of integrated and sustainable infrastructure, and
- Early delivery/provision of infrastructure was also identified as important.

### UNIQUE NATURAL ENVIRONMENT

When asked to identify how important unique natural environment was on a scale of 1 to 10, where 1 is not important and 10 is very important, responses averaged between 9 and 9.5.

Key features of the discussion about unique natural environment included:

- Support for ideas regarding habitat preservation and “fauna corridors”
- Stressing the importance of “keep(ing) the hillsides clear of development”
- Viewing “green corridors” and “access to parks” as an important element of managing climate change and helping to keep the future development cooler, and
- Emphasising the importance of unique natural environment, green corridors, parks and walking tracks in encouraging a healthier lifestyle and making Mount Peter an enjoyable place for children and families.



## STRONG VIBRANT COMMUNITY

When asked to identify how important strong vibrant community was on a scale of 1 to 10, where 1 is not important and 10 is very important, responses averaged between 8.5 and 9.

Key features of the discussion about strong vibrant community included:

- An appreciation of the draft vision recognising the importance of sense of identity and other social values
- Respondents supported the reference to “safety and security” as “To feel safe is so important”
- Reference in this section of the draft vision to “a range of quality services, facilities and community events” was also supported with the suggestion that these were important ways to keep people, including young people, “active and occupied”
- Suggestions for services, facilities and events included:
  - Sports fields and recreation centre/s
  - Walking trails
  - Health care facilities
  - A civic theatre including something for children
  - A place like the Tank Arts Centre at Edge Hill
  - A focus on places and activities for young people if Mount Peter is to be a place for families with children. Some suggestions included skate park and BMX track
  - The importance of “clustering facilities” including schools, sporting fields, tennis courts, libraries etc. with a suggestion that “we need to utilise resources 12 months of the year, we have to structure activities so they are well used and not a drain on resources”.

Other suggestions included “a decent café and restaurant”, “music venues” and a “drive in theatre”.

## INNOVATIVE URBAN STRUCTURE AND DESIGN

Housing choice and diversity of lot sizes were the main foci of discussion for this theme. When asked to identify how important housing choice and diversity of lot sizes was on a scale of 1 to 10, where 1 is not important and 10 is very important, responses averaged between 8.5 and 9.

Key features of the discussion about innovative urban structure and design included:

- Mount Peter “has to be designed for the tropics” with an emphasis on “responsive environmental design”
- An emphasis on flexibility and diversity was considered important in order to cater for “different backgrounds and different economic circumstances” and that the housing “can’t be too uniform”
- Housing choice, although recognised as important, was also seen as “a big challenge”



- Comments on the need for diversity and choice included: “It won’t work without lots of different types of people, otherwise it is not going to be sustainable”
- Some concerns were expressed about concentrating any one type of housing in a particular area: “Too much of any one thing creates either an enclave or a ghetto and either one is a problem”
- While a certain level of density was generally supported, some participants expressed concern about “bringing Cairns (CBD) type densities to Mount Peter”, and
- While there was some caution about higher density, discussion did also focus on the importance of housing density in providing the required population base for transit. There was general acceptance in the groups that Mount Peter will not work if there are 40,000+ people all reliant on car transport.

It was also suggested that master planning provided an opportunity to better plan where housing was located in relation to other things. Focus group participants suggested it was important to “mix older and younger people” and to encourage interaction by “locating housing for older people near schools and parks”.

Beyond housing there were some concerns from a broader urban structure and design perspective that the development of Mount Peter may not reflect what some participants see as a “country town feeling” in the area particularly in existing communities like Gordonvale. One participant suggested that “this scares people”.

## THRIVING ECONOMY AND LOCAL EMPLOYMENT

When asked to identify how important thriving economy and local employment was on a scale of 1 to 10, where 1 is not important and 10 is very important, responses averaged 8.5.

Key features of the discussion about thriving economy and local employment included:

- Commenting on the reference to a self sustaining economy it was suggested that there is a need to “consider Mount Peter as another town or city”
- Just like housing, employment diversity should also be encouraged. Comments suggested the importance of allocating land for light industry as well as office, services etc. Additional comments supported this “as long as they are compatible” with noise being a concern
- Questions were raised that the project and the vision need to consider what might be the nature of industry in 20-25 years time, and
- Home based business encouragement was supported.

## CONNECTED COMMUNITY

When asked to identify how important connected community was on a scale of 1 to 10, where 1 is not important and 10 is very important, responses averaged between 9.5 and 10.

Key features of the discussion about connected community included:

- “This has got to be the number one priority”
- Solar and electricity powered public transport should be considered as part of the vision
- Planning for cycle ways to be off road as much as possible, and



- It was suggested that the design of streets are important in encouraging walking and cycling. One comment was “Gordonvale has trees on the streets and next to the road. In Edmonton there is not.”

## 4 SUMMARY

Overall, there was a high level of support for the content of the draft vision statement.

While recognising that this is a vision statement, there was some scepticism regarding how much of these “visionary ideas” were actually going to happen at Mount Peter. There were some concerns that the vision was “too positive”, “too utopian” and “too rosy” and, therefore, unlikely to be achieved. However, others suggested that it was important to “try and get ahead of things” and to “set a high standard to aim for”.

The focus group participants did make relatively consistent suggestions regarding the structure of the draft vision with recommendations to:

- Make it more visual with the inclusion of images to represent the key themes and ideas, and
- To summarise the vision and provide people with an option to access the full document if they are interested.

The information in this report will inform the Master Planning Group’s recommendations to Cairns Regional Council (CRC) and the Mount Peter Master Planning Taskforce (MPMPT) regarding confirmation of the vision. Further information will be gained through Community Workshop 1 (October 15) and feedback on the draft vision provided through the project web site. When that information is gathered it will be reported to CRC and the MPMPT, with the intention being to finalise the vision statement prior to the Enquiry by Design in February 2009.



# APPENDIX A

## Recruiting telephone script

Hello my name is ..... I am calling on behalf of the Mount Peter Master Planning Group who have been engaged by Cairns Regional Council to prepare the master plan for the Mount Peter area.

As part of the master planning process Council has prepared a draft vision for Mount Peter to describe how they would like to see the area develop over the next 20 or so years. We are calling people to see if you are interested in participating in focus groups to discuss the Mount Peter draft vision.

The focus groups will be about 1.5 hours in duration, held in Edmonton next Wednesday September 17<sup>th</sup> and Thursday September 18<sup>th</sup> and you will be paid \$50 for your time.

Does this sound like something you would be interested in?

If yes –

Let me tell you a little bit more about the focus group. If you agree to be part of a focus group you will be with about 10 other people and will be asked to discuss some aspects of what you like about where you live now and you will also be asked some questions related to the draft vision for the Mount Peter area. You don't require any specialist knowledge to participate – the idea of the focus groups is to get the views of a wide range of people.

We do ask that if you are going to be in a focus group that we can send you by email (if possible) a summary of the draft vision statement so that you can have a look over it before you come to the group.

The times available for the focus groups are:

Wednesday September 17<sup>th</sup> – 1.30pm to 3.00pm and 6.00pm to 8.00pm  
Thursday September 18<sup>th</sup> – 6.00pm to 8.00pm

The groups will be held at Hambleton House which is at 177 Bruce Highway, Edmonton (on the access road)

Which time are you able to attend?

Wednesday September 17 <sup>th</sup> 1.30pm to 3.00pm	Wednesday September 17 <sup>th</sup> 6.00pm to 7.30pm	Thursday September 18 <sup>th</sup> 6.00pm to 7.30pm
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What is your email address so that we can send you a draft summary of the Mount Peter vision?

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If you have any questions please contact Steve Rossiter from Elton Consulting on 1800 888 374. Steve is running the consultation part of the master planning project.



# APPENDIX B

## Draft Vision Statement





## “Mount Peter – tropical living in a unique natural environment”

*“In 2030, the town of Mount Peter is a social, economic, employment and community hub where people enjoy a tropical lifestyle within a unique natural environment.*

*Mount Peter is a prosperous community which is largely self-sustaining. A diverse employment base has been created by the private and public sectors leveraging off major health, education and technology facilities. With its own distinctive centre, it is also closely connected with the vibrant town centres of Gordonvale and Edmonton.*

*Innovative master planning and urban design has delivered defined urban villages with a diversity of lot sizes and housing choice to meet the life cycle needs of residents. Higher density living is conveniently located close to centres and public transport.*

*Residents enjoy a range of quality services, facilities and community events and feel a strong sense of identity, safety and security. The rich history of Mount Peter is woven into the urban tapestry and is expressed through design, architecture and public art.*

*Development is responsive to the tropical environment, and environmental stewardship is obvious, with solar panels, rainwater tanks and native vegetation a common sight.*

*Healthy waterways and lush green corridors extend from the surrounding mountains and define the urban villages. Good access to parks, open spaces and recreational facilities promote an active lifestyle and connection with the natural environment.*

*Movement within and beyond Mount Peter is convenient and safe with good connection to the town centres and the Cairns CBD. People use the well designed and efficient public transport system which integrates the town centres, urban villages, education and employment hubs. The connected network of walking and cycling paths and open space has also reduced the dependency on car use.*

*Integrated planning and delivery of infrastructure has provided innovative solutions that benefit the community and created new standards in environmental sustainability.*



## DRAFT OUTCOME STATEMENTS

### Integrated & Sustainable Infrastructure

*Integrated planning and delivery of infrastructure has provided innovative solutions that benefit the community and created new standards in environmental sustainability.*

Outcomes	Strategic Activities	Indicators of Success
<ul style="list-style-type: none"> <li>• Developments incorporate sustainable urban design principles and eco-efficient utilities and services to maximise the use of renewable resources and assist with the reduction of the carbon footprint as the population grows.</li> <li>• The planning and delivery of infrastructure is coordinated and integrated in way that maximises self sufficiency.</li> <li>• Efficient, sustainable and robust water cycle management balances environmental and development needs. Water sensitive urban design and integrated water management (incorporating dual reticulation systems and water recycling) reduce the demand on water and drainage infrastructure.</li> <li>• Infrastructure and facilities are provided to residents in a timely, cost effective and equitable manner at the desired standard of service.</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and utilise eco-efficient technology and innovations for infrastructure and service provision.</li> <li>• Develop and implement standards for environmentally sustainable infrastructure design and provision including water sensitive urban design.</li> <li>• Ensure infrastructure planning, design and installation has no adverse visual or environmental impact on streetscapes, neighbourhoods and open spaces.</li> <li>• Develop strategies for energy, water and waste minimisation, recycling and re-use.</li> <li>• Establish an infrastructure coordination committee to oversee integrated and coordinated infrastructure planning and delivery.</li> <li>• Assess State Government and Council's financial capability to provide infrastructure in advance.</li> </ul>	<ul style="list-style-type: none"> <li>• High percentage of energy and water within each household generated through recycling and/or renewable sources.</li> <li>• Reduced reliance on potable water particularly at peak demand times.</li> <li>• Waste neutral status is achieved.</li> <li>• Early delivery of Infrastructure and facilities to the desired standards of service.</li> <li>• Utility services and infrastructure are unobtrusive and visually complementary.</li> </ul>



## Unique Natural Environment

*Development is responsive to the tropical environment, and environmental stewardship is obvious, with solar panels, rainwater tanks and native vegetation a common sight.*

*Healthy waterways and lush green corridors extend from the surrounding mountains and define the urban villages. Good access to parks, open spaces and recreational facilities promote an active lifestyle and connection with the natural environment.*

Outcomes	Strategic Activities	Indicators of Success
<ul style="list-style-type: none"> <li>Waterways and adjacent catchments are managed to maintain and enhance the water quality, in-stream and riparian values and dependent ecosystems, whilst providing nature-based recreation opportunities for residents and visitors.</li> <li>Development has been carefully planned to preserve the scenic landscape and views to the mountain backdrop for the enjoyment and appreciation of residents and visitors.</li> <li>The hillslopes are maintained, with development responsive to and integrated with the natural environment.</li> <li>Environmentally significant areas are protected.</li> <li>Wildlife populations are encouraged to thrive with good connectivity between remnant habitat areas and homeowners adopting wildlife friendly living.</li> <li>Residents and businesses of Mount Peter are environmentally aware, have embraced environmentally sensitive design, minimise waste, and use energy and resources wisely.</li> </ul>	<ul style="list-style-type: none"> <li>Prepare and implement catchment management plans for the major waterways in Mount Peter.</li> <li>Design guidelines ensure development is responsive to and integrated with the natural environment and maintains key view lines.</li> <li>Provide education about, and support for sustainable energy-efficient practices at both the household and wider community levels and.</li> <li>Plant vegetation in the urban areas, including both public and residential spaces, that is representative of the endemic species of Mount Peter and encourage wildlife friendly living.</li> <li>Consider opportunities for visitation, presentation, community education and interpretation of natural areas.</li> </ul>	<ul style="list-style-type: none"> <li>Water quality is maintained or improved.</li> <li>Healthy populations of native fish species in local waterways (such as the Jungle Perch in Wright Creek).</li> <li>Sightlines and views of the mountain backdrop are retained.</li> <li>Healthy populations of native fauna and flora.</li> <li>High percentage of Vegetation retention</li> <li>Minimal contrast between the natural and built elements of the landscape.</li> <li>Household requirements for cooling, lighting, water and energy are below the national average.</li> <li>Star rating for green business and commercial developments.</li> </ul>



## Strong Vibrant Community

*Residents enjoy a range of quality services, facilities and community events and feel a strong sense of identity, safety and security. The rich history of Mount Peter is woven into the urban tapestry and is expressed through design, architecture and public art.*

Outcomes	Strategic Activities	Indicators of Success
<ul style="list-style-type: none"> <li>Residents enjoy the benefits of a sustainable, self contained community with a clear sense of identity, character, community cohesiveness and an enviable lifestyle.</li> <li>Integrated provision and delivery of services is achieved.</li> <li>Safety and security is achieved through high quality urban design.</li> <li>Attractive open spaces which are characteristic of the area and accessible to all residents and visitors, link residential areas, activity centres, community facilities and places of employment.</li> <li>A range of quality services and facilities are provided to meet the needs of all residents and the greater Cairns community.</li> <li>Development celebrates, reflects and protects the historically and culturally significant elements of Mount Peter. The area's cultural history and character is reflected for the enjoyment of residents and visitors.</li> <li>Diverse opportunities for passive and active recreation, formal sports, cultural pursuits and community involvement are provided.</li> <li>The lifecycle requirements and disability needs of residents are catered for.</li> </ul>	<ul style="list-style-type: none"> <li>Undertake a needs assessment to determine the appropriate mix of services and facilities to cater to the needs of the broad range of people living in Mount Peter relevant to the stage of life.</li> <li>Identify the role and function of Mount Peter in the provision of facility gaps for the greater Cairns community e.g. sport and recreation, cemetery etc.</li> <li>Develop an approach to achieve integrated service delivery.</li> <li>Design a variety of places for both formal and informal community involvement and interaction, such as sports grounds, community halls, parks and footpaths that lead to the local shop.</li> <li>Provide local, district and regional parks in suitable areas to provide good access for the whole community.</li> <li>Undertake a cultural heritage assessment of Mount Peter addressing both indigenous and historic heritage.</li> <li>Establish social support structures including community, aged and youth centres.</li> </ul>	<ul style="list-style-type: none"> <li>Strong sense of community cohesiveness and satisfaction.</li> <li>A desirable level of open space per resident and meets the stated standard of service.</li> <li>A high proportion of children attend local schools with high retention rates.</li> <li>Large number of residents actively participate in local cultural and community events.</li> <li>A high proportion of residents frequently use local sporting, recreational, community and business facilities and services.</li> <li>Good access and use of a range of facilities and services.</li> <li>Places of cultural heritage significance are identified and protected.</li> </ul>



## Innovative Urban Structure and Design

*Innovative master planning and urban design has delivered defined urban villages with a diversity of lot sizes and housing choice to meet the life cycle needs of residents. Higher density living is conveniently located close to centres and public transport. With its own distinctive centre, it is also closely connected with the vibrant town centres of Gordonvale and Edmonton.*

Outcomes	Strategic Activities	Indicators of Success
<ul style="list-style-type: none"> <li>• A distinctive recreational feature embracing the natural waterways provides open space &amp; extensive recreational opportunities. Waterways have been preserved &amp; enhanced, with attractive pedestrian/cycle paths established throughout open space &amp; riparian areas.</li> <li>• The Mount Peter town centre is one distinctive element of the “string of pearls”, which includes Edmonton, Gordonvale and the Cairns CBD.</li> <li>• Establishment of major employment nodes that are efficiently linked by public transport and major transport corridors which are of a high quality design.</li> <li>• Integrated land use &amp; transport planning delivers Transit Orientated Development (TOD) outcomes.</li> <li>• A number of defined urban villages are created which integrate a range of uses and densities focused around a centre that is well serviced by public transport.</li> <li>• Town centres feature a pedestrian focused main street with retail activity forming part of the streetscape.</li> <li>• Local centres provide for the day-to-day convenience shopping and service needs of the community.</li> <li>• Buildings incorporate sustainable design principles to minimise requirements for cooling, lighting and energy. Development has a minimal impact on the environment and is responsive to the tropical conditions and natural geography. Planning provisions encourage unique and creative designs in dwellings and commercial buildings to avoid repetitious design and features.</li> <li>• Residents and visitors feel safe on the well-planned, well-lit streets and open spaces, and actively use these areas for a diversity of recreational and social purposes.</li> </ul>	<ul style="list-style-type: none"> <li>• Undertake detailed analysis and master planning for the Mount Peter Town Centre.</li> <li>• Work with Queensland Transport and Main Roads to achieve the integrated design of transport corridors and delivery of Transit Orientated Developments.</li> <li>• Ensure the right location and sizing of retail, employment and community components within centres.</li> <li>• Develop tropical urban design guidelines which incorporate Cairns Style and sustainability outcomes.</li> <li>• Incorporate crime prevention measures in built and urban design.</li> <li>• Flexible planning scheme provisions encourage the use of innovative and sustainable urban and built design measures.</li> </ul>	<ul style="list-style-type: none"> <li>• At any given time, neighbourhoods and urban centres will be alive with activity, as residents and visitors walk, ride and play in streets and open spaces (activity levels).</li> <li>• Range of housing type and range of house prices are achieved.</li> <li>• A socially and economically vigorous community where people work where they live and play with participation rates and unemployment rates no higher than the Cairns rate.</li> <li>• 40% self containment rate achieved.</li> <li>• Application of the Cairns Style design principles.</li> <li>• Urban and built form is environmentally sound and complementary to the distinctive features of the surrounding environment and tropical climate.</li> </ul>



## Thriving Economy and Local Employment

*Mount Peter is a prosperous community which is largely self-sustaining. A diverse employment base has been created by the private and public sectors leveraging off major health, education and technology facilities. With its own distinctive centre, it is also closely connected with the vibrant town centres of Gordonvale and Edmonton.*

Outcomes	Strategic Activities	Indicators of Success
<ul style="list-style-type: none"> <li>• The local economy is largely self sustaining and can compete regionally and nationally for business while complementing the existing Cairns economy.</li> <li>• The local economy includes a balanced employment profile including professional, service and trade sectors.</li> <li>• Key elements of the local economy include:               <ul style="list-style-type: none"> <li>• A major industrial centre, located close to the railway line and Bruce Highway.</li> <li>• Major business park providing office and commercial employment.</li> <li>• A Town centre as well as district and local centres.</li> <li>• Education, health and technology hubs.</li> <li>• Nature based recreational pursuits for viable eco-tourism activities.</li> <li>• Home based business opportunities.</li> </ul> </li> <li>• Flexible employment options and work hours are available, and the diverse economy provides real employment outcomes for a variety of age groups.</li> <li>• Active promotion of business opportunities is successful in encouraging new business to establish in, and existing businesses to relocate to the corridor. Appropriate support services and facilities are provided for new businesses to ensure the ongoing economic viability of Mount Peter.</li> <li>• Provision of infrastructure to support early employment opportunities, stimulating the environment for private sector investment.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure training centres (both vocational and higher education) are co-located with employment opportunities. Provide a range of high quality and flexible learning, training, career and employment opportunities.</li> <li>• Integrate transit infrastructure with employment centres.</li> <li>• Establish a chamber of commerce for Mount Peter and explore potential for greater southern corridor cooperation.</li> <li>• Maximise employment self-sufficiency and economic multipliers.</li> <li>• Coordinate and establish lead infrastructure to develop employment centres/ and assess the financial capacity of State and Local Government to provide infrastructure early.</li> <li>• Promote Mount Peter to major wholesale, retail and service businesses as an attractive and viable commercial location</li> <li>• Attract a diverse mix of businesses to Mount Peter, to broaden the region's economy.</li> <li>• Work with State and Federal government agencies and private sector to:               <ul style="list-style-type: none"> <li>○ investigate the establishment of bio-fuel / green energy Industry</li> <li>○ provide targeted business assistance programs that match industry needs, and investigate the potential to establish a business incubator</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Access to a range of jobs.</li> <li>• Established health services hub / hospital.</li> <li>• High proportion of residents are employed within Mount Peter, including a thriving home-based business sector</li> <li>• Established business incubator and/or technology park.</li> <li>• Viable and functioning centres in an identifiable hierarchy are established.</li> <li>• Mix of businesses.</li> <li>• Unemployment rates are equal to or lower than the wider Cairns region.</li> <li>• The demographic profile reflects a mix of age, cultural background, family, income, education and employment characteristics.</li> <li>• Integrated government service delivery outlets are located within the various centres throughout Mount Peter.</li> </ul>



## Connected Community

*Movement within and beyond Mount Peter is convenient and safe with good connection to the town centres and the Cairns CBD. People use the well designed and efficient public transport system which integrates the town centres, urban villages, education and employment hubs. The connected network of walking and cycling paths and open space has also reduced the dependency on car use.*

Outcomes	Strategic Activities	Indicators of Success
<ul style="list-style-type: none"> <li>Major facilities and attractions are co-located to maximise transport efficiencies.</li> <li>Residents have safe and convenient access to employment, services and activities in Mount Peter, enabling a high degree of self containment.</li> <li>Town centre, employment and educational facilities are interconnected by an efficient public transport network.</li> <li>Bikeways and pedestrian paths connect residents to local attractions and services, and provide connections between the communities of Mount Peter.</li> <li>Convenient public transport hubs and frequent stops provide residents of Mount Peter with access to a safe and efficient transport system. (High-frequency).</li> <li>Public transport facilities cater for all users and provide quality disabled access.</li> <li>Mount Peter is renowned for the provision of end-of-trip facilities for cyclists and walkers at attractions, services and activities. (parking stations, bike drop offs, showers, water fountains, lockers)</li> <li>High quality cycling and pedestrian network including a high speed bikeway link Gordonvale, Mount Peter and Edmonton with the Cairns CBD and the Cairns Beaches.</li> <li>Well designed bike paths are located throughout Mount Peter providing a high speed bike path for commuters and recreational cyclists.</li> <li>Residents enjoy reliable and cost-effective access to state-of-the-art information and communications technology that provides flexibility and choice in how, when and where they work and live.</li> </ul>	<ul style="list-style-type: none"> <li>Implement the Cairns Southern Corridor Land Use and Transport Study (CSCLUTS) and the Cairns Integrated Public Transport Study (CIPTS).</li> <li>Ensure the timely, cost effective and equitable planning and provision of state-of-the-art infrastructure.</li> <li>Design the public transport system to reflect the tropical environment and community demographics.</li> <li>Plan roads to accommodate for future growth and expansion of the corridor.</li> <li>Ensure heavy vehicle access along Maitland Road is maintained.</li> <li>Investigate existing easements and rail corridors.</li> <li>Plan infrastructure for future technologies ie: electric cars - recharge centre</li> <li>Investigate an additional connection from Mount Peter Rd to the Bruce Highway.</li> </ul>	<ul style="list-style-type: none"> <li>Achieve 20% public transport usage at peak times</li> <li>Pedestrians and cyclists have access to safe and convenient pathways providing good linkages and connectivity</li> <li>The Bruce Highway is upgraded motorway standard.</li> <li>Lower car ownership and reduced car usage.</li> <li>High proportion of residents to regularly use alternative modes of travel</li> <li>Travel time between home/ work, home/ recreation, home/shop are minimised.</li> <li>Congestion of roads minimised. Connectivity is increased through minimal use of cul-de-sacs.</li> <li>The Bruce Highway and Mount Peter road are the major transport corridors.</li> <li>Full coverage for high speed Information Communication Technology (ICT).</li> </ul>