

HERVEY BAY ESPLANADE

WIDER ENGAGEMENT REPORT

Prepared for Fraser Coast Regional Council

April 2019

LIMITATIONS OF USE

The sole purpose of this report prepared by MosaicLab (www.mosaiclab.com.au) is to provide the compiled findings of the wider consultation process. The report is compiled to help the Hervey Bay Esplanade Community Panel and the population of the Fraser Coast Regional Council to understand the ideas and concerns of different people across Fraser Coast in regard to the future of the Hervey Bay Esplanade. The report has been written in accordance with the scope of services set out by the Fraser Coast Regional Council.

In preparing this report, MosaicLab has relied upon the information provided by the participants at all the consultation events.

This report has been prepared on behalf of and for the exclusive use of the Fraser Coast Regional Council and the Hervey Bay Esplanade Community panel (being convened in May and June 2019). Fraser Coast Regional Council can choose to share and distribute this report as they see fit.

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EXECUTIVE SUMMARY

OVERVIEW

Between February and April 2019, Fraser Coast Regional Council commenced the first phase of community engagement as part of the process to develop a future vision for the Hervey Bay Esplanade.

As part of this first 'wider engagement' phase, MosaicLab helped to design a community survey and facilitate a series of nine (9) face-to-face community discussions. The survey contained questions centred around elements of the Esplanade that are currently working well, or threaten future enjoyment of the area. Fraser Coast Regional Council conducted two (2) open house sessions along the Esplanade. The face-to-face sessions explored these topics in further depth. MosaicLab conducted intercept surveys with the community to capture broader views. The results of the survey, face-to-face sessions, the open house, and submissions have been collated by MosaicLab and themed into this report.

This report will be provided to the Hervey Bay Esplanade Community Panel – a representative mini-public of approximately 45 randomly selected people from the Fraser Coast region. The panel will consider this report, alongside a wide range of other inputs, during their deliberations in May and June 2019. Fraser Coast Regional Council will use the panel's recommendations to the greatest extent possible in the development of a Master Plan for the area.



KEY FINDINGS

The survey and face-to-face sessions prompted slight differences in participants responses.

SURVEY FINDINGS

In the survey three very clear themes emerged:

- Too much commercial development was the main threat to the enjoyment of the Esplanade.
- Concerns about the natural environment and preserving local flora and fauna.
- Improving infrastructure and amenities across the whole Esplanade.

FACE-TO-FACE FINDINGS

Given the various interest groups and stakeholders that participated in the face-to-face engagement, there were several themes that were specific to that group. Three themes did emerge across all sessions. These were:

- Political and community divide was a concern with a desire to see councillors to commit and follow through on promises, and the community to work together.
- Hervey Bay is Fraser Coast's economic driver – the main vision was to enhance Hervey Bay's tourism offering (beyond whales).
- Hervey Bay has great infrastructure, including barbecues, seating areas, tables and footpaths/cycling tracks.

Both the face-to-face and survey respondents indicated that all development and enhancements along the Esplanade should be distributed evenly/ fairly along the esplanade.



1. INTRODUCTION

1.1. PURPOSE OF THIS REPORT

This report contains the findings of the first phase of community engagement for the Hervey Bay Esplanade (the Esplanade) project. This 'wider engagement' phase comprised of a community survey, a series of nine (9) face-to-face community discussions, two (2) Council led open houses and an open submissions process. MosaicLab has prepared this report to provide a record of these inputs.

This report will be provided to the Hervey Bay Esplanade Community Panel – a representative mini-public of approximately 45 randomly selected people from the Fraser Coast region. The panel will consider this report, alongside a wide range of other inputs, during their deliberations in May and June 2019. Fraser Coast Regional Council will use the panel's recommendations to the greatest extent possible in the development of a Master Plan for the area.

1.2. PROJECT CONTEXT

The Hervey Bay Esplanade Tourist Master Plan was developed in 2015. A number of projects from the Master Plan have been implemented or are in the process of being implemented (please see the project section for more detailed information). Council has decided to conduct an engagement process which includes consultation on an expanded area (between Point Vernon and Dayman Park, Urangan) and seek community input into the vision, guiding principles and key recommendations for the Esplanade. Final recommendations developed by a Community Panel will look to be incorporated into a new Master Plan document and influence future planning in the area.

The Esplanade is one of the best recognised and loved features of the Fraser Coast, encompassing Hervey Bay's identity and reputation as somewhere to live and holiday. As Hervey Bay continues to grow and expand, local and visitor perceptions and aspirations for the Esplanade are becoming more diverse and complex.

The area is unique in binding together the various villages and communities located along the Esplanade, acting as a linking element for the whole city. The calm waterways, beaches and parks provide opportunities for a variety of activities and a wonderful backdrop for many tourism, retail and hospitality businesses.

This project will assist Council in identifying the community's values, priorities and vision for the Esplanade going forward, and thereby, ensure a good future for this much-loved icon that preserves its unique character and identity.

For more information, visit frasercoast.qld.gov.au/hervey-bay-esplanade-community-engagement

1.3. ENGAGEMENT PROCESS OVERVIEW

The below roadmap provides an overview of the engagement process being undertaken by Fraser Coast Regional Council to develop the future vision for the Esplanade.

HERVEY BAY ESPLANADE COMMUNITY ENGAGEMENT ROADMAP



The Hervey Bay Esplanade is a key community, environmental, and economic asset for the Fraser Coast Region. *What is our vision for the Esplanade and how do we balance the differing needs now and for the next 20 years?*



ONGOING COMMUNICATIONS & WEBSITE INFORMATION

2. METHODOLOGY

2.1 THEMING OF COMMENTS

MosaicLab has grouped comments made by participants across the survey, open house and face-to-face sessions into broad categories or themes, and these themes provide a general guide to the level of support (or number of comments) that could be attributed to each theme.

The number and percentage of comments against each theme has been calculated based on the total number of comments received in relation to that specific question or activity. Some comments were grouped under multiple themes; some comments/ideas were not related to a key theme. Therefore, the total number of comments made in response to a question or activity may not equal the total number of comments or ideas counted against the themes identified.

2.2 SURVEY

OVERVIEW

The survey was delivered electronically and built using Survey Monkey. Hard copy surveys were also provided to a select few who were not comfortable using the online portal. These were then added to the online database by MosaicLab and Fraser Coast Regional Council.

The survey was hosted on the Fraser Coast Regional Council's website and was open between 11 March 2019 and 10 April 2019. 344 people participated in the survey. The survey was designed to gather community values and ideas related to the future of the Esplanade.

SURVEY QUESTIONS

The survey contained five (5) questions and an additional four (4) demographic questions. The key questions were categorised into topics related to what people enjoy about the Esplanade, threats to their enjoyment of the Esplanade and a future vision. All survey questions have been provided in Appendix A.



DISTRIBUTION

The survey was distributed through the Council's online social media profiles (including Facebook), local newspaper and front page of the Council website. The following outlines the promotion of the survey.

Date	Promotion	Reach
March 11	Hervey Bay Esplanade Project VNR and link to online survey	1,376 clicks
March 11	Have your Say promotion and link to online survey	420 clicks
March 12	Share of 'Deliberative Engagement Part 1: What is it?' video and link to online survey	159 clicks
March 21	Promotion for the one-on-one sessions and link to online survey	161 clicks
March 23	Promotion for the Bill Fraser Park open house and link to online survey	205 clicks
March 28	Open house postponed and link to survey	642 clicks
April 6	Promotion for the Pier Park open house and link to online survey	149 clicks
April 5	Promotion for the Pier Park open house and link to online survey	17 clicks

A link to the online survey was provided on Council's website. Tablets and hard copy versions of the survey were provided at the open house for participants to complete the survey in the moment. More than 350 postcards were distributed to locals. These included a project overview and the link to the survey.

MosaicLab also conducted two and a half hours of intercept surveys along the Esplanade in multiple locations in the last week of March.

PARTICIPANT PROFILE

Some geographic information was collected from survey participants. This has been summarised below. Individuals participating in face-to-face sessions were not required to provide this information, although some information about the groups and community cohorts represented in these sessions has been provided in Section 4.1.

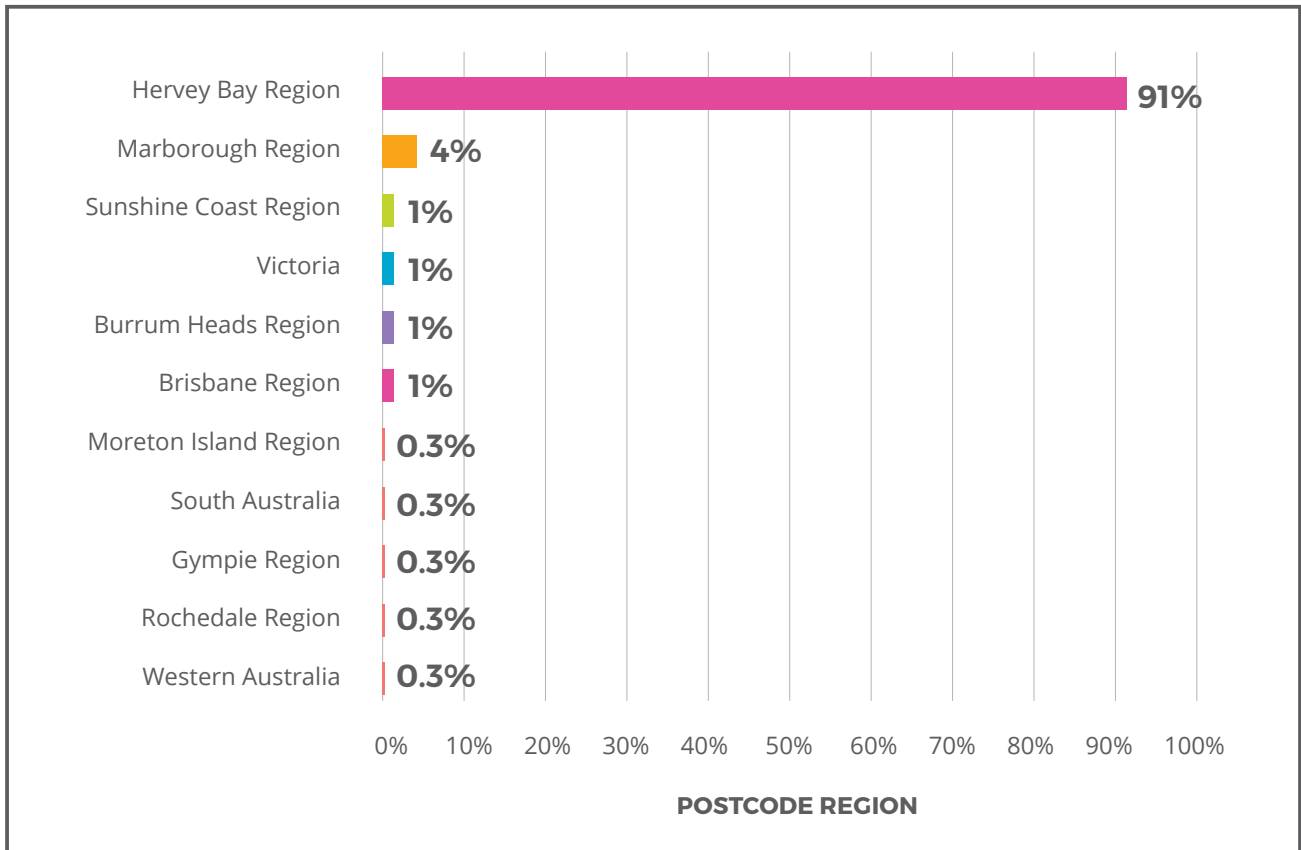


SURVEY RESPONDENTS: GEOGRAPHIC SPREAD

344 people provided their postcode (three people entered their postcode incorrectly). The largest cohort of respondents (91%) were from the Hervey Bay Region postcode – 4655. The Maryborough region had 4% of the responses (4650). Those respondents who indicated 'other' included Sunshine Coast/ Gympie region, Victoria, Burrum Heads, Brisbane region, South Australia and Western Australia.

The survey was open to anyone who visits or uses the Esplanade, including locals and tourists.

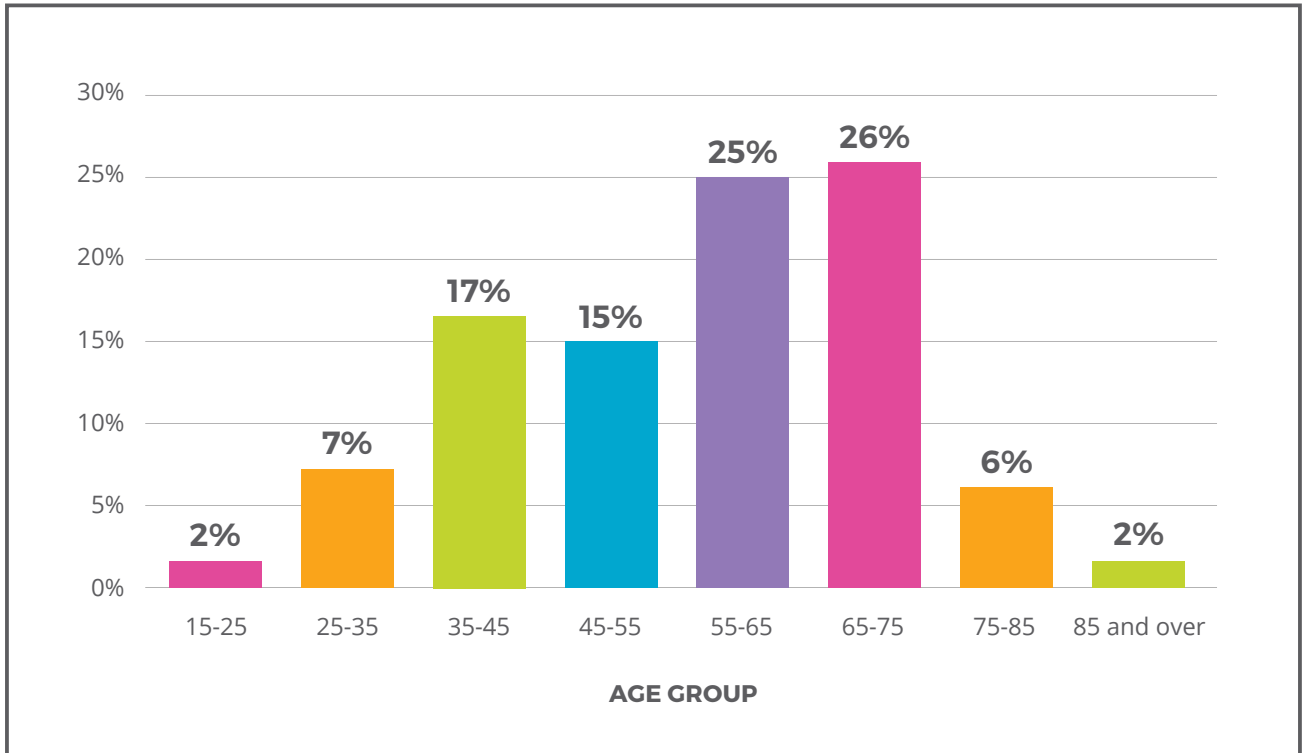
There were 19 unique postcodes entered which have been collated into regions.



SURVEY RESPONDENTS: AGE

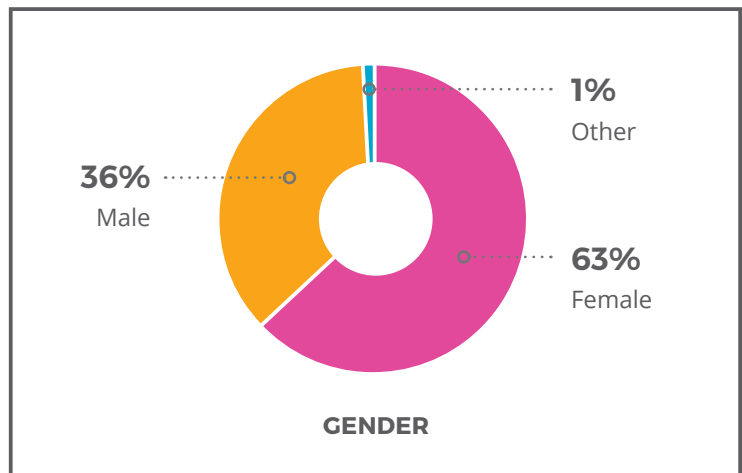
Feedback was sought from a variety of age groups with each group represented in the online survey. The majority of respondents were aged 55 or over (59%) with only 2% of respondents aged 25 and under.

The Fraser Coast Region has a higher proportion of people aged over 55 than the national average, which is also reflected in the number of respondents who completed the survey.



SURVEY RESPONDENTS: GENDER

Respondents were asked what gender do they most identify with. More women (63%) completed the survey, compared to 36% men and 1% who did not disclose their gender.



SURVEY RESPONDENTS: ABORIGINAL AND TORRES STRAIT ISLANDER

Fraser Coast Regional Council was interested in capturing Aboriginal and Torres Strait Islander (ATSI) voices. Of the 344 respondents, 1.5% identified as ATSI.

2.3 FACE-TO-FACE ENGAGEMENT

TARGETED DISCUSSION WORKSHOPS

Nine (9) targeted discussion workshops took place over a 1-2 hour period during the wider engagement phase (March – April 2019). Participant's ideas and input were initially captured on butchers paper and templates within the workshops, and then transcribed and categorised into key themes which have been outlined in the document below. Percentages have been rounded to the nearest whole number which may result in totals equal to more or less than 100.

OPEN HOUSE SESSIONS

Two open house sessions were conducted by Council staff during the wider engagement phase (March-April 2019). Participant's ideas were captured in the online survey using tablets, hard copy versions of the survey were also available. An ideas wall (using post-it notes on a map) was used to capture additional ideas that were location-based. The ideas from the wall have been transcribed and categorised into key themes which have been outlined in the document below. Percentages have been rounded to the nearest whole number which may result in totals equal to more or less than 100.

INFORMATION PROVIDED TO PARTICIPANTS

Respondents were provided with access to eight (8) fact sheets and a set of FAQs. A fact sheet was provided on each of the five (5) precincts and outlined the known community, environmental and economic concerns. These resources were made available on the Fraser Coast Regional Council 'Have Your Say' website and the fact sheets were shared at all face-to-face engagement sessions. These fact sheets are provided in Appendix C.

2.4 OTHER FEEDBACK

SUBMISSIONS AND OTHER FEEDBACK

Open submissions were also invited - both in hard copy and online. 10 submissions were received. In addition, comments were made informally on the Council's Facebook page (these have not been included in the wider engagement analysis). A summary of each submission received has been provided in Appendix B.



3. ENGAGEMENT FINDINGS – SURVEY

Respondents were invited to share their primary use, threats to their enjoyment of the Esplanade, level of concern about characteristics and their future vision. Respondents were also asked to describe what they enjoy about each precinct.

The majority (74%) of respondents primarily use the Esplanade for recreation and activity, followed by exercise and fitness (49%).

Too much commercial development was listed as the main threat for 33% of respondents, closely followed by the removal of native vegetation and trees (31%). Respondents expressed concerns about the level of Council maintenance of existing infrastructure, amenities and vegetation (24%).

The environment was the key characteristic of the Esplanade that had the highest overall percentage of respondents' state that they were 'very concerned' (47%) about its current/future state. When considering those characteristics that respondents were 'concerned' or 'very concerned' about the environment and traffic and parking (71%) were equally ranked. Only half of the respondents indicated they were 'concerned' or 'very concerned' about business and economy (the lowest ranked characteristic).

33% of respondents enjoyed the spectacular views at Point Vernon. Pialba's key feature was the water park (20%) and Scarness' restaurants and dining (19%). Torquay's key feature included the beachfront (16%) while 15% of respondents enjoyed both the amenities and spectacular views in Urangan.

Preserving the natural environment/vegetation was the most mentioned vision (34%) for Esplanade. Respondents also indicated they would like to see better infrastructure and amenities along the Esplanade (18%). Maintaining and improving the current standard of cycling/pedestrian tracks was mentioned by 17% of respondents, and 11% said to leave the Hervey Bay Esplanade as it is, with ongoing maintenance.



3.1 PRIMARY USE

Respondents were asked to indicate what their primary use of the Esplanade is (open question). 344 people completed this question. The majority of respondents indicated their primary use was for recreation or activities (74%), exercise and fitness (49%) and to enjoy the views and atmosphere (32%).

Percentages have been calculated based on number of respondents, rather than number of comments and rounded to the nearest whole number which may result in totals equal to more or less than 100.

Theme	Examples	Percentage of respondents who indicated as primary use
Recreation and activity	<i>Walking</i>	74%
	<i>Recreation</i>	
	<i>Dining</i>	
	<i>Socialising</i>	
	<i>Bird watching</i>	
	<i>Fishing</i>	
	<i>Entertainment</i>	
	<i>Roller skating</i>	
	<i>Tennis</i>	
	<i>Kite boarding</i>	
	<i>Photography</i>	
Exercise and Fitness	<i>Exercise/Fitness</i>	49%
	<i>Bike riding</i>	
	<i>Dog walks</i>	
	<i>Tai Chi</i>	
	<i>Swimming</i>	
	<i>Cycling</i>	
	<i>Canoeing</i>	
Views and atmosphere	<i>Ocean view</i>	32%
	<i>Picnic</i>	
	<i>Beaches</i>	
	<i>Enjoying nature</i>	
	<i>Relaxation</i>	
Family friendly activities	<i>Water Sports</i>	15%
	<i>Park</i>	
	<i>Playgrounds</i>	
	<i>Family time</i>	
	<i>Rock hunting</i>	
Dining and Shopping	<i>Restaurants</i>	12%
	<i>Business</i>	
	<i>Shopping</i>	
	<i>Markets</i>	
Local activity	<i>Resident</i>	7%
	<i>Driving</i>	
Tourism	<i>Sight seeing</i>	5%
	<i>Travelling</i>	
	<i>Tourist accommodation</i>	
Indigenous involvement	<i>Indigenous involvement</i>	0.5%

3.2 BIGGEST THREATS

Respondents were invited to share what they perceived to be the three biggest threats to their future enjoyment of the Esplanade. Nine people skipped this question, with 29 people only providing one threat to their enjoyment.

Too much commercial development was listed as the main threat for 33% of respondents, closely followed by the removal of native vegetation and trees (31%). Respondents expressed concerns about the level of Council maintenance of existing infrastructure, amenities and vegetation (24%).

Percentages have been calculated based on number of respondents, rather than number of comments and rounded to the nearest whole number which may result in totals equal to more or less than 100.

DETAILED THEMES

335 people collectively provided comments. These answers have been themed into categories which are provided below.

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 335)	EXAMPLES OF COMMENTS PROVIDED
Too much commercial development The addition of commercial and residential buildings along the Esplanade.	110 (33%)	<i>"Too much development - taking away from the beautiful beach we have."</i> <i>"Commercial enterprise taking up open spaces on the Esplanade, preservation needed for open spaces for kids and families."</i> <i>"Becoming like the Sunshine Coast and Gold Coast."</i>
Removal of native vegetation and trees Removal of native trees, vegetation and green spaces along the Esplanade.	103 (31%)	<i>"Destruction of vegetation and natural areas."</i> <i>"Indiscriminate poisoning of vegetation."</i> <i>"Removal of the native vegetation."</i> <i>"Torquay Park redevelopment-grass gone, trees downed i.e. concrete jungle-lagoon swarming with bacteria/yeast."</i>
Poor maintenance of facilities/ infrastructure / vegetation Poorly maintained public infrastructure looking shabby: includes playgrounds, paths, lighting, public spaces. Poor management of weeds and undergrowth.	81 (24%)	<i>"Lack of upkeep."</i> <i>"Run down areas/ low socioeconomic areas."</i> <i>"Overgrowth, poor maintenance of tracks and open spaces."</i> <i>"Not maintaining the infrastructure and cracks in paths."</i> <i>"Bad management of vegetation along seafront."</i> <i>"Overgrowth of weeds & noxious/non-native tree species."</i>
Road traffic/ congestion Too many cars on the roads	73 (22%)	<i>"Too much traffic on the road."</i> <i>"Bumper to bumper traffic."</i> <i>"Traffic congestion, especially boat and caravan towing."</i> <i>"Too much vehicular traffic- should only be one way- Scarness- Torquay."</i>

...continued overleaf

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 335)	EXAMPLES OF COMMENTS PROVIDED
<p>Poor parking facilities and parking costs</p> <p>Difficulties with parking, due to lack of spaces or the associated costs</p>	66 (20%)	<p><i>"Overcrowded car parks."</i></p> <p><i>"Not enough parking."</i></p> <p><i>"Not enough off-street parking meaning that cars will park on the Esplanade unnecessarily."</i></p> <p><i>"Parking especially if it grows - getting harder."</i></p>
<p>Erosion</p> <p>Erosion, primarily of the beach</p>	57 (17%)	<p><i>"Erosion along beach."</i></p> <p><i>"Erosion - particularly of the Urangan section."</i></p> <p><i>"Erosion of the beach due to unnecessary clearing of vegetation."</i></p>
<p>Climate change</p> <p>Concerns about the impact of climate change including storms and sea level rise</p>	50 (15%)	<p><i>"Climate change causing sea levels to rise and the Esplanade therefore no longer existing."</i></p> <p><i>"Increasing sea levels."</i></p> <p><i>"Climate change where the foreshore may be damaged."</i></p>
<p>Congestion</p> <p>Too many people and bicycles on paths/roads that are not large enough to accommodate them</p>	46 (14%)	<p><i>"Too busy."</i></p> <p><i>"Congestion."</i></p> <p><i>"It's lovely to walk along but requires wider walking area."</i></p>
<p>High rise buildings</p> <p>Specific mention of not only development but multi-level development</p>	39 (12%)	<p><i>"High-rise property development."</i></p> <p><i>"The possibility of high-rise construction."</i></p> <p><i>"High-rise which takes views."</i></p> <p><i>"Over development (High-rise)."</i></p>
<p>Crime/ antisocial behaviour</p> <p>Refers directly to crime, but also to drug use, alcohol and groups of people perceived to be dangerous</p>	38 (11%)	<p><i>"Dodgy people."</i></p> <p><i>"Drug use nearby."</i></p> <p><i>"Unruly Behaviour."</i></p> <p><i>"Crime and unemployed youth."</i></p>

The below themes had 20 or less comments attributed to them:

THEMES WITH 10 – 20 COMMENTS ATTRIBUTED	THEMES WITH 5 - 9 COMMENTS ATTRIBUTED	THEMES WITH LESS THAN 5 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Dogs off leash • Unsafe traffic • Lack of space for activities • Loss of shade • Removal of open space areas • Increased rubbish/litter • Obstruction of view 	<ul style="list-style-type: none"> • Lack of amenities • Over population • Poor council administration • Poor planning • Parks/Road closure • Underdevelopment • Lack of access to beach/facilities • None • Pest animals/birds • Lack of hospitality venues • No further change • Accessibility / Access to beaches 	<ul style="list-style-type: none"> • Lack of commercial development • Poor accessibility • Aging architecture • Business • Dangerous swimming beaches • Caravan parks • Lack of child/family friendly spaces • Lack of tourism • No Lagoon • Motorised water sports • Noise • Prohibition for dogs

19 comments were in the 'other' category and could not be attributed to a theme.



3.3 KEY FEATURES

Respondents were invited to share what they perceived to be the key features for each of the five precincts. Respondents were provided some guiding examples of each precinct to help prompt thinking, but respondents could write whatever they preferred into the response space.

POINT VERNON

Council provided the following as examples for the Point Vernon area: 'residential area, natural environment vegetation, spectacular views, rock pools'.

318 people collectively provided comments (26 people skipped this question). These answers have been themed into categories which are provided below.

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 318)
Spectacular views	105 (33%)
Natural environment	69 (22%)
Rock pools	31 (10%)
Native flora and fauna	23 (7%)
Peaceful atmosphere	16 (5%)
Residential area	12 (4%)

The below themes had 11 or less comments attributed to them:

THEMES WITH 5 - 11 COMMENTS ATTRIBUTED	THEMES WITH 4 COMMENTS ATTRIBUTED	THEMES WITH 3 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Bay area/beaches • Parkland • Cycle/walking paths • Boat Ramp • Open space 	<ul style="list-style-type: none"> • Outdoor activities • Picnic areas 	<ul style="list-style-type: none"> • Restaurant • Fishing

Six comments were in the 'other' category and could not be attributed to a theme.



PIALBA

Council provided the following as examples for the Pialba area: “Place for adventure”, Wetside, playgrounds, open space/oval, young people, events’.

297 people collectively provided comments (47 people skipped this question). These answers have been themed into categories which are provided below.

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 297)
Water Park	60 (20%)
Family activities	23 (8%)
Native flora and fauna	22 (7%)
Natural environment	22 (7%)
Shopping	19 (6%)
Kids Park/Playgrounds	18 (6%)
Spectacular views	18 (6%)
Beaches	16 (5%)

The below themes had 13 or less comments attributed to them:

THEMES WITH 10 - 13 COMMENTS ATTRIBUTED	THEMES WITH 5 - 9 COMMENTS ATTRIBUTED	THEMES WITH 2 - 4 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Seafront oval • Open spaces 	<ul style="list-style-type: none"> • Outdoor activities • Water sports • Tracks/ pathways • None • Residential area • Good cafés/ restaurants 	<ul style="list-style-type: none"> • Everything • CBD access • Industrialisation • Community Centre • Tourism • Peaceful atmosphere • Shades • Foreshore • Too Busy

12 comments were in the ‘other’ category and could not be attributed to a theme.

SCARNESS

Council provided the following as examples for the Scarness area: 'A place to Play - Night and Day', dining and entertainment, beach and seaside experiences'.

305 people collectively provided comments (39 people skipped this question). These answers have been themed into categories which are provided below.

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 305)
Restaurant/Dining	59 (19%)
Beaches	52 (17%)
Parks/Playgrounds	33 (11%)
Spectacular views	28 (9%)
Native vegetation	27 (9%)
Family time	18 (6%)

The below themes had 13 or less comments attributed to them:

THEMES WITH 9 - 13 COMMENTS ATTRIBUTED	THEMES WITH 5 - 6 COMMENTS ATTRIBUTED	THEMES WITH 2 - 4 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> Natural environment Amenities 	<ul style="list-style-type: none"> Water sports Camping/Hiking Outdoor activities Business Shopping Tracks/Pathways Peaceful atmosphere Outdoor activities Picnic areas 	<ul style="list-style-type: none"> Culture Everything Residential Area Foreshore Tourism Bike Riding Too busy None Open spaces

Six comments were in the 'other' category and could not be attributed to a theme.

TORQUAY

Council provided the following as examples for the Torquay area: “A Place for Health & Wellbeing”, recreation, dining, water activities, health and fitness’.

314 people collectively provided comments (30 people skipped this question). These answers have been themed into categories which are provided below.

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 314)
Beach front	50 (16%)
Natural environment	34 (11%)
Restaurant/Dining	27 (9%)
Native vegetation	27 (9%)
Recreation	26 (9%)
Spectacular views	23 (7%)
Parks/Playgrounds	22 (7%)
Tracks/Pathways	14 (5%)

The below themes had 13 or less comments attributed to them:

THEMES WITH 9 - 13 COMMENTS ATTRIBUTED	THEMES WITH 5 - 7 COMMENTS ATTRIBUTED	THEMES WITH 2 - 4 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Water sports • Everything • Amenities • Shopping • Outdoor activities • Natural environment • Amenities 	<ul style="list-style-type: none"> • Accessibility • Family attractions • Community areas 	<ul style="list-style-type: none"> • No pools/lagoons • Tourism • Business • Overcrowded • Residential areas • Peaceful atmosphere

Four comments were in the ‘other’ category and could not be attributed to a theme.

URANGAN

Council provided the following as examples for the Urangan area: “A Place for Pier Culture”, fishing, markets, park run, arts and culture, restaurants and bars, events’.

315 people collectively provided comments (29 people skipped this question). These answers have been themed into categories which are provided below.

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 315)
Amenities	47 (15%)
Spectacular views	46 (15%)
Recreation/ socialising	29 (9%)
Parks/ playgrounds	27 (9%)
Native flora and fauna	26 (8%)
Natural environment	26 (8%)
Restaurants/dining	21 (7%)

The below themes had 14 or less comments attributed to them:

THEMES WITH 12 - 14 COMMENTS ATTRIBUTED	THEMES WITH 5 - 6 COMMENTS ATTRIBUTED	THEMES WITH 2 - 4 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Tracks/ pathways • Water sports • Beaches 	<ul style="list-style-type: none"> • Dog walking • Residential area • Accessibility • Marina precinct 	<ul style="list-style-type: none"> • Tourism • Everything • Open space • Driving • Rock pools • Family time • Outdoor activities • Foreshore

Three comments were in the ‘other’ category and could not be attributed to a theme.

3.4 CHARACTERISTICS

Respondents were asked to rank their levels of concerns for 10 characteristics that had been identified by Council as common concerns from previous engagement and consultation.

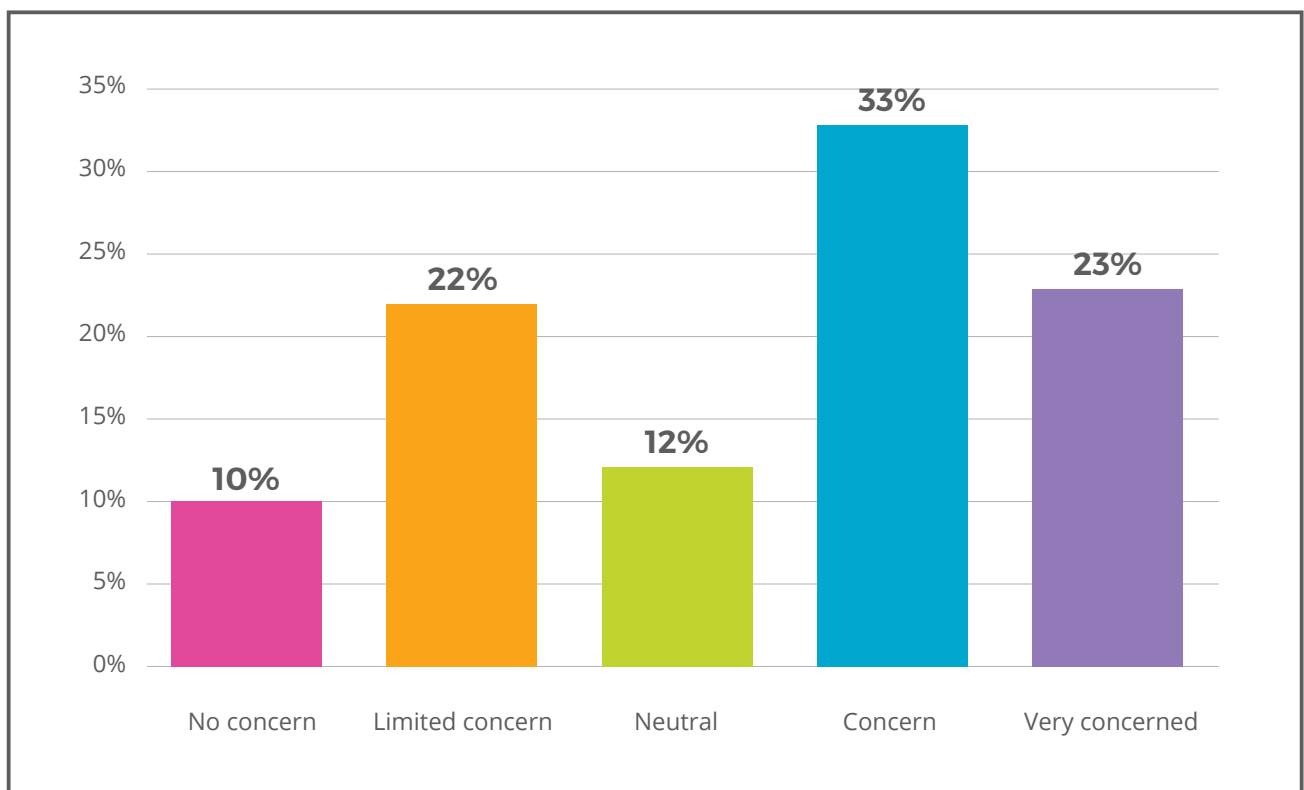
344 people collectively provided their level of concern across the 10 identified characteristics.

OVERALL

When considering only the 'very concerned' category, 'the environment' was the most highly rated at 47% of respondents. When considering both the 'concerned' and 'very concerned' categories, both 'the environment' and 'traffic and parking' were rated most highly at 71%. Only half of respondents indicated they were 'concerned' or 'very concerned' about business and economy (the lowest rated characteristic).

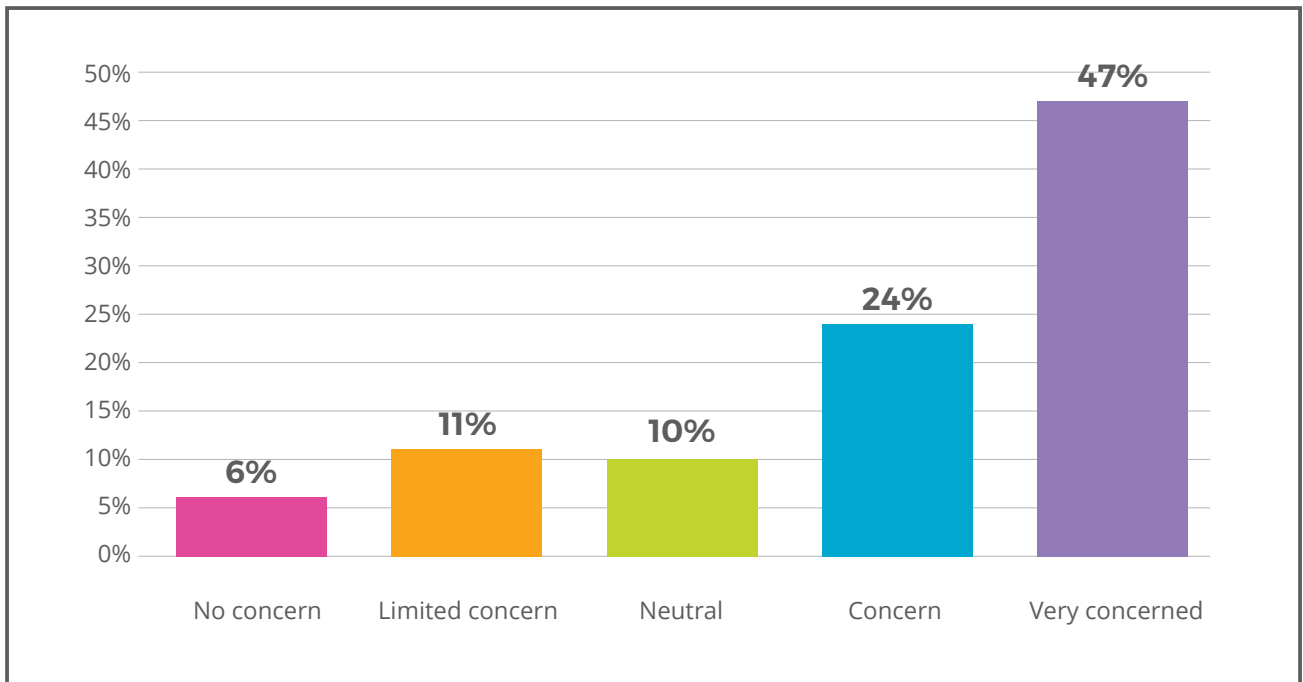
SAFETY

A majority of respondents (56%) said they were 'concerned' or 'very concerned' about their safety along the Esplanade. This included public safety, security and theft, crime prevention and undesirable behaviour. Safety was not a high concern for 33% who said they had 'limited' or 'no concern'.



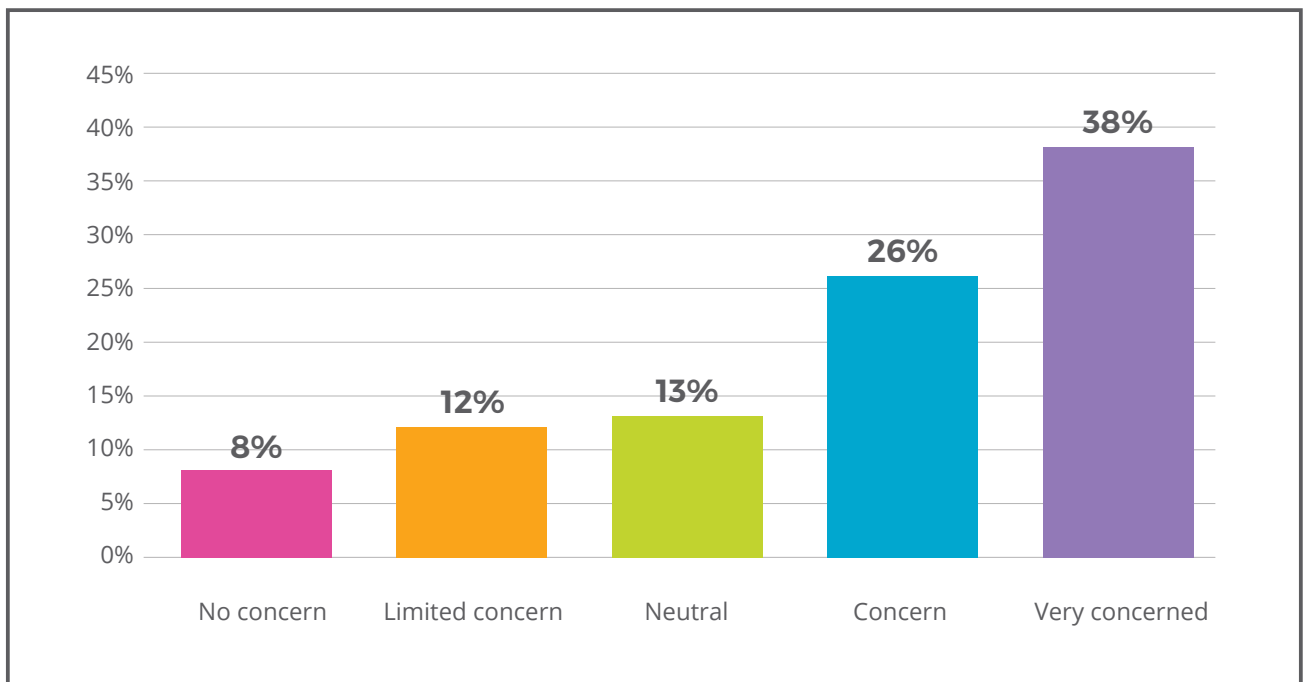
ENVIRONMENT

Management and maintenance of the natural environment had the most respondents overall rate this characteristic as 'very concerned' (47%). 71% of respondents said they were 'concerned' or 'very concerned' about the natural environment. This included rehabilitation of native vegetation areas, open spaces and green areas, climate change and erosion mitigation.



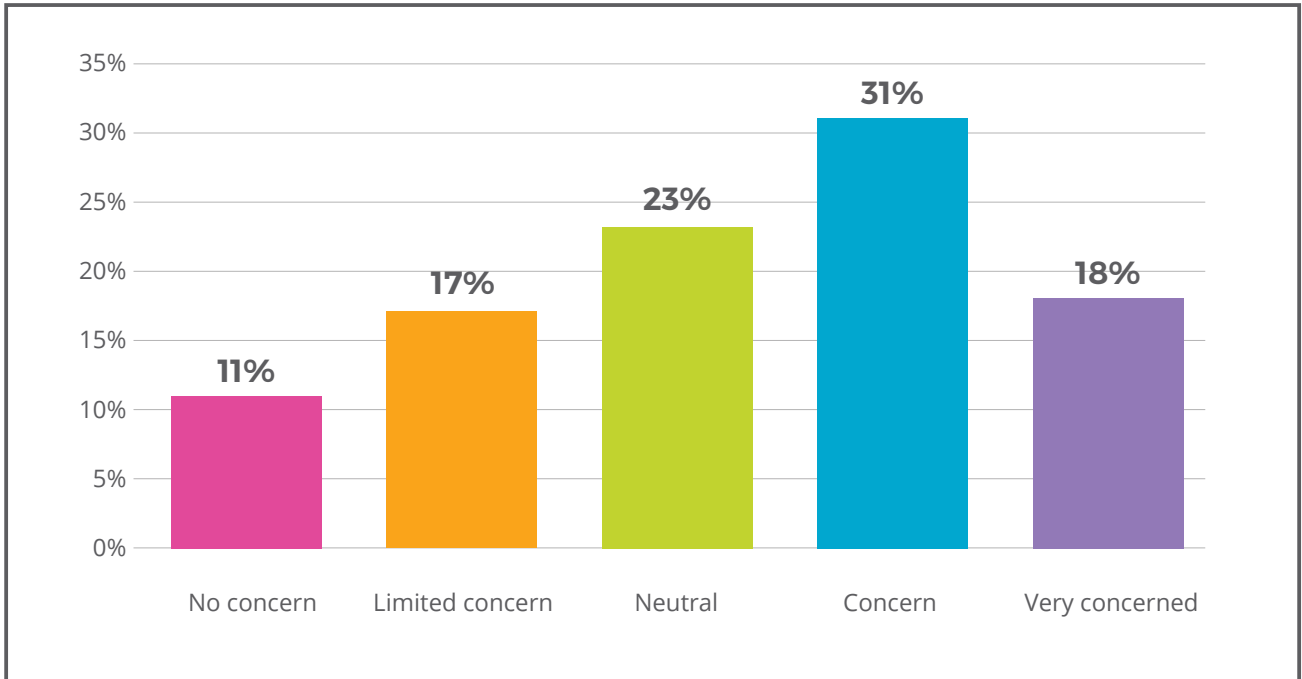
FAUNA

64% of respondents expressed that they were 'concerned' or 'very concerned' about the disturbance of wildlife and marine life and/ or the noise issues.



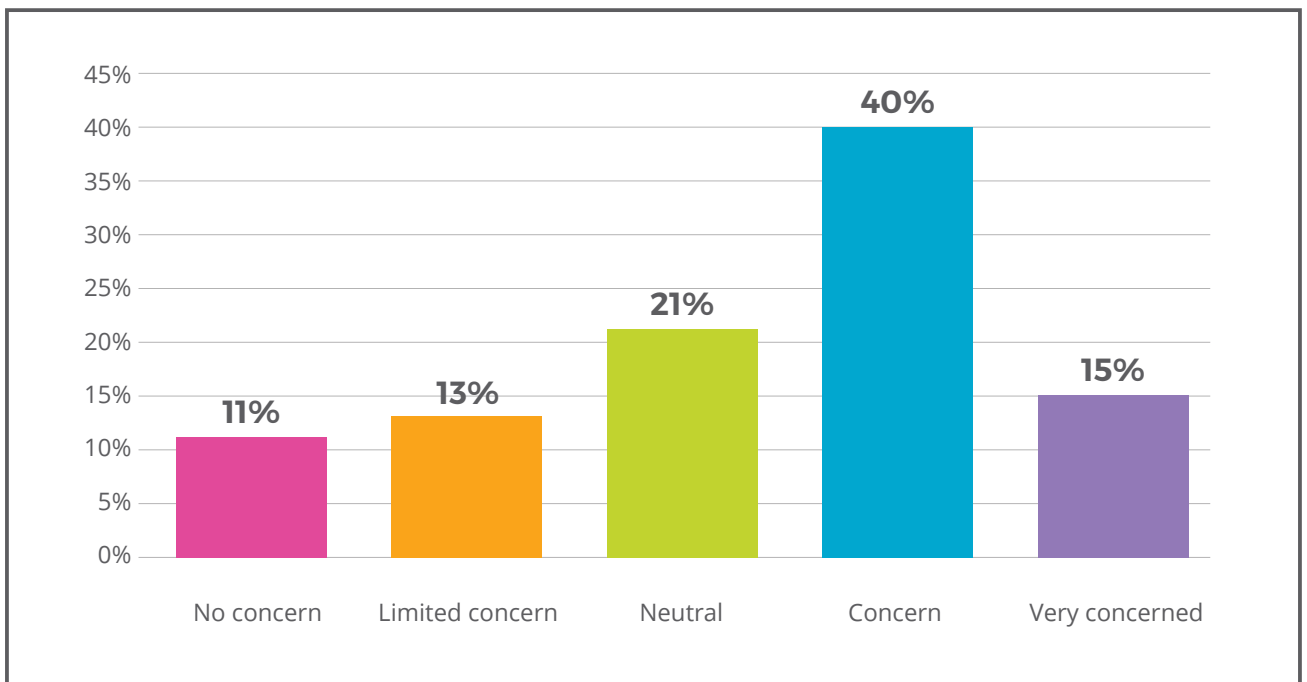
TOURISM AND EVENTS

49% of respondents were either 'concerned' or 'very concerned' about tourism and events along the Esplanade. This included accommodation options, space for events, attractions, experiences and tourism identity. 51% of respondents were 'neutral' or had 'limited' or 'no concern' about tourism and events along the Esplanade.



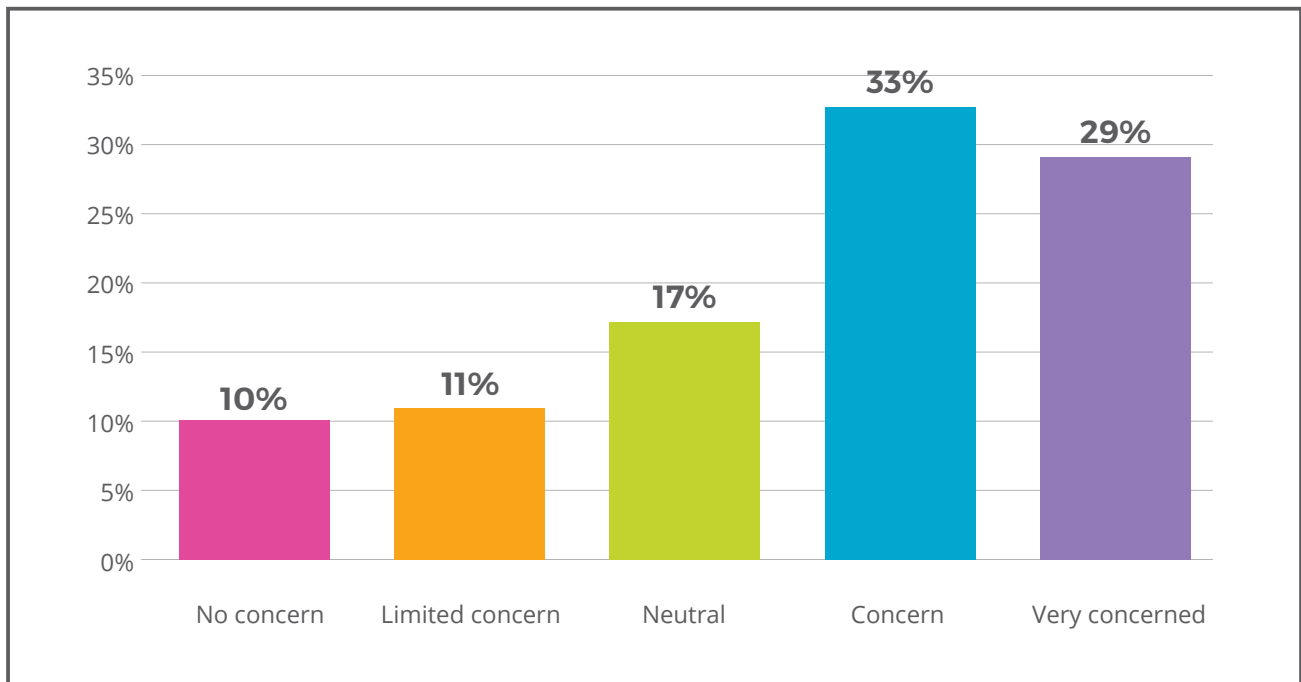
FACILITIES

Facilities included picnic/barbeque areas, toilets, pathways, waste collection and signage. 55% of respondents indicated they were 'concerned' or 'very concerned' about these characteristics along the Esplanade



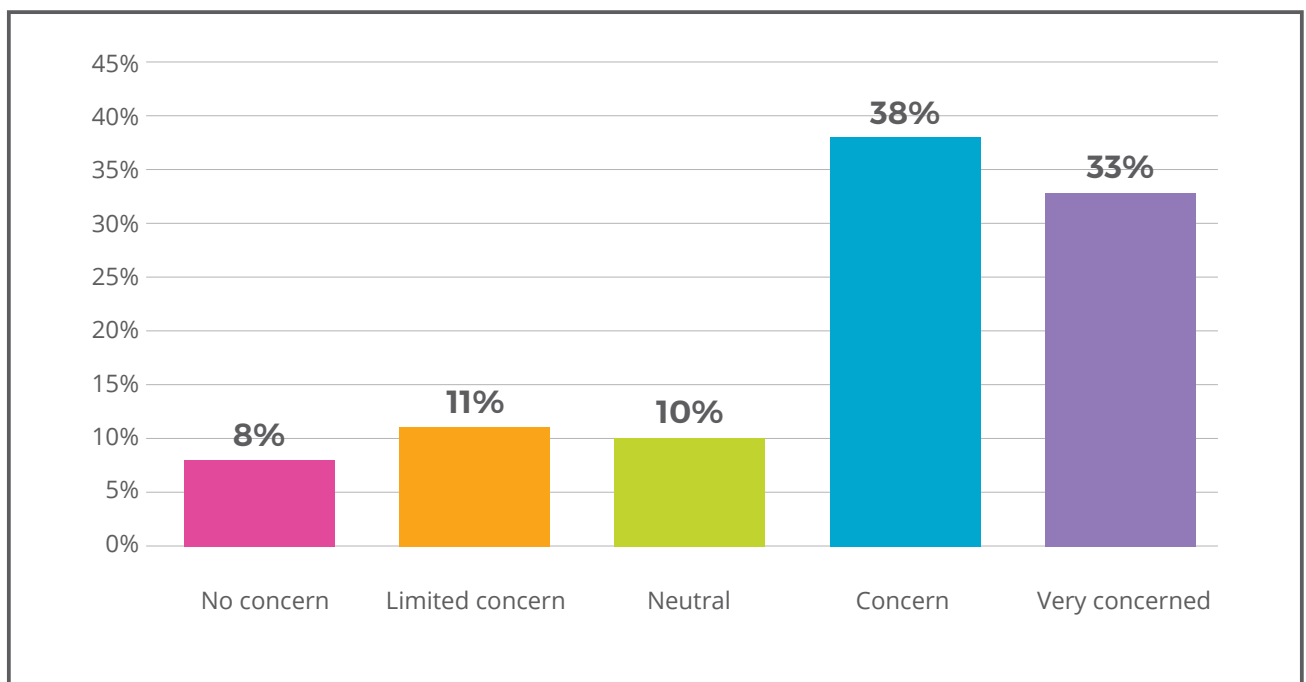
PEDESTRIANS, MOBILITY AND PATHS

Respondents were asked to indicate their level of concern for pedestrians, mobility and paths, including shared paths, bicycles, mobility scooters, crossings, access, flow and movement. A majority of respondents (62%) were either 'concerned' or 'very concerned' about these characteristics along the Esplanade.



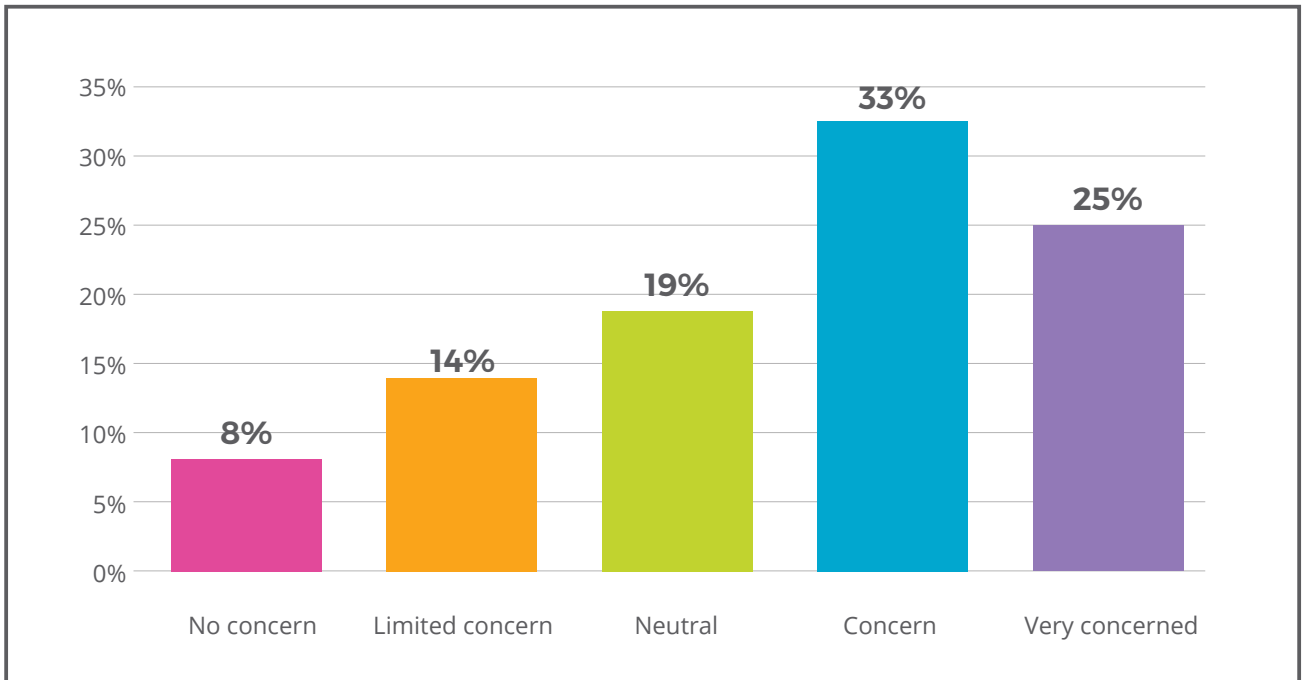
TRAFFIC AND PARKING

Respondents were asked to consider traffic and parking along the Esplanade. This included traffic flow and congestion, lack of parking areas and cycling lanes. 71% of respondents indicated they were 'concerned' or 'very concerned' about traffic and parking on the Esplanade.



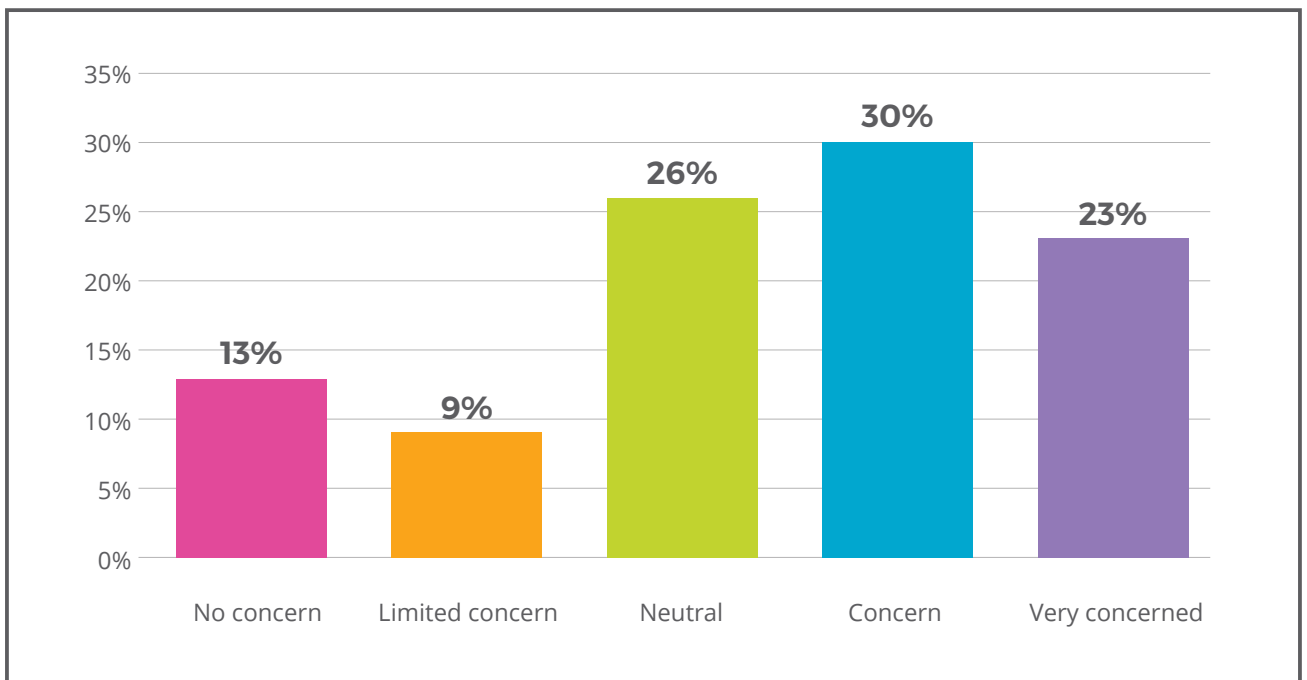
INFRASTRUCTURE

A majority of respondents (58%) indicated they were 'concerned' or 'very concerned' about the infrastructure along the Esplanade. This included development, ageing or dated infrastructure and competing interests. 41% of respondents were 'neutral' or had 'limited' or 'no concern' about these characteristics.



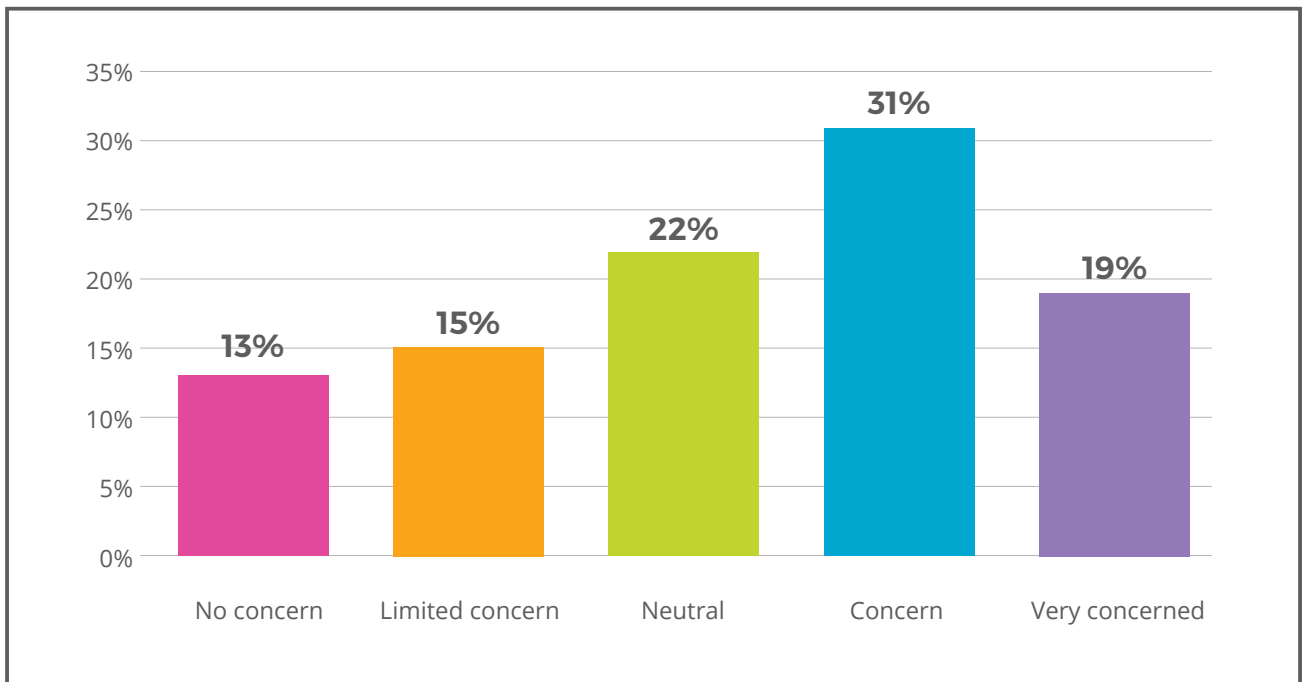
SENSE OF PLACE

A majority of respondents (53%) indicated they were 'concerned' or 'very concerned' about the sense of place, including the visual, cultural and social aspects. Approximately one quarter of participants (26%) expressed they were neutral about the sense of place.



BUSINESS AND ECONOMY

Respondents were invited to share their level of concern about the business and economy along the Esplanade, including investment, accessibility and development. 50% of respondents indicated they were 'concerned' or 'very concerned', with 22% 'neutral'.



3.5 VISION

Respondents were invited to share three things they would like to see along the Esplanade in the next 20 years (2040.) Seven people skipped this question, and 33 people only provided one vision for the next 20 years.

Preserve the natural environment/vegetation was the most mentioned vision (34%). Respondents also indicated they would like to see better infrastructure and amenities along the esplanade (18%). Maintaining and improving the current standard of cycling/pedestrian tracks was mentioned by 17% of respondents. 11% said to leave the Esplanade as it is, with ongoing maintenance.

Percentages have been calculated based on number of respondents, rather than number of comments and rounded to the nearest whole number which may result in totals equal to more or less than 100.

DETAILED THEMES

337 people collectively provided comments. These answers have been themed into categories which are provided below.

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 337)	EXAMPLES OF COMMENTS PROVIDED
Preserve natural environment/vegetation High value on the unspoiled natural value of the area	115 (34%)	<i>"Well maintained natural areas."</i> <i>"The vegetation, particularly the trees to have been retained, protected and enhanced."</i> <i>"Further tree and native shrub planting (increased shade, birdlife, nature feel)."</i> <i>"Least impact and disturbance on flora and fauna."</i>
Better infrastructure/amenities Building or changing a wide range of public amenities like toilets/showers, piers, seating, security cameras	61 (18%)	<i>"Upgraded shower and toilet facilities."</i> <i>"Lighting all the way along the Esplanade."</i> <i>"I feel there needs to updated infrastructure on the street/business side."</i> <i>"Toilets to be renovated. Some are getting pretty grim."</i>
Improved cycling/walking tracks Improved tracks including surfaces, width and origin/destination	57 (17%)	<i>"Wider walking paths more room for all that use it and less chance of being run off the path."</i> <i>"Well maintained walking and cycling paths."</i> <i>"The same amount of well-maintained bike and walking paths."</i> <i>"Concrete walk/cycleway instead of pavers."</i>
Alter traffic conditions Range of views regarding improving traffic flow along the beach. This includes points of view ranging between: no cars, fewer cars, one-way traffic, lower speed limits	54 (16%)	<i>"Redirection of traffic- sections of one way."</i> <i>"Better flow of traffic."</i> <i>"Speed restricted to 40 kph."</i> <i>"Traffic calming along residential precincts."</i>

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THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 337)	EXAMPLES OF COMMENTS PROVIDED
Family friendly recreational spaces Open spaces for family activities, picnics and recreation.	51 (15%)	<i>"Plenty of space for families to enjoy."</i> <i>"Space for families to picnic. Family time."</i> <i>"Would love to see more open picnic areas whilst still protecting major vegetation. Cleaning up the foreshore to make more useable amenities."</i>
Limit high-rise buildings Restrict the height of any future high-rise development	42 (12%)	<i>"No more high-rise on esplanade do not want to become i.e. Gold Coast."</i> <i>"No high-rise above what is currently there."</i> <i>"Building heights restricted to heights of tallest trees. ie not soaring over the beach."</i>
More cafes/ restaurants Encourage wider range of hospitality along the whole Esplanade	41 (12%)	<i>"More beach side cafes to enjoy."</i> <i>"Extended pavement to include more restaurant areas."</i> <i>"More cafes/ bars/restaurants but spread out over length of esplanade."</i>
Rock pool/ lagoon Support for the development of an artificial ocean pool / lagoon	39 (14%)	<i>"An ocean pool for swimming even when the tide is out with lap lanes like many popular beaches in NSW Bondi, Bronte, Clovelly. Townsville Cairns."</i> <i>"Cairns/Airlie Beach style lagoons."</i> <i>"Lagoon for when the tide's out."</i>
Leave it as it is Do not change the way the Esplanade is currently operating	37 (11%)	<i>"Leave it as much possible as it is."</i> <i>"Left as is (but ongoing updates)."</i> <i>"Exactly as it is now."</i>
More open/ green spaces Provide more open and green space for increased views and recreation	32 (9%)	<i>"Huge areas of natural and original treed areas reflective of the Fraser Coast."</i> <i>"More open space to gain access to water views."</i> <i>"More recreation areas."</i>
Improved parking facilities Provide more parking and easier access to spaces	30 (9%)	<i>"More parking."</i> <i>"Free and easy high-rise parking close by."</i> <i>"Parking in busy areas."</i>
Limit commercial development Restrict development of apartments and more commercial/retail space near the beach	25 (7%)	<i>"Less buildings on the foreshore - all but beach hire/toilet facilities on the land side of the road."</i> <i>"No more building of commercial premises - leave the foreshore as it is."</i> <i>"Never allow building on the beach side of the Esplanade."</i>

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THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 337)	EXAMPLES OF COMMENTS PROVIDED
Diverse sports/ entertainment activities More activities including events and sports	24 (7%)	<i>"Boat/kayak/fishing/sailing hire."</i> <i>"Entertainment venues."</i> <i>"More exercise equipment."</i> <i>"stretching and exercise stations suitable for elderly as well as the younger people."</i>
Separate bike and walking paths Cyclists and pedestrians appear to be clashing on shared paths due to differences in speeds	24 (7%)	<i>"No bicycles on walking paths. They are a hazard."</i> <i>"Two separate paths for cyclists and walkers; mobility scooters banned on the walking/cycling paths."</i> <i>"Establish separate walking tracks and bike paths to reduce accidents."</i>
More parks/ playgrounds More playground equipment and open parkland	22 (7%)	<i>"Interactive parks/ playgrounds for children aged 3 - 10yrs."</i> <i>"The parkland/natural areas on the beach side of the Esplanade just as they are now with no lessening of green areas. Infrastructure should be only replacement/ modernising of existing infrastructure."</i>

The below themes had 20 or less comments attributed to them:

THEMES WITH 10 – 20 COMMENTS ATTRIBUTED	THEMES WITH 5 - 9 COMMENTS ATTRIBUTED	THEMES WITH LESS THAN 5 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> Improved maintenance of facilities Preserve scenic views Clean and tidy Affordable access for all Allow reasonable developments Promote eco-tourism Pet friendly Beautifying projects 	<ul style="list-style-type: none"> Erosion control Appropriate planning Preserve wildlife Better safety/security Indigenous mix of arts/culture Balance environment and development Maintain scenic views More shade 	<ul style="list-style-type: none"> Maintain caravan parks Active nightlife Disability Friendly Extension of boardwalk Skate Park Better council administration Better traffic regulations Less sporting events More adventure parks More commercial activity No motor vehicles / parking Mo more parks More jobs More public transport

23 comments were in the 'other' category and could not be attributed to a theme.

4. ENGAGEMENT FINDINGS – FACE-TO-FACE

4.1 TARGETED DISCUSSIONS

Nine targeted discussions were conducted in Hervey Bay at various locations during March 2019. The dates and groups are outlined in the table below.

<p>25 March 2019 4.00pm – 6.00pm <i>Tourism and local businesses</i></p>	<p>26 March 2019 2.30pm – 3.30pm <i>Point Vernon Foreshore Management Group</i></p>	<p>26 March 2019 4.00pm – 6.00pm <i>Community user groups</i></p>
<p>27 March 2019 11.30am – 1.00pm <i>Urban Development Institute Association</i></p>	<p>27 March 2019 2.30pm – 3.30pm <i>Local businesses</i></p>	<p>27 March 2019 4.00pm – 6.00pm <i>Youth groups</i></p>
<p>28 March 2019 9.00am – 11.00am <i>Fraser Coast Tourism and Events</i></p>	<p>28 March 2019 4.00pm – 6.00pm <i>Business groups</i></p>	<p>29 March 2019 9.00am – 10.30am <i>Rainbow Family (indigenous representative)</i></p>

Each targeted discussion workshop took place over a 1-2 hour period. Participants ideas and input were initially captured on butchers paper and templates within the sessions.

Stakeholders included, but were not limited to local business owners, tourism operators, development representatives, progress associations, real estate agents, youth groups and local community groups.

Participants were invited to share what is currently working well and what is not working well along the Esplanade and their vision for the Esplanade in 2040. Fraser Coast Regional Council contacted several stakeholder groups and 23 individuals attended across the nine sessions.

The stakeholder groups invited included:

- Six Business Groups were invited – the Hervey Bay Chamber of Commerce circulated through their membership.
- Nine Tourism Groups were invited – Fraser Coast Tourism and Events circulated through their membership.
- Seven Community Groups.
- One letter was also sent to the Butchulla Land and Sea Claimants as one group.

4.1.1 TOP OF MIND

During the face-to-face engagement activities, participants were invited to provide their top of mind thoughts after reading the fact sheets (see Appendix C). **23 people** collectively provided comments. These answers have been themed into categories which are provided below.

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 252)	EXAMPLES OF COMMENTS PROVIDED
<p>Political and community divide</p> <p>Indicated the need for councillors to commit and follow through decisions.</p> <p>Members of the community do not work together and strongly oppose alternative views.</p>	16 (6%)	<p><i>"Need to have a pre-commitment from councillors (especially when change in elections) - playing politics."</i></p> <p><i>"Big problem with divisional councillors."</i></p> <p><i>"Very vocal minorities opposed to everything - especially online. Held Hervey Bay back."</i></p> <p><i>"Tension between Fraser coast brand and Hervey Bay brand."</i></p>
<p>Hervey Bay is Fraser Coast's economic driver</p> <p>Ensuring the Esplanade is a main attraction.</p>	14 (6%)	<p><i>"People are only coming to Hervey Bay to enjoy the Esplanade - it's the main attraction, economic sell."</i></p> <p><i>"Need to show overall economic boost across Fraser Coast for its development."</i></p> <p><i>"Need to help and uplift Maryborough to strengthen the look and feel, so they see the value of this project."</i></p>
<p>Precincts working well</p> <p>People support the current functions of the precinct, including the look and feel.</p>	12 (5%)	<p><i>"Urangan is great for food / recreation / fishing."</i></p> <p><i>"Natural evolution of distinct precincts - keep areas maintained (natural buffer zones) between precincts."</i></p> <p><i>"Precincts offer a good difference from Gold coast / Sunshine coast."</i></p>
<p>Crime/antisocial behaviour</p> <p>Concerns about the perceived levels of crime or destructive behaviour on the Esplanade.</p>	10 (4%)	<p><i>"Too many bottle shops close to Esplanade - leads to lots of drunks on the beach."</i></p> <p><i>"Vandalism from boredom."</i></p> <p><i>"Community fear around groups of people hanging out - this has reduced the access for indigenous people (in particular) on Esplanade."</i></p>
<p>Maintain Hervey Bay cultural history</p> <p>Refers to the historical traditions of Hervey Bay, including indigenous history.</p>	9 (4%)	<p><i>"More cultural things to flow between the divisions across Fraser Coast"</i></p> <p><i>"Hervey Bay is a woman's place traditionally (Aboriginal)."</i></p> <p><i>"Hervey Bay should have increased historical and cultural presence along the Esplanade (education, signs, interpretive signs)."</i></p>

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THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 252)	EXAMPLES OF COMMENTS PROVIDED
<p>Improve use of underutilised buildings/ areas</p> <p>Using the existing buildings along the esplanade to their full potential.</p>	9 (4%)	<p><i>"SLSC should be thriving - improve and reintegrate existing buildings on foreshore - challenge with volunteer members, don't want to see as a "for-profit"."</i></p> <p><i>"Green spaces along Esplanade underutilised - different types of plants that help open up foreshore."</i></p> <p><i>"Increase community use of buildings on esplanade."</i></p>

The below themes had seven or less comments attributed to them:

THEMES WITH 7 COMMENTS ATTRIBUTED	THEMES WITH 6 COMMENTS ATTRIBUTED	THEMES WITH 5 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Need for more activities (including commercial) • Balance competing community uses (including environmental and development) 	<ul style="list-style-type: none"> • Increase focus on environment/ biodiversity health • A mis-match of use to precinct location (poor planning) • Widen the footpaths • Maintain local look and feel (residential areas, natural environment) 	<ul style="list-style-type: none"> • Concerns of impact of aging population • Better tourist information / amenities • Event management along the Esplanade • Improved management of flying foxes/birds • Support private contributions to the future development • Promote Hervey Bay (including eco-tourism) • Improve areas where there is unmaintained vegetation

THEMES WITH 4 COMMENTS ATTRIBUTED	THEMES WITH 3 COMMENTS ATTRIBUTED	THEMES WITH 2 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Allow reasonable developments • Enforce Council Laws – Regulation • Erosion prevention • Good placement and use of fitness stations 	<ul style="list-style-type: none"> • Beautification of buildings and spaces • Fairness in development across the Esplanade • Improve/amend cycling/ walking safety • Relocate/ remove car parks from the Esplanade 	<ul style="list-style-type: none"> • Improve public transport access and availability • Maintain current footpath standards • Limit height of high-rise buildings • One-way traffic along Esplanade • Water park location is not ideal • Extend the Pier (Urangan) • Future strategic for caravan parks

22 comments were in the 'other' category and could not be attributed to a theme.

4.1.2 WORKING WELL

During the face-to-face engagement activities, participants were invited to provide insights into what is currently working well along the Esplanade. **23 people** collectively provided comments. These answers have been themed into categories which are provided below.

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 621)	EXAMPLES OF COMMENTS PROVIDED
Great infrastructure/ amenities Examples of infrastructure and amenities such as BBQs, seating areas, tables that are working well.	11 (18%)	<i>"Facilities: Parks, pathways, BBQ and seating gym equipment - Encourages outside and healthy living; looks good; well maintained; very user friendly."</i> <i>"BBQ and gravelled areas - brings locals together. People use the space and enjoy. Sit, walk, etc."</i> <i>"Infrastructure for fitness / activities."</i>
Great cycling/walking tracks Enjoy the maintained tracks including surfaces, width and origin/destination, with particular comment to the flat surface along the Esplanade.	11 (18%)	<i>"Manicured grassed areas look great and capitalises on views."</i> <i>"Well maintained e.g. watered, mowed regularly."</i> <i>"Well maintained grab picnic areas; nice looking shelters and showers (outdoors)."</i>
Beautifying projects "Beautifying" could refer to public art, the renovation of 'ugly' private and public buildings or artistic lighting along the Esplanade	7 (11%)	<i>"Beautification of the foreshore incorporating amenities amongst the natural vegetation which encourages the indigenous wildlife to take up home."</i> <i>"Beautification of the Esplanade is lovely."</i> <i>Cleaning up the Esplanade is making it a destination to visit. Gets well utilised."</i> <i>"Fairy lights in trees."</i>
Family friendly recreational spaces Family friendly spaces along the Esplanade, including safe beaches, clean play areas and feeling safe (at all ages).	7 (11%)	<i>"Safest beach in Australia. Kid friendly and great for young families"</i> <i>"Adventure playground - lots of stuff to do with my cousins and friends."</i> <i>"Feel safe."</i>
Good integration of facilities and businesses Integration of local business (eg. cafes and restaurants) near facilities (eg. playgrounds and amenities) on the Esplanade.	6 (10%)	<i>"Great integration of community facilities and local businesses - cafes near playgrounds."</i> <i>"Takeaway restaurants use initiatives and encourage people to use business and visit Esplanade."</i> <i>"Move events to areas that have direct beach access and amenities - allows more users / attracts more users."</i>

...continued overleaf

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 621)	EXAMPLES OF COMMENTS PROVIDED
Preserve natural environment/vegetation Community places high value on the unspoiled natural value of the area.	6 (10%)	<i>"Coastal vegetation and environmental protections."</i> <i>"Please keep the trees, gardens for future generations to see."</i> <i>"Erosion mitigation (especially rock walls and protection of natural vegetation)."</i>

The below themes had five or less comments attributed to them:

THEMES WITH 7 COMMENTS ATTRIBUTED	THEMES WITH 6 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Tourist attractions (including water park) • Caravan Parks on the Esplanade 	<ul style="list-style-type: none"> • Precincts/nodes starting to work well • Disability Friendly • Unique shopping experience

Four comments were in the 'other' category and could not be attributed to a theme.



4.1.3 NOT WORKING WELL

Following the 'what's working well discussion, participants were invited to provide insights into what is currently not working well along the Esplanade. **23 people** collectively provided comments. These answers have been themed into categories which are provided below.

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 72)	EXAMPLES OF COMMENTS PROVIDED
Congestion and traffic flow Areas of the Esplanade exacerbate congestion issues	9 (13%)	<i>"Traffic needs to be reduced."</i> <i>"Pedestrian crossing congests corner."</i> <i>"Bottleneck areas of different modes of transport. Lots of stop / start traffic at overlap. Multi-use zones of transport."</i> <i>"Remove the curved concreting at pedestrians' crossings. They restrict the flow at traffic and are not necessary."</i>
Outdated, vacant and/or underutilised facilities Outdated, vacant and/or underutilised facilities and shops along the Esplanade.	8 (12%)	<i>"Outdated infrastructure. Not attractive look." "Detracts from look. Tourists get negative view and potentially avoid area."</i> <i>"Vacant buildings - Gives impression area is dead. Negative view of Esplanade if shops are empty."</i>
Different management / ideas in each precinct The different use of styles for each precinct, in particular lighting	7 (10%)	<i>"Different styles, treatment and lighting between the nodes. Reinforces differences - them and us. Reinforces us and them mentality."</i> <i>"From event viewpoint - competitive tourism between precincts."</i>
Combined bike and walking path The width of the shared path not able to accommodate both users. Strong support to separate users.	6 (8%)	<i>"The cycle path and shared pedestrian is a problem. Feel unsafe walking."</i> <i>Bicycle lanes shared with pedestrians. So many accidents happen."</i> <i>"Bike riders on the Esplanade. There's insufficient room for 1.5m separation."</i> <i>"Bikes on footpaths can be arrogant and dangerous. They need their own defined space."</i>
Caravan Parks on Esplanade The management and maintenance of caravan parks along the foreshore	4 (6%)	<i>"Caravan Parks are compromising development opportunities."</i> <i>"Lack of integration into landscape. Caravan parks are unsightly."</i>
Rubbish / Litter Management of litter and rubbish on the Esplanade.	4 (6%)	<i>"Bins not being emptied often enough when there is an event on; toilets also required more cleaning during weekend events (should be maintained ALL the time.)"</i> <i>"Rubbish bins. Need more between Scarness and Pt Vernon -make closer to seats."</i>

The below themes had three or less comments attributed to them:

THEMES WITH 3 COMMENTS ATTRIBUTED	THEMES WITH 2 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Better parking facilities • Event coordination • Tourism access • Unsightly buildings / infrastructure • Piers - shortened • Promotion of the Esplanade • Poor planning and zones 	<ul style="list-style-type: none"> • Community input into decisions • Crime/antisocial behaviour • Dog free zones • High rise buildings • Pest animals (birds and bats) • Public Transport access and availability • Water Park operations

Two comments were in the 'other' category and could not be attributed to a theme.



4.1.4 VISION

Participants were invited to share their vision and what they would like to see, feel or experience along the Esplanade in the next 20 years (2040.) This question was asked to participants in the targeted discussions (23 people) and community members who attended the open house session (approx. 70 people).

We estimate **93 people** collectively provided comments. These answers have been collated and themed into categories which are provided below.

THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 181)	EXAMPLES OF COMMENTS PROVIDED
<p>Enhance Hervey Bay's tourism offering</p> <p>Enhance tourism attractions and Hervey Bay's offering through promoting eco-tourism, wellbeing, waterparks, and move beyond whales.</p>	23 (13%)	<p>"Unique (northern facing beaches, protected waters, sub-tropical, shallow water, not a surfing culture). Maintain these as a tourism story."</p> <p>"Telescope / binoculars to look out to Fraser Island."</p> <p>"Fishing guide - local knowledge - make it known to tourists - fishing map."</p> <p>"Thinking beyond whales and Fraser Coast in tourism offer."</p> <p>"Waterpark / theme park. Fishing museum. Wellbeing tourism - access, regeneration, health, medical."</p>
<p>Improved traffic flow</p> <p>Alter current traffic conditions</p>	11 (6%)	<p>"Reduce speed limit to 40kph - full length."</p> <p>"Make from Queen Street (or Zepher Street) to Fraser (or Ann) Street one way. Use the seaward (north) side as parking and bike path."</p> <p>"Please make the Esplanade one way or no parking on one side."</p>
<p>Better parking facilities</p> <p>Current parking facilities are not catering for demand. Increase options on or near the Esplanade</p>	11 (6%)	<p>"Still able to "cruise the 'nard" " but without the parking squash. Perhaps create parking areas in some of the vacant esplanade/side street land (NOT the foreshore side). Like the car park opposite Pier Park."</p> <p>"Use the seaward (north) side as parking and bike path."</p> <p>"More car parks (but not on foreshore) and for longer than two hours."</p>
<p>More commercial activity</p> <p>An increase or better utilisation of commercial or community - led activities on the esplanade.</p>	11 (6%)	<p>"More young people activities such as dancing on the esplanade."</p> <p>"More markets."</p> <p>"More events to celebrate festive seasons."</p>

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THEME TITLE Description	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 181)	EXAMPLES OF COMMENTS PROVIDED
Improved connectivity along Esplanade Enhance the connectivity between shops, precincts and offerings along the Esplanade.	11 (6%)	<i>"A connection between Torquay and Scarness as the main tourism hubs, connection - balance of boardwalks and beautified picnic areas."</i> <i>"Linkage between precincts with parklands and transport pathways for pedestrians and cyclists etc."</i> <i>"Courtesy bus that allows tourists to travel up and down esplanade."</i>
Preserve natural flora and fauna Hervey Bay's native flora and fauna is retained.	8 (4%)	<i>"Natural environment maintained as much as practical, Osprey nest just west of Elizabeth Street conserved."</i> <i>"Fish breeding hatchery."</i> <i>"See more wildlife from beach."</i>

The below themes had seven or less comments attributed to them:

THEMES WITH 6 - 7 COMMENTS ATTRIBUTED	THEMES WITH 5 COMMENTS ATTRIBUTED	THEMES WITH 3 - 4 COMMENTS ATTRIBUTED
<ul style="list-style-type: none"> • Indigenous mix of arts/culture • Beautifying projects • Improved cycling/walking tracks • Leave as it is • Community supporting and working together • Destination of choice 	<ul style="list-style-type: none"> • Appropriate planning • Better infrastructure/amenities • Disability Friendly • More open/green spaces • Separate bike and walking path • Distinct precinct areas • One-way traffic 	<ul style="list-style-type: none"> • Better council administration • Limit commercial development • Rubbish/ litter • Improve jetties and boat ramps • Better safety/security • Family friendly recreational spaces • Improved maintenance of facilities • Limit high rise buildings • More use of the Esplanade for active transport • More cafes/ restaurants • More parks/ playground • Pet Friendly

17 comments were in the 'other' category and could not be attributed to a theme.



4.2 OPEN HOUSE SESSIONS

Two public open houses were held along the Esplanade by the Fraser Coast Regional Council. The dates and locations are outlined in the table below.

<p>23 March, 2019</p> <p>9.00 am - 1.00 pm</p> <p><i>Bill Fraser Park, Torquay</i></p>	<p>6 April, 2019</p> <p>9.00 am - 1.00 pm</p> <p><i>Point Vernon Foreshore Urangan Pier, Urangan</i></p>
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Attendees were invited to review the fact sheets on display, talk to Council staff and find out more information. They were then invited to complete the online survey, contribute to an ideas wall or complete vision cards (which have been themed and analysed with the targeted discussion visions section 4.1.4).

Approximately **140 people** attended over the two sessions. The following is a summary of the themes attendees provided on the ideas wall (a map of the Hervey Bay Esplanade). These ideas were written on post-it notes and may or may not relate to the scope of the project.

These answers have been collated and themed into categories for each precinct which are provided below.

POINT VERNON

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 31)
Add loops along the Esplanade (near Gatakers)	6 (19%)
Reduce dogs on beaches	5 (16%)
Improve beach safety (for surfer access)	2 (6%)

17 comments were in the 'other' category and could not be attributed to a theme.

PIALBA

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 20)
Preserve natural environment	2 (10%)
Clean up dead trees/ weeds	2 (10%)
Reduce speed limits (cars and bikes)	2 (10%)

14 comments were in the 'other' category and could not be attributed to a theme.

SCARNESS

Six comments were provided for ideas in Scarness. These comments referred to the provision of lockers, even footpaths, leave it alone and respect the Heritage/ history of the area.

TORQUAY

THEME	NUMBER AND % OF COMMENTS (TOTAL RESPONSES = 20)
More exercise equipment in the area (especially around Shelly Beach)	4 (20%)
Build a lagoon pool in Torquay	4 (20%)
Separate cyclists from road users and pedestrians	4 (20%)
Preserve the natural environment (including look/feel)	2 (10%)

Six comments were in the 'other' category and could not be attributed to a theme.

URANGAN

17 comments were attributed to the Urangan section of the Esplanade. No themes emerged, however attendees provided comments that related to lighting, separating cyclists, providing dog free beaches, limiting high rise development and extending the footpath sections.



5. NEXT STEPS

Fraser Coast Regional Council will use the outcomes and deliberations from this wider engagement process (alongside the Hervey Bay Esplanade Community Panel's report) to inform the future planning of the Hervey Bay Esplanade.

Some key timelines proposed by Fraser Coast would include:

May - June 2019 – Hervey Bay Community Panel meet for seven sessions to deliberate
23 June 2019 – Panel's report is finalised and presented to Council
September - November 2019 – Council responds to the panel's recommendations
2020 – Council will review the Master Plan for the area.



6. CONCLUSION

This report indicates the breadth of ideas for the Esplanade and outlines the community passion for protecting the natural environment, the look and feel of the area and attracting more tourism dollars to boost the economy.

Whilst the questions were not offered in the same way to participants in the different engagement approaches (i.e. survey questions were more targeted and focussed, whilst face-to-face engagement was more open and conversational) there are some significant differences between the feedback that are worth noting¹.

Some key insights when comparing the feedback are outlined below:

- **CONCERNS/NOT WORKING WELL:**

74% of survey respondents indicated they were 'concerned' or 'very concerned' about the protection of the natural environment. Whilst the face-to-face engagement participants identified 'congestion and traffic flow' and 'outdated, vacant and/or underutilised facilities' as the two biggest areas that are currently not working well.

- **VISION:**

The face to face engagement indicated strong support for a future vision that enhances the Hervey Bay tourism offering (13%) and only 4% of comments related to 'preserving the natural flora and fauna'. The survey feedback indicated preservation of the natural environment (34%) as the primary vision and no specific mention of the 'tourism' offering².

The face-to-face engagement showed a strong preference for the future of the Esplanade 'improving traffic flow', providing 'better parking facilities' and 'more commercial activity' (each 6% of responses). Whereas the survey responses focussed more on better amenities, improved cycling and walking tracks, altered traffic conditions and family friendly recreational spaces.

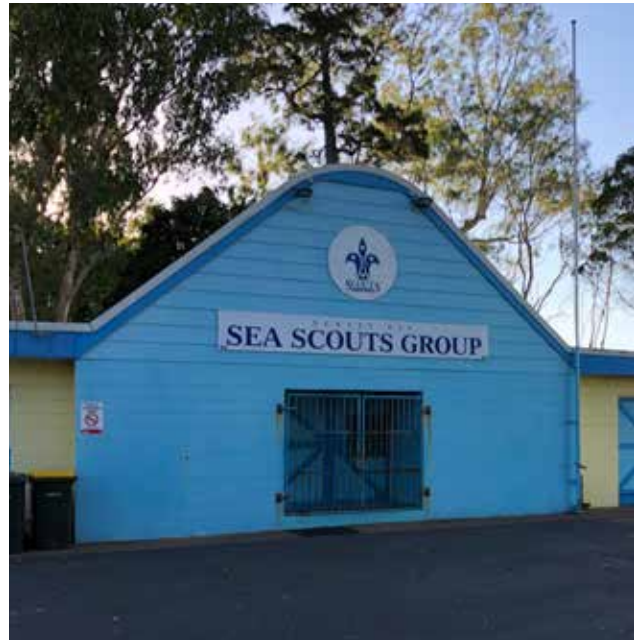
Both sources of feedback included better traffic flow or altered traffic conditions in the future vision preferences.

This report is considered as a reference and guidance document to help inform both the Hervey Bay Esplanade Community Panel as well as the Fraser Coast Regional Council in their considerations about the future planning for the Hervey Bay Esplanade.

The Community Panel will consider this report, alongside a wide range of other inputs, during their deliberations in May-June 2019. Fraser Coast Regional Council will use the panel's recommendations to the greatest extent possible in the development of a Master Plan for the area.

1 For the 'vision' question – total survey responses were 337, total face-to-face engagement responses 181

2 Please note for some respondents the 'preservation of the natural flora and fauna' may have linked to the concept of a 'tourism offering' but there was no specific mention of this in the feedback.



APPENDIX A: SURVEY QUESTIONS

ONLINE WIDER ENGAGEMENT - HERVEY BAY ESPLANADE PROJECT

Submissions close Sunday 7 April, 2019

The Hervey Bay Esplanade is a key community, environmental, and economic asset for the Fraser Coast Region.

What is your vision for the Esplanade and how do we balance the differing needs now and for the next 20 years?

* 1. What is your primary use for the Esplanade?

* 2. What are the three biggest threats to your future use of the Esplanade?

1.

2.

3.

* 3. What key features and themes do you enjoy most in each precinct?

(Examples: residential area, natural environment vegetation, spectacular views, rock pools)

Point Vernon

Pialba

Scarness

Torquay

Urangan (through to Dayman Park)

4. To what extent are the following characteristics of the Esplanade of concern to you?

No concern Limited concern Neutral Concerned Very concerned

Safety
(Public Safety, Security and Theft, Crime Prevention, Undesirable behaviour)

	No concern	Limited concern	Neutral	Concerned	Very concerned
The Environment <i>(Rehabilitation of native vegetation areas, open spaces and green areas, Climate Change, Erosion Mitigation)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fauna <i>(Disturbance of wildlife and marine life, noise issues)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism and Events <i>(Accommodation options, space for events, attractions, experiences, tourism identity)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities <i>(Picnic/barbeques, toilets, paths, waste collection, signage)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrians, Mobility and Paths <i>(Shared paths, pedestrians, bicycles, mobility scooters, crossings, access, flow & movement)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic and Parking <i>(Traffic flow and congestion, Lack of parking areas, No cycling lanes)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infrastructure <i>(Development, ageing or dated infrastructure, competing interests)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sense of Place <i>(Visual, cultural, social)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business and Economy <i>(Investment, accessibility, development)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments



* 5. Looking forward 20 years (2040) what would you like to see along the Esplanade?

1.

2.

3.

* 6. For the purposes of reporting we will collect some brief information about you. No information is collected which is personal or enables identification of individuals.

What is your age bracket?

- Under 15
- 15-25
- 25-35
- 35-45
- 45-55
- 55-65
- 65-75
- 75-85
- 85 and over

* 7. What is your postcode?

* 8. Gender

9. Do you speak a language other than English at home?

- Yes
- No

10. Do you identify as Aboriginal or Torres Strait Islander?

- Yes - Aboriginal
- Yes - Torres Strait Islander
- No



11. Thank you for taking the time to fill out this survey. If you would like to receive updates about this project going forward, please provide your name and email address below.

Name

Email Address

APPENDIX B: SUBMISSIONS

Submissions that had been previously lodged to Council have also been included as Council staff have forwarded these to the Hervey Bay Esplanade project team. In some instances, no group, or location was included, and it is therefore assumed they are residents.

Submission received from	Submission Summary	Date submission received
Urraween, Qld	<p>Hervey Bay Volleyball</p> <p><i>The proposed location, by the sea side, in the dirt car park the right of the 'All abilities playground' is perfect on many fronts:</i></p> <ol style="list-style-type: none"> 1. <i>It is at the foreshore, and in a wind sheltered location.</i> 2. <i>It is central between Pt. Vernon and Urangan for commuting in a low traffic area reducing pressure for Torquay/ Scarness carparks.</i> 3. <i>It already has fantastic facilities such as amenities and BBQ.</i> 4. <i>It already attracts active people to the area with the children's playground and the new super playground.</i> 5. <i>It will attract adult participants, this will provide further adult supervision/ first aid responders to the other playgrounds should no parental supervision be forthcoming which will be further needed with the future development of the new skate-park as has occurred in Cairns.</i> 6. <i>This adult presence will reduce the number of 'undesirables' frequenting the area reducing the risks/ vandalism to already built council property.</i> 7. <i>Finally, the proposed location is perfect for convenient transport and to provide further business support in an area where foreshore business is limited. It has accommodation across the road to host Queensland Tour Beach Volleyball athletes, is near Pialba shops bringing in business that would be spent elsewhere and should Hervey Bay decide to host Masters Games (very fitting with the local demographic and the ages of players who may wish to move to and retire on the Fraser Coast after participating) it would be another sport a Masters Games on the Fraser Coast would be able to offer.</i> 	15 January 2019
Holistic Chiropractic	<p>Petition for footpath maintenance (Fraser Street) <i>(this is not directly on the Esplanade)</i></p> <p><i>'We the undersigned are requesting a total upgrade of the footpath outside the practice as it is very unsafe.'</i></p> <p><i>Signed with 152 signatures</i></p>	7 February 2019

Submission received from	Submission Summary	Date submission received
Torquay, QLD	<p>Hervey Bay Foreshore Lagoon development</p> <p><i>Hervey Bay is in desperate need of economic stimulus. The Fraser Coast has historically high unemployment rates, and high reliance on social welfare payments.</i></p> <p><i>Therefore, the Fraser Coast needs to be innovative to drive economic development and prosperity – by working to form cohesive partnerships with the community.</i></p> <p><i>Reasons for the recommendation:</i></p> <ul style="list-style-type: none"> • <i>Employment opportunities</i> • <i>Investment economic stimulus</i> • <i>Stimulate tourism</i> • <i>Stimulate family base activity that is affordable</i> • <i>Stimulate regional marketing</i> 	
Hervey Bay Stand UP Paddle Group	<p>Hervey Bay Surfers Park</p> <p><i>Hervey Bay Stand Up Paddle Group (The Group) submits that the current recreational area adjacent to the Gatakers Bay boat ramp and access channel become a combined area shared with Stand Up Paddle Surfers. The dredging of mud and scabbing of rock forms to facilitate safe fishing boat access at Gatakers Bay has enhanced natural northerly swell formation at Gatakers Bay creating superb medium size surf conditions.</i></p> <p><i>Firstly, The Group submits that future development of this overall area shown as (1) be made with a surfing facility in mind.</i></p> <p><i>Secondly, that any further dredging spoil already be deposited in area (2) be done under the guidance of an oceanographic study, so as not to degrade the natural surf that occurs along the current spill bank.</i></p>	26 March 2019

Submission received from	Submission Summary	Date submission received
Capital Delivery and Assets	<p>Pialba Youth Precinct</p> <p><i>At Ordinary Meeting #1 23 January 2019 Councillor Taylor sought as a Question on Notice to the Chief Executive Officer to provide an answer to the following question:-</i></p> <p><i>“Is there space between the Pialba Youth Precinct Skate Park and the Pialba Adventure Playground to construct beach volleyball courts or is there space close to this precinct that would be suitable for beach volleyball courts?”</i></p> <p><i>The requirements for a beach volley ball court is a sand surface court 16m x 8m with a 4m safety buffer around the perimeter effectively making the required footprint 24m x 16m. This safety buffer area can overlap between adjacent courts. There is local interest for a minimum of 2 courts which is a footprint of 44m x 16m, ideally though the request is for Council to provide 4 courts (84m x 32m) as an optimum and would allow for up to 16 people to play volleyball at the same time.</i></p> <p><i>The sand is 450mm deep and contained within the court confines by a (usually soft) edge treatment. Suitable drainage of the court is required to ensure that the sand is maintained to a playable consistency.</i></p> <p><i>The area between the Adventure Playground and Activity Hub at the Pialba Precinct ranges between 8-10m. This area has been left undeveloped for the most part as a clear space and is required for the movement of an elevated work platform EWP to navigate around it for the purpose of inspection and maintenance of the towers and ropes that form part of the Adventure Playground. This area is not suitable for the placement of a volleyball court.</i></p> <p><i>An alternative location with adequate space should be considered in an area that encourages public interest and has appropriate supporting facilities.</i></p>	27 March 2019
Resident	<p>Lagoon development</p> <p><i>The current Waterside area is a lovely area but is more suited to very young families. We believe that the Esplanade area would benefit from a world class lagoon pool facility similar to that done by the Livingstone Shire Council.</i></p> <p><i>A link is attached for your perusal. https://www.livingstone.qld.gov.au/1460/The-Yeppoon-Lagoon.</i></p> <p><i>With this type of development would not only cater for local residents of all ages but potentially attracting more international and domestic visitors with families along with younger families looking to relocate to the area to live.</i></p> <p><i>On a smaller scale it would be great to see the whole Esplanade looking like this with vegetation selectively kept and manicured with amenities to capture stunning views and facilities for people to enjoy the area. This in turn will also protect against soil erosion and keep areas for the native fauna.</i></p>	30 March 2019

Submission received from	Submission Summary	Date submission received
Robina, QLD	<p>Appropriate development</p> <p><i>Progress as I say has been enormous, though hopefully residential development should not outstrip employment opportunities. We need kids to grow up and help to continually grow this beautiful region. Stocklands have made a great contribution too.</i></p> <p><i>Obviously Whale Watching is a major tourist draw card, though seasonal, the Bay needs more expansive attractions, not theme parks!, to draw more visitors, and new residents, to this area. One of the delights for me is to visit the Esplanade and see its development still tying in with the beauty of nature. It is heartening to see so many people of all ages walking and cycling so regularly. Being a keen boater I have enjoyed many trips out on the Bay itself with family-great fishing and marine life too.</i></p> <p><i>The beach and the Pier are obviously some of the beauties of the area too, though not always when the tide goes out so far or when those winds whip up especially in the afternoon, a regular occurrence</i></p> <p><i>The current water park, though nice, is too small and limiting especially in peak times. The developing skate park is a good idea too, though not unique, and I don't understand why it will be on prime waterfront land.</i></p>	9 April 2019
Resident	<p>Indigenous public art</p> <p><i>The inclusion of indigenous public art in the future of the Esplanade.</i></p>	11 April 2019
Fluid Industries Hydraulic Consultants Maryborough, QLD	<p>Foreshore preservation</p> <p><i>In respect to preservation and re-vegetation of the foreshore there is a method of nurturing the vegetation both existing and new which could be deployed along the Point Vernon foreshore. It can be noted that many existing stormwater outfalls along this section of foreshore discharge at the top of the existing embankment, refer to example below at the end of Wattle Street. Rainwater then discharges directly down the embankment and onto the beach, causing erosion. There is a system of irrigation known as Keyline, outlined by Mr P.A. Yeomans in his book 'Water for Every Farm'. This method was also identified by Mr Bill Mollison in his book 'Permaculture Design Manual'. In simple terms a contour+ 1:150 graded culvert is developed from the source of water (Stormwater outfall) and runs off through the landscape to the further most practical location. Once the culvert is full it overflows creating sheet rainwater flows across a large area of land. By this method the Stormwater will water large areas of vegetation and then soak out to the sea. In very heavy storms the water will flow to the sea however it will not cause erosion as it is directed in sheet flows.</i></p>	23 April 2019

Submission received from	Submission Summary	Date submission received
<p>Infrastructure Planning Scarness, QLD</p>	<p><i>Installation of lighting on Scarness beach</i></p> <p><i>The purpose of this report is to provide Council with information about the feasibility of lighting up to approximately 180m of Scarness Beach and installing security cameras.</i></p> <p><i>To avoid tidal influences, any lighting would need to be installed at the top of the revetment wall (i.e. within Scarness Park), with the CCTV cameras co-located, but mounted underneath the lights.</i></p> <ul style="list-style-type: none"> • <i>The area supports low density nesting of loggerhead turtles, which are listed as</i> • <i>endangered species by the Federal and State Governments;</i> • <i>There is currently no type of light (excluding intermittent light) that is not disruptive to</i> • <i>marine turtle ocean finding behaviour;</i> • <i>Any visible lighting of the beach after 8pm at night is not recommended and would be contrary to the Australian Government's recently released Recovery Plan for turtles, which seeks to limit anthropogenic threats.</i> 	<p>16 August 2017</p>



APPENDIX C: FACT SHEETS

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Environmental

Migratory birds

Managing migratory birds is a complex issue as the birds cannot be disturbed during nesting.

The Fraser Coast region is a temporary home to some 49% of the migratory bird species that visit Australia each year and almost half the total bird species that exists in Australia reside in our region. Disturbance can reduce breeding success and, at worst, increase the chance of death. Common disturbances are caused by recreation activities, walking dogs on beaches, lawn mowing and development, to name a few.

Key Questions:

- How do we manage wildlife protection and general use of the foreshore?
- What level of activity does our community support along the foreshore?

Marine life

We must protect and respect our marine life, including turtles and whales. The challenge is managing interests of tourism and business sectors who rely on our spectacular marine environment and the community concerns of litter, busy water and the carbon footprint of tourism to the local environment.

Another challenge is managing some people's desire for increased lighting along certain beaches whilst not impacting on turtle nesting habits.

Key Questions:

- How do we balance tourism with marine conservation in the area?
- What limits and opportunities for activity does this balance mean for the foreshore?

Erosion Mitigation

There are conflicting views on erosion mitigation strategies for the foreshore and Esplanade.

In particular concerns have been raised previously about the suitability of using rock walls along the foreshore coastline, including;

- Concerns about storm-driven waves striking the rocks as a result of severe weather events
- Long repair times post cyclone damage (i.e Scarness damage in 2013 was not repaired until 2015)
- Urangan seawall fragility and concerns for the resort

Key Questions:

- What does our foreshore look like before, during and after severe weather?
- How do we protect the foreshore during intense storms?
- How do we manage the impacts of a changing climate?

Flying foxes and bats

Fraser Coast is home to three species of flying foxes. There are guidelines for residents regarding noise and activities in order to protect these species.

It is also important to note the complexity of this issue in also managing the noise to residents and the community. Guidelines are in place and there are community concerns in relation to potential infrastructure near nests and common resting areas.

Key Questions:

- Living with wildlife – what is valued and acceptable to our community when we consider this balance?

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Economic

Development

Currently there are differing opinions in the community in regards to maintaining current residential, commercial and natural environment areas. For some they would like to see further development along the Esplanade to include more commercial, residential, tourist accommodation and public facilities. Other people would like to retain the current levels of building along the esplanade.

Key Questions:

- What is our vision for the buildings along the foreshore?
- What sort of businesses, accommodation and facilities are needed?
- How does this foreshore look in 20 years?

Tourism Identity and Events

Tourism is a major part of the Fraser Coast identity and currently a central part of the Esplanade precinct. It is important to consider what the Esplanade tourism identity is moving forward as this will influence any vision or values for the Esplanade.

Council envisages there will be conflicting views in relation to accommodation, facilities, attractions, events and experiences. The challenge will be managing the priorities of all the user groups during this process.

Key Questions:

- What is the right mix of events, attractions and activities along the Esplanade?
- What does an Esplanade Tourism Precinct look like?

Budget and Project/Service Priorities

There are always competing priorities when it comes to budget. A key challenge is managing the expectations and priorities for services and facilities.

A key challenge is maintaining a high delivery standard for all services, infrastructure and future development, whilst balancing fair rates and distribution of funding across Council.

Key Questions:

- What services and facilities are valued and essential along the Esplanade?
- How can we balance Council funds to support priority services/infrastructure?

Caravan Parks

Council's foreshore tourist parks are a valued part of the Hervey Bay visitor experience for many people.

These Caravan Parks are an important source of revenue for Council and help Council manage the esplanade. Council's current policy is that the tourist parks should remain, however, the smallest park, Torquay is under pressure from increased development and visitor activity in the area.

All Council's tourist parks are in need of infrastructure upgrades. There is community concern that development of cabins in tourist parks will change the character of the parks and displace caravanners and campers. There is potential conflict as to whether they should stay on the foreshore or be moved to another location to create more open space and natural environment along the foreshore.

Key Questions:

- What accommodation options do we need along the foreshore?
- What is the future vision for our Caravan Parks along the Esplanade?
- How do we manage the shortfall of revenue if we no longer have Caravan parks along the Esplanade?

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Community

Managing different locations and identities

The Esplanade may be one strip of coastline, however the individual precincts are quite diverse and have their own individual identity and theme.

The challenge is managing the individual identities with the overarching identity of the whole Esplanade area. For example, Point Vernon is very residential and has a lot more natural environment compared with the CBD suburb of Scarness which has accommodation providers and businesses.

Key Questions:

- How do we manage the differing and sometimes competing needs of the Esplanade precincts?
- What does the identity/ theme for the Esplanade look like?

Shared Paths – Bicycle Riders and Pedestrian Conflict

There have been tensions between bicycle riders and pedestrians in the community over the “shared paths” along the Esplanade area.

We understand there are concerns relating to how wide these paths are, including the view that they are “too narrow to accommodate the needs” of both user groups. A key challenge is managing the needs of both user groups while creating a safe space that users can walk and cycle for social, recreational and transport purposes.

Key Questions:

- How do we ensure space for both pedestrian and cyclist activity along the foreshore that meets everyone’s needs

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Traffic flow and congestion

Traffic flow and congestion along the Esplanade, particularly during peak tourist periods and events is a concern. As the key transport link between the precincts, it is a crucial challenge to manage the needs of pedestrians, drivers, cyclists and public transport. Each user must feel accommodated, safe and secure. The future street design should embody the concept of a ‘complete street’.

Key Questions:

- How do we manage all road user’s needs effectively and safely?

Parking access

There are conflicting desires from the community in relation to access to parking along the Esplanade.

On the one hand there is limited parking along the Esplanade especially during peak times and major events. On the other hand previous engagements have called for the softening of parking areas with increased greenspace.

Key Questions:

- What are the priorities in relation to parking along the Esplanade that meets a balance of user needs?

Safety

Council traditionally has a vital role in environmental design, and the development and management of safe public spaces. In recent times safety issues are increasing as a concern along the Esplanade.

These community concerns relate to; security and theft, public safety, crime prevention, and undesirable (or disruptive) behaviour.

Key Questions:

- How do we balance safety needs (such as lighting, clear line of sight) with environmental factors (such as turtle nesting, native vegetation)?
- What role does Council play in crime prevention?

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Point Vernon

Point Vernon is often seen as the “start of the Esplanade”. Home to the beautiful Gataker’s Bay and the Gables (including the offshore coral reef).

There are many options to relax and/or explore the natural shoreline vegetation and wildlife species, including local and migratory birds.

The rocky coastline has spectacular views of the ocean and captivating tidal rock pools to discover.

Point Vernon is probably the quietest precincts with mostly residential houses and natural spaces, including parks and filtered sea-views.



What key features and themes do you enjoy most in Point Vernon?

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Pialba

The Pialba Esplanade Precinct is the foreshore presence of Hervey Bay's emerging CBD.

Currently providing a caravan park, activity areas and youth facilities, this foreshore precinct presents a very well-utilised space. Pialba is currently identified as "a place for adventure".

'Wetside', Hervey Bay's flagship tourist attraction, has been a catalyst for activating this part of the foreshore, injecting colour, fun and excitement. Wetside provides a value-add for tourists and also draws local visitation from across the Fraser Coast region.

The Pialba foreshore is also home to the Seafront Oval, a large, functional grassed space where the community gathers for important local events.



What key features and themes do you enjoy most in Pialba?

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Scarness

Scarness is a place for play, a place where people like to meet and enjoy a relaxing yet fun seaside experience.

Scarness contains a vibrant retail and restaurant strip, the renovated Beach House Hotel sets a fine new landmark with smaller retailers and boutique accommodation options creating a bountiful and fun hub where tourists and locals relax and enjoy life.

Scarness is about kids playing and people gathering.



What key features and themes do you enjoy most in Scarness?

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Torquay

Torquay is the busy centre of the foreshore, a hive of activities set in amongst the 'green' overlooking the 'blue'.

Of all the precincts, Torquay is the largest and has the highest density of development – offering critical mass to future opportunities.

Torquay is currently identified as “a place for health and wellbeing” providing access to recreational space to relax, keep fit, healthy and energised.

Torquay boasts an ideal swimming beach and location for a range of motorised and non-motorised watersports.

There is an existing vibrancy and range of cafes, personal services, shops, and late night dining.



What key features and themes do you enjoy most in Torquay?

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Urangan

Urangan, a fishing village with a rich history associated with its everlong pier – a pier now popular for fishing.

The precinct has a rich culture and heritage which is very much a part of the identity of this area. The pier previously contained a railway that amongst other uses, successfully facilitated the export of coal.

The Pier and associated Pier Park supports an urban fabric with modern resort-style elements along with shops, cafes and holiday units.

On a Saturday morning Pier Park comes alive with 'ParkRun' joggers and the markets. There are spectacular sea views at this point of the Esplanade harbour, all the way around to Dayman Park.



What key features and themes do you enjoy most in Urangan?

Have your say NOW and help shape the future of the Hervey Bay Esplanade



To find out more and get involved visit www.frasercoast.qld.gov.au/hervey-bay-esplanade-community-engagement

Building better communities.



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PLEASE NOTE: While every effort has been made to transcribe participants comments accurately a small number have not been included in this summary due to the legibility of the content. Please contact Rachael Brodie at rachael@mosaiclab.com.au for any suggested additions.