



---

# Devonport City Council Community Survey 2019 Research Report

February 2019

**emrs**

enterprise marketing & research services



---

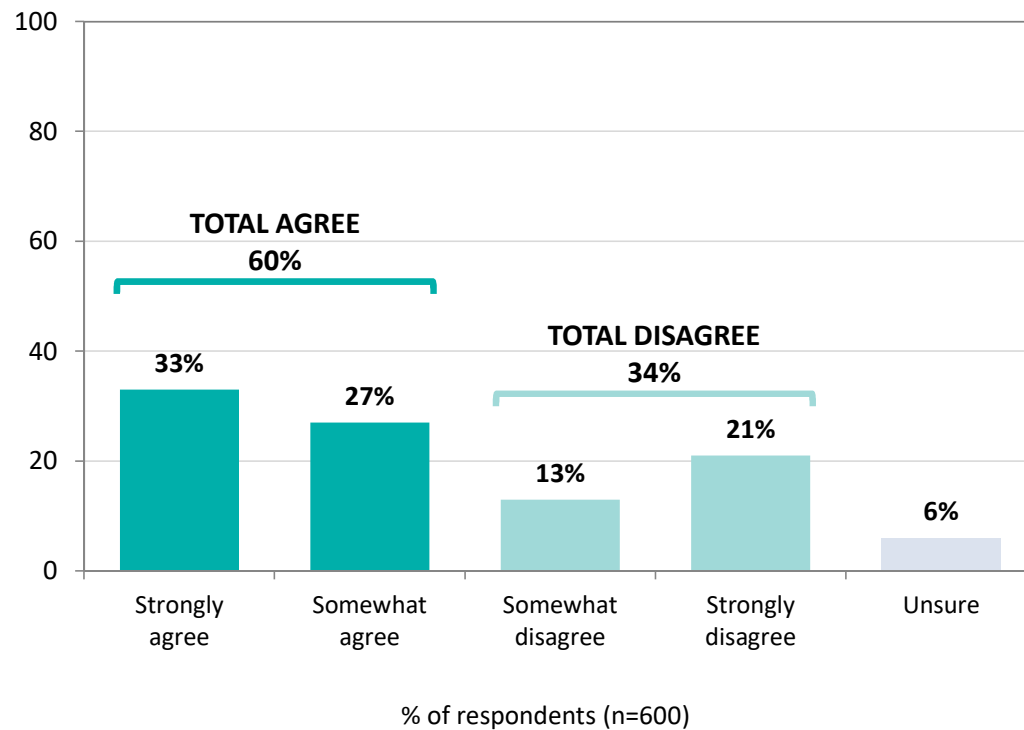
## Section One

# Devonport City Council's LIVING CITY Waterfront Plan



# Progression of LIVING CITY Masterplan (1)

Chart 1 – Agreement with Council’s Focus on Progressing the LIVING CITY Masterplan  
(Percentage of all respondents)



Overall, three fifths of respondents (60%) were in agreement for Council to continue progressing the LIVING CITY Masterplan, the larger proportion stating “strongly agree” (33%).

A little over one third of respondents (34%) disagreed that Council should focus on progressing the LIVING CITY Masterplan, the larger proportion stating “strongly disagree” (21%).

*Preamble:* In 2014, Council adopted the LIVING CITY Masterplan with the aims of: opening the City to the Mersey River; creating new retail, business, services and waterfront precincts; reducing fragmentation in the CBD; and positioning Devonport as a vibrant City servicing the North West Coast by creating opportunities in tourism, art and food services.

**Q:** Do you agree or disagree with Council’s continued focus on progressing the LIVING CITY Masterplan?



## Progression of LIVING CITY Masterplan (2)

---

### Split Sampling

For quality control, and to confirm if any bias would be introduced in the results, respondents were surveyed in a split sample.

n=300 were read the following preamble:

*"In 2014, Council adopted the LIVING CITY Masterplan with the aims of: opening the City to the Mersey River; creating new retail, business, services and waterfront precincts; reducing fragmentation in the CBD; and positioning Devonport as a vibrant City servicing the North West Coast by creating opportunities in tourism, art and food services. Do you agree or disagree with Council's continued focus on progressing the LIVING CITY Masterplan?"*

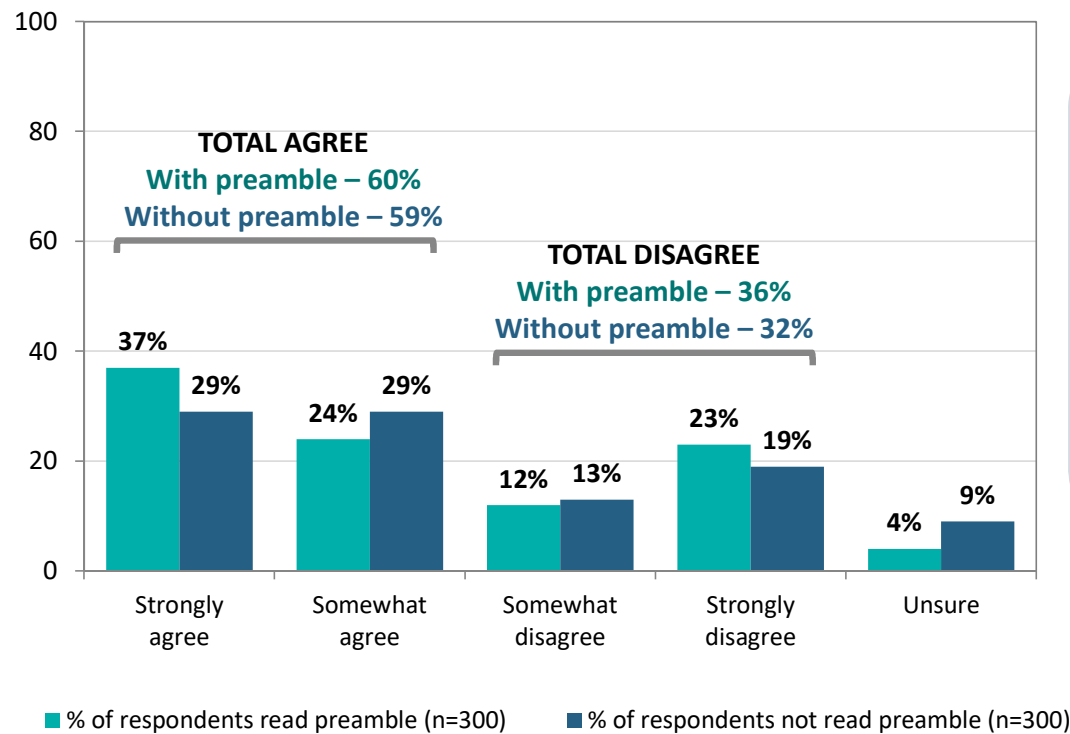
n=300 were read:

*"Do you agree or disagree with Council's continued focus on progressing the LIVING CITY Masterplan?"*

The results can be seen on the chart on the following page.

# Progression of LIVING CITY Masterplan (3)

Chart 2 – Agreement with Council’s Focus on Progressing the LIVING CITY Masterplan  
(Percentage of all respondents)\*



On analysing the results, there were no statistically significant responses between those who were read the preamble and those that were not.

The only variation of any note emerged in the case where those who were not read the preamble were marginally more likely to be “unsure”, most likely due to the lack of context.

On removing those who were “unsure” from the sample, the levels of agreement and disagreement moved marginally to:

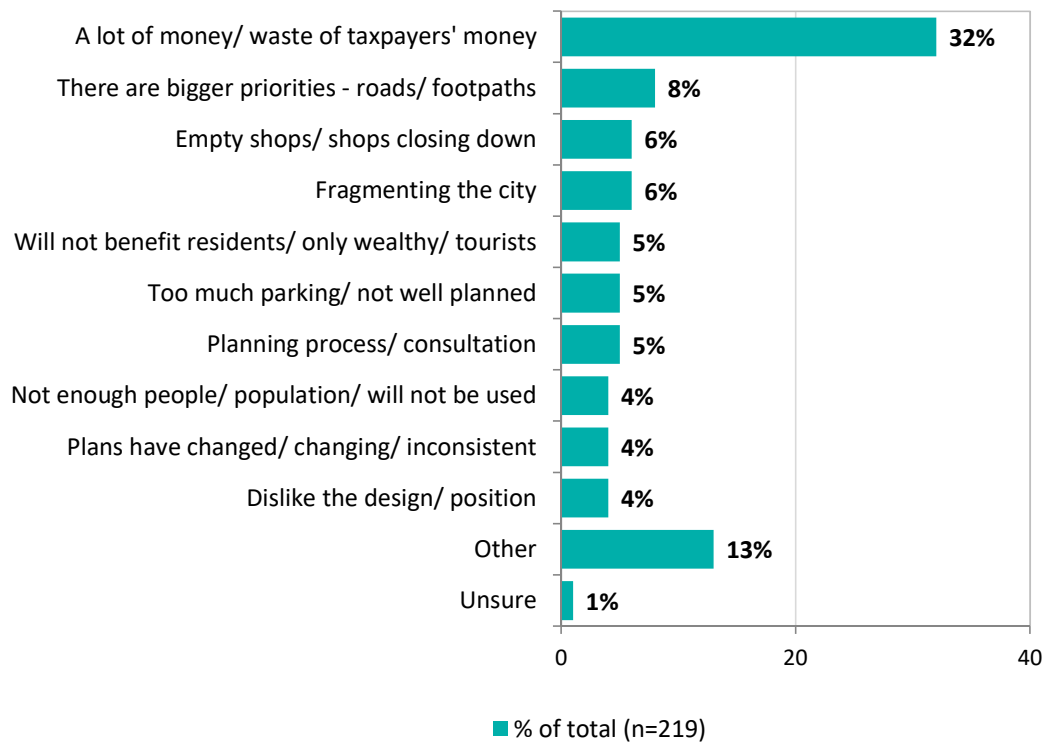
- Agree (63% with preamble, 65% without preamble)
- Disagree (37% with preamble, 35% without preamble)

\*Percentages may not sum to 100 due to rounding.



# Main Concern with the LIVING CITY Masterplan

**Chart 3 – Main Concern with the LIVING CITY Masterplan  
(Percentage of respondents who disagree the council should progress  
the LIVING CITY Masterplan)\***



The clear concern identified by respondents regarding the LIVING CITY Masterplan was it being “a lot of money/ waste of taxpayers' money” (32%).

Further concerns were “there are bigger priorities – roads/ footpaths” (8%), “empty shops/ shops closing down” and “fragmenting the city” (6% in each case).

“Other” concerns mentioned by less than 4% of respondents included:

- *Not in keeping with area/ heritage*
- *Not going to achieve its aims/ bring tourists*
- *Hotel will impact views of the river*
- *Demolished/ destroyed existing buildings*

\*Percentages do not sum to 100 due to multiple responses being possible.

**Q. What is your main concern?**



# Likelihood to Visit Features of the Waterfront Park

Table 1 – Likelihood to Visit Features of the Waterfront Park  
(Percentage of all respondents)\*

Waterfront Park Feature	TOTAL LIKELY	Very likely	Somewhat likely	TOTAL UNLIKELY	Not very likely	Not at all likely	Unsure
Open lawn area	71	34	37	27	16	10	3
Elevated walkway from Rooke Street to the river	68	40	28	30	16	14	2
Water feature	58	22	36	34	21	13	7
Tree Woodland	57	25	32	31	17	13	12
Terraced Event Space	57	25	32	35	21	14	8

\*Percentages may not sum to 100 due to rounding.

Overall, the Waterfront Park Plan features that respondents and/or their families would be most likely to visit were an “open lawn area” (71%), followed by an “elevated walkway from Rooke Street to the river” (68%).

On analysing the results by demographic subgroup, the following findings emerged:

- Respondents aged 70 years and over were significantly less likely to state they would visit an “elevated walkway from Rooke Street to the river” (27% stating “not at all likely”)

**Q. The next stage of LIVING CITY is the proposed 15-million-dollar Waterfront Park Plan, of which the Federal Government has committed 10-million-dollars towards the costs. For each could you please tell me if you and/or your family would be “very likely”, “somewhat likely”, “not very likely” or “not at all likely” to visit that feature.**



# Likelihood to Visit Features of the Waterfront Park

Table 1 (cont'd) – Likelihood to Visit Features of the Waterfront Park  
(Percentage of all respondents)\*

Waterfront Park Feature	TOTAL LIKELY	Very likely	Somewhat likely	TOTAL UNLIKELY	Not very likely	Not at all likely	Unsure
BBQ shelter	55	26	29	43	23	20	2
Nature based playground	51	29	21	46	24	22	3
Rotunda / Pavilion	49	18	31	35	22	13	17

\*Percentages may not sum to 100 due to rounding.

Overall, the Waterfront Park Plan features that respondents and/or their families would be least likely to visit were a “nature based playground” (51%) or “rotunda/ pavilion” (49%), however it should be noted the somewhat higher percentage of respondents “unsure” if they would visit a “rotunda/ pavilion” (17%).

On analysing the results by demographic subgroup, respondents aged 70 years and over were significantly:

- Less likely to state they would visit a “terraced event space” (24% stating “not at all likely)
- Less likely to state they would visit a “nature based playground” (35% stating “not at all likely)
- Less likely to state they would visit a “Rotunda/ pavilion” (22% stating “not at all likely)

- Respondents aged 60 years and over were significantly less likely to state they would visit a “BBQ shelter” (a combined total of 33% stating “not at all likely”)
- Respondents aged 30 to 39 years were significantly more likely to state they would be likely at some level to visit a “nature based playground” (77%), particularly when compared to those aged 50 to 59 years (15%)

**Q. The next stage of LIVING CITY is the proposed 15-million-dollar Waterfront Park Plan, of which the Federal Government has committed 10-million-dollars towards the costs. For each could you please tell me if you and/or your family would be “very likely”, “somewhat likely”, “not very likely” or “not at all likely” to visit that feature.**