

Oxley Creek Social Values Survey Results

Brisbane Sustainability Agency Pty Ltd

2021



BRISBANE
Sustainability
AGENCY

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Background & purpose

When people value a place, they are more likely to care for and protect it, and therefore understanding how communities perceive and value their local waterways gives an insight into how likely people are to use and look after them.

The way that communities value waterways has been found to be directly related to the perception of waterway cleanliness and health as well as the ability to use and safely access the waterway for walking, cycling, picnicking and water-based recreation.

The purpose of the social value survey has been to gain a understanding of the value that the community (residents and workers) and visitors place on the waterways and surrounding green open spaces within the Oxley Creek corridor.

It is intended that these survey results will form a baseline for future periodic surveys to assist measuring and tracking the changes in how people use and value the Oxley Creek Corridor over time.

The target audience for this baseline survey were members of the local community, both residents and businesses, as well as regional visitors.

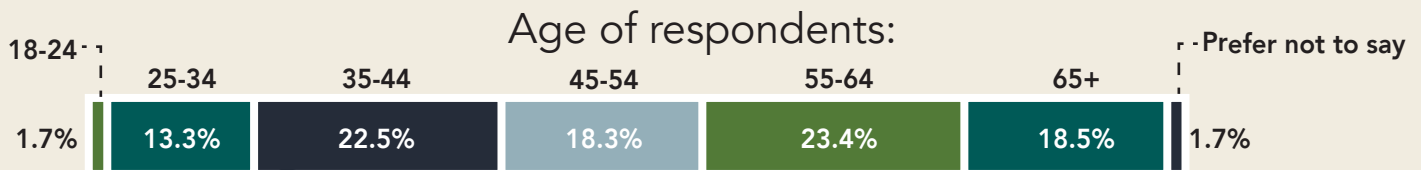
The 2021 survey was open to the public for responses from 16 July to 10 August 2021.

Promotion of survey

Method	Result
Facebook advertising on Brisbane Sustainability Agency channel (\$200 spend)	18,691 people reached 798 engagements with posts 278 direct link clicks to survey
Feature in Live for Less Newsletter (residential audience of 25.4k)	120 direct link clicks from newsletter
Electronic Direct Mail (eDM) to Oxley Creek Transformation mailing list contacts (539 contacts)	48.5% open rate 129 direct link clicks to survey
Peaks to Points Family Day event survey collection	Approximately 40-50 responses (40 scans on QR code)
Promotion through Oxley Creek Catchment Association	Reach unknown – shared via Facebook and in newsletter
Direct emails to local bushcare groups	Reach unknown – shared with 15 groups
Promotion through local ward offices (Tennyson, Moorooka and Calamvale)	Reach unknown

Respondent Profile

438 individual responses **68.8%** of respondents had heard of the Oxley Creek Transformation Project and/or its priority projects



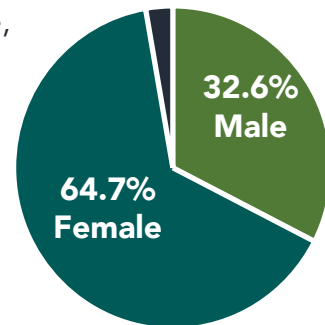
Most common respondent postcodes

129 in 4075 (Corinda, Graceville, Graceville East, Oxley, Sherwood)

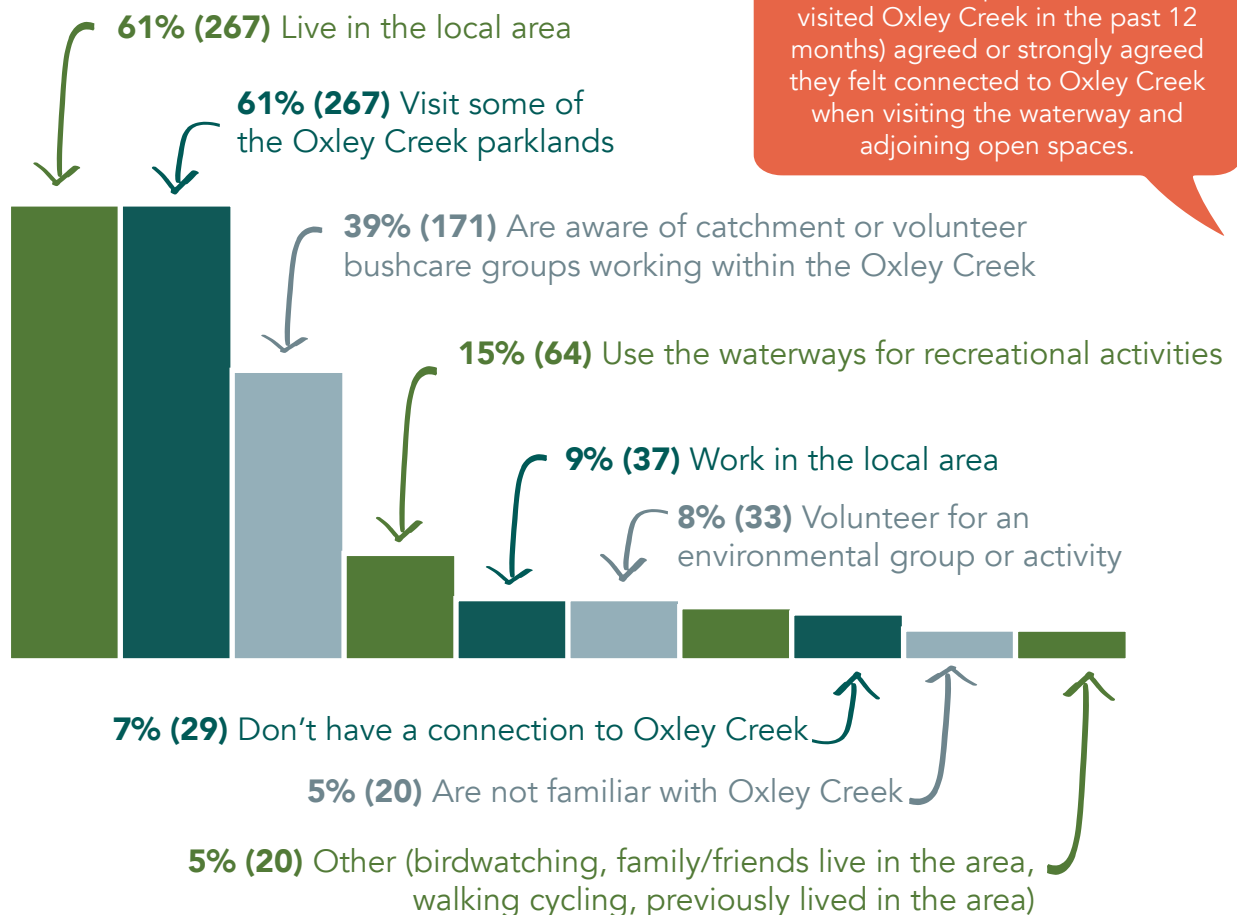
30 in 4077 (Doolandella, Durack, Inala, Inala Heights, Richlands)

26 in 4105 (Moorooka, Tennyson, Yeerongpilly)

2.7% Other / Prefer not to say



Connection to the area



Over 77% of respondents (who had visited Oxley Creek in the past 12 months) agreed or strongly agreed they felt connected to Oxley Creek when visiting the waterway and adjoining open spaces.

Visiting Oxley Creek

The following responses are from respondents who had visited Oxley Creek in the past 12 months

Frequency of visits

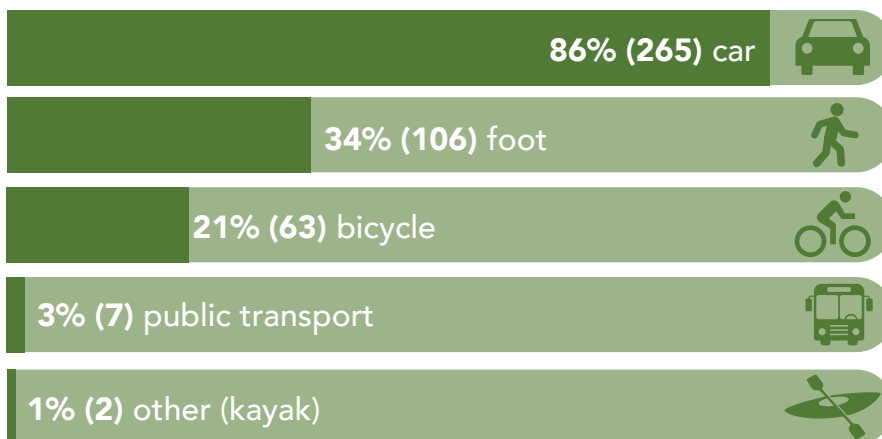
73.5% of respondents had visited Oxley Creek in the past 12 months, of which:



- 29.2%** visited at least monthly
- 22.4%** visited every three months
- 19.8%** visited at least weekly
- 16.6%** visited every six months
- 12.0%** visited once a year

Over 89% of respondents who had visited Oxley Creek within the past 12 months, agreed that they would like to visit/use Oxley Creek more often

How people travel to Oxley Creek

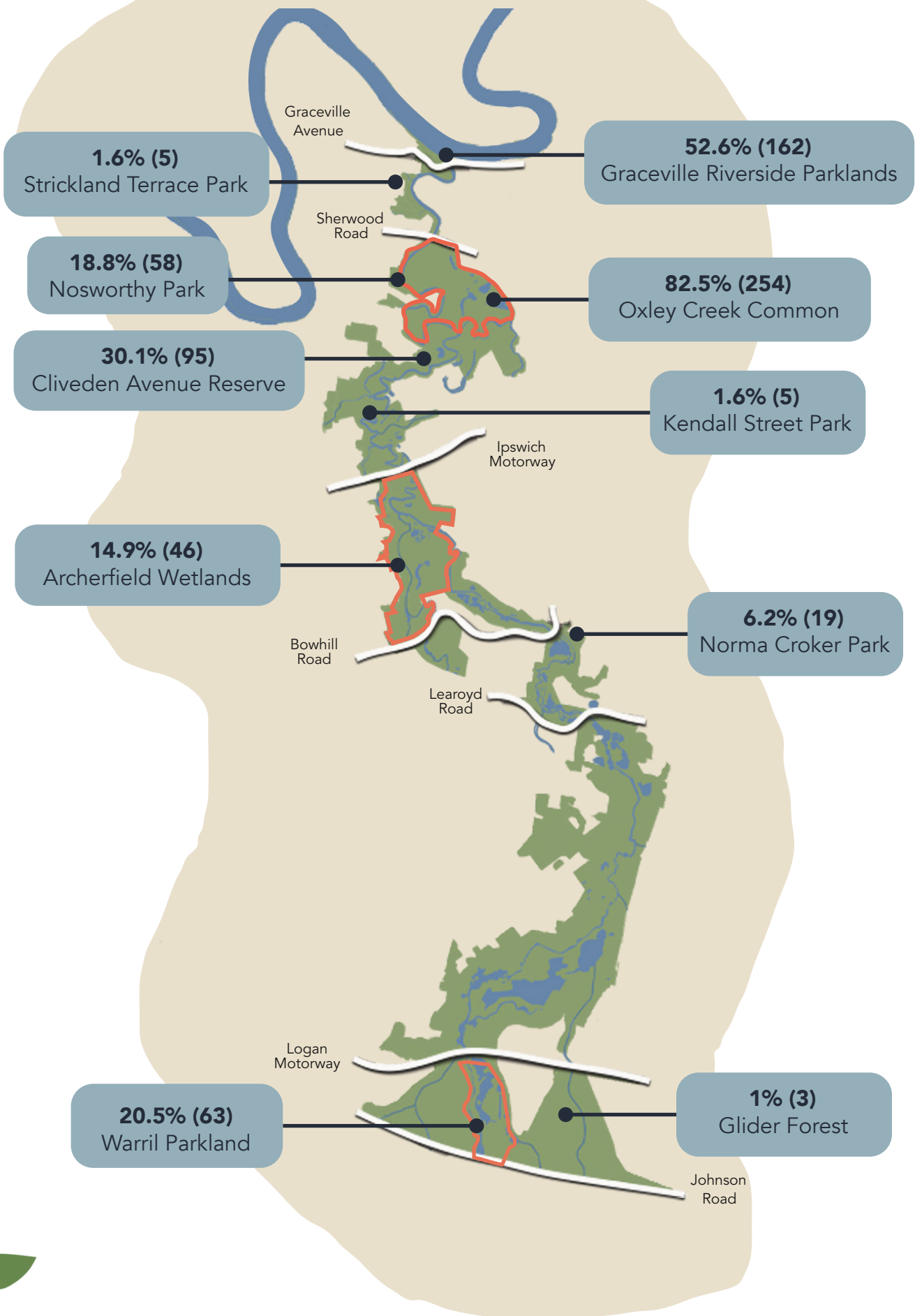


Most common activities undertaken

- 86% (266)** Walking
- 54% (165)** Enjoying nature
- 51% (157)** Relaxing in green open space
- 32% (99)** Birdwatching
- 32% (97)** Picnic, BBQs, using playgrounds or other facilities
- 21% (63)** Cycling
- 18% (54)** Running
- 15% (45)** Rowing, kayaking, canoeing, stand-up paddle boarding

Other activities mentioned by respondents included other forms of exercise, fishing, bush care, environmental community initiatives and dog walking.

Areas most visited in past 12 months



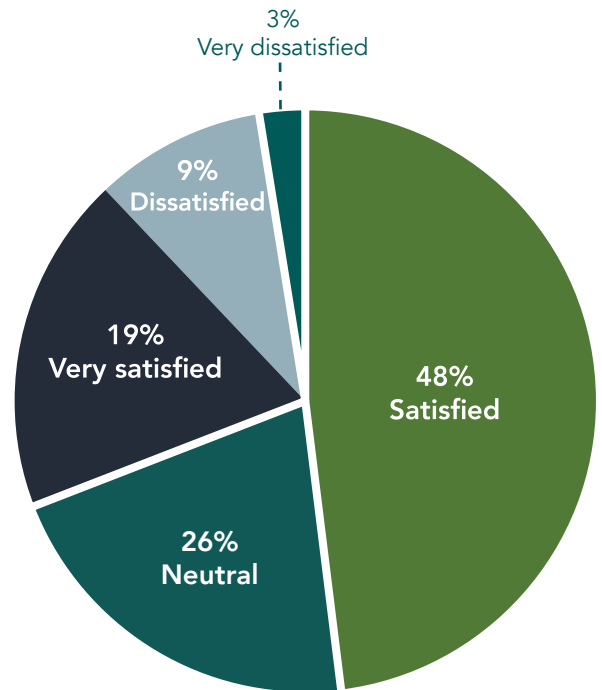
Satisfaction with ability to access Oxley Creek

67% of respondents who had visited Oxley Creek in the last 12 months were either satisfied or very satisfied with their ability to access the Oxley Creek parkland corridor.

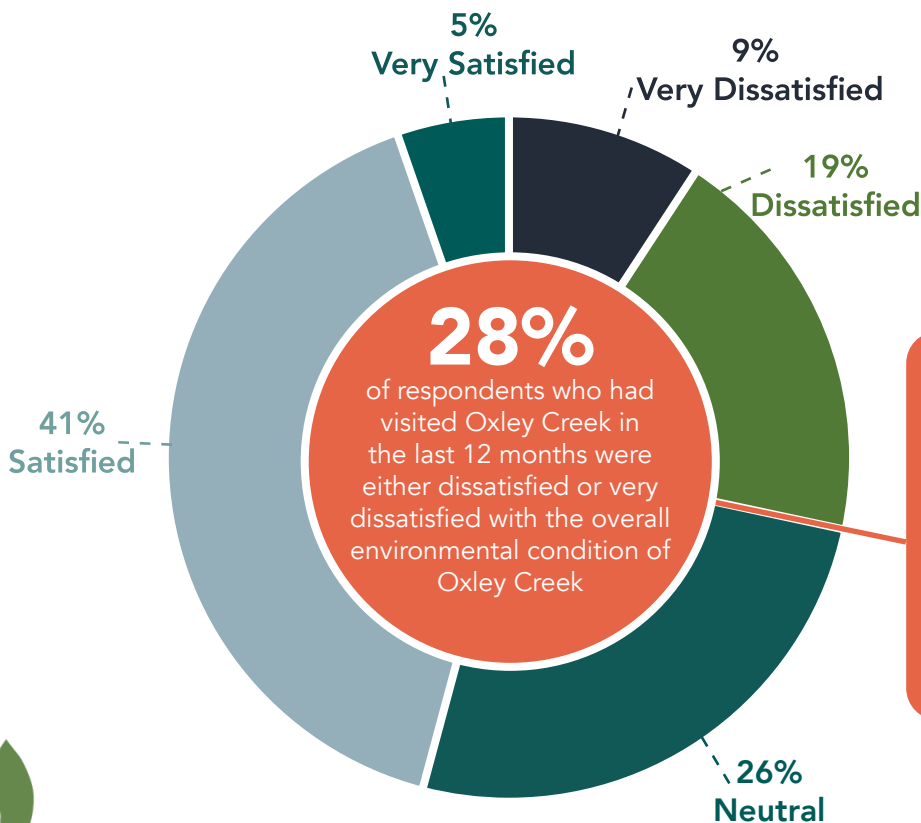
A number of respondents commented that safe active transport access to the Oxley Creek parkland corridor could be improved, with a key issue identified to be safety for cyclists and pedestrians along Sherwood Road.

The lack of connected pathways both to the Oxley Creek parkland corridor, and between individual parklands within the corridor was identified as an issue.

Other concerns included the limited availability of public transport to access key locations within the parkland corridor.



Satisfaction with overall environmental condition of Oxley Creek



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Key areas of concern regarding the environmental condition of Oxley Creek included:

1. Poor water quality
2. Litter and illegal dumping
3. Weeds
4. Erosion
5. Mosquitoes
6. Overall appearance



Most-valued aspects of Oxley Creek

Of respondents who had visited Oxley Creek in the last 12 months, over **253** individual responses were provided to the question **“what do you value most about Oxley Creek?”** The most common themes included:



Improving & increasing usage of Oxley Creek

From all survey respondents, factors that would encourage increased visits and use of Oxley Creek were identified to be:



- Other factors identified by survey respondents included:
- A footbridge that connects to Oxley Creek Common from Corinda
 - A larger variety of activities (ie public art trail, canoe hire, Parkrun)
 - Improved connection between recreation areas
 - Natural area maintained with increasing biodiversity as priority
 - Improvement in water quality
 - Improved access to the site via public transport or pathways
 - Disability access and facilities
 - Increased parkland infrastructure (e.g. signage, kayak facilities, drinking water, recreational fishing)
 - Reinstating vulnerable flora and fauna species

Of those who **had not** visited Oxley Creek in the last 12 months, respondents identified the following activities they would like to undertake should they visit:

- **84% (86)** Exercise such as walking or running
- **71% (72)** Enjoying nature (e.g. wildlife watching, conservation, photography, relaxing)
- **44% (45)** Using playground or other park facilities
- **36% (37)** Cycling
- **33% (34)** Birdwatching
- **19% (19)** Water based recreation (boating, kayaking etc.)
- **11% (11)** Fishing
- **7% (7)** Other (access to Corinda State High School farm, cafes, geocaching, reintroducing endangered species, using remote control devices such as drones)

Over **198** individual responses were provided to the question **“Do you have any other general comments relating to Oxley Creek?”** (how your use and experience could be improved, activities you would like to be able to do, areas you would like to be able to visit but are currently unable to). The most common themes provided within the responses were:

AREAS OF IMPROVEMENT:



Better connection to, between and within individual corridor parklands, including providing/improving:

- Dedicated connected walking and bike paths
- Public transport accessibility
 - Safety
 - Disability access
- Off road-cycling opportunities

(80)



Improvement in the environmental management and restoration of Oxley Creek and the surrounding area

(32)



Improved park facilities (e.g. playgrounds, BBQs, toilets, seating, drinking taps, bicycle parking)

(13)



More community activities, events and support for community-led organisation (e.g. yoga classes, clean up days, workshops)

(17)



Retaining the existing natural environment with minimal development disturbance

(11)



Improved access to waterways (e.g. additional pontoons)

(17)



Improvement in knowledge sharing, including interpretive and wayfinding signage and wildlife experiences and activities

(16)



Excitement and support for the project and its outcomes

(14)



Dog walking opportunities and provision and/or improvement of dog- off-leash parks

(7)



Ensuring proper consultation and involvement with Traditional Owners

(5)