

Oxley Creek Social Values Survey 2022 Results

Brisbane Sustainability Agency Pty Ltd



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Oxley Creek Social Values Survey Results

Background & purpose

When people value a place, they are more likely to care for and protect it. 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 is 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 is 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.

The baseline survey which was undertaken in August 2021, assists in measuring and tracking the changes in how people use and value the Oxley Creek corridor over time. Where significant differences between the 2021 and 2022 results were identified, both have been included within this summary.

The target audience for the 2022 survey was members of the local community, both residents and businesses, as well as regional visitors.

The 2022 survey was open to the public for responses from 9 September 2022 to 6 November 2022.

Promotion of survey

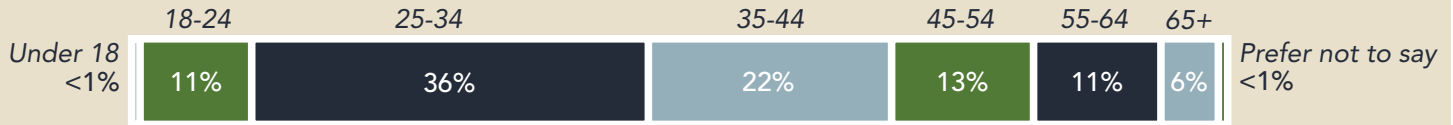
Method	Result
Facebook advertising on Brisbane Sustainability Agency channel	5,090 people reached 196 engagements with posts 177 direct link clicks to survey
Feature in Brisbane Sustainability Agency's Live for Less Newsletter (residential audience of 25k)	120 direct link clicks from newsletter
Electronic Direct Mail (eDM) to Oxley Creek Transformation mailing list contacts (539 contacts)	47% open rate 63 direct link clicks to survey
Promotional signs (located at Graceville Riverside Parklands, Oxley Creek Common, Archerfield Wetlands Discovery Trail and Warril Parkland)	77 in-person scans from QR code
Teddy Bears Picnic at Pallara Park (Saturday 10 September 2022)	5 in-person scans from QR code
Promotion through Oxley Creek Catchment Association	Reach unknown – shared via Facebook and in newsletter
Promotion through local ward offices (Tennyson, Moorooka and Calamvale)	Reach unknown

Respondent Profile

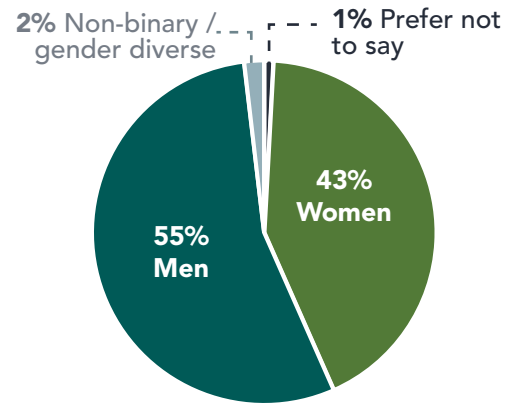
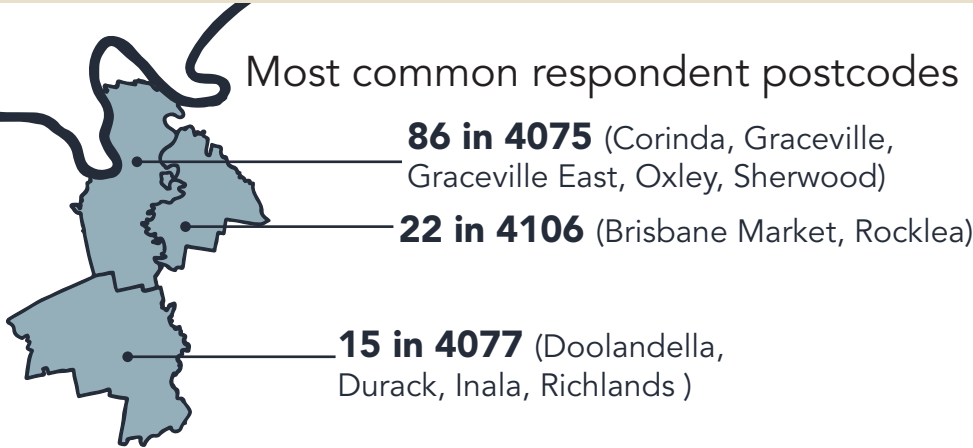
615 individual responses
Compared to **438** responses in 2021

86% of respondents had heard of the Oxley Creek Transformation Project and/or its priority projects
Compared to **68.8%** in 2021

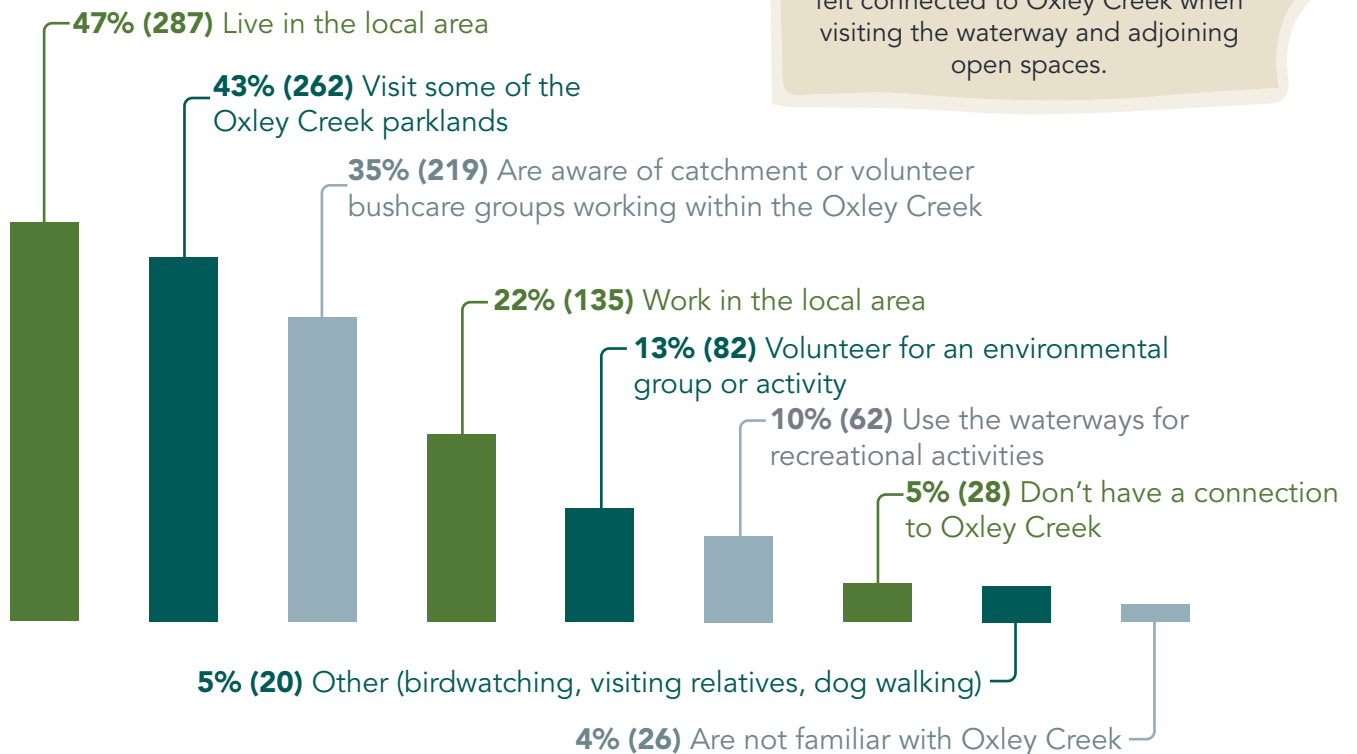
Age of respondents:



Most common respondent postcodes



Connection to the area



54% of respondents in 2022 (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.

2022 results

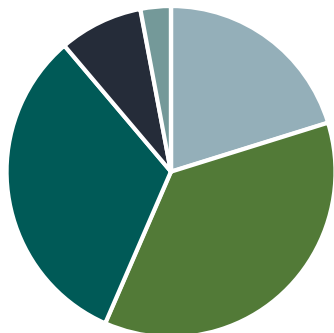
Visiting Oxley Creek

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

Frequency of visits

89% of respondents had visited Oxley Creek in the past 12 months, of which:

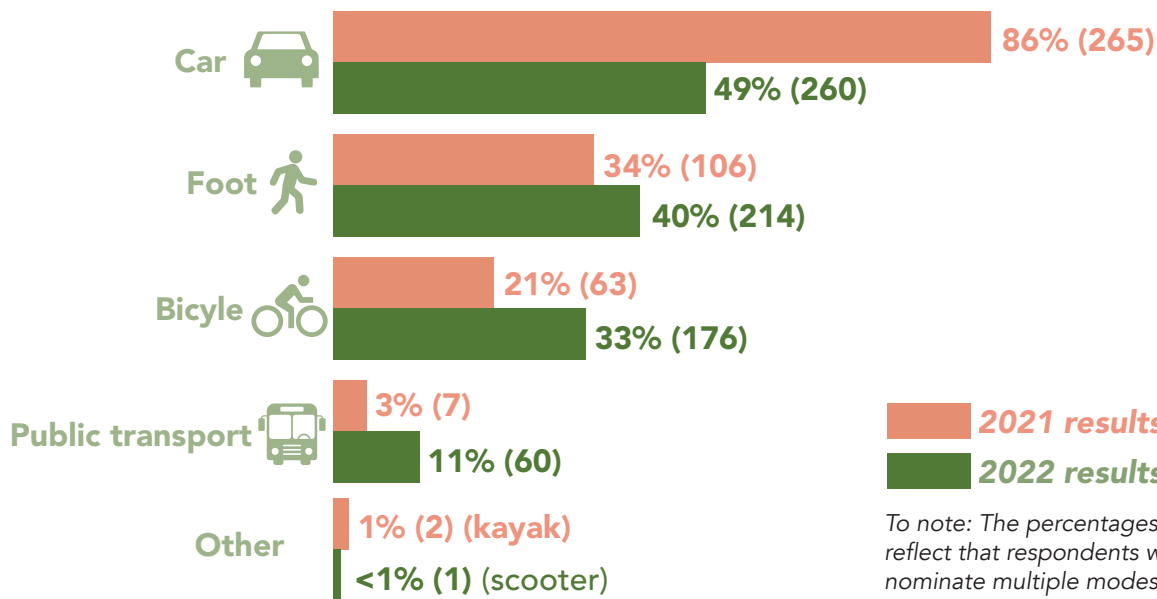
Compared to **73.5%** in 2021



- 36% visited at least monthly
- 32% visited at least weekly
- 20% visited every three months
- 8% visited every six months
- 3% visited once a year

58% 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



To note: The percentages displayed reflect that respondents were able to nominate multiple modes of travel.

Most common activities undertaken

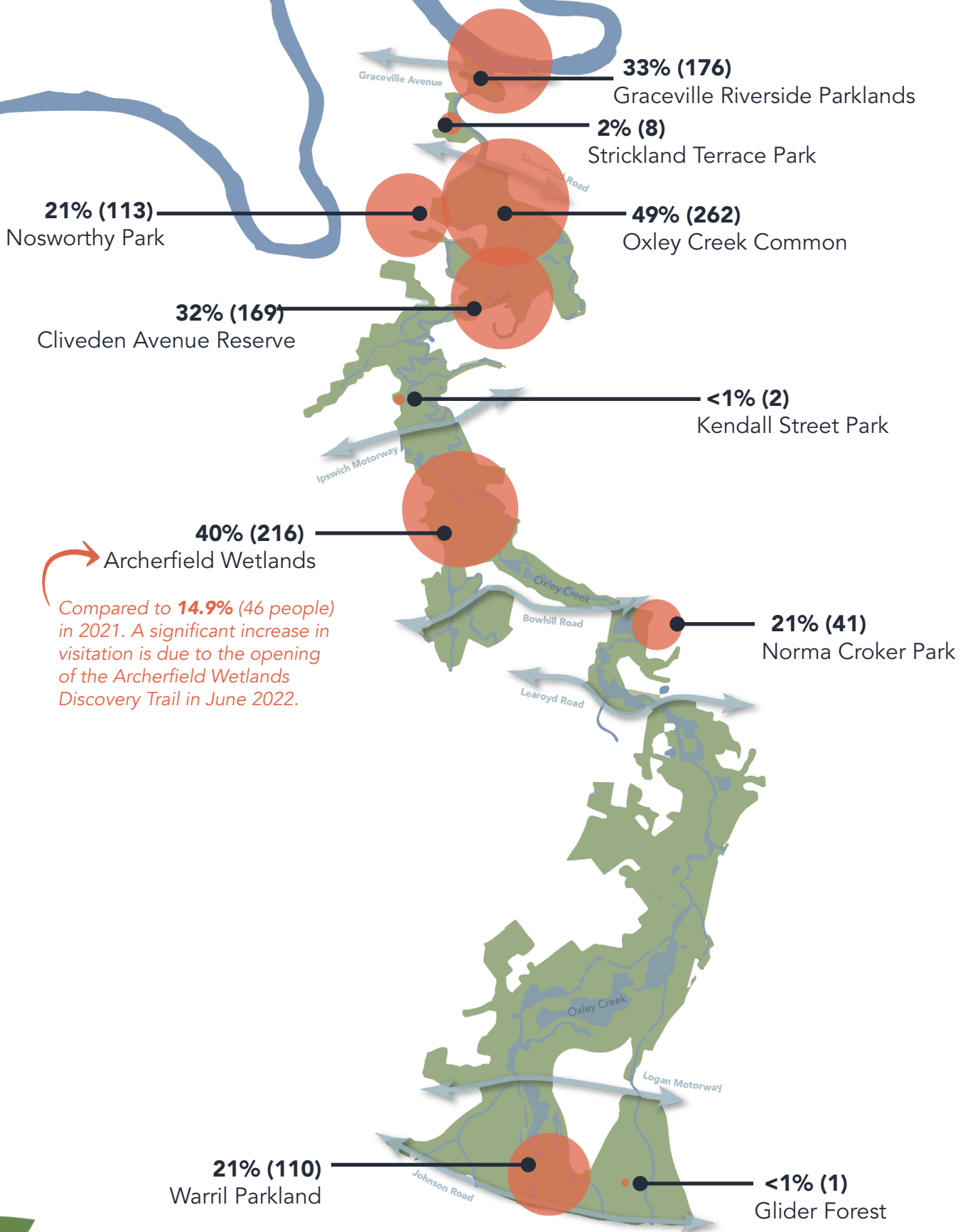
- 55% (293) Walking
- 33% (176) Running
- 28% (148) Enjoying nature
- 24% (130) Relaxing in green open space
- 20% (104) Birdwatching
- 21% (126) Picnic, BBQs, using playgrounds or other facilities
- 21% (114) Cycling
- 15% (77) Rowing, kayaking, canoeing, stand-up paddle boarding

Other activities mentioned by respondents included other forms of exercise, fishing, bush care, sketching, kite-flying, studying and dog walking.

To note: The percentages displayed reflect that respondents were able to nominate multiple activities.

Areas most visited in past 12 months

To note: The percentages displayed reflect that respondents were able to nominate all locations they visited in their survey responses.



Compared to **14.9%** (46 people) in 2021. A significant increase in visitation is due to the opening of the Archerfield Wetlands Discovery Trail in June 2022.

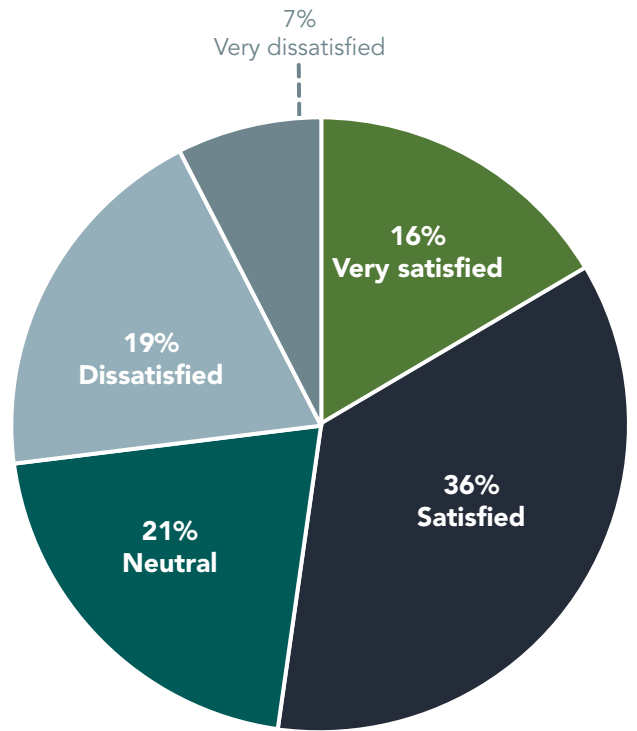
Satisfaction with ability to access Oxley Creek

53% 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.

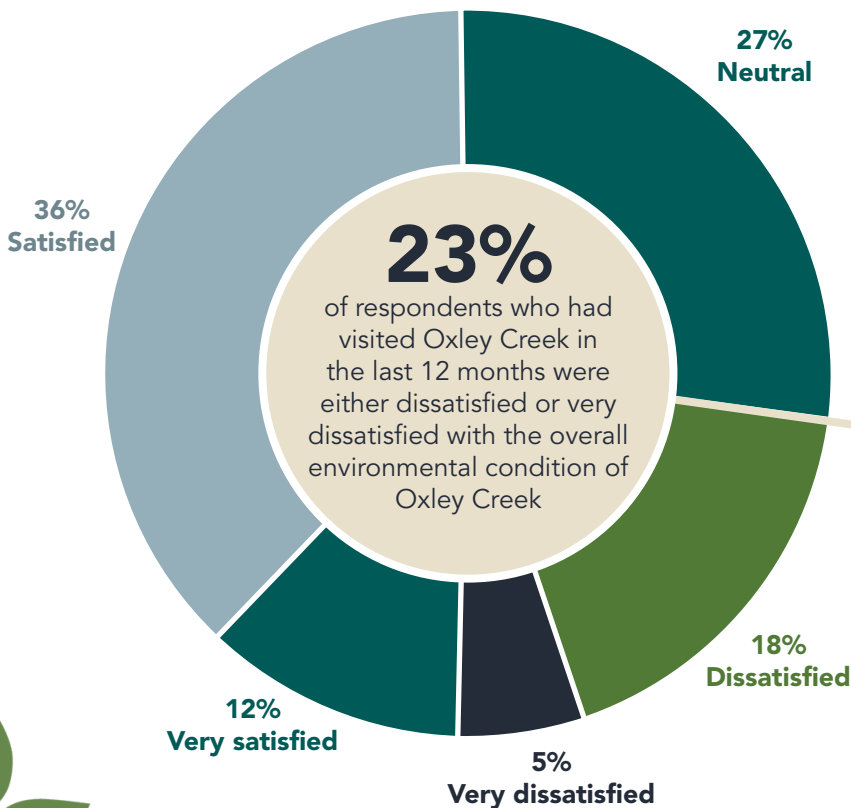
Similar to 2021, a number of respondents commented that safe active transport access to the Oxley Creek parkland corridor could be improved, with a key issue identified to be safety for cyclists and pedestrians along Sherwood Road and Bowhill Road.

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 ensuring tracks are wheelchair and pram-friendly, and more accessible for all abilities. A number of respondents also identified the limited car parking at the Archerfield Wetlands Discovery Trail.



Satisfaction with overall environmental condition of Oxley Creek



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

1. Impacts from flood events (pollution, loss of habitat, water quality)
2. Litter and illegal dumping
3. Water pollution
4. Weeds
5. Location of nearby industry
6. Overall appearance
7. Illegal fishing

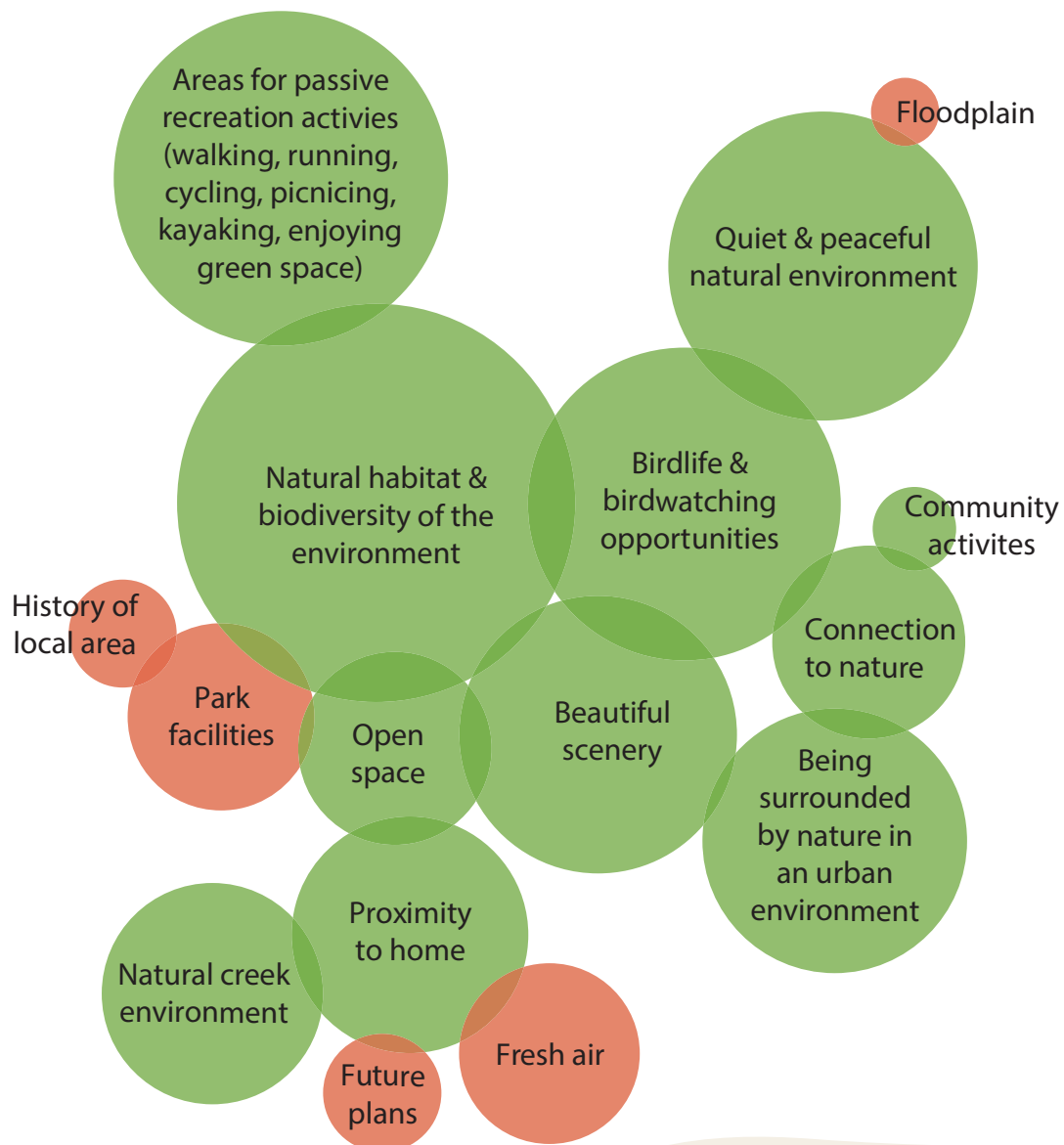
Impacts from flood events was identified as a new area of concern since the 2021 survey, due to the occurrence of flooding in the Oxley Creek catchment and wider Brisbane area in February/March 2022.

Most-valued aspects of Oxley Creek

Of the respondents who had visited Oxley Creek in the last 12 months, over **410** individual responses were provided to the question “**what do you value most about Oxley Creek?**” The most common themes included:

 **2022 values (matching values identified in 2021)**

 **New values identified in 2022 responses**



Over 60% of respondents (who had visited Oxley Creek in the past 12 months) agreed or strongly agreed that the Oxley Creek corridor has interesting features with lots to explore and discover.



"What do you value most about Oxley Creek?"

Having a piece of wilderness in an otherwise suburban location. Being able to find peace of mind and green space 10 mins from home. It's just pretty great.

That it's now accessible to us, it's beautiful and was needed for the area.

Peaceful yet so close to the city.

Just the sheer value it brings to the community and the wildlife!

The abundance of bird life and tranquility.

It's Inner Brisbane location and POTENTIAL to be something special for the people of Brisbane.

I love the connection with nature and the adjoining waterways and billabong. I like the walking tracks.

Breathe fresh air and get close to nature.

The natural habitat and ecosystems. It is a wildlife refuge and corridor. One of the best locations for bird watching.

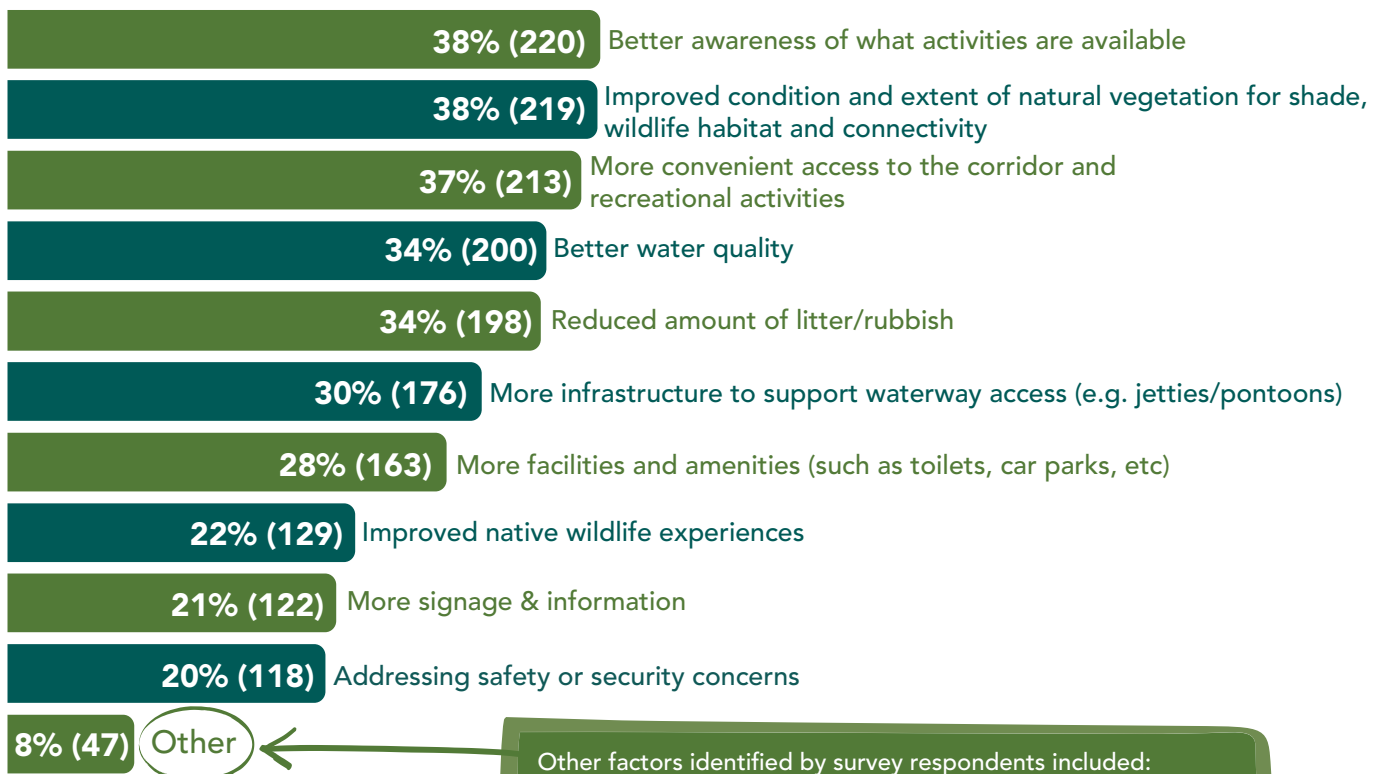
Ability to feel like you are in nature so close to the city!

The natural beauty. The birds and wildlife that can live there. The connections to the First Nations Peoples. The parklands with children's playgrounds. The long walk ways that I can jog along or cycle or walk and be away from cars and buildings.

It's role to swell and protect us in big rain events. Big fig trees. It's winding nature.



Ways of improving & increasing usage of Oxley Creek



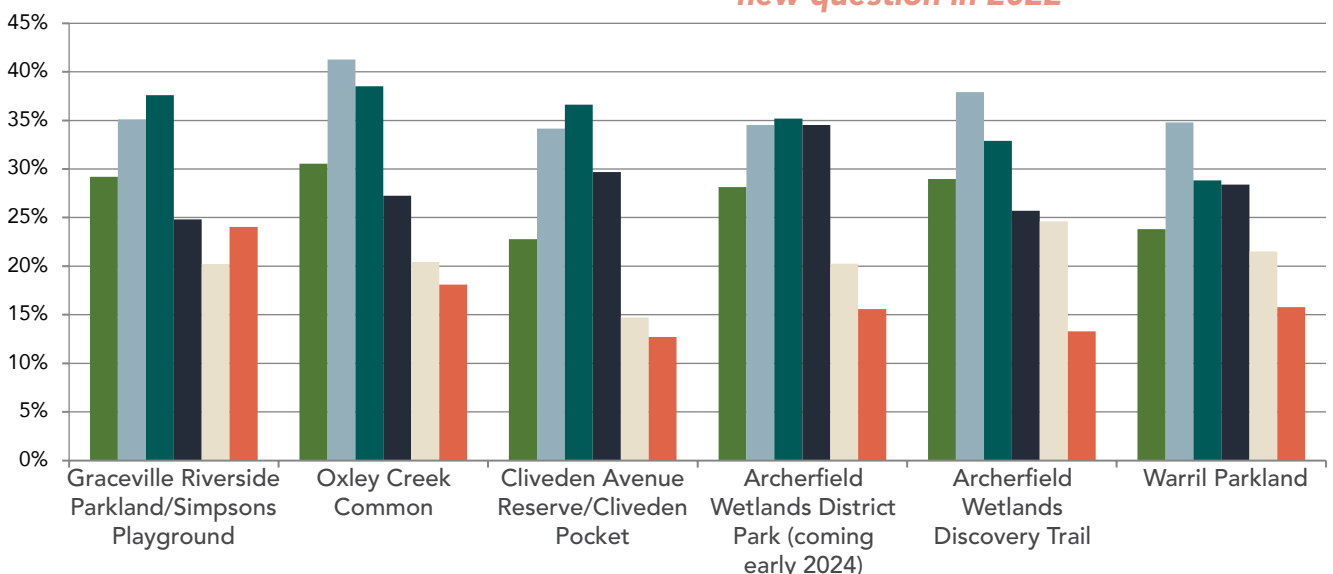
To note: The percentages displayed reflect that respondents were able to nominate multiple improvement ideas.


Other factors identified by survey respondents included:

- Bridges that provide links between the parklands
- Additional sport and recreational activities
- Safer access for active transport
- Improvement in public transport
- More detail on the local history, in particular traditional place names and significance of places to First Nations People
- Greater shade coverage
- Accessible via boat ramp.


Preferred activities and locations along Oxley Creek

* new question in 2022







Environmental activities (e.g. clean up days, tree planting)




Guided walks (e.g. bird/nature walks)




Fitness and well-being activities (e.g. group fitness classes)



Kids events (e.g. Junior Ranger-themed activities)



Seniors-focussed activities (e.g. fitness, bird/nature walks)



Gourmet food trucks / coffee carts

Over **372** 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 and areas you would like to be able to visit but are currently unable to). The most common themes provided within the responses were:



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

- Dedicated connected walking and bike paths to improve safety
- Public transport accessibility
- Safety
- Disability access
- Improved pathway condition

58 responses



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

38 responses



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

32 responses



Improvement in knowledge sharing, including interpretive signage (local history and information on native wildlife) and wayfinding signage (directional signage within parklands and how to reach other areas along Oxley Creek Corridor)

13 responses



Retaining the existing natural environment with minimal development disturbance

10 responses



More community activities, events and support for community-led organisation (e.g. volunteering, kid-friendly activities, clean-up days, parkrun)

10 responses



Greater awareness on the Oxley Creek Transformation project and further information on parklands and activities occurring

10 responses



Improved access to waterways (e.g. additional pontoons, canoe trail, improved jetty access)

8 responses



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

3 responses



Ensuring proper consultation and involvement with Traditional Owners

2 responses