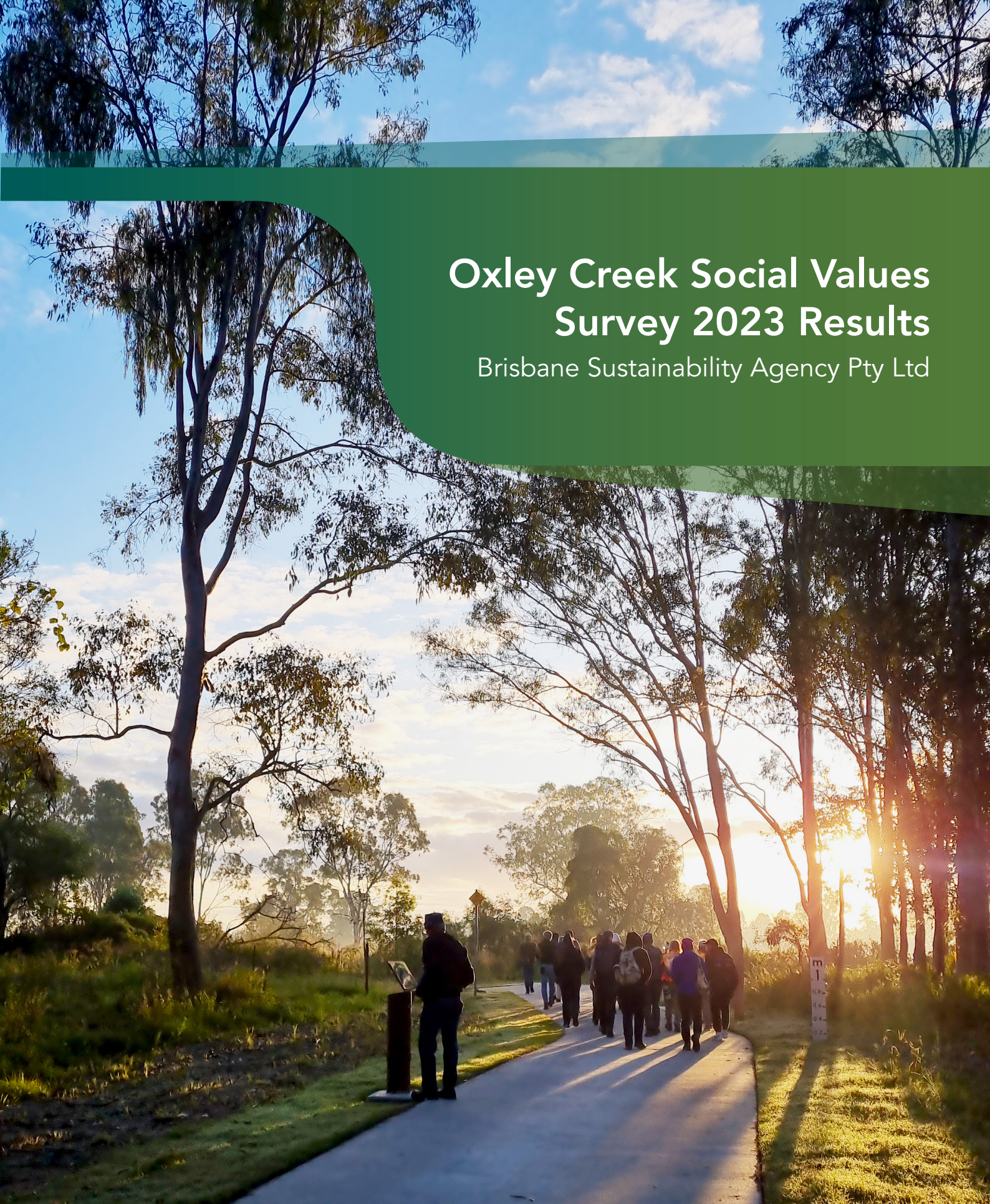


Oxley Creek Social Values Survey 2023 Results

Brisbane Sustainability Agency Pty Ltd



BRISBANE
Sustainability
AGENCY

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 an understanding of the value that the local community (residents and workers) and visitors place on the waterways and surrounding green open spaces within the Oxley Creek corridor.

Annual surveys have been undertaken since 2021 to assist in measuring and tracking the changes in how people use and value the Oxley Creek corridor over time. Where significant differences between results across the years were identified, they have been highlighted within this summary.

The target audience for the 2023 survey were members of the local community, both residents and businesses, as well as regional visitors.

The 2023 survey was open to the public for responses from 16 September 2023 to 26 November 2023.

Promotion of survey

Method	Result
Facebook advertising on Brisbane Sustainability Agency channel	13,868 people reached 120 engagements with posts 171 responses
Feature in Brisbane Sustainability Agency's Live for Less Newsletter (residential audience of 29k)	21 responses
Promotional signs (located at Graceville Riverside Parklands, Oxley Creek Common, Archerfield Wetlands Discovery Trail and Warril Parkland, Clivedon Pocket, Norma Crocker Park, Paradise Lakes)	57 responses
In-person events (Plantapalooza- 7 October 2023, Sherwood Community Festival- 18 November 2023)	55 responses
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

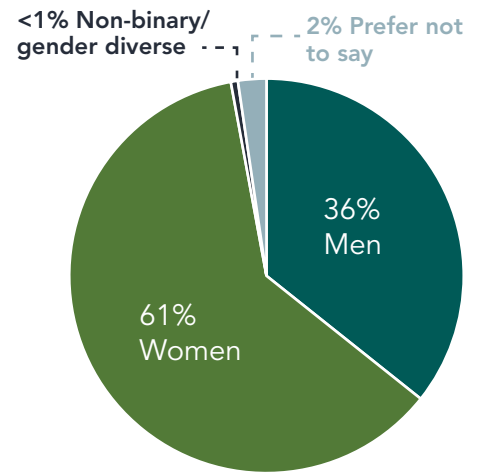
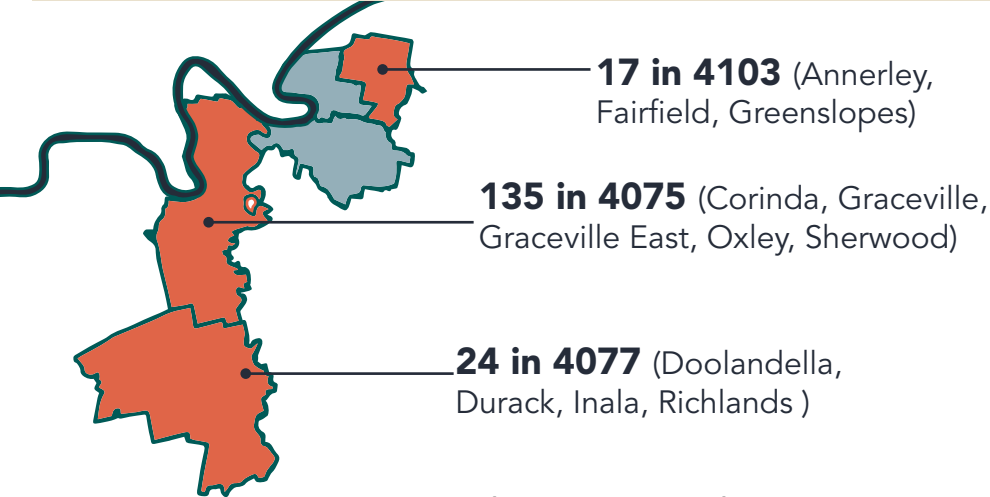
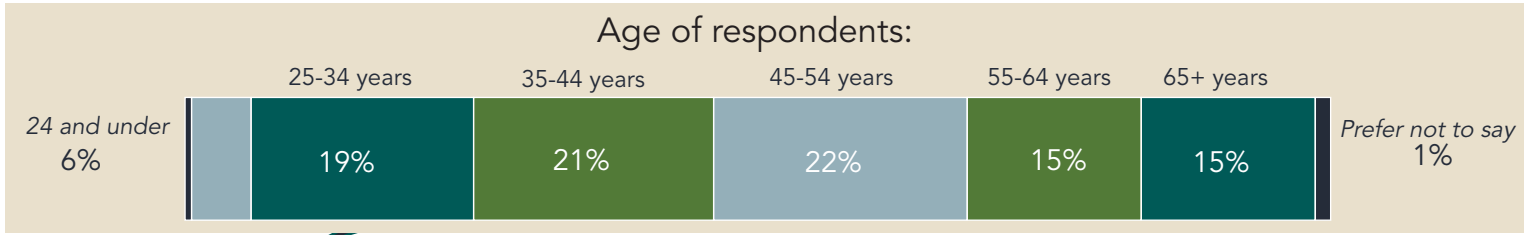
Respondent Profile

577 individual responses

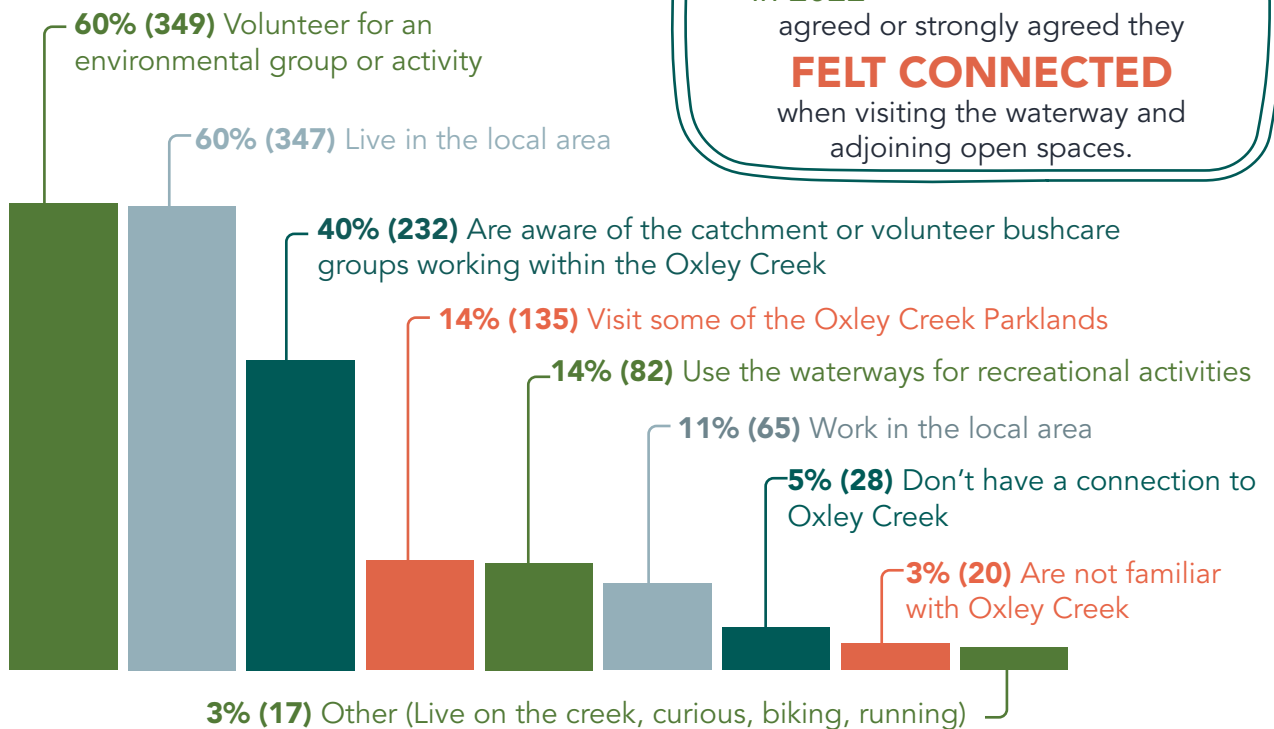
Compared to 615 in 2022 and 438 in 2021


73% of respondents had heard of the Oxley Creek Transformation Project and/or its priority projects

Compared to 86% in 2022 and 69% in 2021



Connection to the area



54% in 2022  **78%** in 2023

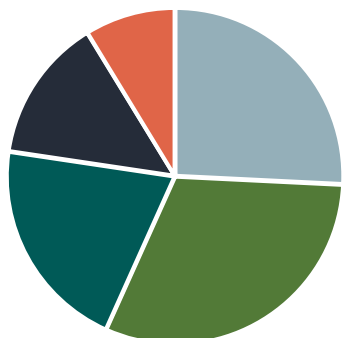
agreed or strongly agreed they **FELT CONNECTED** when visiting the waterway and adjoining open spaces.

Visiting Oxley Creek

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

Frequency of visits

77% of respondents had visited Oxley Creek in the past 12 months, of which:

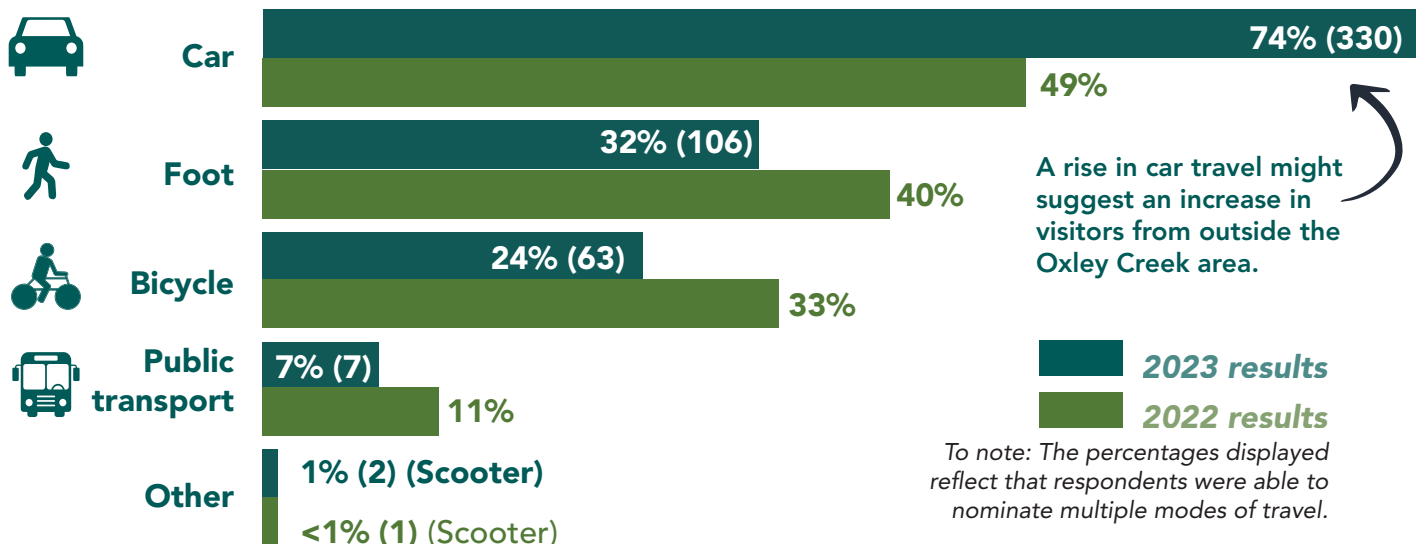


- 31%** visited at least monthly
- 26%** visited at least weekly
- 21%** visited every three months
- 14%** visited every six months
- 9%** visited once a year

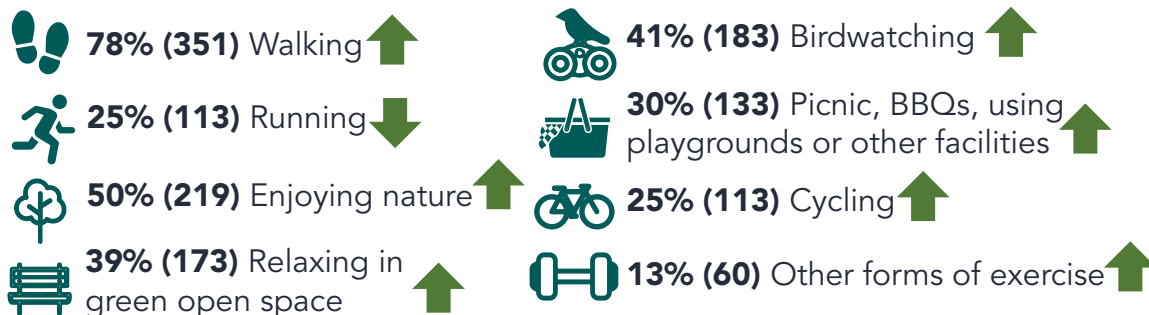
87% of respondents who had visited Oxley Creek within the past 12 months, agreed that they would like to visit/use Oxley Creek more often.

Compared to 58% in 2022 and 89% in 2021

How people travel to Oxley Creek



Most common activities undertaken



Birdwatching DOUBLED in 2023

*compared to 2022

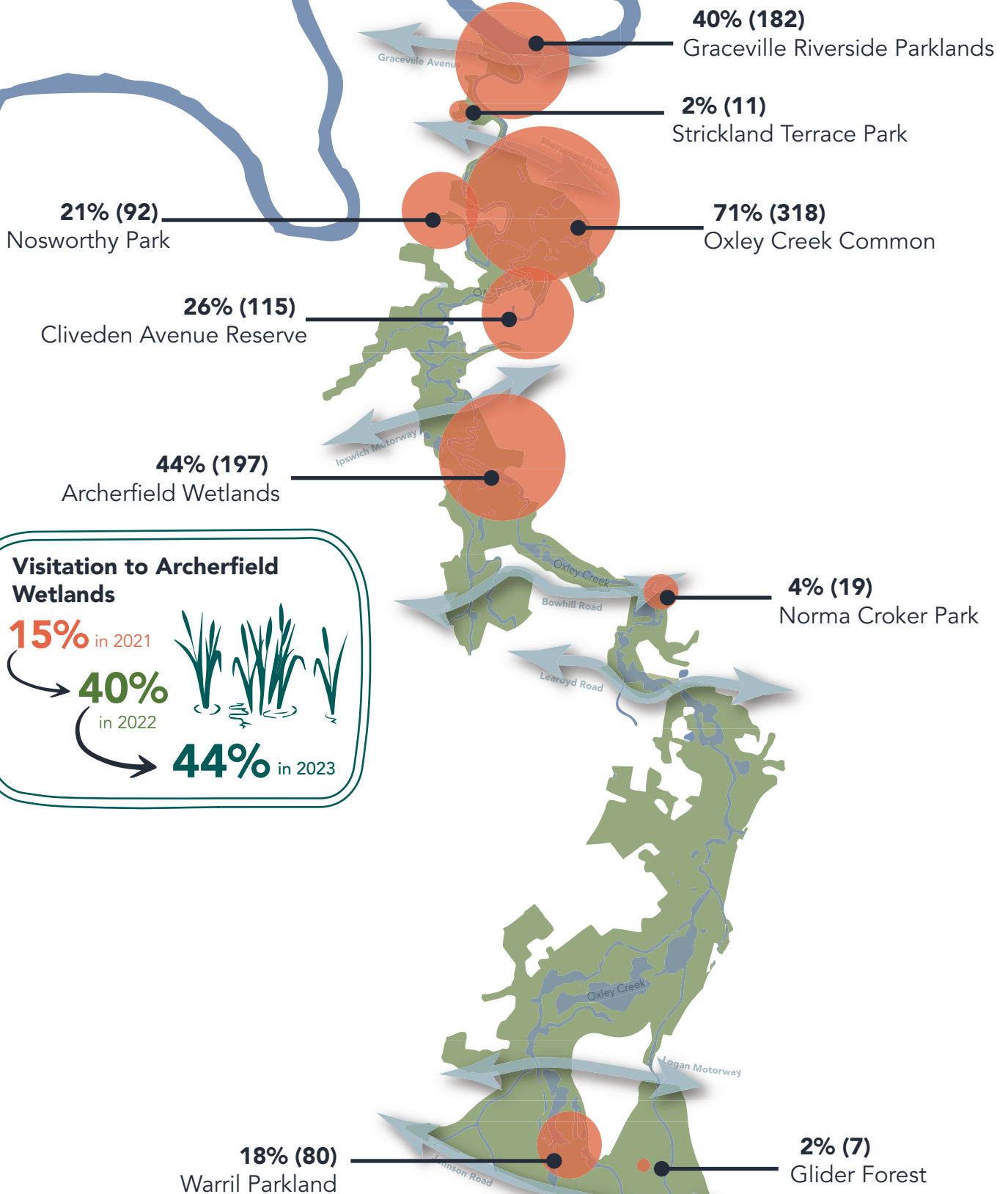
Other activities mentioned by respondents included events, geocaching, walking dog, photography and bushcare.

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

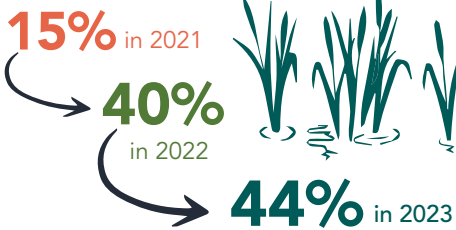
- ↑ Indicates a rise in activity since 2022
- ↓ Indicates a decline in activity since 2022

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.



Visitation to Archerfield Wetlands



Satisfaction with ability to access Oxley Creek

Keys themes for accessibility improvements identified in 2023

Connectivity

Reduce reliance on access to Oxley Creek by car, with public transport as well as more walking, cycling and footbridge options.

More specifically, connections between the following were mentioned:

- Graceville via Archerfield Wetlands and Pallara to Warril Parkland
- Durack Common to Archerfield Wetlands
- Oxley Creek Common to Corinda.

Shade

Increase tree cover along the corridor, including the Archerfield Wetlands Discovery Trail.

Place Awareness

- Leverage Oxley Creek's opportunities to the community
- Improve wayfinding by providing more signage and maps identifying the creek corridor connections.

Access for all Abilities

- Extend paved paths to accommodate for wheelchairs, prams and scooters along the creek.
- Ensure toilets and parking spaces accommodate wheelchairs.

Safer Active Transport

Key areas that were identified:

- Greenwood Lakes to Warril Parkland and Heathwood
- Bowhill Road
- Durack Common to Archerfield
- Sherwood Road to Oxley Creek Common
- Acacia Ridge to Oxley Creek.

River access

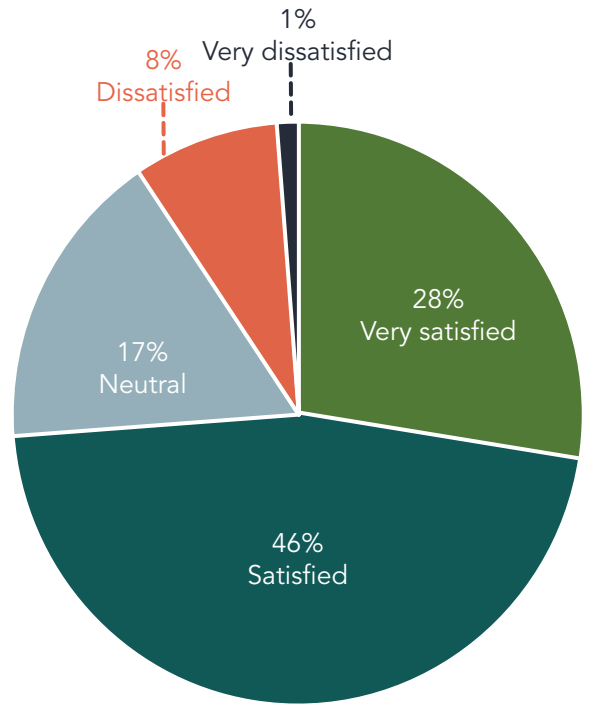
- Kayaking between Archerfield Wetlands and Warril Parkland
- Simpson's Playground pontoon.

Safety

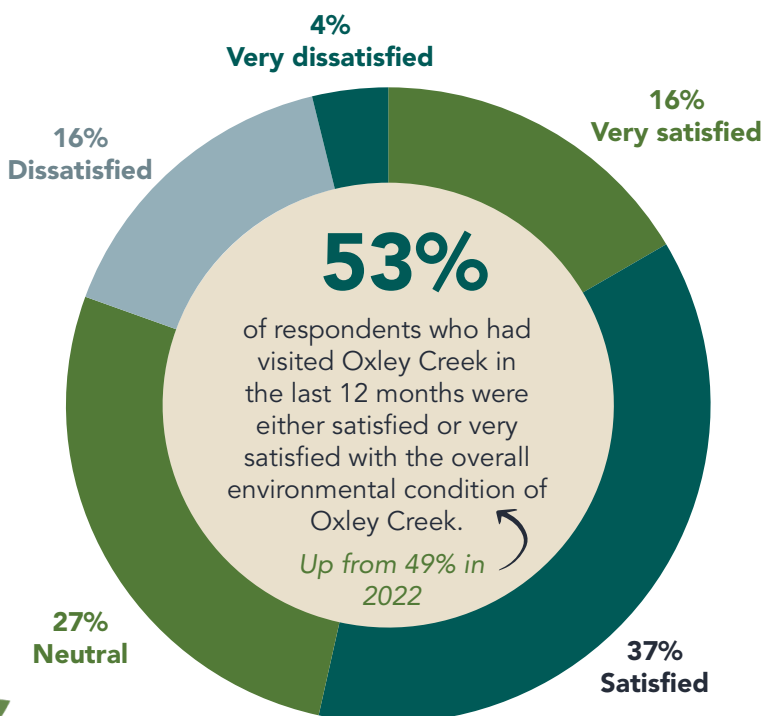
Create safe spaces for visitors with clear markings, designated cycle paths, maintained footpaths and where appropriate, provide lighting.

74% 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.

Compared to 54% in 2022



Satisfaction with overall environmental condition of Oxley Creek



Key areas of concern

regarding the environmental condition of Oxley Creek included:


1. Wildlife protection, habitat and connectivity
2. Water quality and pollution control
3. Invasive species and weed management
4. Riparian vegetation
5. Pollution and litter
6. Restoration of degraded areas.

Most-valued aspects of Oxley Creek

Of the respondents who had visited Oxley Creek in the last 12 months, 362 individual responses were provided to the question "what do you value most about Oxley Creek?" The most common themes included:

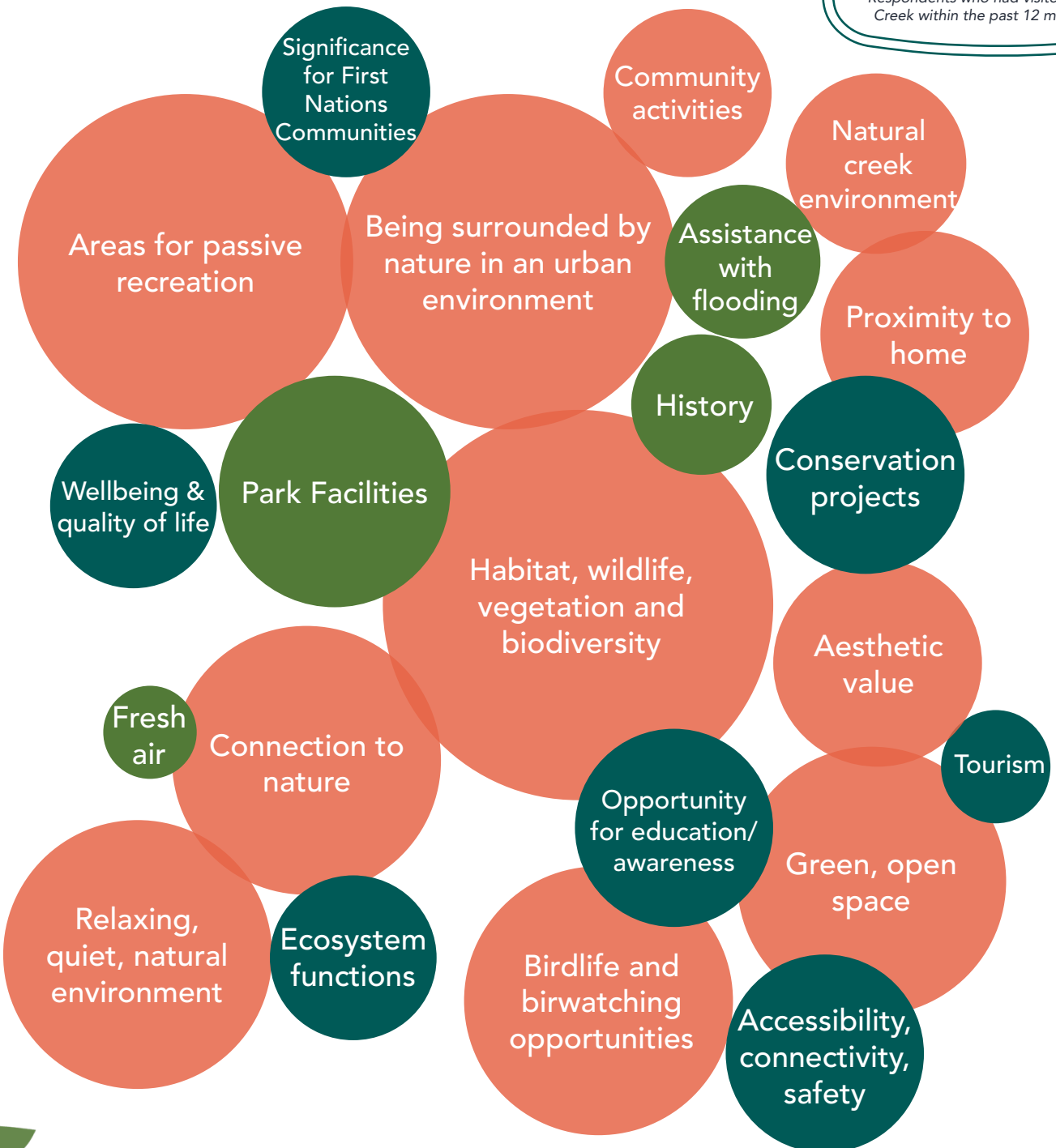
- 2021 values (identified in all surveys to date)
- Additional values identified in 2022 and 2023
- New values identified in 2023 responses

In 2022, **60%** agreed that Oxley Creek corridor has **interesting features** with **lots to explore and discover**,



increasing to **87%** in 2023.

*Respondents who had visited Oxley Creek within the past 12 months.



"What do you value most about Oxley Creek?"

The creek plays a crucial role in maintaining the health of the surrounding ecosystem, acting as a natural filter for water quality and supporting overall environmental balance.

A piece of beautiful nature right in my backyard.

Ability for long distance walking trails in nature.

It is an oasis: you feel like you are in the middle of the countryside, despite being surrounded by suburbs and businesses.

The peaceful and natural surroundings of Oxley Creek offer a soul-soothing experience that allows me to connect with nature and clear my mind.

I am looking forward to utilising the additional facilities under construction at Archerfield Wetlands, it's a wonderful development for the area.

The creek offers educational opportunities for schools and organisations to learn about local ecosystems, sustainability, and conservation efforts.

Oxley Creek plays a crucial role in flood mitigation, helping to manage stormwater and reduce the risk of flooding in the surrounding areas.

Safe place for walking or riding a bike in nature.

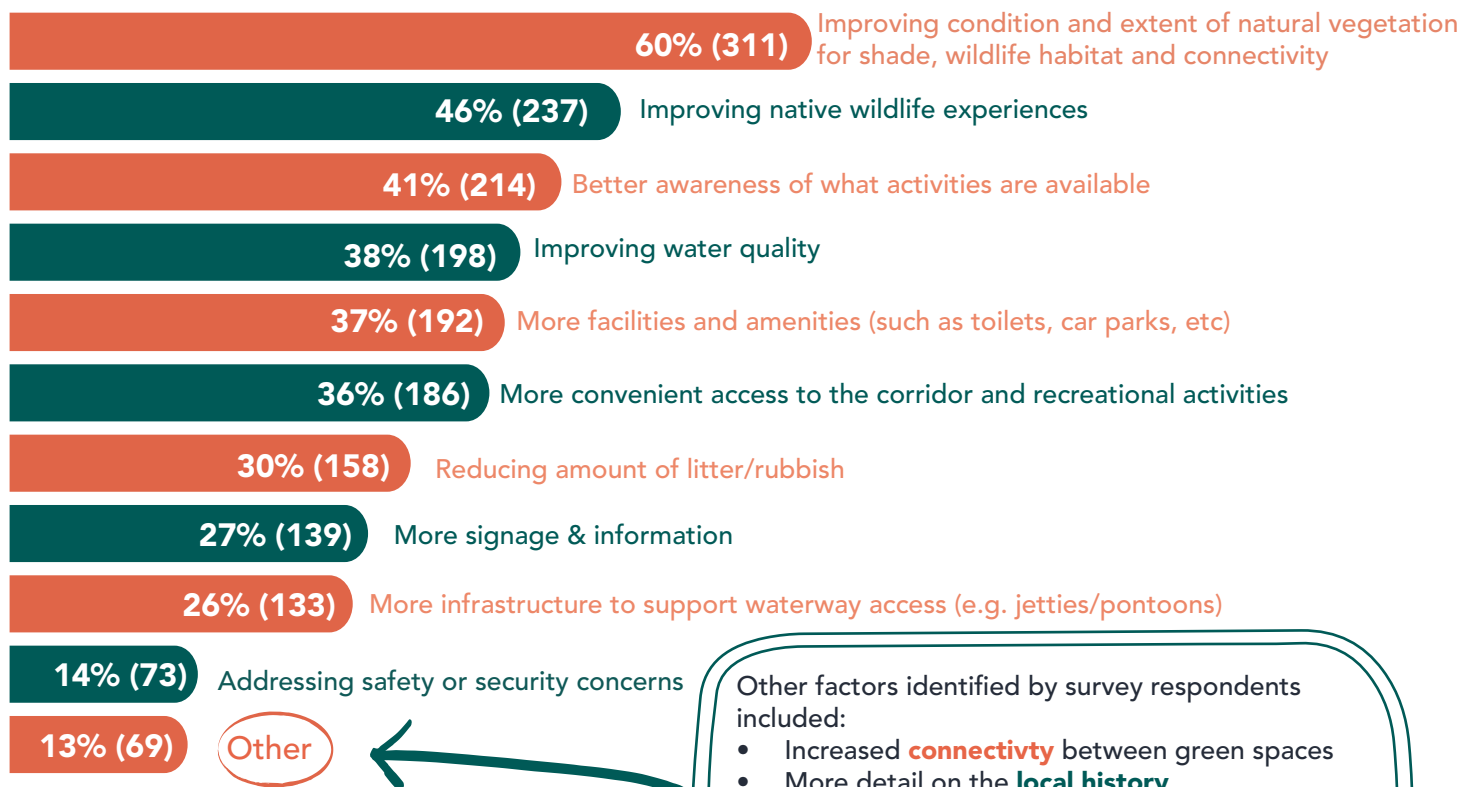
The creek holds cultural significance for the local indigenous communities, representing their connection to the land and providing a space for cultural activities and storytelling.

Exploring all the bush walks and board walks. My kids also love the nature play opportunities.

The birdlife and wildlife are exceptional. I really value having such a remarkable space to take my children to.

I can see the efforts put into revegetation works and gradual weed control.

Ways of improving & increasing usage of Oxley Creek

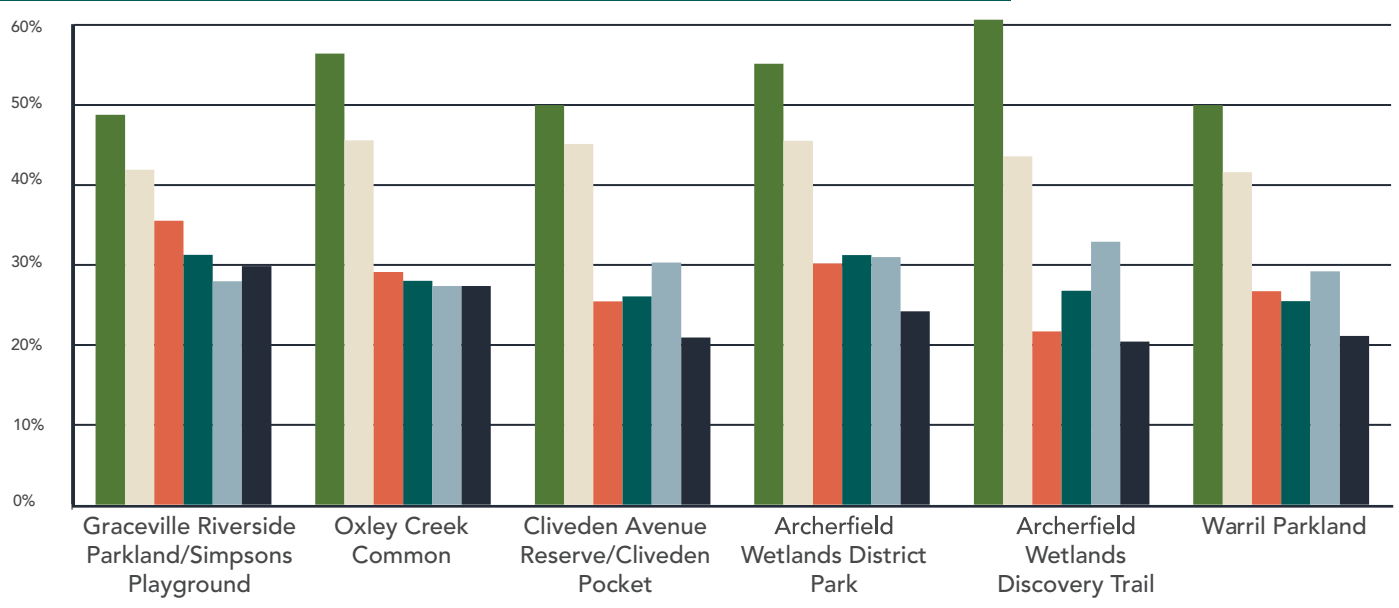


Other factors identified by survey respondents included:

- Increased **connectivity** between green spaces
- More detail on the **local history**
- Improved **public transport**
- Provision and maintenance of garbage **bins**
- Increased **shade** at playgrounds and across the corridor
- Leaving the area "as is" and **reducing development** and activities.

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

Preferred activities and locations along Oxley Creek



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

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

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

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

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

Gourmet food trucks/coffee carts

255 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:

