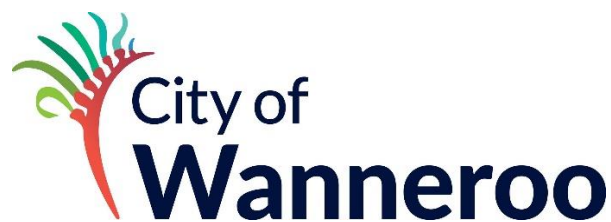




City of Wanneroo
Quinns Rocks Caravan Park Redevelopment
Community Engagement
Key Findings Report



Prepared for



May/June 2023

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Project Overview

The City of Wanneroo (City) is exploring options to reactivate the former Quinns Rocks Caravan Park site. The site is owned in freehold by the City and is located on a 1.9ha portion of land at Lot 211 (2) Quinns Road, Mindarie (shaded yellow in the map to the right).

The former caravan park was formally closed and decommissioned in 2014. The site has been vacant since that time, other than an area used for temporary parking (originally, while the Quinns Mindarie Community Centre was under construction and, since that time, during peak summer periods for overflow carparking).

Following the caravan park closure, the City has explored the potential for tourism accommodation at the site.¹ In November 2012, Council had resolved to continue to operate the Quinns Rocks Caravan Park site, which prompted investigations on development scenarios. The City's investigations included [flora, fauna and coastal mapping studies](#), and discussions with relevant State Government agencies, between 2014 and 2017.

The [City's Economic Development Strategy and Action Plan 2016-2021 \(Action Plan\)](#), which was adopted in 2016 by Council, reinforced the potential for redevelopment. The Action Plan identified the need for market research for potential tourism opportunities at the former caravan park site.

A business case process was initiated in 2017 to examine the feasibility of redeveloping the site for the purposes of tourism accommodation.

The business case explored three accommodation options including: 1) a family tourist park (traditional tourist park offering caravan sites and affordable chalets); 2) an eco-retreat (a

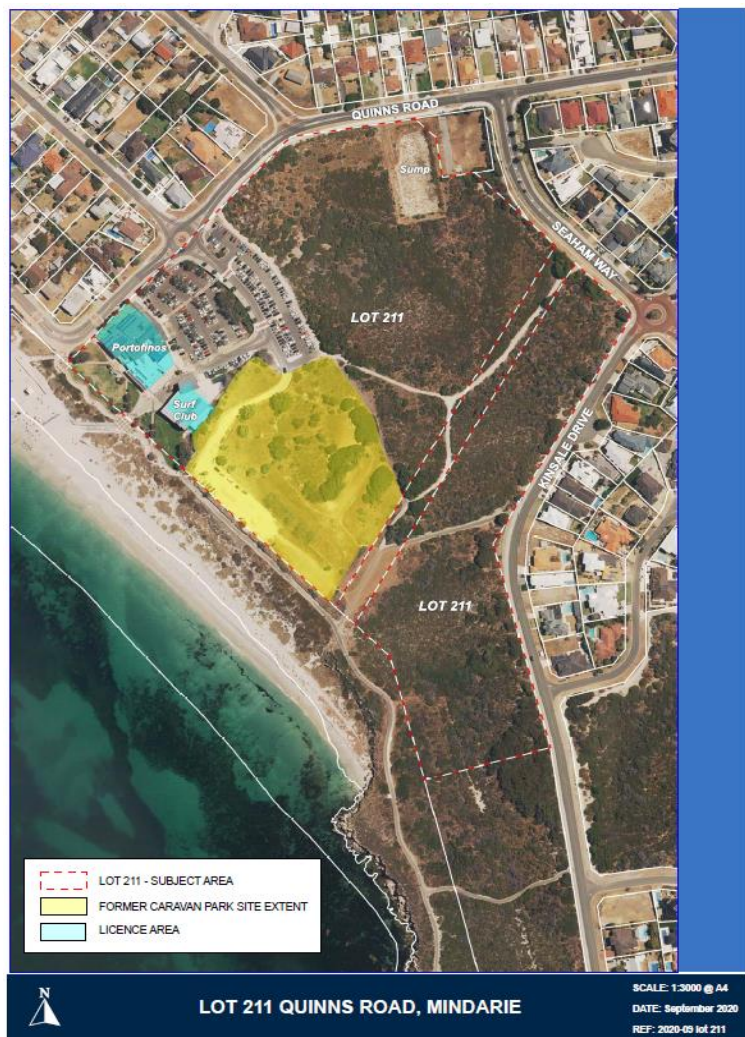


Figure 1: Former Quinns Park Caravan Park site

¹ View the project [Timeline](#).

boutique eco-tent experience also known as glamping); and 3) luxury units. The business case also noted the family tourist park and eco retreat options were the most viable development scenarios.

In 2021, the City conducted an Expression of Interest (EOI) process inviting submissions to fund, develop and operate the site under a ground lease.

Following the evaluation of EOI submissions, a report was presented to the [City's Ordinary Council Meeting on Tuesday, 12 July 2022](#). An eco-retreat submission for glamping style accommodation was considered the preferred proposal (herein referred to as the ecotourism development or ecotourism proposal). Council requested that stakeholder and community engagement be undertaken to obtain feedback on the proposal as well as collecting the community's alternative ideas and preferred use for the site.

Ecotourism Development

The proposed ecotourism development includes glamping style accommodation with approximately 30 short-term accommodation sites, a café, event space and lawn area. It includes:

- **Deluxe and family glamping** – deluxe units with steel frames and a canvas roof. Fully-furnished with power, air-conditioned and ensuite bathroom. Glass walls and solid entrance doors to the front as a wind barrier. Outside decking (to eliminate concrete slabs and reduce their footprint) with solar lights.
- **Outpost glamping** – 3x3m custom-built accommodation units. Air-conditioned and fitted with ensuite bathrooms.
- **Café** – a licensed café open to the public for breakfast and lunch and providing catering for events.
- **Event space** – versatile area for community events, business meetings and family celebrations.
- **Lawn area** – lawn area could be utilised for regular and one-off community activities such as fitness programs, sunset concerts and community events.
- **Reflection pool** – long, shallow children's paddling pool with an infinity edge.
- **Wheelchair access** – wheelchair access from the car park to the accommodation areas, event space and lawn area with some units providing accessible accommodation.
- **Service area** – reception for guests and visitors, site office and caretaker accommodation.

The project '[Your Say](#)' page includes more information on the project history and the proposal, such as a detailed [Questions & Answers document](#) and prior [flora and fauna reports](#). Background information was also provided in previous reports to Council, including the reports in [September 2020 and July 2022](#).

Stakeholder and Community Engagement

Between December 2022 and March 2023, two phases of stakeholder and community engagement were undertaken to enable residents, ratepayers and businesses within the City of Wanneroo to learn about the proposal and provide feedback. The engagement process aimed to:

- Inform the community of the project and the ecotourism, café and events space proposal;
- Understand stakeholder and community views on the proposal; and
- Explore alternative ideas for the site.

The development and scope of the engagement process involved the [Quinns Rocks Caravan Park Re-development Councillor Working Group](#), with briefings provided to Working Group members and Council Members during the engagement period.

The City also engaged with the proponent of the redevelopment proposal to provide information on the community engagement process and feedback and obtain information as required.

The community engagement approach was undertaken in two phases:

Phase 1 – Information sharing and preliminary key stakeholder engagement (Dec 2022 to early Feb 2023)

The first phase of the engagement process focused on raising community awareness of the project and upcoming engagement opportunities.

Meetings were held with key stakeholders and a random selection of City of Wanneroo residents and ratepayers, via:

- 17 in person interviews with key stakeholders and two via email / phone.
- Two focus group discussions with 13 randomly selected residents and ratepayers from the City of Wanneroo.

Phase 2 – Community engagement (mid Feb to late Mar 2023)

The second phase involved actively engaging and consulting with the broader community and obtaining feedback from residents, ratepayers and businesses from the City of Wanneroo.

The engagement activities included:

- A community drop-in session with over 50 attendees.
- A community survey using two sampling methods:
 - A market research sample with a random selection of City residents and ratepayers conducted by Thinkfield, an independent market research company. The market research sample involved 426 randomly selected residents and ratepayers.

- An open sample that City of Wanneroo residents and ratepayers could complete online via the Your Say project webpage or using a paper copy. The open survey had 1006 responses.
- Across both sampling methods, the survey data was split according to residential proximity to the site, so that the views and opinions of residents in the immediate site area (Central West Ward) could be compared with residents in the broader area (other wards).
- Local young people aged 14 – 16 were engaged using targeted methods, including printed copies of the community survey. The City's Youth officers promoted the survey at local Youth Centres and distributed postcards outlining how young people could participate in the engagement.

A range of communications was used throughout the engagement process to inform the community about the proposed concept including signage at the site, postcards, posters and letters to surrounding residents, emails and social media. The [City's website](#) was regularly updated during the different phases of the engagement and included links to an information brochure, and a [Question and Answer document](#) (see Appendix A for more information).

Quinns Rocks Caravan Park Site Community Engagement Overview

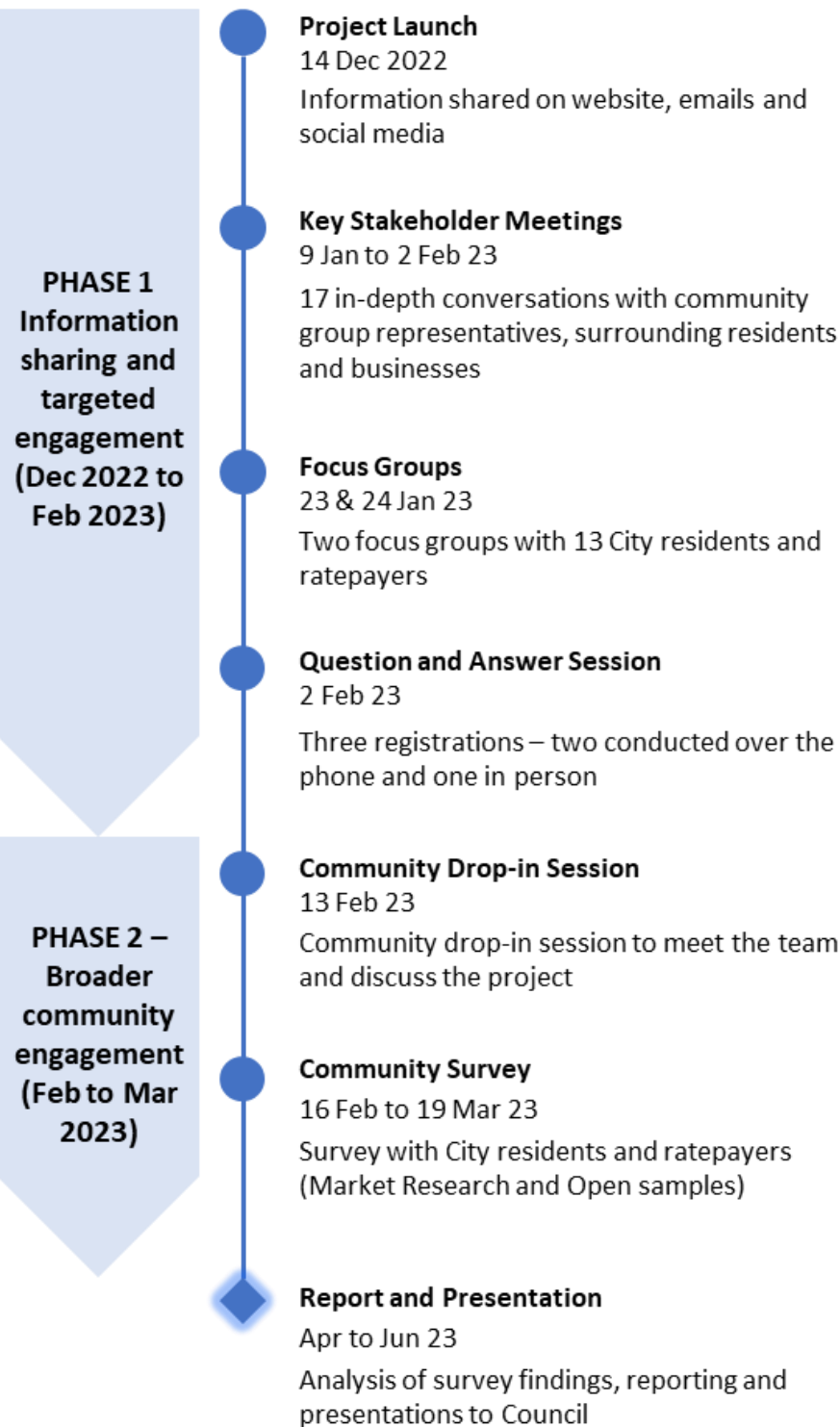


Figure 2: Community Engagement Process

Key Findings

Multiple engagement activities were undertaken to obtain stakeholder and community feedback, including: in person stakeholder meetings, focus group discussions, a community drop-in session, general online feedback and the community survey (including a market research sample and open sample).

Overall sentiments toward the ecotourism development were varied with some stakeholders supporting, some opposing and a smaller proportion neutral or indifferent. Levels of support varied depending on the engagement activity:

- Stakeholder interviews show divided support (approximately half support and half oppose).
- Focus groups and the market research sample of the community survey show majority support.
- Community drop-in sessions and the open survey results identified majority opposition, particularly in the Central West Ward.

The following subsections summarise the key findings as they relate to each specific engagement activity.

Stakeholder meetings

In January and February 2023, a total of 19 stakeholders were engaged to obtain feedback about the ecotourism development and preferred use for the site. 17 in person meetings were held with local residents, community group representatives, local businesses and industry representatives. Two stakeholders provided feedback via phone and email. A snapshot of the main findings from the stakeholder meetings is detailed below.

Snapshot of stakeholder meeting findings

Participants' reasons for supporting the ecotourism proposal included:

- Addresses previous community feedback – the ecotourism proposal had responded to community feedback to contain the development to the existing caravan park site and not encroach on the surrounding bushland.
- Provides tourism accommodation – modern and unique concept, eco-friendly design, provides needed accommodation in the area and would bring tourists to the region.
- Revenue – generates revenue for the City.
- Economic development – positive impact on economic development in the area.

Participants' reasons for opposing the ecotourism proposal included:

- Parking – insufficient parking in the area.

- Exclusive – rare coastal land that could be used for public purposes is closed off to the public.
- Impact on the Quinns Mindarie Surf Life Saving Club (QMSLSC) – restrictions on future expansion of the Club and conflicting land uses (e.g. nippers and tractors with visitors at the site).
- Unaffordable – considered too expensive and not family friendly accommodation (prefer caravans).
- Financial integrity and viability – concerns regarding financial integrity of proponent and viability of the business.
- Negative economic impact – may detract from existing businesses in area. The demand for another event space and café at the site were also questioned given that there are already venues that offer these services at the site.
- Impacts to immediate residents – impacts on immediate residents from the development such as noise and traffic.
- Bushland – potential future encroachment and impacts on surrounding bushland.

A small number of participants were neutral or indifferent to the proposal, stating that they did not mind what happened at the site so long as the development is contained to the original footprint of the former caravan park site, has minimal impacts on views and noise and generates revenue for the City.

Several opportunities and challenges associated with the proposal were raised by participants. Opportunities and challenges that were raised by multiple people who were supportive, neutral and opposed to the ecotourism development are summarised below:

- Participants felt there were opportunities to improve the ecotourism development by increasing access to, and availability of facilities and amenities (e.g., BBQs, Cafes, Kiosks), increasing accommodation options and keeping prices affordable, ensuring the development is sustainable such as solar passive, adding playgrounds and sun protection, and rethinking the reflection pool to increase its utility and safety.
- Participants felt there were challenges that the ecotourism development needed to overcome, including long-term access to parking at the site, very windy conditions, affordability of the accommodation, public access to the space, impact on the surrounding bushland, impact on the potential future expansion of the QMSLSC, snakes and bushfire risk of the area, and traffic and noise impacts to the area.

Stakeholders varied in their preferred use for the site with some stakeholders preferring the ecotourism proposal and others preferring the site to be used for a community space, a proportion of the site allocated for the potential future expansion of the QMSLSC, overflow parking, or to be restored as bushland.

Focus group discussions

Two focus group discussions were held during the engagement period. The first session involved a random selection of seven residents from suburbs close to the site (Clarkson, Merriwa, Butler, Quinns Rocks and Mindarie). The second session involved six residents from suburbs outside the immediate area (Carramar, Marangaroo, Madeley, Pearsall, Alkimos and Girrawheen). A snapshot of the main findings from the focus groups is detailed below.

Snapshot of focus group discussions

Findings from the focus groups revealed general support for the ecotourism development by participants, who were randomly selected by Thinkfield Research, an independent market research company. The focus group that included residents closer to the site (i.e., focus group 1) all strongly supported or somewhat supported the proposal. The focus group that included residents further from the site (i.e., focus group 2) all somewhat supported or had neutral feelings regarding the proposal.

Participants from both groups supported the modern and unique concept, eco-friendly design, proximity, and increased tourism it would bring to the area. Many participants, particularly in focus group 1, felt the development would provide a unique accommodation experience for the area, meet the need for more accommodation options for visitors and facilitate increased travel to the area.

Despite overall support or indifference for the proposal in both groups, participants raised concerns about the limited privacy of the proposed accommodation (i.e., accommodation units were too close to each other), the functionality, safety and maintenance of the reflection pool, public access to the site, the perceived high cost of staying in the accommodation (i.e., too expensive), and the commercial viability of the development at Quinns Rocks (considered suburbia). Participants also discussed the potential negative impacts of noise, traffic and parking for immediate residents and users of the site, and the limited local amenities such as eateries and activities to service children and families staying at the accommodation.

Within both focus groups, participants held different views and opinions about commercialising the site. Some people preferred the site to be used for community purposes but were concerned about the costs and impacts on rates, whereas others preferred a private company to develop the site to avoid costs the public.

Community drop-in session

Over 50 local residents, ratepayers and QMSLSC members attended the community drop-in session on Monday 13 February 2023 at the Quinns Mindarie Community Centre. Of these, approximately 35 to 40 people participated in a round circle discussion.

Snapshot of community drop-in session

Findings from the community drop-in session revealed majority opposition to the ecotourism proposal. During the session, several concerns regarding the ecotourism proposal were raised and discussed. Specific concerns raised by attendees included:

- The community were frustrated that the business case and subsequent consultation did not consider other options apart from a tourism development, including leaving the site alone or developing it as a community space.
- The site is an iconic part of the beach and the last piece of land on the foreshore north of Mullaloo.
- Most of the community members in attendance prefer the site to be used as a community space similar to Mullaloo or Whitfords Nodes and include green space, community facilities such as BBQs, places to have picnics, an all-ages playground, shelter from the sun, etc. There could also be a bus turnaround area.
- The community would like to see some form of kiosk or café developed at the site (within the community space) that could generate revenue to subsidise the capital and maintenance cost of the community space.
- A few community members mentioned they could live with the proposal if they had to however, they want to ensure it does not encroach on the surrounding bushland, the parking is managed and there are no direct impacts on immediate residents.
- The community suggested that there could be a portion of the site dedicated to the City to run controlled events such as food trucks, summer concerts, etc. This could provide opportunities for the community to come together.
- The site should be designed in a way that recognises and celebrates the history of the site as a caravan park. For example, sun shelters in the shape of caravans.
- There are concerns about the financial viability of the proposed development. The community questioned the demand for ecotourism accommodation at Quinns Rocks and felt it will struggle financially.
- Community members believe that what is on offer to be shared with the community (the lawn space) is very small and inadequate compared to what could be utilised if the whole site was developed for community purposes.
- There are concerns about the noise and visual impacts of the development on local residents and the safety of the paddle pool.
- There is insufficient parking at the site at peak times and the development would further impact on this. There are also concerns that the development would increase the need for parking and that Council would decide to encroach on the surrounding bushland to create additional parking in future.
- The community want additional protections put in place to ensure the surrounding bushland is protected from future development / encroachment.
- There is a limited number of beaches with a swimmer's protection net, making Quinns Beach a very popular destination. The use of the site has increased dramatically and

will only increase. Need to consider the potential future expansion of the QMSLSC when determining what to do with the site.

Community survey

The Community Survey was conducted during the second phase of the community engagement process between 16 February and 19 March 2023. The survey was undertaken following an information sharing and awareness phase between December 2022 and January 2023 which sought to inform the community of the ecotourism development and explore alternative ideas for the former Quinns Rocks Caravan Park site. Refer to Appendix B for a hard copy version of the survey.

The survey was completed using two data collection methods involving:

- A market research sample with a random selection of 426 City of Wanneroo residents and ratepayers using face-to-face interviewing and an online community panel (196 from the Central West Ward where the site is located, and 230 from the other six council wards). The market research sample enables Council to understand the likely views of the population they represent with a survey error of +/- 4.7% at the 95% confidence level for the whole City of Wanneroo, +/- 7% for the Central West Ward and +/- 6.5% for all other wards.

The market research sample is a method of gaining insight into a population’s view on a particular topic, without needing to collect data from every person within the population. To do this, a random sample of the population, representative of the whole population is needed. Random sampling enables strong statistical inferences to be made about the whole group.

It should be noted that survey accuracy is a function of both the sample size and the distance that the survey results are from 50% (broadly, the further a survey estimate is from 50%, the more accurate it will be). Hence, while the exact confidence limits will vary according to the survey result itself, some broad tolerance limit guidelines have been quoted to provide a guide as to the accuracy of the survey results.

The survey error grid below shows the extent to which survey error varies from the “worst case” of a 50% estimate, to the “most confident” assessment of 10% of the sample (or 90%) expressing a particular view.

SURVEY PRECISION at 95% level of confidence	
	Sample of 426
50/50	± 4.7 %
60/40	± 4.65%
70/30	± 4.35 %
80/20	± 3.8 %
90/10	± 2.9 %

- An open sample to allow City of Wanneroo residents and ratepayers to complete the survey online via the Your Say project webpage or using a paper copy survey. The

open survey is likely to reflect the views of the community that are most interested and / or impacted by the project. Given their self-identified nature and that these were not a random sample of the population, it is not possible to generalise the findings of the open survey to the broader City of Wanneroo community. A total of 1006 people completed the open survey (742 from the Central West Ward and 264 from the other six council wards).

- For both the market research sample and the open sample, the data for the Central West Wards and Other Wards were weighted to better reflect the City of Wanneroo population. This is a common statistical method to address disparities in the participation level in a survey sample, which in the current case involved the locations of the sample groups. For example, in the market research sample, the Central West Ward was deliberately oversampled by Thinkfield (196 of the total 426 survey respondents) to enable confident assessment of the community attitude in that Ward, which is closest to the site location. If those numbers were added back to the Other Wards numbers to create a consolidated response for the whole City of Wanneroo, the Central West Ward would, if not weighted, disproportionately influence the overall findings.

The weighting only applies when quoting the total City of Wanneroo results. The results within each subgroup (Central West Ward and Other Wards) are not affected.

The table below shows the total number of responses for the Central West Ward and Other Wards (Ward Sample column), the percentage of the total for each of the Wards (Ward Sample Profile column), the actual population for each Ward extracted from the City of Wanneroo website (Ward Population column) and the Weight Applied to each Ward when combining the data to determine the City of Wanneroo results.

	Ward	Ward Sample	Ward Sample Profile	Ward Population %	Weight Applied
Market Research Sample	Central	40	9%	13%	1.44
	Central East	35	8%	16%	2.0
	Central West	196	46%	15%	0.33
	North	38	9%	16%	1.8
	North East	45	11%	12%	1.1
	South	35	8%	14%	1.8
	South West	37	9%	15%	1.7
Open Sample	Central West Ward	742	74%	15%	0.20
	Other Wards	264	26%	85%	3.3

Snapshot of community survey findings

Findings from the market research sample revealed support (70%) for the ecotourism development. Most respondents, regardless of their residential proximity to the site, felt the ecotourism development was their preference for the site.

This contrasts with the findings from the open sample, which showed approximately equal proportions of support and opposition to the ecotourism development overall (46% support, 48% oppose), and greater opposition in the Central West Ward (67% oppose vs 29% support).

Despite the varying levels of support, reasons provided for support or opposition were relatively consistent across the two sampling methods.

- Participants who supported the proposal valued the perceived financial benefits the proposal would bring to the region, the improvements it would offer to the community and surrounding landscape, and the modern and unique design and concept.
- Participants who opposed the proposal had concerns regarding the loss of an existing public space to a commercial developer, limited community access to the site, impacts on parking in the area, and the high cost of staying in the accommodation.

The survey data revealed several common opportunities and challenges associated with the proposal.

- Participants felt there were opportunities to improve the proposal, by adding specific features such as BBQ facilities, spaces that could be accessed by the community, public toilets, sustainable lighting, events, and food trucks.
- Participants felt there were challenges with the proposal, including that people would not frequent the ecotourism development, it was not the best use for the space, and that it would not bring tourists to the region. It is worth noting that these challenges were raised far more often in the open survey sample than the market research sample.

A breakdown of the Community Survey for each of the two samples is provided.

Market research sample

Demographics (Questions 1, 2 and 3)

The demographics for the market research sample is outlined in the tables below.

Age		
Under 16 years	0%	2
16 – 29 years	19%	51
30 – 39 years	26%	77
40 – 49 years	16%	87
50 – 59 years	16%	86
60 – 69 years	11%	58
70 or over years	12%	65
TOTAL	100%	426

Resident, ratepayer or business owner/manager in the City of Wanneroo?		
Yes, I'm a local resident / ratepayer	99%	419
Yes, I'm a local business owner / manager	3%	17
None of the above (exit survey)	0%	0
Unsure	1%	2
TOTAL	100%	426

Multiple answers permitted.

Gender		
Male	49%	188
Female	51%	238
Other	0%	0
TOTAL	100%	426

Optional.

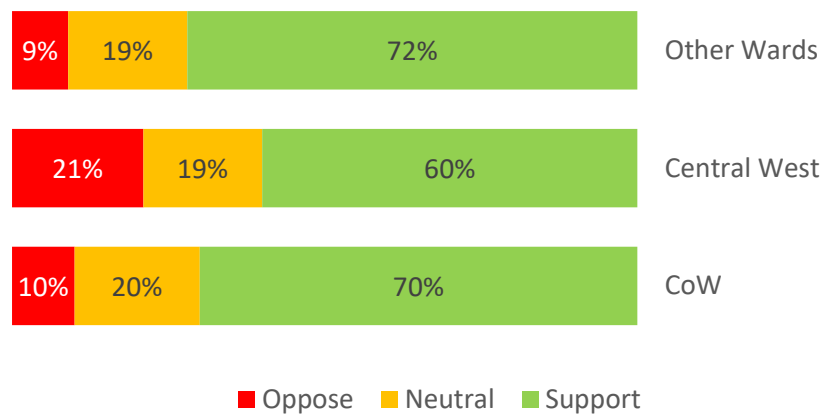
Feedback on ecotourism development

Level of Support or Opposition to the Ecotourism Development (Question 12 and 13)

Survey question 12: What are your overall feelings towards the Quinns Rocks Ecotourism Development proposal?

When asked to describe the level of support or opposition for the ecotourism development, most residents regardless of residential proximity to the site, supported the project (70% from the City of Wanneroo).

Most residents from the Central West Ward were supportive (60%), though a percentage of respondents were opposed to the project (21%). Residents from Other Wards were more supportive of the ecotourism development (72%), with comparatively fewer respondents opposed to the project (9%).



Survey question 13: Why do you [support / feel neutral towards / oppose] the proposal? Please provide as much detail as possible about potential issues and benefits.

Residents from both the Central West Ward and Other Wards provided similar reasons for their support, including:

- financial benefits for the region (Central West Ward – 41%, Other Wards – 32%),
- improved tourism and accommodation (Central West Wards – 24%, Other Wards – 33%),
- perceived benefits of glamping with low impact accommodation (Central West Ward – 13%, Other Wards – 22%), and
- improved facilities for locals (Central West Ward – 17%, Other Wards – 19%).

Residents from both the Central West Ward and Other Wards provided similar reasons for their opposition to the project, including:

- restricted community access to the site (Central West Ward – 67%, Other Wards – 42%),
- traffic concerns (Central West Ward – 22%, Other Wards – 10%), and
- desire for more permanent sites/caravans (Central West Ward – 7%, Other Wards – 24%).

Enhancements to the Ecotourism Development (Question 14)

Survey question 14: What enhancements, if any, could be made to improve the Quinns Rocks Ecotourism Development proposal?

When asked if they could suggest improvements that could be made to the proposal, roughly half of the surveyed residents from the Central West Ward (56%) and Other Wards (48%) did not offer a response or any suggestions.

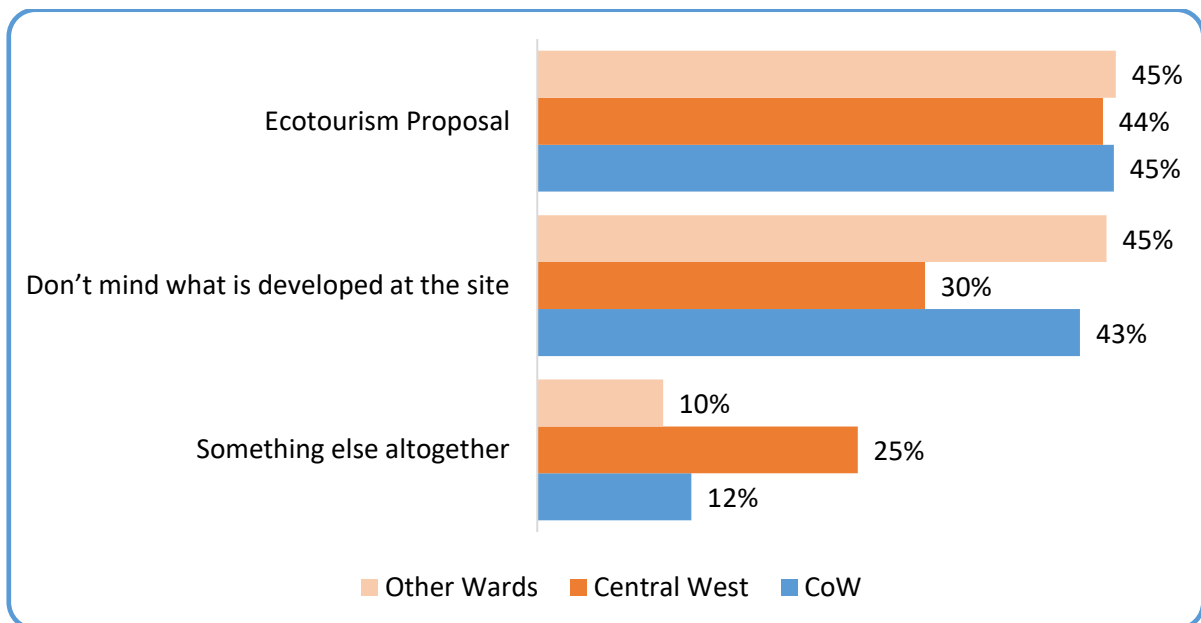
Of the residents who did make suggestions, members from the Central West Ward and Other Wards mostly agreed that the proposal might be improved by providing increased access to BBQ and recreational facilities on site (Central West Ward – 12%, Other Wards – 13%), and offering a wider range of accommodation options (Central West Ward – 8%, Other Ward – 8%).

Preference for Site Development (Question 15)

Survey question 15: Would you prefer the Quinns Rocks Ecotourism Development proposal to be developed at the site, something else altogether or you don't mind what is developed at the site?

<input type="checkbox"/>	Something else altogether
<input type="checkbox"/>	Ecotourism Development proposal
<input type="checkbox"/>	Don't mind what is developed at the site

When asked what their preference for the site was, about half of the respondents from the Central West Ward (44%) and Other Wards (45%) favoured the ecotourism development. About a third of the respondents from the Central West Ward (30%) and 45% of respondents in the Other Wards don't mind what is developed at the site. About a quarter of the Central West Ward (25%) and 10% from the Other Wards want something else altogether.



Feedback on alternative uses for the site

Alternatives to Ecotourism Development (Question 16)

SECTION 4: Preferred use of the site

Thank you for your feedback on the Quinns Rocks Ecotourism Development proposal. We would now like to explore other ideas you may have for how the site may be used.

If Council decides not to proceed with the proposal, the City will need to commence a process to decide on another use for the site. Currently no funding is allocated for this process which would need to consider the feasibility of any options on the site, the impact on surrounding environment and community, infrastructure and capital expenditure.

Survey question 16: What would be your preferred use of the site? (For example, the community has suggested a community Space with a kiosk or café could be developed at the site with BBQ's, shelters and green space, etc.)

When asked to consider alternative uses for the site, residents from the Central West Ward and Other Wards were consistent in favouring BBQ, playground and family-friendly facilities (Central West Ward – 27%, Other Wards – 35%), and a community venue and park (Central West Ward – 24%, Other Wards – 28%).

Several respondents from Other Wards identified kiosks, cafes and bars as desirable alternatives for the site (24%), though this view did not appear to be shared by respondents from the Central West Ward (8%).

Specific Features (Question 18)

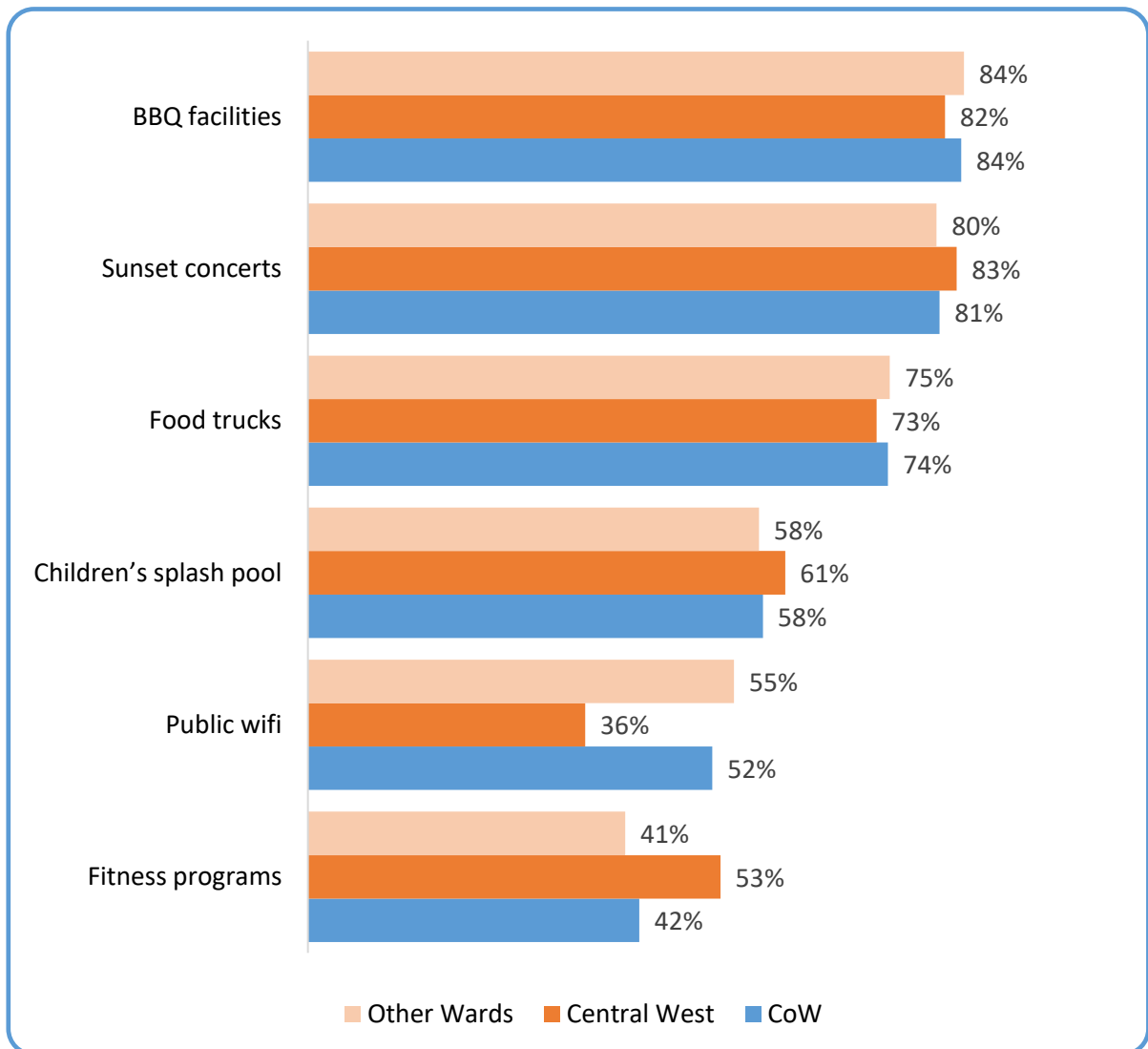
The proponent has indicated that public and community access to the café and lawn area will be encouraged. Also, the community has indicated that they would like the site to be used as a community space with community activities, events and facilities. To help us understand what the community would most like to see at the site, please answer the following questions.

Survey question 18: What community activities, events or facilities would you like to see on offer? (tick all that apply)

<input type="checkbox"/>	Fitness programs
<input type="checkbox"/>	Sunset concerts
<input type="checkbox"/>	Sheltered spaces
<input type="checkbox"/>	BBQ facilities
<input type="checkbox"/>	Public wifi
<input type="checkbox"/>	Food trucks
<input type="checkbox"/>	Other (please specify)

The desired features for the site were consistent across both residents from the Central West Ward and Other Wards. Notably, most residents wanted the site to include BBQ

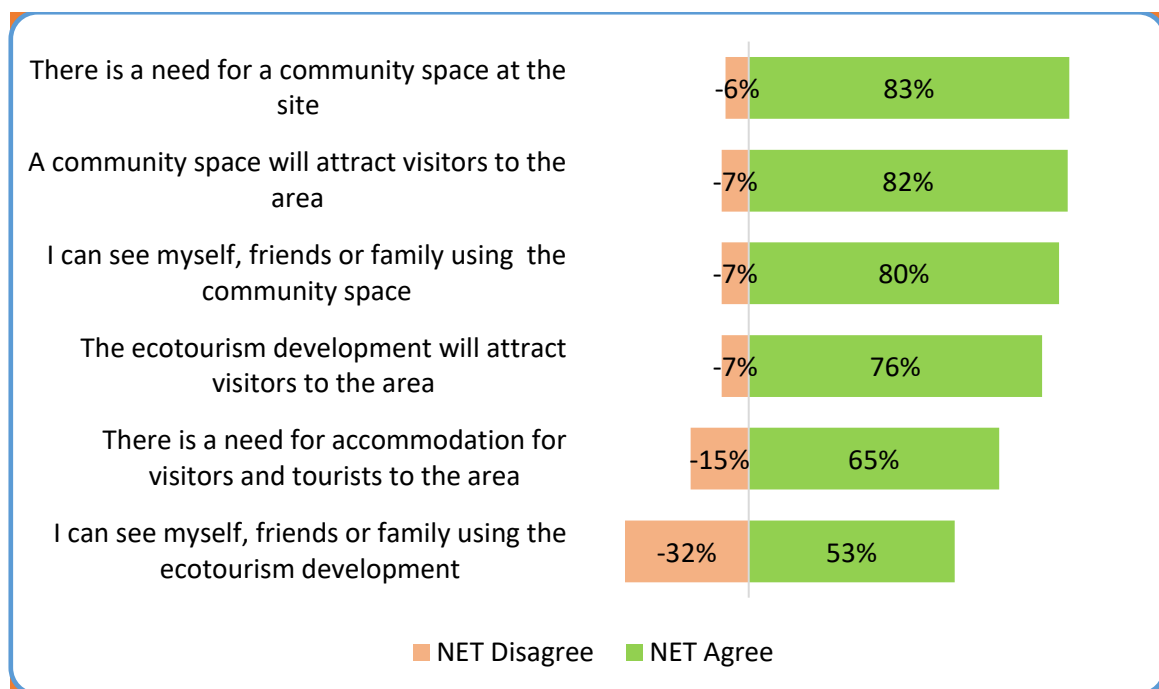
facilities (Central West Ward – 82%, Other Wards – 84%), sunset concerts (Central West Ward – 83%, Other Wards – 80%), food trucks (Central West Ward – 73%, Other Wards – 75%) and a splash pool for children (Central West Ward – 61%, Other Wards – 58%).



Overall attitudes (Question 19)

Survey question 19: To what extent do you agree or disagree with the following statements?					
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
There is a need for accommodation for visitors and tourists to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a need for a community space at the site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ecotourism development will attract visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A community space will attract visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can see myself or my friend or family staying at the ecotourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can see myself or my friends or family using the community space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When asked to agree or disagree with a series of statements about the needs of the region, most respondents agreed that there is a need for community space at the site (83%), that a community space would attract visitors (82%), that they would use the space if made available to the community (80%), that the ecotourism development would attract visitors (76%), that there is a need for accommodation in the area (65%) and that they or those known to them would use the ecotourism development (53%).

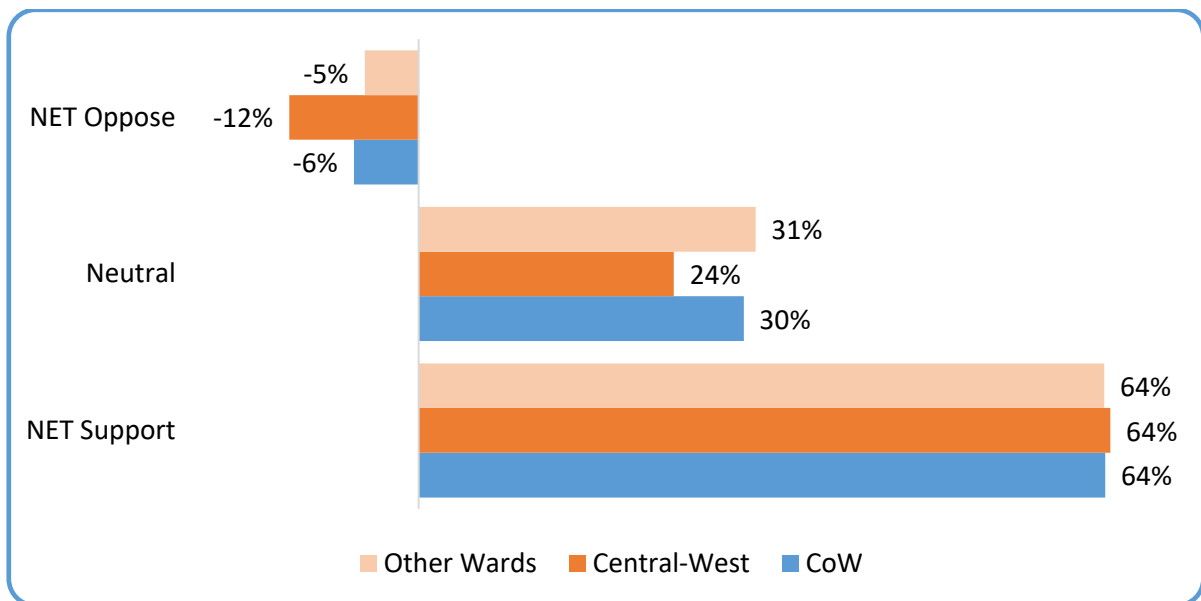


Public funding (Question 20)

Survey question 20: To what extent do you support any alternative uses such as a community space being publicly funded?

Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Regardless of residential proximity to the site, most respondents supported the notion of a publicly funded alternative to the ecotourism development (64%). Interestingly, residents from Central West Ward were more likely to oppose community funding for the space (12%) than residents from Other Wards (5%).



Open sample

Demographics (Questions 1, 2 and 3)

The demographics for the open sample is outlined in the tables below.

Age		
Under 16 years	1%	7
16 – 29 years	15%	77
30 – 39 years	29%	157
40 – 49 years	19%	256
50 – 59 years	19%	280
60 – 69 years	11%	155
70 or over years	6%	74
TOTAL	100%	1006

Resident, ratepayer or business owner/manager in the City of Wanneroo		
Yes, I'm a local resident / ratepayer	99%	999
Yes, I'm a local business owner / manager	5%	41
None of the above (exit survey)	0%	0
Unsure	0%	3
TOTAL	100%	1006

Multiple answers permitted.

Gender		
Male	49%	393
Female	51%	610
Other	0%	3
TOTAL	100%	1006

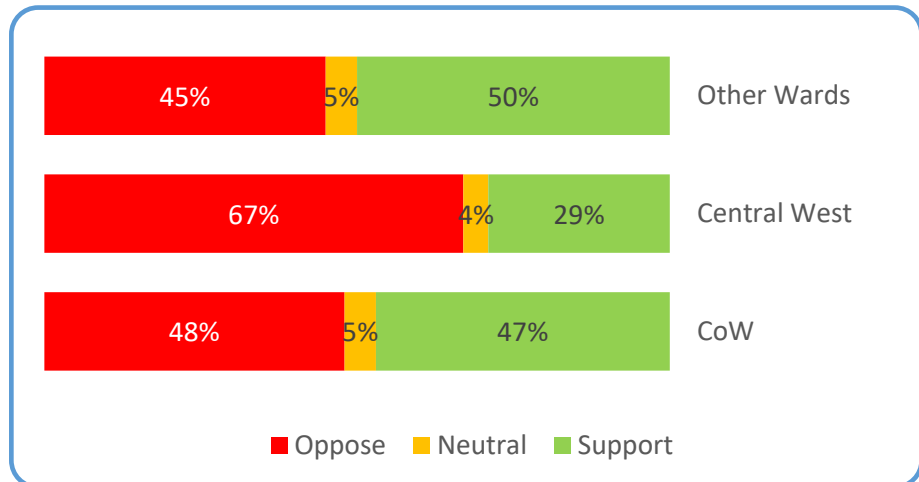
Optional

Feedback on ecotourism development

Level of Support or Opposition to the Ecotourism Development (Question 12 and 13)

Survey question 12: What are your overall feelings towards the Quinns Rocks Ecotourism Development proposal?

When asked to describe their support or opposition for the ecotourism development, residents had mixed feelings. Most residents from the Central West Ward were opposed to the project (67%), and just under a third of respondents supported it (29%). Residents from Other Wards were split with 50% supportive and 45% opposed. Residents from CoW were split with 48% supportive and 5% opposed.



Survey question 13: Why do you [support / feel neutral towards / oppose] the proposal? Please provide as much detail as possible about potential issues and benefits.

Residents from both the Central West Ward and Other Wards provided similar reasons for their support, including:

- perceived financial benefits for the region (Central West Ward – 42%, Other Wards – 48%),
- improvements to the community and maintenance of the land (Central West Ward – 47%, Other Wards – 36%), and
- satisfaction with the proposed accommodation and site design (Central West Ward – 31%, Other Wards – 37%).

Residents from both the Central West Ward and Other Wards provided similar reasons for their opposition to the project, including:

- that the site should be opened up for community access (Central West Ward – 47%, Other Wards – 37%),
- the site should be kept for community access (Central West Ward – 38%, Other Wards – 34%), and
- the cost and exclusivity of the accommodation was prohibitive (Central West Ward – 38%, Other Wards – 31%).

Enhancements to the Ecotourism Development (Question 14)

Survey question 14: What enhancements, if any, could be made to improve the Quinns Rocks Ecotourism Development proposal?

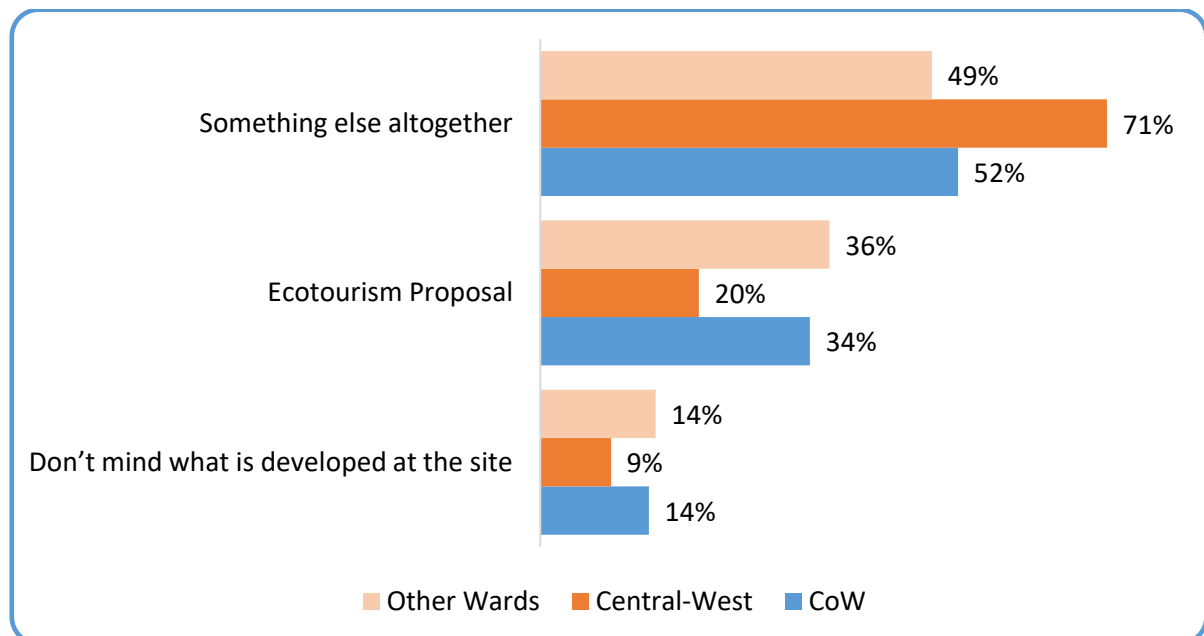
When asked if they could suggest improvements to the proposal, the most popular suggestion was to not move forward with the project (Central West Ward – 35%, Other Wards – 21%). Respondents who offered suggestions as to how the proposal might move forward and improve, mostly agreed that the proponent could provide increased access to BBQ, recreational, and family-friendly facilities on site (Central West Ward – 24%, Other Wards – 17%), and offer improved outdoor lighting (solar) and public toilet access (Central West Ward – 20%, Other Wards – 16%). About a fifth of the respondents in each group did not provide any suggestions or respond to the question (12% and 16% respectively).

Preference for Site Development (Question 15)

Survey question 15: Would you prefer the Quinns Rocks Ecotourism Development proposal to be developed at the site, something else altogether or you don't mind what is developed at the site?

<input type="checkbox"/>	Something else altogether
<input type="checkbox"/>	Ecotourism Development proposal
<input type="checkbox"/>	Don't mind what is developed at the site

When asked what their preference for the site was, most respondents from Central West (71%) and Other Wards (49%) stated they would prefer something other than the ecotourism development. Of the remaining respondents, the ecotourism development was favoured by 20% of Central West Ward, and 36% of Other Ward respondents.



Feedback on alternative uses for the site

Alternatives to Ecotourism Development (Question 16)

SECTION 4: Preferred use of the site

Thank you for your feedback on the Quinns Rocks Ecotourism Development proposal. We would now like to explore other ideas you may have for how the site may be used.

If Council decides not to proceed with the proposal, the City will need to commence a process to decide on another use for the site. Currently no funding is allocated for this process which would need to consider the feasibility of any options on the site, the impact on surrounding environment and community, infrastructure and capital expenditure.

Survey question 16: What would be your preferred use of the site? (For example, the community has suggested a community Space with a kiosk or café could be developed at the site with BBQ's, shelters and green space, etc.)

When asked to consider alternative uses for the site, Central West Ward and Other Ward respondents provided similar answers, with the most popular being community BBQ, playground and family-friendly facilities (Central West Ward – 57%, Other Wards – 37%), well-lit parkland with public toilets (Central West Ward – 53%, Other Wards – 40%), and public-access restaurants, cafes and kiosks (Central West Ward – 24%, Other Wards – 25%).

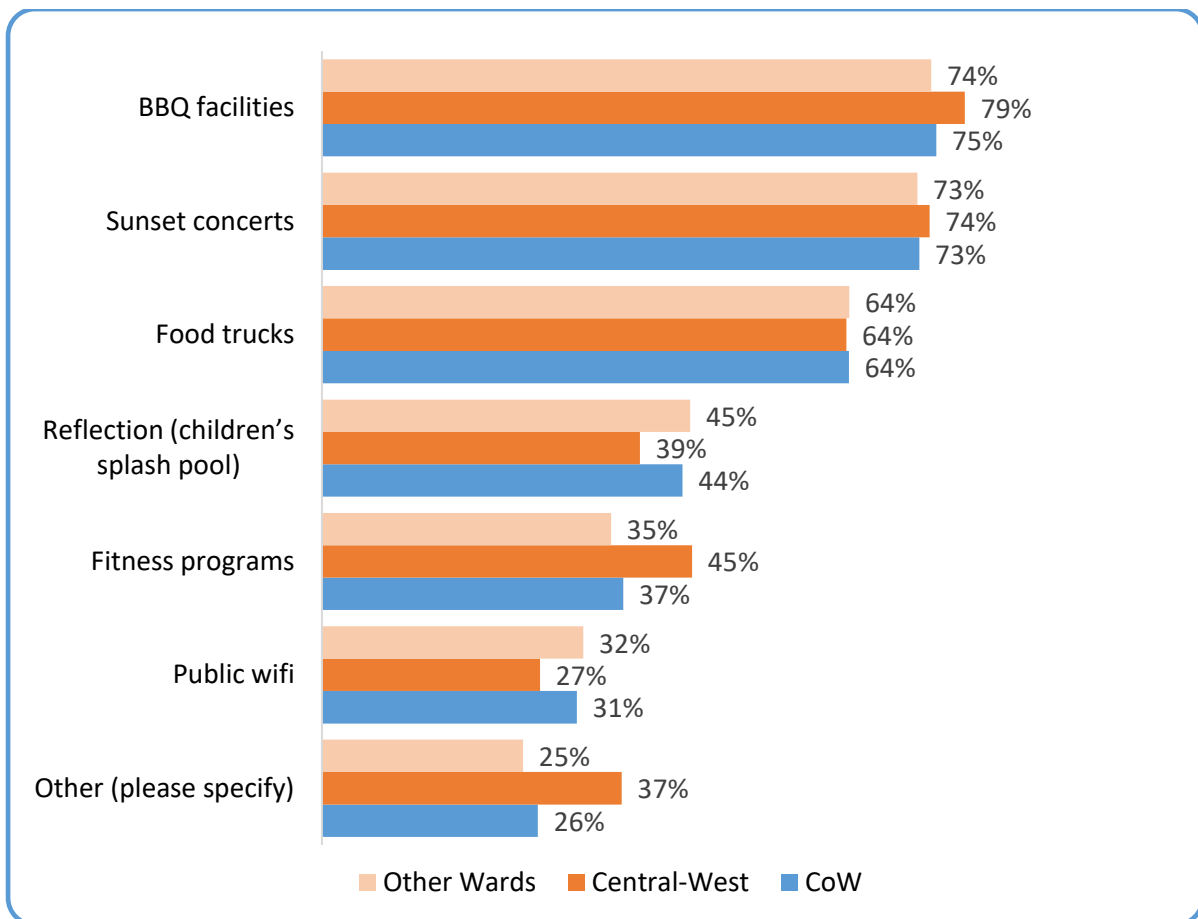
Specific Features (Question 18)

The proponent has indicated that public and community access to the café and lawn area will be encouraged. Also, the community has indicated that they would like the site to be used as a community space with community activities, events and facilities. To help us understand what the community would most like to see at the site, please answer the following questions.

Survey question 18: What community activities, events or facilities would you like to see on offer? (tick all that apply)

<input type="checkbox"/>	Fitness programs
<input type="checkbox"/>	Sunset concerts
<input type="checkbox"/>	Sheltered spaces
<input type="checkbox"/>	BBQ facilities
<input type="checkbox"/>	Public wifi
<input type="checkbox"/>	Food trucks
<input type="checkbox"/>	Other (please specify)

The desired features for the site were consistent across both groups. Notably, most residents wanted the site to include BBQ facilities (Central West Ward – 79%, Other Wards – 74%), sunset concerts (Central West Ward – 74%, Other Wards – 73%), and food trucks (Central West Ward – 64%, Other Wards – 64%).

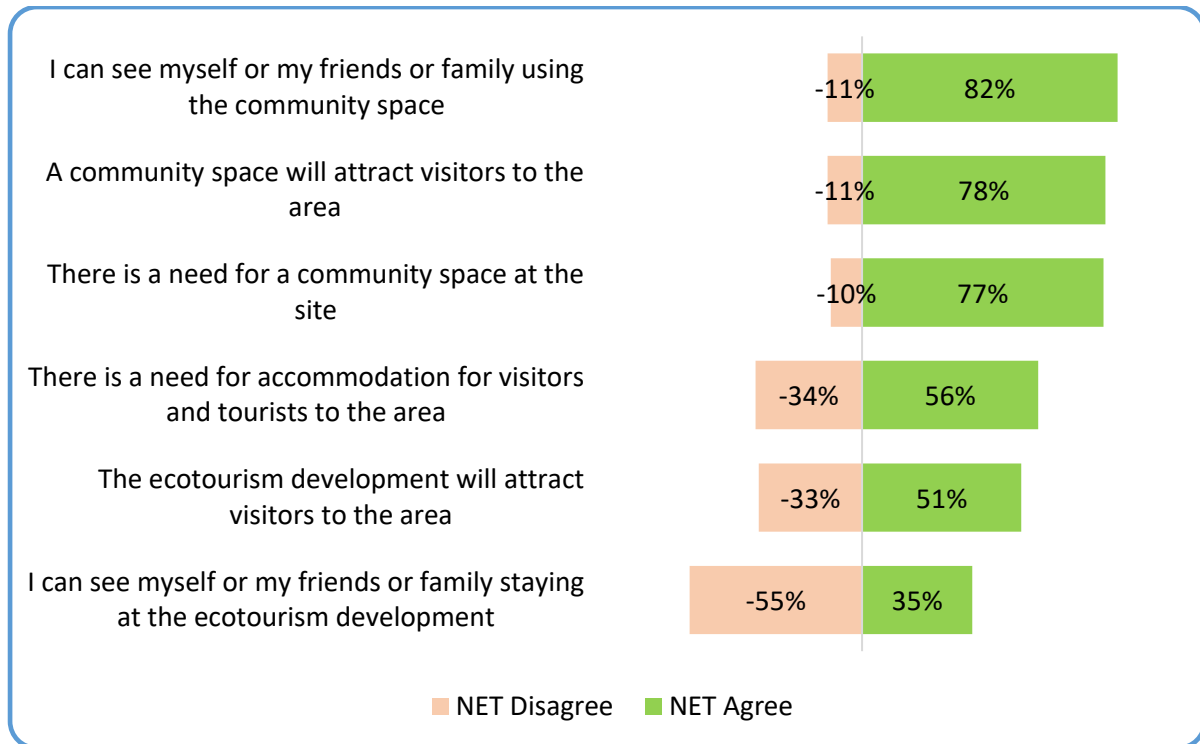


Overall attitudes (Question 19)

Survey question 19: To what extent do you agree or disagree with the following statements?

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
There is a need for accommodation for visitors and tourists to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a need for a community space at the site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ecotourism development will attract visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A community space will attract visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can see myself or my friend or family staying at the ecotourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can see myself or my friends or family using the community space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When asked to agree or disagree with a series of statements about the needs of the region, most respondents agreed that they would use the space if made available to the community (82%), a community space would attract visitors (78%) and there is a need for community space at the site (77%). 56% of the respondents agree that there is a need for accommodation in the area and 51% agree that the existing proposal would attract visitors. Roughly a third of respondents (35%) agreed that they could see themselves or those known to them staying at the ecotourism venue.

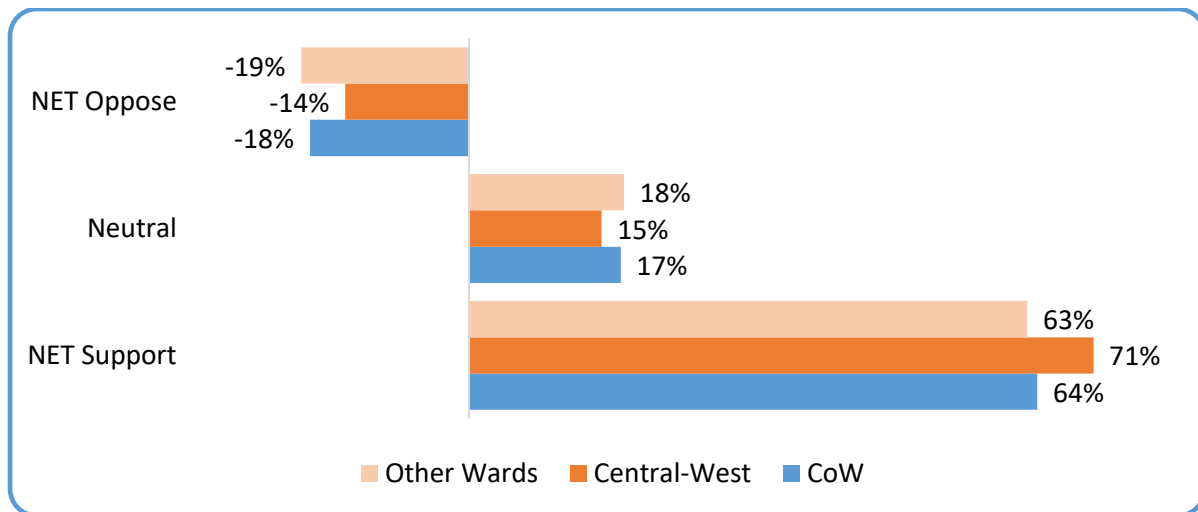


Public funding (Question 20)

Survey question 20: To what extent do you support any alternative uses such as a community space being publicly funded?

Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Regardless of residential proximity to the site, most respondents supported the notion of a publicly funded alternative to the ecotourism development (64%). Residents from Central West Ward were slightly more supportive of publicly funding the space (71%).



Online feedback

The four key communication channels to share information about the proposed concept and capture feedback were the City's [Your Say](#) Community Engagement Hub on the City's website, [ecotourism concept interactive plan](#), social media and community survey.

More than 12,000 people participated in the engagement process via the on-line tools with the Your Say project page receiving more than 27,000 views between 14 December 2022 and 19 March 2023 (refer to Appendix C for more details).

Next Steps

Engagement findings

The engagement activities revealed a range of differing views on the ecotourism development and alternative uses for the site:

- The findings from the market research sample of the community survey and the focus group discussions suggest that if the project were to proceed, there would be more support or indifference towards the project from the general population in the City of Wanneroo.
- The findings from the open sample of the community survey and the community drop-in session suggest that there is a sizeable group of people, mostly from the Central West Ward, that are opposed to the project and would advocate to use the site for community purposes.

The engagement outcomes, including the two survey samples give Council a view of the whole City of Wanneroo community's perspectives on the concept proposal. These perspectives all have value and relevance and will inform Council's decision-making.

Other project considerations

The engagement process occurred in parallel to other studies and information gathered for the project. This includes a parking study that has been progressed since Council last considered the project in July 2022. More information is available on the project [Your Say page](#) and in particular the [Question and Answer document](#).

Council consideration and future progress

The engagement outcomes and information on other project considerations will be reported to Council in June 2023 to inform a decision about the next steps in the project. This report will be released to the community in advance of the Council item.

Following the Council meeting, further updates will be provided to stakeholders and the community using a variety of communication channels including an update on the Your Say project page, electronic mail to Your Say subscribers, and social media.

Appendix A – Communication Activities

The following table outlines the key communication activities to promote the Quinns Rocks Caravan Park redevelopment project community engagement process to residents, ratepayers, community groups and key stakeholders.



QRCP Community Engagement Communications Campaign Statistics

Highlights

- Highest organic social reach 33,264
- Strongest engagement 13,000
- 17,266 landing page views
- 2,568 video concept views



Socials

Facebook.

- Reach: 122,174
- Engagements: 19,019
- Link click through rate: 2.65% (standard CTR is 1%)
- Total comments: 80
- Shares: 92
- Page engagements: 3,202
- Highest organic reach 33,264
- 480 comments across the four organic posts
- Led to 17,266 page views
- Total investment \$500



EDM

- Database grew from 236 to 725 subscribers
- Seven direct emails
- Avg Open Rate 63.51%
- Avg CTR 26.27%
- Wanneroo Link (10,000) 45 clicks
- Business E new (17,400) 34 clicks

Collateral / Media

- 50 A3 posters distributed
- 200 A6 postcards handed out
- Letterbox drop to 4,456 local residents
- Community Information booklet
- Onsite banners
- Article in March What's Happening 80,000 households

Summary

Overall there was clearly high level of engagement, and all of the posts performed reasonably well to very well. With this being a heated topic, many people opted into engagement

Mix of concept images and generic Your Say image to share concept but not sway opinions.

Traditional communications also used for those without access to the internet or social media.

QRCP Community Engagement Communication Samples



Media coverage



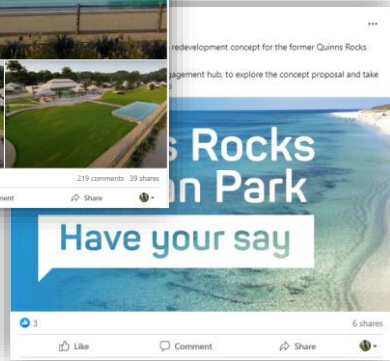
Fly-through video



Socials posts



Postcards and Posters



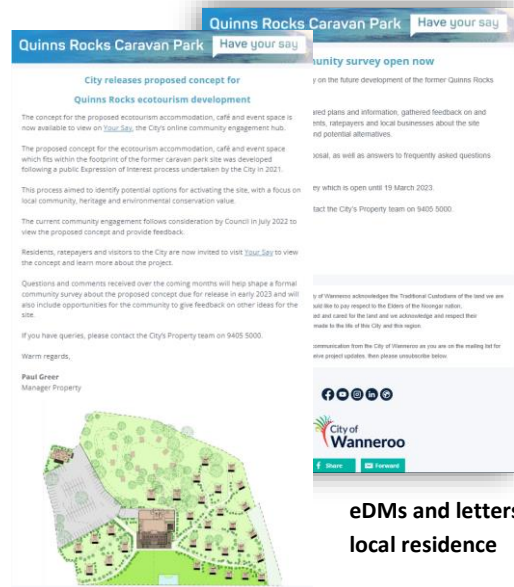
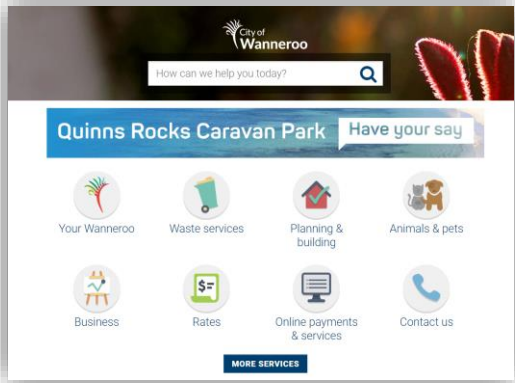
What's Happening Article



Onsite banner



Website banner



eDMs and letters to local residence

Plus

- Social media
- Onsite sign
- Postcards
- Posters
- Newspaper Front-page banner
- eNews stories

Appendix B – Community Survey

Quinns Rocks Ecotourism Development Proposal Community Survey

Introduction

The City of Wanneroo invites residents and ratepayer to have your say on the future development of a site in Quinns Rocks.

The survey will take 5 – 10 minutes to complete and your feedback will help to inform Council about the community's preferences for the site.

Thank you for your valuable time, your contributions will help to shape our future City of Wanneroo.

SECTION 1: A little bit about yourself

Q1. How old are you?

<input type="checkbox"/>	Under 14 years (exit survey)
<input type="checkbox"/>	14 – 16 years (exist survey/open survey request parental permissions)
<input type="checkbox"/>	16 – 29 years
<input type="checkbox"/>	30 – 39 years
<input type="checkbox"/>	40 – 49 years
<input type="checkbox"/>	50 – 59 years
<input type="checkbox"/>	60 – 69 years
<input type="checkbox"/>	70 or over years

Q2. Are you a resident or business owner / manager in the City of Wanneroo? (tick all that apply)

<input type="checkbox"/>	Yes, I'm a local resident / ratepayer
<input type="checkbox"/>	Yes, I'm a business owner / manager
<input type="checkbox"/>	None of the above (exit survey)
<input type="checkbox"/>	Unsure (check against suburbs)

Q3. Are you ... ?

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female
<input type="checkbox"/>	Other

Q4. In what suburb is your property?

_____ IF RESIDENT/RATEPAYER ONLY, SKIP TO Q7

Q5. IF YOU OWN / MANAGE A BUSINESS IN THE CITY OF WANNEROO ASK: In what suburb do you currently own or manage a business?

Q6. What type of business do you operate?

<input type="checkbox"/>	Accommodation & Food Services
<input type="checkbox"/>	Agriculture, Forestry or Fishing
<input type="checkbox"/>	Arts & Recreation Services
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Education & Training
<input type="checkbox"/>	Financial & Insurance Services
<input type="checkbox"/>	Health Care & Social Assistance
<input type="checkbox"/>	Information Media & Telecommunications
<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Professional, Scientific and Technical Services
<input type="checkbox"/>	Retail Trade
<input type="checkbox"/>	Transport, Postal and Warehousing
<input type="checkbox"/>	Other (please specify)

Q7. Are you a member of any sporting clubs, community groups or associations in the City of Wanneroo?

<input type="checkbox"/>	Yes (If yes, what sporting clubs, community groups or association are you a member of?)
<input type="checkbox"/>	No

SECTION 2: Awareness of the project

Q8. Are you aware of the Quinns Rocks Caravan Park site?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No (skip to Q10)
<input type="checkbox"/>	Unsure (skip to Q10)

Q9. What is your connection to the site?

--

Q10. Before this survey, had you heard about the Quinns Rocks ecotourism accommodation, café and event space proposed concept (Ecotourism Development proposal) at the former Quinns Rocks Caravan Park site?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No (Skip to Section 3)
<input type="checkbox"/>	Unsure (Skip to Section 3)

Q11. Where did you hear or see information about the project? (Multiple choice)

<input type="checkbox"/>	City of Wanneroo website
<input type="checkbox"/>	Community newspaper
<input type="checkbox"/>	City of Wanneroo Social Media
<input type="checkbox"/>	Community Social Media
<input type="checkbox"/>	City of Wanneroo email
<input type="checkbox"/>	City of Wanneroo letter
<input type="checkbox"/>	Word of mouth
<input type="checkbox"/>	Other (please specify)

SECTION 3: Quinns Rocks Caravan Park site

IMPORTANT!

The City of Wanneroo invites you to have your say on the future of the Quinns Rocks Caravan Park site. We are seeking feedback about what City of Wanneroo residents and ratepayers would most prefer to see at the site as well as obtaining feedback on a proposed ecotourism development.

We will first ask you to read some background information about the Quinns Rocks Ecotourism Development proposal and provide feedback and then ask you about your preferred use for the site.

Before filling out the remainder of this survey, please have a look at the [project brochure](#).

During this section, please consider the information about the Quinns Rocks Ecotourism Development proposal.

Q12. What are your overall feelings towards the Quinns Rocks Ecotourism Development proposal?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose

Q13. Why do you [insert support / feel neutral towards / oppose] the proposal? Please provide as much detail as possible about potential issues and benefits.

Q14. What enhancements, if any, could be made to improve the Quinns Rocks Ecotourism Development proposal?

Q15. Would you prefer the Quinns Rocks Ecotourism Development proposal to be developed at the site, something else altogether or you don't mind what is developed at the site?

<input type="checkbox"/>	Something else altogether
<input type="checkbox"/>	Ecotourism Development proposal
<input type="checkbox"/>	Don't mind what is developed at the site

SECTION 4: Preferred use of the site

Thank you for your feedback on the Quinns Rocks Ecotourism Development proposal. We would now like to explore other ideas you may have for how the site may be used.

If Council decides not to proceed with the proposal, the City will need to commence a process to decide on another use for the site. Currently no funding is allocated for this process which would need to consider the feasibility of any options on the site, the impact on surrounding environment and community, infrastructure and capital expenditure.

Q16. What would be your preferred use of the site? (For example, the community has suggested a community Space with a kiosk or café could be developed at the site with BBQ's, shelters and green space, etc.)

Q17. Why would this be your preferred use for the site? Please provide as much detail as possible.

The proponent has indicated that public and community access to the café and lawn area will be encouraged. Also, the community has indicated that they would like the site to be used as a community space with community activities, events and facilities. To help us understand what the community would most like to see at the site, please answer the following questions.

**Q18. What community activities, events or facilities would you like to see on offer?
(tick all that apply)**

<input type="checkbox"/>	Fitness programs
<input type="checkbox"/>	Sunset concerts
<input type="checkbox"/>	Sheltered spaces
<input type="checkbox"/>	BBQ facilities
<input type="checkbox"/>	Public wifi
<input type="checkbox"/>	Food trucks
<input type="checkbox"/>	Other (please specify)

Q19. To what extent do you agree or disagree with the following statements?

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
There is a need for accommodation for visitors and tourists to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a need for a community space at the site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ecotourism development will attract visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A community space will attract visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can see myself or my friend or family staying at the ecotourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can see myself or my friends or family using the community space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20. To what extent do you support any alternative uses such as a community space being publicly funded?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly support	Somewhat support	Neutral	Somewhat oppose	Strongly oppose

SECTION 5: Communications

Q21. If you would you like to receive project updates, please provide your contact details:

Name	
Email	
Phone	

Appendix C – Community Engagement Participation

The following table outlines the level of participation in online community engagement activities for the Quinns Rocks Caravan Park redevelopment project during the engagement period – 14 December 2022 to 19 March 2023.

