

THE VALLEY OF TOMORROW

DECEMBER 2018

Community Survey Results

Between June and August this year, the first annual Valley of Tomorrow community survey and online research panel was conducted. This is a key part of our community engagement strategy. A 15 year longitudinal study of livability in Moonee Ponds, the survey seeks to track perceptions and priorities towards a variety of factors that contribute to making the Moonee Ponds area what it is today.

The survey closed in August, and in the time that has passed, the joint venture development team have reviewed the data to understand how it can contribute to broader precinct planning. The aim of the research was to get a broad understanding of the sentiment of the current Moonee Ponds community and those involved with the race club.

We are only 12 months into development journey and excited to see the results change over time as our relationship with the community continues to evolve and the development progresses. The results of the community survey will help us understand what the community want. The survey will also be a key tool in identifying key trends / themes that are emerging in the community.

Research notes

- More than 500 responses from locals, those involved in racing and members of the online panel.
- More than 50% of community survey responses had an association with the area for 20 years or more.
- The analysis has been segmented between residents, the online panel and the racing community.

Perceptions of Moonee Ponds

- The questions focused on enjoyment, family friendliness and the sense of community.
- Across all responses, an average of 81% held positive perceptions of Moonee Ponds.

The Best of Moonee Ponds

1. Proximity and location
2. Local living
3. Sense of community

What you'd like to see more of

1. Sporting and Recreation Facilitations
2. Community Activities
3. Urban Public Spaces

What could be improved

1. Traffic and parking
2. High density/overcrowding
3. Public transport infrastructure

Most pressing local issues

1. Parking availability
2. Transport Infrastructure
3. Affordability

Development Questions

For the development, we asked people to rank their level of agreement across six statements. This data focuses on those who live or work in the community.

