

1. ECAG Strategic Plan Survey Responses

August 2021

This survey will inform the 2022-2025 ECAG Strategic Plan and is critical to shaping the focus areas, objectives and action for the duration of the plan.

Overall:

- There were 45 responses to the ECAG Strategic Plan Survey.
- The main needs and common interest areas from the respondents were to have ECAG deliver community building initiatives that bring diverse ages together that encourage active living.
- This is consistent with ECAG's approach to build community through initiatives, focusing on bringing together first as a way to catalyse action.
- Majority of respondents were involved in other community groups with an average engagement of 2 other community groups.
- The priority focus areas mentioned were:
 - Social inclusion and wellbeing
 - Community infrastructure
 - Supporting vulnerable community members.
- Priority project initiatives align to these areas and some of them include:
 - Community garden
 - Active spaces for young people
 - More accessible footpaths and spaces
- Majority of people were interested in supporting projects and coming along to working bees.

1.1. Age

- See below the age range of respondents, with over 80% of respondents aged 31-69.

What is your age?	Number
18-30	2
31-49	24
50-69	13
70-89	5
90+	1

1.2. Years lived in Euroa

- There was a spread for how long respondents have lived in Euroa. However, 35% of respondents have lived in Euroa for over 20 years.

How long have you lived in Euroa?	Number
< 1 year	3
1-5 years	12
20+ years	16
6-20 years	14

1.3. Involvement in Local Community Groups

- 21 respondents were not volunteering with any community groups or did not respond to the question.
- Of those who responded, there were over 48 different community groups mentioned.
- The groups ranged from sporting clubs, special interest groups, healthcare and positive ageing as well as environment groups.
- Respondents on average were volunteering at minimum 2 community groups, with 9 respondents volunteering at 3 or more community groups.
- The highest membership rate was the Chamber of Commerce and Friends of the Library with 3 members each.

Insights

- *Almost half of respondents were not currently volunteering with a community group, which presents opportunities for a latent, untapped group of volunteers.*
- *However, with over 48 different groups mentioned in the community groups, there is a saturation, particularly of 'micro special interest groups.'*

1.4. Why Respondents Love Living In Euroa

- The top reasons why people love living in Euroa is the location in the region, positive and friendly community, and green spaces.
- Almost 3 in 4 respondents chose location in their responses.
- Job opportunities was the lowest response.

Insights:

- *Although the location was a top answer, there was not much throughout the survey that highlighted tourism or opportunities to leverage the great location.*
- *However, positive and friendly community seems to be one of the key assets that can be leveraged when looking at the greatest needs in town.*

Why do you love living in Euroa? You can choose multiple responses.

Location in the region	33
Positive and friendly community	26
Green spaces	23
Great leisure and food options	19
Active community organisations	18
Affordable living	17
Great local businesses	16
Community facilities	14
Great outdoor activities	12
Good job opportunities	6
Other	4

2. Strategic Plan

- The following questions related to the focus areas and themes the community would like to see in the 2022-2025 Strategic Plan.

2.1. Desired Focus Areas

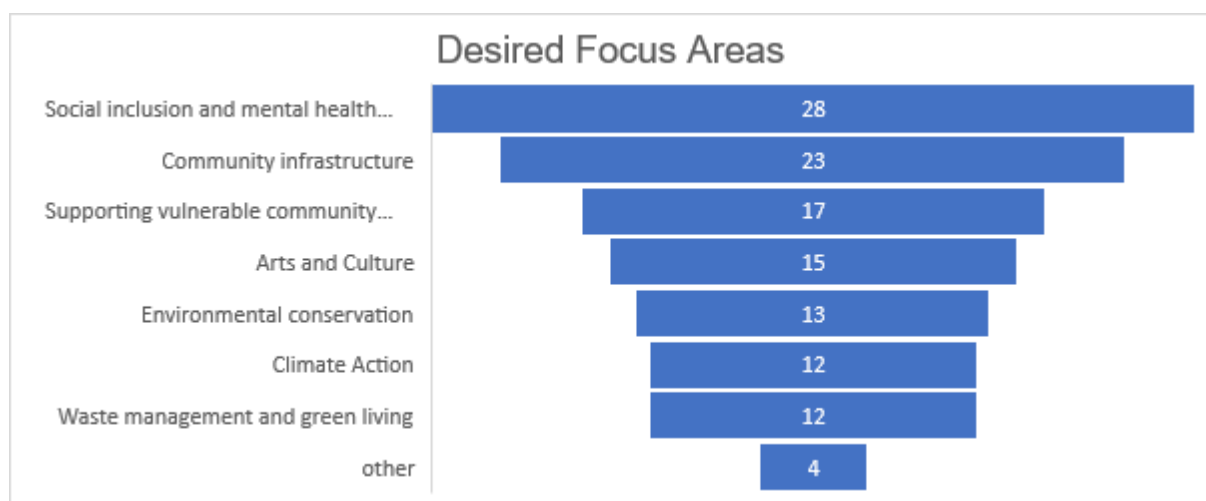
- The top 3 areas for ECAG to focus on are social inclusion and wellbeing, community infrastructure and support for vulnerable community members.
- Arts and Culture was the 4th priority and should be mentioned as 1st and 3rd were quite similar.
- Note: Respondents were asked to pick a maximum of 3 choices.

Insights:

- *Environment related themes received lower priority which may be due to the strong representation in Euroa for groups that aim to address this or is not perceived as an issue.*
- *Community infrastructure is quite broad and needs to be explored at a meeting.*
- *Sports and Recreation were missing in the list which was a strong theme in the text responses.*

Which focus areas should we prioritise in the next strategic plan? (Please pick 3)

Social inclusion and mental health/wellbeing	28
Community infrastructure	23
Supporting vulnerable community members	17
Arts and Culture	15
Environmental conservation	13
Climate Action	12
Waste management and green living	12
other	4



2.2 What are the greatest needs?

- There were 38 respondents to this question with a range of ideas.

- 7 of the responses mentioned activities for youth with more mentioning young people, kids and teens.
- Other common themes included better accessibility with footpaths, loneliness, intergenerational activities and more cohesion between community groups and members.
- The below word cloud highlights some of the key themes:



2.3. What types of projects should ECAG focus on?

- There were 32 responses to this question similar themes to areas respondents deemed to be the greatest needs.
- Some of the key projects included a community garden, walking and bike trails,
- There was also a sub theme of keeping Council accountable and being a conduit between Council and community.
- Many of the project ideas were quite vague but highlighted many of the needs

Next Steps

- These insights will be presented at the next ECAG meeting on September 6th where attendees will have the opportunity to shape the focus areas and objectives.
- The following meeting will explore the indicative actions and projects to support the objectives.