

City of Manningham

Community Attitudes Study: Doncaster Hill



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NewLifeNewHillDoncasterHill

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Introduction

- The City of Manningham has commissioned TNS to conduct a study investigating the attitudes and opinions of residents towards Doncaster Hill
- Doncaster Hill is a large scale development project which looks to create a mixed-use sustainable urban village with a strong sense of place and a community-focused lifestyle
- The project is based on a 20-year strategy worth \$2 billion that plans to attract 4,000 new residential apartments and five million extra visitors a year
- Doncaster Hill is Manningham Council's response to increased demands for more appropriate, sustainable and diverse housing options to accommodate changing demographics and social needs. The strategy aims to alleviate concerns over urban growth spreading into poorly serviced and environmentally sensitive non-urban areas of Manningham
- This research will help Council and the Doncaster Hill unit develop marketing strategies and key messages during the development of the Doncaster Hill project.

Executive Summary

- Being the 2003 benchmark research in relation to gaining a greater understanding of community attitudes and perceptions towards Doncaster Hill, these results provide an important point from which to monitor responses and develop understanding of the issues over time
- There are several themes that emerge from this study...
- Residents identified the following aspects of the development as most important: open space/parks and gardens; good design/aesthetically pleasing/blend in with the environment; better/more shopping facilities. These points should therefore be emphasised in communication in relation to Doncaster Hill
- Messages about Doncaster Hill that residents most strongly agree with are related to the increased economic activity it will bring to the area, a good place for apartment living and providing a range of things to do thus indicating credible messages
- The strength of agreement is strongest for those residents closest to the development, which is a theme consistently seen throughout the analysis

Executive Summary

Cont'd

- There are low levels of agreement with Doncaster Hill providing environmentally friendly buildings, enhanced public space and taking pressure off development elsewhere in Manningham, although the latter aspect gains more agreement in the area furthest away from the development
- Those messages that residents do not currently agree with need to be reinforced and communicated more strongly and credibly. These messages are also less tangible than the ones which are generating the most agreement, thereby providing a greater communications challenge
- There is a variety of understanding of what Doncaster Hill is about from those who are aware of it. The most common aspects that residents claim awareness of are in relation to high rise/high density development and its location next to Shoppingtown. The majority of the reasons driving awareness tend to be of a negative tone at this time
- This lack of clear and consistent awareness indicates a need to communicate and reinforce key messages, particularly focussing on positive aspects of the development and promotion of the negatively perceived aspects in a positive light

Executive Summary

Cont'd

- Currently the community sees the development almost equally in terms of whether it is beneficial or unbeneficial (43% vs 42%) with 14% of residents not sure either way. Positively, over half (53%) of those closest to the development in Area 1 believe it to be beneficial and again, we see this belief decline the further away residents live. This result indicates an opportunity to further build belief in the benefits thereby strengthening the numbers of those who have already taken this stance. It is also important to consider the communication of the benefits to those in the different areas
- Those who believe the development is beneficial do so because they believe it will attract people to the area, stimulate the local economy and improve the area with more facilities, infrastructure and greater attractiveness. Those who don't believe it will benefit the area are most concerned about their dislike of high rise/high density living and a general feeling that the development is unnecessary. These responses give us an idea of key motivators and key barriers to overcome in communication
- The majority of residents feel that Doncaster Hill does not affect them, and just over half said they would like to receive more information in relation to Doncaster Hill indicating an openness to be informed. This supports an ongoing program of communication and information dissemination which will assist in 'personalising' the development

Executive Summary

Cont'd

- The need for an integrated communications program is indicated with the Manningham Leader playing an important role as an information source. Brochures from Council to home and the website are also preferred information sources
- There is a need to communicate responsibility for the vision of Doncaster Hill and to a lesser extent responsibility for its construction
- Likewise, in reference to timing for the development, most residents don't know or are under the impression that the period of time is much shorter than 20 years
- Thus, we generally see an opportunity to clarify some misunderstandings and consistently communicate and reinforce positive themes and benefits of the development that are of importance to the community

Research Approach

Background and Design

- TNS conducted the quantitative research study between October 24 to October 31, 2003 from its call centre in Hawthorn
- The research study consisted of...
 - Random Computer Assisted Telephone Interviews (CATI) with 401 residents in the City of Manningham who are aware of Doncaster Hill (at a spontaneous or prompted level)
 - The questionnaire time averaged 11 minutes
 - Sample was obtained via random white pages electronic directory and filtered to limit source numbers to those suburbs in the City of Manningham
 - Screening questions were included to ensure we only spoke to people who lived in specific suburbs/those who live within the boundaries of the City of Manningham and who do not work in market research, for the Manningham Council or as a local government councillor
- The sample frame is detailed on the next page...

Research Approach

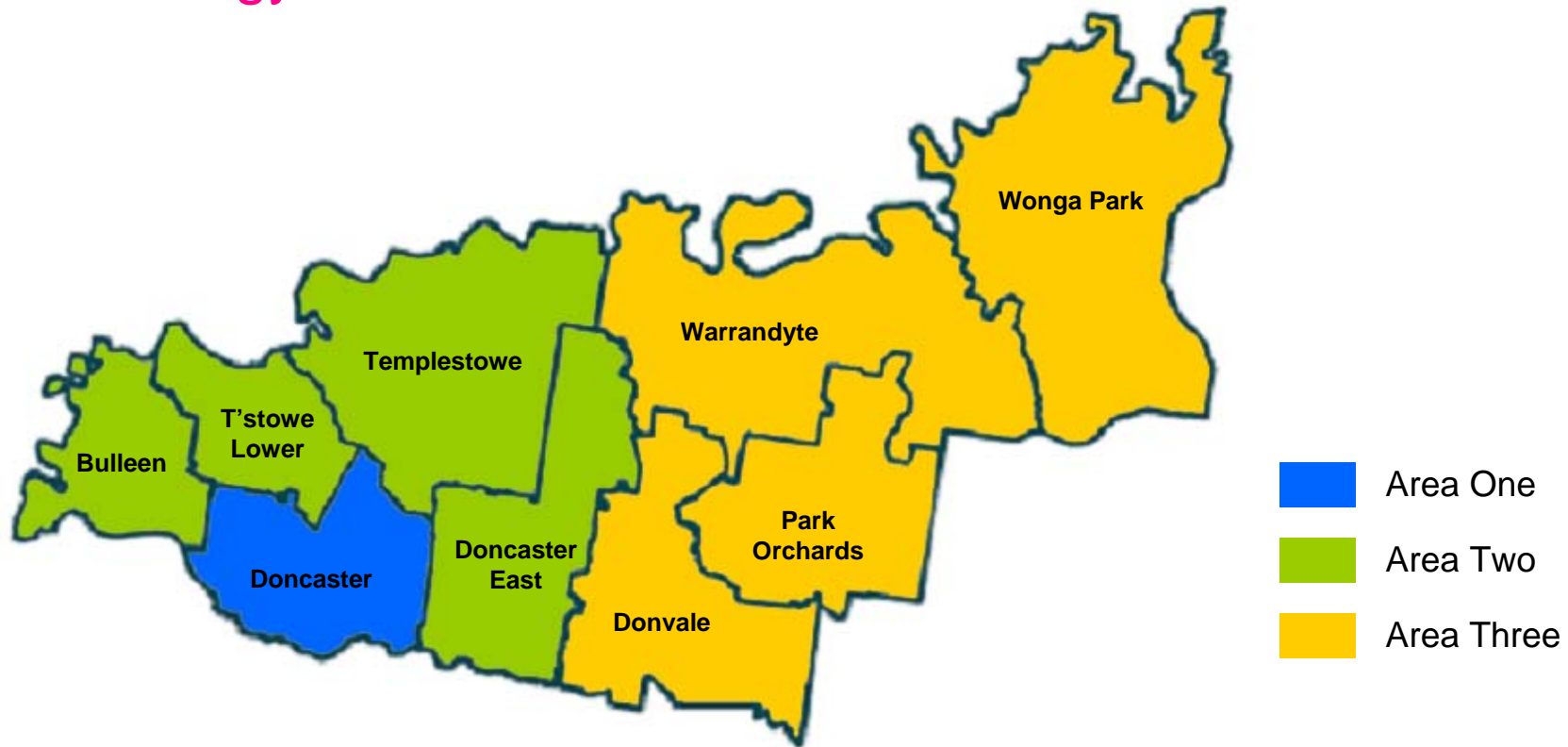
Methodology

Area	Total		
	Interviews Achieved	Sample Available	Target Weights
Bulleen	40	10,516	9.8
Doncaster	55	17,296	16.1
Doncaster East	55	25,762	24
Donvale/Nunawading	40	11,551	10.8
Lower Templestowe	50	12,909	12.1
Park Orchards	40	4,164	3.9
Templestowe	40	16,154	15.1
Warrandyte	41	5,764	5.4
Wonga Park	40	2,977	2.8
Total	401	107,093	100

Data has been weighted according to 2001 Census data for population breakdowns for each individual area. This corrects any instances of over or under sampling, thus ensuring that the sample is representative of the required population

Research Approach

Methodology



There were a total of nine suburbs from which residents were interviewed. The map above shows how these suburbs have been grouped for analysis purposes according to their proximity to Doncaster Hill. Further profile information can also be found in the Appendix (p.71-74).

Research Approach

Objectives

- The overall objective of the research is to gain a greater understanding of community attitudes and perceptions towards Doncaster Hill
- More specifically, the research aims to...
 - Identify key issues relating to Doncaster Hill, particularly any negative attitudes that exist
 - Test key attitudinal statements in relation to Doncaster Hill
 - Assess the effectiveness of past communication in relation to Doncaster Hill

Research Approach

Questionnaire Design and Development

- Initially it was anticipated that we would only interview those people who were aware of Doncaster Hill without any prompting (i.e. Spontaneously aware)
- Following lower than expected levels of spontaneous awareness in relation to Doncaster Hill, the questionnaire structure was changed
- Respondents were no longer terminated at the spontaneous awareness question (Qu.A1) and an additional question asking for awareness of Doncaster Hill at the prompted level was inserted (Qu.A1.1)
- This was done to ensure that the quota (which was subsequently also revised from n=500 to n=400 due to the lower than expected “strike rate”) was achieved. The new question (Qu.A1.1) was effective for interviewing from 27 October

Key findings

Understanding Awareness of Doncaster Hill

- Prior to the questionnaire change on 27 October, 714 people were contacted (ie. completed interviews, terminations and refusals).
- Out of those calls, 147 people completed an interview i.e. **21% of residents were aware of the name Doncaster Hill.**
- Given that beyond this point in the interviewing additional information was given to people, the above figure is the best indicator of awareness at this point in time.
- Measurement of awareness levels over time will be reconsidered taking into account the cost and time implications which are a result of having to talk to adequate number of people to be able to provide awareness figures in addition to responses and feedback as to how they feel about the development (key messages etc).

What Is The Community Understanding of Doncaster Hill?

- The community understanding of Doncaster Hill is based around some themes, with nearly three quarters of residents (71%) broadly saying that Doncaster Hill is a high rise/high density housing development
- Other important messages to 'cut through' were related to the location of the development next to Shoppingtown (18%), that the project/part of it is on hold (13%) and the area is being developed/improved (14%)
- Key messages related to the sustainable nature/ urban village aspects of the development were not recalled by residents, suggesting that further work is needed to communicate these messages
- 'Other' (37%) includes a broad variety of individual responses and has been detailed in the Appendix (p.42-43)

What Is The Community Understanding of Doncaster Hill?

Cont'd

	n=401
	%
Putting up housing/high rise/residential development/apartments/units/multi-storey buildings/high density living in the area	71
Development located next to Westfield Shoppingtown/Doncaster Shoppingtown	17
Developing the area/improving Doncaster Hill/big development/living precinct	13
Part of the project is on hold/project is on hold due to lack of interest/units not selling/project cancelled	13
Building shops/shopping complex/shopping precinct/shopping strip/mall	12
Building new restaurants/cafes/entertainment areas	12
Development located along Doncaster Road/corner of Doncaster and Manningham Roads	8
Inappropriate for Doncaster/ugly/terrible/too high	5
Have read about it/read about in the newspaper	5
Other	39

QA2: Please briefly tell me what you know about Doncaster Hill?



Base: All respondents (n=401)

Note: Proportions <5% are not included in this chart but can be found in the Appendix (p.40-41). This is a multiple response question therefore the total exceeds 100%

Where Did Residents Read/See/Hear About Doncaster Hill?

Cont'd

	First Mention n=401 %	Total Mention n=401 %
Newspaper - The Manningham Leader	38	46
Billboard	13	27
Newspaper - The Leader NFI*	20	25
Other	8	17
From a friend/relative/neighbour etc.	4	9
Newspaper - The Local Paper	5	7
Direct Mail Brochures (from Council to home)	1	4

Nearly two thirds of residents (58%) were able to readily identify (ie. first mention) The Manningham Leader (nett The Manningham Leader and The Leader NFI) as the place where they had read about Doncaster Hill reinforcing the importance of this communication channel

QA3: Please briefly tell me where you have read, seen or heard about Doncaster Hill? Where else?

Base: All respondents (n=401). Note: This is a multiple response question, hence the total exceeds 100%. Proportions <5% are not included in this chart but can be found in the Appendix (p.44) as can further detail of 'Other' (p.47) and by age and suburb/ area (p.45-46)



*NFI: No Further Information

What Are The Key Messages Residents Recall?

- The chart on the following page details the messages being recalled in relation to Doncaster Hill
- No one particular message stands out, hence the large 'other' figure (39%) and the variety of messages mentioned
- It is important to note that the strongest message 'take-outs' are currently skewed to positioning Doncaster Hill in a negative light (i.e. Residents not happy, development delayed, apartments not selling) rather than more positive messages (e.g. asset to the community, environmentally friendly)
- 'Other' includes individual responses and can be found in the Appendix (p.50-51)
- Thus, for those people aware of the development, there is a lack of clear and consistent messages associated with it. This indicates a need for communication to reinforce desired key messages in a credible way

What Are The Key Messages Residents Recall?

Cont'd

	n=401
	%
Residents not happy/objecting to/opposing the development/protests/meetings	16
Development not going ahead/delayed/developers pulling out	12
Apartments are being built/housing development	9
High rises were going to be built/high rise apartments	8
A development would be happening/development planned	8
Apartments not selling/not all apartments being sold	7
Council selling off land/parkland to finance development	6
Advertisements encouraging people to buy apartments/for sale ads	6
Positive reports about developments/asset to community/improve area	5
Publicity in the newspaper/local paper/article in the paper/articles	5
None/nothing	7
Don't know	6
Other	39

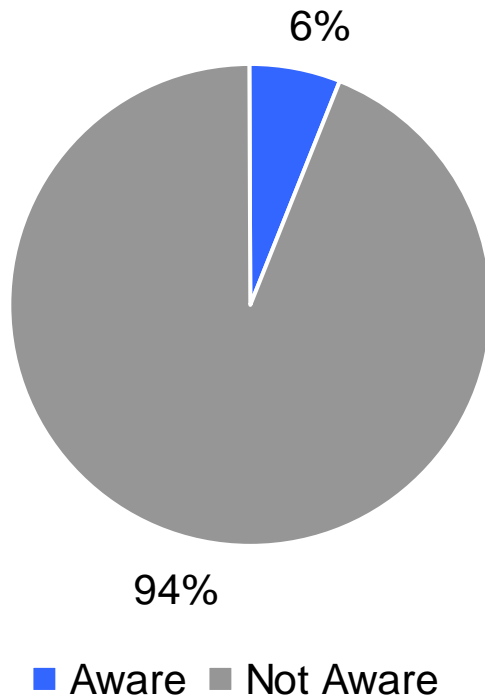
QA4: And what messages do you recall seeing, reading or hearing about in relation to Doncaster Hill? What others? PROBE FULLY



Base: All respondents (n=401)

Note: Proportions <5% are not included in this chart but can be found in the Appendix (p.48-49)

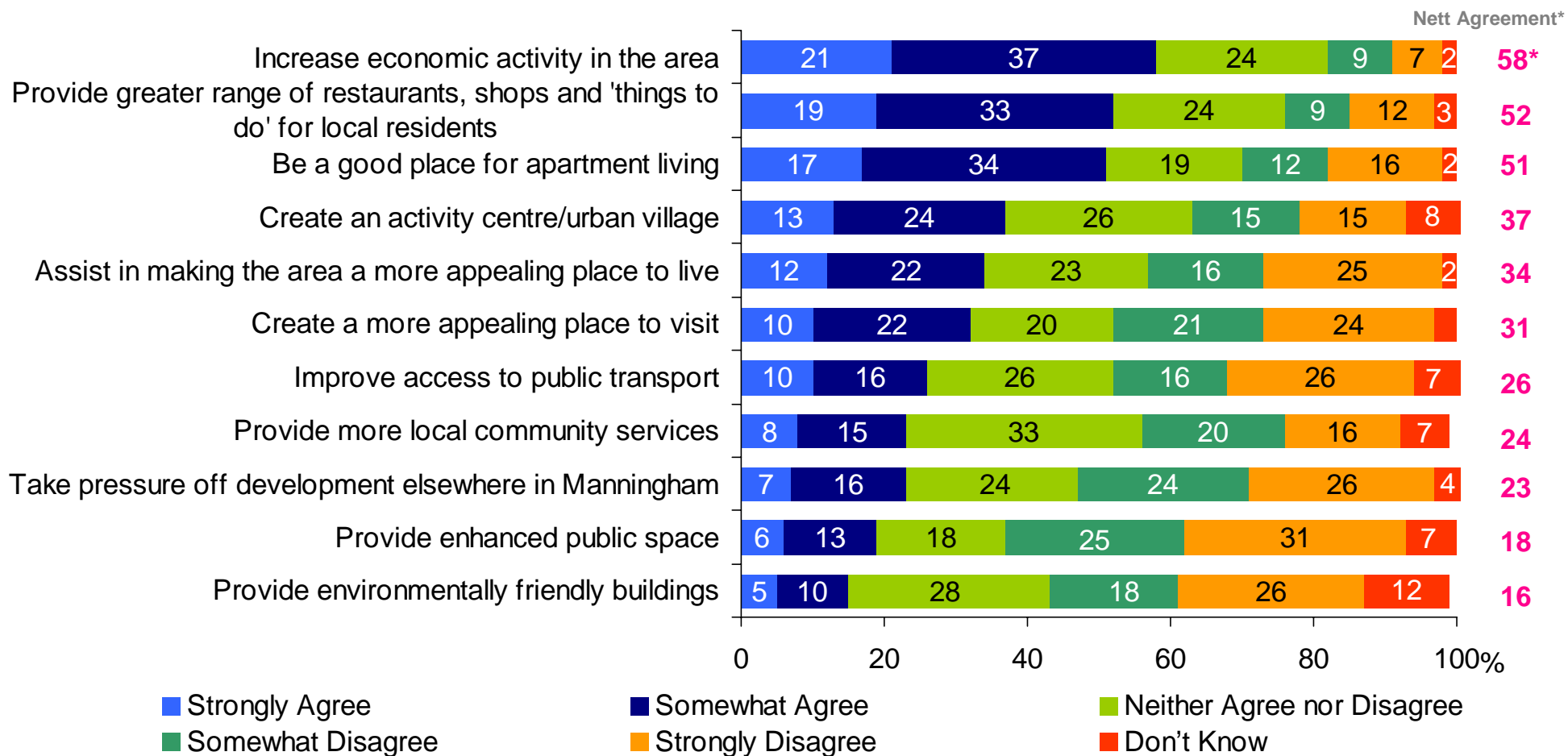
What Is The Awareness Of The Doncaster Hill Website?



- Overwhelmingly, respondents indicated they are not aware of the existence of a separate website for Doncaster Hill and its availability to them
- This suggests work must be done to communicate the existence of this site and the range of information that can be obtained from it

QA5: Are you aware that there is a separate website for Doncaster Hill?

What Is The Strength Of Community Attitudes To The Development?



QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/disagree?

Base: All respondents (n=401)

What Is The Strength Of Community Attitudes To The Development?

Cont'd

- The top three statements that residents **most strongly** agree with in relation to Doncaster Hill are:
 1. Increased economic activity
 2. Providing a good place for apartment living
 3. Providing a range of things to do

- The statements that residents **least strongly** agree with are:
 1. The environmentally friendly buildings
 2. Enhanced public space
 3. Take pressure off development elsewhere in Manningham

This is a strong indication of key messages that can be used in communication that will resonate with residents

What Is The Strength Of Community Attitudes To The Development By Area?

- Generally when looking at the strength of community attitudes by area we tend to see a pattern of declining agreement the further away residents live in relation to Doncaster Hill (charts shown in Appendix p.52-58). The following significant* differences were found:
- Those residents in Area 3 are significantly less likely to *nett agree* (22%) and more likely to *nett disagree* (56%) with the statement *'Doncaster Hill will create a more appealing place to visit'*. Area 1 residents are significantly more likely to *nett agree* (40%) with the same statement
- It was also found that residents in Area 1 are significantly more likely to *nett agree* (45%) with the statement *'Doncaster Hill will assist in making the area a more appealing place to live'*. Area 2 residents are significantly less likely to *nett disagree* with the same statement, whereas Area 3 are significantly more likely to *nett disagree* (54%) and less likely to *nett agree* (25%)
- Those residents in area 2 are significantly *more likely* to *nett disagree* (55%) with the statement *'Doncaster Hill will take pressure of development elsewhere in Manningham'*, compared to residents in Area 3 who are significantly *less likely* to *nett disagree* (42%). This is an interesting results as this is a case where those furthest away from Doncaster Hill have stronger agreement with the statement

What Are The Most Important Aspects For The Development?

- Although no one single theme stands out for the majority, aspects of the development which residents consider most important include 'open space' (30%), 'good design' (22%) and 'choice of shops' (15%)
- Of note is that residents also used their response to this question as an opportunity to register their negative feelings towards the perceived 'high rise' nature of the buildings and the fact that they may obstruct the landscape and views. Emphasis of the positive aspects of Doncaster Hill should be used to counter these feelings
- Again, this provides further input as to key messages to promote in communication
- 'Other' includes individual responses and can be found in the Appendix (p.59-60)

What Are The Most Important Aspects For The Development?

Cont'd

	First Mention n=401 %	Total Mentions n=401 %
Open space/more better parks and gardens/environmentally nature (parks/gardens)	10	30
Good design/Buildings should suit the area/be aesthetically pleasing/blend in with the environment/area	19	22
Choice of shops/better/more shopping facilities/Westfield Shoppingtown/retail precinct/shopping precinct	7	15
More/better parking	2	10
More/better public transport	4	9
Environmentally friendly buildings (houses/offices)	3	8
Don't build apartments/buildings too high/no high rises	5	8
Enhance the views/don't obstruct the views	4	6
More/better restaurants/cafes/bars	2	6
Community services/schools/facilities/amenities	2	5
Don't know/not sure	12	12
Other	14	27

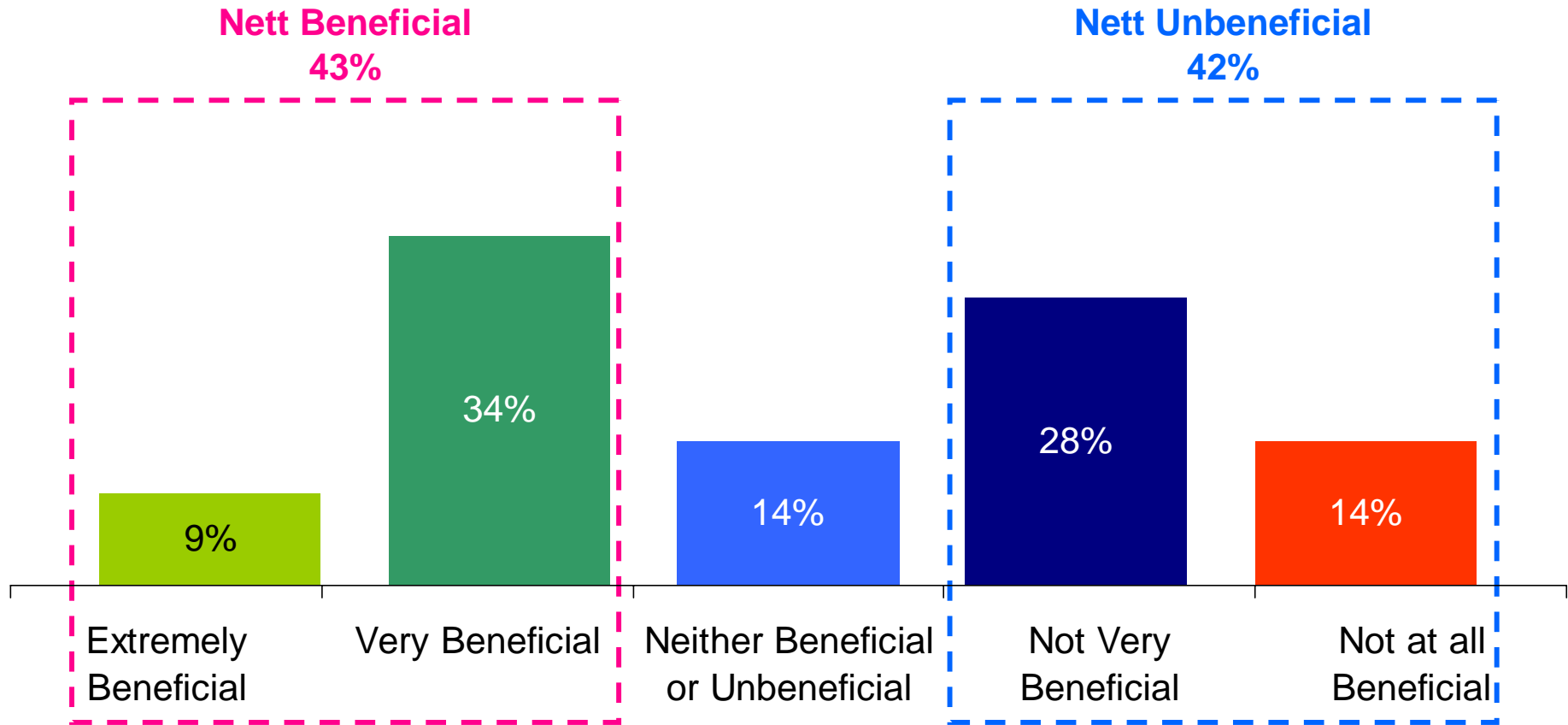
QA7: I'd now like you to think about the Doncaster Hill project. If you were a planner for Doncaster Hill, what aspects of the development do you consider to be the most important? What else?



Base: All respondents (n=401)

Note: This is a multiple response question, therefore the total exceeds 100% . Proportions <5% are not included in this chart but can be found in the Appendix (p.58)

What Is The Perceived Benefit To The Community?



QA8: Thinking about everything you know about Doncaster Hill, how beneficial do you believe it will be for the Manningham community? Would you say extremely beneficial, very beneficial, not very beneficial or not at all beneficial?

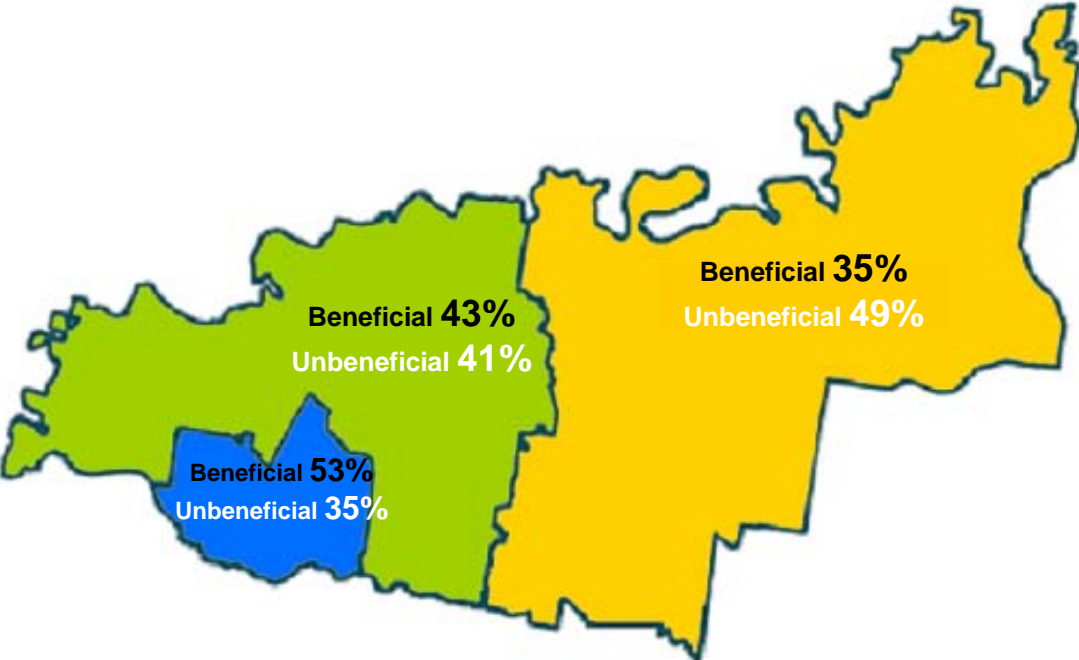
What Is The Perceived Benefit To The Community?

Cont'd

- Currently, Doncaster Hill is seen as almost equally beneficial (nett 43%) as unbeneficial (nett 42%), with 14% of residents 'sitting on the fence' saying it is neither
- It is important that a continued effort is made to communicate the positive elements of the development, and in turn shift all residents who are undecided and those who believe it will be unbeneficial to a more positive and supportive stance
- When looking at the response to this by area, it is positive to see that just over half of the residents closest to the development feel it is beneficial
- There are almost equal levels of those feeling it is beneficial versus unbeneficial in Area 2. Area 3 is almost the inverse of Area 1 with just under half seeing it as unbeneficial and just over a third seeing it as beneficial

What Is The Perceived Benefit To The Community?

By area



	Total n=401 %	Area 1 Subtotal n=64 %	Area 2 Subtotal n=265 %	Area 3 Subtotal n=361 %
Nett Beneficial	43	53	43	35
Nett Unbeneficial	42	35	41	49

- Area One
- Area Two
- Area Three

What Are The Top Reasons Why Doncaster Hill Is Considered To Be **Beneficial**?

- The following are the top four reasons given by residents as to why they believe Doncaster Hill to be (nett) beneficial for the Manningham community...

Will attract people to the area (34%)

Will stimulate the economy/bring in money for business (23%)

Will improve the area/make it more attractive/benefits area/more trendy (16%)

Will provide/improve facilities/services/infrastructure (12%)

- It is interesting to note that no one reason stood out as being (nett) beneficial
- 'Other' includes individual responses and can be found in the Appendix (p.62-65)

QA9: Why did you say that? Why did you say that it would be [INSERT RESPONSE FROM QA8] Anything else? PROBE FULLY

What Are The Top Reasons Why Doncaster Hill Is Considered To Be **Unbeneficial**?

- The following are the top four reasons given by residents as to why they believe Doncaster Hill to be (nett) unbeneficial for the Manningham community...

Has nothing to offer locals/wider community/families/no benefits (19%)

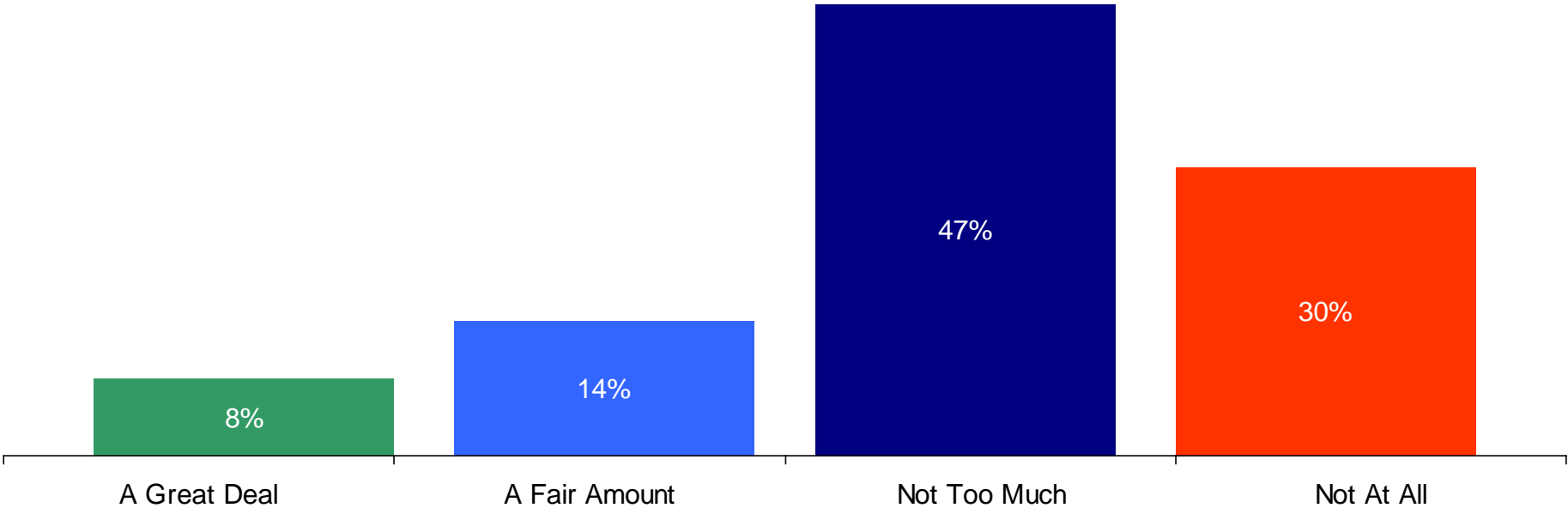
Don't like high rises/there will be too many high rises (14%)

Too many apartments/cause too much clutter/high density living/overdeveloped (12%)

Area is fine as it is/well served already/development not necessary (4%)

QA9: Why did you say that? Why did you say that it would be [INSERT RESPONSE FROM QA8] Anything else? PROBE FULLY

To What Extent Do Residents Believe Doncaster Hill Will Affect Them?



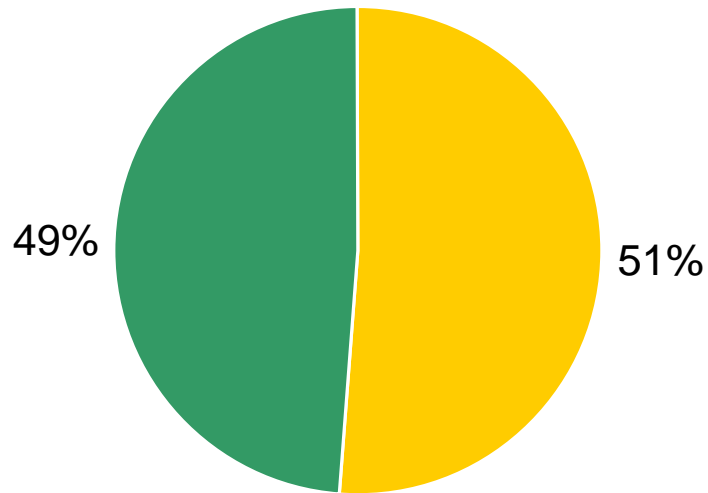
- Thirty percent of all residents believe that the development does not affect them at all, with nearly half of all residents (47%) saying that it will not affect them too much
- A further breakdown by area/ suburb and length of stay in area can be found in the Appendix (66-67)

QA10: Thinking about Doncaster Hill overall, to what extent would you say that it affects you? Would that be a great deal, a fair amount, not too much or not at all?



Base: All respondents (n=401) Please note that don't know responses have been excluded from this chart

Would Residents Like More Information?



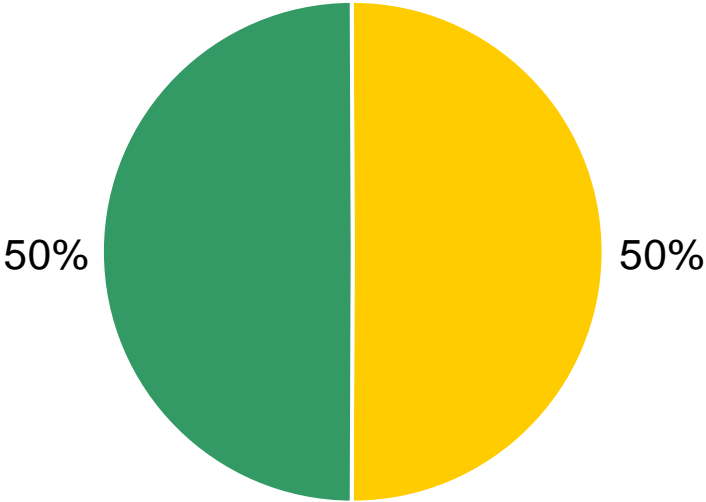
- Just over half of all residents (51%) indicated they would like to receive more information in relation to Doncaster Hill if it was to become publicly available

- Yes - I'd like more information
- No- I would not like more information

QA11: If public information were available, would you like more information on Doncaster Hill?

Base: All respondents (n=401)

How Many Residents Requested The Website?



- Half of those respondents who indicated they would like more information in relation to Doncaster Hill also requested to receive the website address www.doncasterhill.com.au

- Yes - I would like the website address
- No - I would not like the address

QB8: Would you like the website address for Doncaster Hill?

Base: Those respondents who requested more information (n=200)

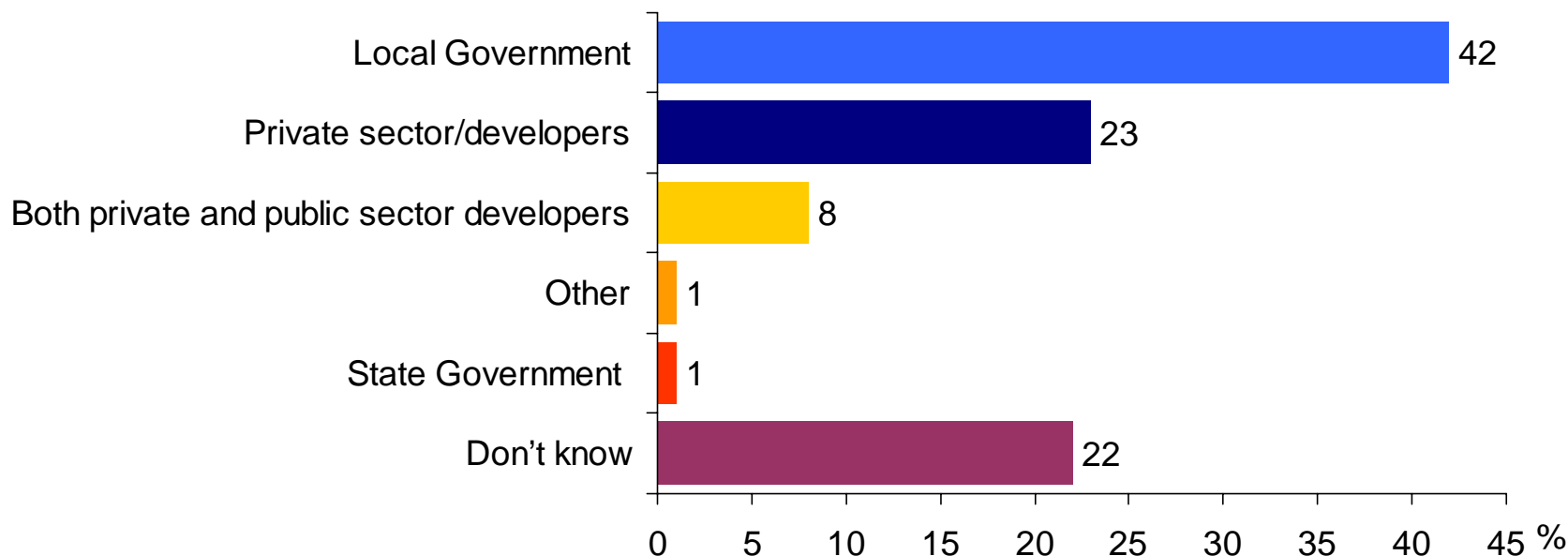
What Is The Preferred Information Source?

	n=200
	%
Direct Mail Brochures (from Council to home)	40
Newspaper - The Manningham Leader/The Leader	35
Doncaster Hill website	10
Brochures Non Specific (picked up/collected from elsewhere)	9
Email	8
Council letter/information letter to local residents	8
Manningham Matters	5
Other	5

- Clearly, direct mail (40%) and the local newspaper (35%) are important information channels, whilst the response across the board serves as a reminder of the importance of an integrated communications strategy
- A further breakdown by area/ suburb and age can be found in the Appendix (p.69-70)

QA12: How would you most like to receive that information?

Responsibility for Vision for Doncaster Hill

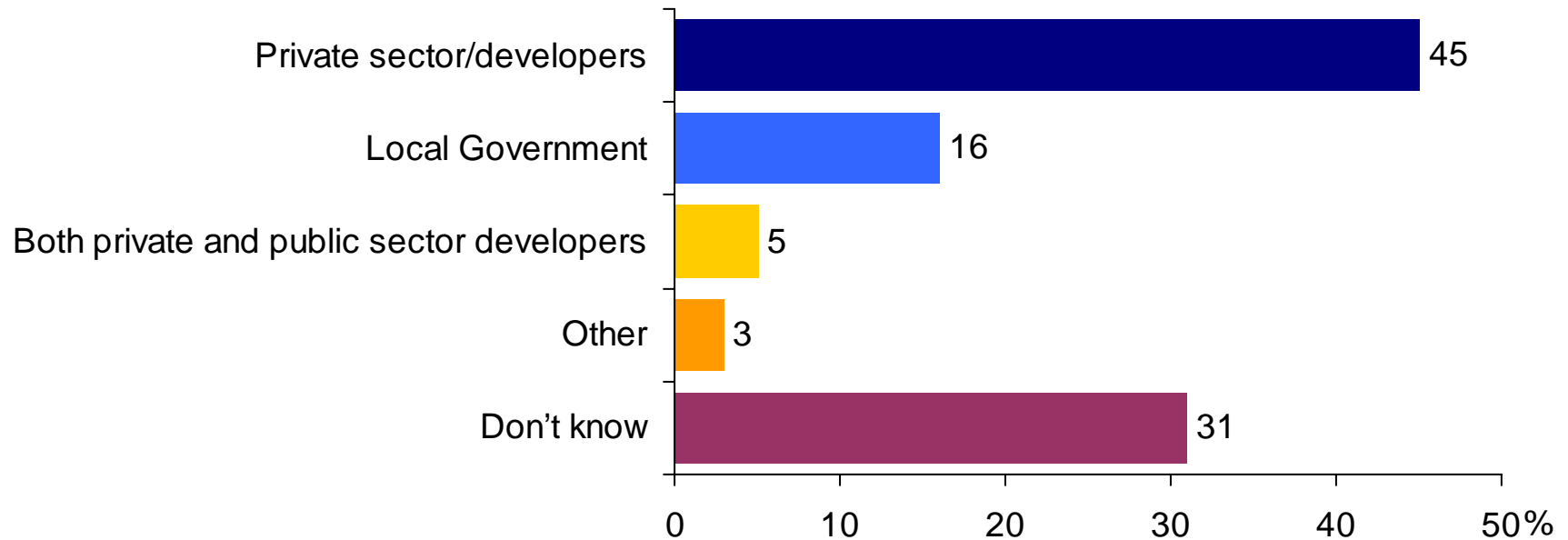


- Clearly there is some confusion over responsibility for the vision for Doncaster Hill with about one in five residents (22%) responding they did not know who is responsible for it
- There is a need to shift the understanding of a considerable proportion of residents who have incorrectly identified the source of the Doncaster vision as being private sector/developers (23%), followed by a combination of private and public sector developers (8%), 'Other' (1%) and the State Government (1%)

QA13a: Who do you think is primarily responsible for the vision for Doncaster Hill?

Base: All respondents (n=401)

Responsibility for Construction of Development

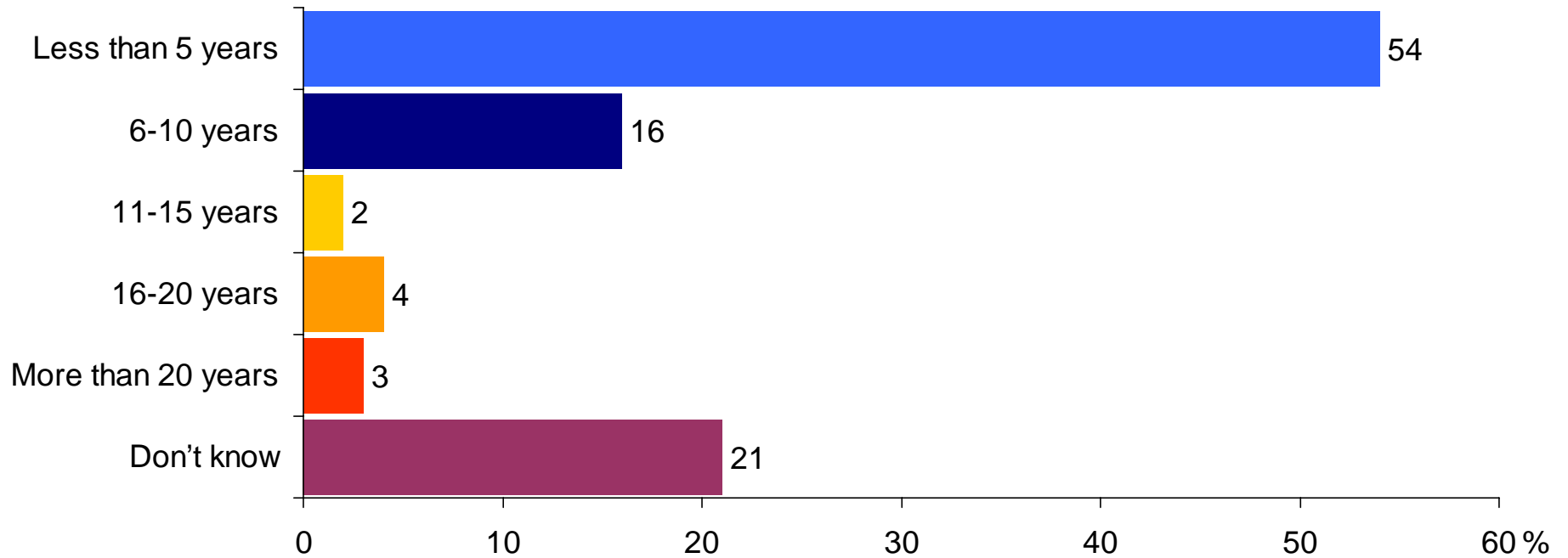


- With nearly half of all residents (45%) correctly identifying those responsible for construction of development, this is a solid result
- However, nearly a quarter of residents (nett 'local government', 'both private and public sector developers' and 'other') incorrectly identified the source for construction of development and another third (31%) did not know at all therefore there is a need to clarify this misunderstanding

QA13b: And who do you think is primarily responsible for the construction of developments on Doncaster Hill?

Base: All respondents (n=401)

Period of Time until Completion



- Nearly three quarters of all residents incorrectly estimate the period of time till completion and a further 21% say they don't know. This is a concerning result and acts to highlight the need for a more significant effort to communicate the long term nature of the development

QA14: How long do you think it will take to complete Doncaster Hill?

Base: All respondents (n=401)

Appendix

What Is The Community Understanding of Doncaster Hill?

The following chart details the understanding of residents in relation to Doncaster Hill that fall below 5%...

	n=401
	%
Renovating Shoppingtown/expanding Shoppingtown	4
Don't want it/ it should not go ahead/waste of time and money/people objecting	4
Council is selling parks to finance it	4
Council is acquiring houses/residences to build on/knocking down places	4
Not happy with apartments/high-rises/units being built	4
Controversial project	3
Building offices/commercial areas/business areas	3
Making the area into a little city/a village/urban village	3

QA2: Please briefly tell me what you know about Doncaster Hill?

What Is The Community Understanding of Doncaster Hill?

Cont'd

The following chart details the understanding of residents in relation to Doncaster Hill that fall below 5%...

	n=401
	%
Provides views of the city/good views	3
There are big signs/billboards advertising the project	2
It's at the highest point in the area/one of the highest points in Melbourne	2
Packing too many people into one area	1
Combination of residential and commercial areas	1
Similar development to Southbank	1
Have seen it advertised	1
Will cause traffic congestion	1
Will be modern/will modernise area	1
Won't affect me/not concerned about it/its ok	1
Holden/car places/area are being taken for the development	1
Just seen it from outside/seen it while driving past	1
None/nothing	1
Don't know	2

QA2: Please briefly tell me what you know about Doncaster Hill?

What Is The Community Understanding of Doncaster Hill?

Verbatim responses

The following details the range of individual responses recorded in first and other mentions in 'Other'...

Money greedy; concern that there was enough parking for the residents/housing values would go down; happy with the shops/the shops will be good as Shoppingtown is hopeless; putting in clinic/none; they went broke; feel sorry for people nearby... intrude on people's backyards

It all started with the idea of the river of life which was the pre cursor idea for the idea of Doncaster Hill. I attended meetings with council, since then I have kept up to date. I happen to live on Doncaster Road not very far from development. I listen to Councilor John Bruce sprouting about it; where Councilor Smith used to be; boulevard streets and new buildings/centralisation of Doncaster Village; and facilities/parks/community facilities; underpass and overpasses highly developed area; hoping to turn it (Doncaster Hill) into Paris end of Doncaster; I think it is ridiculous that the Council is involved; opposite council offices; residents happy; know where it is, hasn't paid much attention; not enough parks and car parks; I don't know if its private or council is involved; one (apartment building) is in the process of being sold/incorporated it; area council is trying to regulate/develop because it is on the sky-line; to open the space for traffic and other open space area; Where they've had a problem with the builders pulling out; opposite Doncaster primary school/near the church; the business there before; there is no transport; jobs, area has very little or no parking/slums of the future; I think it's loosely based on the Melbourne 2003 satellite cities to Melbourne; in close proximity to transport; gives empty-nesters an opportunity to stay in their municipality in a much smaller environment;

QA2: Please briefly tell me what you know about Doncaster Hill?

What Is The Community Understanding of Doncaster Hill?

Verbatim responses (cont'd)

We only heard of the name and I have never questioned it; aware the council has spent a lot of money on feasibility studies and that some neighbours think their land is going to be compulsorily acquired; ...reviving the back streets of Doncaster; blocking views; very prestigious part of Doncaster/and it is close to everything/can't really think of anything really/talking about lots of potential/gathered that there would be lots of work for people; there are good and bad things that come with a development/lived in the area for 30 years/feel that it is getting too close and could depreciate our property; the real estate that's in the area; including the old Shell headquarters/ the Shell garage; corner of Tram (Doncaster Road) and Elgar Road; the open space sacrificed, was there to benefit specific communities, squandering the resource

Melbourne 2030, more people within Manningham, kids grow up without a garden; true open space is valuable beyond present appearance, these changes are going to put a lot more pressure which has very little open space for normal parkland recreation; to make it the gateway of Manningham/with eating out on the footpaths; there are some building restriction there/will be three houses together to build a unit/ residents are holding out for a lot more money before they sell their land; is the part of Doncaster to live in; to house (the) elderly and sick people; its an area that looked ripe for development for many years and I cant understand why it hasn't happened earlier; some (development) appear to be going ahead; I look at it from the commercial point of view/ more cars and parking; great position; some low cost housing for single mothers or similar/ council having a problem with planning laws; it's going to be like a huge metropolis; low density and medium density; I don't know why they need this

QA2: Please briefly tell me what you know about Doncaster Hill?

Where Did Residents Read/See/Hear About Doncaster Hill?

The following chart details the information sources recalled by less than 5% of residents...

	First Mention n=401 %	Total Mention n=401 %
Newspaper - Other	2	4
Newspaper - Herald Sun	1	4
Display suite/real estate agents	1	4
Manningham Matters	1	3
Flags	1	2
Brochures Non Specific (picked up/collected from elsewhere)	1	1
Newspaper - The Age	0	1
Radio	0	1
TV	0	1
Communtiy noticeboards	0	1
City of Manningham/Council website	0	1
Newspaper - Warrandyte Diary	0	1
Don't know/not sure	2	2

QA3: Please briefly tell me where you have read, seen or heard about Doncaster Hill? Where else?

Where Did Residents Read/See/Hear About Doncaster Hill?

By suburb/area

The following chart shows information source recalled by suburb/ area...

	Total Mentions											
	Total	Area 1	Area 2					Area 3				
	n=401 %	D'cster n=55 %	Subtotal n=185 %	B'lln n=40 %	D' East n=55 %	Lwr Tmplstw n=50 %	Tmplstow n=40 %	Subtotal n=161 %	D'vale/ N'wading n=40 %	W'dyte n=41 %	P'Orchrds n=40 %	Wonga n=40 %
Newspaper - The Manningham Leader	47	44	50	63	49	48	45	40	35	46	45	43
Billboard	31	29	34	23	45	24	32	25	32	17	20	15
Newspaper - The Leader NFI*	25	27	25	10	25	26	32	26	27	20	33	23
From a friend/relative/neighbour etc.	9	6	11	13	7	10	15	8	7	5	13	8
Newspaper - The Local Paper	7	6	8	10	9	8	5	7	7	-	13	8
Direct Mail Brochures (from Council to home)	5	9	3	-	5	4	2	4	5	2	8	-
Other	8	33	14	10	18	14	12	16	15	2	10	18

QA3: Please briefly tell me where you have read, seen or heard about Doncaster Hill? Where else?

Note: Blue indicates a significantly lower change, pink indicates a significantly higher change and black indicates no significant change

Base: All respondents (n=401). Note: QA3 is a multiple response question

*Caution – low base

Where Did Residents Read/See/Hear About Doncaster Hill?

By age

The following chart shows the information source recalled by each age group...

	Total Mentions						
	Total	18-24	25-34	35-44	45-54	55-64	65+
	n=40 %	n=20* %	n=50 %	n=74 %	n=75 %	n=90 %	n=88 %
Newspaper - The Manningham Leader	47	22	56	42	52	41	51
Billboard	31	34	29	35	27	35	27
Newspaper - The Leader NFI*	25	34	23	25	9	30	20
From a friend/relative/neighbour etc.	9	20	7	16	7	7	7
Newspaper - The Local Paper	7	-	2	6	4	14	9
Direct Mail Brochures (from Council to home)	5	-	4	6	4	3	8
Other	18	16	14	16	22	18	20

QA3: Please briefly tell me where you have read, seen or heard about Doncaster Hill? Where else?



Note: Blue indicates a significantly lower change, pink indicates a significantly higher change and black indicates no significant change

Base: All respondents (n=401). Note: QA3 is a multiple repose question

*Caution – low base

Where Did Residents Read/See/Hear About Doncaster Hill?

Verbatim responses

The following details the range of individual responses recorded in first and other mentions in 'Other'...

Council offices; flyer sent by action group from the area; Doncaster Gazette; Manningham News; school staff meeting; talk given to schools by CEO of City of Manningham; in passing; seen the site; whatever has been put out by the developers and the council; City Council quarterly publication; signs at the relative sites; spoke to members of council which gave me some information about the project; Council letter/information letter to residents; advertising at Shoppingtown; protest meetings; residents action group; council meetings; council chambers/council offices; local church/presentation at church.

QA3: Please briefly tell me where you have read, seen or heard about Doncaster Hill? Where else?

What Is The Key Message Take-Out?

The following chart details those messages recalled by less than 5% of residents...

	n=401 %
It will be an upmarket/trendy/glamorous area/like South Yarra/Southbank	4
It will produce high density living	3
Pictures/artists impressions of proposed development/billboards previewing development	3
New shops/shopping centre/new shopping precinct	3
Billboards/advertisements saying how many apartments sold	3
Private land and houses are being acquired to make room for development	2
Offers great views/views of the city	2
Area will be overdeveloped/concern about overdevelopment/too many buildings	2
Will be completed in the future/next decade	2
Great position/location/situation	2

QA4: And what messages do you recall seeing, reading or hearing about in relation to Doncaster Hill? What others? PROBE FULLY

What Is The Key Message Take-Out?

Cont'd

The following chart details those messages recalled by less than 5% of residents...

	n=401 %
Restaurants/cafes	2
Development will be detrimental to the area	2
Large number of people moving to the area	2
It's happening/development is going ahead	2
Some people support it	2
Expanding Shoppingtown/redeveloping Westfield Shoppingtown	2
Controversy over the project	2
Development will produce traffic/more traffic/congestion	1
Development will be very expensive	1
Residents don't like high rises	1
Council support it/wish to promote the development	1
There is an overabundance/glut of apartments on the market	1

QA4: And what messages do you recall seeing, reading or hearing about in relation to Doncaster Hill? What others? PROBE FULLY

What Is The Key Message Take-Out?

Verbatim responses

The following details the range of individual responses recorded in first and other mentions in ‘Other’...

Development of the Pinnacle and other such buildings; the montage/ghastly/odd angles; only that they ran out of the money to build the units; PR rubbish; strain it's going to put on our existing resources; I first read the council is putting Rainbow Park up for tender, again no address as to where it was, the council were being very sneaky; debate whether it is suitable for that type of structure in the Doncaster area; and no messages, only what you hear, it's very confusing; people are selling their properties for the high rise units, I'm not fussed as I don't live nearby anyway; moved to live in the open spaces; heard on the TV, the council has put a caveat on a house that was for sale in the area; put before the council for approval; billboard advertising close to the city; council meeting, new residential code; re-zoning the area; they are going to revamp the corner; nothing, all I can remember is the name; how high the buildings should be; there doesn't seem to be a great deal of activity in the area, there have been some sold I believe; they want to develop it into a hub I believe

Manningham City Council letters; don't think the council agrees to it much, I don't think they are happy about it; that the development might obscure the city view; its getting approval, lots of people have sold their houses and are leaving the area; just seen it written in big letters; initially that it was going ahead but not much in the paper anymore; need to improve the outside of the building, very expensive; nothing that sticks at this stage; you look at that and in 30 years time it will be here come the slums; elderly people are worried; buildings, streets, roads; its highly sought after and people would want to live there; can't recall anything specifically but agree with residents; whole area has gone Italian, commercial, taken away from the original flavor of Doncaster and Templestowe

QA4: And what messages do you recall seeing, reading or hearing about in relation to Doncaster Hill? What others? PROBE FULLY

What Is The Key Message Take-Out?

verbatim responses cont'd

They are various and mixed (messages), their homes will be overshadowed by buildings; it was promoted as a mini-city; about permits; fairly big block of land but losing countryside; not a great deal, in the process of selling of apartments and pre-selling the apartments; mainly from the developers and councils point of view; seeing a map, dotted area; fringe dwelling, the pre-selling blurb how Westfield has to apply for a planning permit for their redevelopment and how the council are preempting what people will want in Melbourne in the future; negative messages; the 20 year plan, the council, well it was for planning; word of mouth about the development; just a new lifestyle for people over 50, with everything in one area. Basically an easy lifestyle ; booklet from council, it has a section which shows what it is; that the building... with their advertising, been past the site; I mean you can't not see it, you see the posters, I know the area very well and you see it and at the council they talk about it, about off street parking

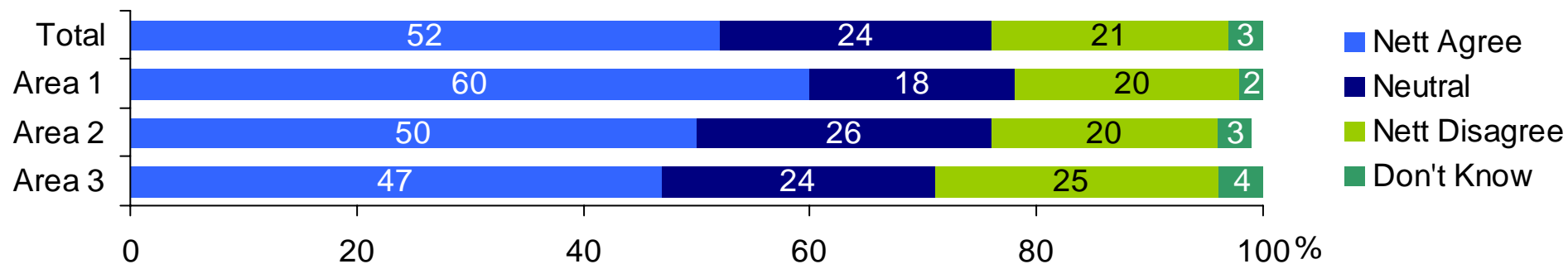
We don't need the restaurants, its only a stones throw from Shoppingtown and that should be changed instead. I don't want a concrete jungle; controversy between builders doing homework in regards to feasibility; in the hub of things; just a proposal that had gone up a while back; that they are having apartments selling; lifestyle thing; council versus Doncaster Hill; and its going o be congested, its all theoretical, we haven't seen any plans; for sale signs, general council proposal; what they are going to do and when

QA4: And what messages do you recall seeing, reading or hearing about in relation to Doncaster Hill? What others? PROBE FULLY

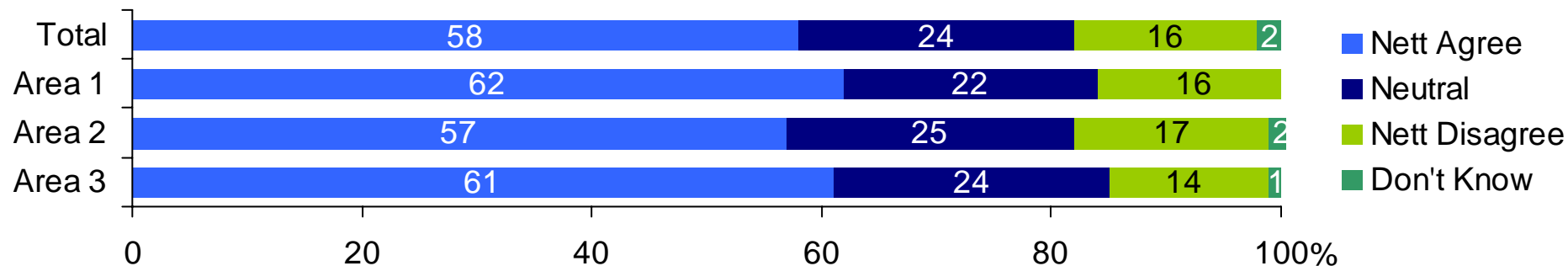
What Is The Strength Of Community Attitudes To The Development?

By area

Provide a greater range of restaurants, shops and 'things to do' for locals...



Increase economic activity in the area...



QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/disagree?

Base: All respondents (n=401)

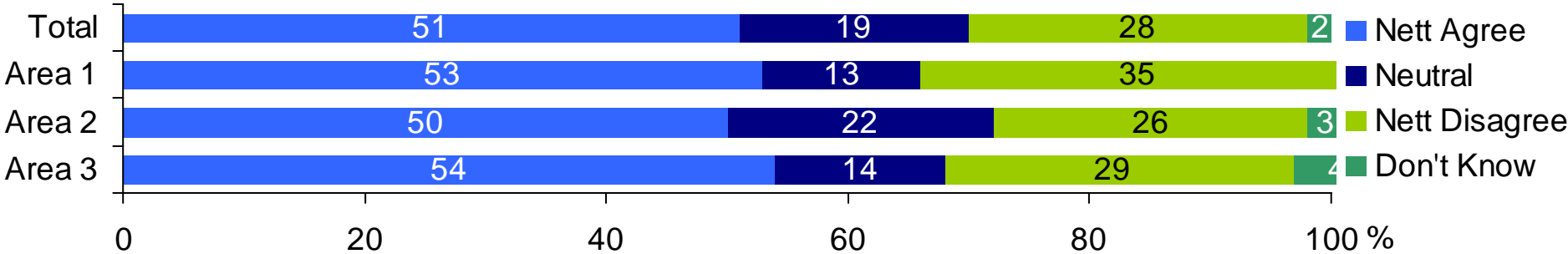


Nett Agree = strongly agree/somewhat agree
Nett Disagree = strongly disagree/ somewhat disagree

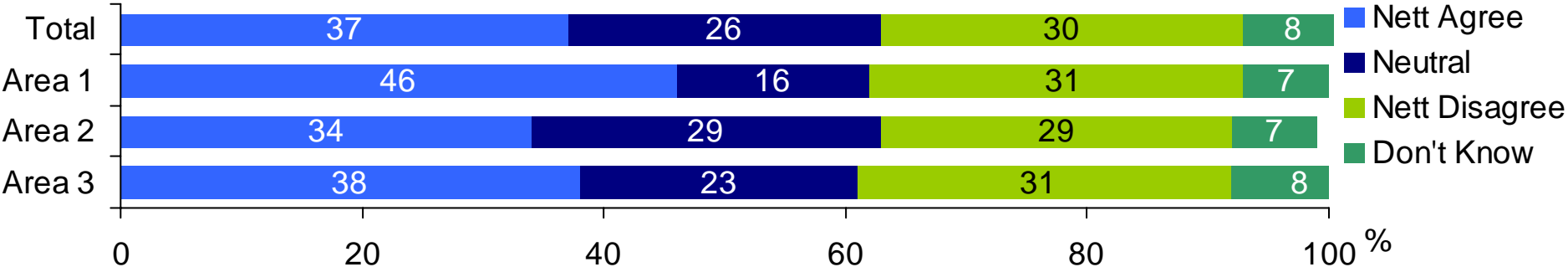
What Is The Strength Of Community Attitudes To The Development?

By area

Be a good place for apartment living...



Create an activity centre/urban village...



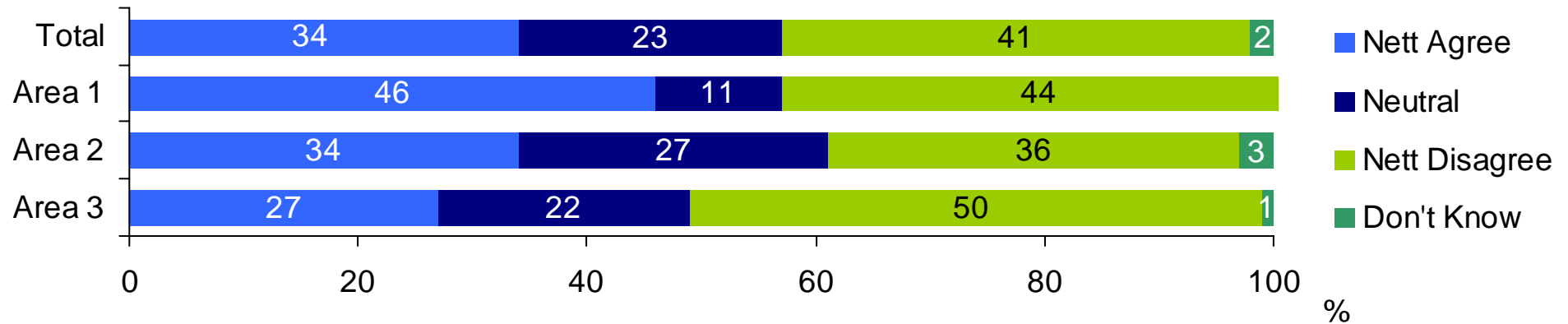
QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/disagree?

What Is The Strength Of Community Attitudes To The Development?

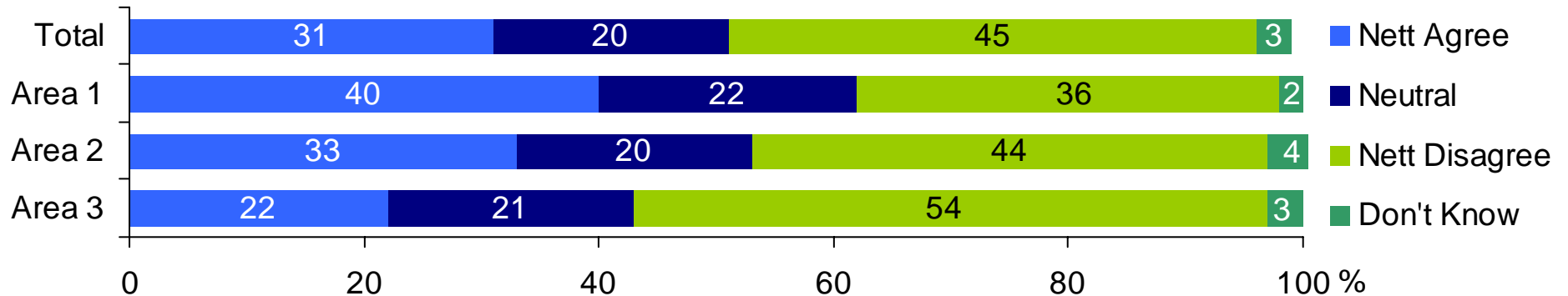


By area

Assist In making the area a more appealing place to live...



Create a more appealing place to visit...

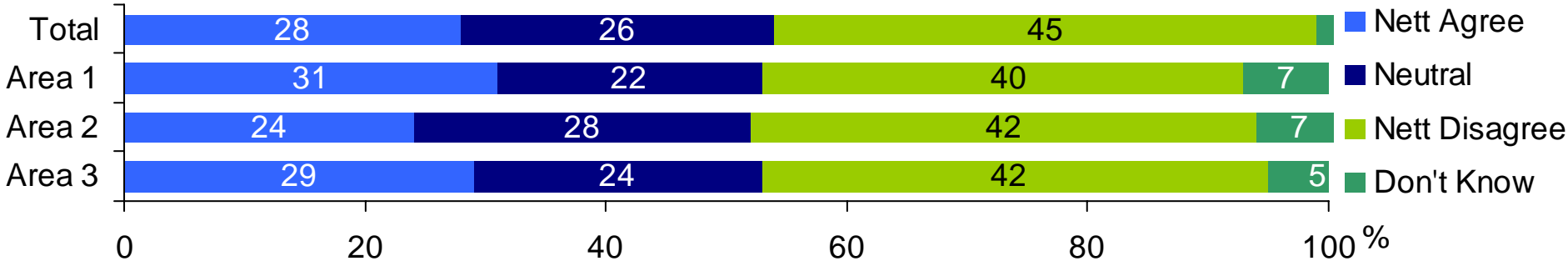


QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/disagree?

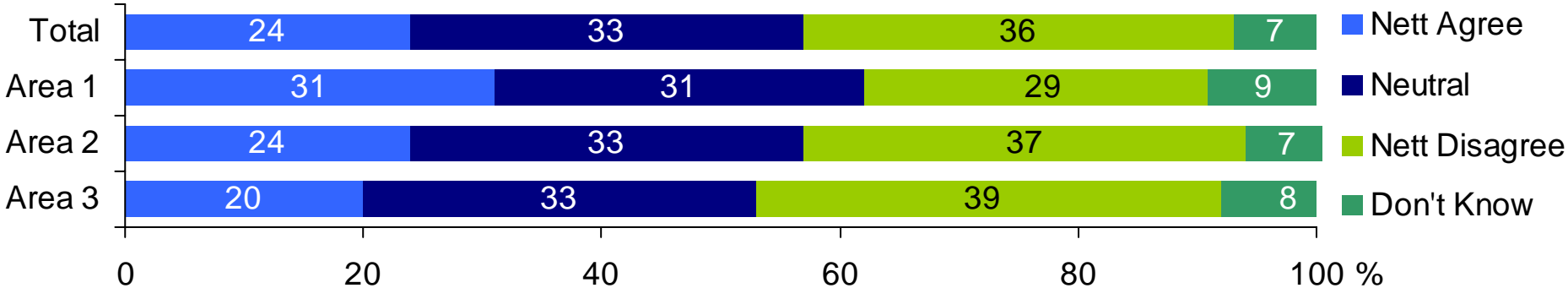
What Is The Strength Of Community Attitudes To The Development?

By area

Improve access to public transport...



Provide more local community services...



QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/disagree?



Base: All respondents (n=401)

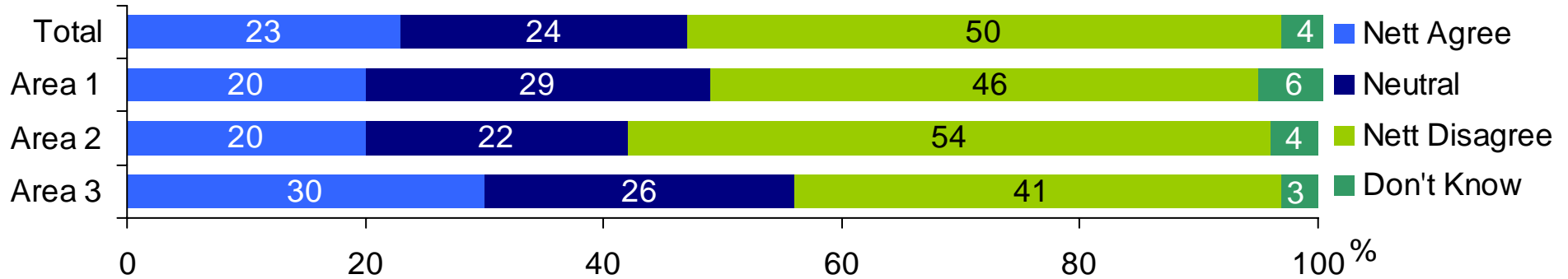
Nett Agree = strongly agree/somewhat agree

Nett Disagree = strongly disagree/ somewhat disagree

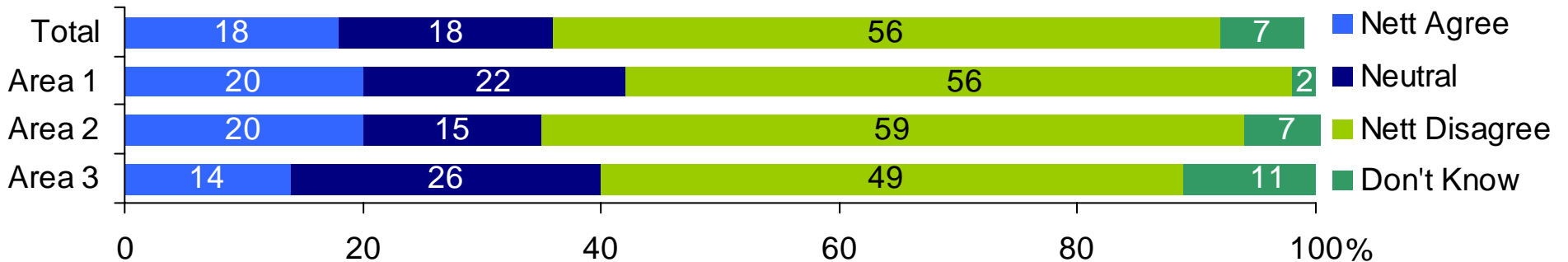
What Is The Strength Of Community Attitudes To The Development?

By area

Take pressure of development elsewhere in Manningham...



Provide enhanced public space...

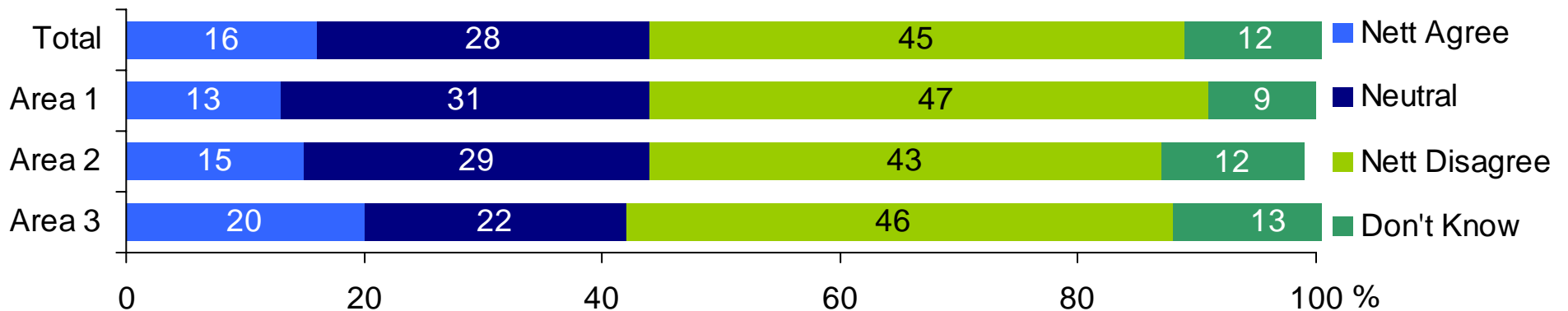


QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/disagree?

What Is The Strength Of Community Attitudes To The Development?

By area

Provide environmentally friendly buildings...



QA6: I am going to read out a number of statements about Doncaster Hill. Using a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree, can you please tell me how much you agree or disagree with the following? Doncaster Hill will [INSERT STATEMENT AND ROTATE. READ OUT]. And is that strongly or somewhat agree/ disagree?

Base: All respondents (n=401)

tns[™]
 Nett Agree = strongly agree/somewhat agree
 Nett Disagree = strongly disagree/ somewhat disagree

What Are The Most Important Aspects For The Development?

The following chart details the aspects of development considered important by less than 5% of residents...

	First mention n=401 %	Total Mention n=401 %
Street scaping	2	5
Do not want the development/apartments	4	4
Choice of housing	1	4
Better roads	1	4
Improve traffic flow/minimise traffic problems	2	3
More/better community activities	1	2
More entertainment/night life/cinemas	1	2
Not too high density/not too crowded	1	1
Safety/security	0	1
Consult the community/community opinion	1	1
Provide more recreational and sporting facilities	0	1
Create more jobs/employment	1	1
More access to the freeway	-	1
Better/easier access to buildings/better access to for prams/disabled	1	1

QA7: I'd now like you to think about the Doncaster Hill project. If you were a planner for Doncaster Hill, what aspects of the development do you consider to be the most important? What else?

What Are The Most Important Aspects For The Development?

Verbatim responses

The following details the range of individual responses recorded in first and other mentions in 'Other'...

Village atmosphere; cost efficiency/from the council overall spend in terms of this project compared to the overall budget; being aware that it's suburbia and not the city; levels of noise pollution for residents; the fact that they are building there/basically a suburban sprawl, not an apartment area/the attitude is that the people prefer the block of land/if they want to live in apartments, its better to be in the city; emphasis on the entry and exit from the new development; the amount of people we bring in/the type of people/are we creating slums; useful to everyone in the community; not enough commercial activity around here; lifestyle; financial return; access to the city; the speed that it gets built i.e. The faster the better; providing business to the area, through office blocks; young people that are economically active; making it look attractive to business investment/ people are going to want to go there; infrastructure; make the shopping underground, three or four storey; vehicle and pedestrian access; (do) not make it like Federation Square, not overly architecturally unique

Sustainable housing, using solar power; low cost apartment living; maintaining the existing culture, without disturbing or altering the things that make the area appealing now; 24 (hour) baby sitting; value for potential buyers; not to take away the privacy of existing residences; position/ it's a good position; functional; environmental impact, increased traffic on an already busy street; extending the tram line to Shoppingtown; living standards and choice of people who will be living in multistorey living; the practicability of the functions; village atmosphere – probably people in the apartments have their own garden space; the council; are thinking of their own pockets; like the apartments to be built so that more people would come to the area for business

QA7: I'd now like you to think about the Doncaster Hill project. If you were a planner for Doncaster Hill, what aspects of the development do you consider to be the most important? What else?

What Are The Most Important Aspects For The Development?

Verbatim responses cont'd

Color coding of buildings; make it more like docklands; a pleasant place to live; turning us into the Gold Coast/ become the slums of the future;no vehicle access/open space for indigenous vegetation/no shops, theatres

Light industry or commercial development; don't put it in a place where there isn't public transport to support it and there won't ever be/do a survey to visualise Doncaster Hill as a satellite city- view from Melbourne resident to see if Doncaster is the place to be; what it has to offer to the aging population of Manningham; proper usage of ground, not buildings occupying the entire site; focus on many properties here; law and order/high density living; consider the privacy of the residences in the area; more advertising; pets within reason; wouldn't want architect to design it; utilising the geography

QA7: I'd now like you to think about the Doncaster Hill project. If you were a planner for Doncaster Hill, what aspects of the development do you consider to be the most important? What else?

What Is The Perceived Benefit To The Community?

By suburb/area

The chart shows how beneficial/unbeneficial residents within each suburb/area believe Doncaster Hill will be for the Manningham community...

Rating	Area 1			Area 2				Area 3				
	Total %	D'cster %	Subtotal %	B'lln %	D East %	Lwr T'stowe %	T'stowe %	Subtotal %	D'vale/ N'wading %	P Orchrds %	W'dyte %	Wonga Park %
Not at all beneficial	14	15	13	15	18	4	10	15	13	15	20	18
Not very beneficial	28	20	28	45	27	32	15	33	30	38	41	25
Neither beneficial or unbeneficial	14	9	15	5	16	20	15	16	20	13	10	18
Very beneficial	34	44	33	33	24	36	45	30	30	30	27	33
Extremely beneficial	9	9	10	3	13	6	12	5	7	3	2	5
Don't know	2	4	2	-	2	2	2	1	-	3	-	3

QA8: Thinking about everything you know about Doncaster Hill, how beneficial do you believe it will be for the Manningham community? Would you say extremely beneficial, very beneficial, not very beneficial or not at all beneficial?



Base: All respondents (n=401) Please note: all don't know responses have been excluded from this chart

Note: Blue indicates a significantly lower change, pink indicates a significantly higher change and black indicates no significant change

What Are The Reasons Why Doncaster Hill Is Considered To Be Beneficial/Unbeneficial?

The following details the range of individual responses recorded in 'Other'...

No extra transport; ,many people have been here for many years, any development should be further out; if people want to live in high rise then they can live in the city; if I look at other residential areas with similar investments, it will improve the municipality by better standards of living; I think a hub is good, a good dense place is a good thing; like trees; I think people would rather get away from that sort of thing; I think that it makes Doncaster a centre of residential and commercial; create more problems than good for example, Port Melbourne's problems/type of people/crime rate increasing; because on a corner, everyone will see it, the location is good and view is up on the hill; I believe that the area used it's domestic housing and I don't see the need to make city buildings, that's the reason I live here and not in the city; take the pressure of other areas; we are not far from Templestowe

Excess of cafes and that sort of thing, people wont make a success, a lot of shops. There is no fancy shopping like Chapel Street; provide an identity for Doncaster; because I am not that much in favor of that type of living in this area; it is a hub but no rail service; not sure the development pushing in city not working, too early to see if it is successful; eventually might think of moving somewhere like it; live on the outskirts of the Manningham area and I tend to go to Ringwood; not creating a family environment, which is now moving away from` the family environment; depends where people are coming from to live in apartments and the price; wouldn't really bother me really; make it a bit more cosmopolitan, increase feel of suburb; freeway makes it easy to get to the city; it will block the views; certainly the council is not considering streetscape, hasn't been planned or developed well in this regard – refer to Boroondara Shire; depends on what businesses they put in there/ type of businesses don't need any more dress shops

What Are The Reasons Why Doncaster Hill Is Considered To Be Beneficial/Unbeneficial?

Cont'd

It will be beneficial, if it only serves a few people it will not be beneficial; it is a large area (the council area). I would imagine the majority of us would go to that area called Doncaster Hill at some stage, there is usually a reason you need to come into Doncaster Hill like the optometrist or something like that; more rubbish bins out on rubbish days/more parked cars on the street; forefront where you can have high density areas without encroaching onto suburbia; I don't believe that it is needed in the Manningham area, upcoming development of Westfield and the Pines, these developments will adequately serve the community; I think Manningham community has so many advantages over highly urbanised inner city areas, why would you want to emulate them?; believe that it disrupts the community 'feel'; health clinics; supposedly should add to the Doncaster area, having more apartments and more living space; I feel that it is just apartments buildings, I haven't read enough about it; enhance sense of community; sets a precedent, which will change the whole feeling and ambience of the suburb, will eventually create a wealthy enclave and could be better put to use for an underground hub for public transport; may create for pollution if there's lots of cars and people using water and electricity; will be busy, I like the country atmosphere; it has something to offer; it's the way of the future

I think it is in the wrong context. Doncaster is a dormitory suburb, it has nothing to offer which is unique, it will never rival Docklands or Southbank; the thing for Manningham is where the city meets the bush, that's supposed to be the motto and they don't do that. If they've got the cash, they can do it; Impact on the development might have on the surrounding community might be detrimental; an attempt to squeeze larger property into one area, more apartments in a smaller block; it will cause pollution; it could also promote the area, it would create a competitive edge; I cant see why residential development will be beneficial to us

What Are The Reasons Why Doncaster Hill Is Considered To Be Beneficial/Unbeneficial?

Cont'd

May be beneficial to the Shoppingtown next to it; because you buy the apartment and the maintenance, you lose money every month. Many people, many arguments, more disagreements, problems become bigger. More than enough for us already; new place for residences to go; because there are a lot of people, in Manningham who moved here in the 20's and are now in their 50's who want to move out of the family home and into something smaller. That sort of lifestyle would suit a lot of people but you'd need to have an outdoor relaxation area where people can sit and have easy access. Especially people who have been used to gardening, it would be a very good idea, like Collingwood Children's Farm

They could have a plot where people can grow things like a little tomato plant. Like a community garden where people can get involved. I love gardening and it would be hard to go somewhere where you didn't have that and it would be nice for people to have their own space. I think that would be very nice actually; if the site could be developed low key, low tiers to reflect the buildings that were finally finished on the Northern side- would be balanced. There is a desire to have a balanced promenade as such, Shoppingtown should still be the feature on that hill rather than multi-story apartment complexes; because I like the idea; increase pollution/but the community would suffer and the people in the area. The best thing that could happen to Doncaster is that they can never be built; when I read that it was going on, a lot of people were against it. I didn't get involved but that was the impression I got. I wasn't very interested. Manningham are interested in new projects only; not existing ones; because it is going to ruin the whole area and the existing tenants in the area; there are more important facilities required in the municipality than apartments; it will just fly by, they will come in and leave again; there are more important facilities required in the municipality than apartments; we've got too much of this development going on. The design comes into it, very boring to look at (probably wonderful on inside, I love open plan designs)

What Are The Reasons Why Doncaster Hill Is Considered To Be Beneficial/Unbeneficial?

Cont'd

Think it is going to attract a lot of youth, a lot of Asians and I can see a lot of s..t happening apartments like that, there is danger involved. The safety aspect I am not happy with; from what I have hear, they will finance the Hill by selling parks and and I think it is extremely detrimental. Where will the kids play and people walk their dogs? If people have to go to the hill to go to the park, it m,ay be far away and is bad for the environment, it is detrimental; I honestly don't believe people will buy apartments to live there. 9 out of 10 people wanting to buy apartments are looking for a fast and good life and I don't really think that Doncaster offers that. I cant understand Doncaster having anything to offer new people. Nothing in Doncaster to offer to young couple to live out here; I think it wont be because it is going to hamper the local residence;

It creates a niche market, people without children, older couple; maybe it will change the outlook of Doncaster, make it more like Toorak or Kew; I think its going to be easy in the future for the council to pander to developers, its going to allow developers to get their own way without too much consultation with the community; general lifestyle; obscuring views would outweigh positive aspects such as housing spreading, better to have people in apartments in Doncaster as opposed to Park Orchards, better in a built up area; it will provide more of a gateway to the Doncaster Hill are, generally will create an urban central; well, if its new quality apartments it would help any area, it better than the service station that was there, I cant see a negative for it; again I think some of these things are very expensive and you have to think of what people can and cant afford

To What Extent Do Residents Believe Doncaster Hill Will Affect Them?

By suburb/area

The following chart shows the breakdown by suburb/area of the extent to which residents believe Doncaster Hill will affect them...

Rating	Total n=401 %	Area 1		Area 2				Area 3				
		D'cster n=55 %	Subtotal n=185 %	B'lln n=40 %	D East n=55 %	Lwr T'stowe n=50 %	T'stowe n=40 %	Subtotal n=161 %	D'vale/ N'wading n=40 %	P Orchrds n=40 %	W'dyte n=41 %	Wonga Park n=40 %
A great deal	8	20	7	8	4	12	7	5	5	3	7	-
A fair amount	14	31	10	5	5	8	22	11	15	15	5	5
Not too much	47	42	46	38	58	48	32	52	67	48	39	25
Not at all	30	7	37	50	33	32	37	30	10	33	49	70
Don't know	-	-	-	-	-	-	-	1	3	3	-	-

QA10: Thinking about Doncaster Hill overall, to what extent would you say that it affects you? Would that be a great deal, a fair amount, not too much or not at all?



Base: All respondents (n=401) *Caution – low base

Note: Blue indicates a significantly lower change, pink indicates a significantly higher change and black indicates no significant change

To What Extent Do Residents Believe Doncaster Hill Will Affect Them?

By length of stay in area

The following chart shows the breakdown by length of stay in area of the extent to which residents believe Doncaster Hill will affect them...

Rating	Total n=401 %	Length of Stay in Area (years)				
		<1 n=4* %	1-5 n=70 %	6-10 n=46 %	11-20 n=79 %	20> n=201 %
A great deal	8	20	4	7	8	10
A fair amount	14	-	11	9	24	13
Not too much	47	80	63	61	33	43
Not at all	30	-	22	23	34	34
Don't know	-	-	-	-	-	1

QA10: Thinking about Doncaster Hill overall, to what extent would you say that it affects you? Would that be a great deal, a fair amount, not too much or not at all?



Base: All respondents (n=401) *Caution – low base

Note: Blue indicates a significantly lower change, pink indicates a significantly higher change and black indicates no significant change

What Is The Preferred Information Source?

The following chart details the preferred source of information for less than 5% of residents...

	n=200 %
Newspaper - The Local Paper	3
Newspapers - Other	2
City of Manningham/Council Website	2
TV	1
Community noticeboards	1
Unbiased direct mail/independent analysts	1
Newspaper - Warrandyte Diary	1
Council Meetings	1
Newspaper - The Age	1
Doncaster Hill newsletter	1

QA12: How would you most like to receive that information?

What Is The Preferred Information Source?

By suburb/area

The following chart shows the breakdown by suburb/area for the preferred information source (for all responses greater than 5%)...

	Total n=200 %	Area 1	Area 2					Area 3				
		D'cster n=36 %	Subtotal n=92 %	B'lln n=18* %	D East n=24* %	Lwr T'stowe n=29* %	T'stowe n=21* %	Subtotal n=72 %	D'vale/ N'wading n=21* %	P Orchrds n=22* %	W'dyte n=19* %	Wonga Park n=10* %
Direct Mail Brochures (from Council to home)	40	36	43	39	50	52	29	36	38	41	26	40
Newspaper - The Manningham Leader	26	14	29	50	25	28	24	28	24	18	47	30
Doncaster Hill website	10	6	11	17	4	3	24	11	10	18	11	-
Newspaper - The Leader NFI	9	8	8	-	8	7	14	13	19	5	5	10
Brochures Non Specific (picked up/collected from elsewhere)	9	6	10	-	13	14	10	8	10	5	5	10
Email	8	14	9	-	13	7	10	2	-	5	-	20
Council letter/information letter to local residents	8	17	5	-	8	3	5	6	5	9	5	10
Manningham Matters	5	8	5	6	4	-	10	3	-	-	11	10
Other	5	8	3	6	-	3	5	5	5	9	5	-

QA12: How would you most like to receive that information?



Base: Those respondents who requested more information (n=200) *Caution – low base

Note: Blue indicates a significantly lower change, pink indicates a significantly higher change and black indicates no significant change

What Is The Preferred Information Source?

By age

The following chart shows the breakdown by age for the preferred information source (for all responses greater than 5%)....

	Total n=401 %	Age (years)					
		18-24 n=20*	25-34 n=50	35-44 n=74	45-54 n=75	55-64 n=90	65+ n=88
		%	%	%	%	%	%
Direct Mail Brochures (from Council to home)	40	52	58	42	27	44	34
Newspaper - The Manningham Leader	26	13	29	18	31	17	32
Doncaster Hill website	10	-	5	16	8	18	4
Newspaper - The Leader NFI	9	16	4	9	10	15	7
Brochures Non Specific (picked up/collected from elsewhere)	9	20	8	11	12	8	5
Email	8	24	17	5	7	11	3
Council letter/information letter to local residents	8	19	5	14	9	7	3
Manningham Matters	5	-	-	5	4	6	10
Other	5	-	-	3	9	3	8

QA12: How would you most like to receive that information?



Base: Those respondents who requested more information (n=200) *Caution – low base

Note: **Blue** indicates a significantly lower change, **pink** indicates a significantly higher change and **black** indicates no significant change

This is a multiple response question, therefore total exceeds 100% **68**

Profile By Location

Below is a summary of the key profile results for residents by gender/ length of stay in area...

	Gender		Length of Stay in Area				
	Male	Female	Less than 1 yr	1-5 yrs	6-10 yrs	11-20 yrs	20 yrs +
	n=179 %	n=222 %	n=4* %	n=70 %	n=46 %	n=79 %	n=201 %
Area 1 Doncaster	14	14	40	17	5	15	18
Area 2 Subtotal	47	45	87	54	51	50	70
Bulleen	10	10	-	9	7	9	11
Doncaster East	21	27	60	21	17	17	28
Templestowe	20	11	-	18	26	19	11
Lower Templestowe	12	12	-	9	7	9	15
Area 3 Subtotal	39	41	-	26	32	27	19
Donvale/Nunawading	9	13	-	13	19	12	9
Park Orchards	4	4	-	3	4	5	4
Warrandyte	5	5	-	6	6	8	4
Wonga Park	3	2	-	4	8	4	1

Profile by Location

Cont'd

Below is a summary of the key profile results for residents by age...

		Age					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 plus
		n=32	n=56	n=64	n=93	n=69	n=87
		%	%	%	%	%	%
Area 1	Doncaster	18	28	17	11	7	21
Area 2	Subtotal	58	70	54	40	70	69
	Bulleen	-	14	12	10	10	8
	Doncaster East	9	18	20	12	37	31
	Templestowe	30	16	13	15	12	14
	Lower Templestowe	19	14	11	13	12	10
Area 3	Subtotal	26	15	26	28	24	20
	Donvale/Nunawading	16	10	14	7	11	11
	Park Orchards	-	1	3	5	6	4
	Warrandyte	5	2	7	16	4	2
	Wonga Park	4	-	3	7	2	1

Profile by Location

Cont'd

Below is a summary of the key profile results for residents by occupation...

	Occupation					
	White Collar	Blue Collar	Home duties	Student	Retiree	Unemployed
	n=193 %	n=47 %	n=44 %	n=15* %	n=97 %	n=2* %
Area 1 Doncaster	12	15	11	13	19	-
Area 2 Subtotal	46	38	48	60	47	-
Bulleen	9	16	11	-	10	-
Doncaster East	18	24	32	21	32	-
Templestowe	22	4	14	27	7	-
Lower Templestowe	13	9	9	23	10	-
Area 3 Subtotal	42	38	41	27	34	100
Donvale/Nunawading	11	10	7	13	13	11
Park Orchards	3	5	6	9	4	58
Warrandyte	6	10	7	-	2	-
Wonga Park	3	3	1	3	2	42

Profile by Location

Cont'd

Below is a summary of the key profile results for residents by family status...

		Family Status				
		Single	Couple	Couple with Kids	Single with Kids	Adults
		n=79	n=92	n=204	n=16*	n=8*
		%	%	%	%	%
Area 1	Doncaster	16	13	17	15	29
Area 2 Subtotal		71	72	50	76	71
	Bulleen	9	10	10	5	22
	Doncaster East	28	25	20	48	19
	Templestowe	14	17	15	8	-
	Lower Templestowe	13	16	10	5	21
Area 3 Subtotal		22	22	25	22	14
	Donvale/Nunawading	13	12	10	6	12
	Park Orchards	3	2	6	-	-
	Warrandyte	3	4	7	12	-
	Wonga Park	1	2	4	2	-

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Should you have any queries regarding this report please contact the account team at TNS...

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