

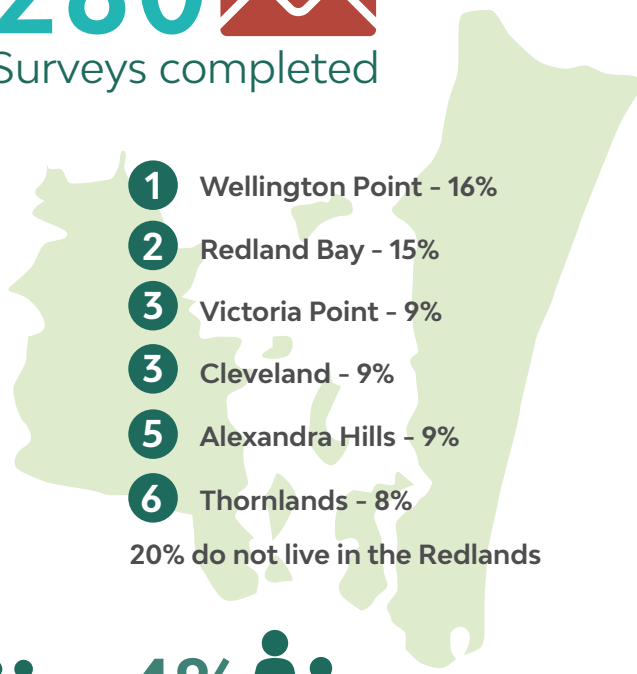
WHO DID WE SPEAK TO?

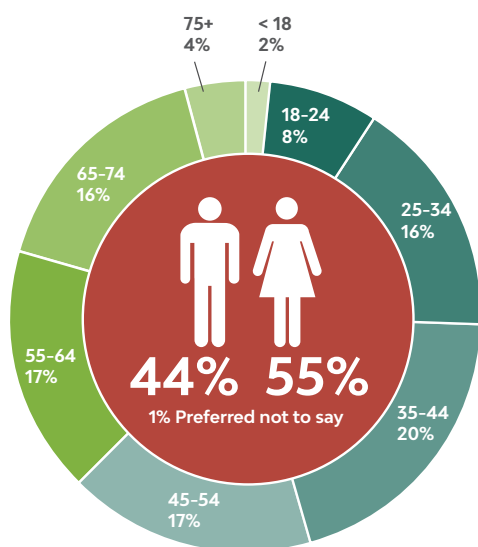
WHY ARE WE ASKING?


The 2021 Australian Census proved what everyone already knows – our population is growing. Here on the Redlands Coast, our population has grown by 12,211 people since 2016. People are moving to the area to be closer to family and friends, to open businesses, to retire, or to become doctors or teachers. And like all of us, they want to call the beautiful Redlands Coast home.


Along with this growth, the characteristics of our community are changing including age and household structure. Because of this growth and change, we need to reconsider how we meet the housing needs of our community. This document provides a summary of what we have heard through our research project **Redlands Coast, The Future of Home**.


280 
Surveys completed


- 
- 1 Wellington Point - 16%
 - 2 Redland Bay - 15%
 - 3 Victoria Point - 9%
 - 3 Cleveland - 9%
 - 5 Alexandra Hills - 9%
 - 6 Thornlands - 8%
- 20% do not live in the Redlands



43% 
Couple with children

35% 
Couple without children

4% 
Single parent

7% 
Live alone

Age and gender breakdown of participants.

The Redlands Coast is...

Relaxed **Beautiful**
Safe Family
Green Vibrant **Quiet**
Home Friendly



85%

Of people surveyed live in a single house in a suburban street

36%

Have lived in the Redlands for 15+ years

**However...
Over 60%**

Said there is not enough **housing diversity** in their neighbourhood

WHAT DID WE HEAR?

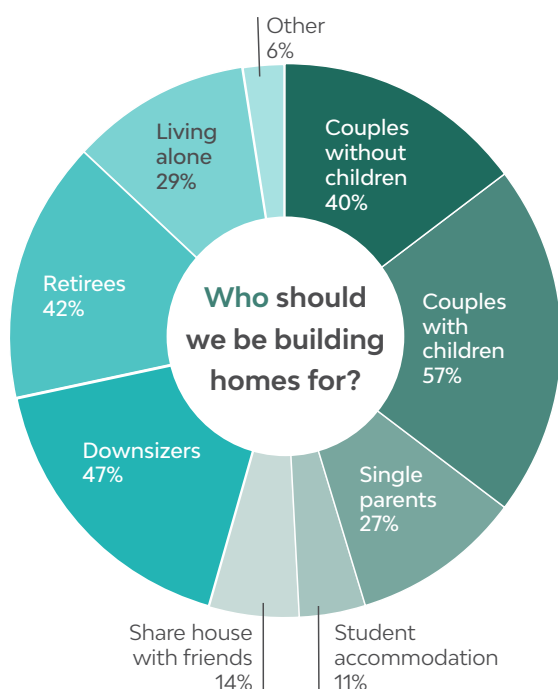
The homes and communities we build on the Redlands Coast should meet our changing needs. That's why it's important to think now about how we want to live in the future. By planning for the future of home on the Redlands, we can preserve the natural beauty of our environment, cultivate communities, and celebrate what it means to live in the best place on earth.

As of 2021:

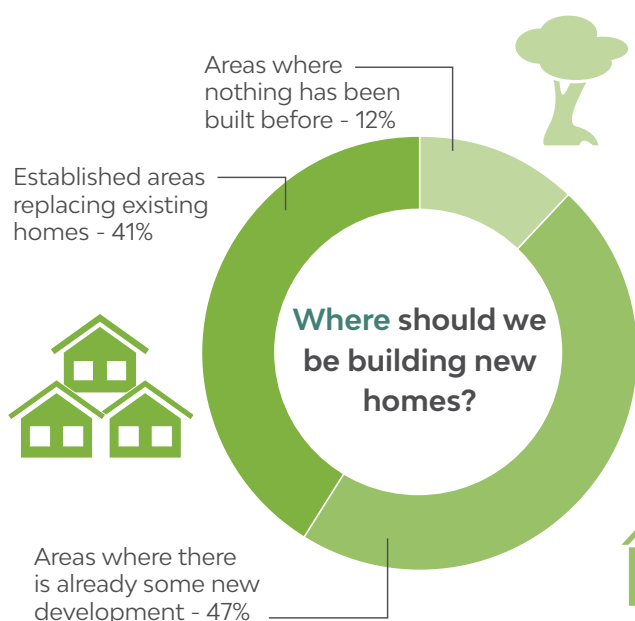
84% of Redlands residents live in a detached house

51% have 4 or more bedrooms

ABS, 2021



WHAT DOES THE REDLANDS NEED MORE OF?



WHAT IS THE FUTURE OF HOME?

Almost 1/3 of survey respondents will look for something 'non-traditional' for their next home. This is on the basis that it is delivered to a high standard with preference for places with **indoor outdoor living**, **space to entertain**, **requires very little maintenance** and has great **storage space**.

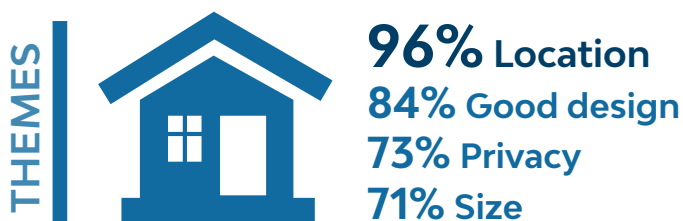
“ It is very important to build a future to keep our community feel, to build to suit the land... We need to keep diversity within the design... ”



Would prefer something other than a stand alone house when they next move.

That's almost one in three

No matter what their next home looks like people identified the following attributes as being important to them



“ There has never been a greater need for people to purchase affordable, well designed and energy efficient homes built from modern materials ”

WHAT IS IMPORTANT TO HAVE IN CLOSE PROXIMITY TO YOUR HOME?



PATHS FOR WALKING / CYCLING

77%



PLACES TO EAT / DRINK

75%



PARKS AND PLAYGROUNDS

62%



PLACES TO SHOP

59%



HEALTH SERVICES

57%



EMPLOYMENT

43%