

APPENDIX 3

Urban Change Readiness Index

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Ballarat Housing Strategy

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In 2022, the City of Ballarat partnered with StudioTHI to help us understand the Ballarat communities' awareness of and opinions towards upcoming urban change. 130 residents were asked a series of qualitative and quantitative questions, alongside information about potential future population growth in the municipality.

Some of the headline results were:

- 43% of the community are excited / confident about change; 34% reported feeling anxious, and only 8% were fearful / angry
- Some 77% of the community are supportive of upcoming change
- 58% of people believed most future residential growth should be encouraged mainly or entirely in established areas, while 42% felt it should be mainly addressed through Growth Area dwellings
- The top three benefits of population growth people reported were the support for economic development, the belief it would result in a more vibrant place to live, and that it would bring access to all services close to home
- The top three concerns for residents were the impact on the look and feel of Ballarat, issues associated with parking and congestion, and the demand on services / infrastructure
- 84% of people thought the 10-minute city strategy important and attractive
- The top three things people felt were positive about Ballarat were its connected network of parks and walking / cycling routes, its strong welcome for all kinds of people, and the belief all needs could be met within a short journey
- The top three areas where people felt Ballarat fell short were the lack of a range of housing choices, the lack of housing affordability, and low feelings of safety

The Housing Strategy cannot respond only to community sentiment, and must make recommendations based on a broad range of evidence inputs to ensure it is compliant with State government guidance. However, the above outputs from the Change Readiness Survey offer a helpful guide to opinions regarding specific types of change and opportunities that arise from these, particularly in the context of the above housing supply and demand data.

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