

BURNIE WORKS

BURNIE COMMUNITY CHANGE AGENDA ANALYSIS 2025

changeagenda
BURNIE

A Shared Plan: to improve the lives of people who live in Burnie



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ACKNOWLEDGEMENTS

Burnie Works thanks the following organisations and individuals for generously providing input into the Burnie Works community movement:

- Community members including individuals and groups;
- Funding partners;
- Project partners including community groups and committee members;
- Organisational Boards, Management Committees and Advisory Committees;
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Australian Government



Tasmanian
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TASMANIAN
COMMUNITY FUND

BREAKING BARRIERS, BUILDING FUTURES



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ACKNOWLEDGEMENTS OF PEOPLE AND COUNTRY

As we live, work, learn, and grow in Pataway/Burnie, we acknowledge the collective wisdom of the original custodians of this place and its Stories of the Palawa people. Country and community are the best example of place based collective impact work we could hope for.

We commit to walking with Palawa people to listen and respect the deep cultural history so that together we can create a strong and vibrant future for Pataway/Burnie and its people.

We acknowledge sovereignty was never ceded, and that it always was and always will be Aboriginal land.



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INTRODUCTION

The Change Agenda 2025 survey was conducted to gather insights from the Burnie community on what constitutes a 'good life' and the barriers and enablers to achieving it.

This report summarizes the key themes and areas of interest identified from the responses, providing a roadmap for community-led transformation and strategic planning.

The responses reflect a diverse and passionate community with a strong desire for inclusion, opportunity, and wellbeing.

METHODOLOGY

- **DATA SOURCE:** Community survey responses collected across five open-ended questions.
- **ANALYSIS:** Thematic keyword analysis was used to categorize responses into 9 key themes.
- **TOTAL RESPONSES ANALYSED:** Over 1,000 individual comments.
- **THEMES IDENTIFIED:**
 1. Community Connection
 2. Transport & Accessibility
 3. Health & Wellbeing
 4. Education & Lifelong Learning
 5. Housing, Health & Cost of Living
 6. Employment & Economic Opportunity
 7. Urban Planning & Infrastructure
 8. Safety & Security
 9. Digital Inclusion

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SURVEY QUESTIONS REVIEWED

1. What is a 'good life'?
2. What do people need to have a 'good life' here?
3. What things are happening in Burnie that help people to have a 'good life'?
4. What stops or delays people from getting these things?
5. Additional Comments

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RELEVANT STATISTICAL CONCEPTS

To analyse this data quantitatively, the following statistical approaches and concepts were utilised:

1. **Thematic Coding & Frequency Analysis**
 - Categorize responses into themes (e.g., health, transport, housing).
 - Count frequency of mentions to identify priority areas.
2. **Sentiment Analysis**
 - Assess tone (positive, negative, neutral) to gauge community sentiment.
3. **Word Frequency & Word Clouds**
 - Visualize commonly used terms to highlight key concerns and aspirations.
4. **Cross-tabulation**
 - If demographic data were available, analyse how responses vary by age, location, or other factors.
5. **Gap Analysis**
 - Compare what people say they need vs. what they say is currently available.
6. **Trend Analysis**
 - If this survey is repeated over time, track changes in community priorities.

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Here is the quantified frequency of each major theme identified in the survey responses:

Theme	Mentions
Childcare	140
Community Connection	139
Transport	101
Digital Inclusion	71
Cost of Living	67
Health	62
Education	50
Housing	48
Employment	41
Arts and Culture	27
Safety	21
Urban Planning	11

OBSERVATIONS:

- **Childcare** and **Community Connection** are the most frequently mentioned themes, highlighting their centrality to the concept of a "good life" in Burnie.
- **Transport**, **Digital Inclusion**, and **Cost of Living** are also significant concerns.
- **Arts and Culture**, **Safety**, and **Urban Planning** are mentioned less frequently but still represent important areas for community development.

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THEME SUMMARIES

I. COMMUNITY CONNECTION (138 mentions)

The most dominant theme, community connection, reflects a deep desire for **belonging, inclusion, and shared identity**. Respondents emphasized the importance of **neighbourhood support, volunteering, and spaces for social interaction**. However, many noted that **social isolation**, especially among youth, elderly, and newcomers, is a growing concern.

COMPRESSION: Community connection is the thread that ties all other themes together. Whether it's housing, transport, or youth services, the underlying need is for people to feel seen, supported, and part of something bigger.

KEY ISSUES:

- Social isolation, especially among youth, elderly, and newcomers.
- Lack of inclusive spaces and events.
- Disconnection between community and council.

OPPORTUNITIES:

- Foster intergenerational programs and volunteerism.
- Promote community pride and storytelling.
- Invest in inclusive, accessible public spaces.

2. TRANSPORT (105 mentions)

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Transport was the second most mentioned issue, with concerns about **limited public transport, expensive or inadequate parking, and poor connectivity** especially for those in rural areas. Lack of transport was frequently cited as a **barrier to accessing jobs, education, events, and healthcare**.

COMPRESSION: Transport is not just a mobility issue it's a **gateway to opportunity**. Without it, other services become inaccessible, deepening disadvantage.

KEY ISSUES:

- Inadequate public transport, especially in rural areas.
- Expensive and limited parking.
- Poor disability access and infrastructure gaps.
- Lack of **public transport**, especially in rural areas, is a barrier to participation.
- **Parking issues, hospital access, and infrastructure gaps** are frequently cited.

OPPORTUNITIES:

- Expand bus routes and frequency.
- Improve parking policies and accessibility.
- Complete and connect the Coastal Pathway.

3. HEALTH & WELLBEING

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RESPONSE COUNT: 65

KEY ISSUES:

- Limited access to mental health services.
- Financial and geographic barriers to healthcare.
- Lack of preventative health programs.
- **Physical and mental health** are consistently mentioned as essential to a good life.
- Access to **preventative health services**, **mental health support**, and **affordable healthcare** is a major concern.
- **Healthy lifestyle opportunities** like walking groups, outdoor gyms, and green spaces are valued.
- Strong desire for **social inclusion**, **community events**, and **spaces to connect**.
- Importance of **volunteering**, **intergenerational support**, and **cultural diversity**.
- **Youth engagement** and **safe spaces** for young people are critical.

OPPORTUNITIES:

- Expand community-based mental health and wellness services.
- Promote physical activity through green spaces and group programs.
- Improve system navigation and outreach.

4. EDUCATION & LIFELONG LEARNING

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RESPONSE COUNT: 72

KEY ISSUES:

- Limited access to TAFE and adult education.
- Teacher turnover and inconsistent support.
- Lack of inclusive and culturally responsive education.
- Value of **early childhood education, STEM, TAFE, and lifelong learning.**
- Concerns about **accessibility, digital inclusion, and online learning limitations.**
- Need for **inclusive education** for diverse and neurodiverse learners.

OPPORTUNITIES:

- Promote Burnie as a STEM and innovation hub.
- Expand fee-free training and digital literacy programs.
- Support neurodiverse and multicultural learners.

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5. HOUSING, HEALTH, & COST OF LIVING

RESPONSE COUNT: 123

KEY ISSUES:

- Housing affordability and availability.
- Long waitlists and poor housing conditions.
- Rising costs of food, utilities, and childcare.
- **Affordable housing, homelessness, and rental discrimination** are major issues.
- Rising **cost of living**, including **food, utilities, and childcare**, is a significant stressor.

OPPORTUNITIES:

- Increase affordable and social housing stock.
- Improve housing quality and maintenance.
- Provide financial relief and food security programs.

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HOUSING (54 mentions), **HEALTH** (80 mentions) & **COST OF LIVING** (80 mentions)

- Housing concerns ranged from **affordability and availability** to **homelessness and discrimination** in the rental market. Long **waitlists for public housing**, **poor housing conditions**, and **lack of emergency shelters** were frequently mentioned.
- **Compression:** Housing is the **foundation of a good life**. Without it, access to health, education, and employment becomes nearly impossible.
- Health and cost of living were equally pressing concerns. Respondents highlighted the need for **accessible mental health services, preventative care**, and **affordable healthcare**. Simultaneously, rising costs of **housing, food, utilities, and childcare** were seen as major stressors.
- **Compression:** Health and cost of living are **interdependent**. Financial stress exacerbates mental health issues, while poor health limits earning potential, creating a cycle of hardship.



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6. EMPLOYMENT & ECONOMIC OPPORTUNITY

Employment issues included **lack of job opportunities**, especially for **young people**, and **barriers to re-entering the workforce**. Respondents also highlighted the need for **dignified work**, **career pathways**, and **support for small businesses**.

Youth were described as **disengaged**, **bored**, and **underserved**. There were calls for **youth hubs**, **creative programs**, and **safe spaces** for teenagers and young adults. Many noted that services are often **cut off at age 18**, leaving a gap for those in their early 20s.

Compression: Investing in youth is investing in Burnie's future. Without support, young people are left vulnerable to **mental health issues**, **substance use**, and **social isolation**.

RESPONSE COUNT: 79

KEY ISSUES:

- Lack of stable, long-term jobs.
- Youth unemployment and disengagement.
- Barriers like transport, childcare, and mental health.
- Need for **job creation**, **youth employment**, and **support for small businesses**.
- Desire for **economic revitalization** through **innovation**, **tourism**, and **local industry**.

OPPORTUNITIES:

- Invest in local businesses and new industries.
- Expand youth employment and mentorship programs.
- Promote lifelong learning and upskilling.

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7. URBAN PLANNING & INFRASTRUCTURE

RESPONSE COUNT: 117

KEY ISSUES:

- Outdated and underutilized public spaces.
- Poor maintenance and lack of amenities.
- Inaccessible or unsafe infrastructure.
- Calls for **better urban design, beautification of the CBD, and maintenance of public spaces.**
- Need for **indoor recreational facilities**, especially for children and teens.

OPPORTUNITIES:

- Revitalize the CBD and foreshore.
- Upgrade parks, libraries, and community hubs.
- Design inclusive, weather-protected, and family-friendly spaces.

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8. SAFETY & SECURITY

Safety concerns focused on **drug use**, **youth behaviour**, and **lack of police presence**, especially in the CBD. Many respondents reported feeling **unsafe at night**, and called for **better lighting**, **community policing**, and **youth engagement**.

RESPONSE COUNT: 24

KEY ISSUES:

- Perceived and real safety concerns in the CBD.
- Youth-related antisocial behavior.
- Poor lighting and lack of visible security.
- Concerns about **crime**, **drug use**, and **lack of police presence**, especially in the CBD.
- Desire for **safe public spaces**, particularly for families and vulnerable groups.

OPPORTUNITIES:

- Increase police presence and community patrols.
- Improve lighting and surveillance in public areas.
- Create safe, inclusive spaces for all demographics.

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10. DIGITAL INCLUSION (71 mentions)

- Digital access emerged as a significant theme, especially in the context of **education, employment, and social connection**. Respondents noted barriers such as **lack of internet access, device affordability**, and **digital literacy**, particularly among older adults and low-income families.
- **Compression:** In a digital world, exclusion from technology is exclusion from society. Bridging the digital divide is essential for equity.

NEXT STEPS

This Change Agenda provides a roadmap for community-led transformation in Burnie. It is recommended that:

- **Community stakeholders** use this data to inform planning and funding priorities.
- **Council and service providers** collaborate with residents to co-design solutions.
- **Progress is tracked** through regular updates and community feedback loops.

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CORE THEMES OF COMMUNITY CONNECTION

I. COMMUNITY CONNECTION

The theme of **Community Connection** encompasses a rich tapestry of ideas and areas of interest that centre around how individuals relate to, engage with, and support one another within shared environments. Here's a summary of the key themes and areas often associated with it:

2. BELONGING AND IDENTITY

- Feeling accepted and valued within a group.
- Shared cultural, social, or geographic identity.
- Intergenerational relationships and heritage.

3. SOCIAL SUPPORT AND WELLBEING

- Emotional, practical, and psychological support networks.
- Reducing isolation and loneliness.
- Promoting mental health through connectedness.

4. COLLABORATION AND PARTICIPATION

- Civic engagement and volunteering.
- Collective problem-solving and decision-making.
- Empowerment through shared responsibility.

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5. INCLUSiViTY AND DiVERSiTiy

- Creating spaces that welcome all backgrounds.
- Addressing barriers to participation.
- Celebrating different perspectives and experiences.

6. COMMUNiCATION AND STORYTELLiNG

- Sharing personal and collective narratives.
- Building empathy through dialogue.
- Preserving community history and voices.

7. PLACE AND ENViRONMENT

- Connection to physical spaces (neighbourhood's, parks, community centres).
- Sustainable and accessible design that fosters interaction.
- Localism and pride in place.

8. TECHNOLOGY AND DiGiTAL COMMUNITiES

- Online platforms that foster connection and collaboration.
- Bridging digital divides.
- Virtual support networks and forums.

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AREAS OF INTEREST AND APPLICATION

1. **Urban planning and community development**
2. **Education and youth engagement**
3. **Health and social care**
4. **Arts and cultural programming**
5. **Nonprofit and grassroots organizing**
6. **Workplace culture and team building**
7. **Digital innovation for social good**

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BURNIE 2030 STRATEGIC FRAMEWORK & IMPLEMENTATION ROADMAP

This section of the report outlines a strategic framework and suggested implementation roadmap for a shared Burnie Change Agenda through to 2030. We have framed all the strategic frameworks and implementation roadmaps only until 2030, as in that year as a minimum, the research should be reviewed and updated to ensure that moving forward the identified themes and areas of impact have not changed.

The Burnie Community Change Agenda 2030 is intended to be implemented collaboratively across all sectors, government bodies and any organisations supporting the development and growth of the Burnie LGA. It is informed by extensive community feedback and aims to mitigate risks while supporting inclusive growth and wellbeing.

The following pages outline a Strategic Framework, Implementation Roadmap and Action Plan. The strategies recommended here are drawn from the analysis on the preceding pages and have been compiled for the purpose of informing the Burnie City Council and supporting co-design processes with the various organisations with carriage of relevant services and activities in the Burnie LGA.

It is important to note that the strategies documented on the following pages recognise a range of activities and interventions which may already be underway in Burnie. Consequently, the strategies should be read in terms of work that needs to start, stop or be reformed to address the feedback reported in the beginning stages of this document.

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STRATEGIC FRAMEWORK

COMMUNITY WELLBEING & INCLUSION

- Strengthen Community Hubs in underserved areas
- Develop intergenerational programs
- Create safe spaces for diverse groups
- Expand mental health outreach and peer support networks

YOUTH EMPOWERMENT & ENGAGEMENT

- Launch Youth Arts & Innovation Program
- Develop Youth Spaces with free activities
- Support alternative education models
- Introduce Youth Advisory Council

TRANSPORT & ACCESSIBILITY

- Advocate for expanded public transport routes
- Improve infrastructure for active transport
- Provide transport subsidies
- Enhance disability access

HOUSING & HOMELESSNESS

- Accelerate affordable housing development
- Support transitional housing and wraparound services
- Create community gardens and kitchens
- Expand SafeSpace and emergency accommodation

HEALTH & WELLBEING

- Expand community health hubs and mobile clinics
- Promote free fitness programs
- Improve hospital parking and access
- Address mental health stigma

EDUCATION & LIFELONG LEARNING

- Promote fee-free TAFE and adult education
- Support digital inclusion
- Partner with UTAS for specialised programs
- Create community-led learning spaces

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INFRASTRUCTURE & URBAN DESIGN

- Upgrade parks, playgrounds, and foreshore
- Improve CBD safety
- Develop multi-use indoor spaces
- Beautify the city with public art and greenery

ECONOMIC DEVELOPMENT & EMPLOYMENT

- Support start-ups and small businesses
- Promote green energy and tourism
- Develop employment pathways
- Encourage volunteering and community enterprise

ARTS, CULTURE & EVENTS

- Host annual festivals and cultural events
- Reinvest in Burnie Arts Centre and Makers Workshop
- Support local artists and performers
- Create low-cost and free events

COMMUNICATION & ENGAGEMENT

- Develop a centralised community information platform
- Improve event promotion
- Establish community feedback loops
- Train providers in inclusive communication
-

ENVIRONMENTAL SUSTAINABILITY

- Complete and connect the Coastal Pathway
- Promote green spaces and outdoor activities
- Support community-led environmental projects
- Educate on climate resilience and sustainability

GOVERNANCE & LEADERSHIP

- Co-design initiatives with community representatives
- Increase transparency in decision-making
- Establish community subcommittees
- Promote leadership development

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IMPLEMENTATION ROADMAP

The following roadmap outlines a phased approach to **implementing strategic actions from 2024 to 2030**

2024-2025

- Establish foundational infrastructure (Community Hubs, Youth Spaces)
- Launch pilot programs (Youth Arts, Health Hubs)
- Begin affordable housing developments
- Create centralised information platform

2026-2027

- Expand transport and accessibility initiatives
- Scale up education and employment pathways
- Host major cultural events and festivals
- Enhance urban design and safety measures

2028-2029

- Evaluate and refine programs based on community feedback
- Strengthen environmental sustainability efforts
- Promote leadership and governance reforms
- Support long-term economic development

2030

- Conduct final review and impact assessment
- Celebrate achievements with community-wide events
- Publish Burnie 2030 legacy report
- Plan next strategic cycle beyond 2030

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NOTES:

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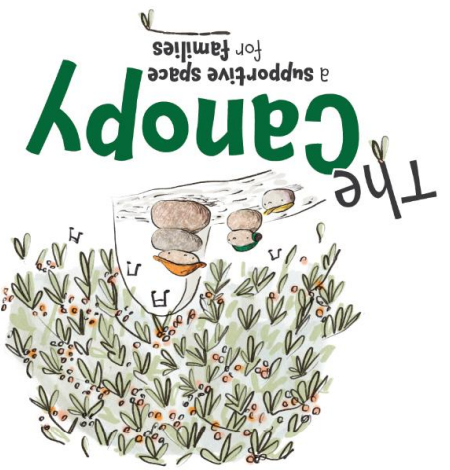
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