Economic Development Queensland

Community Development Plan
Carseldine Village

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1. Introduction

This Community Development Plan (CDP) will guide and support community-based initiatives as part of the Carseldine Village (CV) project. The initiatives will be implemented by the project developers, Economic Development Queensland (EDQ), who will work closely with individuals and groups to ensure the successful implementation of this plan.

Objectives of this plan include:

- Ensuring community-based activities are clearly defined, are inclusive and promote diversity
- Outlining a range of activities that will enable the community ample opportunity to become involved
- Clearly outlining the sustainable features of the development, that are a focus for both the community and the developer
- Creating understanding and awareness about initiatives, through greater transparency, collaboration and participation.

This CDP is also closely aligned with the consultative process and engagement activity outlined in the Carseldine Village Stakeholder Engagement Strategy and Plan (SESP). The SESP is a 'living' document, that is updated regularly as the project progresses, and to reflect lessons learned or key issues raised from the community. The SESP provides a strategic framework for working with the Carseldine community throughout the duration of the project (from planning inception to delivery) where as the CDP focuses only on community development.

Roles and responsibilities

The following table outlines the roles and responsibilities of key contributors and enactors of this plan.

Role	Responsibilities
Marketing and Engagement Manager - Community Development Officer	Contributor
Senior Project Development Manager	Contributor
Development Manager	Contributor
Sales Agent - Community Development Officer	Enactor

Community group involvement

EDQ has facilitated the development of a sporting association to help bring usage of the sport and recreation precinct together. The group consists of members from the following organisations:

- Premier Touch Football
- Baptist Football Queensland
- Aspley Rugby League Football Club
- Kick it Touch Football
- Bracken Ridge Cricket Club

The association is governed under a Heads of Agreement which outlines roles and responsibilities, operation and management, and regular meetings amongst other things. As other precincts within the village open and become operational, there may be a need to consider broadening the community group for targeted and specific involvement.

Monitoring and evaluation

This plan is a 'living' document, that will be regularly reviewed at key milestones, to ensure relevance is maintained and the approach continues to meet the objectives of the plan.

Hold points are included in the action plan, which indicates points in time for review of this document, success of activities and achievements around goals and objectives.

Further to this, Key Performance Indicators (KPIs) are in Section 6 of this document, and fully detail both qualitative and quantitative methods for evaluating and measuring success of these initiatives yearly (end of year reviews).

2. Project background

Carseldine Village is being developed by Economic Development Queensland on the site of the former Queensland University of Technology (QUT) campus at Carseldine.

Carseldine Village will consist of mixed use, diverse and affordable residential, aged care, small commercial and retail, along with bushland and recreational open space areas.

The masterplan for Carseldine Village is proposed to be developed in 6 stages over the next 3-5 years, subject to market demand.

The current approved master plan provides for a maximum of 606 dwellings.

The Government Office Precinct, C&K Child Care Centre and Carseldine Market will remain. Carseldine Village will have, in a future stage, a village retail and commercial heart potentially comprising a convenience supermarket, specialty retail and dining, and medical facility.

About Carseldine and the site

Carseldine is approximately 14km north from the Brisbane CBD and is surrounded by Bald Hills, Bracken Ridge to the north, Aspley to the south, Fitzgibbon to the east and Bridgeman Downs to the west.

It was formerly the site of the QUT Carseldine campus, which closed in 2008. It was adapted for use as a Government Office Precinct in 2012 and in 2016, Deputy Premier, the Hon. Jackie Trad, announced the site would be redeveloped as the Carseldine Village, offering open spaces, recreational precincts and up to 600 dwellings, along with other mixed use, commercial and retail spaces.

The suburb of Carseldine was named after the owner of the land of which the suburb of Carseldine now sits. William Carseldine settled in the area in 1858 and was a fencing contractor.

Community profile

According to the statistics received as part of the 2016 census, Carseldine recorded a population of 9,541 people, with the median age of the population being 40 years old. Children under 15 years old made up 16.6% of the population, where people aged 65 years and over made up 22.1% of the population.

Of the population 64.1% of residents were born in Australia, with the other most common countries of birth including India (4.6%), New Zealand (4.1%), England (3.1%), Philippines (1.9%) and South Africa (1.6%).

Carseldine has 3,713 private dwellings, where the average number of people per household being 2.6 people. The median weekly household income is $1,787 and the median monthly mortgage repayment is $2,000. Of the investor owned dwellings, the median weekly rent is $400 a week.

There are 4,851 people employed in Carseldine, where 60.3% are employed full-time, 28.9% employed part-time and 5.7% are unemployed. Of those employed, 27.2% classified themselves as professional, 17.5% classified themselves as clerical and administrative workers, 11.3% were technicians and trade workers, 11.2% are managers and 10.4% are community and personal service workers.

More than 6% of residents work in hospitals, 3.1% work in other major industries including State Government administration, 2.6% are employed as primary education providers, 2.1% work in computer system design and related services and 2.1% work in fast food services.

For those who are attending an educational institution, 27.4% of the population are in primary school, 21% are in secondary school and 25% are in a tertiary or technical institution.

Carseldine Village vision

The vision for Carseldine Village, developed by Economic Development Queensland (EDQ), is to create a thriving community that seamlessly connects innovative design, sustainability and nature with next-generation terrace style living. A village that is "Inspired Living"

The village is nestled between a brand new $6.5 million sport and recreation precinct called The Green, with existing amenity such as a child care centre, Carseldine Markets and over four hectares of bushland, walking and bike tracks. In addition, the village proposes future development of an aged care development as well as a proposed mixed-use retail/commercial precinct.

At Carseldine Village, each terrace home has been specifically designed to include sustainable and innovative features to reduce the cost of living through inclusions such as solar PV, batter storage, Wi-Fi air-conditioning, heat pump hot water systems and garages being electric vehicle charger ready. Some home designs include a 'flexi-space' providing the opportunity to work-from-home to increase work/life balance. Homes are rear loaded, enabling continuous and safe footpaths. The use of rear lanes promotes mobility for residents to move freely throughout the village between home, work and play.

Carseldine Village is a place that's more than planned, it's inspired by the views of the local community.

Sustainable choices

The project has achieved a 6-leaf EnvioDevelopment accreditation from the Urban Development Institute of Australia (UDIA), that enables home buyers to choose more environmentally sustainable homes and lifestyles that reduce costs and the ecological footprint.

The Green

The Green (the $6.5M new sport and recreation precinct) uses the latest in innovative power and water-saving technology.

LED flood lights have been installed for the playing fields, tennis/netball and volleyball courts and cricket practice nets, with lighting controls via a web-based booking system called BrightSport - to save power.

The grassed playing fields are watered via an irrigation control system with an integrated weather monitor - to save water.

The Green also includes:

- A yoga lawn
- Exercise circuit
- An outdoor table tennis table
- All abilities playground
- Three soccer fields (two dual purpose soccer/ rugby league)
- Two volleyball courts
- Two dual purpose tennis/netball courts
- A basketball half court
- A turf cricket pitch and practice nets
- A brand new amenities block

- BBQs and shaded seating
- more than 120 car parks.

Sustainable fast facts - homes

Sustainable element	Features
Solar panels and battery storage	Each home will have solar panels to capture Brisbane's sunny days to power each home, with battery storage to store surplus energy, resulting in cost free and emission free energy.
WIFI air-conditioning	Air conditioning systems can be controlled from smart phones to enable pre-cooling or pre-heating, ensuring the home is comfortable on arrival home after a busy day, reducing energy usage and bills.
Energy efficient heat pump hot water system	Each home will have an energy efficient heat pump hot water system that draws heat from the surrounding air, and uses solar to provide low cost, zero emissions hot water.
Electric vehicle charging	Each garage will be set up and ready to accommodate an electric vehicle charger.

3. Project elements

The below list provides a summary of the key project elements that were raised during the public consultation and stakeholder engagement phases of the project, which occurred during the design of the development scheme and associated master plan. These included:

- Design of the sport and recreation area
- Sport uses
- Community usage
- Green/open space uses
- Traffic intersection points
- Potential community uses to help inform development
- Potential site constraints to help inform development

These elements were raised and responded to via different mechanisms, including community information sessions, face-to-face meetings, newsletters, email alerts, Questions and Answers (Q&As) on the projects Have Your Say webpage, replies to written submissions provided to EDQ and letters to interested or concerned stakeholders.

4. Event action plan

The below table outlines a strategy or 'event action plan' designed to raise awareness of the project and to engage the local community by creating exciting community events, showcasing a range of activities appealing to adults of all ages, families and children. By creating different events targeted at different groups, this adheres to the objectives of the CDP and SEP in that it enables inclusivity and diversity through collaboration and participation.

It is also proposed to leverage of the existing elements in the village including the use of The Green by various sporting clubs and groups and the existence of the Carseldine Markets.

Timing	Activity	Outcome	Owner
Pre and early-construction phase			
February 2020	Community Day – Carseldine Village launch and Stage 1a release	To inform the community about the project and promote a sense of community	EDQ
Ongoing	Wellness activities	To promote the healthy lifestyle Carseldine Village will offer	CDO, BCC, partner group
April 2020 - school holidays	Easter holiday workshops	To promote cohesiveness as a community and to provide opportunities for children and families to connect	CDO and partner group
May 2020	Community picnic – Stage 1b release	To bring together a sense of community and promote a relaxed lifestyle	CDO
June 2020	**REVIEW HOLD POINT** To check effectiveness of the plan, ensuring it meets objectives		
September 2020	Welcome to Spring - Targeted education and community workshops	To promote the benefits of 'urban green living' through learning how to create green vertical gardens and other type gardens through community based workshops	CDO
December 2020	Christmas markets	To celebrate Christmas with the local community, through bringing families together, showcasing local arts, crafts and food	CDO, BCC, partner group
REVIEW HOLD POINT Activities and timing to be confirmed based on sales and construction timing. Review results will be summarised in no more than two pages and will highlight outcomes and lessons learned to be implemented.			

Impacts of COVID-19

This CDP was originally drafted prior to the various social and economic actions that were implemented to address the impact of COVID-19.

The above mentioned event action plan was unable to be implemented as a result.

EDQ will continue to adhere to Queensland Health issued COVID-19 advice on social distancing and health management regulations and will keep these in mind when designing and implementing events and actions in the future.

5. Communication approach

The following communication activities will be implemented to support delivery of the event action plan and to disseminate information that will raise awareness and encourage collaboration and participation amongst stakeholders and the community.

Activity	Purpose	Outcome	Responsible
Project updates and e-newsletters Emailed	To provide the latest information about the project and initiatives	An informed and participatory community	EDQ
Invitation to events Emailed, website and letter box dropped	To invite the community to events or participate in local initiatives	A cohesive community that is living well	EDQ
Website updates Project website EDQ website DSDMIP website Have your Say webpage	To keep interested stakeholders informed	An informed and aware, interested community	EDQ
Email alerts	To inform stakeholders of targeted, often last-minute or urgent information	An informed, aware, and understanding community	EDQ
Community Development Plan Available on the web	To outline purpose and activities to build and develop the community along with the estate	Clear understanding of project objectives and what EDQ wants to achieve	EDQ
Vision statement and project master plan Available on the web	To provide information about the project	An informed and aware, interested community	EDQ
Frequently Asked Questions Available on the web	To provide answers to questions that are regularly asked	An informed, aware, and understanding community	EDQ
Have your Say webpage	A forum where community and stakeholders can ask questions, gather information and become informed	An informed, aware, and engaged community, who have interest in the project and actively seek more information	EDQ
Welcome pack for new residents	To celebrate their new home, explain the sustainable features and advise of community initiatives underway	Bring a sense of community, understanding and awareness of what EDQ wanted to achieve	EDQ Builder partner

Online community related information

Carseldine Village has a community focused “Have Your Say” project webpage located here.

Reports and documents available for the community to learn more about the project, and how the broader community has been engaged across the life of the project are located here. Documents that are of particular relevance include:

- Local community engagement summary report
- Carseldine Village Masterplan information session boards
- Example of a Carseldine Village newsletter demonstrating strong community and stakeholder engagement

The Carseldine Village Have Your Say webpage also contains further documentation that outlines technical, planning and development related aspects of the project.

6. Evaluation of key performance indicators

To assess the effectiveness and success of the activities outlined in this plan and so lessons learned can be implemented in future stages of the project, the below outlines the Key Performance Indicators (KPIs) to be measured and reviewed yearly (end of year reviews).

No	Key performance indicators	Measures	Timing	Success Yes/No?
1	To create awareness and understanding of the clearly defined community initiatives, ensuring they are inclusive and promote diversity	• Project information is regularly provided in a timely and accurate manner • Regularly review project information to ensure it is clear and accurate • Review FAQs regularly • Review attendance statistics at events, including demographics • Webpage statistics	Project establishment Ongoing throughout the project	
2	Providing a diverse range of events that appeal to all corners of the community to become involved	• Invite RSVPs • Attendance at events • Webpage statistics • Enquiries direct to EDQ • Feedback from community group	Ongoing throughout the project	
3	Promote the sustainable features and showcase the innovative technologies that are being used to make a better life for residents	• Community respond to key messaging and background behind initiatives • Webpage statistics • Enquiries direct to EDQ • Broader community feedback • Sales enquiries	Ongoing throughout the project	
4	Initiatives promote transparency, collaboration and effective participation	• Community respond to key messaging and background behind the initiatives • Media monitoring • Webpage statistics • Enquiries direct to EDQ • Broader community feedback • Project reporting captures opportunities • Market research	Ongoing throughout the project	