TOWARDS 2050 COLLECTIVE

Engagement report: Phase 3

Cairns Regional Council Towards 2050: Shaping Cairns Growth Strategy

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1. Introduction

Cairns Regional Council (Council) is developing the Towards 2050: Shaping Cairns Growth Strategy (Growth Strategy). In August 2022, Council engaged the Towards 2050 Collective to support the development of the growth strategy. Developed across 4 phases, this strategy will be delivered by mid-2025.

The population of Cairns is expected to increase from approximately 169,000 in 2021 to around 241,000 in the year 2050. The Growth Strategy will provide a strategy to sustainably manage this growth.

The Growth Strategy will help to shape a prosperous, resilient, and sustainable future for Cairns. It will recognise the past and explore emerging and future trends. It will use best practice planning and growth management processes to help Council respond to the unique environment, needs and challenges of Cairns. It will explore how Council can:

- provide land for a diverse range of housing
- protect and enhance the natural environment and scenic amenity
- support employment opportunities within a thriving economy
- improve resilience to natural hazards and climate change
- support character and culture
- plan efficient, safe and sustainable infrastructure
- create great neighbourhoods.

In October 2022, Council launched the conversation with the community to help shape the future of Cairns. Phase 1 of the community and stakeholder engagement process ran from October to December 2022 and Phase 2 ran from early January to 31 August 2023. The project team captured over 13,000 engagement interactions during Phase 1 of the engagement, and over 156,626 during Phase 2. Phase 3 ran from September 2023 to September 2024. Figure 1 provides a snapshot of each phase of the engagement process and the documents the feedback informed in each phase.

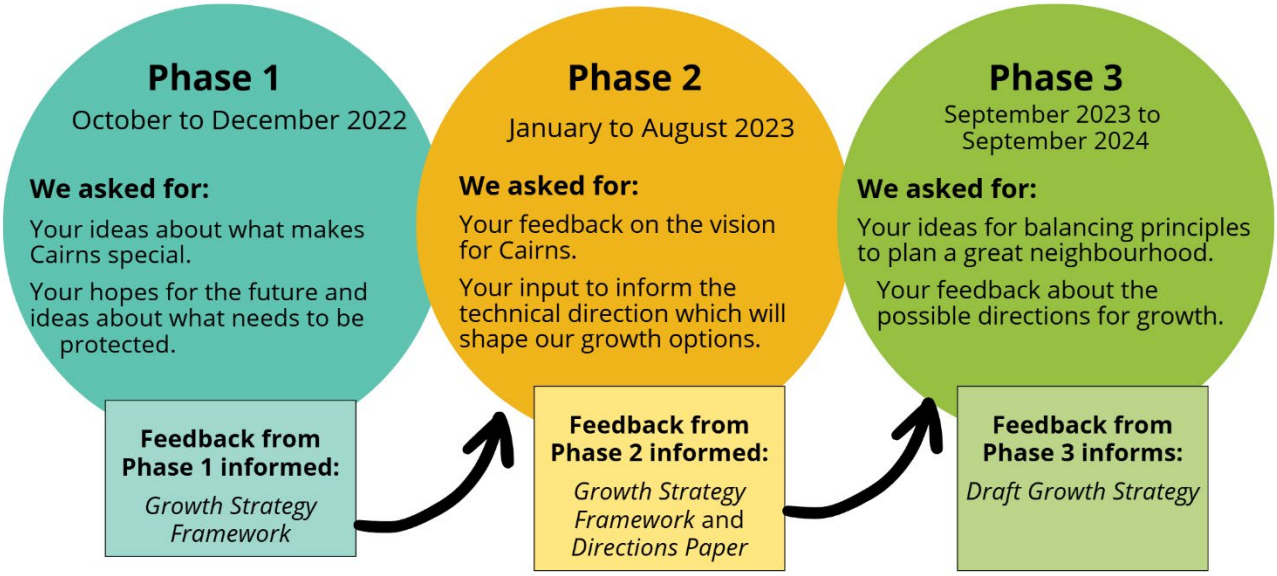


Figure 1: Snapshot of Phases 1 – 3 of the engagement process

Phase 3 was the longest phase of the community and stakeholder engagement process, running from September 2023 to September 2024. Phase 3 of the overall project will run until December 2024. Phase 3 of the engagement processed finished 3 months earlier to ensure that feedback was collated and analysed in time to inform the development of the draft Growth Strategy.

This report documents Phase 3 of the engagement process. It describes the:

- community and stakeholder engagement process
- community and stakeholder engagement activities, feedback rates and reach
- detailed community and stakeholder engagement findings
- conclusions, based on the detailed engagement findings, and recommendations for future engagement phases.

Feedback captured through Phase 3 of the engagement process has generally aimed to gather more in-depth information from community members and stakeholders to inform the Towards 2050: Shaping Cairns Growth Strategy.

2. Community and stakeholder engagement process

This section of the report describes the community and stakeholder engagement approach delivered during Phase 3 of the Towards 2050: Shaping Cairns Growth Strategy project.

2.1 Engagement purpose

Community and stakeholder engagement for Towards 2050: Shaping Cairns Growth Strategy will aim to capture the interest and imagination of the people of Cairns who will be encouraged to:

- get involved with the project
- understand the opportunities and challenges that growth could bring to Cairns
- share their aspirations and ideas about how to manage the growth challenge and protect what defines Cairns
- help to shape the future of the Cairns region.

2.2 Engagement approach

The Towards 2050: Shaping Cairns Growth Strategy Phase 3 engagement approach included the delivery of a blend of traditional in-person and contemporary online engagement activities. This blend of activities was designed to maximise how the project team could capture input from community members and stakeholders. It allowed broad engagement across the Cairns while also capturing responses at the neighbourhood level.

The Phase 3 engagement approach focused on 3 key principles:

- Continuing to raise awareness about projected population growth in Cairns, and the need to plan for population growth through the Towards 2050: Shaping Cairns Growth Strategy project.
- Communicating the outcomes of Phase 2 of the engagement process, including how feedback from community members and stakeholders has informed the growth directions.
- Gathering input to help shape the outcomes of the project, including the preferred options for growth in Cairns.

These principles guided the engagement activities delivered during Phase 3 of the engagement process. Engagement activities are described in section 3 of this report.

2.3 Identified stakeholders

Given the purpose of the engagement, and the need to span across Cairns, there are many stakeholder groups with a potential interest in the project. These stakeholders include:

- Council employees
- Councillors, and State and Federal elected representatives
- neighbouring councils
- State and Federal government agencies
- Traditional Custodians and First Peoples
- local community groups
- residents
- business owners
- visitors.

3. Engagement activities, feedback rates and reach

This section of the report outlines the engagement activities used as part of Phase 3 of the community and stakeholder engagement process. It also outlines feedback rates and reach of these activities. During Phase 3 of the engagement process, the project team recorded over 33,000 engagement connections and interactions from community members and stakeholders across Cairns (Table 1).

Table 1: Suburbs and how people engaged during Phase 3

Suburb	People engaged in Towards 2050: Shaping Cairns (Phase 3 of engagement process)
Palm Cove, Clifton Beach and Kewarra Beach	Face-to-face – 664 Online activities – 68 Community Panel members – 24
Trinity Beach and Trinity Park	Face-to-face – 8 Online activities – 65 Community Panel members – 19
Holloways Beach, Machans Beach and Yorkeys Knob	Face-to-face – 252 visitors Online activities – 42 Community Panel members – 19
Redlynch, Caravonica, Kamerunga and Barron	Face-to-face – 169 Online activities – 94 Community Panel members – 23
Smithfield	Face-to-face – 85 visitors Online activities – 40 Community Panel members – 12
Aeroglen, Freshwater and Stratford	Online activities – 41 Community Panel members – 10
Cairns City, Cairns North and Parramatta Park	Face-to-face – 296 visitors Online activities – 58 Community Panel members – 34
Edge Hill, Brinsmead and Whitfield	Face-to-face – 633 visitors Online activities – 93 Community Panel members – 26
Manoora, Manunda, Mooroobool and Kanimbla	Online activities – 62 Community Panel members – 41
Earlville and Bayview Heights	Face-to-face – 101 visitors Online activities – 35 Community Panel members – 19
Portsmith, Westcourt and Bungalow	Face-to-face – 542 visitors

	Online activities – 20 Community Panel members – 19
Mount Sheridan	Face-to-face – 150 visitors Online activities – 39 Community Panel members – 25
Woree and White Rock	Online activities – 27 Community Panel members – 10
Edmonton and Bentley Park	Face-to-face – 10 visitors Online activities – 53 Community Panel members – 43
Gordonvale, Mount Peter, Goldborough, Little Mulgrave and Aloomba	Face-to-face – 362 visitors Online activities – 47 Community Panel members – 20
Babinda and southern suburbs	Face-to-face – 294 visitors Online activities – 6 Community Panel members – 4

3.1. Have Your Say webpage

The project Have Your Say webpage was updated throughout Phase 3 of the engagement process. The webpage was promoted as a single 'point of truth' for the project and was used as a quick and efficient method to share information and gather feedback. These updates included:

- a snapshot of the feedback received during Phase 2 of the engagement process
- the Growth Strategy Framework webpage and downloadable document
- the Growing Well in Cairns webpage and videos
- the Directions Paper webpage and survey
- online activities on the private webpage for Towards 2050 Community Panel members.

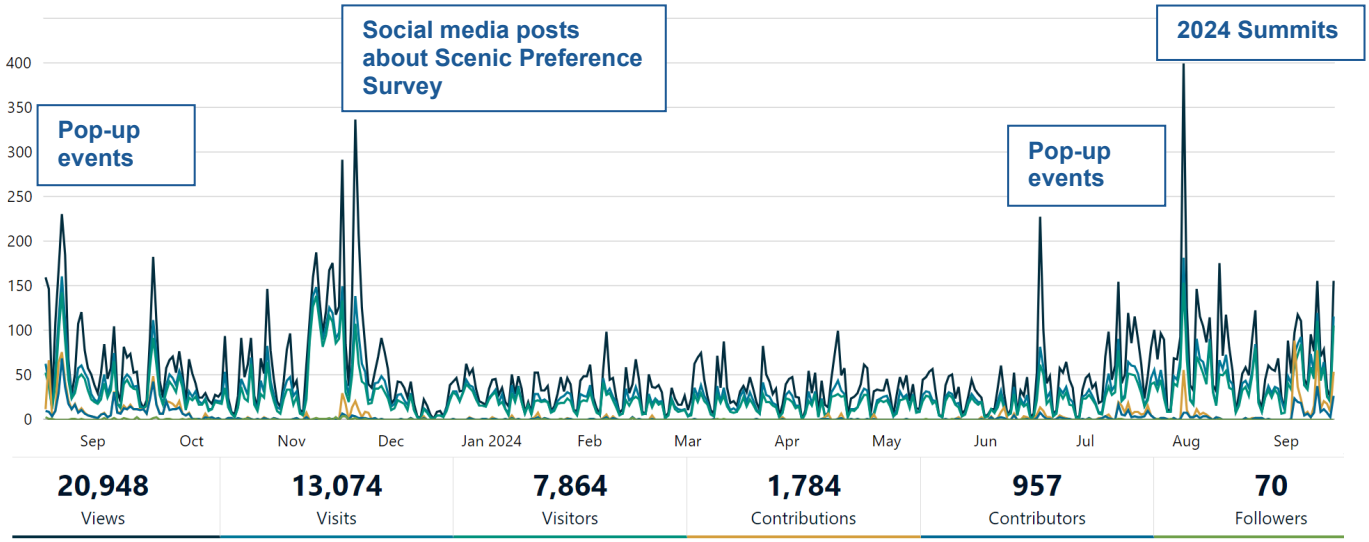


Figure 2: Project Have Your Say webpage statistics

During Phase 3 of the engagement process, the project Have Your Say page was viewed 20,948 times by 7,864 visitors. Figure 2 illustrates how these views occurred over Phase 3, with key engagement activities that led community members and stakeholders to the webpage marked in blue text.

During Phase 3 of the engagement process:

- the Growth Strategy Framework was downloaded 844 times.
- the 2023 Growth Summits summary report was downloaded 424 times
- the Phase 2 engagement report was downloaded 175 times.
- the Phase 1 engagement report and summary report were downloaded 607 times.
- the Directions Paper and executive summary were downloaded 542 times.

3.2. Project promotion and knowledge sharing activities

During Phase 3 of the engagement process, project promotion material included a 'call to action' to register for the project Have Your Say webpage and to register to attend the 2024 Growth Summits.

Direct invitations to 2024 Growth Summits

The project team were aiming to reach community members engaged in the project to attend the 2024 Growth Summit. An invitation email was sent to Towards 2050 Community Panel members, participants from the 2023 Growth Summit and people registered on the project Have Your Say webpage. Invitations were issued one month prior to the Summits.

Pop up events (raising awareness)

The project team held pop-up events throughout Phase 3 of the engagement process. These pop-ups were designed to raise awareness of the project among the Cairns community. Pop-ups were held at various locations, markets and events across the Cairns region. Table 2 shows the date and location of each pop-up and the number of pop-up visitors. The pop-ups focused on raising awareness about the Directions Paper, and encouraging visitors to complete the Directions Paper survey on the Have Your Say webpage.

Table 2: Pop-up events during Phase 3 of the engagement process that focused on raising awareness

Date	Pop-up location	Visitors
Sunday 21 July 2024	Smithfield Shopping Centre	84

Saturday 27 July 2024	Earlville Shopping Centre	97
Sunday 28 July 2024	Tanks Arts Markets – Edge Hill	257
Saturday 3 August 2024	Gordonvale Markets	295
Sunday 4 August 2024	Palm Cove Markets	348
Friday 9 August 2024	Mt. Sheridan Plaza	73
Saturday 10 August 2024	Trash to Treasure Fair	326
Sunday 11 August 2024	Redlynch Shopping Centre	67

Growing Well in Cairns

Throughout Phases 1 and 2 of the engagement process, community members and stakeholders asked a range of questions about the planning concepts that the project team consider when planning for growth. The project team developed 8 short 'Growing Well in Cairns' videos that explore and explain the key planning concepts that contribute to the potential social, economic and environmental benefits that can come with growth.

These videos are titled:

- Why is Cairns growing?
- What types of homes do we need?
- How can we improve our economic and social life?
- How can we move people and goods around our city?
- How can we better prepare for natural hazards?
- How can we protect and enhance our natural assets?
- Creating great tropical neighbourhoods
- How does urban change happen?

During Phase 3, the videos received a combined 2,137 views. Growing Well in Cairns also included survey questions for community members and Community Panel members that aimed to understand their levels of knowledge about planning and change in the built environment.

St Joseph's Primary School presentation and workshop

The project team visited St Joseph's Primary School on Tuesday 22 November 2023 for a presentation and workshop session with 50 Year 2 students. This visit introduced the project to the students and described the role of planners.

3.3. Project promotion and activities to gather feedback

This section describes the engagement activities that aimed to gather feedback to inform the project. It will describe when each engagement activity was held, the purpose of the activity, and a brief summary of the activity. Feedback received during these activities will be further discussed in section 4 of this report.

Pop up events (gathering feedback)

The project team held pop-up events throughout Phase 3 of the engagement process. These pop-ups were designed to raise awareness of the project among the Cairns community. Pop-ups were held at various locations, markets and events across the Cairns region. Table 3 shows the date and location of each pop-up and the number of pop-up visitors. The pop-ups focused on raising awareness about the Growth Strategy Framework, and asking visitors what they think makes a great neighbourhood.

Table 3: Pop-up events during Phase 3 of the engagement process that focused on gathering feedback

Date	Pop-up location	Visitors
Saturday, 2 September 2023	Trash to Treasure Fair	216
Sunday, 3 September 2023	Carnival on Collins	373
Sunday, 10 September 2023	Mt. Sheridan Plaza Markets	72
Saturday, 16 September 2023	Babinda Harvest Festival	291

Saturday, 23 September 2023	CARMA Multicultural Festival	290
Sunday, 1 October 2023	Palm Cove Markets	313
Saturday, 7 October 2023	Gordonvale Markets	65
Sunday, 8 October 2023	Holloways Beach Markets	252
Friday 13 October 2023	Redlynch Twilight Markets	99

Online polls

An online poll was open throughout Phase 3 asking community members what 5 things they think would make a great neighbourhood in 2050. The poll was initially published as a multiple-choice question, which received 60 contributions.

This activity was later changed to a 'Fund it' poll, to reflect the style of the pop-up poll. This online poll received 28 contributions.

Natural environment and biodiversity workshop

The project team invited local environment and biodiversity stakeholders to attend a workshop focussed on environmental matters to inform the Directions Paper. A total of 31 stakeholders attended the workshop, representing the following organisations:

Bats and Trees Society of Cains	Department of Environment and Science	Far North Queensland Regional Organisation of Councils (FNQROC)	Wet Tropics Management Authority
Cairns and Far North Environment Centre	Department of State Development, Infrastructure, Local Government and Planning	James Cook University	
Cairns Regional Council	Environmental Defenders Office (EDO)	Terrain NRM (Natural Resources Management)	

The purpose of the workshop was to supplement the technical inputs prepared as part of the project. Feedback from the workshop helped the project team to gain insight from local stakeholders about the natural environment. This workshop helped in embed the approach to planning for the natural environment in the Directions Paper.

Online surveys

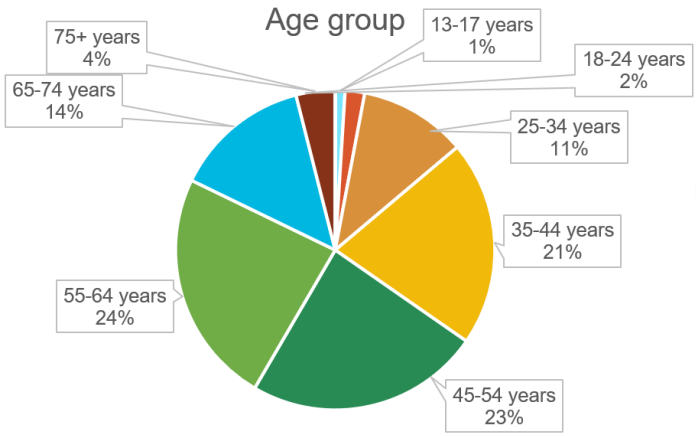
The project team developed a number of online surveys during Phase 3 of the engagement process.

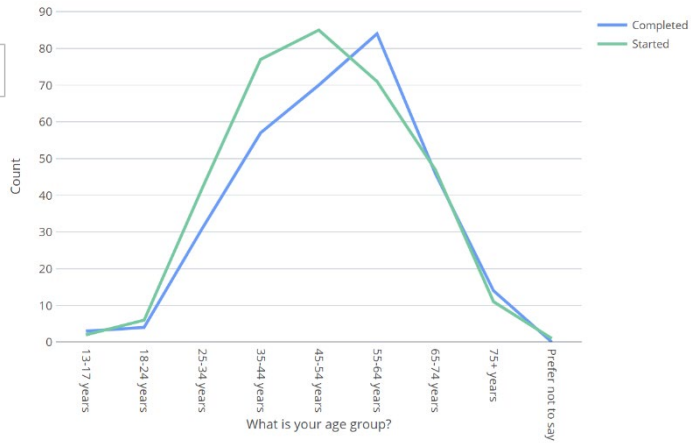
Scenic Preference Survey

The project team developed a Scenic Preference Survey to understand community preferences for scenic places around the Cairns region and the value of different landscape types to respondents. There are many types of landscapes across Cairns, and the survey focussed on which types of scenic areas are most important for respondents. The survey helped to inform the Scenic Amenity Study and the Growth Strategy.

A total of 651 respondents started the survey and 342 completed it. Figure 3 shows the breakdown of respondents by their age group, and the age of those who completed the survey.

Figure 3: Age group of scenic preference survey respondents.





Respondents lived in the following suburbs.

Aeroglen	Bungalow	Goldsborough	Manoora	Stratford
Aloomba	Cairns City	Gordonvale	Manunda	Trinity Beach
Babinda	Cairns North	Holloways Beach	Mooroobool	Trinity Park
Barron	Caravonica	Kamerunga	Mount Peter	Westcourt
Bartle Frere	Clifton Beach	Kanimbla	Mount Sheridan	White Rock
Bayview Heights	Earlville	Kewarra Beach	Packers Camp	Whitfield
Bellenden Ker	Edge Hill	Kuranda	Palm Cove	Woree
Bentley Park	Edmonton	Lamb Range	Parramatta Park	Wright's Creek
Bramston Beach	Fishery Falls	Little Mulgrave	Redlynch	Yorkeys Knob.
Brinsmead	Freshwater	Machans Beach	Smithfield	Outside Cairns LGA

The suburbs with the most respondents were Redlynch (56), Smithfield (34), Kewarra Beach (30), Trinity Beach (30), Brinsmead (28) and Mount Sheridan (28).

Directions Paper survey

An online survey was published to gather feedback from community members about the Directions Paper. 168 respondents completed the survey. Respondents live in the following suburbs.

Barron Gorge	Clifton Beach	Kanimbla	Palm Cove	Whitfield
Bayview Heights	Earlville	Kewarra Beach	Parramatta Park	Woopen Creek
Bentley Park	Edge Hill	Little Mulgrave	Redlynch	Woree
Bramston Beach	Edmonton	Machans Beach	Smithfield	Wright's Creek
Brinsmead	Freshwater	Manoora	Stratford	Yorkeys Knob
Bungalow	Goldsborough	Manunda	Trinity Beach	

Cairns City	Gordonvale	Mooroobool	Trinity Park
Cairns North	Holloways Beach	Mount Peter	Westcourt
Caravonica	Kamerunga	Mount Sheridan	White Rock

The most common home suburb, town or village was Redlynch (13 respondents), Edge Hill (11 respondents), Kewarra Beach (10 respondents). Respondents were from a wide range of age groups (Figure 4). The age group with the highest participation was 50 – 59 years at 26%.

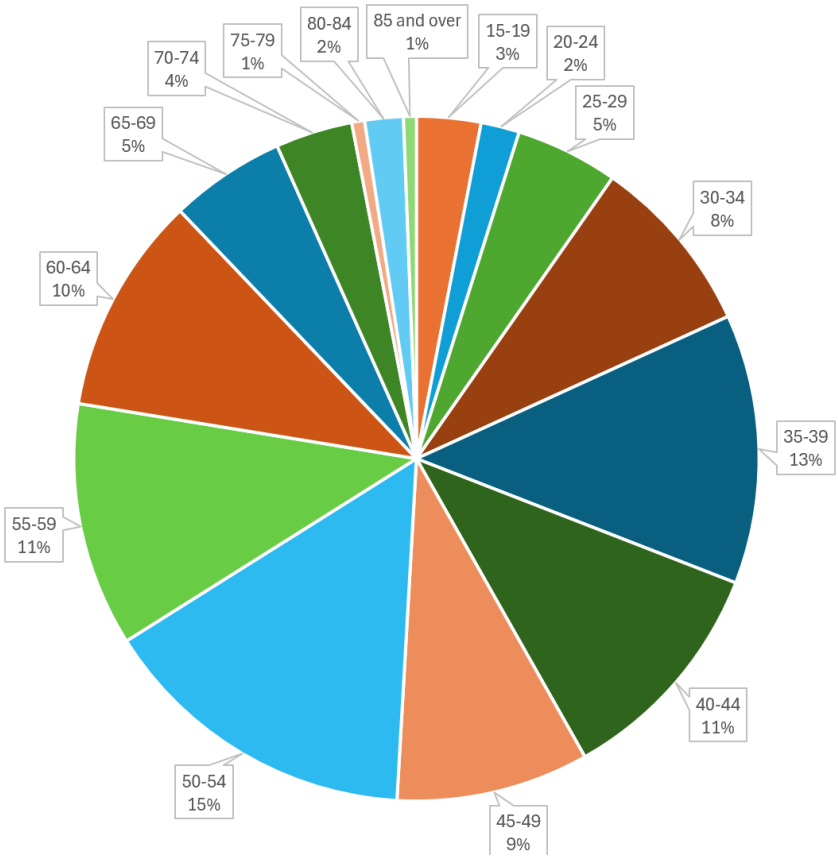


Figure 4: Age range of Directions Paper survey respondents

Towards 2050 Growth Summits

During Phase 3, the project team delivered 2 Summits over 2 days: the Towards 2050 Youth Summit 2024 and the Towards 2050 Community Summit 2024. The purpose of the Summits was to inform the Draft Growth Strategy.

The Youth Summit was held on 16 August and the Community Summit was held on 17 August 2024. The Youth Summit brought together young people from high schools across Cairns. The Community Summit brought together previously engaged community members. Participants at both Summits explored what is driving population increase and change, and worked together to consider how we can best plan for this future growth.

There were 104 participants over the 2 Summits. Figure 5 shows the breakdown of age groups across the Summits.

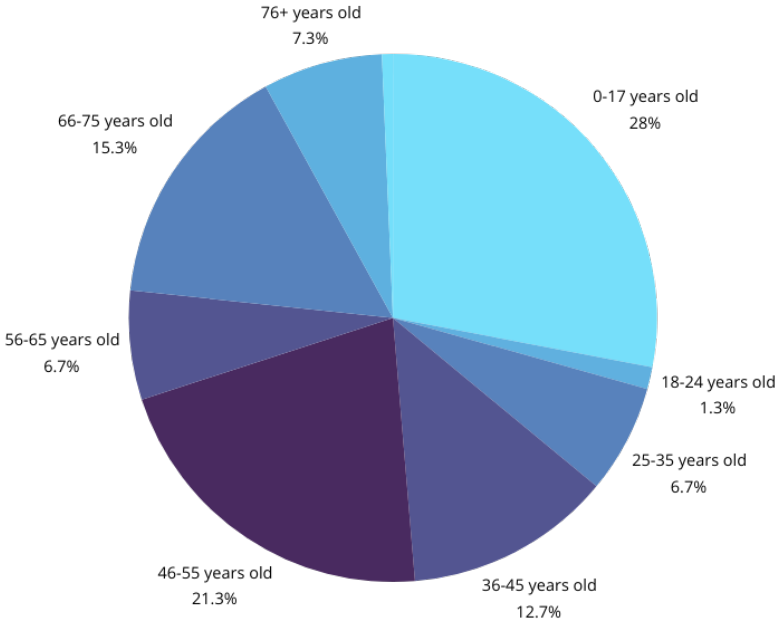


Figure 5: Age range of Summit participants

Figure 6 shows more detail about the Community Summit participants and which catchment area they live in.

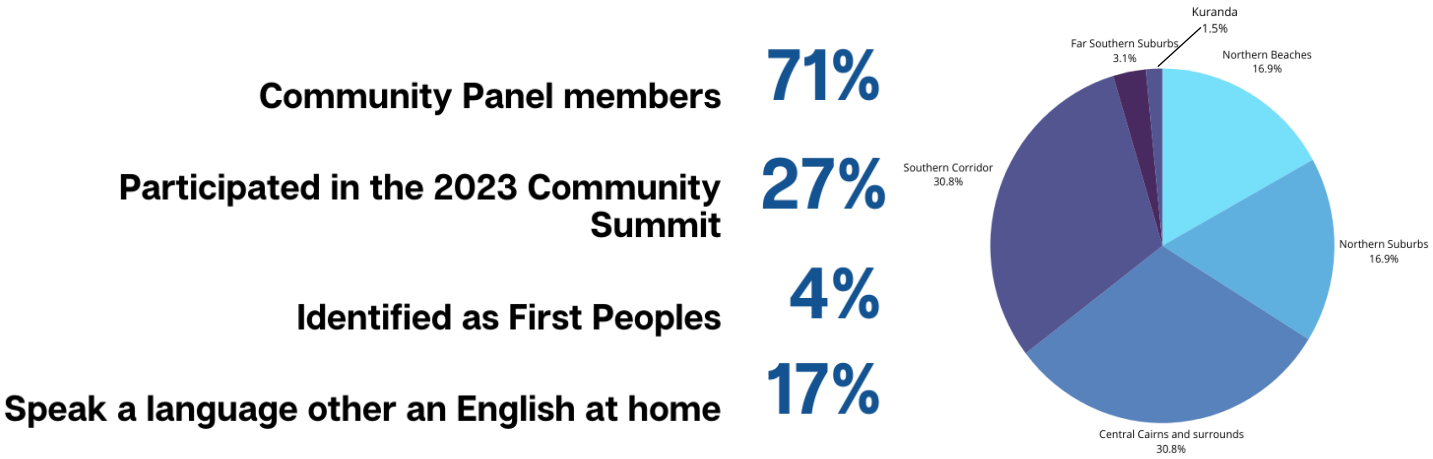


Figure 6: Snapshot of information about Community Summit participants

The Summits used a range of activities to explore the concept of the Growth Directions. This involved summit participants considering the following and providing feedback:

- What it means to be a guardian? (discussed at the Youth Summit with outcomes presented at the Community Summit)
- Where do you live, work and play?
- Where might our new residents live, work and play?

A detailed description of the Summits is provided in section 4.

3.4. Activities to gather feedback from the Community Panel

In early 2023, the project team began the process of establishing a Community Panel for the project. The Community Panel was established during Phase 2 of the engagement process.

The Community Panel is made up of 350 community members who were independently selected to reflect the diversity of the Cairns community. This selection process created a ‘mini-Cairns public’.

The purpose of the Community Panel is to bring people together to discuss important issues relating to the project and to gather input to help shape the outcomes of the technical studies, as they are progressed. The Community Panel have been asked to participate in additional engagement activities and provide a snapshot of views from people of all walks of life: representing the diverse backgrounds, demographics and interests of Cairns.

Growth Strategy Framework feedback

The project team provided an open text field for Community Panel members to share their thoughts on the Growth Strategy Framework document. 36 Community Panel members provided feedback.

Online webinars

The project team provided 2 project updates to the Community Panel via webinar. Each of the updates were offered in 2 different timeslots; coming to a total of 4 webinars offered over Phase 3 of the engagement process.

The webinar delivered in late 2023 gave Panel members a project update, an introduction to the Scenic Preference Survey, a run-through of the Community Panel webpage and an update about the Council election. The webinar delivered in 2024 included a project update, introduction to the Directions Paper, and a run-through of the Directions Paper survey.

Directions Paper survey

The project team developed a survey for the Community Panel to provide feedback on the Directions Paper. The survey for the Community Panel included more detail than the survey for the wider public, given their more in-depth knowledge of the planning concepts obtained through the Growing Well in Cairns videos.

The survey aimed to gather feedback from Community Panel members about the Directions Paper and provide more detail about how what we learnt and what we previously heard from community members and stakeholders informed the Directions Paper. 55 Community Panel members completed all or part of the survey.

3.5. Activities to gather feedback from the Stakeholder Panel

The Stakeholder Panel was formed to provide sector-specific input into the development of Towards 2050: Shaping Cairns Growth Strategy. The Stakeholder Panel is also a channel for sharing information and building an understanding about the project amongst the audiences of the wider groups, through their representation on the Panel.

Stakeholder Panel Meeting 2

The project team held a second workshop with the Stakeholder Panel during Phase 3. The workshop aimed to:

- provide a project update, including outcomes from work completed and feedback received during Phase 2
- capture your feedback on some key topics that would help to manage growth in Cairns
- provide information about next steps, including the next opportunity to get involved.

20 stakeholders attended the workshop, representing the following organisations.

Access Community Housing Company	Cairns Bicycle User Group (BUG)	Centacare FNQ	James Cook University	Real Estate Institute Queensland
Advance Cairns	Cairns Chamber of Commerce	Central Queensland University	Master Builders	Save our Slopes Community Action Group
Australian Institute of Architects	Cairns Historical Society	EDO Cairns	Ports North	Tourism Tropical North Queensland
Australian Youth Climate Coalition	Cairns and Far North Environment Centre	FNQROC	RDA Tropical North	TAFE Queensland North

Online webinar

The project team hosted 2 short webinars for the Stakeholder Panel to provide a project update and introduce the Directions Paper. The webinars repeated the same content, with 1 being delivered during the day and the other in the evening.

4. Detailed engagement findings

This section of the report summarises community and stakeholder feedback captured during Phase 3 of the engagement process. The analysis outlined in this section of the report includes:

- a snapshot of the Scenic Preference Survey
- engagement activities and feedback focussed on the Growth Strategy Framework
  - summary and analysis of data captured through polls and surveys
  - thematic analysis of feedback from Community Panel members
- engagement activities and feedback focussed on the Directions Paper
  - quantitative and thematic analysis of the online survey and Community Panel survey
  - description and thematic analysis of feedback provided during the Towards 2050 Youth and Community Summits 2024.

4.1. Scenic Preference Survey

The Scenic Preference Survey was open for 35 days and closed during Phase 3 of the engagement process. The survey included 4 sections. Respondents were asked to:

- Rate an image of a scenic landscape from 1 (low) to 10 (high) based on how appealing they find the landscape.
- Rank each element in the landscape (e.g. hills, water, mangroves, mountain peaks) from most to least significant to them.
- Share their favourite scenic places or scenic journeys in the Cairns region.
- Share a snapshot of their demographic information.

Each of these sections helped to inform the Scenic Amenity technical study.

When asked about the types of locations that respondents like best, the most popular scenic place or journey was:

- waterfalls or swimming spots (33%)
- beaches (25%)
- hiking tracks (16%)
- rivers (13%)
- scenic journeys, like a drive, boat trip or ride with scenic natural features (13%)
- esplanades (11%)
- parks (7%)
- islands (7%)
- boardwalks (6%)
- lookouts (5%)
- towns (1%)
- other (1%).

When asked for more detail about their favourite scenic locations and journeys, the top 3 places for each category is listed below. The most popular response is highlighted in yellow.

Beach	
Palm Cove	27%
Trinity Beach	18%
Ellis Beach	17%

Hiking track	
Glacier Rock Lookout	10%
Clamshell Falls via Behana Gorge	7%
Earl Hill	7%

Mountain bike track	
Black Snake	18%
Boiboi Peak and Waddlebla Peak	6%
Crystal Cascades to Koah via Copperlode Dam	18%

Park	
Goomboora Park	27%
The Rocks Reserve	14%
Jalarra Park	9%

Boardwalk	
Cairns Esplanade	57%
Century Lakes Boardwalk	22%
Jack Barnes	8%

Lookout	
Gilles Lookout	15%
Earl Hill Summit	12%
Walsh's Pyramid Summit	9%
Other	21%

Waterfall or swimming hole	
Crystal Cascades	24%
Babinda Boulders	17%
Josephine Falls	15%
Stoney Creek	15%

Town	
Babinda	29%
Gordonvale	14%
Little Mulgrave	14%
Other	43%

Island	
Fitzroy Island	64%
Green Island	22%
Other	13%

River	
Barron River	46%
Mulgrave River	41%
Other	7%

Esplanade	
Cairns City Esplanade	61%
Palm Cove Beach Esplanade	25%
Trinity Beach Esplanade	6%

Scenic Journey	
Captain Cook Highway	27%
Gillies Range Road	12%
Kuranda Scenic Railway	11%

Feedback indicated that some of the most attractive places for respondents are:

- Views of the Mulgrave River in Fishery Falls with a backdrop of Lamb Range.
- Natural views of Cairns Harbour with a backdrop of coastal mangrove and the Macalister Range.
- Views of Bramston Beach with gentle waves, backdrop of lowlands and forested mountains.
- Elevated views of Goldsborough when viewed from Gillies Range Road.
- Views of still waters adjacent to densely forested mountains at Copperlode Dam.
- Views of still waters adjacent to steep forested mountains at Lake Placid.
- Mulgrave River with rippling water when viewed toward Upper Bridge deep within the forested mountains.
- Closed views of the Coastal Mangrove forests when viewed from the timber boardwalk.
- Barr Creek with natural views toward forested mountains within the Barron Delta.
- Natural views across Trinity Inlet toward the coastal mangrove forests.
- Closed views of moving water within Lake Placid on the Barron River.
- Unique and ancient rock formations created by the moving water at Babinda Boulders.
- Views of the rockpools and falling waters at Clamshell Falls within Behana Gorge.

More detail about responses to the Scenic Preference Survey is included in Appendix A.

4.2. Activities and feedback focussed on the Growth Strategy Framework

The Growth Strategy Framework explains how the project team are developing the Growth Strategy, and explains the planning principles developed during Phase 2 of the project.

What makes a great tropical neighbourhood?

The right balance of the planning principles refined in the Growth Strategy Framework is crucial in planning great tropical neighbourhoods.

The online poll asked community members what 5 things they think would make a great neighbourhood in 2050. The top responses were for 'walking the streets is cool and shady because there are a lot of trees' (87.5% of respondents selected this option) and 'parks and open spaces where I can connect with nature, relax and socialise or kids can play' (87.5% of respondents selected this option) (Figure 7).

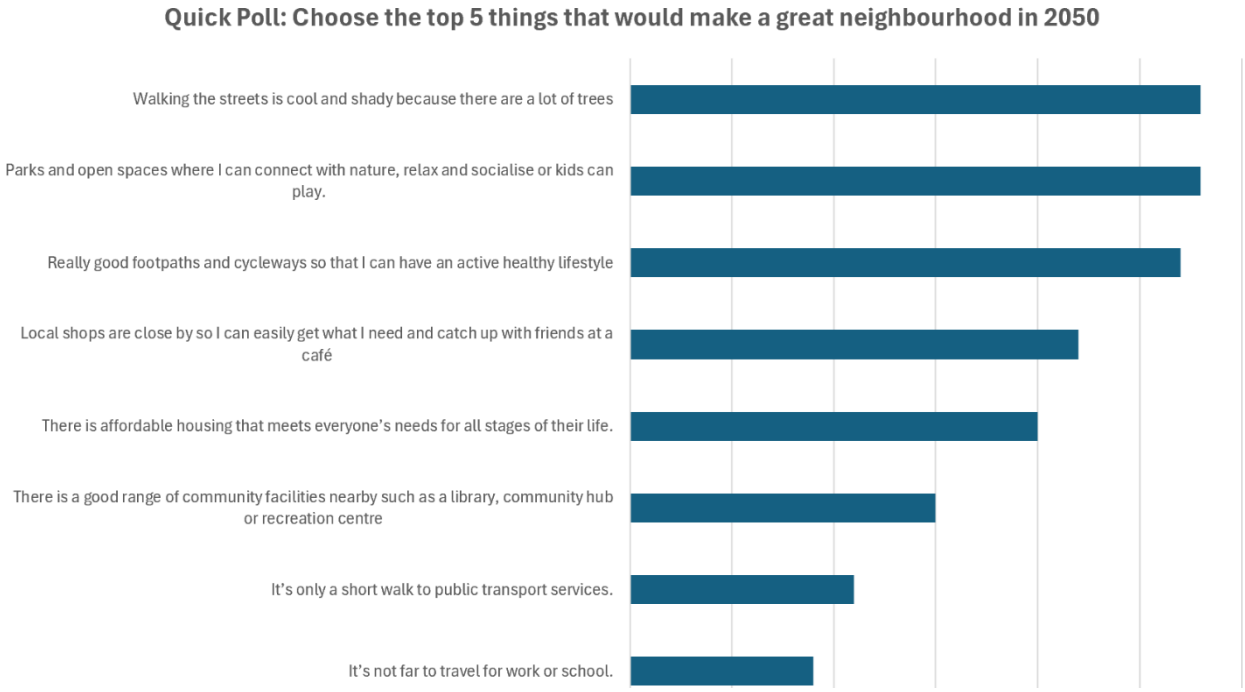


Figure 7: Responses to online poll about the 5 things respondents think would make a great neighbourhood in 2050

This activity was re-posted as a 'Fund it' poll to reflect the style of the pop-up poll. The 'Fund it' tool gives respondents an imaginary 'budget' of 5 points and asks them to 'spend' that budget on their favourite planning principle. Each of the elements for a neighbourhood from Figure 8 was listed as a planning principle that cost 1 point to fund. Respondents could give as few or as many points to each planning principle as they chose to create their ideal neighbourhood.

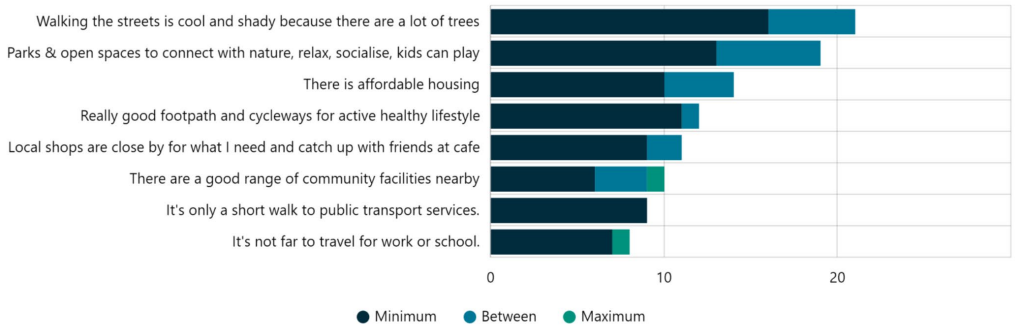


Figure 8: Responses to 'Fund it' activity about the 5 things respondents think would make a great neighbourhood in 2050

The top 2 elements ('parks and open spaces where I can connect with nature, relax and socialise or kids can play' and 'walking the streets is cool and shady because there are a lot of trees') are the same as the quick poll activity.

The project team also asked pop-up visitors during the September – October 2023 pop-up events to respond to this poll. The results from the pop-up poll are displayed in Figure 9.

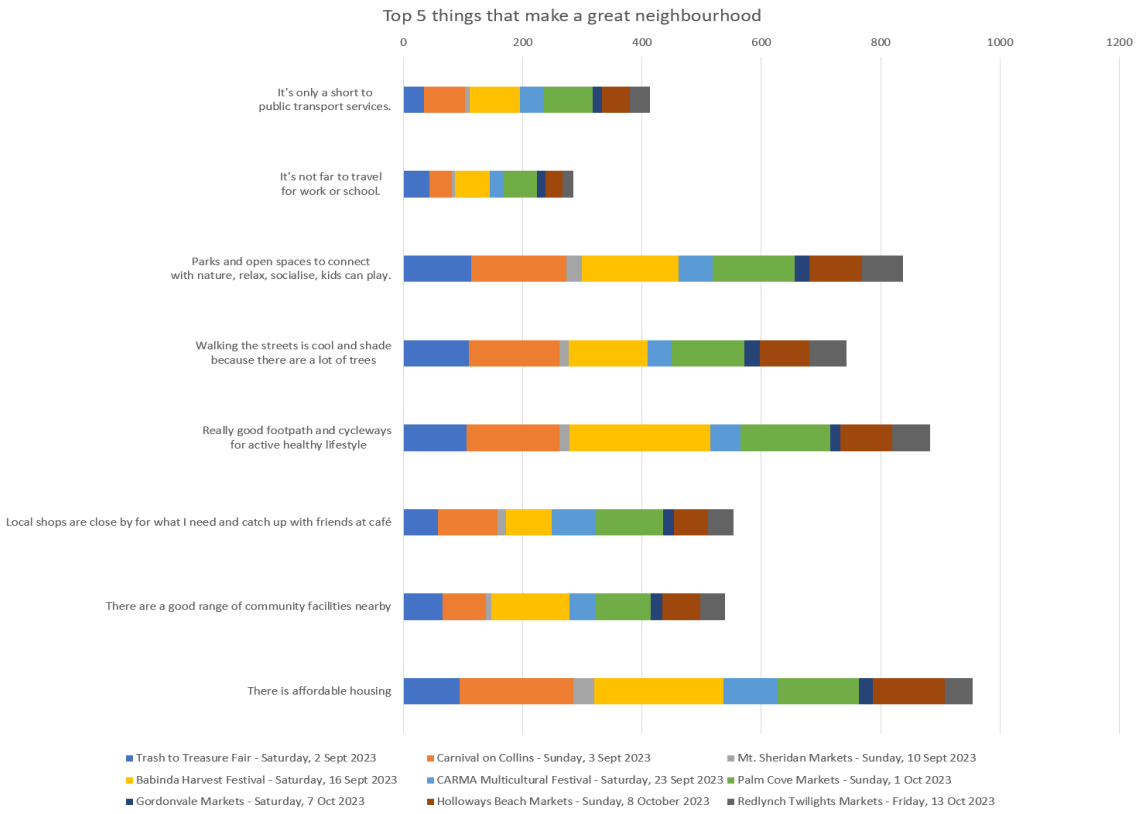


Figure 9: Responses to pop-up poll about the 5 things respondents think would make a great neighbourhood in 2050

The most popular elements for a great neighbourhood as selected by pop-up visitors were affordable housing, active transport pathways, and parks and open spaces.

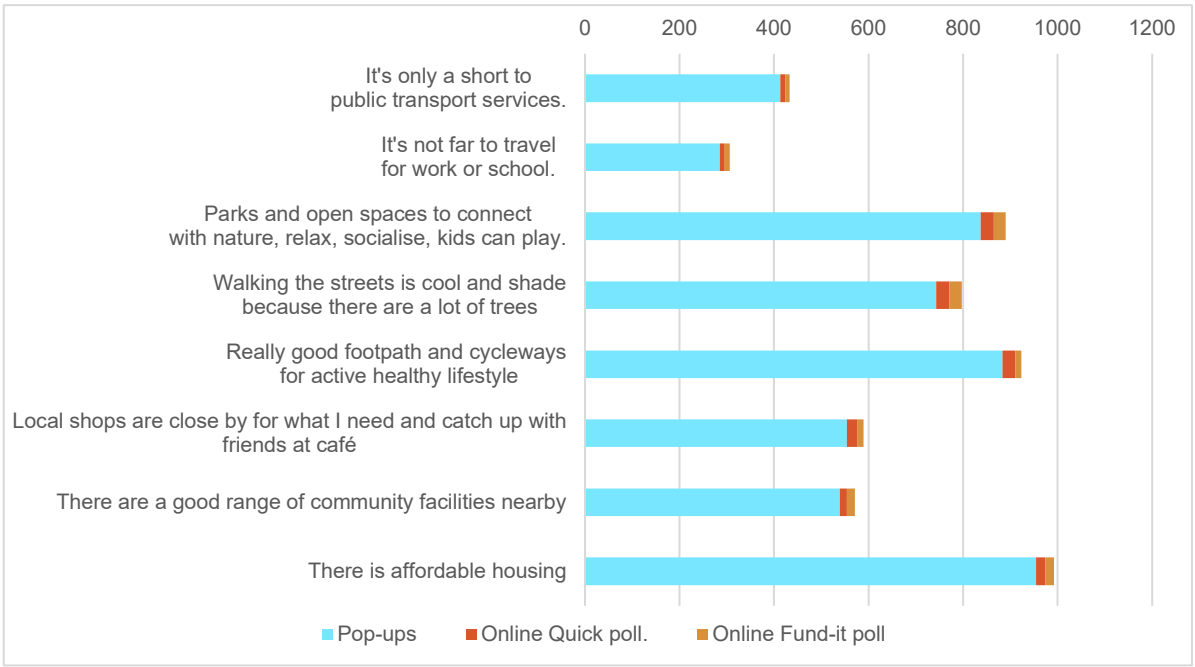


Figure 10: Responses to various polls about the 5 things respondents think would make a great neighbourhood in 2050

When combining the results from all forms of polls, the most popular elements that respondents indicated would make a great neighbourhood were:

- affordable housing
- really good footpath and cycleways for an active healthy lifestyle
- parks and open spaces to connect with nature, relax, socialise, and where kids can play
- walking the streets is cool and shady because there are a lot of trees.

These top 4 elements were influenced by the high rate of responses received at pop-up events.

Feedback on the Growth Strategy Framework

The project team provided an open text field for Community Panel members to share their thoughts on the Growth Strategy Framework document. 36 Panel members provided feedback.

Feedback from Community Panel members was analysed to understand the common themes. Themes of feedback are provided in Table 4, with the number of feedback items related to each theme.

Table 4: Themes of feedback and number of feedback items related to each theme

Theme of feedback	Items of feedback relating to theme
Positive feedback	18
Transport	5
Implementation of the document and growth strategy	5
Quality of life	4
Villages	2
Environment	2
Lot size	2
Employment	2
Case study example or suggestion	1
Waste management	1
Development industry	1
Tropical design	1
Natural hazards	1

The most common theme (40% of feedback items) was positive feedback about the Growth Strategy Framework. The next most common themes related to concerns and suggestions about transport and implementation of the Growth Strategy.

The project team also gathered feedback from the Stakeholder Panel about the guiding principles from the Growth Strategy Framework and their ideas for how to balance each of these principles. Participants shared the following points on each of the overarching pillars of the principles.

Table 5: Summary of feedback from Stakeholder Panel Meeting 2

Our community	Our environment	Our sustainable economy
Larger villages, neighbourhood centres or nodes across Cairns that include services, shops, entertainment and public transport. This would help to manage: • reliance on cars • access to community facilities • access to education and health services • housing availability, affordability and diversity • social isolation through connection.	Acknowledging difficulties that come from a linear region. Emphasising importance of rural land, visual amenity and green space. Creating protected conservation, biodiversity and habitat areas. Balancing environment and development. Highlighting need for tropical design. Highlighting need for sustainable transport options.	Emphasising the importance of local industries and balancing these with the environment. Creating a global identity for Cairns. Diversifying the local economy. Investing in sustainable industries. Retaining young people (cost of living and housing).

Need for tropical design to manage heat, limit emissions and encourage sustainable transport.	Acknowledging impacts from climate change. Highlighting need for wider community awareness about natural hazards and impacts of climate change.	

Summary

Through the different activities, the most popular elements for a great neighbourhood for community members were:

- affordable housing
- active transport pathways
- parks and open space.

Community Panel members provided positive feedback about the Growth Strategy Framework, with the most frequently mentioned concerns relating to transport networks and how the Growth Strategy would be implemented.

Stakeholder Panel members provided a range of feedback, collated by the 3 pillars of community, environment and sustainable economy. This feedback included concerns about environmental impact, opportunities for village, or neighbourhood, centred development, and concerns about the local economy not being diverse.

This feedback helped the project team to understand what community members and stakeholders see as a good balance of the planning principles identified in the Growth Strategy Framework. This feedback was integrated into the Directions Paper in the following ways.

- identifying possible locations for new village or neighbourhood-centred development in Smithfield around James Cook University, in Central Cairns and in Mount Peter
- identifying potential focused areas of housing growth
- identifying potential focused areas of employment growth
- providing more detail about transport options
- providing more detail about tropical neighbourhood design to include open and green spaces.

4.3 Activities and feedback focussed on the Directions Paper

The project team developed 2 online surveys to gather feedback on the Directions Paper: one for the wider community and one for the Community Panel.

Online survey

The survey for the wider community was short and focussed on understanding which elements of the Growth Directions community members would prefer to see in Cairns.

Each survey question included 2 sentences. The first sentence provided a short piece of context, followed by the potential growth element. Some respondents noted that while they agreed with 1 sentence, they did not agree with the other.

This section presents the option that respondents selected. Table 6 has ordered the questions from most to least popular with community members.

Table 6: Themes of question and most popular responses

Theme of question	Question text	Most popular responses
Clustered or spread population growth and change	I think all areas in Cairns play a part in accommodating new residents and growth. However, to do this, we will need more investment in our local centres to accommodate more jobs and community facilities.	51% agree, 39% strongly agree
Southern Corridor	I am worried that all the new homes in Mount Peter will cause the highway to the city to become more congested. I think we should look at creating more jobs and community facilities around Mount Peter, so people don't have to drive to the city every day.	40% strongly agree, 43% agree
Employment	I would like our young people to be able to live, work and study in Cairns. We should look at how we can provide more opportunities around James Cook University and Smithfield.	43% agree, 38% agree
Neighbourhoods and villages	I am concerned that units are being built in isolated locations across Cairns. I would like to see clusters of units built around shops, cafes, community facilities and better public transport.	32% strongly agree, 39% agree
Northern Beaches	I think we need to preserve some areas in Cairns as they are now, like the Northern Beaches, for future generations to enjoy. Instead, we should focus growth, including new facilities and jobs, around our city centre and Mount Peter.	35% strongly agree, 28% agree
Natural hazards	I am worried about how much our city is impacted by cyclones and flood events. I think we need to look at ways to reduce the impact of these events, especially around our city centre and inner suburbs. I think this would encourage more people to live in and near our city centre.	34% strongly agree, 29% agree

After these questions, there was an open field for community members to provide additional feedback.

These responses were analysed to understand common themes. The most common theme of responses (41%) included comments relating to the natural environment. Comments under this theme included:

- concerns about natural hazards and increased heat
- desire for environmental protection, conservation and habitat areas
- desire for new developments to feature tropical design
- suggestions for case studies and examples of sustainable development
- the need to prioritise sustainability in all development and infrastructure.

The second most common theme was comments relating to transport infrastructure (31%). Most of these comments related to suggestions for upgrades to the road network, public transport system and active transport paths.

15 responses provided more specific feedback about the Growth Directions. These comments included:

- support for more employment, infrastructure, restaurants and services in the Southern Corridor
- support for neighbourhood centres or urban villages
- desire for more diversified local industries
- support for growth in Smithfield and Central Cairns
- the need for public transport infrastructure connecting towns and suburbs in the Southern Corridor with Central Cairns
- the need to provide higher density housing across Cairns, not just in specific villages
- concern about environmental impacts of increased density in Mount Peter.

Community Panel Survey

The Community Panel survey was structured to communicate how the growth directions were based on what we heard through community and stakeholder feedback, and what we learnt from a range of technical inputs. This formed the basis of what we could do to accommodate growth. Table 7 provides a summary of the respondents views for each catchment, based on the most popular results.

Table 7: Catchment areas and the picture from responses

Catchment area	The picture from responses
Northern Beaches	Urban village in Smithfield/James Cook University with diverse housing options supported by active transport. Develop in areas with less risk of natural hazard.
Central Cairns and surrounds	Prioritising spend on urban villages in areas with less risk of natural hazard supported by great public transport.
Southern Corridor	Urban villages connected by existing blue and green spaces, new community infrastructure, active transport links and local employment.

Figure 11 shows more detail about the responses, and elements highlighted in yellow show how this informed the summary in Table 7.

Figure 11: Community Panel Directions Paper survey responses

Growth Summits

The Growth Summits invited participants to engage in discussions about the planning principles and growth directions. The Youth Summit aimed to capture feedback from young people who have been less represented throughout the engagement process.

The Youth Summit and the Community Summit followed a very similar agenda and focused on gathering feedback on the topics from community members in a range of age groups.

What does being a guardian mean to you? (Youth Summit only)

The first activity at the Youth Summit focussed on one of the pillars included in the Directions Paper: guardianship. As the future guardians of Cairns, it was important to understand what this concept meant to young people in Cairns.

The project team asked participants to discuss at their tables:

- What are the traits of a 'good' guardian?
- What are the traits of a 'bad' guardian?
- Examples or case studies of good and bad guardians.

Results

Each table recorded their discussions and shared them with the room. Feedback from the participants is provided in Table 8.

Table 8: Feedback from Youth Summit about what being a guardian means to them

Question	Responses	
What are the traits of a 'good' guardian?	• Takes initiative • Considers both the short- and long-term • Community connected • Open minded to all opinions • Protects the environment • Understands consequences • Wants good change for all • Hears the community • Weighs the pros and cons • Strives for balance • Disaster proofs the city • Forward plans • Selfless • Considers the future of tourism • Builds infrastructure and technology for the future • Sources local produce	• Focused on more job and education opportunities • Climate responsive • Supports community during natural disasters • Containers for Change program • Supports someone in the moment, but more to set them up in the future • Protects trees • Supports new infrastructure to cater for population increase • Not afraid of criticism or constructive feedback • Makes sacrifices • Knowledge of the consequences of actions
What are the traits of a 'bad' guardian?	• Money over sustainability • Lack of transparency • Vapes • Turning a blind eye to bullying • Covering up climate change • Doesn't consider community – selfish • Miscommunication • Doesn't consider short and long term, and how people are impacted	• Peer pressure to conform • Undermining • Strong one-sided opinions • Unjust legal system • Doesn't voice the needs of wildlife • Doesn't consider sustainability • Doesn't connect to the minority demographics
Examples or case studies of good and bad guardians.	**Good examples** • 50 cent transport fares • John Howard government's gun law reform • School councillors who put students on right paths	**Bad examples** • The vape ban (it took a blanket ban approach, rather than educating) • Cutting trees at Goomboora Park (now there is no shade) • Immigration laws

Overall, participants shared that a 'good' guardian takes initiative, thinks about impacts from their decisions, connects with community, is open-minded and makes positive change. Two participants from the Youth Summit presented this activity for the Community Summit on the following day.

Where do you live, work and play? Mapping your movements

The next Summit activity asked participants to think about their daily, weekly, monthly needs and where they are located across Cairns. The project team provided A3 maps of Cairns, and stickers representing different places, services and activities. Participants fixed their stickers to the map in the relevant locations. The project team also asked participants to record the 'pinch points' that make these trips challenging.

An example map and the stickers are displayed at Figure 12.

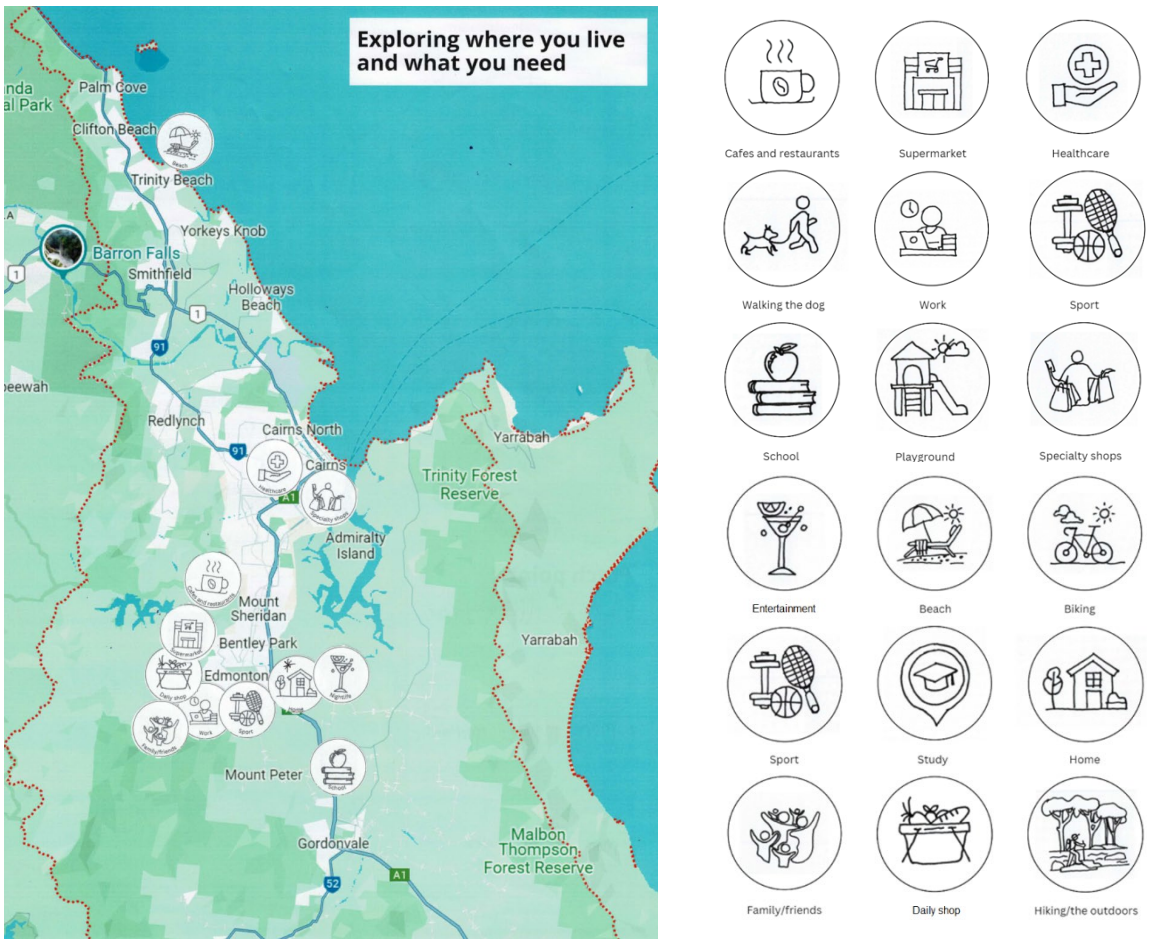


Figure 12: Mapping your movements Summit activity

Results

2 different elements of these maps were analysed: common themes for the 'pinch points', and the catchment where participants live and whether their needs are more clustered or dispersed.

Common themes of 'pinch points' from the Youth Summit participants included:

- Transport (54% of participants mentioned this theme). Comments relating to transport issues included desire for more connected bike lanes, issues with the public transport system, and lengthy commutes to school, sport, shopping and outdoor recreation.
- Entertainment and lifestyle (46% of participants mentioned this theme). Comments relating to this theme included types of retail and hospitality venues near their homes, and the desire for more cultural spaces, community spaces, concerts and sporting events.
- Education (38% of participants mentioned this theme). Comments relating to education included the lack of tertiary education opportunities in Cairns and mixed comments about facilities available at school.

Common themes of 'pinch points' from the Community Summit participants included:

- Transport (76% of participants mentioned this theme). Comments relating to transport issues included desire for cool and connected active transport network, issues with the public transport system, and feeling of reliance on cars.

- Planning, development and neighbourhood design (30% of participants mentioned this theme). Comments relating to this theme included concerns about planning requirements (e.g., lot size, setbacks), suggestions for neighbourhood and road network design, and suggested locations for industry and retail.
- Social and community (26% of participants mentioned this theme). Comments relating to this theme included limited services in local neighbourhoods, concerns about social cohesion and isolation, and desire for more community spaces as a potential solution.

Figure 13 shows the split of participants whose needs are more dispersed or clustered as a percentage of the total number of participants in each catchment area.

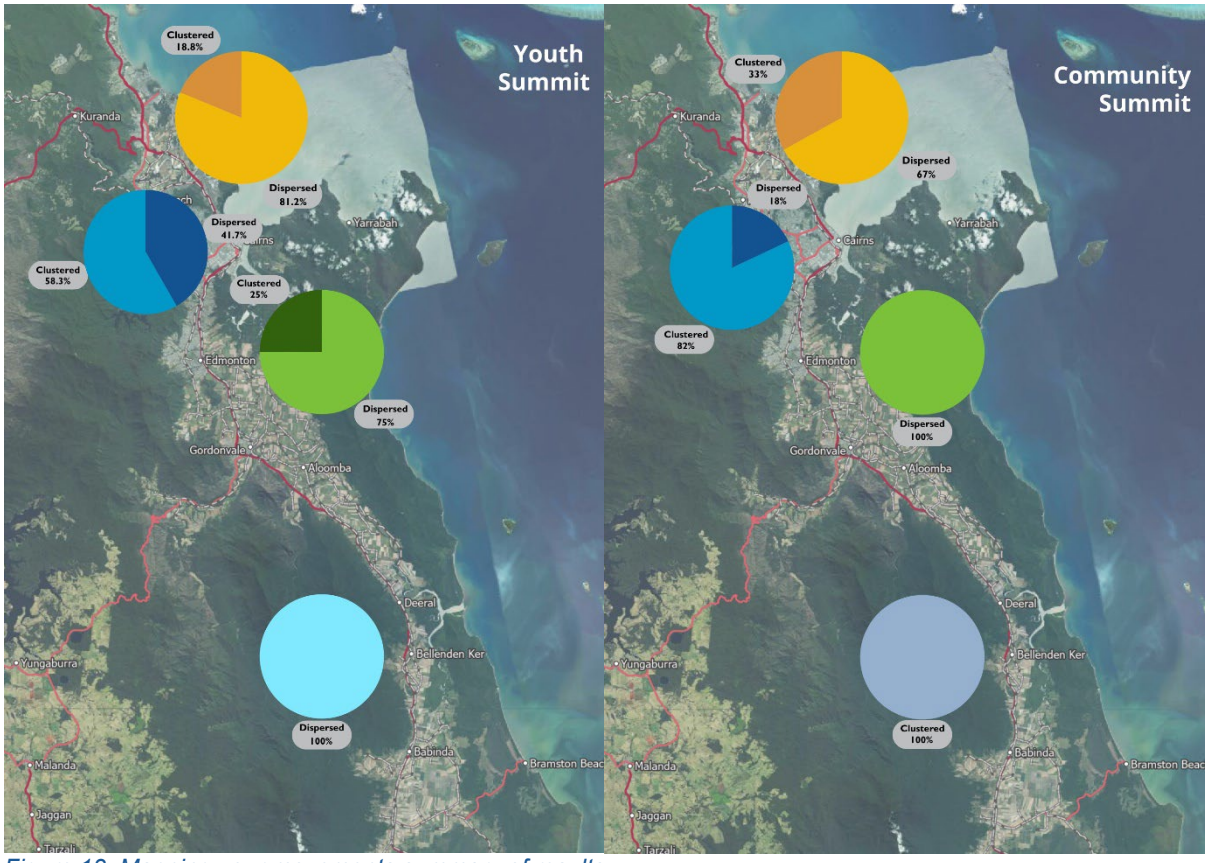


Figure 13: Mapping your movements summary of results

Community Summit participants were almost evenly split between those whose needs were more clustered (42%) and those whose needs were more dispersed (58%). However, Youth Summit participant movements were comparatively more dispersed (67%) than clustered.

The responses for the Southern Corridor and Far South suburbs appear more oppositional between Youth Summit and Community Summit participants, largely because of the lower rates of participants living in these areas at both Summits. Overall, the Northern and Southern suburbs lean more towards dispersed and Central Cairns are toward clustered.

When considering the number of people whose needs are dispersed, it is understandable that the most common themes of the 'pinch points' related to transport. Issues relating to transport included:

Issues with the public transport system

- Reliance on cars
- The active transport network
- Traffic and congestion
- Parking

Some Youth Summit participants related these concerns to feeling more dependent on parents and caregivers for their transport.

Both the Youth Summit and Community Summit participants mentioned their desire for socialising, fun and social events, and more community or event spaces.

Where might our new residents live and work? Planning for personas

The next activity asked Youth Summit and Community Summit participants to consider where future residents would ideally live. Each table was given a persona and asked to read their story, work out their needs and map where they potentially could live, work and play.

The project team provided stickers with different housing types, services and activities and participants fixed their stickers to the map in the relevant locations. Participants were asked whether an ideal location and housing that met the persona's needs is currently available and what would need to change to allow their persona to thrive in Cairns.

Results

When thinking about the best type of house for their persona:

- 75% of tables suggested a non-traditional housing type for their persona
- 33% of all suggestions were for a townhouse
- 33% of suggestions were for a detached house, with 10% of these suggestions included less traditional elements like a granny flat or share house arrangement.

When thinking about the best suburb, town or village for their persona:

- tables made 32 total suggestions for which suburb their persona might like to live in
- of these suggestions:
    - 84% of suggestions were for suburbs in Central Cairns and surrounds
    - 30% of all suggestions were for Edge Hill
    - 15% were for Cairns North.

When asked if the ideal place for their persona to live is available for them to move into now, 70% of tables said no.

When asked about the kind of compromises that the personas may need to make when considering their housing aspirations, tables mentioned:

- housing affordability
- availability of housing
- safety
- noise and amenity
- tenure options
- transport options.

An example of a completed map for this activity is displayed at Figure 14, and filled persona card at Figure 15.

Figure 14: Example response to planning for personas activity

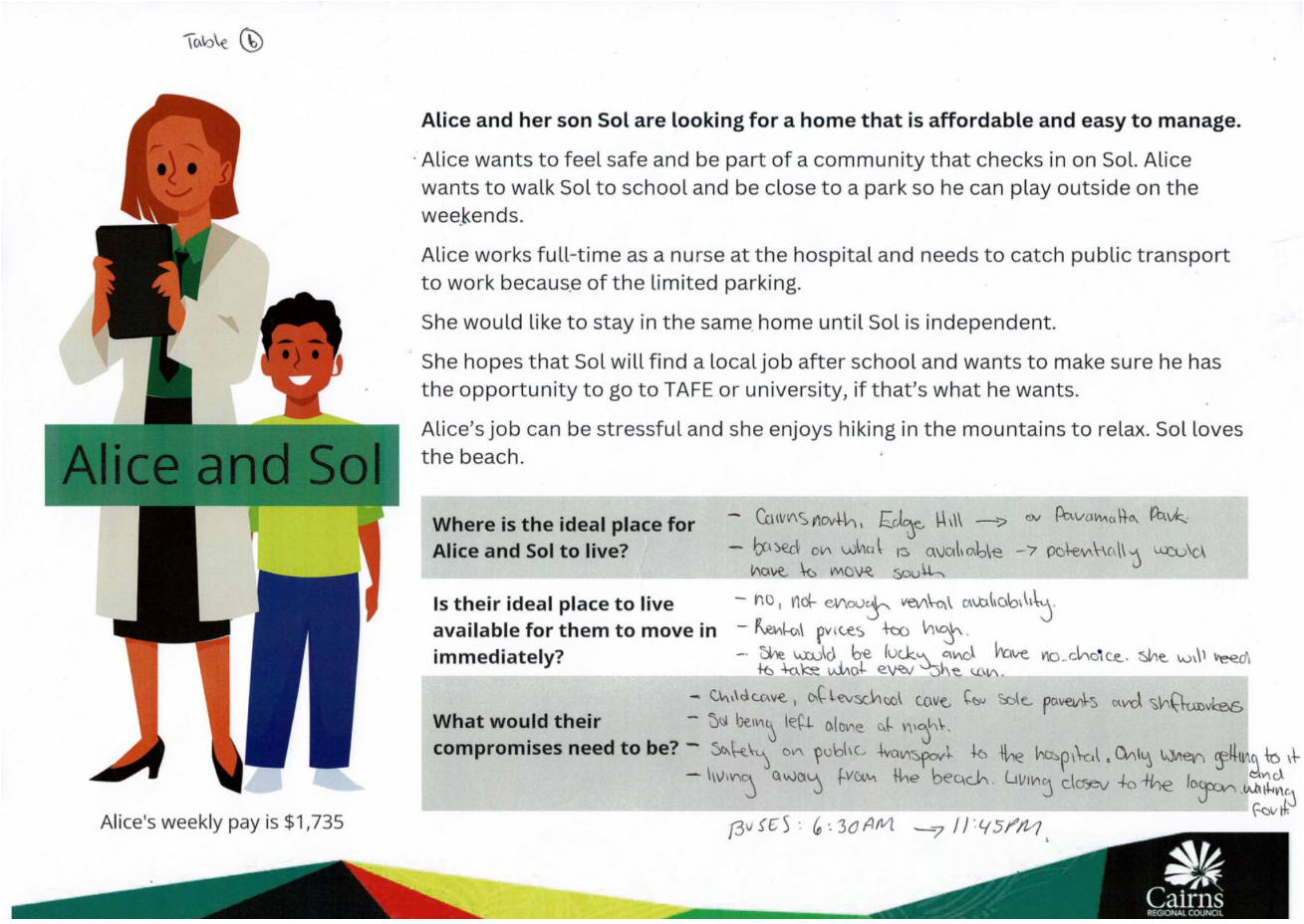


Table (b)

Alice and Sol

Alice's weekly pay is $1,735

Alice and her son Sol are looking for a home that is affordable and easy to manage.

Alice wants to feel safe and be part of a community that checks in on Sol. Alice wants to walk Sol to school and be close to a park so he can play outside on the weekends.

Alice works full-time as a nurse at the hospital and needs to catch public transport to work because of the limited parking.

She would like to stay in the same home until Sol is independent.

She hopes that Sol will find a local job after school and wants to make sure he has the opportunity to go to TAFE or university, if that's what he wants.

Alice's job can be stressful and she enjoys hiking in the mountains to relax. Sol loves the beach.

Where is the ideal place for Alice and Sol to live?	– Cairns north, Edge Hill → or Parramatta Park. – based on what is available → potentially would have to move south
Is their ideal place to live available for them to move in immediately?	– no, not enough rental availability. – Rental prices too high. – She would be lucky and have no choice. she will need to take what ever she can.
What would their compromises need to be?	– Childcare, after school care for sole parents and shiftworkers – Sol being left alone at night. – Safety on public transport to the hospital. Only when getting to it and waiting for it. – living away from the beach. Living closer to the logan.

BUSES: 6:30AM → 11:45PM.

Cairns REGIONAL COUNCIL

Figure 15: Example response to planning for personas activity

Where might our new residents live? Mapping growth activity

The final activity asked Youth Summit and Community Summit participants to bring together all their learnings from the day and map where they would add the 72,000 new residents expected to be living in Cairns by 2050.

The project team provided a large-scale map for each table with the following information on it:

- areas likely to be impacted by natural hazards overlayed in orange
- grouped suburbs (at the Australian Bureau of Statistics Statistical Level 2)
- a table that showed the current population and density of those grouped suburban areas (i.e. number of households by population).

The project team asked participants to share their ideas for where new residents could live across Cairns. The project team provided housing type stickers (e.g. houses, duplexes and apartments) for participants to show how they think the area could be planned and developed. Participants also added their 'qualifiers' for growth. These qualifiers included infrastructure, services, shops or other facilities that would be needed to accommodate their ideas for population growth.

Importantly, participants could not move the existing population for each area but could change the density in that area.

An example completed map is provided at Figure 16.

Figure 17 shows the responses from the Youth Summit participants and Figure 18 shows responses from the Community Summit participants. The maps show the catchment areas where participants placed the 72,000 new residents. Themes or a short summary of the participants 'qualifiers' is included for each catchment area.

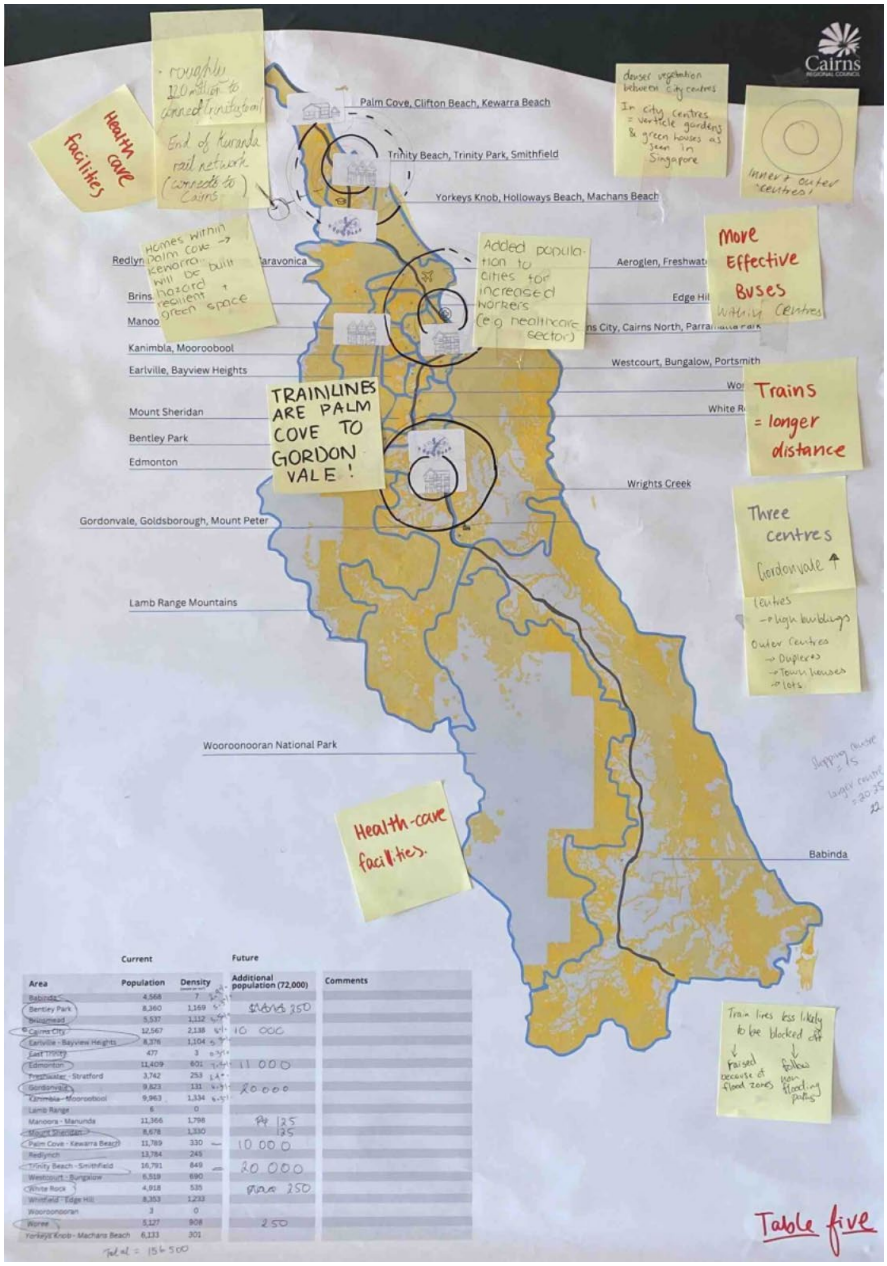


Figure 16: Example response to Mapping growth activity

Figure 17: Mapping growth activity summary of Youth Summit results

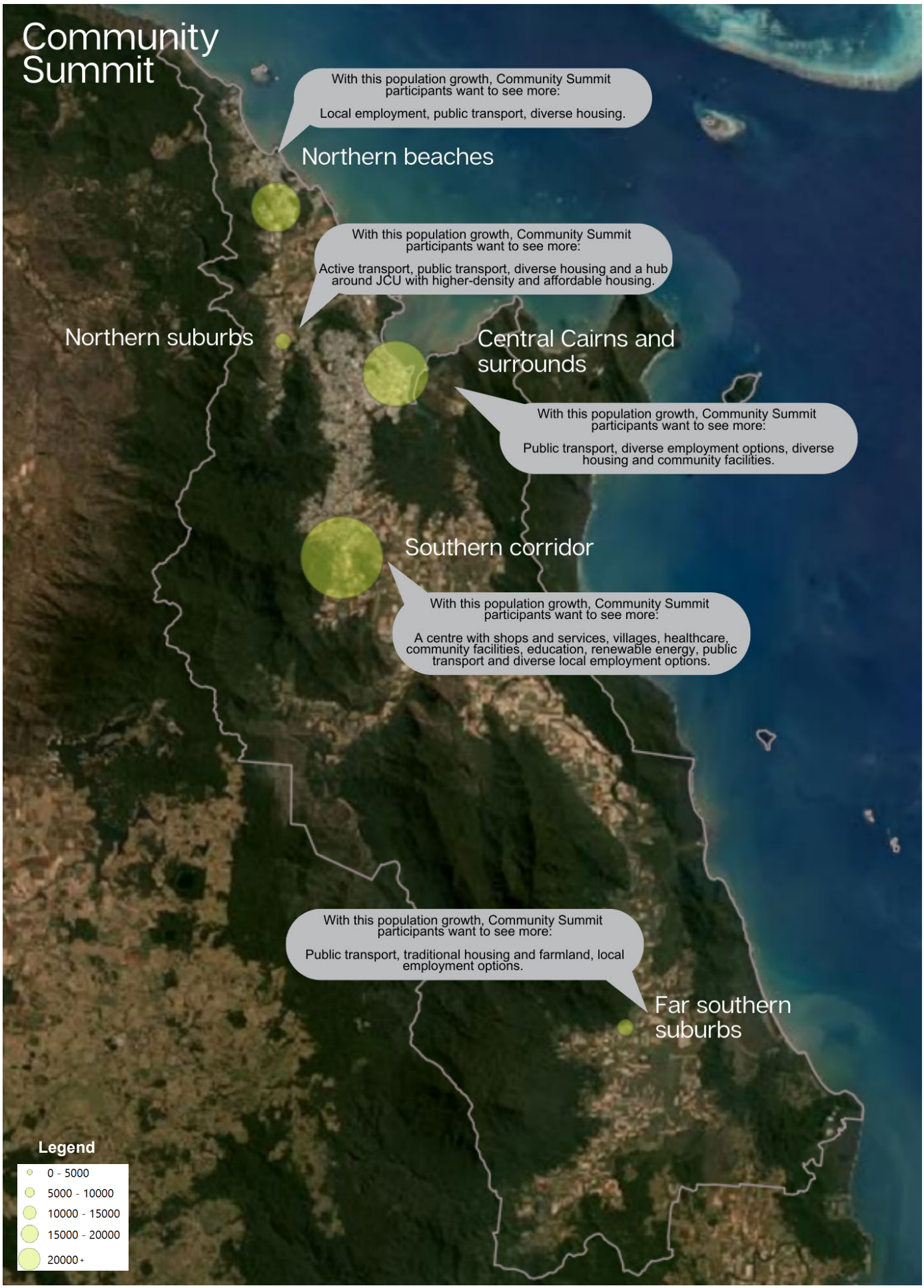


Figure 18: Mapping growth activity summary of Community Summit results

When asked about the housing types they would like to see developed for these new residents to live in, the project team collected 130 items of feedback from the two Summits. The most housing types suggested were:

- townhouses (26%)
- units and apartments (23%)
- urban villages (17%)
- granny flats (13%)
- traditional detached houses (12%)
- duplexes (9%).

The catchment area that received the most suggestions was the Southern Corridor (40%), followed by Central Cairns (25%), Northern Suburbs and Beaches (21%), and finally Far Southern suburbs (13%). Table 9 provides a more detailed breakdown of the types of housing Summit participants would like to see in each catchment area.

Table 9: Housing types suggested for each catchment area

	Traditional housing	Units/Apartments	Townhouse	Duplex	Granny flat	Urban Village
Northern Suburbs and Beaches	✓	✓	✓	✓	✓	✓
Central Cairns and surrounds	✓	✓	✓	✓		✓
Southern Corridor	✓	✓	✓	✓	✓	✓

Overall, the response from this activity indicates the following.

- Summit participants would like to see growth spread across Cairns, rather than in a single area.
- Summit participants would like to see diverse housing options across Cairns.
- Summit participants considered areas impacted by natural hazards and placed less new residents in these areas.
- Youth and Community Summit participants would like to see a larger centre planned in the Southern Corridor.
- Youth Summit participants would like to see a larger centre in Smithfield, around James Cook University.

Summary

Through the different engagement activities, feedback on the Directions Paper indicates the following.

- Community members would like to see growth spread across Cairns. This feedback was shared in the online survey and the Summits.
- Community members would like to see a larger centre in the Southern Corridor. This centre could include:
  - local jobs and recreation, which was prioritised in the online survey
  - connections to existing blue and green spaces, which was prioritised in the Community Panel survey
  - diverse housing, healthcare, public transport, shops and services and community facilities, which was shared in the Summits.
- There was mixed feedback about growth in the Northern Beaches. Summit participants placed new residents in the area when mapping growth, but it was not identified by any tables as an appropriate home for their personas. Online survey respondents had a mixed response to the suggestion of preserving the Northern Beaches as they are now. Community Panel members, Youth Summit participants and online survey respondents would like to see a centre planned in Smithfield near James Cook University.
- Central Cairns was most frequently identified by Summit participants as the most appropriate home for their personas. However, Summit participants placed more residents in the Southern Corridor in the final mapping growth activity.
- Community Panel members would like to see growth being developed through villages or neighbourhood-style developments in areas that are less impacted by natural hazards.

This feedback helped the project team to understand the how community members feel about the elements of each Growth Direction.

5. Conclusion and next steps

Phase 3 of the community engagement process for Towards 2050: Shaping Cairns Growth Strategy provided opportunities for community members to learn about the project, connect with the project team and provide feedback on both the Growth Strategy Framework and the Directions Paper. Through a mix of engagement activities, this phase of the engagement process encouraged community members to:

- get involved
- understand the opportunities and challenges that growth could bring to Cairns
- hear about the outcomes of Phase 2 of the engagement process, including how feedback from community members and stakeholders has informed the growth directions
- provide feedback to help shape the outcomes of the project, including the preferred options for growth in Cairns.

Input captured through Phase 3 of the engagement process will help to inform the draft Growth Strategy.

This section draws conclusions from the analysis of community feedback and provides a number of recommendations for the project.

5.1. Summary of Phase 3 objectives

Phase 3 of the community engagement process was designed to inform the development of Towards 2050: Shaping Cairns. This section describes the conclusions as they relate to the objectives of Phase 2.

Continue to raise awareness of projected population growth and the project

The project recorded over 28,000 points of contact with community members and stakeholders during Phase 3, made up of:

- 3,723 face-to-face conversations
- 1,364 online contributions
- 23,085 views of online project materials.

This brings the total points of contact with community members and stakeholders across all 3 phases of the project to date to over 244,000.

Communicate the outcomes of Phase 2

The project team communicated the engagement findings from Phase 2 by publishing the Phase 2 engagement report and a summary of the 2023 Towards 2050 Youth and Community Summits on the project's Have Your Say webpage.

During Phase 3 of the engagement process:

- the Growth Strategy Framework was downloaded 844 times
- the Towards 2050 Summits 2023 Summary report was downloaded 424 times
- the Phase 2 engagement report was downloaded 175 times.

Gather input to help shape the preferred options for growth

The project team provided a range of engagement activities designed to gather feedback about the growth directions, being:

- 8 advertised pop-up events
- 1 online survey for the whole community
- 1 online survey for the Community Panel
- 2 Towards 2050 Growth Summits.

5.2. Conclusions about the preferred options for growth

The following statements have been developed based on the feedback received about the preferred options for growth in Cairns.

When thinking about the Northern Beaches

- Participants indicated that they would like to see a neighbourhood or hub planned around Smithfield so people can live near James Cook University.
- Participants indicated that they would like to see the Northern Beaches and northern suburbs be better connected to Central Cairns by public transport.
- Participants provided mixed feedback about growth in the Northern Beaches.

When thinking about Central Cairns

- Participants indicated that they would like to see more urban villages in Central Cairns that are supported by great public transport.
- Participants mentioned it most frequently as the place for where new residents may like to live in a 'planning for personas' activity. However, participants also noted that there is little housing availability, and the available housing is unaffordable for a lot of people.
- Participants indicated it is attractive for its infrastructure, shops and services, and active transport paths.
- Participants indicated that they generally saw Central Cairns as a good place for growth.

When thinking about the Southern Corridor

- Participants indicated that they would like to see urban villages (including in Mount Peter) connected by existing blue and green spaces.
- Participants indicated that they would like to see new community infrastructure to support new residents.
- Participants indicated that they would like to see local jobs, so new residents will not need to rely on travelling into Central Cairns.
- Participants indicated that they would like to see active transport connections come with development.
- Participants indicated that they would like to see a mix of housing types in the Southern Corridor.
- Most Summit participants who live in the Southern Corridor indicated that they need to travel for shops, services and activities.
- Participants indicated that they generally saw the Southern Corridor as a good place for growth.

When thinking about environment and resilience to natural hazards

- Participants indicated that they would like development to be planned in areas that are less impacted by hazards.
- Participants indicated that they would like to see planning aim to reduce the impact of natural hazards.
- Participants indicated that they would like to see environmental protection prioritised.
- Participants indicated that they love access to the natural environment for recreation.

When thinking about neighbourhood design

- Participants indicated that they see a great neighbourhood as having:
    - affordable housing
    - active transport paths
    - parks and open spaces
    - shady streets.
- Participants indicated that they would like to see a focus on tropical design in new developments.

When thinking about community and connections

- Participants indicated that they would like to see more or different entertainment and lifestyle opportunities.

5.3. Next steps

The next step for the project will be to share the draft Growth Strategy with the community and stakeholders to capture their feedback and insights. As part of sharing the draft Growth Strategy, the project team will aim to:

- communicate the outcomes of engagement feedback to date, and how this feedback has informed the draft Growth Strategy
- continue to communicate the challenges associated with growth, the planning tools available to manage growth, and how the growth scenarios meet the needs of the Cairns community
- gather feedback on the draft Growth Strategy that will help to inform the development of the final Growth Strategy.

To build on the outcomes of the Phase 3 engagement process, Council will continue to connect with community members and stakeholders who have been part of the engagement process to date.

Phase 4 will also focus on capturing input from groups who have, to date, provided less feedback into the project, including:

- people who identify as First Peoples
- people living in suburbs and neighbourhoods who have been less engaged in Phases 1 – 3.

TOWARDS 2050 COLLECTIVE

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