



Community and Stakeholder Engagement Report

FEBRUARY 2024

SPIT MASTER PLAN IMPLEMENTATION TOP OF THE SPIT PRECINCT PLAN

Executive Summary

The Gold Coast Waterways Authority (GCWA), working on behalf of the Queensland Government, has undertaken the planning for the Top of The Spit Precinct (Gowondo Place) as part of the Implementation of The Spit Master Plan (the master plan).

The community and stakeholder engagement approach for the precinct plan was endorsed by the Gold Coast Waterways Authority (GCWA) Board in January 2023. The approach is based upon the internationally recognised International Association for Public Participation (IAP2) spectrum for public participation, achieving the levels of involve, consult, and inform.

The aim of the engagement activities for the development of the Top of the Spit Precinct Plan (the precinct plan) was to 1) inform and consult with a broad range of the community and stakeholder about the future outcomes, and 2) obtain valuable feedback to enable the planning to be finalised.

Engagement occurred in three phases. The Initial two phases of engagement were undertaken in February and March 2023 with final engagement on the draft plan undertaken between September to November 2023.

These activities generated considerable interest with 941 pieces of feedback. GCWA held meetings with representatives of eight local community groups, had 336 responses to an online and intercept survey and received 198 written submissions/emails received by GCWA. A further submission by a local community group included 317 respondents to their own survey with 185 additional comments (noting that GCWA has no oversight on the statistical validity of the responses).

The feedback on the draft precinct plan centred around the following topics:

- Retention of car parking along the ring road, immediately west of the round-a-bout
- Access to the (middle) Emergency Access Stairs
- Support for bus stop and for EV charging (located closer to Kiosk/SBS for security)
- Limited support for future children's play area
- More shade / leave as natural as possible.

This feedback is fundamental in shaping the experiences for this parkland of regional significance. All feedback will be shared with the team to inform the design process for any future works. GCWA is committed to providing an outcome that reflects the shared vision for a special place that can be appreciated and enjoyed by all.



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Community and Stakeholder Engagement Report

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1.0 Introduction

The Spit Master Plan 2019 (the master plan) describes the intent for the Top of The Spit as a parkland of regional significance providing excellent views of and access to the ocean and The Broadwater.

The intent of the Top of The Spit Precinct Plan is to consider the areas of Doug Jennings Park, Marine Stadium, Seaworld Drive (north) together with Moondarewa Spit and the Seaway Promenade in an integrated manner. This plan will provide a clear direction for infrastructure, management, and activation for the area and identify opportunities for greater connectivity, improved amenity, and enriched vibrancy of the public domain.

Community and stakeholder engagement for the precinct plan was undertaken utilising the following engagement activities with the aim of facilitating meaningful engagement with diverse stakeholders.

- Social research / public survey
- Meetings with community stakeholder groups
- Meetings with events industry representatives or organisers and promoters
- Draft plan available for public comment (supported by website content, direct emails, media release and social media)
- Pop up stalls (on site at Doug Jennings Park).

The projects emanating from the Top of The Spit precinct plan will be able to be undertaken having been enhanced by the input of interested and /or affected members of the community and events industry.

Community and stakeholder engagement stakeholder engagement for this project resulted in 941 pieces of feedback. *Figure includes 317 responses from Main Beach Association survey (unvalidated data).

This report covers the stakeholder engagement and consultation undertaken on the project from February 2023 up to November 2023 by the Gold Coast Waterways Authority (GCWA).



2.0 Background

The Spit Master Plan was released in May 2019 and identified several outcomes for the Top of The Spit precinct (Gowondo Place).

Several outcomes in the Top of The Spit precinct have since been realised, including Moondarewa Spit Improvements (1.10), the Seaway Promenade (1.1), Marine Stadium Tidal Exchange Investigation (1.9) and the Marine Stadium Jetty and Pontoon (1.8).





Figure 1 – Completed project- Moondarewa Spit Improvements

Figure 2 - Completed project - Seaway Promenade

Given the linkages between the new infrastructure and GCWA's Marine Stadium Water Use Plan, a proposal to address the outstanding outcomes for the precinct was presented and approved by various governance groups related to The Spit Master Plan Implementation. The proposal for an integrated, place-based approach sought to provide a clear direction for infrastructure, management, and activation for the area.

The master plan outcomes in this precinct yet to be delivered are listed below:

Outcome 1.2 - A series of pavilion buildings and a tower structure provide an iconic presence adjacent to the Seaway, capitalising on the character of this dynamic maritime setting.

Outcome 1.4 - The perimeter road between the large central space in Doug Jennings Park and The Broadwater is reconfigured to be a shared space to reduce the dominance of vehicles in favour of safer access to and along the water's edge.

Outcome 1.5 - Doug Jennings Park provides a series of well defined, yet versatile spaces that have the capacity to accommodate a wide range of activities from informal picnics and nature play for children to large, organised events.

Outcome 1.6 - The efficient layout of car parking areas accommodates an equivalent number of vehicles while including planting for natural shade and stormwater management purposes.

Community consultation undertaken in 2021 identified outcomes **1.4**, **1.5** and **1.6** above as priorities for delivery.

Figure 3 – Top of The Spit map from The Spit Master Plan (2019)

These outcomes were combined into the project referred to as Doug Jennings Park Revitalisation and associated funding provided in the Spit Works Program 2022 - 2026.

3.0 Engagement Strategy

3.1 Purpose

The purpose of the engagement was to inform and gather feedback from a broad range of the community and stakeholders about the Master Plan outcomes. Feedback enables the precinct plan to evolve and respond to values, needs and aspirations. It helps identify the community's views and priorities for the implementation of the precinct plan.

As part of the engagement, opportunities were created for community members who are affected by, or interested in, the proposed improvements to the Top of The Spit, to enhance the outcome.

Direct meetings with key stakeholder groups sought to test that the draft plan and subsequent site concept master plan was consistent with community expectations and encourage positive advocacy from key stakeholders.

GCWA sought to implement clear and transparent communications aligned with the project's Communications and Stakeholder Engagement Plan, the master plan for The Spit, and as an opportunity to enrich stakeholder relationships.

The feedback documented in this report will inform and guide the design process undertaken by GCWA for associated infrastructure projects.

3.2 Exclusions

Engagement with technical stakeholders, including representatives of City of Gold Coast (CoGC) and The Spit Technical Working Group, has been undertaken as part of this project but will not be detailed in this report.

Comments on Facebook, Instagram and LinkedIn have been reviewed by GCWA staff but not recorded in this report as formalised feedback was encouraged through other mechanisms.



3.3 Approach

The communications and stakeholder engagement approach focussed on:

- how it delivers on the community's vision for The Spit
- alignment with community expectations of the master plan
- what the communities' priorities are for the area
- what it means for visitors
- what it means for the environment and the local economy
- what it will look like.

| Participation Level* | Communication Tools | | Audience |
|---|---------------------|--|--|
| Involve – To work with the community to find out what is important to them when it comes to The top of The Spit | | Online Survey Intercept Surveys | General Public / Site Visitors |
| Inform - To provide balanced and objective information in a timely manner | | Media Release Social Media Website information Direct emails to stakeholder list | General Public |
| Involve – To work with the community stakeholder groups to make sure the concerns and aspirations are considered and understood | 9 | Meetings/ Presentations Direct Emails | Community Stakeholder Group Representatives (by invitation) |
| Involve – To work with the public to make sure the concerns and aspirations are considered and understood | 9 | Meetings/Sessions | Traditional Owners via (DSDILGP) |
| Consult - To obtain feedback on draft plan for The top of The Spit | 9 | Meetings /Presentations | Events Industry |
| Consult – To obtain feedback on draft plan for The top of The Spit | | Website feedback form / written submissions via email | General Public |
| Consult - To obtain feedback on proposed plan for The top of The Spit | | Pop-up stalls at Doug Jennings Park | General Public/ Site Visitors |

^{*}Levels are based upon the internationally recognised IAP2 Public Participation Spectrum

Table 1 – Communication approach

4.0 Engagement



Engagement was undertaken in the following three phases:

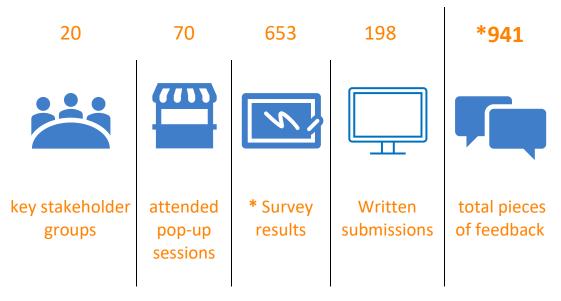
- 1. Survey / social research to the public to identify any potential changes in community sentiment that may influence the developing top of The Spit precinct plan as well as provide baseline performance data for measuring the impact of future investment (Appendix A).
- 2. Draft precinct sketch (prepared by Place Design Group) provided to key stakeholder groups in March and April 2023 (Appendix B). An initiative prioritisation activity handout given to the groups for comments and input capturing data on what is most important to them at The Top of the Spit (Appendix C).
- 3. Refined precinct plan (prepared by Place Design Group and Relative Creative) circulated to broader community and key stakeholders at meetings and pop-up sessions from end of May to November 2023 (Appendix D).





Figure 4 – Draft Top of The Spit precinct plan and context documents

5.0 Participation



^{*} Includes 317 responses from Main Beach Association survey (statistically unvalidated data)

5.1 Survey / Social Research

GCWA engaged a social research consultancy to develop and deliver social and analytics to support the Gold Coast Waterways Management Strategy 2021-2030.

In January 2023 the focus was refined towards detailed investigations of The Spit Master Plan, specifically the Top of the Spit precincts and its direct surroundings. The aim of this social research was to identify any potential changes in community sentiment that may influence the developing Master Plan, as well as provide baseline performance data for measuring the impact of future investment. The survey captured data on what is most important to survey participants at The Top of the Spit, what is currently working well and what is not.

The key topics raised by the survey is detailed in Table 1 on page 12.

5.2 Key stakeholder engagement sessions

Meetings were held with several key stakeholder organisations, those groups who were identified during the master planning process in 2018/19. Key Stakeholder groups included representation from the following organisations:

- Friends of Federation Walk
- Love the Spit
- Save Our Spit Alliance
- Save Our Broadwater
- Gecko
- Friends of Currumbin
- Diving the Gold Coast

- Get Wet Surf School
- Main Beach Association
- The Seaway Kiosk
- Tugun Progress Association
- Kicks Entertainment
- Cross Promotions

- Event Co
- Magic Millions
- QLD Police Service
- Events Management QLD
- Untitled Group
- Major Events Gold Coast
- Global Event Management



5.3 Media

A media release was issued by GCWA and QLD Government to increase awareness and create interest in the precinct plan, encouraging people to provide feedback via the GCWA website, email or in person.

The release was picked up by several media outlets along with Channel Seven Gold Coast News featuring an interview with GCWA CEO, Chris Derksema.

The Spit revamp making a splas

Pavilions, tower, on cards

Andrew Potts

The next stage of the Spit re-vamp is set to ramp up, with the state government to unveil its plan to "unlock the full poten-tial" of the seaway area. A detailed precinct plan for the area would be unveiled for community consultation.

community consultation.

community consultation.

It would focus on "improving the experience with more vibrancy in the public space and improved connectivity" between the Marine Stadium, Doug Jennings Park, and Moondarewa Spit.

Deputy Premier Steven

Moondarewa Spit.
Deputy Premier Steven
Miles urged Gold Coasters to
have their say on the plans.
"The Gold Coast is one of
Queensland's favourite destinations, and the Top of The
Spit Precinct Plan is another
example of how the Palaszczuk
government is delivering for
the Gold Coast community,"

he said.

"The Spit offers a range of recreational, cultural, and social opportunities, and this precinct plan will help realise its full potential.

"As a parkland with regional

"As a parkland with regional significance adjacent to the Broadwater it is important that design solutions of this precinct are sensitive to the environment, inclusive and also visually appealing."

Gold Coast Waterways Authority chief executive Chris Derksema said the feedback would help shape the future of the area.

back would help shape the fu-ture of the area. Cove-"Over the past six months we have undergone stake-holder engagement through public surveys and face-to-face meetings with community groups and the events industry to ensure the plan reflects the

community's vision for The

community's vision for the Spit," he said.

"The plan will be available for public comment until mid-November 2023, and we en-courage everyone to have a look at the plan and provide foodback". feedback.

feedback."

Among the features expected to be included will be pavilion buildings and a tower structure at the site of the current Seaway tower.

The ring road which runs around Doug Jennings Park to the southern end of the marine stedium will be realized to

stadium will be realigned to prioritise pedestrian access.

prioritise pedestrian access.
The park itself will be revamped to become a "versatile
events space" while extra
greenery will be added around
the carpark.
It comes as developers prepresent to break ground on a capresent to break ground on a ca-

pare to break ground on a se-ries of projects on the southern

Tim Gordon was awarded a Tim Gordon was awarded a 120-year lease on a vacant site next to Mariner's Cove for an undisclosed sum by the state government and will built a \$300m three-storey residential project.
It will be the first new devel-

It will be the first new devel-opment to be delivered under The Spit Masterplan. It will also feature Australia's first dedicated private super-yacht marina with 67 berths of up to 60 m each. The council in August gav

the green light to the \$480m redevelopment of Mariner's Cove to build a Ritz Carlton

It will be built by the Giannarelli and Pelligra groups.
Community consultation
closes on November 19.
To have you say, email spit-

masterplan@gcwa.qld.gov.au.





sland Government has announced a detailed precinct plan for

be unlocked following the Queensland Government's announcement of a deprecinct plan for The Top of The Spit.

The plan will be jointly funded by the Queensland Government as part of the implementation of The Spit Master Plan (the master plan) and the Gold Coas Waterways Authority (GCWA).

The plan focusses on ways to improve the experience with more vibrancy in public space and improved connectivity between the areas of Marine St Doug Jennings Park, and Moondarewa Spit.

The community is invited to provide their feedback on the plan

Quotes attributable to Deputy Premier Steven Miles:

"The Gold Coast is one of Queensland's favourite destinations, and the Top Spit Precinct Plan is another example of how the Palaszczuk Government is delivering for the Gold Coast community

"The Spit offers a range of recreational, cultural, and social opportunities, an precinct plan will help realise its full potential.

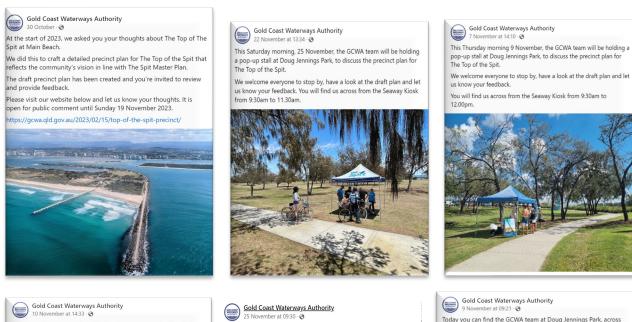


Figure 5 to 7 - Media articles November 2023

Figure 8 - Channel 7 News interview with GCWA CEO, Chris Derksema

5.4 Social Media

Social media was used to promote the community pop-up stall and to encourage people to visit the GCWA website to download draft plans and submit feedback. These posts were shared across several community group and key stakeholder social media pages.







Figures 9 to 14 - GCWA Facebook posts 30 October to 25 November 2023







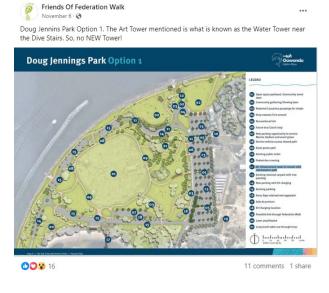




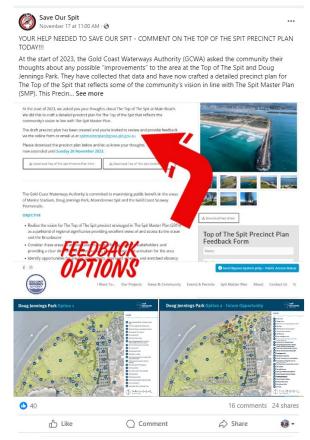
Figures 15 to 19 – Main Beach Association Facebook posts November 2023

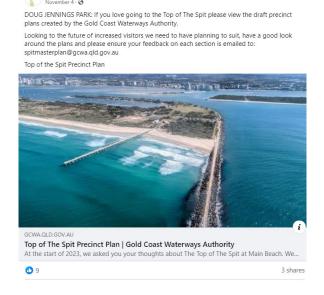


Figures 20 to 21 –Save Our Spit Alliance (SOSA) Facebook posts November 2023



Figures 22 to 23 – Friends of Federation Walk Facebook posts November 2023





Friends Of Federation Walk

5.5 Pop up stalls

Two (2) pop up stall were held on Thursday 9 November and Saturday 25 November at Doug Jennings Park on The Spit. There were approximately 70 people attend across both stalls.





Figures 24 to 25 – Photos of GCWA pop-up stalls



6.0 Feedback

6.1 Online Survey

The key topics raised in the survey/social research is detailed in Table 2:

| Key topics | Details |
|---------------------------|--|
| Vegetation and landscape | Maintenance of the natural environment Restoration of aspects of the natural environment Larger trees to provide a natural canopy for shade |
| Places and amenities | Provide more parking for both water and land users Improve quality and quantity of infrastructure and amenities Ensure the water's edge is clean, accessible, and safe for all Create a more accessible place Ensure a safer experience through better signage and regulation Provide more education through informative signs Provide more food options Improve noise, litter, and traffic control |
| Recreation and activities | Limiting the number of large commercial events Reducing the noise pollution Providing more small events that are free and family friendly Activate water usage through providing more water sports and activities Activate day and night usage for community |
| Marine Stadium | Shading and shelter Toilets and drinking water Parking for cars and vessels Overall water maintenance Maintenance and cleanliness of area |
| Doug Jennings Park | Table and seating Shelter and shade Drinking water and BBQ facilities Information / signage for visitors Traffic control |
| Moondarewa Spit | Seating and shelter Better signage Improved lighting Regulating watercraft and jet ski activities |
| Seaway Promenade | Better pathways Water bubblers and drinking water access Information signage and education resource More food options |

6.2 Key stakeholders Engagement Sessions

The key topics raised in discussions with key stakeholder groups is detailed in Table 3:

| Key topics | Details |
|---------------------------------------|---|
| Safety | Concerned about safety issues at The Spit Raised concerns on vandalism, graffiti Would like more security options for the area |
| Parking / transport/car park | Strong demand for buses to travel further north than current stop outside Sea World Would like to see a more attractive entrance point to The Spit. Need to travel through a lot of grey space to get the foreshore Lack of carparks Concerns around the loss of car spaces for greener spaces Concerns over accessibility for carparking for divers – don't want the current spaces at the foreshore taken away as they have heavy equipment to unload Strong support for greening the current carpark area and making it more appealing for visitors and locals Concerns over the permanent people living in their cars (the carpark before the entrance to The Spit) has people living there. Concerns around The Spit turning |
| Over development of the area | into a 'shanti' town Would like to see The Spit stay as natural as possible Support for minor embellishments/ improvements to the Top of The Spit |
| Marine Stadium | Concern over what is being done about the water quality at Marine Stadium and timelines on when this will be resolved Would like to see this as a safe place for swimmers and families to enjoy Suggestion for appropriate signage at Marine Stadium for swimmers Concerns over animals using this area and not disposing of waste. Suggestion for limiting animals in this area Would like to see this area support a range of recreational activities Support the idea of short-term mooring offerings at MS Support a potential pop-up kiosk – offering stand up paddle boards, showers, encourage short term mooring |
| Shading / Greening/ Landscaping | Strong support for more shade areas/seating/shelters for people to sit and stay longer at The Spit Strong support for greening of the area, trees etc to entice people to stay longer, picnic and make use of the spaces Strong support for enhanced landscaping, more trees, native plants for the area to encourage wildlife and smaller bird species Don't want to see the panoramic view blocked by too much landscaping Suggestion to have some sort of freshwater access in the area Strongly opposed to lifting vegetation lines for better views. Strongly support the green buffer with diversity of trees and plants and if possible, attempt to create habitat for birds and invertebrates and small vertebrates. |

| Kiosk | |
|--|---|
| NIUSK | Concerns over another kiosk in the master plan. Don't feel it is necessary to have another commercial operator at The Spit. Less operators the better. Don't want it to become a commercialised area Location of the proposed kiosk in the draft plan is in the wrong area |
| Pavilion Building / Iconic Building | Would like more information on the potential building that is in the Master Plan Concerns over refurbishment of the current kiosk and whether this is worthwhile pursuing considering the potential proposed pavilion building Would like to see an iconic building at The Spit, or make the current tower more attractive Would like to see an elevation point for people to look out and enjoy the views |
| Lighting | Concerns in relation increased artificial lighting and the disruption to the nocturnal animals and birdlife |
| Refuse | Demand for more rubbish bins at the Top of The Spit |
| Events | Strong concerns over too many events at DJP Would like to see large events kept at a minimum however support events that are for the community/families. Support potential upgrades to DJP including shared pathways/multi-purpose walkways to support bump in and out of events, so minimal damage to area Support for the new event fee structure that was imposed in 2022 Management protocols and limits of number of large events each year |
| Foreshore | In support for removal of vehicles from the foreshore to make it safer for visitors Would like to see a traffic management study for this area on how it will work, and will provide further comment on this Concerned it will however take away parking, which is currently in high demand Support for the concept of prioritising people Would like to see the Foreshore a more flexible space |
| Wild Play | Concerned this will be a McDonalds type set up Questions raised if this is really needed for The Spit Would like to see the money spent on other priorities at the Spit Keep this 'Wild Play' as natural as possible, making use of the current land Concerned the proposed Wild Play is in the wrong area in the draft plan – move to DJP to make use of the land eg tunnels, trees etc Would like to see the proposed plan for the 'Wild Play' in more detail to comment further |
| Sand Bypass System Jetty | Asked for more public accessibility |
| Signage | Strong support for wayfinding signage and interpretive stories for visitors |
| Education | Strong support for an educational element to be included at The Spit for school groups. Untapped potential. Would like to see a formalised education program in place |
| Sustainability | Questions asked over what GCWA are doing for sustainability for top of The Spit – eg more solar panels, wind energy |



6.3 Pop-up sessions

The key topics raised by community members at the pop-up sessions are detailed in Table 4:

| Key topics | Comments |
|--|---|
| | |
| Diver Access and/or Emergency Access | The site is a major attractor for diving. This is one of the rare sites on the east coast where a dive site is accessible from the shore. |
| | Commercial, personal and people with mobility difficulties highly value this dive site. |
| | Divers have concerns with transporting and storing their dive gear close to the access point and feel strongly about retaining the existing car parking close to the dive access point, raising concerns with carrying heavy gear, theft & emergency access. |
| | Some divers have expressed opportunities such as lockers with passwords to store gear, drop off zones or facilities with emergency equipment. |
| | Preference for the top of the spit to remain as natural as possible. |
| Keep it natural | With the Gold Coast already well developed, users here are drawn to this space for quiet, calm and low development. |
| | No desire for hard infrastructure including additional pathways. |
| Views from Cars & Accessibility | Large portion of users enjoy the ability to view the Gold Coast Seaway from the shelter of their private vehicles. This includes fewer mobile users such as the elderly, mobility impaired or parents with infants. |
| | Large portion of feedback included the rejection of the over development of 'The Top of the Spit Precinct Plan" - Option 2 'Future Opportunities' which includes large areas of hardscaping and built structures, conflicting with the communities' desire for the 'Natural Still' character. |
| No Playground / Built Structures | Concern over the location and need for a built playground in the foreshore location, particularly adjacent the diver access due to concerns of conflict of users, safety concerns and insertion of non-natural materials adjacent natural ecosystems. |
| | Feedback from families say they prefer coming to the Spit for its naturalistic character. |
| Amenity (Shade, Seating, Picnic) | Many comments that had concerns over the revitalisation of the Top of the Spit did concede that more shade from tree canopy would be welcome. |
| January, Homey | Picnicking is a popular activity at the Top of the Spit and the community has expressed desire for more picnic tables, particularly under shade. |
| | The Foreshore on the Northern and Western were highlighted as areas where shade and shaded seating areas were lacking. |



7.0 Evaluation

From the initial prioritisation activity and general feedback, the community and key stakeholder groups agreed on the below top priorities.

The Foreshore



Durable shade and shelter, picnic areas, access for divers, more greening along this area, make the foreshore safer and more accessible for people

Marine Stadium



Improved water, want to see the area used for swimming, non-motorised activities, family activities, more shading, seating. Reduce number of boats in the area Encourage controlled shared usage Shower and toilet facilities

Doug Jennings Park



Strong demand for some sort of event space but needs to be balanced to encourage small events such as family outings to larger events, more greening of the area, seating, shelter, Support for improvements to the area to ensure minimal damage for event set up/down

From the 941* pieces of feedback, there was support by the overall community for the precinct plan and the need for light enhancements of the area. The feedback identified several key common takeouts which the community feel strongly about and that would be a priority in the draft plan. These include the below:

* Includes 317 responses from Main Beach Association survey (unvalidated data)

Community Feedback Takeouts

- Revitalise and enhance the existing natural characteristic of the site.
- Increasing shade, seating opportunities and enhanced areas for picnicing and viewing the Seaway.
- Increase accessible and comfortable amenity on the foreshore to encourage users out of the comfort of their cars.
- Hardscape and infrastructure to be kept to a minimum. Opt for simple, naturalistic materials and interventions instead.
- Acknowledgement of needs of various user groups including divers, elderly & disabled and ensuring sufficent access is retained

Figure 29 – Community Feedback Takeouts for Doug Jennings Park Image credit: Tract Consulting



Figure 30 – Community Feedback Word Cloud Image credit: Tract Consulting

8.0 What's next?

Feedback from the community and stakeholder community engagement process will be provided to the project team which will inform the detailed design for projects emanating out of the precinct, such as the Doug Jennings Park Revitalisation.

GCWA is committed to community consultation and stakeholder engagement. We will continue to talk with members of the community and key stakeholders throughout the implementation of Master Plan.

Appendix A

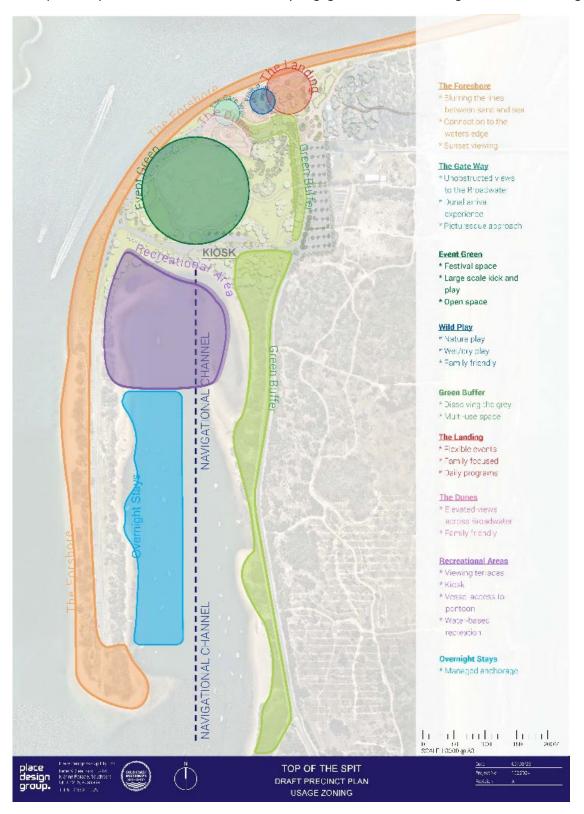
Online survey signage located at The Top of The Spit





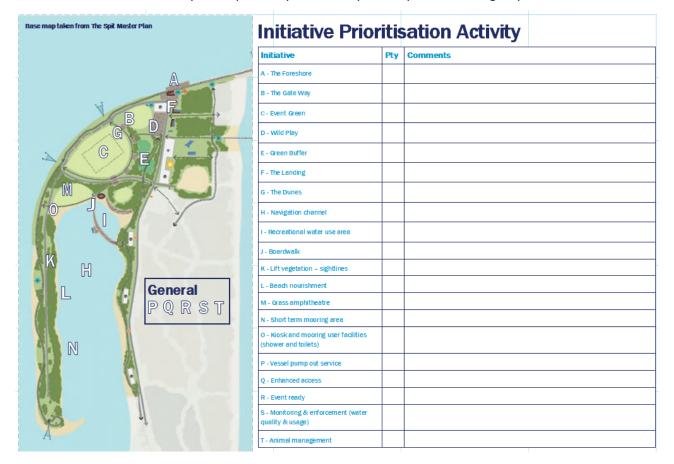
Appendix B

Draft precinct plan sketch shown at community engagement sessions. Image credit: Place Design Group



Appendix C

Initiative Prioritisation Activity – completed by community and key stakeholder groups



Appendix D

Refined draft precinct plans shown at community engagement sessions









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