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Noosa Shire Destination Management Plan Community Consultation Summary Report

Prepared by
Intego Consulting

For
Noosa Shire Council



 [intego.io](https://www.intego.io)

DATA ANALYSIS FOR NOOSA
SHIRE'S PHASE 2 COMMUNITY
ENGAGEMENT

NOOSA SHIRE DESTINATION MANAGEMENT PLAN COMMUNITY CONSULTATION SUMMARY REPORT

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Acknowledgement of Country

Intego acknowledges the Kabi Kabi Peoples as the First and Continuing custodians of Noosa Shire, the land where the Shire's community works, lives, and plays.

We recognise the unique and enduring relationship that exists between Indigenous Peoples and their traditional territories the world over.

We welcome their deep knowledge, wisdom, and participation in shifting mindsets and creating regenerative places and economies in service to life.



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EXECUTIVE SUMMARY

Noosa is a place deeply loved by its community. Its relaxed lifestyle, village character, cultural heritage and extraordinary natural environment contribute to a love of place and a sense of belonging. Tourism has long been part of that story, bringing economic benefits to the region, as well as multiple intangible benefits, which the community recognised during Phase 1 of the Council's community engagement. However, the community has also clearly signalled that the Shire's current tourism trajectory is no longer fit for purpose. Council's Destination Management Plan (DMP) aims to reset the balance, ensuring that tourism serves Noosa's community and nature, not the other way around.

What we heard from the community

Noosa Council conducted two community engagements. Following data validation and quality assurance checks, the combined engagement involved approximately 2,921 individuals and yielded 2,036 valid data records (937 during Phase 1 and 1,099 during Phase 2), resulting in an incredibly rich and extensive dataset. Across both phases, consistent themes emerge:

- Locals must be put first.
- Nature should be protected and restored.
- Tourism needs to be limited and better managed, including STAs, events and funding.
- Mobility challenges and traffic congestion need to be resolved.
- Transparency, trust, and accountability must improve.

- And finally, while regenerative tourism has potential, it needs to be complemented with strong limits, clear definitions and measurable outcomes.

Young people reinforced similar messaging, advocating for a future Noosa that is safe, small, nature-first, and easier to move around in.

A clear mandate to act

Across both surveys in Phase 2, multiple actions received over 80% support and under 10% opposition, representing high confidence 'quick wins' that build trust and momentum. In addition, several dominant themes recur across most, if not all, open-ended survey questions, as well as the formal submissions, and the youth Mentimeter data. Based on this, we recommend Council use the insights in this report to guide the development of a final DMP that is co-created by and with the Noosa community – one of the main principles of regenerative tourism.



INTRODUCTION

Tourism in Noosa is evolving toward a future that puts people, place, and nature at the heart of decision-making. Designing that future requires bridging the gap between community aspirations and bold policy leadership that stays true to what makes Noosa, 'Noosa': its character, essence, and values.

In this context, understanding community sentiment is crucial, as Noosa's growing popularity has brought with it new pressures: increased visitation, shifting travel behaviours, and population growth are straining local resources and affecting resident amenity. In recent years, Noosa Shire Council has made a deliberate effort to understand what its community envisions for the future of tourism in the Shire. Past community engagements show that many locals feel that the balance between visitors and residents has tipped, and that tourism benefits are no longer being shared equitably or sustainably.

In response, the community has expressed a clear desire to envision the role of tourism in the Shire and adopt a new approach that protects what makes Noosa special. Noosa Council is thus developing a DMP that seeks to reset the balance by listening deeply to its community, learning from global best practice, performing due diligence, and leading with care.

This report presents the findings of Phase 2 of Council's community engagement, where Intego was commissioned to analyse the data generated from that engagement, to meet the following objectives:

- Conduct a comprehensive analysis of all community engagement inputs with a focus on quantitative and qualitative analysis of survey responses.
- Identify key themes emerging from the qualitative survey data.
- Translate evidence-based insights into strategic direction and recommendations for the final DMP.
- Provide guidance on the tone, structure, and focus areas of the final DMP, ensuring alignment with community insights.

This report examines broad community sentiment regarding the proposed vision and actions in the DMP to help build confidence in decision-making within Council. In turn, the results herein will inform a community-led DMP, planting the seeds today for a regenerative tourism future in Noosa Shire tomorrow.



METHODS

This section outlines the research methodology that underpinned the analysis. A mixed-methods approach was employed, integrating quantitative and qualitative data from the community engagement period, which ran from Friday, August 8, 2025, to Sunday, September 14, 2025. A draft DMP provided the foundation for engagement activities and guided the questions within all instruments. Of importance to note is that our findings do not specifically and directly reference the draft DMP. All insights are based solely on the community engagement data provided by Council, and all findings reflect the exact wording used in each survey instrument.

All analysis conducted by Intego was carried out in accordance with the Australian Code for the Responsible Conduct of Research, which outlines national standards for research integrity. Adhering to this code ensured that findings are reported honestly, transparently, rigorously, with minimal bias, and in a manner respectful of the wider Noosa community.

To support the data analysis, Artificial Intelligence (AI)-enabled communication technologies were used to assist in identifying preliminary patterns and themes in large volumes of qualitative data. All data were fully de-identified before being entered into AI models. The following tools were used:

- OpenAI. (2025). ChatGPT (GPT-5) [Large Language Model]. <https://chatgpt.com/>

The tools were applied as follows:

- ChatGPT was used to support the qualitative data analysis process by identifying preliminary themes from individual open-ended survey questions.
- All AI outputs were subsequently reviewed, verified, and refined through (1) manual thematic analysis conducted in Excel and (2) a cross-verification process between analysts. Further details are provided in the Data Analysis section of this report.

Importantly, we confirm that **we have not used any AI output at face value** to conduct or present the results of the qualitative analysis, due to numerous issues identified during quality assurance checks. As such, all final quantitative and qualitative analyses, the interpretation of findings, report writing, and recommendations directly provided to Council are the authors' own independent work.

Data collection

This section provides an overview of the data collection process, which was designed and conducted by Noosa Council. A subsequent data reconciliation process, involving cross-verification against source files, resulted in minor revisions to previously reported figures. These revisions do not alter the overall patterns or conclusions presented in Phase 1 or the draft DMP. Overall, Phase 2 data collection consisted of:



10

community information sessions, scheduled during breakfast and after work, with **approximately 90 participants**.



6

coffee chats, where community members could speak directly to Noosa Council staff. Around **25 individuals attended**.



2

Market 'pop-ups', where approximately **60 people** spoke directly to Council staff.



12

12 stakeholder information sessions, consisting of 1:1 talks with organisations and their members. Approximately **320 individuals attended**.



4

4 school sessions with youth leaders and students. Approximately **50 students participated, yielding 46 valid data records** in Mentimeter.



131

individual submissions from a variety of organisations representing members, diverse industries, and stakeholder groups.



2

survey instruments, one consisting of a short survey and another a detailed survey. Combined, **the surveys yielded 922 valid data records – 603 for the detailed survey and 319 for the short survey**.

For this report, Intego was commissioned to analyse the data collected through the two surveys and the youth Mentimeter tool. We also conducted a 'sense-check' of the findings from the analysis of the 131 formal submissions, completed by the Council's DMP team. With 922 individual data records, the combined survey instruments yielded a statistically valid sample. For reference, for a population of 59,000 (Noosa's population), with a 5% margin of error and a 95% confidence level, the recommended sample size is 382. This means that if similar surveys were repeated many times, 95% of the time the results would fall within $\pm 5\%$ of the values reported here. Indeed, findings from Phase 2 were highly consistent with, and in many cases nearly identical to, those from Phase 1.

Data cleaning, preparation, weighting, and assumptions

Cleaning and preparing the survey data for analysis consisted of five main steps, illustrated in Figure 1.

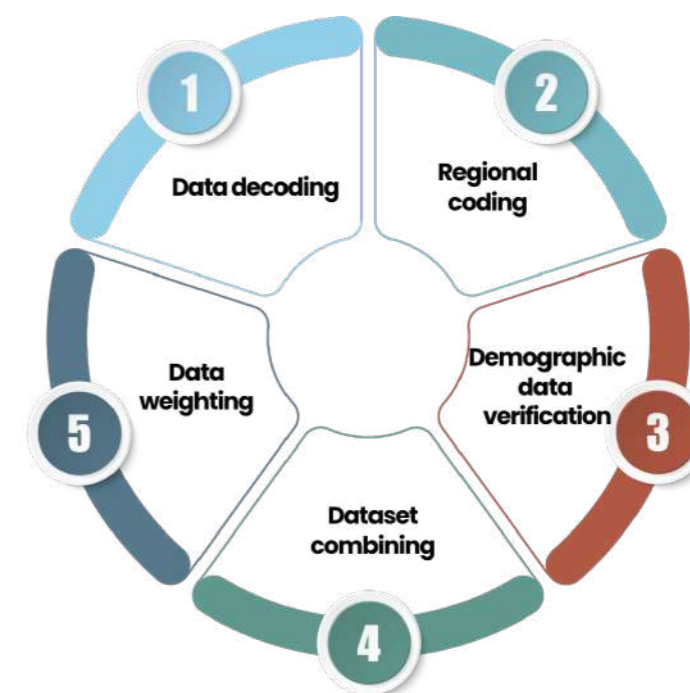


Figure 1. Process undertaken to clean and prepare the data for analysis.

All codified survey responses (e.g. 1, 2, 3, etc.) were individually decoded into their human-readable versions (e.g. 'agree', 'disagree', etc.) and de-identified to preserve respondents' anonymity. For the demographic questions, we assumed that the most up-to-date data was reflected within the survey itself, rather than the sign-up questions asked during registration to the 'Have Your Say' platform. The only exception was the stakeholder profile question, as it was asked only during sign-up and used to identify each respondent as 'Business Owner', 'Resident,' etc. Any demographic data missing from the survey was completed using information from the sign-up questions, and vice versa. Suburbs were then grouped into 'Riverine', 'Hinterland' and 'Coastal' regions based on the Council team's advice on how each suburb aligns with these regional boundaries.

Survey questions asked consistently across both the short and detailed surveys were combined into a single dataset to analyse them together and strengthen the findings. Those questions that were not consistent across surveys (e.g. the multiple-choice options for each of the four principles) were transferred to a separate database for individual analysis. All survey data were weighted using a post-stratification (ratio) weighting approach to ensure the results reflected Noosa's population profile based on published ABS census data. Survey data were weighted by age group, with responses adjusted to reflect their population representation, and the resulting weights were then used to analyse survey questions.

Importantly, weighting can only be conducted when reliable population benchmarks exist. As such, findings pertaining to stakeholder profiles are presented descriptively and unweighted, as no reliable benchmarks exist for these groups. Since each sample is discussed separately, weighting is not needed. For data quality assurance, three separate weightings were applied:

- The combined survey: for questions asked across both surveys.
- The short survey: for questions unique to the short survey.
- The detailed survey: for questions unique to the detailed survey.

We did not conduct any data cleaning, preparation, weighting, or assumptions for the formal submissions, as these were analysed internally within Council. However, we did independently validate Council's findings. The qualitative data analysis section on the next page details the process undertaken.

We also weighted the ranking-style questions in the youth Mentimeter, asking them to rank actions in the order of importance they felt they should be prioritised. Each action could be assigned a value from 1 to 9, depending on how important respondents considered it. To analyse this data, we assigned each ranking position a numerical weight reflecting its importance. Specifically, 1st place = 9 points, 2nd place = 8 points, 3rd place = 7 points, and so on down to 9th place = 1 point. This is known as a weighted ranking method.

The result is that an action ranked 1st by many respondents contributes more to its overall score than one ranked lower, even if both were mentioned the same number of times. For each action, the number of votes at each position was multiplied by its corresponding weight, then summed to yield a total weighted score, with the higher score indicating greater overall priority.

Data analysis

The following sections outline the approaches used to process, analyse, and understand the relevant data presented in this report.

Quantitative data analysis

Quantitative data were analysed using frequency distribution techniques, which identify how often each response or value appears within a dataset. This statistical approach enables a clear visualisation of response patterns, highlighting trends, outliers, and the relative prevalence of different views across the sample, using cross-tabulation and pivot tables to surface key insights and compare relationships between data points. By summarising the data in this way, it becomes easier to identify dominant opinions, detect variation between stakeholder groups, and provide an empirical foundation for interpreting broader community sentiment. Once cross-tabulations were completed, we graphed the data using bar charts, which helped communicate findings in an easy-to-understand format.

Qualitative data analysis

An AI-assisted data management approach was initially used to identify broad themes in the qualitative survey data. Use of AI helped efficiently surface preliminary patterns and insights across the open-ended responses, which totalled 2,979 statements. Upon reviewing the results, we identified numerous issues in the AI output. To rectify these and ensure accurate reporting, we undertook a manual validation process that involved surface-level coding in Excel for all open-ended survey questions. This quality assurance procedure yielded high-level key themes that accurately reflected community sentiment, which we report for each open-ended question.

The results represent the most common themes for each question. However, they are not presented in any particular order. Importantly, the qualitative findings should be interpreted in the context of the much broader and stronger support reflected in the quantitative results, where overall support for the actions across all four principles was 59% or higher. The highest level of opposition recorded across both surveys was only 30%. For the formal submissions, we 'sense-checked' the findings from Council's analysis. To do this, Intego's Senior Researcher reviewed Council's findings alongside a high-level review of each individual submission, made notes on any relevant themes, and validated Council's conclusions. The Intego team then discussed ambivalent findings to better determine support and opposition for the DMP.

RESULTS

Figure 1. Paul Smith

Photo by Paul Smith

The following section presents the results of our analysis, as follows:

Survey questions that were analysed and presented together included:

- Any questions related to participant demographics (gender, suburb, etc.).
- To what extent do you agree with the proposed Vision of the DMP?
- Is there anything important that we have missed in this draft vision?
- As you disagree with the proposed vision, please tell us why you gave this answer.
- To what extent do you agree with a shift to a more regenerative approach to tourism?
- As you selected disagree to a regenerative tourism approach, tell us why you gave that answer.
- Are there any actions you think have been missed for Principles 1, 2, 3, and 4?
- Please tell us what success would look like for you.

Actions that participants supported or opposed for each of the principles in the quantitative data (e.g. Likert-scale questions) in the short and detailed surveys were analysed and presented separately, as the multiple-choice options differed across the survey instruments. Although the detailed survey listed more specific tasks, we refer to them as “actions” throughout this report to remain consistent with the terminology used in the survey questions, as both surveys refer to “actions” for each Principle.



Did you know?

The findings from Phase 2 of the community engagement strongly align with those from Phase 1. Many of the key themes and concerns that participants expressed recur across both community engagements. The key messages in the “Summary for Policymakers” from Intego’s Phase 1 community insights report are emerging just as strongly, if not more so, during this phase, as the sample is more robust than in previous community engagements.

Participant demographics

The section below presents an overview of participant demographics for the combined surveys. The purpose is to describe who responded, reflecting the actual composition of the sample, so results are presented unweighted. Weighting was applied only to the analysis of survey questions to improve representativeness within the sample.

Gender

Overall, participation was higher among females than among males and non-binary individuals, as shown in Figure 2. Compared to Noosa's 2021 census population, which shows 51% of Noosa's population is female, and 48.6% is male, females were slightly overrepresented in the sample, and males were slightly underrepresented. However, these differences did not alter the findings, as weighting by age and gender produced results nearly identical to those obtained with age-only weighting.

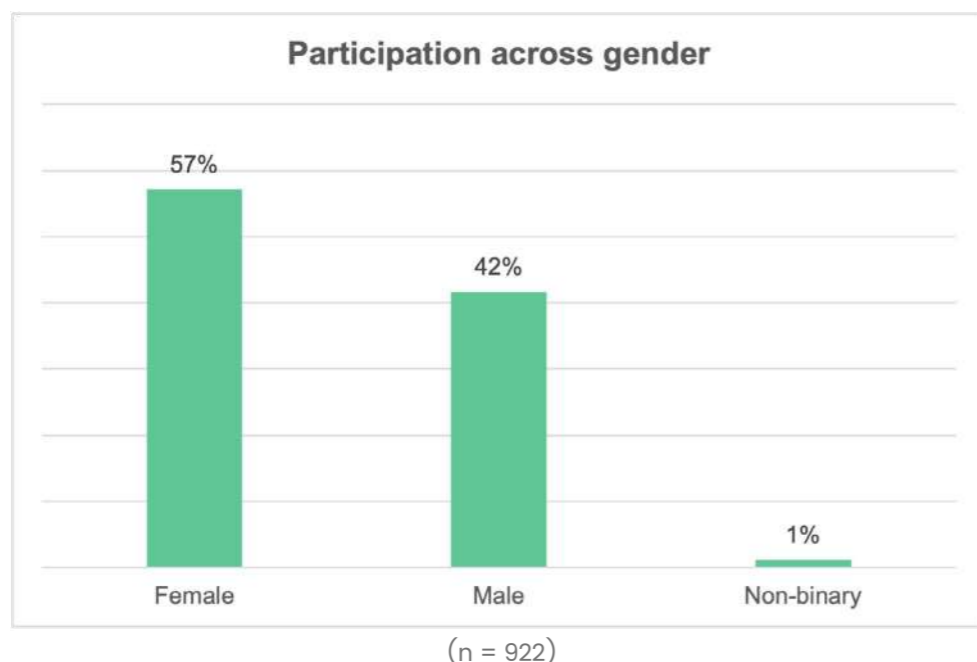


Figure 2. Per cent of respondents who identify as female, male, and non-binary across both survey instruments.

Aboriginal and Torres Strait Islander

Figure 3 shows that approximately 70% of respondents did not identify as Aboriginal or Torres Strait Islander. In contrast, a total of 13 individuals identified as Aboriginal and Torres Strait Islander, constituting approximately 1% of the total sample. Overall, 267 respondents (about 29% of participants) did not answer this question. According to the 2021 ABS census, around 1.7% of Noosa Shire's population identified as Aboriginal or Torres Strait Islander, suggesting that this group is somewhat represented in the sample.

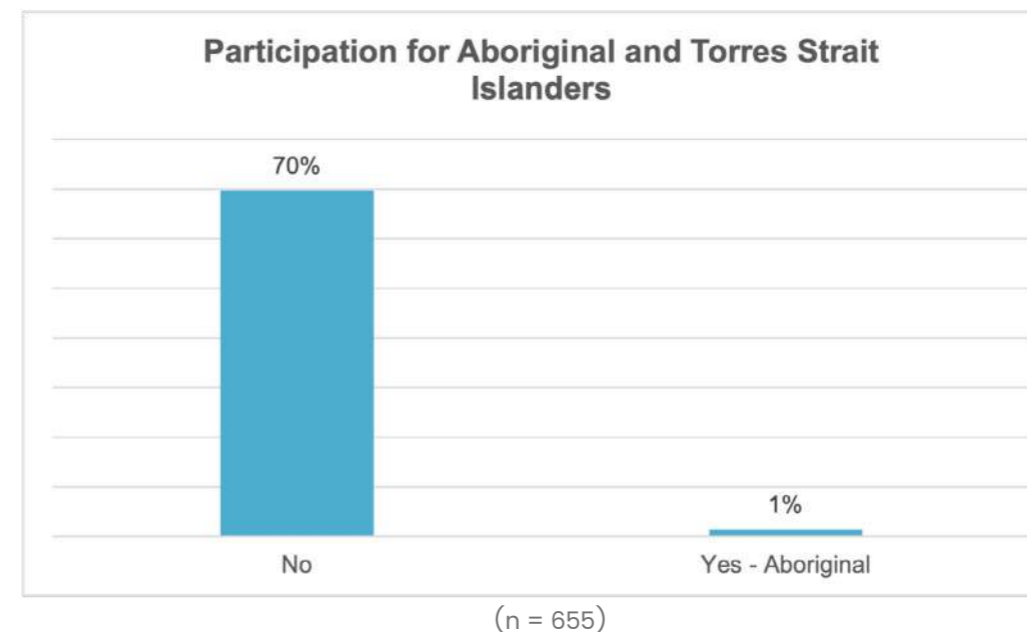


Figure 3. Per cent of participants who identified (or did not) as Aboriginal and Torres Strait Islanders. The sample size is 655, as 267 (29%) participants provided no answer.

Age group

As illustrated in Figure 4, most participants were between 45 – 64 years old (40%), followed by individuals 65 years or older (30%). Approximately 22% of respondents were between 25 and 44 years old. Younger individuals (ages 24 and younger) were notably underrepresented in the combined survey dataset. As shown in Figure 4, they accounted for only 8% of the sample, compared with approximately 25% of Noosa Shire's population, according to the 2021 ABS Census. To account for this mismatch, their responses were upweighted by factors ranging from 1.09 to 1.38, giving them proportionally more influence in the weighted results. Conversely, respondents aged 45 – 64 years were slightly overrepresented, resulting in weights below 1 (ranging from 0.85 to 1.01).

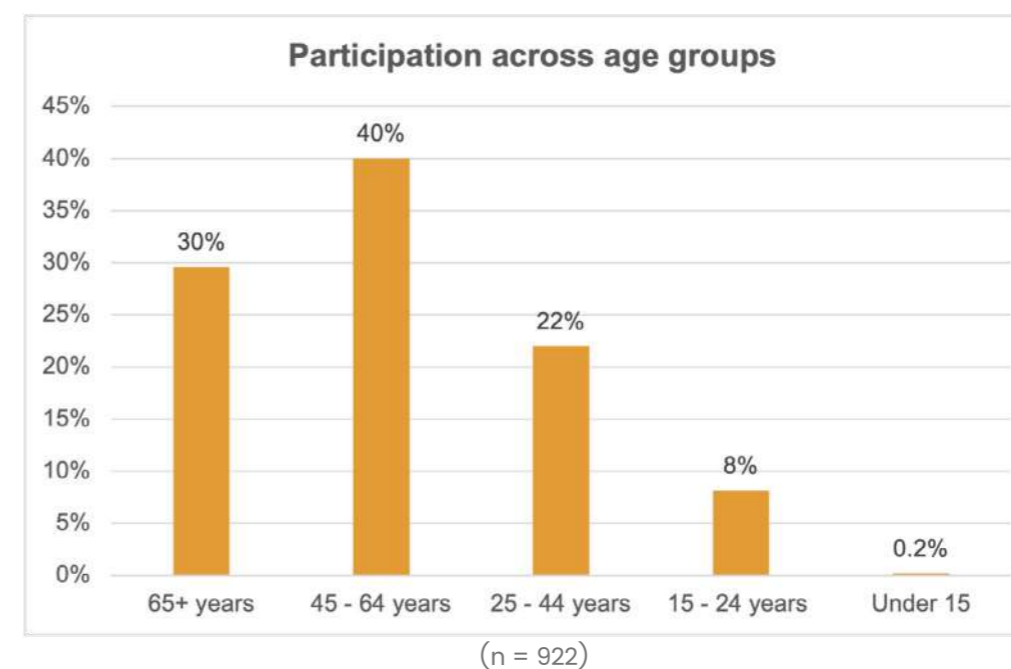
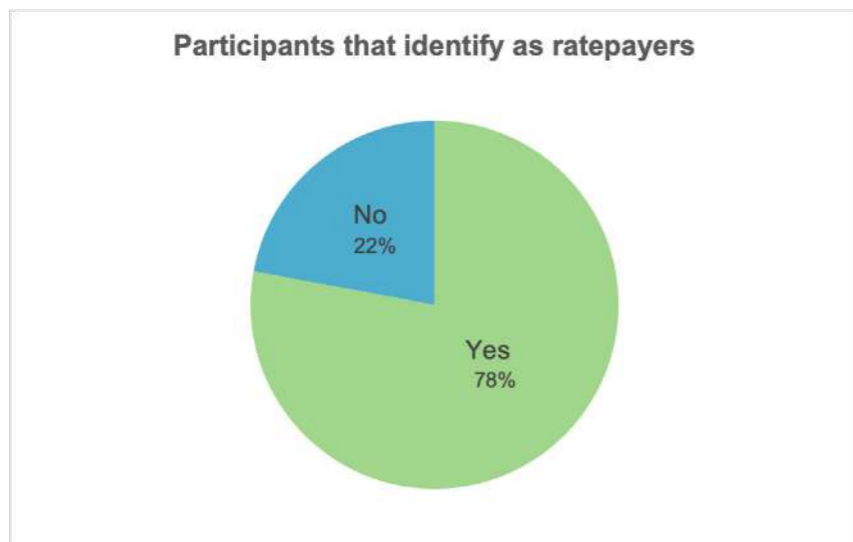


Figure 4. Participation across age groups.

Ratepayer

Most of the combined survey respondents were ratepayers (78%), as shown in Figure 5. Only 22% of the total sample does not represent ratepayers. A total of 39 individuals (around 4% of the dataset) did not answer this question.

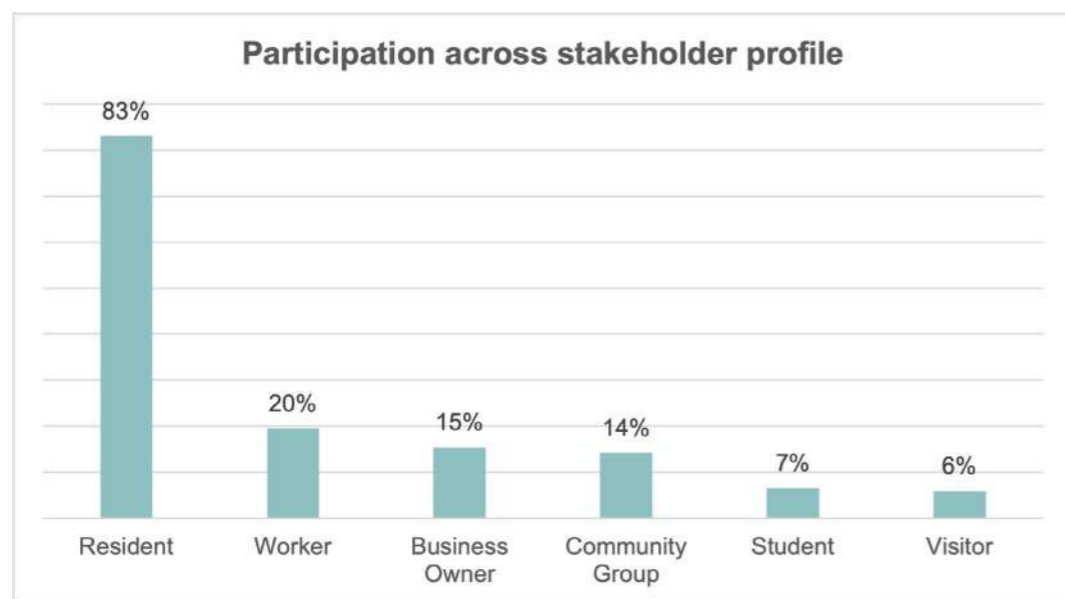


(n = 883)

Figure 5. Respondents who are ratepayers (or not). The sample size is 883, as 39 (4%) respondents provided no answer.

Participant profile

Figure 6 shows that most participants were residents (83%), followed by workers (20%), business owners (15%), and members of community groups (14%). Students and visitors represented 7% and 6% of responses, respectively. Importantly, the survey design allowed participants to choose more than one response. Consequently, a single respondent could identify as both a resident and a business owner. As a result, the percentages shown in Figure 6 represent the proportion of respondents who selected each profile and do not total 100%.

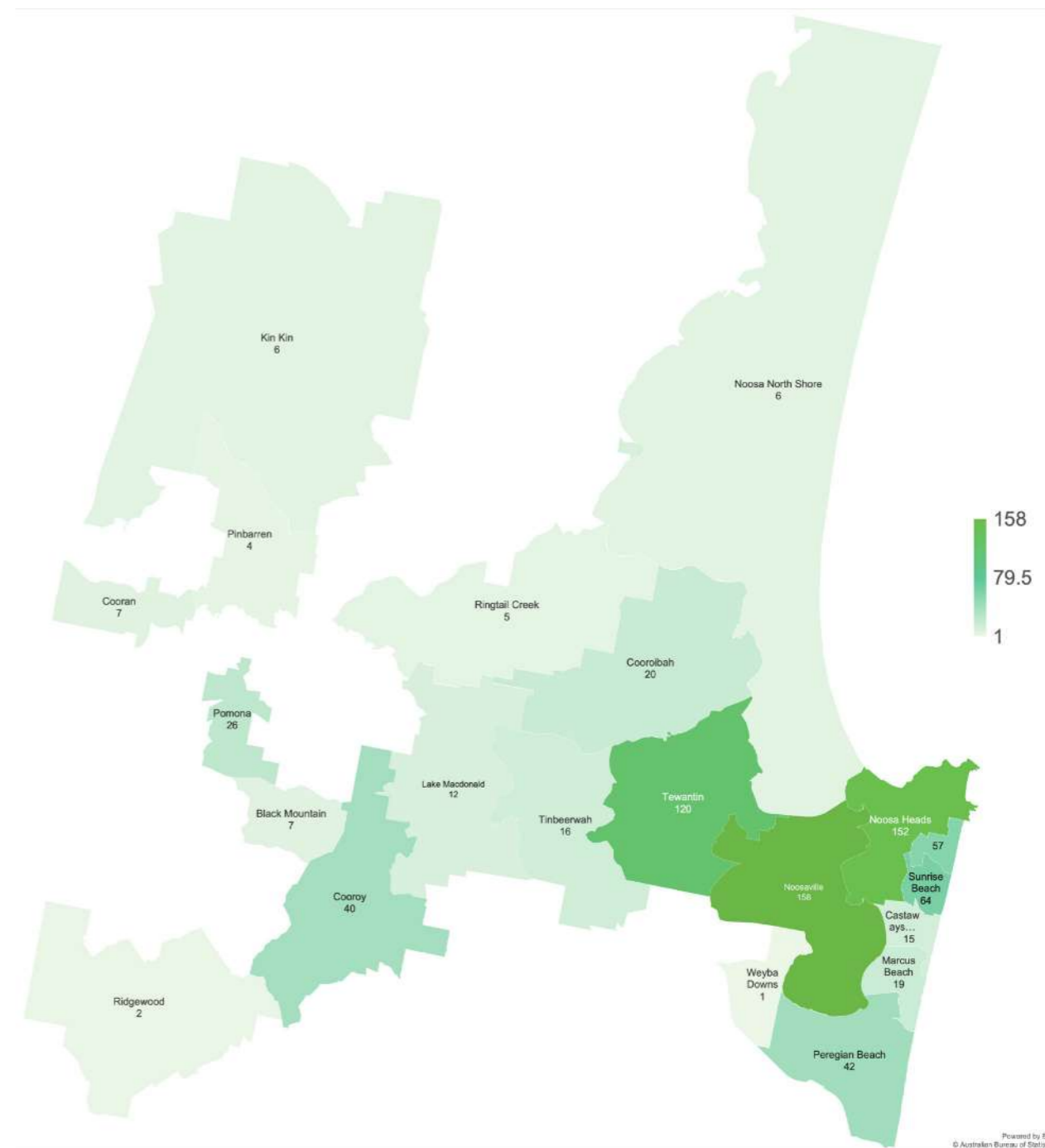


(n = 922)

Figure 6. Participation per stakeholder profile. Respondents could select multiple stakeholder profiles. Percentages represent the proportion of total respondents who identified with each category and do not sum to 100%.

Participation across suburbs and regions

As shown in Figure 7, participation varied widely across suburbs, with Noosaville having the highest representation, at 158 individuals. Noosa Heads followed (152), then Tewantin (120), Sunrise Beach (64), and Sunshine Beach (57). Participation was lowest in outer areas such as Kin Kin, Ridgewood, and Pinbreen.



(n = 805)

Figure 7. Overview of participation across Noosa Shire suburbs. The sample size is 805 instead of 922 (total survey respondents), as some participants reside outside the Shire.

Figure 8 shows that coastal suburbs had the highest participation (44%), followed by riverine populations (35%), and finally, hinterland populations (21%). Around 11% of respondents were from suburbs in Southeast Queensland. Approximately 2% were from regional Queensland, interstate, or international countries.

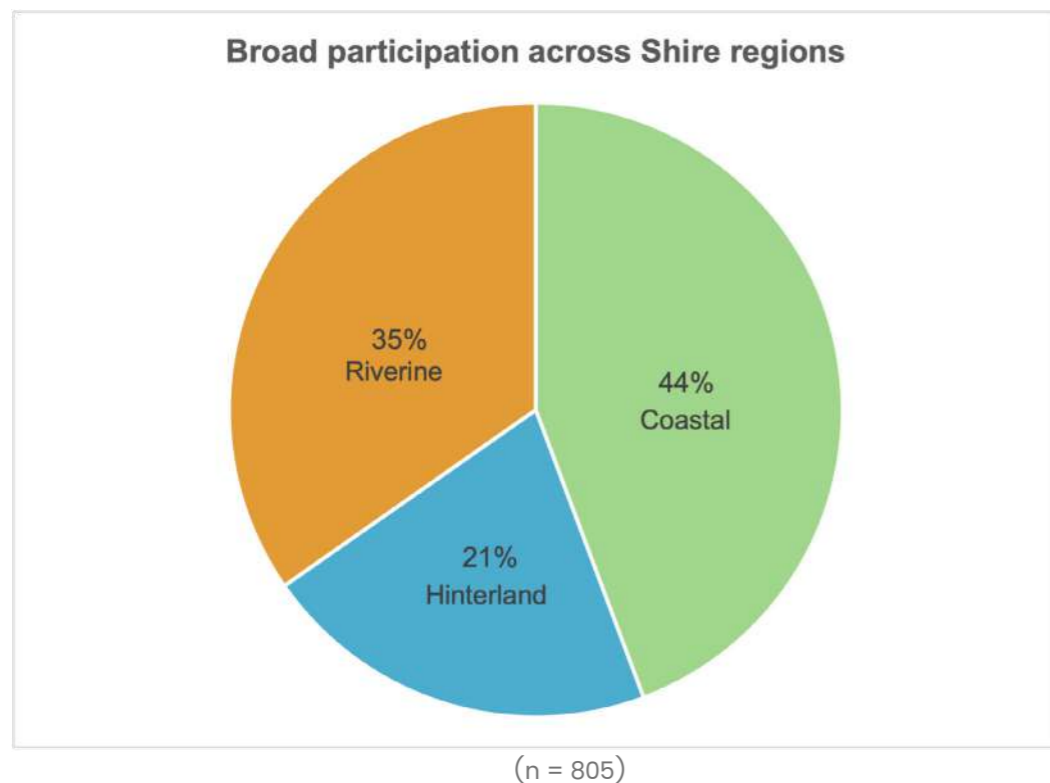


Figure 8. Participation across regions coded to 'Riverine', 'Coastal', and 'Hinterland'. The sample size is 805, as only respondents residing in the Shire were included. A total of 117 participants were from regions outside of the Shire: International, interstate, Regional Queensland and Southeast Queensland.

We also analysed participation by suburb within each regional area to identify the degree of dominance in each. Figure 9 presents the results of this analysis. Within the coastal region, Noosa Heads had the highest representation (19%), followed by Sunrise and Sunshine Beach. In the Hinterland area, Cooroy had the highest representation (5%). This suggests that community members in areas with higher tourism levels are more engaged than those in areas with lower levels.

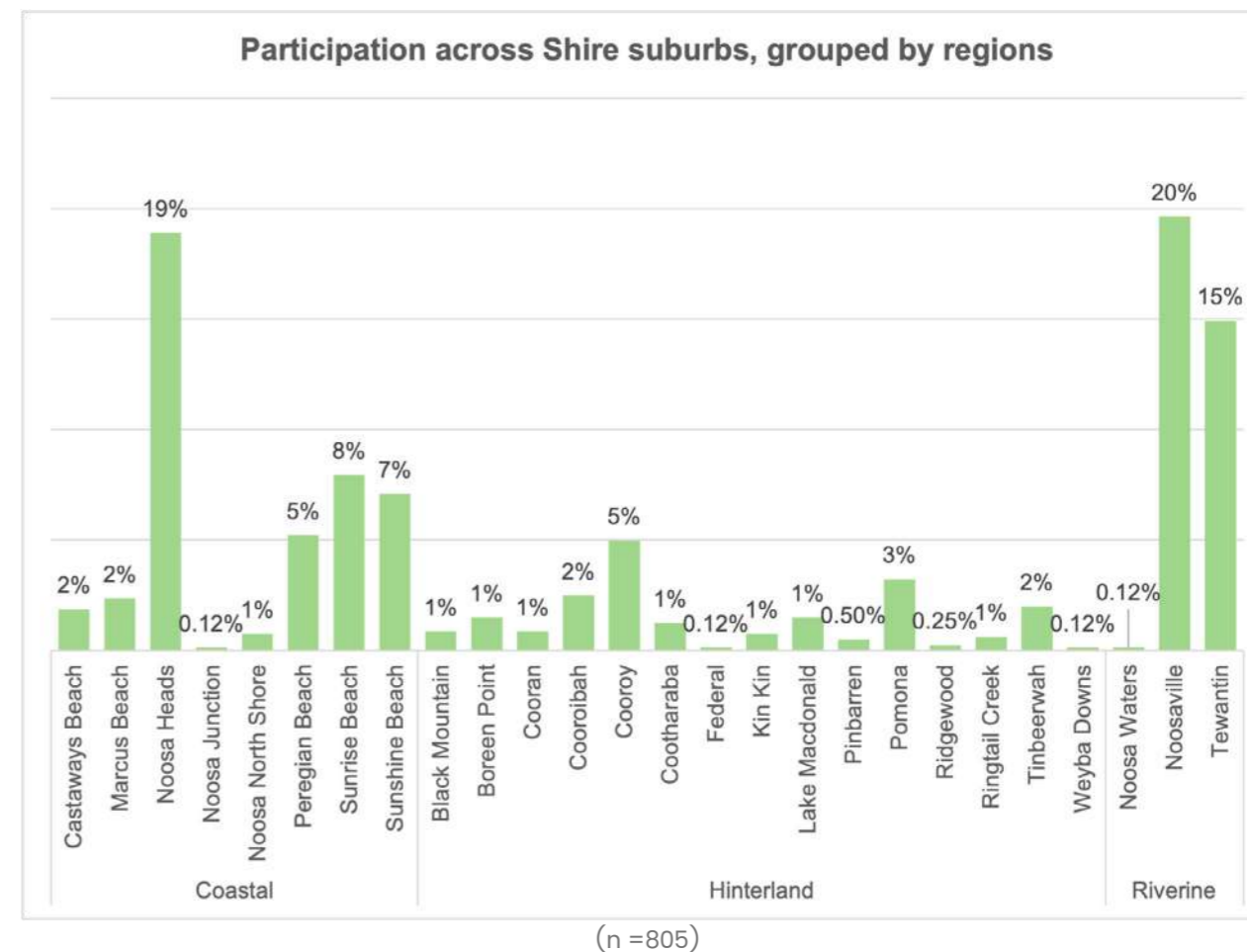


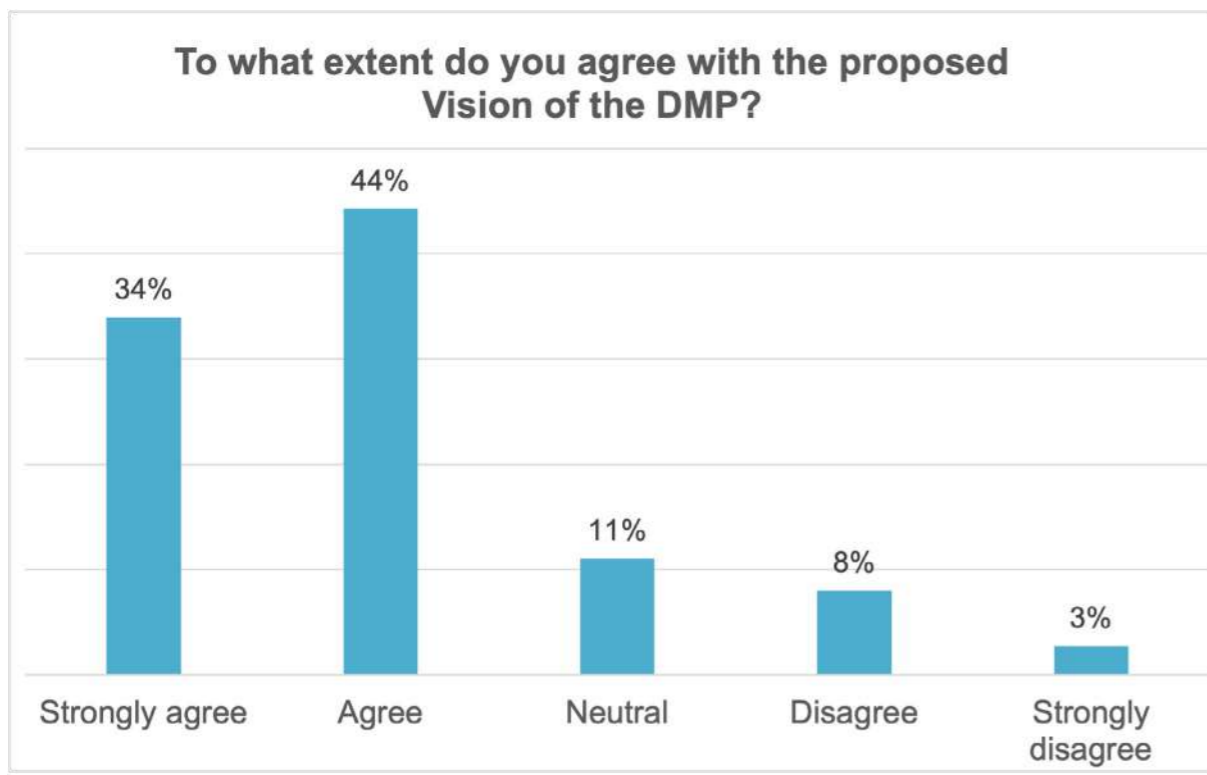
Figure 9. Number of participations across Noosa Shire suburbs, classified by region. The sample size is 805 instead of 922 (total survey respondents), as some participants reside outside the Shire.

Future vision

This section presents the results of the quantitative and qualitative analysis for the survey question: "To what extent do you agree with the proposed Vision of the DMP?" Participants were also asked two accompanying open-ended questions. The first one, related to 'missed factors' in the proposed DMP vision, was open to all respondents. The second was only available to individuals who selected 'disagree' or 'strongly disagree' in the initial Likert-scale question and asked for clarification as to why they disagreed. In this section, we first present the quantitative data, followed by the qualitative analysis of the missed actions and expressed disagreements.

Broad support and opposition for the proposed vision

Overall, there is broad support for the DMP's proposed vision. Figure 10 shows approximately 78% of participants either 'strongly agree' or 'agree' with the proposed vision, which states: "A way of life and travel (or visitation) that supports residents, respects the environment, and nurtures a thriving local economy – working in harmony with nature and looking after the place we love, together." Only 11% of participants 'disagree' or 'strongly disagree' with the proposed vision, of which only 3% strongly disagree. A total of 11% are neutral, suggesting that clarification may be needed.



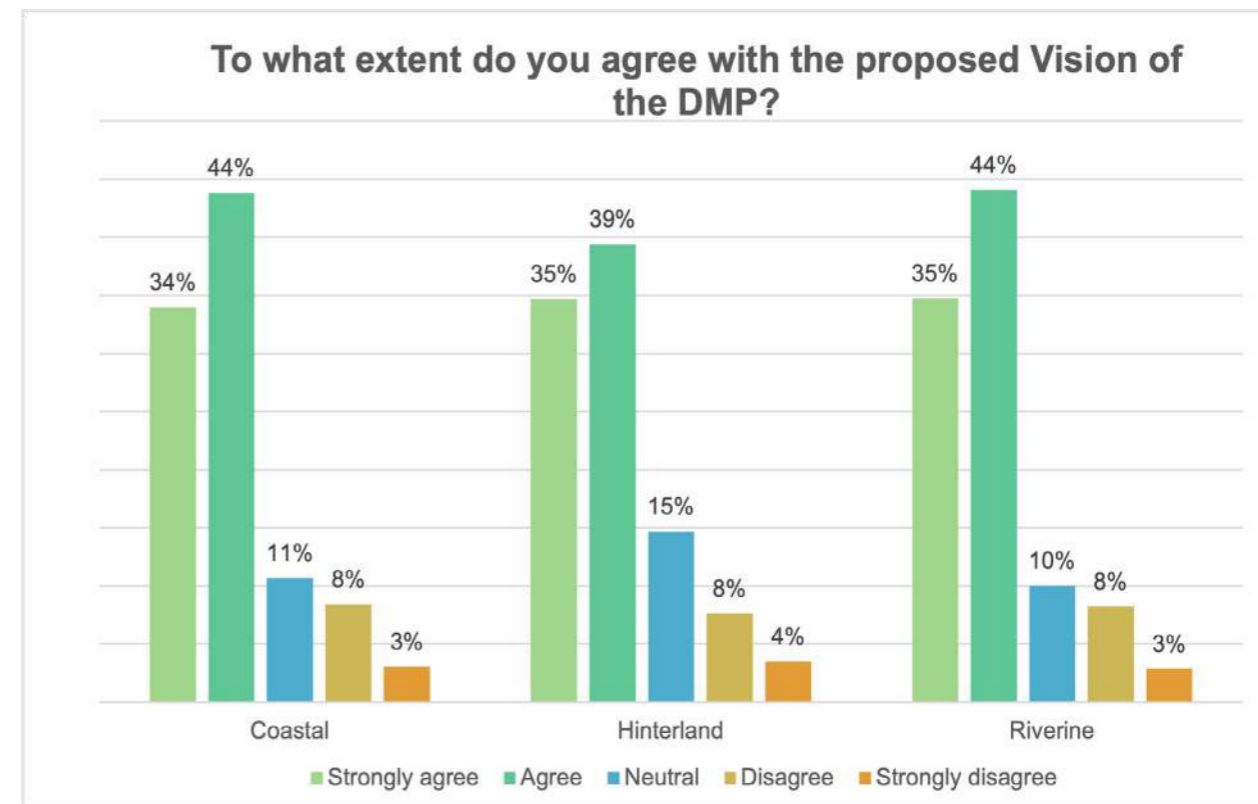
(n = 922)
Figure 10. Support and opposition for the proposed vision of the DMP.

Regional differences: DMP vision support and opposition

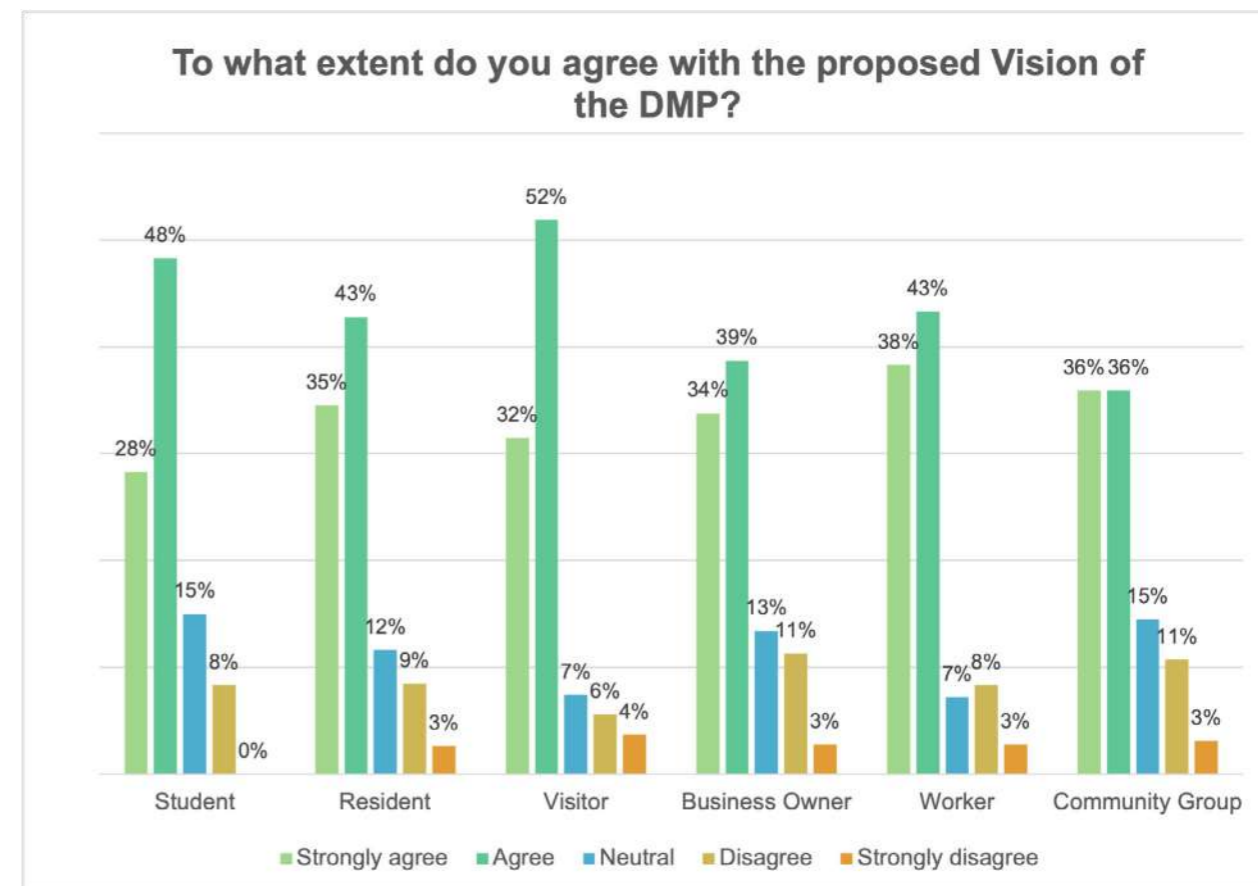
We analysed support for the proposed vision across coastal, hinterland, and riverine areas. As shown in Figure 11, there is strong support for the vision across all these areas. Combined, 78%, 74%, and 79% of participants from coastal areas, the hinterland, and riverine areas, respectively, either 'strongly agree' or 'agree' with the proposed vision. On average, 12% of participants expressed neutral support. In contrast, on average, around 11% of participants across all areas collectively 'disagree' or 'strongly disagree' with the proposed vision.

Stakeholder differences: DMP vision support and opposition

We also analysed support and opposition for the proposed vision across stakeholder groups, finding broad support across (Figure 12). On average, 77% of all stakeholder groups 'strongly agree' or 'agree' with the vision, whereas only 11% 'strongly disagree' or 'disagree'. In other words, support for the vision is roughly seven times higher than opposition across all stakeholder groups. Overall support for the vision was highest amongst visitors (84%) and workers (81%), indicating broad appeal beyond the resident community, where 78% support the vision, followed by 76% of support from students. Business owners (73%) and community groups (72%) expressed slightly lower levels of support, and higher levels of neutrality and opposition, which could signal uncertainty, a need for greater clarity, or reservations about practicality or business impacts. Specifically, opposition was highest among business owners (14%), followed by community groups (14%), residents (12%), workers (11%), visitors (10%), and students (8%).



(n = 805)
Figure 11. Support and opposition for the proposed DMP vision, segregated across Shire regions. The data shows the combined responses from the short and detailed surveys for respondents residing in Shire suburbs.



(n = 922)
Figure 12. Support and opposition to the proposed DMP vision across stakeholder groups. Because respondents could select multiple stakeholder profiles, percentages represent the proportion of total respondents who identified with each category and do not sum to 100%. The results are presented unweighted, as no reliable benchmarks exist for these stakeholder profiles.

Have we missed anything important in this draft vision?

Of the 922 survey participants, 485 left comments on any missed factors associated with the proposed DMP vision, representing 53% of the dataset. This finding suggests that, while there is broad support for the proposed vision (~78%, Figure 10), about half of the participants may still consider amendments to the final vision necessary. The nine dominant themes associated with perceived missed factors in the proposed vision are presented below:

Environmental protection and sustainability

Some respondents emphasised that the proposed vision does not go far enough to protect the region's natural environment, with many calling for prioritising environmental protection over economic growth and tourism. Intego's Phase 1 findings showed that 78% of participants rated the environment as the second most important theme, followed only by community, at 86%. Hence, it is not unexpected that a significant proportion of missed opportunities in this section link to this theme.

Limits to tourism and visitor management

Another dominant theme for missed actions in the DMP's proposed vision is centred around the community's perception that Noosa is currently suffering from overtourism. The data shows that participants are concerned about the unchecked number of day-trippers, traffic congestion, and

strain on local infrastructure associated with tourism. There are strong calls to establish clear limits on tourism, informed by a data-driven carrying capacity study. Moreover, participants clearly express the need for Council to set and enforce caps to prevent overcrowding. Day visitors are repeatedly singled out as the greatest strain on Noosa, while also contributing the least to the local economy. There are perceptions that Tourism Noosa and Council have not adequately addressed these issues and continue to promote Noosa despite its impacts on locals.

Housing affordability and workforce accommodation

Respondents say the affordable housing issue is missing from the proposed vision, which they consider essential for low-income workers such as teachers, nurses, and hospitality staff. Participants argue that the local economy cannot thrive without secure, affordable accommodation for workers. There is also negative sentiment about the rise in property prices and about how buyers from outside the Noosa community are pricing locals out. There is a strong call for community-led housing solutions, particularly to ensure that young families and future generations can remain in the Shire.

Prioritising community and residents

Some respondents believe that the proposed DMP vision still underrepresents residents' interests. Instead, they argue that it continues to prioritise tourism or business, and that tourism interests overshadow residents' quality of life and amenity. Decision-making in Council is perceived to favour

the tourism industry, with many expressing frustration over Council's alignment with and funding of Tourism Noosa. There is a strong sentiment that rates are being misused to continue promoting Noosa as a destination. Additionally, participants clearly advocate for exceptions to tourism-related fees and charges, such as paid parking. Overall, participant sentiment here captures the notion that community and residents must come first, although some respondents also acknowledge the need for balance and coexistence with visitors, recognising the importance of Noosa's visitor economy.

Economic diversity, support for tourism, and regional balance

While some respondents criticised overtourism, others highlighted the importance of tourism, yet called for diversifying the local economy. This juxtaposition suggests a division within the community over whether Noosa is perceived as a 'tourist destination' rather than 'a community'. Some participants stress tourism's economic contributions to the Shire and argue that the draft DMP downplays or excludes tourism. Others call for economic diversification that does not rely solely on tourism, but instead expands into other industries to build economic resilience. Finally, there are also comments that the DMP fails to represent hinterland communities and suburbs outside the main tourist-centric ones.

Lack of clarity surrounding DMP implementation, accountability, actions, and communication

Some respondents expressed concerns that the proposed vision is overly vague and 'feel-good.' They argue that the draft DMP is filled with aspirational language but lacks clear timelines, tangible goals, measurable outcomes, and transparent indicators. Respondents want clearer facts, figures, and science to accompany the broad statements in the DMP, as well as further detail on how it will be implemented in practice, including monitoring systems and funding mechanisms.

Youth, families, and future generations

Some respondents felt the vision underrepresents younger people and families and call for greater inclusion of younger generations in shaping Noosa's future. They linked this to insufficient focus on intergenerational needs, community facilities, and family-friendly spaces, and advocated for recreational spaces for children and families, such as parks, playgrounds, and sports facilities.

Infrastructure development, transport and parking solutions, and traffic management

Participants also provided comments related to regional infrastructure developments, which they perceive to be lacking in the wider Shire. They also highlighted some community issues they consider critical to the DMP, for example, congestion, public transport, parking, and pedestrian safety. Some consider that these issues are insufficiently addressed in the draft DMP vision.

Vision endorsement and refinement

A large proportion of participants either endorsed the vision in its current form or did so with caveats about refinements in its presentation. Suggestions include replacing the language with stronger, action-oriented terms, such as “actively protects” rather than “respects” the environment; “prioritises residents” or “respects residents” rather than “supports residents”; using “balance” instead of “harmony”. In addition to these lexicon suggestions, participants also want the proposed vision to emphasise community connection, collective care, and leaving a legacy.

As you disagree with the proposed vision, please tell us why

This section reports on the qualitative data for the ‘disagree’ and ‘strongly disagree’ sentiment, in which participants were given the option to express their opposition to the proposed vision. This question was only available to those who disagreed, and as such, responses were not collected for individuals who selected ‘strongly agree’, ‘agree’, or ‘neutral’. As per Figure 10 on page 15, the combined opposition to the proposed vision represents only 11% of participants. We have extracted the top six themes related to their opposition, discussed next.

Overtourism, congestion and environmental pressures

Respondents who disagree with the proposed vision cite overcrowding, traffic, day-trippers, and environmental concerns. Within this

theme, there are calls for solutions beyond repeating past approaches. Others argue for better regulation of tourism due to its perceived impact on Noosa’s character and liveability.

Lack of clarity, detail, and accountability in the DMP

Once again, participants who disagree with the proposed vision argue that one of the main reasons is that the draft DMP lacks specific indicators, metrics, and accountability. They request a clearer description of actions, implementation pathways, and measures of success.

Imbalance between residents and visitors

Participants opposing the vision also expressed concerns that residents’ needs are perceived as secondary to tourism and that the community should be placed first. There is a perception of an imbalance among stakeholder groups. For some, this imbalance reflects as residents being overlooked in favour of tourism. Others call for a more balanced and inclusive approach that recognises the need to involve all groups – residents, visitors, businesses, investors, and community or environmental groups – to address inequalities and avoid dominance by a single interest.

Fees, equity, and access: Paid parking and visitor levy

Participants who opposed the DMP vision also expressed strong resistance to paid parking, congestion charges, and visitor levies. Some stress that doing so would result

in only affluent visitors being able to visit. Others expressed concern about inequitable or ineffective cost management that may be passed on to residents.

Governance, consultation, and representation concerns

Respondents who disagreed with the proposed vision also suggested that consultation had been insufficient or selective. In particular, they expressed concerns about Tourism Noosa having too big an influence and called for a more collaborative governance approach. Other participants feel that the DMP is adding additional governance layers to tourism management and that this focus may be limited to tourism only, without due consideration for residents and other areas of the Shire.

Discrepancies between support and opposition for tourism

Discrepancies exist between participants who support and oppose tourism. On the one hand, a large proportion of participants have concerns about overtourism and argue for limiting visitor numbers; some propose a tourism levy to fund destination management. Some argue the DMP does not go far enough, citing continued marketing of Noosa and funding of Tourism Noosa, inadequate enforcement of short-stay accommodation (STAs), and a lack of concrete, strategic actions to address impacts.

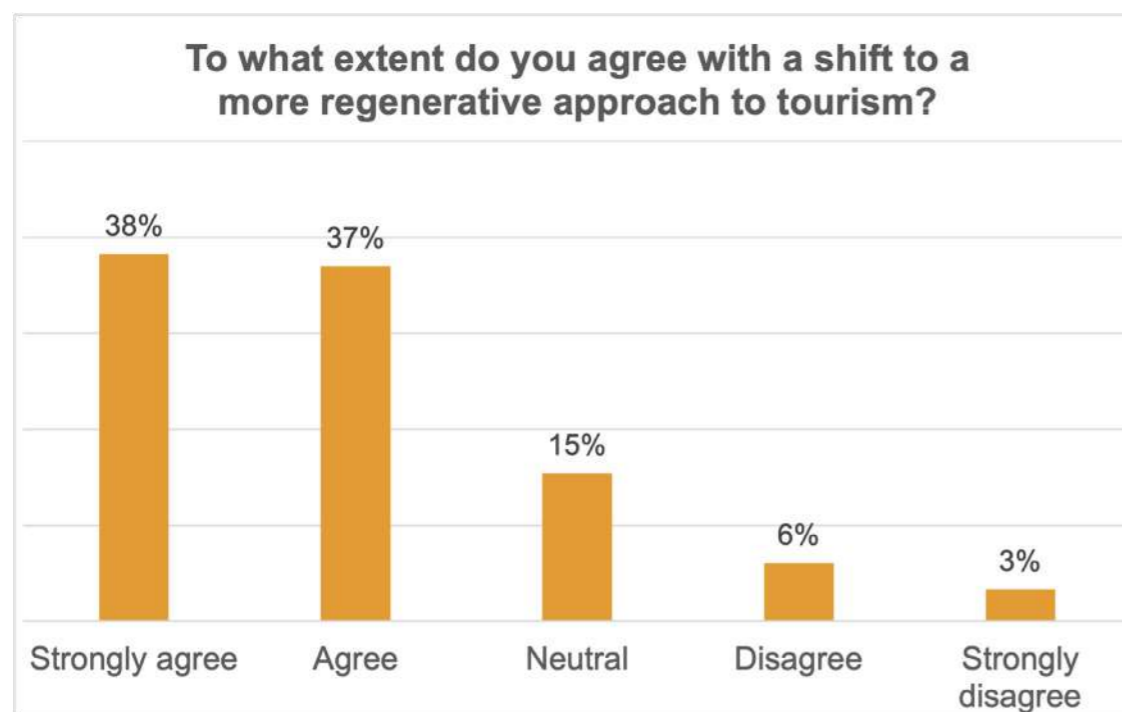
On the other hand, a select group of participants highlight tourism’s central role in Noosa’s economy and view the DMP as being framed to discourage tourism, which they believe would negatively impact local businesses.

Regenerative approach

This section presents the results of the quantitative and qualitative analysis for the survey question: “To what extent do you agree with a shift to a more regenerative approach to tourism?” For the quantitative data, we present broad support and opposition across both survey instruments, followed by support and opposition across regional areas and stakeholder groups. Participants who indicated they ‘disagree’ or ‘strongly disagree’ with regenerative tourism were asked an open-ended question to explain why. This question was unavailable for respondents who selected ‘strongly agree’, ‘agree’, or ‘neutral’.

Broad support and opposition for regenerative tourism

Across both surveys, 75% of participants ‘strongly agree’ or ‘agree’ with a shift to a more regenerative approach to tourism (Figure 13), compared to 9% who either ‘disagree’ or ‘strongly disagree’. In other words, around eight times as many participants support regenerative tourism as oppose it. Notably, nearly four in ten participants (38%) strongly agree, indicating strong enthusiasm for regenerative principles across the community. Approximately 15% of participants are neutral, suggesting that more clarity may be needed to help this group understand what a regenerative approach involves in practice.

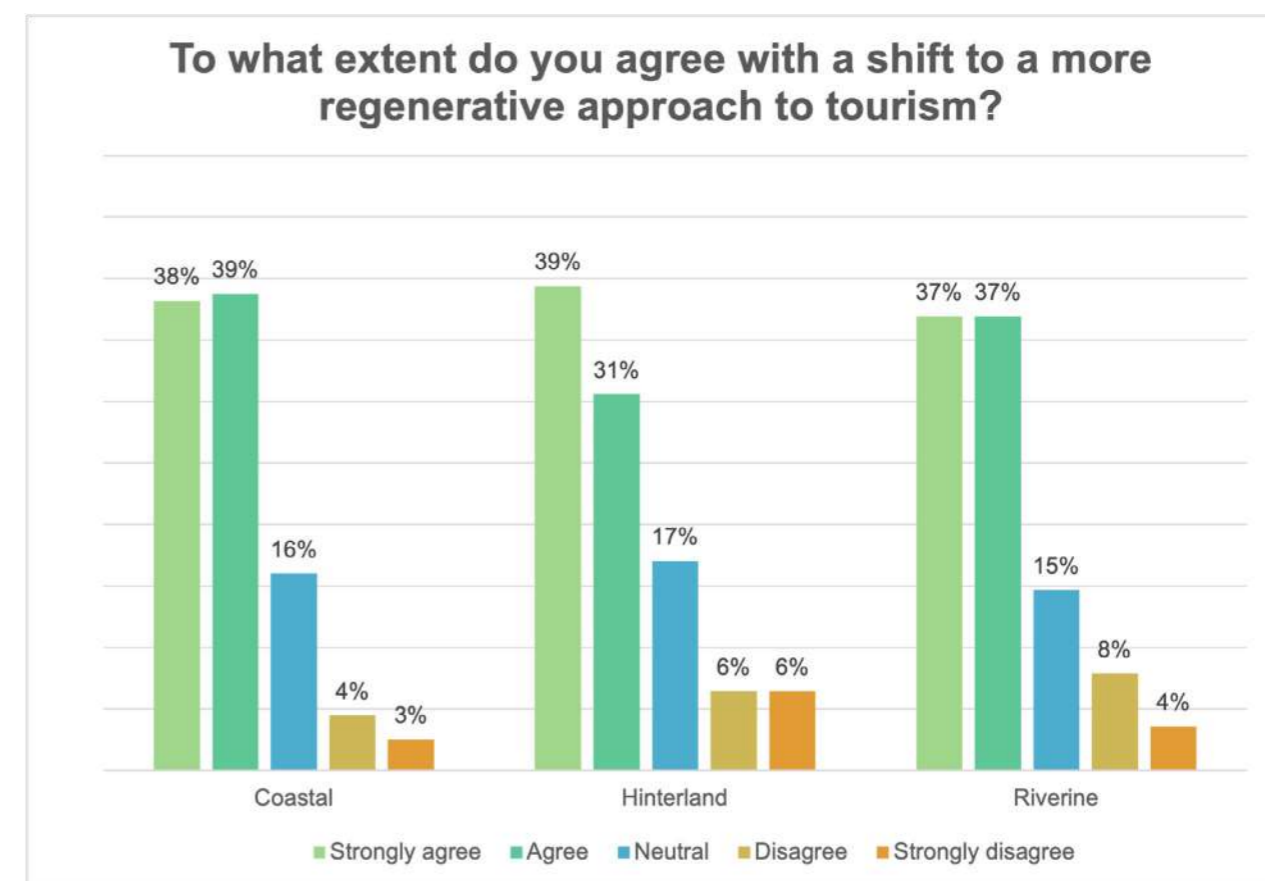


(n = 922)

Figure 13. Support and opposition for a shift to a more regenerative approach to tourism.

Regional differences: Regenerative tourism support or opposition

Support and opposition for regenerative tourism were consistent across the Shire’s regions, as illustrated in Figure 14. Participants from coastal areas signalled the strongest support, with 77% either strongly agreeing or agreeing with a shift to a more regenerative tourism approach. Coastal suburbs also expressed the least opposition, at only 7%. Participants from riverine areas (74%) likewise ‘strongly agree’ or ‘agree’ with the shift, followed by 70% of participants from the hinterland. Opposition across hinterland and riverine areas was comparable, at 12%. The close alignment across all three regions indicates broad-based support rather than isolated enthusiasm in any single area, although the slightly higher support in coastal and riverine regions suggests that communities more directly exposed to tourism are also more receptive to regenerative approaches.

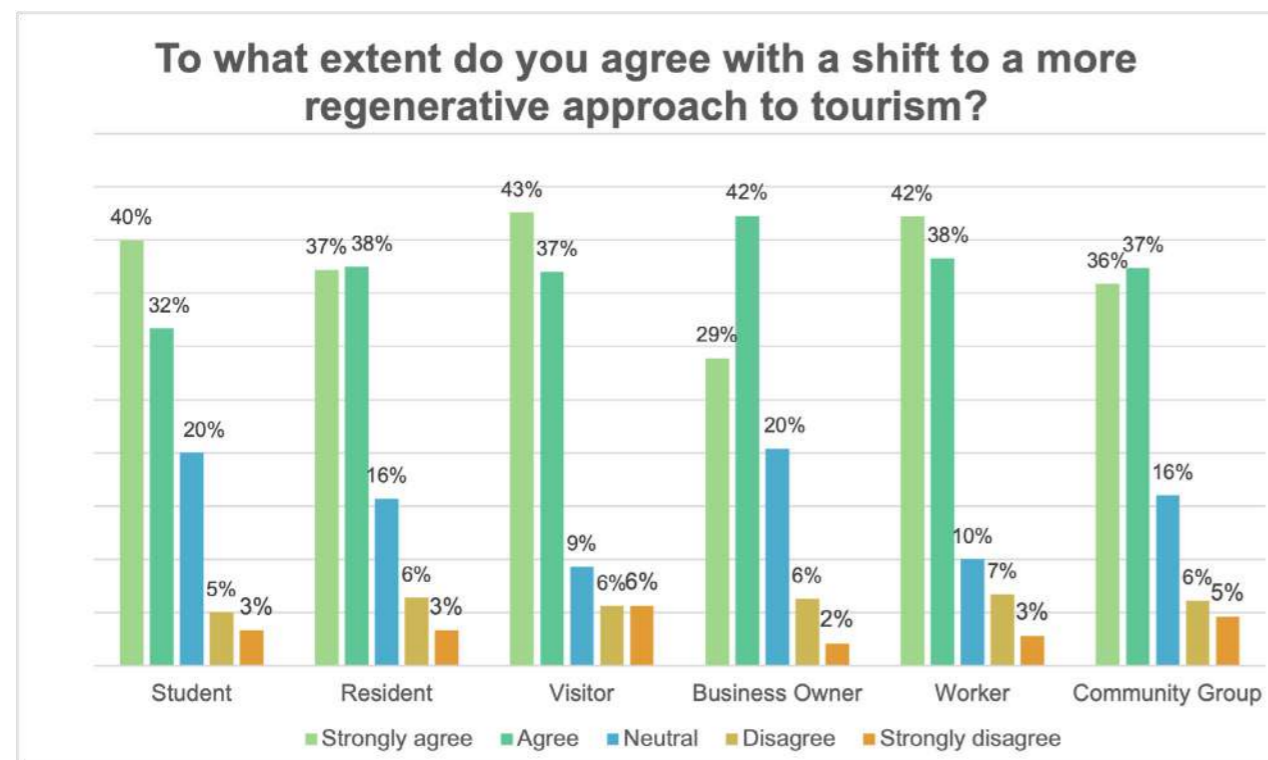


(n = 922)

Figure 14. Support and opposition for the proposed DMP vision, segregated across Shire regions. The data shows the combined responses from the short and detailed surveys for respondents residing in Shire suburbs.

Stakeholder differences: Regenerative tourism support and opposition

Support for regenerative tourism is strong and broadly consistent across different stakeholder groups, as shown in Figure 15. A clear majority of stakeholders either 'strongly agree' or 'agree' with the shift. The highest support was observed among visitors (80%), business owners (71%), and workers (80%), suggesting broad endorsement from groups directly engaged in or benefiting from tourism. Students (72%) and community groups (73%) also show high levels of support, while residents (70%) expressed slightly lower, though still high levels of support, compared to other groups. In contrast, opposition remains minimal across all groups, ranging from 8 to 9%, while neutral responses suggest that some participants may need further information to fully understand the concept of regenerative tourism. Overall, the close alignment across stakeholder groups points to broad endorsement of regenerative tourism as a shared goal across the community, rather than support confined to any particular demographic or industry group.



(n = 922)

Figure 15. Support and opposition to the proposed DMP vision across stakeholder groups. Because respondents could select multiple stakeholder profiles, percentages represent the proportion of total respondents who identified with each category and do not sum to 100.

As you disagree with a regenerative tourism approach, please tell us why

As mentioned above, respondents who selected 'disagree' or 'strongly disagree' with regenerative tourism – that is, the 9% shown in Figure 13 – could detail why. The following section reports on this subset of the sample, captured by the following dominant themes.

Place limits to growth in Noosa across development, visitor numbers and overtourism

A key reason for opposing regenerative tourism concerns participants' desire to limit growth across the Shire, including with development, visitor numbers, and overtourism. Some feel locals are being penalised by tourism interests in Noosa, and that the Shire is already exceeding its environmental and social carrying capacity. A recurring sentiment is that tourists are seen as the primary source of degradation. There is also some scepticism about Council's commitment to protecting Noosa's character and environment, citing pro-development tendencies and inadequate enforcement. There were also calls for tourists to take a greater role in caring for Noosa's natural environment and to control visitor impacts, such as noise and environmental degradation.

Equity and cost burden on residents

Some respondents who disagreed with the regenerative approach also believe that environmental stewardship and tourism management should be led and funded by

Council, State Government, and/or tourism operators, not by residents through additional fees, levies or obligations. This perception stems from the belief that ratepayers already fund infrastructure, environmental management, and services, and should not bear additional costs for access, road use, or parking. Participants express frustration that new fees or levies could penalise locals, and, as such, any cost structures should be fair and protect residents from additional burdens.

Access and lifestyle protection (no mandates)

Very few respondents also strongly oppose any form of mandates or interventions from Council. They advocate for a laissez-faire approach, where Council does not introduce environmental regulations or lifestyle restrictions on either residents or visitors. The sentiment is accompanied by an emphasis on freedom of movement and access, particularly to natural areas. A smaller subset also expresses scepticism about decarbonisation policies.

Ambiguity and lack of measurement

Some respondents view the term 'regenerative tourism' as vague, undefined, impractical, or misleading. They call for plain language, clearer definitions, and practical examples of what it means for the Shire. There is also strong criticism that the draft DMP provides no concrete metrics, targets, or monitoring mechanisms to assess progress. As such, participants call for evidence-based actions, clear implementation pathways, defined measures to reduce tourism numbers, and clear indicators of success.

DMP Principles

This section presents the findings relating to the four principles in the draft DMP. Both surveys asked respondents to indicate their level of support, or lack thereof, to proposed actions associated with each principle, namely:

- Principle 1: Respecting community
- Principle 2: Leading the way
- Principle 3: Living our values
- Principle 4: Tourism for good

We first present the quantitative findings from the short survey, followed by those from the detailed survey. As both instruments contained different actions under each principle, each graph is presented individually. To streamline the findings, we report on overall support and overall opposition for each action, which combines 'support' with 'somewhat support', and 'oppose' with 'somewhat oppose'. Appendix A presents tables for each Principle with colour scales to show the combined levels of 'support' and 'somewhat support', as well as 'oppose' and 'somewhat oppose', making it easy to see which actions received the highest and lowest levels of support or opposition for each principle. In addition to indicating support or opposition, respondents could also provide feedback on factors they felt were missing for each principle. This open-ended question was available to all participants across both surveys. However, individual comments could not be linked to specific actions. Therefore, the qualitative findings presented below address each principle in general, rather than specific actions within them. That said, to further contextualise the findings, we integrate quantitative and qualitative data on actions that elicited higher levels of opposition.

Principle 1: Respecting community - Quantitative data for short and detailed survey

The short survey included the following actions for Principle 1: Protect our neighbourhoods; improve infrastructure and transport solutions; improve parking and traffic management; and have a balanced events portfolio. Figure 16 shows that overall support (80%) is strong, indicating community endorsement and social license for implementing most proposed actions. Improving infrastructure and transport solutions is a clear priority, with 73% of participants supporting this action (89% combined). In contrast, the highest level of opposition was to parking management (19%), which appears to be a polarising issue, likely due to perceived cost implications for residents. Overall, a balanced events portfolio received 82% support, followed by protect our neighbourhoods (81%) and finally improve parking and traffic management (73%). Opposition to each action varied, with 13% opposing the action 'protect our neighbourhoods', 10% opposing a 'balanced events portfolio', and only 7% opposing 'improve infrastructure and transport solutions'.

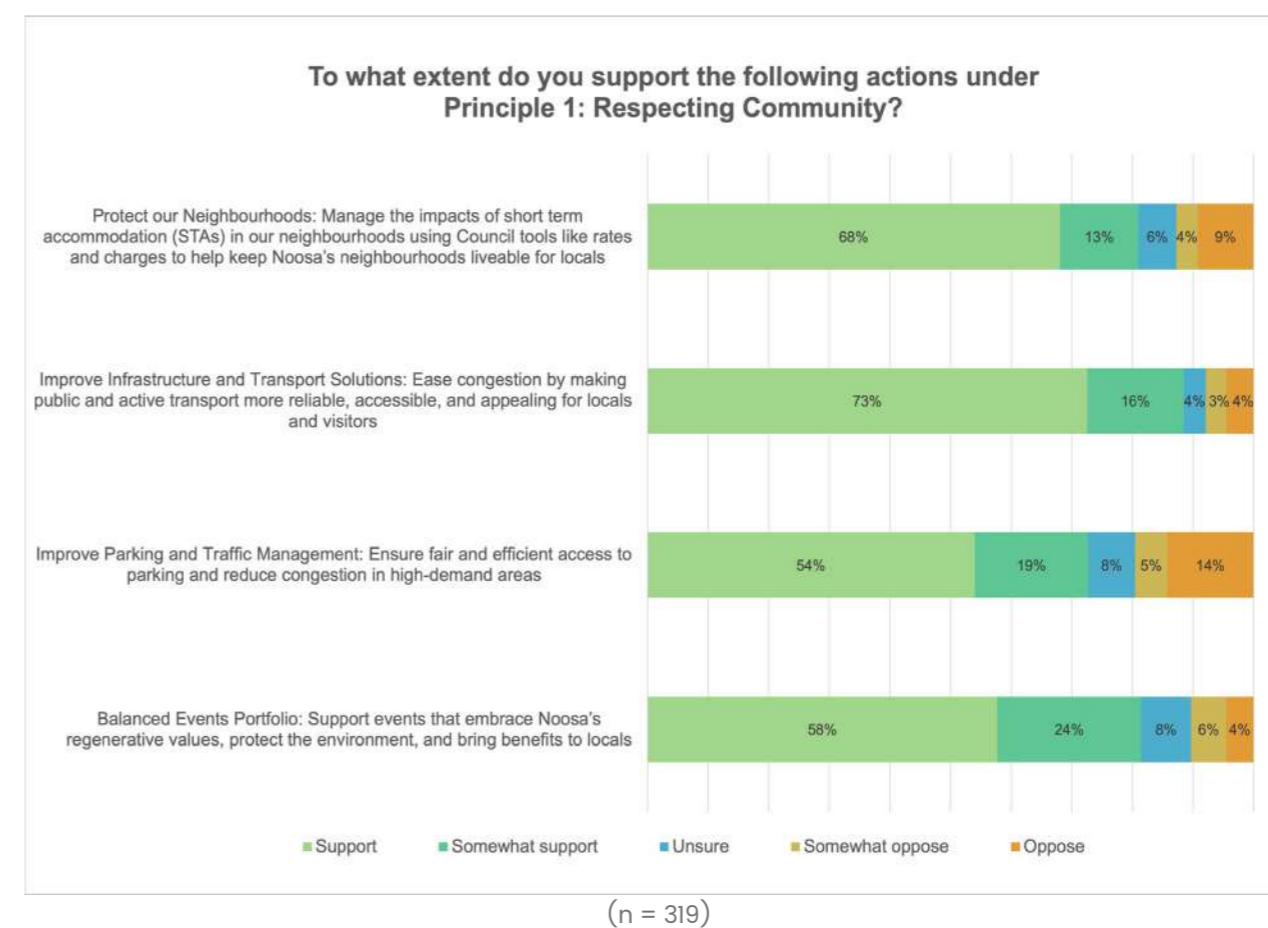
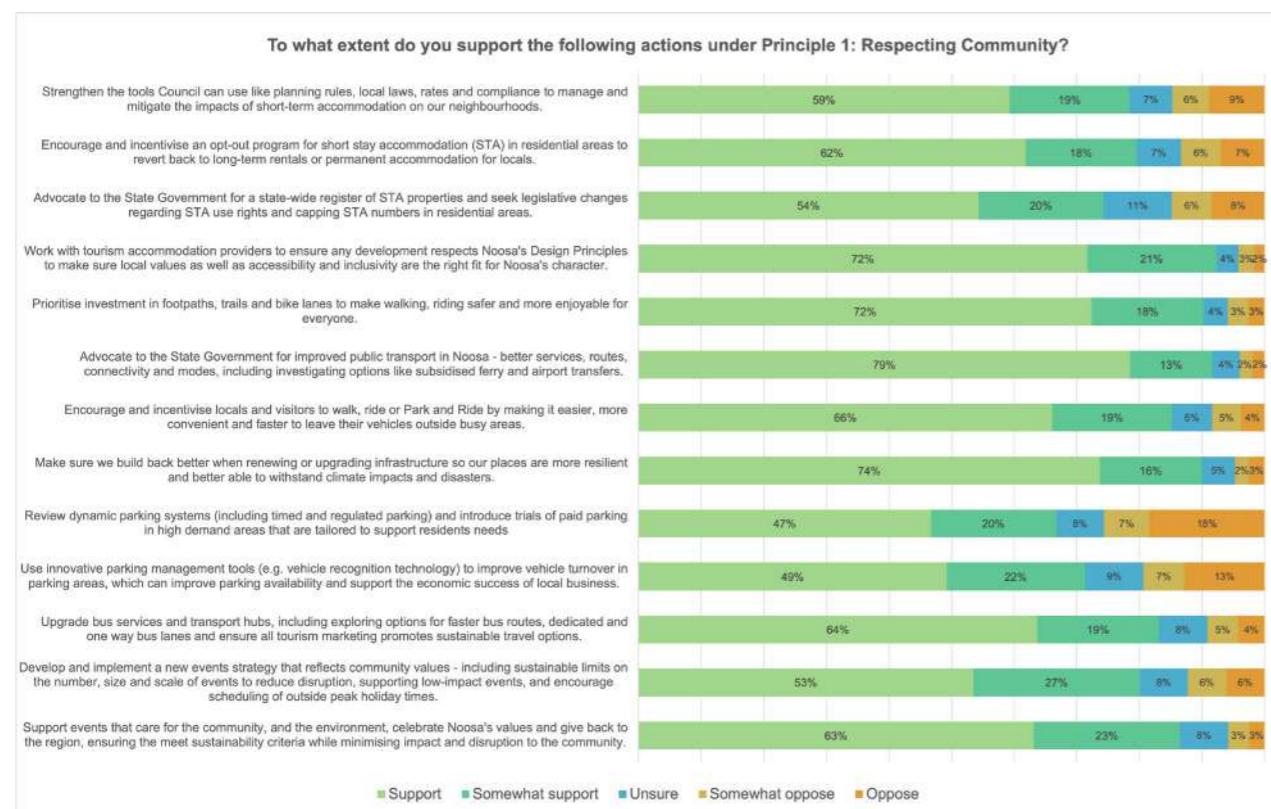


Figure 16. Support and opposition for the four actions proposed in Principle 1: Respecting community, for the short survey.

The detailed survey contained 13 actions under Principle 1 (Figure 17), associated with STAs, tourism accommodation, active transport solutions, transport or parking solutions, infrastructure resilience, and events. Overall support – combining 'support' and 'somewhat support' – for most actions exceeds 70%, reinforcing the principle of 'respecting community' as a shared value among survey respondents and giving the DMP a strong mandate to operationalise this principle. Actions related to tourism accommodation that respect Noosa's character (92%), improved public transport (92%), investments in active travel infrastructure (90%), and infrastructure resilience (90%) ranked highest, indicating a strong community appetite for integrated transport and infrastructure planning that supports residents, reduces congestion, and enhances Noosa's place identity.

Actions related to events also received high levels of support, with 86% of participants supporting events that care for the community and the environment, and 80% supporting a new events strategy aligned with this purpose. Upgrading bus services and transport hubs received 83% overall support, similar to the 85% support for incentivising visitors and locals to walk, cycle, or park-and-ride. Actions to strengthen the regulation of STAs received between 74% to 80% of support, but also faced slightly higher opposition (13 to 15%). Qualitative feedback indicates this opposition stems primarily from a desire to exempt (1) homeowners who rent out a portion of their homes either while the homeowner is present or while away during holidays, and (2) dedicated tourism resorts with onsite management.

Finally, parking remains the most divisive issue, attracting the lowest level of support (67% and 71%) and the highest level of opposition (19% and 26%). Qualitative feedback across both surveys suggests that participants view paid parking as ineffective at addressing congestion, favouring instead strategies that minimise car use in the Shire, improve public transport, and expand park-and-ride systems. Confusion also emerged about whether residents would be exempt from paid parking and how any parking fees collected from visitors would be reinvested in Noosa.



(n = 603)

Figure 17. Support and opposition for the four actions proposed in Principle 1: Respecting community, for the detailed survey.

What actions have been missed for Principle 1: Respecting community?

Of the 922 combined survey participants, 437 responses left statements relating to actions they feel are missing from Principle 1. This constitutes 47% of respondents, suggesting that although there is broad support for Principle 1, some clarification or potential amendments are needed. The dominant themes for these missed actions are summarised below.

Improve aspects related to transport, including traffic management, mobility, parking solutions, congestion, and fees

Some respondents called for better public and active transport services and infrastructure, including electric/smaller buses, shuttle loops, and safer bike and footpath networks. Others highlight existing practical limits, such as the need to accommodate surfboards, prams and dogs on public transport,

as well as the long distances between existing bus stops. Some general concerns arise regarding e-bikes/scooters, including pedestrian safety. Many respondents oppose paid parking or call for resident exemptions. Others support 'user pays' models for visitors, congestion charging, or dynamic and timed approaches.

Reduce development to prioritise the environment and Noosa's character

A clear sentiment emerges regarding the built environment and the current direction of development in the Shire. Respondents emphasise the need to protect existing green spaces, reduce land clearing or wildlife habitat for new infrastructure or developments, and shy away from any development that does not incorporate sustainability principles or that threatens Noosa's character and essence. There is a clear desire to maintain Noosa's small-town charm, as well as distrust toward perceived government-developer alliances that harm the environment.

Adequately reduce and manage visitor pressures

Generally, respondents here raised issues relating to short-term accommodation, day-trippers, and events, all of which they believe need caps on numbers. Many participants argue that STAs should be reduced, better controlled, or separated by management type (i.e. STAs in residential areas versus resorts). In contrast, others argue that STAs are important to the economy and should not be overregulated. Respondents also called for compliance and management relating to illegal camping.

Improve community consultation, transparency, and consideration of Shire-wide areas equally

Respondents expressed a desire for more transparent, inclusive, and consistent community engagement across the entire Shire, enabling them to be part of the journey to develop the DMP and any associated decision-making. Some respondents expressed frustration that consultation processes – and the DMP itself – are focused on coastal areas, such as Hastings Street, often overlooking the hinterland and its needs. Many called for greater clarity from Council, more participatory processes, an opportunity for meaningful input, and genuine two-way communication that builds trust in Council's governance and policymaking. There was also a clear desire for balanced investment in community facilities, events, and infrastructure across the Shire, ensuring that all suburbs are equally considered in shaping tourism.

Principle 2: Leading the way - Quantitative data for short and detailed survey

The short survey included the following actions for Principle 2: Sustainable visitation, management of the Noosa River, review of tourism funding, and support for DMP delivery. Figure 18 shows that support is strong or moderately strong across all actions. Overall, 85% of participants support advocating for the responsible management of Noosa's most sensitive areas, followed by sustainable management of the Noosa River (81%), and exploring alternative ways to fund tourism (75%), which, simultaneously, had the highest level of opposition, at 18%. Establishing a Destination Stewardship Council (DSC) had the lowest level of support (66%) and the highest level of neutrality (20%).

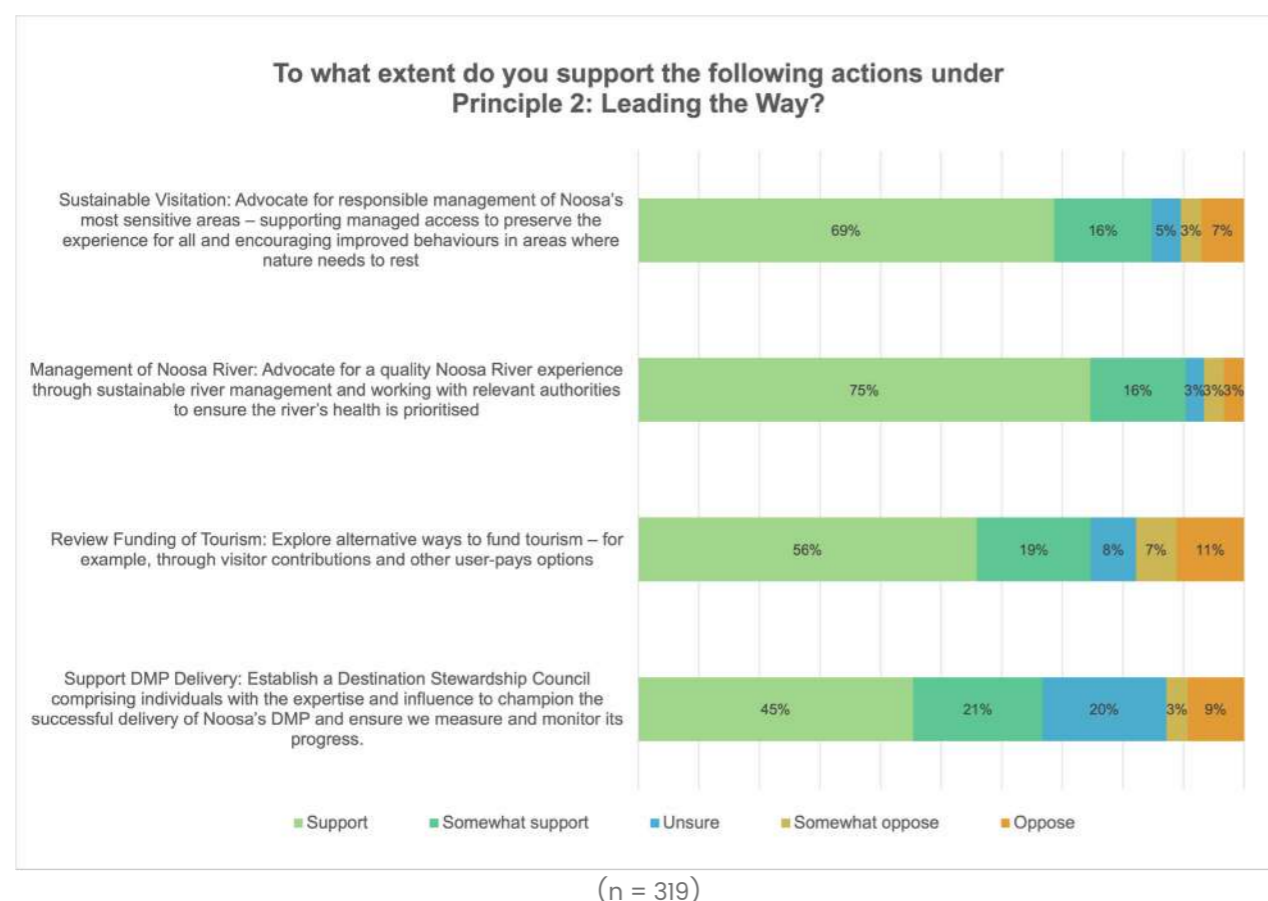


Figure 18. Support and opposition for the four actions proposed in Principle 2: Leading the way, for the short survey.

The open-ended statements in connection with reviewing tourism funding and the DSC indicate that most respondents support defunding tourism. In contrast, a smaller subset supports funding it, conditional on Tourism Noosa demonstrably delivering the DMP, reducing destination marketing, and proactively working to make tourism a force for good that aligns with community needs. In regard to the DSC, the high levels of neutrality (20%) and lower levels of support (66%) (compared to the other actions in Principle 2), stem from a fear that the DSC would add another layer of governance with an unclear purpose about how it will be operationalised, who will be part of it, and whether residents will be empowered throughout any of the DSC's decision-making processes.

There is also scepticism that it may be captured by vested interests. As such, respondents request more information about the DSC's structure, purpose, and composition, indicating potential support only if it were independent, representative, and transparent.

The detailed survey contained 13 actions for Principle 2 (Figure 19). In summary, they are broadly associated with environmental protection, support for local food and agriculture, community consultation, climate resilience, tourism funding, DMP implementation, and visitor management. Actions that had the highest level of collective support – that is, 'support' and 'somewhat support' for over 90% of participants – include enhancing the health and quality of the Shire's waterways, biodiversity, and scenic amenity (93%), supporting regenerative agriculture to protect Noosa's River system (92%), and supporting MSQ in removing abandoned vessels in the river (90%). Collectively, these actions also had the lowest levels of opposition (ranging from 3% to 5%), indicating strong support for any mandates to protect Noosa's natural environment.

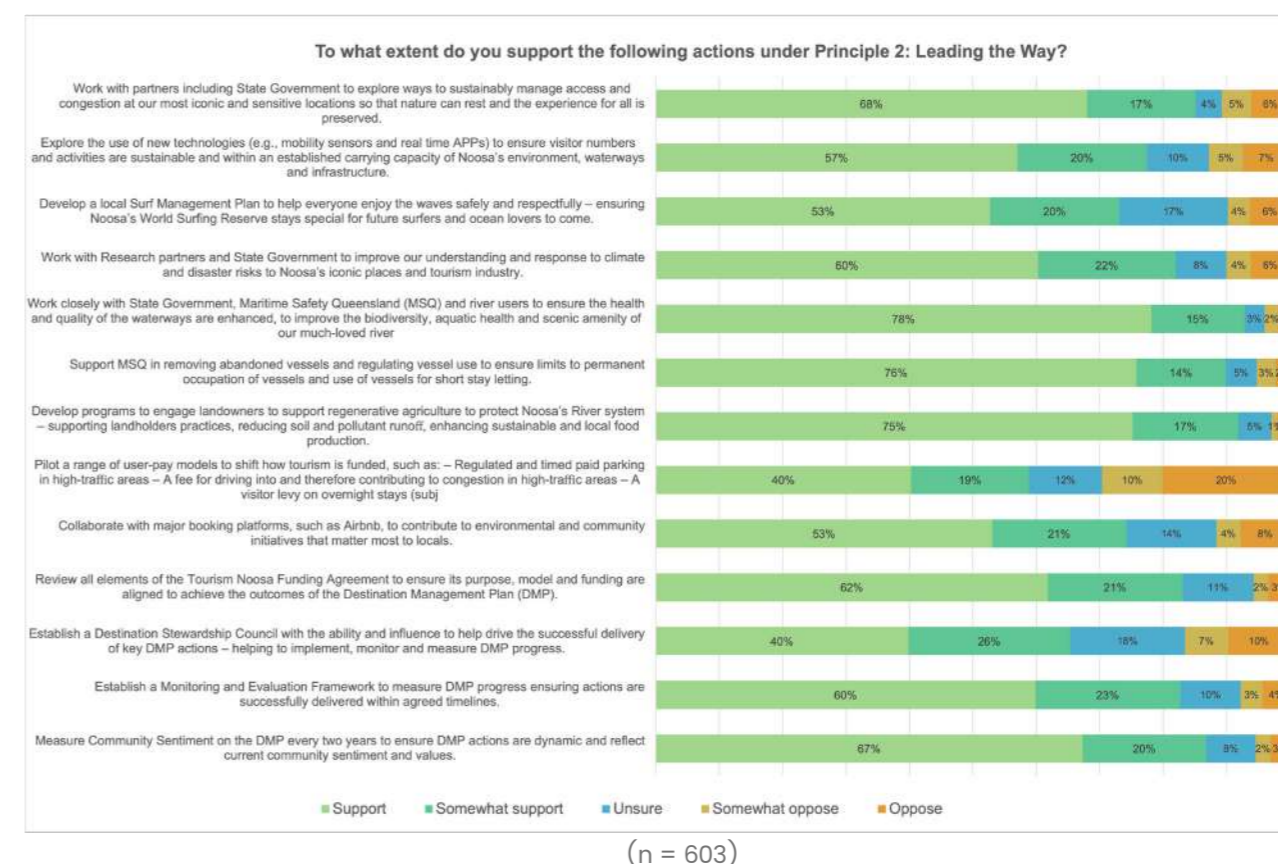


Figure 19. Support and opposition for the four actions proposed in Principle 2: Leading the way, for the detailed survey.

Actions with moderate levels of support (compared to the highest ranking actions for Principle 2), include measuring community sentiment (87%), sustainably managing access and congestion at Noosa's most iconic and sensitive locations (85%), reviewing all elements of the Tourism Noosa Funding Agreement (83%), establishing a monitoring and evaluation framework to measure DMP progress (83%), and improving understanding and response to climate and disaster risks (82%). Interestingly, opposition to tourism funding was lower in the detailed survey than in the short survey, indicating that it might be worth revisiting this action to understand any associated caveats.

Finally, actions with the lowest levels of support for Principle 2 include using new technologies to maintain visitor numbers within established carrying capacity (77%), collaborate with major booking platforms to contribute to environmental and community initiatives (74%), developing a local Surf Management Plan (73%), establishing a DSC (65%), and piloting a range of user-pay models (59%). These two last ones also had the highest level of opposition, at 17% and 30%, respectively. The findings from the qualitative analysis for the detailed survey align with those from the short survey. In short, participants are worried that the DSC will duplicate existing bureaucracy, cost ratepayers more, not adequately represent the community, or not be implemented properly. The user-pay funding models are perceived as unfair to residents, restrict access, convert Noosa into an “elitist” destination, and fail to resolve the root causes of congestion. There is also scepticism about the ability to implement it and whether residents will be exempt.

What actions have been missed for Principle 2: Leading the way?

A total of 348 participants out of 922 across both surveys left statements indicating perceived actions missed under Principle 2, representing 38% of the sample. The dominant themes for these missed actions are summarised below.

Improve the environmental protection of our beaches, rivers, wildlife, and climate

Within this theme, there is a deep concern about the environmental damage caused by tourism, particularly from day visitors who are perceived to contribute little economically but cause significant ecological and social strain. Many respondents emphasised that effective environmental protection depends on establishing measurable limits and prioritising ecological health over tourism growth. Simultaneously, there is a strong objection to policies that might inadvertently restrict locals’ access to beaches, parks, and natural areas, with some respondents linking environmental protection to community and economic resilience.

Reform tourism funding, governance frameworks, and implement limits to tourism growth

Many respondents expressed frustration that residents appear to be funding Tourism Noosa through their rates. They argued that the tourism industry should fund its own activities. Similarly, many respondents called for oversight, measurable KPIs, and visibility into how Tourism Noosa and Council use public money.

When offered alternative funding models, respondents prefer reallocating their rate payments to invest back into community and environmental initiatives, and allow tourism to fund itself through visitor levies, user-pays models for visitors only, or business contributions.

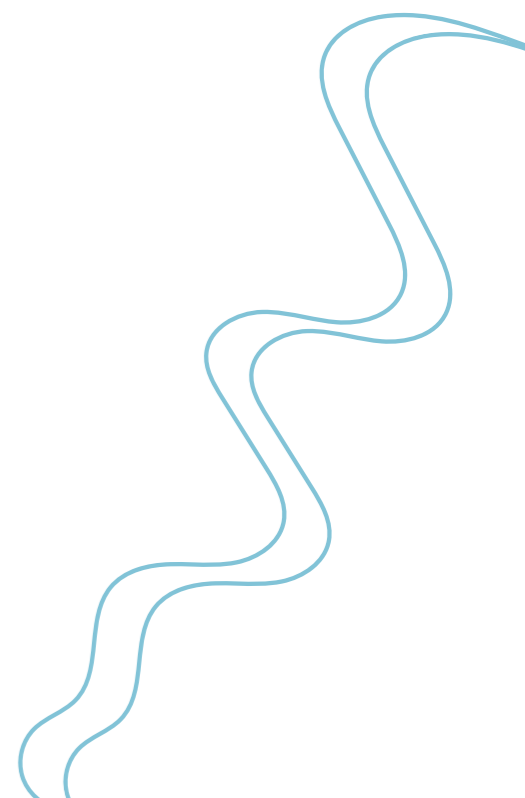
Participants also link tourism funding to destination marketing, which they perceive as the reason Noosa is suffering from overtourism. They cite the need for visitor caps, a complete cessation of promotion, improved transparency into Council’s use of ratepayers’ payments, and, for some, even the elimination of Tourism Noosa altogether.

Clarify DMP implementation and governance of the Destination Stewardship Council (DSC)

Respondents expressed doubts about Council’s ability to effectively and affordably execute the proposed initiatives in the DMP, citing bureaucratic inefficiencies and a lack of trust. Similarly, some participants doubt the need to establish a new governance such as the DSC. While others accept the idea of a stewardship body, they insist it must be independent, inclusive, and representative of all community sectors rather than be driven by vested interests. A cohort of participants found the proposals vague, leading to confusion about purpose, costs, accountability, and above all, implementation.

Improve traffic management for smarter mobility and less congestion

Improving traffic management is a point of contention in the data, with some respondents rejecting any form of paid or timed parking, viewing it as unfair, elitist, a threat to local lifestyle, or a revenue-raising measure. Similarly, many respondents stress the need for exemptions or permits for locals and workers, arguing they already contribute through rates and taxes. While rejecting blanket parking fees, respondents supported user-pays systems for tourists, such as visitor levies, permits, or capacity-based ticketing. They also seemed to prefer proactive mobility solutions such as park-and-ride, ferries, electric buggies, shuttles, and improved public transport.



Principle 3: Living our values - Quantitative data for short and detailed survey

The short survey included the following actions for Principle 2: Joint custodian program, build industry capability and experiences, use smart modes of transport, and our stories reflect our values. Figure 20 shows that support was consistent across. On average, all actions received 80% support from respondents across the short survey. Using smart modes of transport received the highest support, at 86%. Both the actions related to the joint custodian program and creating stories that reflect our values received 80% support. Actions to build industry capability and experiences received the lowest support, at 71%, yet still moderately high. This action also drew the highest level of opposition, at a combined rate of 14%. Comparing these results with the qualitative data shows that some respondents see these actions as fuelling overtourism rather than addressing its impacts. Others questioned the value of more stories that seem like “marketing jargon” with little practical impact.

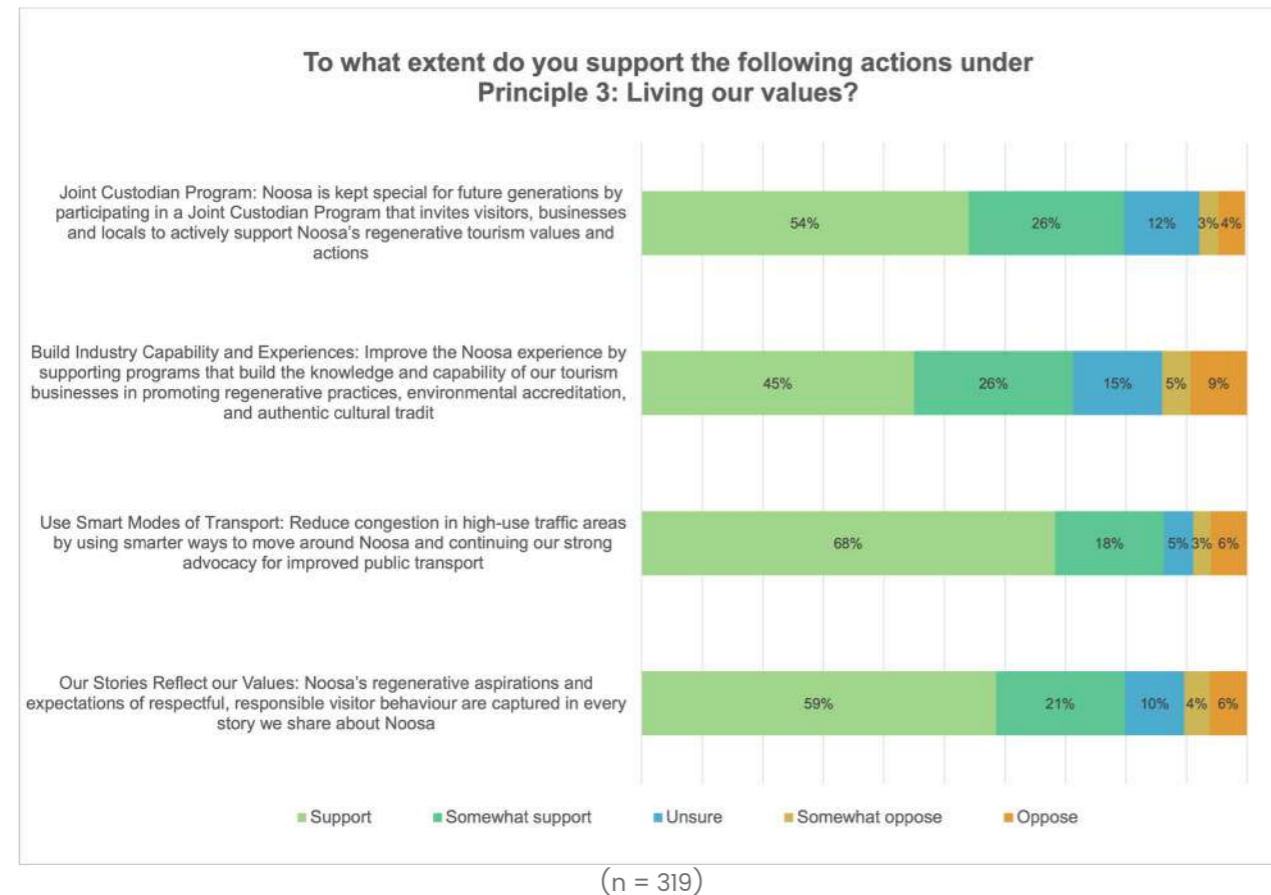


Figure 20. Support and opposition for the four actions proposed in Principle 3: Living our values, for the short survey.

The detailed survey contained 18 actions for Principle 3 (Figure 21). In summary, they are broadly associated with active transport, business support, environmental protection, local food and agriculture, place identity, recreation, regenerative tourism, Traditional Owners, and visitor behaviour. There was almost unanimous support for showcasing local food and beverage producers to develop regenerative experiences (92% overall support and 4% overall opposition) and promoting opportunities that are easy for locals and visitors to participate in (91% overall support and 4% overall opposition).

Support for several activities also ranged from 80% to 87%. They include making it easier, safer and more enjoyable to get around Noosa without a vehicle (87%); assisting local businesses and community groups to create unique experiences that showcase Noosa's natural beauty, history, and culture (86%); supporting, facilitating and promoting nature-based and eco-certified businesses (85%); helping more people understand what Noosa's most loved places need (85%); showcasing local businesses that care for Noosa (85%); celebrating Noosa's unique character (85%), encouraging creative and engaging ways for visitors and residents to be involved and reward behaviour change (84%); sharing Noosa's story to inspire and unite locals and visitors (83%); exploring innovative ways to incentivise those who choose smarter ways to travel (81%); and developing and implementing a Noosa Custodian Program (80%).

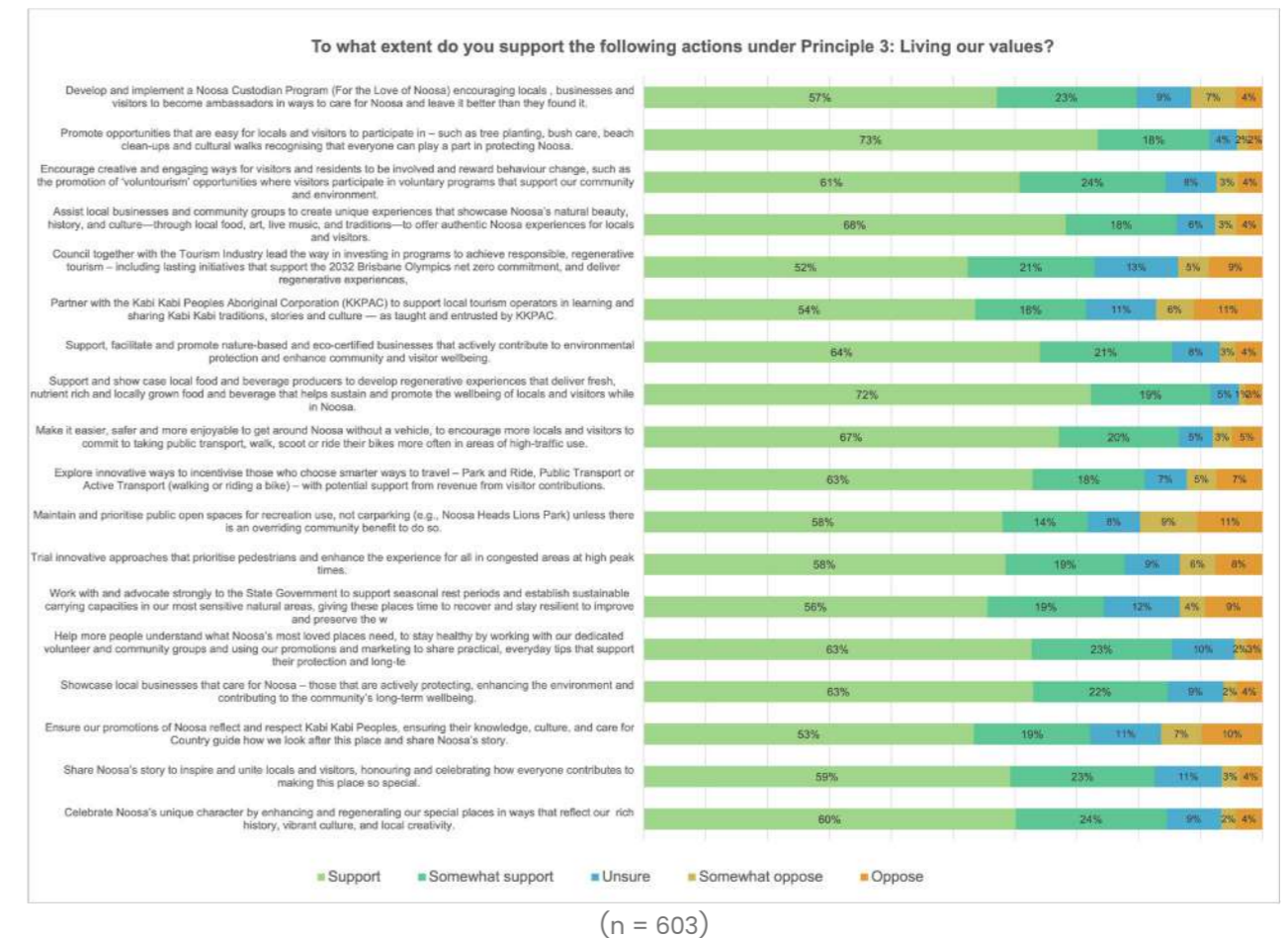


Figure 21. Support and opposition for the four actions proposed in Principle 3: Living our values, for the detailed survey.

Finally, a range of activities had lower levels of support than the higher levels for the above actions, yet were still evidently high, ranging from 71% to 78%. These actions also drew the most opposition; although it remained relatively low, ranging from 13% to 17%. They include trialling innovative approaches that prioritise pedestrians (78% overall support; 13% overall opposition), working with and advocating strongly to the State Government to support seasonal rest periods and establish sustainable carrying capacities (74% overall support; 13% opposition), leading the way in investing in programs to achieve responsible, regenerative tourism (73% overall support; 14% opposition), ensuring our promotions of Noosa reflect and respect the Kabi Kabi Peoples (72% overall support; 20% opposition), maintaining and prioritising public open spaces for recreation use, not carparking (72% overall support; 20% opposition), and partnering with the Kabi Kabi Peoples Aboriginal Corporation (KKPAC) to support local tourism operators in learning and sharing Kabi Kabi traditions, stories and culture (71% overall support; 17% opposition).

Overall, the qualitative data suggests that sentiment is broad but cautious, with participants also asking for clarity on implementation, costs not falling on ratepayers, and locals retaining priority access and exemptions. There is also a clear call for more tangible outcomes rather than “fluffy slogans”. Most opposition, albeit small, centres on fears of over-regulation, “greenwashing”, equity concerns, cultural-program fatigue, governance doubts, and the worry that measures could harm local businesses. In short, residents are open to

these actions, provided they are practical, fair, and monitored. Moreover, there are some pertinent issues to unpack regarding the integration of the Kabi Kabi Peoples, which are explained in more depth in the qualitative section of the findings related to Principle 3.

What actions have been missed for Principle 3: Living our values?

A total of 320 respondents across both surveys (out of 922) left statements indicating perceived actions missed under Principle 3, representing 35% of the sample. The dominant themes for these missed actions are summarised below.

Protect Noosa first: Environment and liveability before tourism growth

Some respondents were cautious of the ‘sustainable’ or ‘regenerative tourism’ messaging. Rather, there was a call for hard limits, enforcement, KPIs, and transparent action, rather than “marketing fluff”. Respondents argue that overtourism is eroding the environment, straining infrastructure, and undermining amenity, and once again call for caps, visitor levies that return investments towards the community, and rules that prioritise residents over tourism. There was a general sentiment that respondents view the environment – beaches, river, wetlands, etc. – as fragile, and that it requires active protection, policing, and investment, not just education and messaging. Respondents stated that they want to be involved in decision-making surrounding Noosa’s land, culture, access, and

identity. Similarly, there is tangible frustration about who gets listened to – resident, tourism operators, homeowners and renters, or Traditional Owners – and about who gets to define what caring for place looks like.

Mobility for locals first: Fair, accessible, and sustainable transport without punishing residents

Participants largely support reducing congestion and improving sustainability, but want transport plans that serve locals first, rather than tourists, or that incorporate “smart” concepts. They favour improved buses, ferries, bike paths, and park-and-ride options, and oppose limits that make daily life harder, such as paid parking, if there are no exemptions for locals. Some participants cite a need to rely on cars, mainly due to geographic, age-related, or public transport availability constraints. As a result, they call for affordable, accessible, and safe systems that meet everyone’s needs. Support for cycling and walking is tempered by frustration and scepticism about pedestrian safety with e-bikes and bikes. Overall, locals want practical, fair, and people-centred transport improvements rather than costly or restrictive schemes.

Overtourism and carrying capacity: Protecting Noosa’s character by putting limits first

Respondents perceive that Noosa’s identity and liveability are being eroded by overtourism. The dominant sentiment can be summarised as a hard call to set hard limits on both visitor and population numbers, rather than introducing new tourism concepts,

marketing, or ‘regenerative’ narratives. Respondents advocate for local well-being, nature protection, and Noosa’s authentic village life, all of which they would like to see take precedence over business growth and tourism expansion. Respondents view carrying capacity as a concrete first step, not a theoretical exercise, calling for clear, research-based thresholds that define what Noosa can sustain without degrading the community and environment. Overtourism is widely perceived as already underway, resulting in congestion, environmental degradation, and loss of community character. There was a sense of scepticism toward Council and tourism agencies, particularly Tourism Noosa.

Rebalancing priorities: Community benefit over business and tourism interests

Respondents expressed frustration with what they perceive as an overemphasis on supporting tourism and commercial interests at the expense of the local community, environment, and infrastructure. While some acknowledged the value of tourism, most demand a balanced approach, arguing that tourism businesses should contribute to, rather than profit from, Noosa’s unique character and environmental assets. Respondents oppose using public funds for tourism, arguing that ratepayers should not subsidise programs that benefit the tourism industry. Some also advocate for economic diversification, stronger accountability for tourism operators’ social and environmental impacts, and stronger alignment between business activity and Noosa’s values.

Cultural recognition and division: Navigating respect, inclusion, and fatigue around Kabi Kabi engagement

This theme reflects a somewhat polarised sentiment around the inclusion of Kabi Kabi Peoples and the role they play in Noosa’s culture, identity, and the DMP. On the one hand, respondents value authentic and respectful engagement with Traditional Owners. Such an attitude is reflected in the quantitative data, which shows that around 72% of respondents agree that Noosa’s promotion respects, or should respect, Kabi Kabi Peoples. There is also support for partnering with the Kabi Kabi Peoples Aboriginal Corporation (KKPAC) to help local tourism operators share Kabi Kabi traditions, stories, and culture in an authentic way.

However, some express opposition, mostly due to fatigue, scepticism, or resistance to what they perceive as tokenistic, politicised, or exclusionary approaches. Specifically, some respondents feel that the inclusion of Kabi Kabi Peoples has become performative, or that prioritising it would mean excluding non-First Nations Australians. As a result, they fear that this type of engagement may privilege one group over the other, or even restrict public access to natural spaces.

From plans to practice: Demand for clarity, accountability, and real action

Respondents consistently called for substance over symbolism. While they support the vision of the DMP and associated actions, they express frustration about the vague language, lack of clear actions, and unclear accountability in Council’s planning

and implementation. They want concrete, measurable, and resourced actions, and critique plans that sound good but may not translate into tangible results. They called for specific, time-bound, and measurable actions rather than abstract commitments, as well as transparency and ongoing communication about progress. They demand fair prioritisation, resource allocation, and mechanisms to ensure effective and just implementation. There is also some caution regarding the language used being interpreted as greenwashing if no practical implementation follows. Several respondents suggest building on existing initiatives like the UNESCO Biosphere Designation, rather than “reinventing the wheel”, so to speak.

Principle 4: Tourism for good - Quantitative data for short and detailed survey

The short survey included the following actions for Principle 2: visitor contributions, regenerative tourism industry, Noosa’s tourism organisation aligns with the DMP, and destination accreditation. Figure 22 shows that overall support – that is, combined ‘support’ and ‘somewhat support’ – is relatively high, with approximately 73% or more of participants supporting all actions. The action with the most support was to develop and deliver programs that help the tourism industry to lead the way in regenerative practices (85%), suggesting that the community wants the tourism sector itself to change, not just its marketing or funding models. Ensuring that Tourism Noosa’s programs, marketing, and actions align with the DMP also received strong support (78%); however, the qualitative data suggest that such support is contingent on demonstrable accountability, as there is some distrust towards Tourism Noosa.

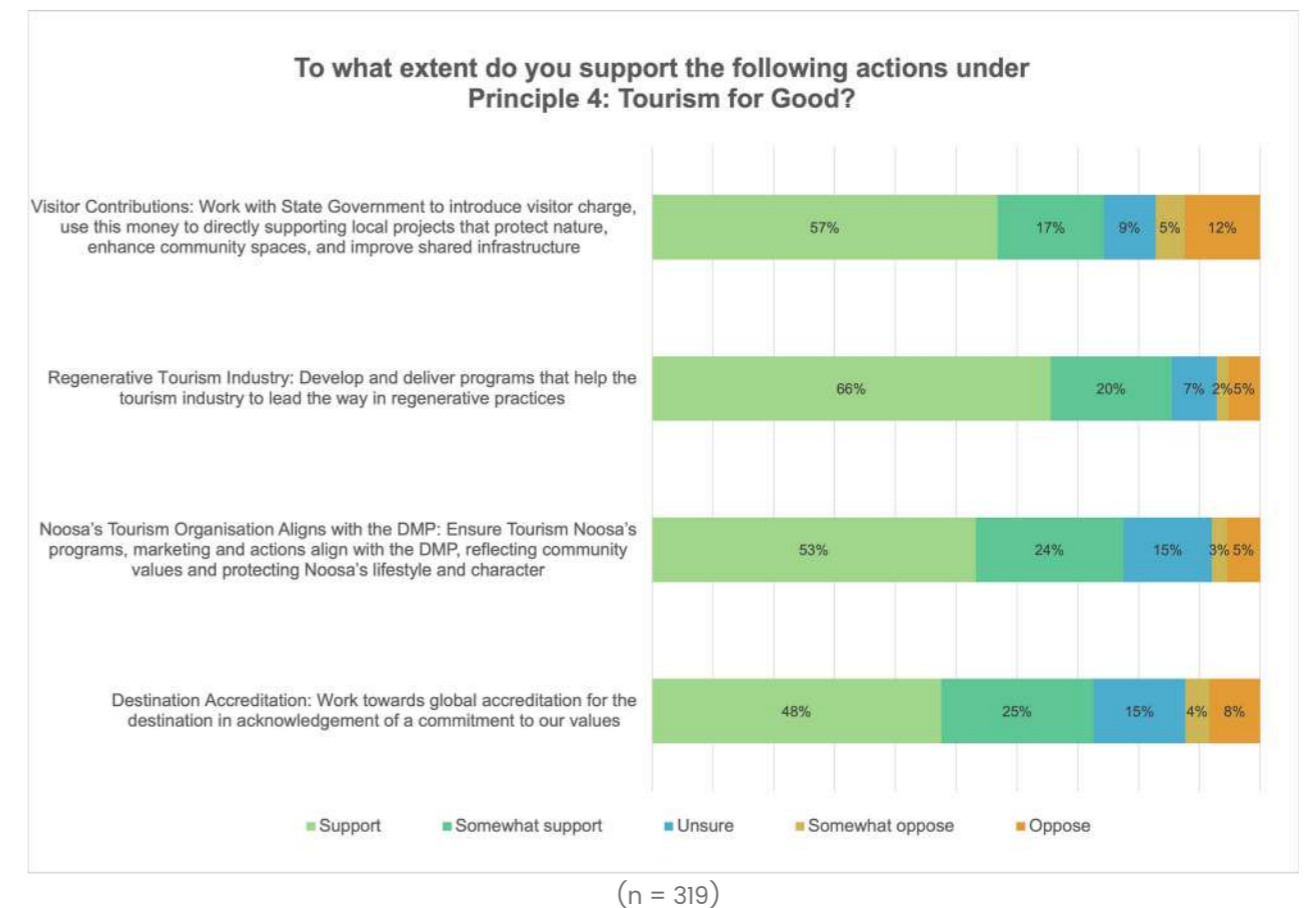


Figure 22. Support and opposition for the four actions proposed in Principle 4: Tourism for good, for the short survey.

Actions with the lowest level of support (Figure 22) – albeit still relatively strong – and the highest level of opposition include introducing visitor charges (74% support; 17% opposition) and working towards global accreditation (73% support; 12% opposition). The qualitative data indicate conditional support for visitor charges, provided the funds are transparently managed, ring-fenced, and visibly reinvested in community and environmental projects. Other respondents fear that visitor charges could make Noosa “elitist”. Regarding destination accreditation, opposition and neutrality

stem from scepticism about the value of accreditation, arguing that there is no need for global accreditation if Council can implement practices locally without associated accreditation costs.

The detailed survey contained 10 actions for Principle 4 (Figure 23). In summary, they are broadly associated with sustainability and waste management, regenerative tourism, place identity, environmental education, and tourism funding. There was almost unanimous overall support for actions related to sustainability and waste management. For example, leading the transition away from single-use plastics received 92% support and only 5% opposition. Embedding regenerative practices that support water security, reduce waste to landfill, and promote a circular economy received 90% overall support and only 3% overall opposition. These results reflect a clear mandate to prioritise the implementation of actions related to sustainability.

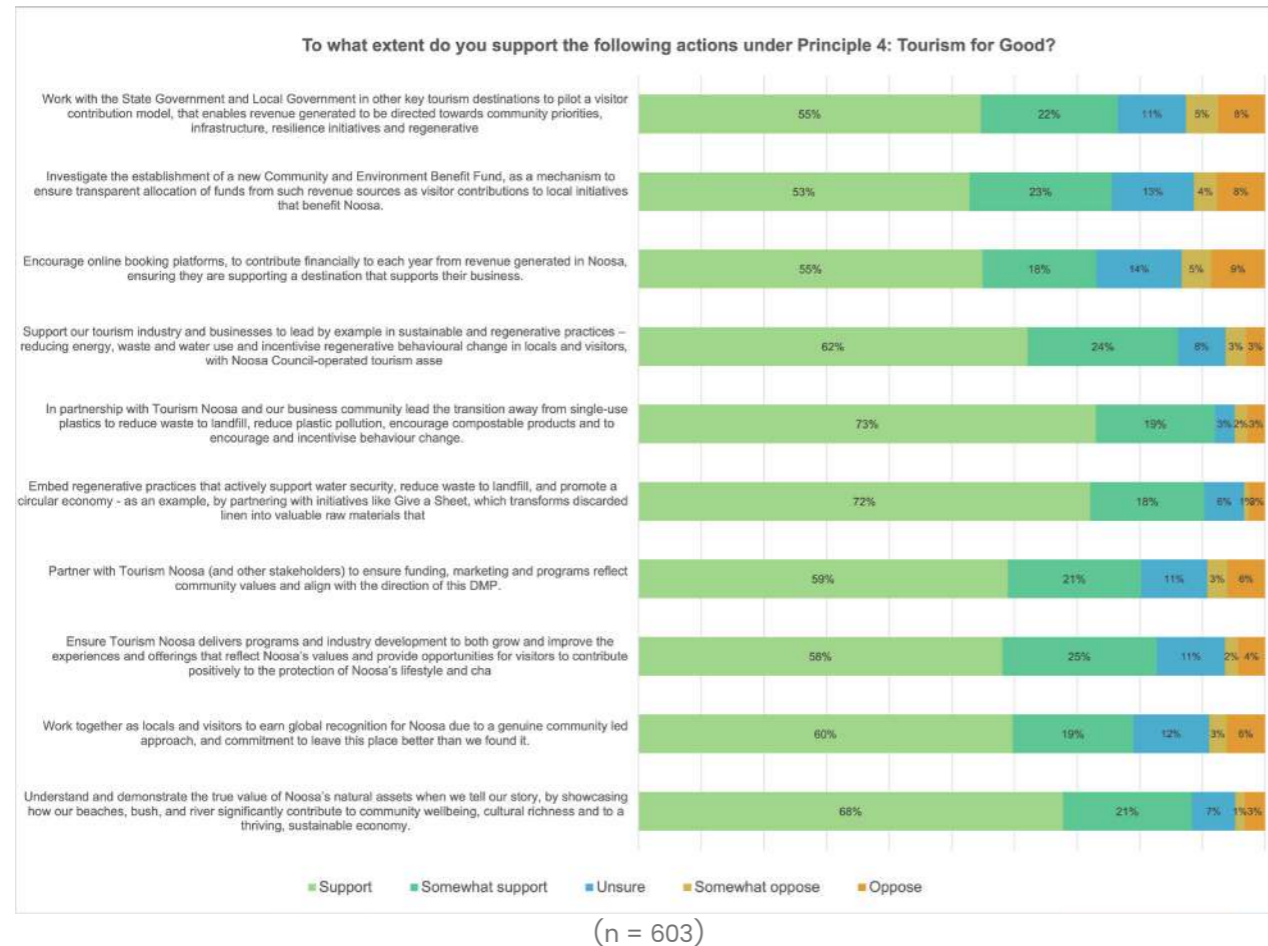


Figure 23. Support and opposition for the four actions proposed in Principle 4: Tourism for good, for the detailed survey.

Other actions that had a strong level of overall support include: understanding and demonstrating the true value of Noosa's natural assets when we tell our story (88% support; 5% opposition), supporting our tourism industry and businesses to lead by example in sustainable and regenerative practices (86% support; 6% opposition), ensuring Tourism Noosa delivers programs and industry development to both grow and improve the experiences and offering that reflect Noosa's values (83% support; 6% opposition), partnering with Tourism Noosa to ensure funding, marketing and programs reflect community values (80% support; 9% opposition).

Several actions had lower support and higher opposition than the above. They include: work together to earn global recognition for Noosa (79% support; 9% opposition), work with the State Government and Local Government in other key tourism destinations to pilot a visitor contribution model (77% support; 13% opposition), investigate the establishment of a new Community and Environment Benefit Fund (76% support; 11% opposition), and encourage online booking platforms to contribute financially (73% support; 13% opposition). The qualitative data suggests that the lower levels of support for these actions relate to scepticism about "global recognition" being performative, or that doing so might attract more visitors, rather than less. The visitor contribution models also need to exempt residents. There is also fear that encouraging booking platforms to contribute financially will result in these costs being passed on to local businesses. Finally, support for the Community and Environment Benefit Fund is contingent on transparency regarding fund use and tangible results that benefit local wildlife, habitat, biodiversity, and the community.

What actions have been missed for Principle 4: Tourism for good?

Of the 922 combined survey respondents, 290 left statements indicating actions they perceive to have been missed under Principle 2, representing 31% of the sample. The dominant themes for these missed actions are summarised below.

Community pushback against Tourism Noosa's role and its funding, and calls for fairness, transparency, and accountability

The qualitative data reflect resistance toward Tourism Noosa's current model. There is a perception that it over-promotes tourism and relies on ratepayer funding to do so. The overarching sentiment is that tourism growth has surpassed Noosa's capacity and is eroding residents' quality of life and the Shire's environmental integrity. Respondents called for rebalancing priorities, reducing marketing, increasing accountability, and refocusing on community well-being and ecological protection. They perceive Tourism Noosa as prioritising visitor growth at the expense of community needs, and there are strong calls for removing public funds for destination marketing. In addition, there are concerns about the current management of existing tourism-related funds. Several respondents question who pays, who benefits, and how funds are used. There are strong calls for greater financial disclosure, equitable funding models, and for ratepayers' funds to be reinvested in the community rather than tourism.

Community demand for tourism limits and visitor caps

In combination with the previous theme, respondents also express deep concern for what is perceived as overtourism in Noosa, calling for clear limits on visitor numbers, stricter tourism management, and a shift from growth-driven strategies toward protecting local character, liveability, and the environment. The prevailing sentiment seems

to be that Noosa is already at or beyond its carrying capacity, and that the focus should move from promotion to preservation. Tourism is seen as the cause for issues such as congestion, unaffordable housing, and environmental stress. As such, respondents want urgent action to reduce overall numbers, challenging the growth narrative that often accompanies destination marketing. Instead, they favour a selective approach that attracts fewer but more responsible visitors, aligning tourism with the community's values.

Environmental stewardship, waste, and infrastructure management

The qualitative data reflect respondents' affinity for Noosa's natural environment, the need for sustainability practices, and improved waste management. There are calls for stricter environmental protection, better recycling and circular economy practices, and the banning of single-use plastics. Respondents urge Council to focus on practical, visible action rather than promotional or global recognition efforts; that is, focus on getting the basics right at home. The sentiment combines deep care for place with scepticism toward rhetoric, calling for tangible improvements to how Noosa manages tourism's footprint. Overall, calls for stronger protection of wildlife and natural habitats from tourism pressures are evident, reflecting the community's strong ecological awareness and advocacy for place stewardship.

What success would look like for Noosa

Of the 922 combined survey responses, 775 left comments related to the open-ended survey question that asked: "Please tell us what success would look like for you." This represents 84% of the total sample. Through the qualitative analysis, we extracted five dominant themes for how respondents define success, noting that other themes that emerged but were less prevalent include:

- Housing affordability and cost of living
- Collaboration across stakeholders
- Accessibility and inclusion
- Economic resilience and diversification
- Less council involvement
- Inclusion of youth
- Tourism dispersal and diversification
- Positive Feedback
- Education
- Active participation and accountability from locals

In addition to the above less prominent themes, a small subset of the dataset (approximately 3%) also define success, broadly as: "A Noosa that stops treating tourism as a burden and instead plans for a balanced, collaborative approach that protects local livelihoods dependent on

tourism." Although this is a small cohort within the broader sample, we include it here to balance the sample and incorporate the voices of stakeholders who support tourism. The following section provides further detail on how respondents define success for the five dominant themes, which are illustrated in Figure 24.

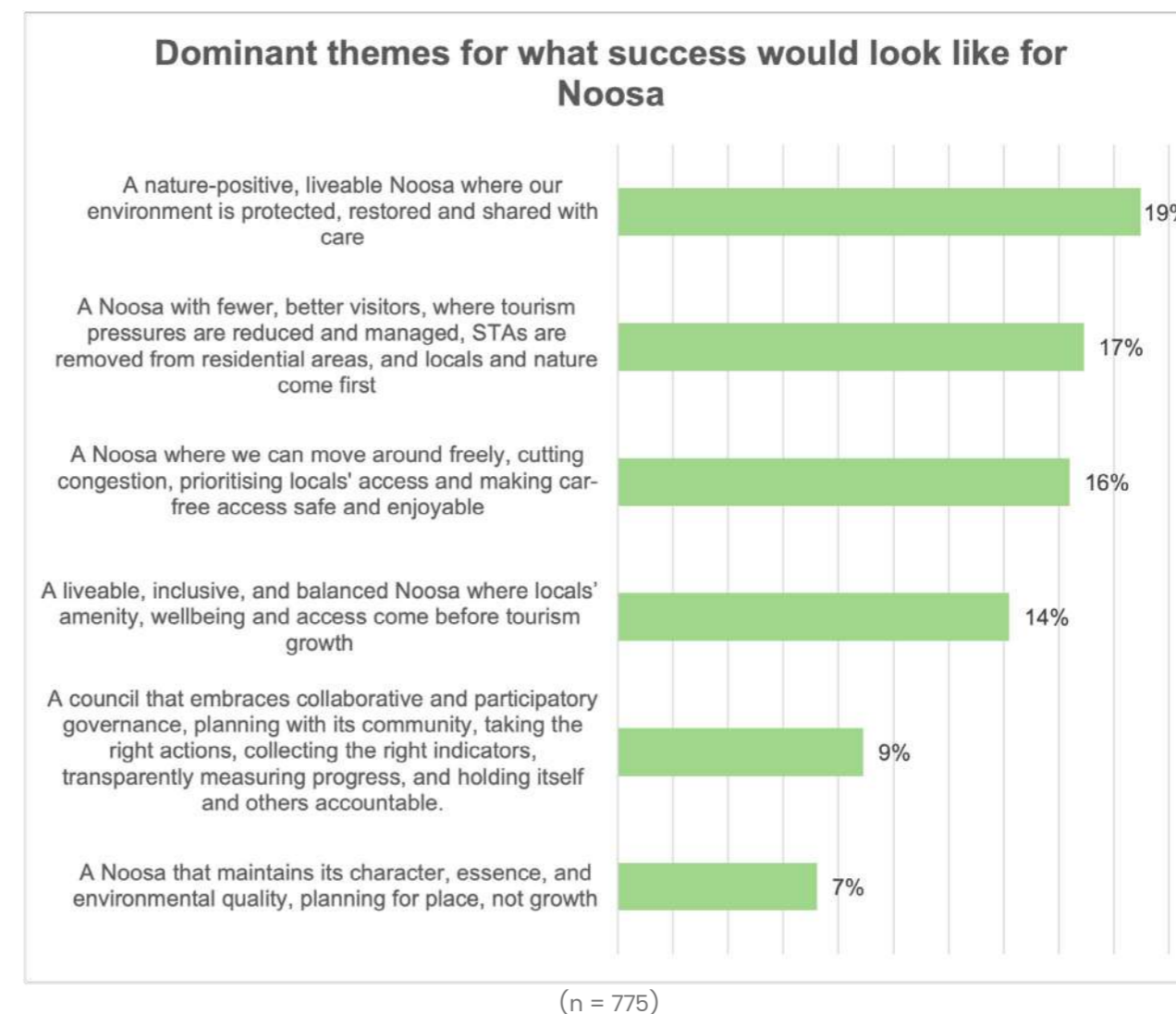


Figure 24. Definition of success across both survey instruments.

A nature-positive, liveable Noosa where our environment is actively protected, restored and shared with care

For many respondents, success in Noosa is defined by an environmentally protected, community-centred, and sustainably managed region where the natural landscape, residents' wellbeing, and visitors' experiences coexist harmoniously. They also articulate that success should prioritise ecological integrity and liveability, ensuring that the Noosa region remains a model biosphere and becomes a demonstrable leader in regenerative tourism. The core sentiment is that Noosa's future success strongly correlates with safeguarding the Shire's unique natural assets, including its beaches, river, forests, and biodiversity. As such, respondents call for cleaner waterways, thriving ecosystems, and reduced litter and noise pollution. In addition, they want to see tourism connected with environmental protection and place stewardship.

A Noosa with fewer, better visitors, where tourism pressures are reduced and managed, STAs are removed from residential areas, and locals and nature come first

For many, success would look like a much smaller tourism industry, with reduced tourism pressures and proper management of pressures that already exist. Respondents repeatedly call for a reduction in overall visitation, particularly among low-spending visitors such as day-trippers. There are also criticisms of van campers who have overtaken areas locals used to enjoy, such as The Spit. Many respondents explicitly want caps, quotas, and controlled access to hotspots such as Hastings St, the National Park, the Spit, Noosa Woods, the North Shore, and the Noosa River, as well as prohibiting STAs in residential areas. It seems, on interpretation, that these sentiments are not framed as anti-tourism but as a kind of preservation of local amenities, values, and lifestyle. Again, respondents miss the little things that made their day easy and special, such as getting to the supermarket without traffic, walking their dog, parking at the beach, enjoying the river, feeling safe, and seeing native wildlife return. All these activities are perceived to be under threat due to tourism growth. Not surprisingly, there are calls to deter tourism by shifting the burden onto those who directly benefit from it.

A Noosa where we can move around freely, cutting congestion, prioritising locals' access and making car-free access safe and enjoyable

For many, success in Noosa is about being able to move around freely, through strategies that allow locals to be less dependent on cars and the Shire to be less car-centric. There is a strong perception that congestion is causing significant issues and preventing locals from accessing their favourite places in Noosa. As such, success is about having reliable public transport and investing in infrastructure that promotes active transport, as well as park-and-ride. Respondents want fewer cars, smarter parking, better-connected public and active transport, and fair policies that make it easy for locals and visitors to move about. This was linked to calls for free or discounted parking for locals and exemptions for ratepayers and workers, alongside a user-pays system for visitors to fund transport, amenities, and environmental upgrades. Respondents also backed ferry transport, better parking management, and micromobility safety measures, while maintaining accessibility for all users. Some, however, opposed paid parking or overregulation, urging instead for simple, effective, and locally fair public transport solutions before introducing paid parking.

A liveable, inclusive, and balanced Noosa where locals' amenity, wellbeing and access come before tourism growth

Respondents linked success to returning to the 'old' Noosa, the one that allowed them to live well, move freely, feel connected, and take pride in their town. As such, they define success as putting residents first, protecting resident amenity, and ensuring that tourism enhances rather than erodes local life. Small things like finding parking, freely accessing natural areas, and using public

facilities are ways respondents measure success. They would like to see policies that enable tourism revenue to be reinvested in community infrastructure and public spaces, such as parks, clean streets, and safe roads. Housing affordability and tighter short-term accommodation controls were recurring concerns. Many sought to rebuild community connection through local events, youth engagement, and cultural diversity, including stronger First Nations leadership and representation. Environmental stewardship was viewed as central to community wellbeing, with a desire for measurable restoration outcomes.

A council that embraces collaborative and participatory governance, planning with its community, taking the right actions, collecting the right indicators, transparently measuring progress, and holding itself and others accountable.

Respondents strongly linked success to a Council that is transparent, accountable, collaborative, and locally focused. They argued that success is not defined solely by policy outcomes but also by how those decisions are made. There are strong calls for genuine, ongoing, two-way engagement that establishes baseline data, clear KPIs, measurable outcomes, and regular public updates, including making all survey data publicly available and communicating it through newsletters, open town halls, and local media. In other words, they want to see Council taking bold leadership for the implementation of the DMP and other policies, as well as taking accountability for demonstrating genuine progress, rather than "plans on paper". In combination with this,

they also want to see collaboration across different stakeholder views, such as residents, businesses, youth, and Council. In a nutshell, they want Council's decision-making process to have an "open door" policy where they are 'in the trenches' of decision-making, and cognisant of community engagement results.

A Noosa that maintains its character, essence, and environmental quality, planning for place, not growth

Finally, respondents define success as a Noosa that has retained its character, charm and low-rise, village feel. They reject any shift towards Noosa becoming "another Gold Coast". Success for respondents is restricting growth in visitor numbers, STAs, population, and development. They call for adherence to the Noosa Design Principles to protect what makes Noosa, 'Noosa'. The underlying sentiment of this theme is that, when it comes to Noosa, 'small is beautiful' and 'less is more'. There was strong opposition to over-commercialisation, high-rise buildings, and major events, alongside support for improved public transport, affordable housing, and greener design. Overall, success was defined as preserving Noosa's natural beauty, tranquillity, and community identity while maintaining a balanced, respectful relationship between residents, visitors, and nature.

Mentimeter: Key insights from youth groups

In this section, we present the results of the Mentimeter survey specifically addressed to youth. There were a total 46 valid responses.

What do you love most about Noosa?

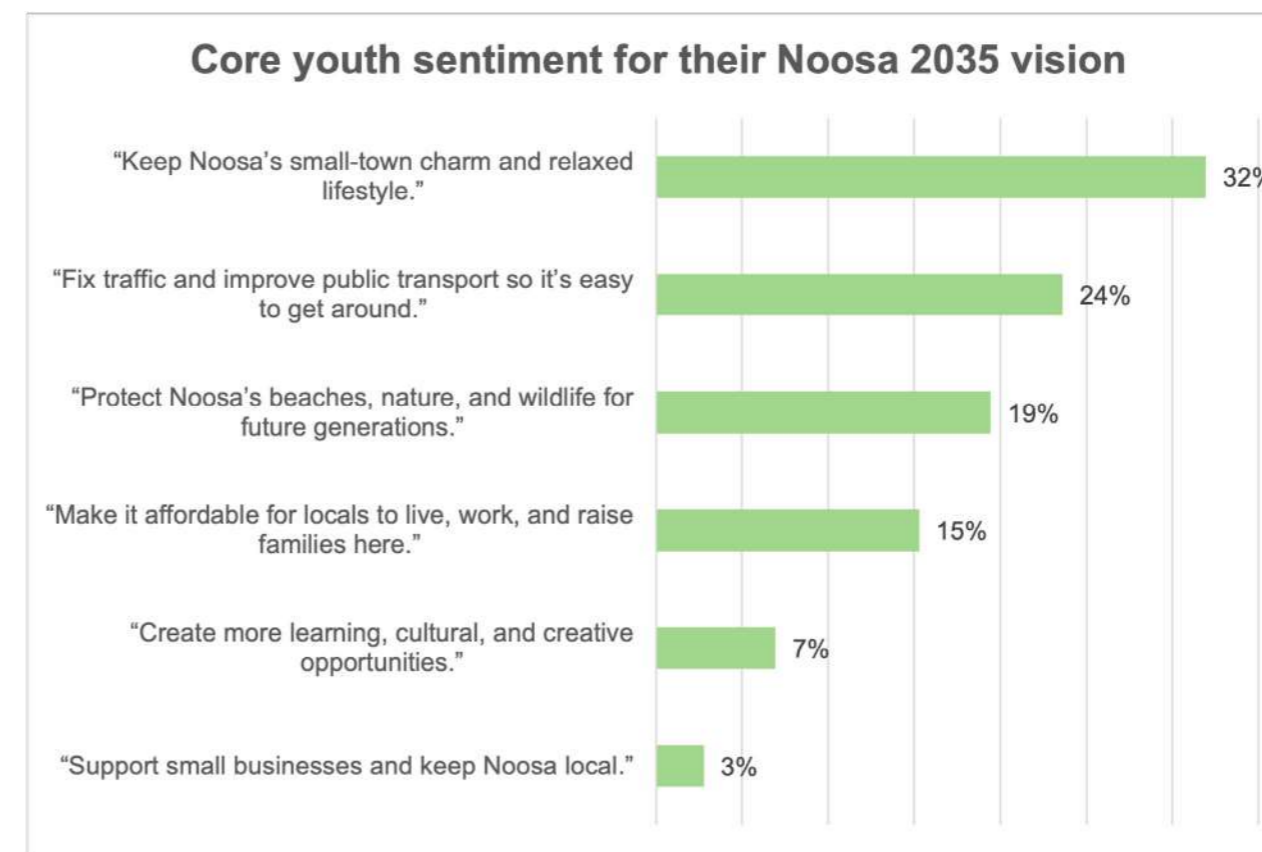
Responses to this question varied amongst the youth, but can be classified into five main categories, as follows:

- 1. The natural environment:** Young people overwhelmingly highlighted Noosa's natural assets, including its beaches, oceans, national parks, wildlife, and its natural beauty. Words like "clean", "beautiful", "calm", and "nature" appeared often, reflecting a strong appreciation for Noosa's environment.
- 2. Lifestyle and community feel:** Many young people mentioned Noosa's friendly, safe, and relaxed lifestyle, as reflected in words such as "freedom", "vibe", "safety", "community" and "people". This indicates a deep attachment to place and an easy-going lifestyle.
- 3. Recreation and active living:** Young people have a love for outdoor recreation, as reflected by the words "sport", "surfing", and "biking". They appear to truly enjoy the connection to nature and how it enables them to partake in an outdoor lifestyle.
- 4. Food, culture, and local character:** Young people also mention "food", "restaurants", and "cultural experiences", signalling that they value the variety of experiences that Noosa offers, beyond its natural environment and outdoor recreation.
- 5. Education and sense of belonging:** Finally, several mentioned "school" and "friends", suggesting that their sense of belonging is tied to their community of friends and classmates, which is also an important part of their love for and connection to Noosa.

*It's ten years from now, and you will be around 27 years of age.
What is your vision for Noosa in 2035? Please give us a couple of ideas.*

Figure 25 summarises the core sentiment for youth for the vision they have for Noosa in 2035. They consistently said they would like to preserve the Shire's quiet, safe, community feel and prevent it from becoming overdeveloped or too busy. In addition, there were strong calls to improve public transport so the youth can move freely around the Shire without depending on cars. For example, they repeatedly called for buses, free transport, parking for locals, and better road planning to

connect different regions of the Shire more effectively. Another theme related to keeping the environment clean, protecting natural areas, reducing development and sustaining biodiversity and local habitat. There are also clear concerns about housing affordability and the cost of living, with some youth expressing a desire to return or stay in Noosa in the long term if they can afford it. To a lesser extent, there were also comments related to better schools, lifelong learning, more recreation opportunities for youth, and support for local businesses.



(n = 47)
Figure 25. Mentimeter results for youth engagement for the question: "It's ten years from now, and you will be around 27 years of age. What is your vision for Noosa in 2035? Please give us a couple of ideas."

What's something important to you that we may not have talked about, but you think Council should do to protect Noosa's future?

Figure 26 shows the core youth sentiment for what they think is important and what Council should do to protect Noosa's future. The main action focuses on addressing parking and congestion by improving public transport and investing in active transport infrastructure (28%), such as walking paths and cycling lanes. Environmental and wildlife protection came a close second (22%), followed by limiting overtourism and managing growth. Many respondents concretely say they would like to see Noosa "less busy." Other somewhat less important actions include housing affordability (10%), recreation opportunities for youth (10%), balancing tourism and supporting local businesses (6%), among others, as shown in Figure 26.

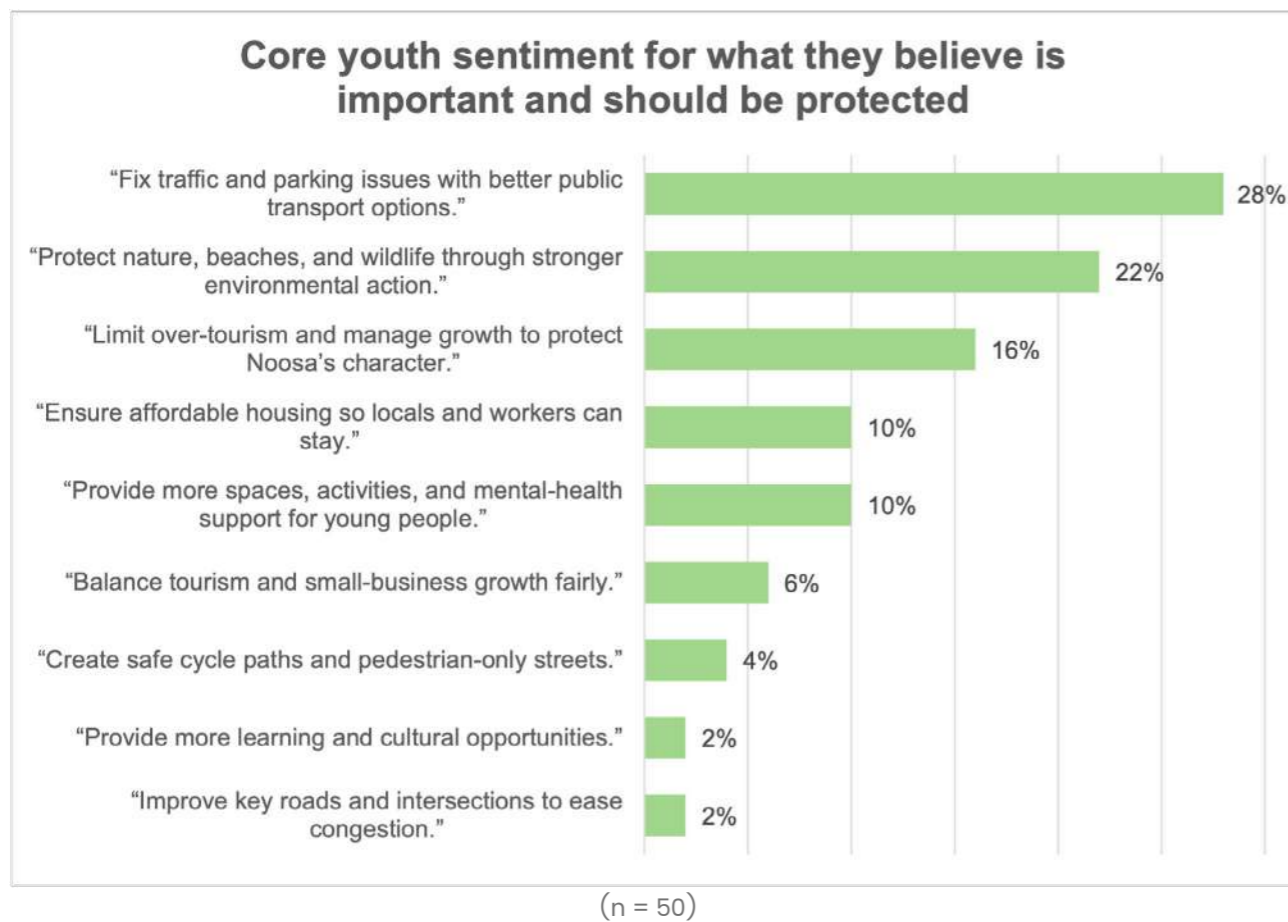


Figure 26. Broad themes expressing the core sentiment for what Noosa's youth believe is important and should be protected.

What are some immediate things that everyone could do to help keep Noosa special?

For most youth, the one thing that can be done to keep Noosa special is protecting its natural environment through sustainable practices that reduce pollution and litter, improve recycling, and incorporate climate action. As shown in Figure 27, 54% of respondents expressed this sentiment. Traffic management and improved transport once again feature second, at 33%. Some youth would also like to see Noosa stay small, rather than grow too much, and keep its friendly community. Similarly, youth also advocate for creating more spaces and fun activities specifically targeted to young people.

As the Mayor of Noosa, directing Council on these actions, please select three actions you think Council should focus on now to achieve your vision.

As Figure 28 shows, based on the weighted scores for this ranking question, the youth participants' top priority is improving public transport, followed by introducing paid parking with exemptions for locals, reflecting a strong preference for traffic management and transport solutions that allow young people to move freely around the Shire. Incentives for visitors and locals to leave Noosa better than they found it, and more

focus on climate change impacts, are virtually neck-and-neck in terms of support. Mid-priority actions include restricting access to iconic places when they need to rest and a community pledge. Lower support was associated with limiting Airbnb, and a visitor bed tax, with charging vehicles for driving into busy areas ranked last.

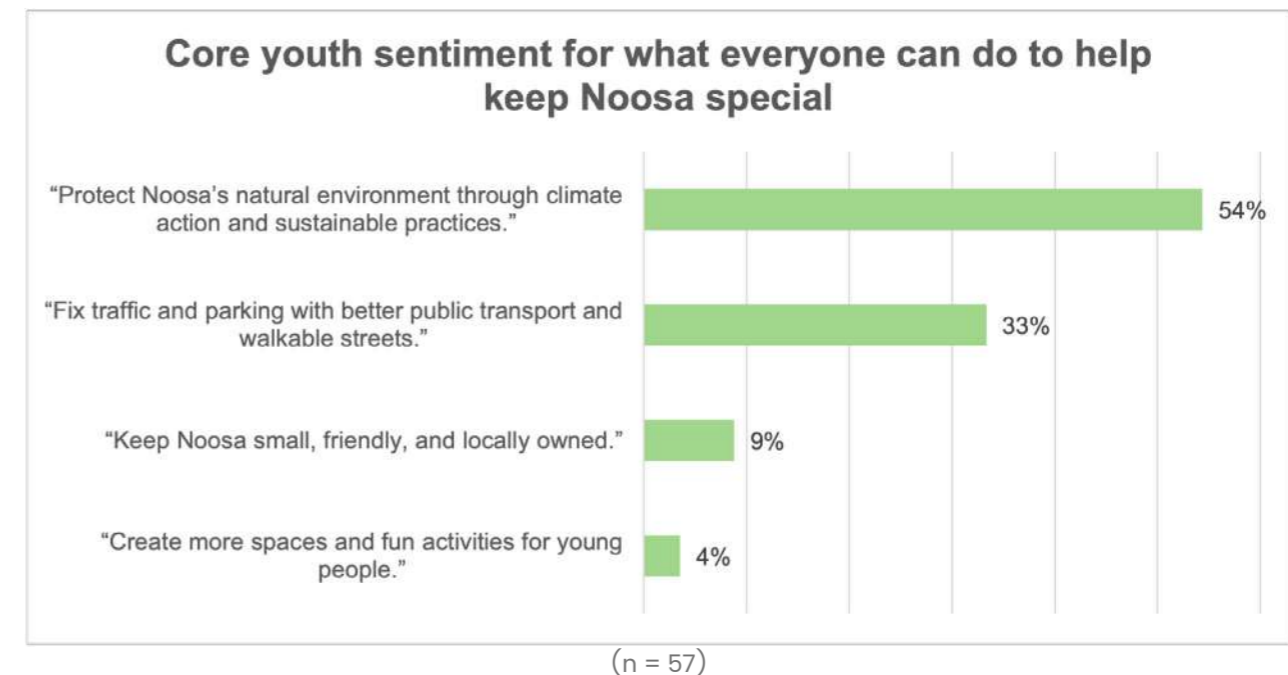


Figure 27. Core youth sentiment for what can be done to maintain Noosa special.

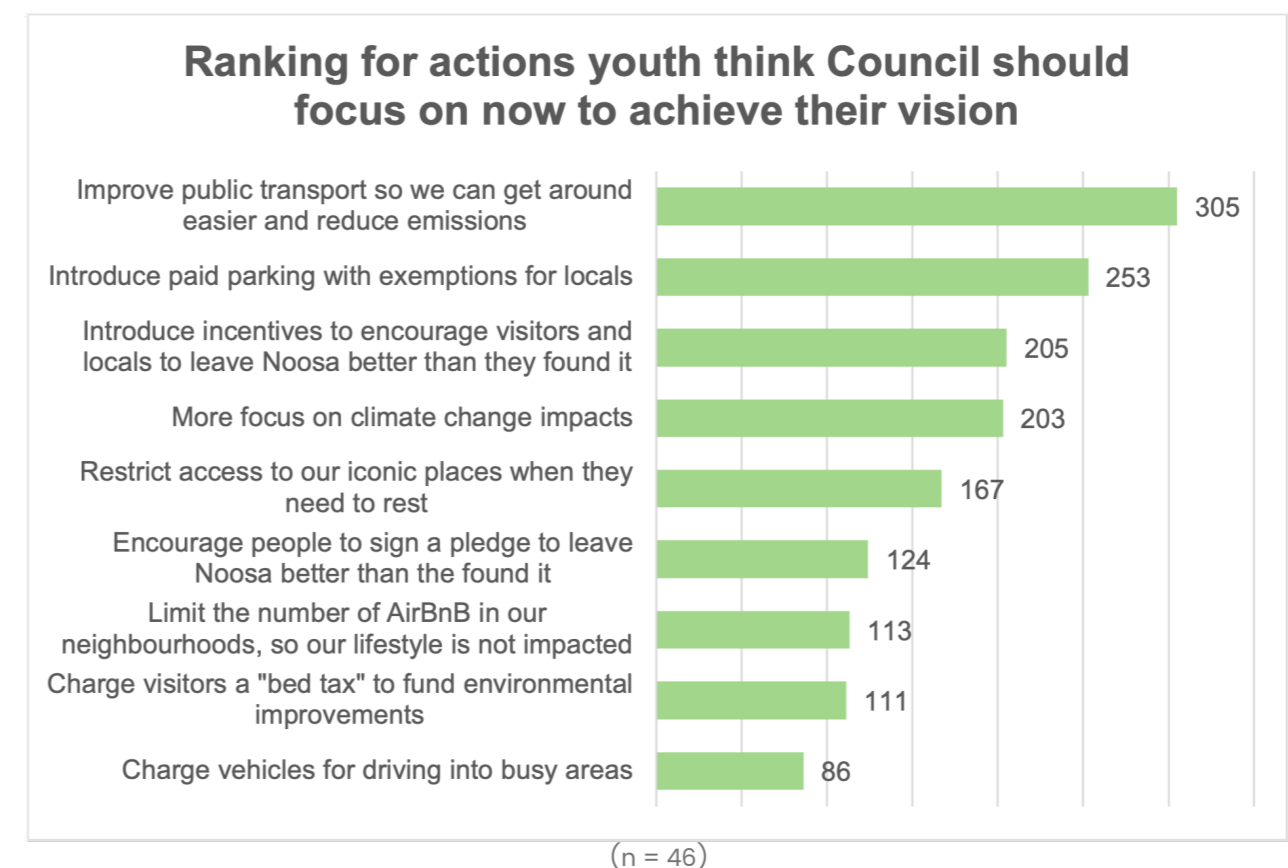


Figure 28. Weighted score for actions ranked by youth.

Formal submissions

Figure 29 presents our findings for levels of support and opposition to the broader DMP as reflected in the formal submissions. Overall, there is a somewhat high level of broad support, with 65% of formal submissions either 'supporting' or 'somewhat supporting' the DMP. This suggests that while support is wide, respondents feel some caveats need to be explored to strengthen support. We recommend that the Council discuss those nuances with the Council team that conducted the initial analysis of the formal submissions.

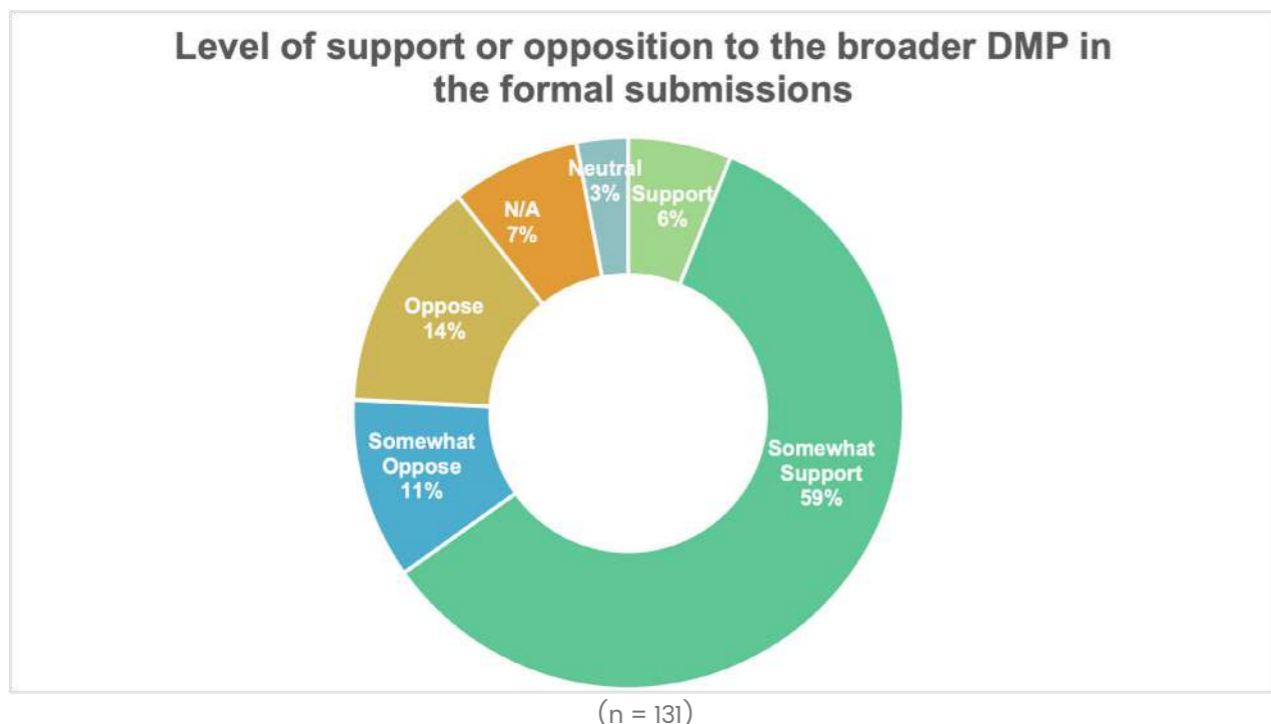


Figure 29. Level of support and opposition for the broader DMP as reflected in the formal submissions.

CONCLUSION

The findings presented in this report reflect what the Noosa community has expressed across both Phases 1 and 2 of Council's community engagement: Noosa is loved, and with that, there is a responsibility to protect it. Across all stakeholder profiles – visitors, residents, workers, business owners, etc. – the sentiment emerges that they want Noosa to remain a place defined by stewardship of nature, community spirit, a respect for local wellbeing, celebration of Noosa's small-village feel and local character, ability to move freely and access the extraordinary natural places that Noosa offers, and a Council that plans *with* community, not only for it.

Tourism will continue to be part of Noosa's story – after all, it is part of its rich history, but it must evolve to be fit for purpose, aligning with the community's wants and needs of today. In line with this, the community expects tourism to support local lifestyle, respect neighbourhoods, stay within sustainable limits, and actively enhance the environment, which not only brings visitors to Noosa in the first place but also makes Noosa, 'Noosa'. This abridged report shows what the community values, where concerns lie, and what is most strongly supported. These insights can inform a DMP that puts people and place first, celebrates culture, regenerates nature, and cares for Country, ensuring that we all act with stewardship, responsibility, and accountability – all for the love of Noosa.

APPENDICES

Appendix A. Colour scales showing ranked overall support and opposition per survey action

The tables in this appendix show overall support and overall opposition for all actions across each of the Principles in both the short and detailed surveys, ranked from highest to lowest levels of support. Overall support and overall opposition, respectively, represent the combined 'support' and 'somewhat support', and 'oppose' and 'somewhat opposed', and are colour-coded by rank in each table. Green cells in the overall support column indicate actions with the highest level of support, while yellow cells indicate the lowest. The ranking for overall opposition is inverted: Actions with low levels of opposition are shown in green, and those with higher levels are shown in yellow.

The legend below summarises the gradient for both overall support and overall opposition.

Importantly, categories such as "lower support" or "higher opposition" are relative: they compare actions against each other, not against a neutral threshold. As a reminder, overall support across all actions for all four principles stood at 59% or higher. That is, even those classified as "lower support" were still supported by over half of the respondents. Similarly, the highest recorded opposition was only 30% or less, meaning 70% or more of respondents still supported those actions.

Gradient	Level of support
	Very strong support
	Strong support
	Moderate support
	Lower support

Gradient	Level of opposition
	Very low opposition
	Low opposition
	Moderate opposition
	Higher opposition

Note: This scale is relative across actions. Even "lower support" represents majority support (59% or higher), and "higher opposition" represents 30% opposition or less.

Principle 1

Table 1. Overall support and opposition for actions within Principle 1 in the short survey.

To what extent do you support the following actions under Principle 1: Respecting Community?	Overall support	Unsure	Overall opposition
Improve Infrastructure and Transport Solutions: Ease congestion by making public and active transport more reliable, accessible, and appealing for locals and visitors	89%	4%	7%
Balanced Events Portfolio: Support events that embrace Noosa's regenerative values, protect the environment, and bring benefits to locals	82%	8%	10%
Protect our Neighbourhoods: Manage the impacts of short term accommodation (STAs) in our neighbourhoods using Council tools like rates and charges to help keep Noosa's neighbourhoods liveable for locals	81%	6%	13%
Improve Parking and Traffic Management: Ensure fair and efficient access to parking and reduce congestion in high-demand areas	73%	8%	20%

Table 2. Overall support and opposition for actions within Principle 1 in the detailed survey.

To what extent do you support the following actions under Principle 1: Respecting community?	Overall Support	Unsure	Overall Opposition
Work with tourism accommodation providers to ensure any development respects Noosa's Design Principles to make sure local values as well as accessibility and inclusivity are the right fit for Noosa's character.	92%	4%	4%
Advocate to the State Government for improved public transport in Noosa - better services, routes, connectivity and modes, including investigating options like subsidised ferry and airport transfers.	92%	4%	4%
Prioritise investment in footpaths, trails and bike lanes to make walking, riding safer and more enjoyable for everyone.	90%	4%	6%
Make sure we build back better when renewing or upgrading infrastructure so our places are more resilient and better able to withstand climate impacts and disasters.	90%	5%	5%
Support events that care for the community, and the environment, celebrate Noosa's values and give back to the region, ensuring the meet sustainability criteria while minimising impact and disruption to the community.	86%	8%	6%
Encourage and incentivise locals and visitors to walk, ride or Park and Ride by making it easier, more convenient and faster to leave their vehicles outside busy areas.	85%	6%	8%
Upgrade bus services and transport hubs, including exploring options for faster bus routes, dedicated and one way bus lanes and ensure all tourism marketing promotes sustainable travel options.	83%	8%	9%
Develop and implement a new events strategy that reflects community values - including sustainable limits on the number, size and scale of events to reduce disruption, supporting low-impact events, and encourage scheduling of outside peak holiday times.	80%	8%	12%
Encourage and incentivise an opt-out program for short stay accommodation (STA) in residential areas to revert back to long-term rentals or permanent accommodation for locals.	80%	7%	13%

Strengthen the tools Council can use like planning rules, local laws, rates and compliance to manage and mitigate the impacts of short-term accommodation on our neighbourhoods.	78%	7%	15%
Advocate to the State Government for a state-wide register of STA properties and seek legislative changes regarding STA use rights and capping STA numbers in residential areas.	74%	11%	15%
Use innovative parking management tools (e.g. vehicle recognition technology) to improve vehicle turnover in parking areas, which can improve parking availability and support the economic success of local business.	71%	9%	19%
Review dynamic parking systems (including timed and regulated parking) and introduce trials of paid parking in high demand areas that are tailored to support residents needs	67%	8%	26%

Principle 2

Table 3. Overall support and opposition for actions within Principle 2 in the short survey.

To what extent do you support the following actions under Principle 2: Leading the Way?	Overall support		Overall opposition
Management of Noosa River: Advocate for a quality Noosa River experience through sustainable river management and working with relevant authorities to ensure the river's health is prioritised	90%	3%	7%
Sustainable Visitation: Advocate for responsible management of Noosa's most sensitive areas – supporting managed access to preserve the experience for all and encouraging improved behaviours in areas where nature needs to rest	85%	5%	10%
Review Funding of Tourism: Explore alternative ways to fund tourism – for example, through visitor contributions and other user-pays options	75%	8%	18%
Support DMP Delivery: Establish a Destination Stewardship Council comprising individuals with the expertise and influence to champion the successful delivery of Noosa's DMP and ensure we measure and monitor its progress.	67%	20%	13%

Table 4. Overall support and opposition for actions within Principle 2 in the detailed survey.

To what extent do you support the following actions under Principle 2: Leading the Way?	Overall Support	Unsure	Overall Opposition
Work closely with State Government, Maritime Safety Queensland (MSQ) and river users to ensure the health and quality of the waterways are enhanced, to improve the biodiversity, aquatic health and scenic amenity of our much-loved river	93%	3%	4%
Develop programs to engage landowners to support regenerative agriculture to protect Noosa's River system – supporting landholders practices, reducing soil and pollutant runoff, enhancing sustainable and local food production.	92%	5%	3%
Support MSQ in removing abandoned vessels and regulating vessel use to ensure limits to permanent occupation of vessels and use of vessels for short stay letting.	90%	5%	5%
Measure Community Sentiment on the DMP every two years to ensure DMP actions are dynamic and reflect current community sentiment and values.	87%	8%	5%
Work with partners including State Government to explore ways to sustainably manage access and congestion at our most iconic and sensitive locations so that nature can rest and the experience for all is preserved.	85%	4%	11%
Review all elements of the Tourism Noosa Funding Agreement to ensure its purpose, model and funding are aligned to achieve the outcomes of the Destination Management Plan (DMP).	83%	11%	6%
Establish a Monitoring and Evaluation Framework to measure DMP progress ensuring actions are successfully delivered within agreed timelines.	83%	10%	8%
Work with Research partners and State Government to improve our understanding and response to climate and disaster risks to Noosa's iconic places and tourism industry.	82%	8%	10%
Explore the use of new technologies (e.g. mobility sensors and real time APPs) to ensure visitor numbers and activities are sustainable and within an established carrying capacity of Noosa's environment, waterways and infrastructure.	77%	10%	13%
Collaborate with major booking platforms, such as Airbnb, to contribute to environmental and community initiatives that matter most to locals.	74%	14%	12%
Develop a local Surf Management Plan to help everyone enjoy the waves safely and respectfully – ensuring Noosa's World Surfing Reserve stays special for future surfers and ocean lovers to come.	73%	17%	10%
Establish a Destination Stewardship Council with the ability and influence to help drive the successful delivery of key DMP actions – helping to implement, monitor and measure DMP progress.	65%	18%	17%
Pilot a range of user-pay models to shift how tourism is funded, such as: – Regulated and timed paid parking in high-traffic areas – A fee for driving into and therefore contributing to congestion in high-traffic areas – A visitor levy on overnight stays (subject to State Government approval).	59%	12%	30%

Principle 3

Table 5. Overall support and opposition for actions within Principle 3 in the short survey.

To what extent do you support the following actions under Principle 3: Living our values?	Overall support	Unsure	Overall opposition
Use Smart Modes of Transport: Reduce congestion in high-use traffic areas by using smarter ways to move around Noosa and continuing our strong advocacy for improved public transport	86%	5%	9%
Our Stories Reflect our Values: Noosa's regenerative aspirations and expectations of respectful, responsible visitor behaviour are captured in every story we share about Noosa	80%	10%	10%
Joint Custodian Program: Noosa is kept special for future generations by participating in a Joint Custodian Program that invites visitors, businesses and locals to actively support Noosa's regenerative tourism values and actions	80%	12%	8%
Build Industry Capability and Experiences: Improve the Noosa experience by supporting programs that build the knowledge and capability of our tourism businesses in promoting regenerative practices, environmental accreditation, and authentic cultural traditions and storytelling	71%	15%	14%

Table 6. Overall support and opposition for actions within Principle 3 in the detailed survey.

To what extent do you support the following actions under Principle 3: Living our values?	Overall Support	Unsure	Overall Opposition
Support and show case local food and beverage producers to develop regenerative experiences that deliver fresh, nutrient rich and locally grown food and beverage that helps sustain and promote the wellbeing of locals and visitors while in Noosa.	92%	5%	4%
Promote opportunities that are easy for locals and visitors to participate in – such as tree planting, bush care, beach clean-ups and cultural walks recognising that everyone can play a part in protecting Noosa.	91%	4%	4%
Make it easier, safer and more enjoyable to get around Noosa without a vehicle, to encourage more locals and visitors to commit to taking public transport, walk, scoot or ride their bikes more often in areas of high-traffic use.	87%	5%	8%
Assist local businesses and community groups to create unique experiences that showcase Noosa's natural beauty, history, and culture—through local food, art, live music, and traditions—to offer authentic Noosa experiences for locals and visitors.	86%	6%	8%
Support, facilitate and promote nature-based and eco-certified businesses that actively contribute to environmental protection and enhance community and visitor wellbeing.	85%	8%	7%
Help more people understand what Noosa's most loved places need, to stay healthy by working with our dedicated volunteer and community groups and using our promotions and marketing to share practical, everyday tips that support their protection and long-term care.	85%	10%	5%
Showcase local businesses that care for Noosa – those that are actively protecting, enhancing the environment and contributing to the community's long-term wellbeing.	85%	9%	6%
Celebrate Noosa's unique character by enhancing and regenerating our special places in ways that reflect our rich history, vibrant culture, and local creativity.	85%	9%	7%

Encourage creative and engaging ways for visitors and residents to be involved and reward behaviour change, such as the promotion of 'voluntourism' opportunities where visitors participate in voluntary programs that support our community and environment.	84%	8%	7%
Share Noosa's story to inspire and unite locals and visitors, honouring and celebrating how everyone contributes to making this place so special.	83%	11%	7%
Explore innovative ways to incentivise those who choose smarter ways to travel – Park and Ride, Public Transport or Active Transport (walking or riding a bike) – with potential support from revenue from visitor contributions.	81%	7%	12%
Develop and implement a Noosa Custodian Program (For the Love of Noosa) encouraging locals, businesses and visitors to become ambassadors in ways to care for Noosa and leave it better than they found it.	80%	9%	12%
Trial innovative approaches that prioritise pedestrians and enhance the experience for all in congested areas at high peak times.	78%	9%	13%
Work with and advocate strongly to the State Government to support seasonal rest periods and establish sustainable carrying capacities in our most sensitive natural areas, giving these places time to recover and stay resilient to improve and preserve the wilderness experience for all.	74%	12%	13%
Council together with the Tourism Industry lead the way in investing in programs to achieve responsible, regenerative tourism – including lasting initiatives that support the 2032 Brisbane Olympics net zero commitment, and deliver regenerative experiences, that help our residents and visitors give back.	73%	13%	14%
Ensure our promotions of Noosa reflect and respect Kabi Kabi Peoples, ensuring their knowledge, culture, and care for Country guide how we look after this place and share Noosa's story.	72%	11%	16%
Maintain and prioritise public open spaces for recreation use, not carparking (e.g. Noosa Heads Lions Park) unless there is an overriding community benefit to do so.	72%	8%	20%
Partner with the Kabi Kabi Peoples Aboriginal Corporation (KKPAC) to support local tourism operators in learning and sharing Kabi Kabi traditions, stories and culture – as taught and entrusted by KKPAC.	71%	11%	17%

Principle 4

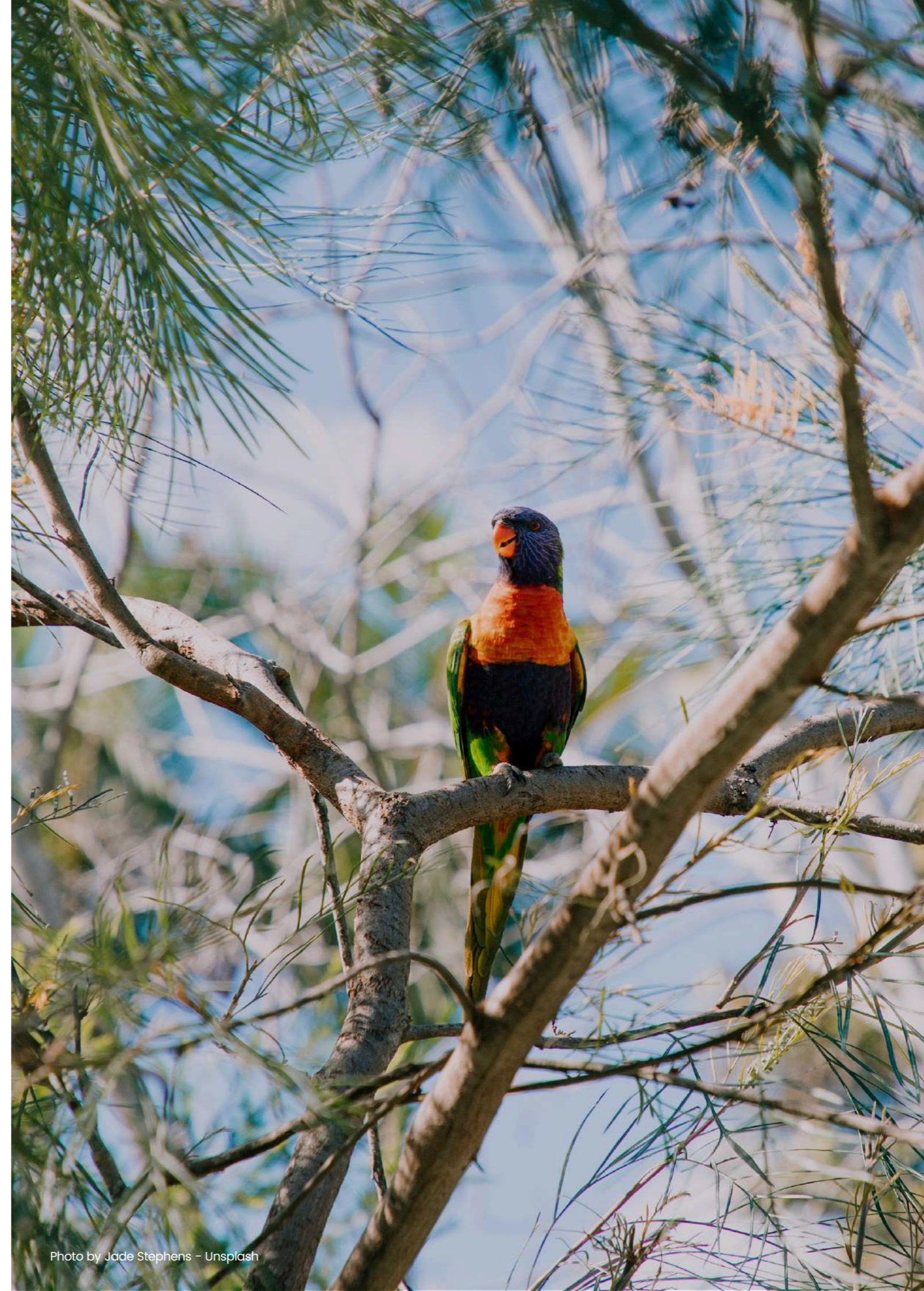
Table 7. Overall support and opposition for actions within Principle 4 in the short survey.

To what extent do you support the following actions under Principle 4, Tourism for Good?	Overall support	Unsure	Overall opposition
Regenerative Tourism Industry: Develop and deliver programs that help the tourism industry to lead the way in regenerative practices	85%	7%	7%
Noosa's Tourism Organisation Aligns with the DMP: Ensure Tourism Noosa's programs, marketing and actions align with the DMP, reflecting community values and protecting Noosa's lifestyle and character	78%	15%	8%

Visitor Contributions: Work with State Government to introduce visitor charge, use this money to directly supporting local projects that protect nature, enhance community spaces, and improve shared infrastructure	74%	9%	17%
Destination Accreditation: Work towards global accreditation for the destination in acknowledgement of a commitment to our values	73%	15%	12%

Table 8. Overall support and opposition for actions within Principle 4 in the detailed survey.

To what extent do you support the following actions under Principle 4, Tourism for Good?	Overall Support	Unsure	Overall Opposition
In partnership with Tourism Noosa and our business community lead the transition away from single-use plastics to reduce waste to landfill, reduce plastic pollution, encourage compostable products and to encourage and incentivise behaviour change.	92%	3%	5%
Embed regenerative practices that actively support water security, reduce waste to landfill, and promote a circular economy - as an example, by partnering with initiatives like Give a Sheet, which transforms discarded linen into valuable raw materials that can be re-used.	90%	6%	3%
Understand and demonstrate the true value of Noosa's natural assets when we tell our story, by showcasing how our beaches, bush, and river significantly contribute to community wellbeing, cultural richness and to a thriving, sustainable economy.	88%	7%	5%
Support our tourism industry and businesses to lead by example in sustainable and regenerative practices - reducing energy, waste and water use and incentivise regenerative behavioural change in locals and visitors, with Noosa Council-operated tourism assets, such as the Noosa Holiday Parks, leading by example.	86%	8%	6%
Ensure Tourism Noosa delivers programs and industry development to both grow and improve the experiences and offerings that reflect Noosa's values and provide opportunities for visitors to contribute positively to the protection of Noosa's lifestyle and character.	83%	11%	6%
Partner with Tourism Noosa (and other stakeholders) to ensure funding, marketing and programs reflect community values and align with the direction of this DMP.	80%	11%	9%
Work together as locals and visitors to earn global recognition for Noosa due to a genuine community led approach, and commitment to leave this place better than we found it.	79%	12%	9%
Work with the State Government and Local Government in other key tourism destinations to pilot a visitor contribution model, that enables revenue generated to be directed towards community priorities, infrastructure, resilience initiatives and regenerative tourism.	77%	11%	13%
Investigate the establishment of a new Community and Environment Benefit Fund, as a mechanism to ensure transparent allocation of funds from such revenue sources as visitor contributions to local initiatives that benefit Noosa.	76%	13%	11%
Encourage online booking platforms, to contribute financially to each year from revenue generated in Noosa, ensuring they are supporting a destination that supports their business.	73%	14%	13%





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