



Gladstone  
Healthy Harbour  
Partnership

# SENSE OF PLACE



## FIVE FAST FACTS

1. Sense of Place is an indicator under the Cultural component of the Gladstone Harbour Report Card.
2. Sense of Place captures the connections of people to the land and the meaning they gain from place relationships.
3. **SIX** key indicators make up the grade for sense of place and are rated on a scale of 1-10 by survey participants.
4. Sense of Place indicators have remained stable since monitoring began.
5. The Sense of Place indicators were chosen to address the report card objectives derived from a community vision.

## THE GRADES

2016

**B**

2017

**B**

Grading system

- A** Very good (0.85 - 1.00)
- B** Good (0.65 - 0.84)
- C** Satisfactory (0.50 - 0.64)
- D** Poor (0.25 - 0.49)
- E** Very poor (0.00 - 0.24)

## ? WHAT DO THE GRADES MEAN?

Sense of place indicators have remained in **GOOD** condition since the monitoring began.

The **GOOD** grade indicates that the community's expectations of the Gladstone Harbour area are mostly being met and the Gladstone community reflects a positive outlook about the harbour area and what it provides to the community.

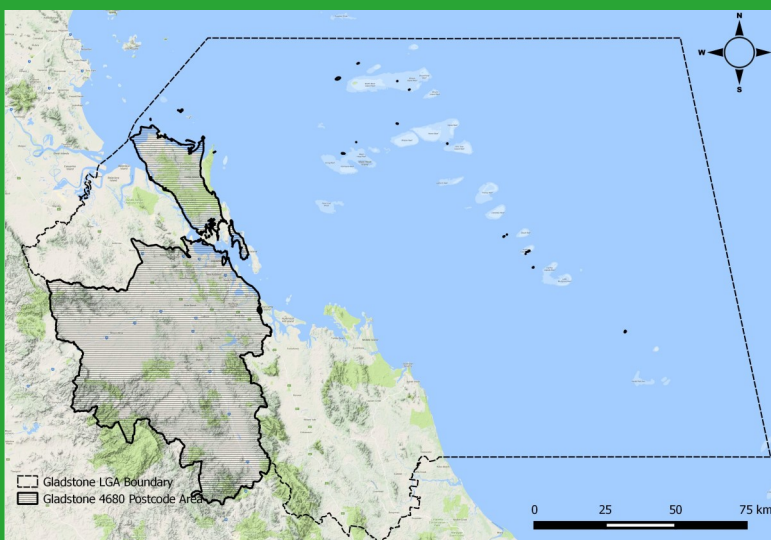
## ? HOW IS SENSE OF PLACE

Sense of place is assessed using data collected from CATI (Computer Assisted Telephone Interviewing) from 401 randomly selected participants from the Gladstone region.

**SIX** sense of place indicators are monitored to calculate scores:

1. **Distinctiveness:** how the harbour provides an identity that is unique or distinct.
2. **Continuity:** adds a temporal dimension to sense of place.
3. **Self-esteem:** assess the pride in one's identity in relation to place.
4. **Self-efficacy:** sense of 'feeling at home'
5. **Attitudes to Gladstone Harbour:** attitudes of people in Gladstone with particular emphasis on how they view the harbour's importance for community and economy.
6. **Values of Gladstone Harbour:** how the community values key aspects of the harbour, including marine life, recreational and tourism activities, cultural, spiritual and historical significance of the harbour.

## GHHP SENSE OF PLACE MONITORING AREA



Sense of place indicators are monitored and reported for the Gladstone Local Government Area

GHHP Partner, Central Queensland University was a direct contributor to this indicator

For more information on GHHP and social indicators in Gladstone Harbour visit [www.ghhp.org.au](http://www.ghhp.org.au) or visit our Facebook page.