



Gladstone  
Healthy Harbour  
Partnership

# SENSE OF PLACE



## FOUR FAST FACTS

1. Sense of Place captures the connections of people to the land and the meaning they gain from place relationships.
2. Sense of Place is assessed using data collected from Computer Assisted Telephone Interviews (CATI) from **401** randomly selected participants from the Gladstone region.
3. **SIX** key indicators make up the grade for Sense of Place that are rated on a scale of 1-10 by participants.
4. Sense of Place indicators have remained stable since monitoring began.

## THE GRADES

2016

2017

Grading system

**B**

**B**

**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 MEASURED?

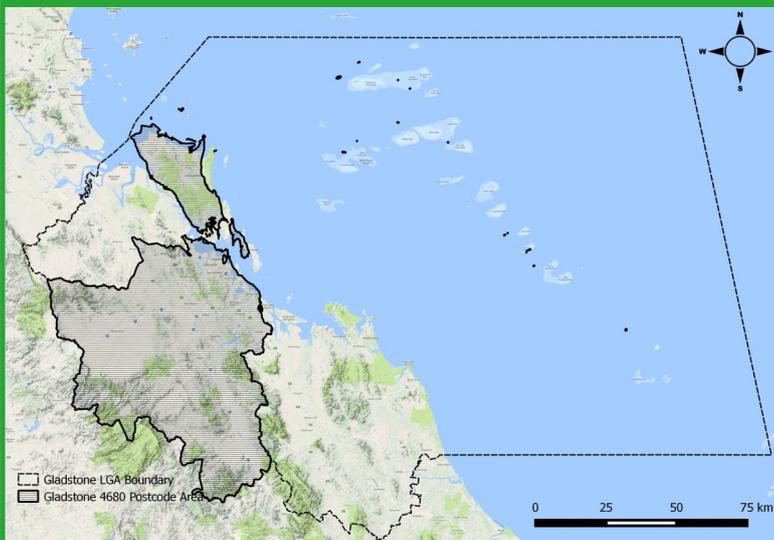
Sense of Place is assessed using data collected from CATI from 401 randomly selected participants from the Gladstone region.

**SIX** Sense of Place indicators monitored to calculate scores for the Gladstone Harbour report card include:

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.

These indicators were chosen to address the report card objectives derived from a community vision.

## GHHP SENSE OF PLACE MONITORING AREA



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

