



Gladstone
Healthy Harbour
Partnership

SENSE OF PLACE



FIVE FAST FACTS

1. Sense of Place is an indicator of Cultural health in the Gladstone Harbour Report Card.
2. Sense of place captures the connections of people to Gladstone Harbour and the meaning they gain from it.
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

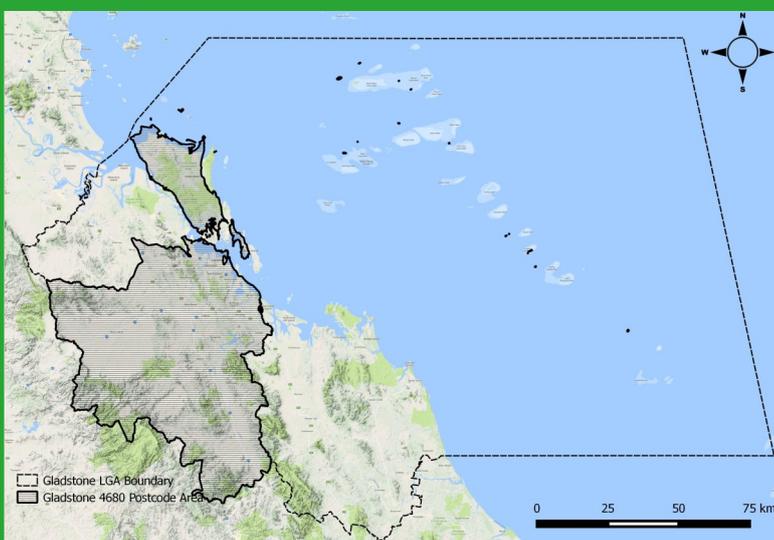
2016	2017	2018	2019	Grading system
B	B	B	B	A Very good (0.85 - 1.00)
				B Good (0.65 - 0.84)
				C Satisfactory (0.50 - 0.64)
				D Poor (0.25 - 0.49)
				E Very poor (0.00 - 0.24)

WHAT DO THE GRADES MEAN?

Sense of place indicators have remained in **GOOD** condition since the first report card.

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.

GHHP SENSE OF PLACE MONITORING AREA



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

HOW IS SENSE OF PLACE MEASURED?

Sense of place is assessed using data collected from CATI (Computer Assisted Telephone Interviewing) from 439 randomly selected participants from the Gladstone region.

SIX sense of place indicators are monitored to calculate scores:

1. **Place attachment:** how the harbour provides an identity that is unique or distinct.
2. **Continuity:** adds a temporal dimension to sense of place.
3. **Pride in the region:** assess the pride in one's identity in relation to place.
4. **Well-being:** 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

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 or visit our Facebook page.