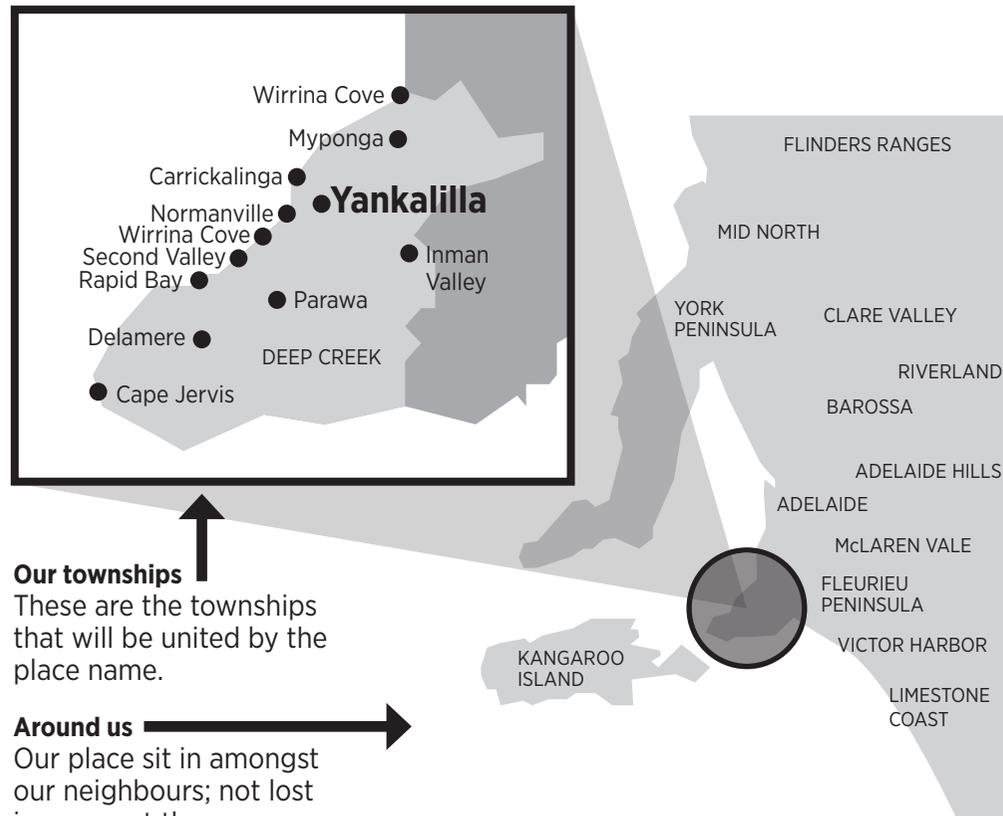


# A name and tagline for our place.

The list of values which we've learned from you through community consultation and feedback is our foundation for informing the direction that we will take in finding a place name and tagline for us all. The tagline we find will be aligned to our values; the very reasons why we live here, work here and visit here. This project will make our region more distinctive and competitive.



**Our townships**  
These are the townships that will be united by the place name.

**Around us**  
Our place sit in amongst our neighbours; not lost in amongst them.

**Contact**  
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[www.yankalilla.sa.gov.au](http://www.yankalilla.sa.gov.au)



# OUR VALUES

**In recent times you have had some opportunities to respond to surveys and recommendations put forward from The Yankalilla District Council.**

**The council has heard what you've said.**

**These are the values the council understands to be held by our community.**

Values are beliefs and sentiments shared by everyone in the community and are entwined in our shared experiences.

## Friendly rural community

We all know each other, and we look out for each other.

## Environmentally conscientious

We use our land to produce things, and we take care of it in return.

## Irreverence and quirk

We're different and happy to be that way, and we like that our day-to-day experiences are remarkable to others.

## Individuality

We reject profiteering commercialism in favour of ethical and sustainable local business and local characters.

## Untouched rugged beauty

Our place is clean and unpolluted. Our beaches are amongst the best in the world, and love that they are uncrowded. The coastline is rugged, the air is clear, nature is abounding.

## Space

We have space to move and think. There is a sense of peace and it is relaxing to be here.

## Pride

We love our region, and are proud of this place being our home.

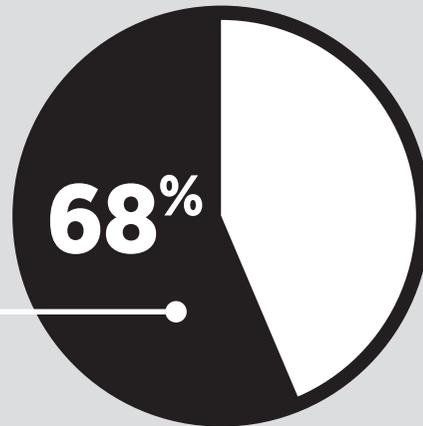
You helped us understand who we are in 2013.

# THIS IS WHAT YOU SAID!

Results from Survey 2013, 'What is it about this place?' 190 Participants.

## YOUR FAVOURITE LOCAL PLACES

**52%** Beaches  
**16%** Deep Creek & Ingalalla Falls



Therefore 68% of your favourite places are natural

## WORDS YOU USED TO DESCRIBE THIS PLACE

**Friendly & Rural** 10%  
**Peaceful** 10%  
**Beaches** 9%  
**Beautiful** 8%  
**Relaxing** 8%

**190 RESPONSES**  
82% permanent residents  
28% male  
52% female  
41% work here  
28% retired  
58% 31-60 years old

In 2014 we sent you our recommendations for 'What is it about this place?'

# THIS IS WHO PARTICIPATED!

Results from public consultation 2014, 'What is it about this place?'

 **850**  
PEOPLE

Were made aware of the public consultation for the 'What is this Place' project recommendations.

AWARE	INFORMED	ENGAGED
<b>852 PEOPLE</b>	<b>593 PEOPLE</b>	<b>42 PEOPLE</b>
<b>100%</b>	<b>70%</b>	<b>5%</b>

 **590**  
PEOPLE

**INFORMED** themselves of the project. **(69%)**  
For example, accessed information on the website.

 **42**  
PEOPLE

**RESPONDED** directly to the project. **(6%)**  
by participating in the consultation process.

ONLINE	WRITTEN	FORUMS
<b>60%</b>	<b>30%</b>	<b>10%</b>