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**WORKING PAPER SERIES**

**No. 71**

Mothers of the Revolution:  
Rhetoric versus Reality for the  
Women of North Korea

Kyungja Jung  
Bronwen Dalton

December 2005

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**Mothers of the Revolution: Rhetoric versus Reality for the  
Women of North Korea**

Kyungja Jung

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ISBN

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## **ACKNOWLEDGEMENT**

The authors wish to thank Young-ju Cho, Researcher, Korean Women's Institute, Ehwa Woman's University, for her valuable assistance in data collection.

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## **1. ABSTRACT**

This paper explores the ways in which one community has developed strong social capital in the light of several development challenges. Using a case study approach data was collected from a small community in the Queensland hinterland. Semi-structured interviews were conducted with twenty-three community members and a survey designed to measure the level of social capital, attitudes towards environmental sustainability and general perceptions of the town were collected from 137 anonymous community members. Responses from both sources are indicative of a population with high social capital and an appreciation of the natural environment. Linkages between the environmental commitment and social capital are significant indicators of sustainability. Survey data revealed that Maleny recorded the highest social capital factor across seven different urban and rural communities (Onyx and Bullen, 2000). Additionally, the large majority of respondents recorded a positive response towards the significance of issues related to environmental sustainability. Commitments to sustainability combined with high levels of social capital are cornerstones of the unique characteristics of the community and contribute to the success of the community to bond together in times of crisis.

Organisation for resistance against several major developments has characterised the community. Cooperation between diverse groups within the community has attributed to the capacity of the town to oppose such large-scale commercial developments. However, these crisis points have also highlighted some underlying disconnects between sections of the community and frame community perceptions of the major issues within the town. This raises questions regarding these development issues, introducing the paradox of development, whereby communities rich in social capital in beautiful environmental settings may be the product of their own demise.

## **2. INTRODUCTION**

This case study is one of several that have been undertaken as part of a larger study of rural communities, sustainable development, and the link between social capital, environmental sustainability and the economy. It draws on the work done by Ann Dale in British Columbia where several similar case studies are under construction. For more details go to: <http://www.e-researchagenda.ca>

Dale (2001) defines sustainable development as a process of reconciliation of three imperatives: (i) the ecological imperative to live within global biophysical carrying capacity and maintain biodiversity; (ii) the social imperative to ensure the development of democratic systems of governance to effectively propagate and sustain the values that people wish to live by; and (iii) the economic imperative to ensure that basic needs are met worldwide. Given the interconnected nature of sustainable development, failure in any one area will result in failure in the other two, particularly over the long term. If used correctly, the mobilization of one form of capital may multiply the effects of another in a positive, or virtuous cycle. Equally, the misuse, or overuse of one may reduce or destroy another.

Given the definition of sustainable development as a process of reconciliation of three imperatives (Dale 2001), there is considerable evidence that high levels of social capital may well be a prerequisite for the process of reconciliation between the ecological, the social and economic imperatives (Putnam 1993; World Bank, <http://www.worldbank.org/poverty/scapital/index.htm>). Social capital stands for the ability of actors to secure benefits by virtue of membership in social networks or other social structures (Portes 1998). Many analysts have emphasized the centrality of two factors to social capital: trust and social networks (Portes 1998; Putnam 1993; Fukuyama 1995). For the purposes of this research, social capital is defined as the norms (the informal rules and values) and networks that facilitate collective action (Woolcock 2001), focusing on the relationships within and between those networks (Schuller 2001).

The following model underpins the research. In this model, sustainable development, defined as the reconciliation of three imperatives: the social, economic and natural (or ecological), is the goal and outcome. Various aspects of social capital are explored through the following indicators: diversity, stakeholders, commitment, leadership and voice. These are likely to facilitate key decision-making and action that will provide for the reconciliation of the three imperatives, and, hence, contribute to sustainable development.



The following chart is used as a guide in identifying and measuring key variables:

Indicator	Descriptor
Diversity	New and different people, e.g. in-migration, bringing new and different ideas and capitals
	Existing diversity within the community. Extent of participation of various stakeholders and extent to which this participation is valued
Stakeholders	Engagement of people from diverse sectors
	Engagement of those at the margins
	Knowledge, expertise and experience of each stakeholder has influenced decision-making
Voice	Engagement of diverse demographic sections
	Act of participation in decision-making. Voice at the table
Commitment	The number of people who attend meetings over time
	Being part of the action that flows from decisions
Leadership	Leadership as defined by the community in question
	Diversity of leadership
	Types of leadership
	Bridging leadership
Knowledge and Resources	Ecological knowledge concerning the local context. Knowledge of degradation
	Technical, economic knowledge
	Artistic knowledge
	Intuitive and practical knowledge of place

### 3. BRIEF OVERVIEW OF MALENY.

Maleny is a small urban centre of 1100 inhabitants, located in the Blackall Ranges, 90 km north of Brisbane, Australia. The greater population of the Maleny district (the area covered by the Queensland postcode 4552) which includes the towns of Witta

and Connandale has a population of 6,170 inhabitants. Located inland from the densely populated and growing Sunshine Coast, Maleny was a refuge for those seeking an alternative lifestyle in the late 1970's. Originally a dense tropical rainforest, the area was once occupied by the Bonyi Bonyi people, who gathered at Baroon Pocket on the banks of the Obi Obi River to feast on Bunya nuts. The first European settlers arrived in the 1870's to profit from the logging potential. Land was further cleared by medium enterprise Dairy farmers in the late 19<sup>th</sup> century who produced milk cooperatively. During this period much of the rainforest in the area was cleared aside from small tracts, which were preserved in their original splendour such as the Mary Caincross Reserve. Even during the time when dairy farms dominated the economy of the town "it had cooperative principles (with a) dairy coop operating here and a butter coop operating here since the 1880's" (Interviewee).

The next wave of inhabitants' during the late 1970's envisioned a community strengthened through the development of co-operatives. A core group together developed the initial food cooperative in 1979. One interviewee identified the need to have the combined effort of several people to start up such initiatives:

"You could never do anything like that yourself. It's impossible you could never. You just could not muster the energy to do it. You cannot do it with three people. It's just too much work".

Amongst the first of the initiatives of these settlers was the development of The Maple Street Coop, a Food Co-operative and a Credit Union. Early hostilities with the Dairy farmers were in part settled due to the inclusion of their produce at the local Co-op and to the deregulation of the Australian Dairy Industry. The latter forced many farmers to diversify their productivity base. The Credit Union offered low rate loans for residents starting cooperative businesses. This created a flourishing population centred upon livelihoods derived from Co-operative businesses spanning the arts, entertainment, construction, social and retail services. Appendix A details the Cooperatives that operate in Maleny. Landcare, the Australian grassroots land conservation and restoration movement, also developed a strong presence integrating environmental preservation within the community. Section Four of this report looks at the development of the cooperative movement in Maleny and highlights the strength of the various local community organisations centring upon the development of the relationships between social capital and sustainability. These themes are further developed in the analysis of the interviews data in Section Five. Interviews with local community members probe the networks, searching for the values and meanings that drive the Maleny community.

For the past two years the community has experienced an obstacle by way of the proposed development of a Woolworths supermarket complex upon the banks of the Obi Obi River. In some respects this has provoked divides within the community regarding Maleny's development. Alternatively, resistance against the development has mobilised whole cross-sections of the community. The roots of the Obi site development challenge began in the late 90's and it is the predominate issue in Maleny at the time of this report. One interviewee explains how the site development issue arose around the Local Area Plan (LAP) development program from the late 90's. The state government gazetted the LAP, which included the Obi site as 'open space'. The LAP was then handed to the local council, where councillors and town

planners were responsible for the development of a city plan. Some of the features of the LAP were not included in the Maleny city plan and the Obi site was purchased by Cornerstone, a development conglomerate, with the land rezoned with development capacity. Cornerstone then negotiated a lease with the Woolworths' Grocery chain for the development of a shopping complex.

A large proportion of the local community have opposed the development for various different reasons and expressed their opposition through various different means (See sections 4.1.7, 4.1.8 & 5.6.3 for more details). Mobilisation of the community in collective actions demonstrates the strength of the community to spontaneously work together, as well as the degree of social capital, particularly network formation. Conversely, this has also uncovered some long-standing divides between sections of the community. These themes are referred to throughout the report.

On April 14<sup>th</sup> 2004, the Deanne Brothers demolition company made a surprise early morning visit to the Obi Obi site and began knocking down the trees with Bulldozers. This day has been termed "Destruction Day" and sent a massive ripple through the community. Instant action was taken with riot police trying to hold back angry and hysterical residents who were throwing themselves in front of the machinery. Several residents including some older and well-respected members of the community were arrested. One young man climbed into the tallest tree and began a vigil. Local members of the community supported this man with food and water for several weeks before he fell out of the tree.

Destruction Day highlighted the need for greater organisation against the developers. At the first town meeting over 300 people attended and some 15 self-appointed groups devised strategies for blocking the development. A self-appointed coordinating core held these semi-autonomous groups together. "*Maleny Voice*" became the legal entity which then created a website to broadcast general information about the campaign.

The Obi Obi campaign (also referred to as the Anti-Woolworths' campaign) draws out some of the most significant themes that shape this report, crystallising the paradox of development while signifying the capacity of the community for collective action. Sections Five and Six analyse these themes in more detail raising the premise that vibrant communities may be the product of their own demise.

#### **4. BASIC COMMUNITY PROFILE<sup>1</sup>**

The following sections draw upon 2001 Australian Bureau of Statistics (ABS) census data to create a statistical snapshot of the Maleny population.

Maleny had a population of 1108 inhabitants of which 54.3% were female and 45.7% were male. A marginally proportionate majority of females is a distinctive feature of the Maleny Population.

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<sup>1</sup> All data reported in this report is Derived from the 2001 Census for Maleny (UCL335800). Cat No. 2001.0 Commonwealth of Australia 2002.

The statistical profile suggests very minimal ethnic diversity, in particular only 1.26% of the total inhabitants were of Aboriginal or Torres Strait Islander decent. Furthermore, 91.3% of the population speak English only.

In terms of age distribution 22.8% of the total inhabitants were aged less than 15 years and 19.4% were aged over 65 years.

#### 4.1 Age Distribution.

The median age of Maleny inhabitants was 38 years. The largest concentrations of inhabitants were in the brackets aged: 5-9 years (89); 10-14 years (97); 15-19 years (88); 40-44 (85); and 45-49 (93). Table 2.1 (below) shows a proportionate breakdown of the inhabitants according to their respective age brackets.

**Table 2.1: Age Distribution by number and proportion.**

Bracket	Number	Proportion (%)	Bracket	Number	Proportion (%)
<b>0-4</b>	64	5.8	<b>45-49</b>	93	8.5
<b>5-9</b>	89	8.1	<b>50-54</b>	57	5.2
<b>10-14</b>	97	8.9	<b>55-59</b>	48	4.4
<b>15-19</b>	88	8.0	<b>60-64</b>	41	3.7
<b>20-24</b>	53	4.8	<b>65-69</b>	55	5.1
<b>25-29</b>	53	4.8	<b>70-74</b>	52	4.7
<b>30-34</b>	53	4.8	<b>75-79</b>	61	5.6
<b>35-39</b>	62	5.7	<b>80-84</b>	25	2.3
<b>40-44</b>	85	7.8	<b>85+</b>	20	1.8

#### 4.2 Birthplace.

The large majority of Maleny inhabitants, 75.8% were born in Australia. Table 2.2 (below) shows a breakdown of the population in ascending order according to their birthplace.

**Table 2.2: Birthplace by Number and Proportion**

Regional Birthplace	Number	Proportion (%)	Regional Birthplace	Number	Proportion (%)
Australia	839	75.8	Southern & Eastern European	19	1.7
United Kingdom	86	7.8	Sub-Saharan Africa	13	1.1
Other Oceania	54	4.9	Americas	8	0.8
Not Stated	53	4.8	North-East Asia	6	0.5
Western Europe	24	2.3	South-East Asia	3	0.3

### 4.3 Religious Affiliation.

The largest proportion of Maleny inhabitants (54.9%), are of Christian affiliation. Table 2.3 (below) shows the proportion of population according to their reported religious affiliation in descending order.

**Table 2.3: Religious Affiliation by Number and Proportion.**

Religious Affiliation	Number	Proportion
Christianity	608	54.9
No Religion	260	23.4
Not Stated	180	16.2
Other Religions	35	3.2
Buddhism	24	2.2
<b>TOTAL</b>	<b>1107</b>	<b>100</b>

### 4.4 Weekly Individual Income.

The mean individual income for Maleny inhabitants was \$200-\$299 per week. Table 2.4 (below) shows the income brackets for the total number of Maleny inhabitants of all ages over 15 years.

**Table 2.4: Weekly Individual income by number and proportion.**

Weekly Individual Income	Number	Proportion (%)	Weekly Individual Income	Number	Proportion (%)
Negative/Nil	37	4.3	\$600-\$699	22	2.6
\$1-\$79	41	4.8	\$700-\$799	19	2.2
\$80-\$159	63	7.4	\$800-\$999	29	3.4
\$160-\$299	285	33.4	\$1000-\$1499	27	3.2
\$300-\$399	123	14.4	\$1500 or more	3	0.4
\$400-\$499	100	11.7	Not Stated	61	7.2
\$500-\$599	43	5.0	<b>Total</b>	<b>853</b>	<b>100.0</b>

### 4.5 Family and Relationships.

The largest proportion of the Maleny population represents a husband or wife in a registered marriage (34%) or a child less than 15 years (23.2%) living in a household. The table 2.5 (below) represents the relationships in households for Maleny inhabitants in descending order.

**Table 2.5: Relationship in Household**

Relationship in Household	Number	Proportion (%)
Husband or wife in registered marriage	338	34
Child under 15	232	23.2
Lone Person	151	15.1
Lone Parent	94	9.4
Group household member	52	5.2
Partner in de facto marriage	39	3.9
Dependent student (15-24)	35	3.5
Non-dependent child	34	3.4
Other related individual	15	1.5
Unrelated individual living in a family house	8	0.8
<b>Total</b>	<b>998</b>	<b>100.0</b>

- The mean household size was 2.9 people.
- The following table describes the proportion of families by family type (including same sex couple families) in occupied private dwellings.

Family Type	Families (Proportion %)
Couple family	91 (30.8%)
Couple family without children	109 (35.9%)
One parent family	95 (32.2%)
Other family	3 (1.1%)

#### 4.6 Technology Access and Usage.

The figures in table 2.16 (See Appendix B) suggest that more than half the population do not use a computer at home. Of the total respondents (1110 people), 35% used the Internet, 60.5% did not use the Internet and the remaining did not state a response (4.3%). Of the proportion that did use the Internet the following table (below) illustrates where they accessed the Internet.

Access location	Proportion (%)
At home	50
At work	7.6
Elsewhere	22.8
At home and at work	10
At home and elsewhere	7.5
At work and elsewhere	0.7
At home and work and elsewhere	1.4
Total	100

#### 4.7 Employment and Unemployment.

Of the total registered labour force (419 people) 87.3% were employed. Of these 52.2% were engaged in full-time employment while 44.5% were employed on a part-time basis. Maleny reported an unemployment rate of 12.6%.

The table 2.17 (See Appendix B) summarises the industry of employment by sex for those employed persons. The dominant sectors across both sexes are Retail trade (19.7%), Health and Community Services (13.1%) and Accommodation, Cafes and Restaurants (12.5%).

#### 4.8 Educational Level and Field of Study.

Table 2.6 shows the level of education (excluding schooling up to year 12) for the Maleny population.

**Table 2.6: Higher Qualifications by Sex.**

Qualification	Males	Females	Persons	Proportion
Postgraduate Degree	6	0	6	0.7%
Grad Dip. & Grad Certificate	0	11	11	1.3%
Bachelor Degree	21	53	74	8.7%
Advanced Dip & Diploma	27	49	76	8.9%
Certificate	79	39	118	13.9%
Not Stated	55	80	135	15.9%
Not Applicable	175	256	431	50.6%
TOTAL	363	488	851	100.0

Of these females who had completed some form of higher qualification, the largest proportions qualified in the fields of: Health (25.4%); Education (23.2%); Management and Commerce (18.2) and Society and Culture (12.2%). Of those males that had completed some form of higher qualification the largest proportions qualified in the fields of: Engineering and Related Technologies (32.9%); Architecture and Building (16.8%); and Health (9.4%). Of the total population who qualified for a higher qualification the largest proportions qualified in the fields of: Health (18.8%); Engineering and Related Technologies (15.6%); Education (13.9%).

#### **4.9 Housing.**

Of the total dwellings 39.4% were fully owned, 36.9% were being purchased, 17.1% were being purchased and 6.6% were of other or not stated status.

For those being purchased the median monthly housing loan repayments were \$600-799. For those under a renting arrangement the median weekly rent was \$150-199.

### **5. METHODOLOGY.**

The research was designed using three data collection instruments; a survey, semi-structured interviews and field notes. Additionally, written material such as newsletters, information brochures and other reports were collected during the field study. These secondary sources provide additional information to support the primary data. Data is also included from the Maleny Working Together (MWT) project (Jordan & Hayden, 2003). The MWT report is “a community research project funded by the Commonwealth Department of Family Services with Support from Tourism Queensland” In particular this report draws information from the ‘Community Audit’ (Jordan, 2003) and the ‘Sustainability Profile’ (Jordan & Haydon, 2003) sections of the project. The MWT Community Audit and Sustainability Profile collected data through a household survey of 411 Maleny residents and surveyed 100 year ten and 100 year eight students from Maleny High School. MWT data is provided as a means for comparison and validation of the primary data collected for this study.

The survey instrument created for this report was designed to be an anonymous form of data collection incorporating three different parts. The first section inquired about factors designed to measure social capital according to a scale developed and validated by Onyx and Bullen (2000). The second part included questions relating specifically to Maleny in terms of community issues, community divisions, the environment and the reasons for staying in the local community. The final section was for the collection of some basic demographics to attain a description of the sample population.

Survey data was collected through three different means. Firstly, interview participants were asked to take copies and distribute them to their friends, family and neighbours. Secondly, a broader sample selection was attained through a street stall and distribution through the local businesses. The street stall was designed to collect data from random individuals who were passing on the main street. Surveys were also distributed to every shop front on the main street. Finally, the survey was sent via mail-out to a selection of local community organisations. These organisations were located within the Maleny Working Together (MWT) community directory according to various different categories to attain the widest possible selection of organisational

types. While the sample so obtained is not a random or strictly representative one, it does reflect the broad diversity of Maleny.

Interviews were conducted with twenty-three members of the Maleny community. A prior pilot study had been conducted by one of the researchers. At this time various key individuals were located within the local community. Ongoing contact with one of these community members developed a trusting relationship. This community member agreed to arrange interviews with other community members on behalf of the research team. This was an extremely effective means for identifying and securing the participation of a broad selection of individuals within the community. Interviews were semi-structured using a basic interview template (see Appendix C). These questions were designed to collect data according to a model of ‘Sustainability and Social Capital’ developed Dale and Onyx (2004). Interviews were recorded after permission was granted from the participants and each was approximately one hour in duration. Notes from these interviews were transcribed and analysed to derive key themes around the factors in the model.

Finally, field notes and photographs were collected by each member of the research team during the interviews. These field notes record some observational and presentational data and are used to enrich and triangulate the transcribed notes from the interviews.

## 6. SURVEY DATA.

In total 137 surveys were collected through the various means outlined in Section Two. Data was entered through Microsoft Excel and analysed using the ‘Statistica’ Statistical package. Data was analysed using basic descriptives, frequencies, correlations, analysis of variance and, factor and cluster analyses.

### 6.1 Sample Demographics.

Of the total sample 42.6% were male and 57.4% were female, while slightly proportionate towards the female gender this correlates with the ABS population data for Maleny (See section 4.1).

Table 3.7 (below) shows the age distribution of survey respondents. Here we find that there is an under representation of respondents aged 18 years and under. A lack of youth representation in the sample indicates some bias in the results as according to the ABS data 30.8% of the Maleny population are aged less than 19 years of age. Additionally, there is an overrepresentation in the brackets aged 46-55 and 56-65 years.

**Table 3.7: Age Distribution of Survey Respondents.**

Age Group	Under 18 Years	18-24 Years	25-35 Years	36-45 Years	46-55 Years	56-65 Years	66+ Years
Proportion	0.0%	5.8%	10.9%	19.7%	30.0%	23.4%	10.2%

In terms of the length of stay in Maleny Table 3.8 (below) summarises the proportion of respondents according to the length of time they have lived in Maleny. We find

that a large proportion (55.4%) of the respondents are medium term residents having lived in Maleny for 6 – 20 years, while 20.6% have lived in Maleny for more than 20 years and 24% have lived in Maleny for less than 5 years. This represents a cross-section of the different stages in the development of Maleny including those original inhabitants, those ‘first wave’ inhabitants arriving in the late 70’s and early 80’s and those ‘second wave’ inhabitants including ‘sea changers’.

**Table 3.8: Length of Stay of Survey Respondents.**

<b>Length of Stay</b>	<b>1 yr or less</b>	<b>2-5 Years</b>	<b>6-10 Years</b>	<b>11- 20 Years</b>	<b>21-30 Years</b>	<b>30 + years</b>
<b>Proportion</b>	5%	19.0%	27.7%	27.7%	14.0%	6.6%

## 6.2 Social Capital Factor Scores.

As outlined earlier, the social capital questions were derived from the five communities study conducted in NSW by Onyx and Bullen (2000). The table below provides the social capital factors scores for each of these five communities as well as data collected in a study of Broken Hill. The final column reveals the figures for Maleny providing some basis for comparison between the Maleny data and the other communities. Deniliquin, West Wyalong and Broken Hill are all rural communities and the Pymont, Narellan and Greenacre are urban suburbs within Sydney.

**Table 3.9: Social Capital Scores across Six Communities.**

<b>Location Factor</b>	<b>Pymont</b>	<b>Narellan</b>	<b>Greenacre</b>	<b>Deniliquin</b>	<b>W. Wyalong</b>	<b>Broken Hill</b>	<b>Maleny</b>
Community Connections	11.7	12.6	11.0	14.3	15.5	15.9	<b>19.0</b>
Proactivity/ Social Agency	15.8	15.8	14.9	14.3	15.0	15.2	<b>15.8</b>
Trust and Safety	12.2	13.0	10.6	13.0	16.1	13.7	<b>16.1</b>
Neighbourhood Connections	11.8	14.1	13.6	15.0	15.2	14.4	<b>15.2</b>
Family/Friends	9.7	9.4	9.0	9.4	9.1	9.0	<b>9.2</b>
Tolerance of Diversity	6.4	5.4	5.3	5.8	4.8	5.7	<b>6.8</b>
Value of Life	5.5	5.5	5.3	5.8	6.2	5.9	<b>5.8</b>
General SC	79.7	82.6	76.7	84.0	88.2	80.0	<b>94.7</b>
No of respondents	247	233	256	266	209	600	<b>137</b>

Overall, we find that the respondents in Maleny have the highest overall score for general social capital (94.7). This is well above the other surveyed communities, with the closest score recorded in West Wyalong 6.5 points below that recorded in Maleny. Generally we find that Maleny scores high across all the social capital factors. In particular, Maleny records the highest score across the other communities for the following factors:

- Community Connections.
- Tolerance of Diversity: This is a surprising result as tolerance is generally thought to be higher in urban centres with high concentrations of ethnic diversity).
- Trust and Safety (equal with the rural community of West Wyalong).

- Neighbourhood Connections (equal with the rural community of West Wyalong).
- Proactivity/ Social Agency (Equal to the urban centres of Pyrmont and Narellan): Again this is an outstanding result for a rural community as it is generally the urban centres, which record higher scores for this factor.

These results are an indication of the strong sense of community that is reinforced in the interview transcripts (see Section 8).

### 6.3 Perceptions of Maleny.

The second section was designed to contain questions that were specific to Maleny in regards to sustainability, reasons for staying in Maleny, major issues and problems within the town. These questions were designed to gauge the perceptions of respondents in regards to specific questions upon a four point Likert Scale. Several factors became apparent using factor analysis and inter-item reliability; Sustainability, Issues A, Issues B, Divisions, Divisions A. Table 3.10 (below) summarises these factors scores.

**Table 3.10: Factor Scores for Maleny Survey.**

Factor	Mean	SD	No of Items
Sustainability	13.6	2.3	4
Issues A	6.8	2.0	3
Issues B	16.4	4.1	7
Divisions	14.4	4.4	7
Divisions A	5.4	1.9	3

Closer examinations of the variables that constitute these factors indicate the proportion of the sample population that responded with a strong ‘positive’ score (see Appendix D).

Given that the survey was designed using a four-point scale, respondents’ views can be divided according to a positive or negative response to each question. The following sections provide a brief overview of the significant responses to each of the sections of the survey.

#### *Sustainability.*

Overall respondents recorded positive perceptions concerning the significance of issues relating to the sustainability questions. Table 3.11 (below) summarises the proportion of the surveyed sample who felt these issues were important or very important.

**Table 3.11: Sustainability responses for Maleny Survey.**

Sustainability Question.	% Of Respondents Positive response (3 or 4).
Importance of reforestation in the area	87%
Importance of Composting	72%
Importance of Recycling	92%
Development of Renewable Resources	81%

### ***Reasons for Staying in Maleny.***

97% of the surveyed population felt that the quality of life in the Maleny community was good or very good. Table 3.12 (below) summarises the proportion of the surveyed sample that who perceived the items as important or very important reasons for staying in Maleny.

**Table 3.12: Reasons for Staying in Maleny for Maleny Survey.**

<b>Item</b>	<b>% Of Respondents Positive response (3 or 4).</b>
Community Spirit	87%
Clean Environment	96%
Economic Potential	57%
Family Support	40%
Low Cost of Housing	27%

Significantly we find that more respondents felt the clean environment and community spirit were important or very important reasons for staying in Maleny, while family support and the low cost of housing were not important. In regards to the latter several respondents made additional written comments on their survey forms that they did not think there was any low cost housing in Maleny. Respondents were divided over their response to the economic potential of the town, only a small margin believing this to be a positive reason for staying in Maleny.

When faced with an issue they felt strongly about, 62% felt that the local council would not take them seriously.

### **Perceptions of Local Problems.**

More survey respondents indicate the decline in the natural environment, the lack of jobs and the lack of vision for the community direction as the three most serious problems in Maleny. The least serious problems are people leaving the community, domestic violence and a lack of entertainment. Table 3.13 summarises the proportion of the surveyed sample that perceived the items as serious or very serious for the community.

**Table 3.13: Perceptions of Local Problems for Maleny Survey.**

<b>Item</b>	<b>% Of Respondents perceiving as serious or very serious.</b>
Teenagers hanging around the streets	39%
Alcohol or Drug Use	43%
Decline in Local Business	31%
Decline of Natural Environment	66%
Withdrawal of Government Services	34%
People leaving the Community	16%
Lack of Jobs	65%
Lack of Vision for Community Direction	52%
Lack of Entertainment	29%
Domestic Violence	20%

### ***Perception of Community Divides.***

Table 3.14 (below) summarises the proportion of the surveyed population who perceive the items to divide the local community. More respondents view the differences between long-term residents and new arrivals and political party affiliation as the most significant divisions between the members of the Maleny community. Interestingly, across all the items we find that a larger proportion of the surveyed population do not view these items as divisions within the community. Gender and ethnic background are seen as the least divisive in the community.

**Table 3.14: Perception of Community Divides for Maleny Survey.**

<b>Divisions between:</b>	<b>% Of Respondents Positive response (3 or 4).</b>
Men and Women	11%
Young and Old	33%
Ethnic Background	9%
Education	22%
Political Party Affiliation	40%
Long residents and New Arrivals	44%
Income Differentials	38%

## **7. OVERVIEW OF THE COMMUNITY GROUPS.**

### **7.1 Derived from the Interview Data.**

The following section provides a brief overview of the various community organisations and cooperatives that were mentioned throughout the interview transcripts. Interview participants either had some involvement with the following organisations or viewed them as being significant organisations within the local community. The MWT project found there to be widespread volunteering and a large amount of strongly established community groups, almost 40% of the residents surveyed volunteer their time to community organisations<sup>2</sup> (MWT, 2003:14). This is reinforced in the interview data with respondents nominating the generosity of the community and the willingness of people to help out as one of the main attributes of the local community. Furthermore it seems that there is a lot of overlap between members of the various community organisations. Data from the MWT projects indicates that over 90% of local community groups dialogue with others locally. This study found that Barung Landcare and Apex were the most ‘talked to’ organisations (MWT, 2003: 14)

#### ***7.1.1 LED (Local Economic Development)***

Is an unincorporated association which has developed a strategy called ‘Invest Maleny’. The idea for LED was a strong need coming out of the MWT project. A component of the Community Needs Analysis revealed that economic sustainability is one of the key challenges for Maleny. The program coordinator will run the Maleny Stock exchange, in a similar manner to micro-finance. The Maleny Stock exchange is unincorporated and basically brings people together to make combined investment

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<sup>2</sup> 411 households were surveyed for the data collection of the community audit.

and entrepreneurial decisions. It is a system based upon high levels of interpersonal trust. According to one interviewee:

“It’s an alliance. It’s a second order coop. It’s not a peak body cause it doesn’t actually have those objectives. But what it does is it uses the expertise and the social capital in their networks, but it also actually uses the fact that all those organisations are actually have been in some sort of cooperative relationship with one another, so for them it is natural to come together and use that same sort of form”.

The group coordinates all the main economic players: the chamber of Commerce, the enterprise network association, the Hinterland business centre, LEED, the credit union, the councillor, the Caloundra City Council Economic Development unit from council. Representatives from each of these groups meet to form strategies to encourage people to invest locally.

There are four main investment sources: The MCU, the ‘Angel Enterprise Network’, Venture Capitalists and the Maleny Stock Exchange. The Angel enterprise network is networked through a person-to-person connection: According to one Interviewee:

“It’s about networking. We know who the people are who have got money, who would be capable of starting this thing up”.

Community members are encouraged to come forth with expressions of interest for potential businesses or community enterprises, they are assessed on triple bottom line criteria and then successful applicants receive funding from one of the investment sources and they also receive mandatory mentoring and a virtual board. The organisation basically mentors both ways. It mentors people who have a business idea that they want to develop and then it mentors potential investors about how they can use their money and get the best return. The types of projects that are developed are large scale and require large amounts of capital the following anecdote describes one of the recent success stories of the LED program:

“There’s an inventor who has done 11 years work and he is basically commercialising this wastewater treatment biolytic....now that has gone from a standing start in April and it has got a turnover now of \$3.5 million this year”.

A proportion of the profits from successful programs will then be reinvested as start-up capital for other potential businesses or community enterprises.

### ***7.1.2 Maleny Credit Union (MCU).***

The MCU has a long history and has experienced recent structural changes. In the initial stages of the operation the MCU ran entirely upon the participation of volunteers. In the last three years the MCU changed from an operation, which relied upon self-managed teams, to one which is a Public Company with a board of directors and a senior management position. However, due to the mutual status of the company, the MCU is still owned by its members. These changes have been primarily enforced due to changing regulations such as the Financial Services Regulatory Act and federal inquiries such as the Wallace Inquiry.

According to their annual report the vision of the MCU is to:

“Aspire to lead by example to advance social change for community benefit. The Maleny Credit Union creatively balances its business operations with the practices of ecological and economic sustainability. One reason for being is to offer appropriate and ethical financial solutions to our members in ways, which are:

- socially just
- environmentally responsible
- empowering to the local community and individuals
- based on a belief in people, honesty and good will”.

Many interviewees nominated the MCU as a significant community organisation for Maleny.

### ***7.1.3 Hinterland Business Centre.***

According to one interviewee this centre is “in the business of growing business”. The initiative recently raised half a million dollars for the centre and now has a permanent office location. Essentially the centre will tie in with the LED program. The Centre aims to “mentor businesses that are brand new and get them to the point where we can raise financing for them”.

According to one interviewee, the centre has:

“A clear line in (its) mission, which is to economically hold the kids here. Now given all the other things in a community that don’t hold the kids here, that is a hard line”.

The centre is a relatively new development, which is still in the process of gaining funds for their programs.

### ***7.1.4 Barung Landcare.***

This is the most networked community organisation in Maleny as more respondents nominated their involvement with Barung than any other community group (Jordan, 2003). This was reinforced in our interview data as most of the participants mentioned their involvement with Barung. According to the interviewees:

“The thing about Barung for me was probably the shared values and just that people seemed to be very together and warm, yeah people were socially connected I suppose, there was a nice feeling. The first day there, there was a very personalised feel about it”

and;

“It grew out of the community, from people who saw the need for it, people who were committed to the environment. It has grown gradually, it has not been forceful, and it’s been strong but not threatening. It has done things gradually and from chainsaw to fine furniture, is combining arts and the environment. And these sort of partnerships are absolutely essential for our survival in the future...Barung has grown steadily and what ever it’s done has been done efficiently, thoroughly and quietly in a way, gently. I admire that organisation”.

Members from Barung nominated their middle of the road approach as being a deliberate organisational strategy. Retaining a mutual political stance allows Barung to always put the environmental concerns at the top of their agenda. According to one Barung member:

“It really is an artful enterprise to stay mutual, because Maleny is a very passionate community and is very divided on these issues, but everybody owns land. So as soon as you take a side you alienate a portion of the community. So over the years Barung has worked very hard to maintain that middle of the road stance so that we can talk to everybody”.

Barung is a not-for-profit community group, which formed under the provisions of the National Landcare movement. Interviews with Barung members identified three major programs that Barung facilitates:

- Farm care project: which has dual components within the local area and internationally in the Philippines. Locally this initiative has focused upon horticulture industries on the coast, particularly pineapple growers, with the objective to encourage the uptake of more environmentally friendly practices. Internationally, Barung representatives have been responsible for the formation and coordination of Landcare groups in the Philippines.
- Maleny Wood Expo: has grown into a large event over the last ten years now attracting over 11 000 people over three days and involves approximately 240 volunteers. The initial purpose of the event was to encourage the sustainable use of natural timbers and as a fundraiser to finance Barungs' operations. According to Barung members the benefits now spread beyond Barung into the greater community and even boosting local businesses:

“It has grown to this point now where it is a very important thing for the whole community, but it has created a real sense of vibe and sense of place amongst the community”

and;

“The business support for the event is growing. It is becoming much more owned by the community rather than owned by Barung. You know we draw in people whether we use their tent or they use it as a fundraising opportunity. Another group does the food so that they actually have a chance to fundraise from it. It has really strong ethics behind it that it is not only done for making money, that is only one of the aims of it”.
- Green Corp Teams: is a federal initiative to involve unemployed youth between 18-21 in environmental projects for six months. And they go into that with a partner agency, in this case with Barung. Participants:

“Get paid slightly more than the dole, they get uniforms and boots and an accreditation at the end of it. We get a lot of community service workers in Australia. So we get quite a few youth coming through in that way. And of those Green Corp teams, our last Nursery Manager, he was a member of the first Green Corp. team. So it is great that they can develop their skills and then actually come back and be employed. We see that as very important”.

#### ***7.1.5 Crystal Waters.***

Was established in the mid 1980's and according to one interviewee:

“Is a community title scheme where a 640 acres or 1 sq mile former dairy farm, has been turned into 85 house blocks. All commonly owning the rest of the farm”.

Each of the households has freehold ownership and there are some commonly used facilities. It was designed upon the premise of best environmental practices including: a ban on the use of chemicals, areas of reforestation and revegetation, prohibition of domestic pets such as cats and dogs. A series of dams built into the natural topography provide water.

### **7.1.6 “Community Precinct” Task Force**

The local council formed this advisory committee to discuss the development of a tract of farmland, which borders on the edge of the town. The council has purchased the land and is changing the zoning for the development of a golf course and community precinct consisting of approximately 220 houses. Council has proposed that finance (estimated to be \$10 million) raised from the development will be reinvested into infrastructure for the benefit of the town, such as a community swimming pool. The proposal also includes a refurbishment of the creek and some botanical gardens and parklands. The development is a point of contention and one, which divides the community (See section 8.6.2).

### **7.1.7 Obi Obi Campaign.**

Essentially this is a combined movement, which canvasses across many different sub groups. Initially there was little coordination between the various groups, however after Destruction Day, on the 14<sup>th</sup> April, there was felt a need to have some more formal organisation. At a town hall meeting with over 300 attendees people self-nominated for the development of many sub-groups including a media group, the Site Futures group, Community Liaison Group, Boycott Group, web or information group, Bridging the Gap and others. Maleny Voice is the unincorporated supporting organisation, which acts as the legal entity representing the actions of the broader movement, but it is not the official coordinating group. According to one interviewee there is an impossibility in having one umbrella group:

“Because the people involve a range from in your face out there people who are going to sit themselves in trees and nail themselves to the road. To very conservative political people. And what we have found over time is that they cannot be part of the same group it just doesn’t happen”.

They have coordinators meetings once a week on Monday, they are basically self-appointed and anybody who wants to be there can be there, but there is always a core group. The community has raised almost \$200, 000 towards the campaign. There is an email list, which distributes minutes and phone trees for direct action. Phone trees are an initiative for spreading news of urgent action whereby members nominate other community members they will call if they receive a call for urgent action.

### **7.1.8 Maleny Voice.**

This organisation arose out of Destruction Day on the 14<sup>th</sup> April. While there has been some ongoing contention over the role and purpose of the organisation according to one interviewee:

“The voice from MV is more just straight down the line facts and observations supporting all the groups through the legal entity. Even though Maleny voice is the incorporated supporting organisation. Maleny voice in itself is more of a support, it is just an incorporation for public liability or legal work”.

There was a lot of political division between different groups within the Anti-Woolworths campaign and Maleny Voice arose as a super structure legal entity that can support whatever activities are taking place. Initially, those in attendance at the community hall meeting contributed \$5 towards the establishment of the organisation. Maleny Voice also maintains a website ([www.malenyvoice.org](http://www.malenyvoice.org)) which provides general information about the Woolworths campaign.

### ***7.1.9 Maleny Film Society.***

This organisation is an unincorporated society, which operates largely through volunteers coordinated by one part-time position. The society has a president and a committee who meet once a month to decide which films should be sourced for viewing. Movie nights are held twice a month at the local community centre and include a meal, which is provided by a local restaurant.

### ***7.1.10 Maple Street Food Coop.***

The Maple Street Food Coop is situated in the main street of Maleny and was one of the initial cooperatives established in 1979. The Coop vision is to provide the Maleny community “with healthy, ethical and progressive choices for personal and planetary well-being through the practice and promotion of cooperative principles”. The coop provides organic produce and other retail services for the Maleny community. Additionally, it produces a bi-monthly newsletter containing information in regards to health and nutrition, activities of the Maple street coop, organic farming and permaculture, local news and politics, community events and other general information. The newsletter has a circulation of 2,500.

In recent times the coop has experienced structural changes. Similar to the MCU the coop initially ran entirely off volunteer time. Currently there are no volunteers, however they are accepted for special projects developed in conjunction with the staff and the volunteers. The Coop has a board of directors and a manager as well as several paid staff. New staff positions are strongly contended. They are advertised and then the current staff members interview all applicants. A group decision is made concerning the most appropriate candidate for the position. Additionally, any staff members can recommend new products for selling in the store.

Coop members receive a discount on produce but not a dividend. Any additional profits are reinvested into the coop through either subsidised products or through the development and extension of product ranges and the store premises.

### ***7.1.11 The Upfront Club***

Situated in the main street of Maleny this is a cooperative based licensed café/restaurant, which provides a venue for live entertainment and art displays. It is a meeting place for a diverse cross section of the community. According to one interviewee it is:

“A place that is casual, it is cooperative, it has a nice friendly feel about it, it’s cross-generational which I like. It’s that nice environment where you can go and be entertained, and be relaxed and meet people. Which I probably wouldn’t perceive in the other cafes... I have never really encountered a café like that anywhere else, where you can just say G’day to pretty much anyone and generally people are pretty much open”.

The licensing of the club was a move which created a point of contention within the local community with one interviewee recalling:

“The licensing process is quite interesting and people are allowed to make objections, so at this meeting one woman stood up and she said ‘when you walk past there are people sitting there with their feet on the table and they are laughing’. And they tried to say that the boy scouts had to walk past here and it wasn’t safe”.

#### ***7.1.12 Maleny Heart Politics (MHP).***

MHP is a support network for people involved in social change, for people wanting to make a difference. The concept is both spiritual and practical, but not political in the conventional sense of the word. They focus on process not content.

The group initially formed through the convergence of three other groups:

1. Engaged Buddhists to bring Buddhist values in to the social and political world;
2. Quakers, and
3. Ghandi.

MHP encourages members to think creatively of ways to be more effective in their work. According to one interviewee, “it is essential that is engaged the whole of being”, such that it engages the personal political with the emphasis on the personal.

The organisation has no formal structure, but is composed of small cells of generally 10-20 people who meet around predetermined themes. Sometimes this number can be as great as 100 participants. They also conduct events such as an evening or a day or a residential or a retreat. During the Obi Obi Campaign they were involved in ‘Bridging the Gap’ group and provided complementary counselling and mediation sessions as well as massage, relaxation and meditation for others involved in the campaign.

#### ***7.1.13 Maleny Arts Council.***

Provides musical performance series and receives some assistance by the way of grant applications from the QLD Arts Council. Organises the “Tournament of the Troubadours” which is an annual event in conjunction with council and local business for street performance.

#### ***7.1.14 Maleny Information Centre.***

The Information Centre operates out of the community centre through the sole involvement of volunteers. According to one interviewee:

“We don’t get any money from council, cause it is all volunteers, but the newsagency gave us a couple of shelves, the Coloundra Visitor Information centre gave us a couple of shelves and a local carpenter came in to put them up for us”.

This example illustrates the interconnections between local community organisations and is illustrative of a high level of social capital.

#### ***7.1.15 Greenhills.***

Originally this organisation was set up by a group of people who wanted to protect the ‘greenhills’ of Maleny. According to one interviewee:

“One of the first things they actually talked about doing was actually fundraising a substantial amount of money so that they could buy a block of land of ecological significance, putting a covenant on it, selling it again and starting this sort of revolving land trust. Now this has been probably 6 or 7 years now and that has actually never happened. So everyone is wondering what they actually do”.

## 7.2 Community Organisations and the Cooperatives.

While the above section outlines the community groups that were mentioned in the community interviews, this is not a comprehensive outline of the community organisations in Maleny. According to the database created through the MWT project there are 136 community groups within the Maleny local area (this includes the townships of Connandale and Witta). The table 4.15 (below) summarises the aims of these various community organisations.

**Table 4.15: Summary of the Types of Community Organisations in Maleny.**

Organisational Aims	Proportion	Organisational Aims	Proportion
Social/ Recreational	31%	Political	3.7%
Community Service	15.4%	Health	2.7%
Cultural	12.4%	Youth	2.3%
Educational	7.2%	Housing and Media	1.9%
Spiritual	6.4%	Preserving Character & Children's Activities	1.4%
Economic	5.6%	Rural & Servicing Families	1.1%
Environment	4.5%	Skill Building, planning & Safety	0.7%
Aged Care	3.7%		

Source: MWT Community Audit, 2003:35

A component of the MWT project was to look at the connections between community organisations as well as individual involvement in community organisations. In regards to individual community involvement 87.5% of the sample strongly agreed or agreed that it was easy to be involved in the community (Jordan, 2003:33). This correlates with the perceptions of the sample in that 77% agree or strongly agree that most people are involved in the local community. In regards to communication between community organisations only 2% of the sample reported that they do not talk to any other local groups. The two most networked groups were Barung Landcare and Apex (Jordan, 2003: 35-36).

### 7.2.1 The Cooperative Movement.

Appendix A provides an overview of the cooperatives that have developed in Maleny and the total number of employees each operation enlists. The significant concentration of cooperatives in the town is indicative of the Maleny character. Most interviewees nominated their involvement in some form with various cooperatives. While not absolute there are certain elements of the community who make no connections with the cooperative movement. One interviewee stated that there still exists some suspicion concerning the coop movement and that there are many people who see those in the cooperative movement as a separate section of the community.

## 7.3 Networking and Social Capital.

Section 6.2 examined the results from the social capital segment of the survey, finding that Maleny had the highest indicators for their overall social capital score across six other communities that had also responded to the survey. In particular the following five items in the social capital survey recorded the greatest proportion of the strongest positive responses (in descending order):

- 76% nearly always run into friends or family when they go shopping in their local area;
- 72% can definitely get help from friends when they need it,

- 66% talked with many (at least 10) people the previous day;
- 62% definitely felt part of the geographic community where they worked, and
- 61% definitely enjoy living among people of different lifestyles.

These results indicate the importance of social capital in the everyday lives of the Maleny community. Speaking with others, and running into people they know in the main street reinforce the sense of connections between individuals on a daily basis and people feel as if they can rely on their friends for support. These responses also indicate the importance of diversity acceptance, which adds to the character of the town. These results are significant as they represent some of the more informal connections that enrich the social capital in Maleny.

## 8. INTERVIEW THEMES.

Interview participants were asked several open-ended questions, designed to draw out themes connected to a model of social capital and sustainable development (Dale and Onyx, 2004). A key word search was performed on the transcripts and then each interview was summarised according to their dominant response in relation to each question. The following sections examine the responses drawn from the interview transcripts highlighting the dominant themes, which emerged from the data. Section Nine provides some further analysis of this data.

### 8.1 Special Characteristics of Maleny.

By means of general introduction participants were asked to identify what makes Maleny special for them. This question draws out themes concerning the nature of the community, but also indicates what gives the community longevity and continuity. Essentially, this contextualises and describes the sense of place which is definitive of the community. Overwhelmingly the participants highlighted a connection with other people within the community and the importance of genuine relationships based upon diversity and common understanding. The following extracts are illustrative of these perceptions of the Maleny population according to the interviewees particularly in regards to:

- *A notable concentration of intellectual and social capital based upon genuine bonding relationships between individuals:*

“It’s the concentration of amazing people. I’m sure that everyone has said this over and over again. We just have a higher proportion of really outstanding people”.

“What really make it special now are the people, more than anything else. It’s a funny place, it’s got a very high percentage of interesting people, and more so than you would get in a similar sized portion anywhere else”.

“In Maleny there are no exceptions, they are all exceptionally friendly, they are all warm eye-contact people, and it’s not superficial it’s genuine. At every level the contact that I have with Maleny it’s 100% sympathetic”.

“And a surprising lot of people care about each other. You can walk down the street and people ask you how you feel and they really mean. You say you are crook and then they say why are you crook and you spend the next ten minutes talking about it. There are a lot of caring people around and they genuinely do care about each other, I can’t explain why that is”.

“There are a lot of quiet smart people. There are a lot of very quiet smart people who don’t need to promote (themselves)”.

- *An active community with connections between individuals enabling collective capacity to work together:*

“The community spirit, the people, the community capital, the brilliance of people, the way that people can work together”

“I felt that there was a much better sense of community here and that they were interested in the things that I was interested in. Not just buying a house and sitting amongst the trees. There is so much going on and I just felt it was a place I could do the things that I wanted to do”.

“(Maleny) has an identifiable character; it is not a generic suburb. So it has a distinctiveness.... And adding the cream to that, was discovering that there was a greater social capital I guess you would call it, there was layers of community communications and sensitivity or feeling of community here”.

- *Acceptance of diversity:*

“It’s an energy thing you just seem to tune in to. It’s vibrant, it’s interesting, it’s very diverse and to a large extent it’s the people. It is very accepting. It doesn’t matter what your background is, age, sexual preference whatever, it makes no difference”.

“It is a community that is much more accepting of people that are active with the environment and social issues or whatever”.

“It would have to be the people, there are some really interesting and diverse people here. So to live in the country and have access to that range of people to me is very interesting, because most Australian rural towns don’t have that”.

“Diversity, people who are diverse, energy, an incredible energy...”.

Furthermore several participants referred to the landscape and the environment as unique characteristics that make Maleny special:

“I certainly appreciate the land and the importance of it. Well this sort of land anyway”.

“So I fell in love with this area. And a beautiful damson tree. It was the first damson tree I had seen and the fruit was beautiful. And the platypus was there, you could lie just there in the creek and watch them”.

“Green and friendly, I could have just have easily said green and community and natural beauty.... A beautiful environment and people interacting well, a strong sense of community”.

Essentially, these responses correlate with the survey data, as they are indicative of a population with high social capital and an appreciation of the natural environment. A higher proportion of the surveyed population nominated community spirit and a clean environment as important or very important reasons for staying in Maleny

## 8.2 Economic Analysis of Maleny.

While there is some positivity regarding the innovative and entrepreneurial spirit of some local community members, many respondents referred to the changing economic base and the lack of employment as the key concerns changing the nature of the local community. This is reflected in the MWT community audit as no respondents nominated 'positive' economic responses as descriptors of the Maleny Community (Jordan, 2003:30). Additionally, in the survey data collected for this study, future economic potential was only recorded as an important or very important reason for staying in Maleny by 57% of the surveyed population (See also section 6.3.2)

The population is becoming more affluent as witnessed by the increasing property values. According to one interviewee:

“Superficially the economy would be thriving...If you looked at net worth of people who are lucky enough to own real estate here you would think that things are going fine. I don't think it's a very deep economic base. There is a lot of retirement capital coming here”.

Essentially, retirement capital inflow is less beneficial for the community, as much of their investment is tied up in large superannuation funds that are located in larger urban areas. According to one interviewee there is:

“A net outflow back into the capital cities. The greatest form of saving in the Australian situation is in retirement funds. It's embedded in regulations and in terms of disposable income savings it is superannuation.....that money drains form regional rural communities and does not come back”.

They are less inclined to invest their savings in the MCU and therefore the benefits of their investment are felt elsewhere. Essentially, this realisation has seen the development of LED, which aims to attract investment in local community businesses and community enterprises (See section 7.1).

Associated with this is the fear of some interviewees that this increase in affluence will destroy the diversity of the local community. As one interviewee states:

“There are people who are so affluent here, I see increasingly here that rental properties are becoming more expensive here and people are selling them to cash in on the house-selling boom. And that concerns me a little bit. That the diversity might be lost”.

Real Estate values in Maleny have escalated in recent years due to the push of retirees and other newcomers who have larger reserves of financial capital from larger urban centres. This theme is further discussed in the analysis of the interview data (See sections 9.2 & 9.3).

Additionally due to the expensive real estate prices, high rental prices and a lack of career opportunities the youth are moving to the coast to live and work. This is

supported by the ABS data, which revealed significantly smaller proportions of the population fall in the age brackets 20-35 years According to one interviewee:

“There is very little in the way of high value employment, very little training opportunities for young people. Career progression is a very difficult thing to manage if you wanted to stay in this community”.

However another interviewee contrasts this opinion believing that there is work available for young people, but that it is an attitudinal thing:

“In that there is a need for people to work around as like apprenticeships and trainees, but they want to work for big money straight away”.

More positively some interviewees highlighted that fact that Maleny is better off economically than a lot of other small rural communities, due to the fact that people have the option to commute to Brisbane for work, but also there is a sense of local entrepreneurship. Many anecdotal stories were given of this entrepreneurship including small-scale agricultural based businesses, telecommuters, consultants with national and international clients, and local artists and writers. Several interviewees gave anecdotes of the innovative diversification of several of the local dairy farmers after the deregulation of the dairy industry. Three predominant examples include:

- Maleny Milk: this operation runs a small processing plant on their property, flavouring, packaging and distributing a flavoured dairy milk drink throughout Queensland.
- Maleny Cheese: A group of local dairy farmers have a manufacturing and retail outlet for cheese and yoghurt products.
- Natural Ice Cream: local production and retail of a natural ice cream product.

There are also examples of other local enterprises, which have started out of the Cooperative movement, LED and the Hinterland Business Centre.

### **8.3 Significant Community Organisations.**

The community organisation that was mentioned the most consistently throughout the interviews was Barung Landcare. Others that were nominated as the foundations of the local community were: the Maple St Coop, the MCU, the Chamber of Commerce, the Upfront Club, the Hinterland Business Centre, The School Parents groups, the Neighbourhood centre, the Community centre, and the Apex, Rotary and Lions Service Clubs (For more information see Section 7).

While some respondents had little difficulty identifying the organisations that they view as the most significant for the community, several respondents gave responses, which suggest there are not any community organisations that have central significance to the whole community:

“I wish that I could give you three and say that they are the ones that make it all happen, but there isn’t a pyramid or an apex like that, what you do have is different groups”.

“Well there isn’t any one that holds the town together...”

“I probably don’t think there are to be honest.... there’s over 100 organisations in Maleny and they all work together and I wouldn’t say that one dominates to be honest. One of the strongest lobbying groups in this town is the pony club, would you believe? A lot of the land owning and the wealthier families in town have children that are members of the pony club”.

Others believed that whilst there was no overarching organisation, several organisations were of central significance:

“I think, we all tend to hang out in our own, and I mean people tend to gravitate towards their own things and somewhere like the Upfront Club is such an important hub for a lot of people”.

“I don’t think there is one. It is probably a combination of 3 or 4. The MCU would be one of them the IGA on the commercial side of it, then you would keep community groups like the community centre, the neighbourhood centre and I would have to say this place (the Upfront Club). Only because it has become a bit of an institution”.

One respondent referred to the concentric circles, or communities within the communities stating that each had their own significant organisations but that there was no overarching community organisation. Another also highlighted the disconnects and both advocated the need for a general Residents Group which would assist in connecting the circles:

“I often think of Maleny as being a series of concentric circles. There are things happening, lots of things and these circles all enlarge are all doing things. And raising money for this and doing that, but they rarely intersect. And that’s its problem I think. My wish of it has been that there be a very strong residents group, a group that would draw together umbrella wise all the different organisations.....they don’t come together in a collegiate way”.

“We do lack what people would generally call a ratepayers, or ratepayers and residents organisation. So that is one that we should have, but don’t. There are a lot of informal groups I think, but we are lacking a more formal organisation”.

Several people acknowledged the individual autonomy of different individuals and groups noting there was no overarching structure but highlighting the capacity of the community to come together in a crisis:

“It’s a community that comes together very quickly in a crises, whether it’s an individual crises or a community crises. At other times, each group or each person goes about his or her own business, acknowledging what other people are doing”.

“No formal structure there, that only happens when there is an important issue or idea to be discussed in the town. And the obvious one at the moment has been the Woolworth’s issue”.

This capacity of the town to come together in crises is an important indication of the community capacity for collective action and will be discussed further in section 8.6.

Essentially, there are an outstanding number of community organisations in Maleny, however there are no formal bridging mechanisms, which regularly bring these groups together. Instead the community operates within many 'concentric circles', which at certain times overlap and interconnect. These times are generally when there is a community wide issue that needs to be addressed, such as the current future of the Obi Obi site or during community celebrations (See also section 8.5). Organisation at this time is spontaneous and community-wide. Even more informally these circles connect on the street, in the cafes and at various cultural events such as film society nights.

#### **8.4 Community Leadership.**

While respondents believe there is no single overarching community organisation, in the same way there are no officially nominated community leaders. This is apparent in the Woolworths campaign whereby there was a coordinating core but the movement operated through the actions of many autonomous groups:

“It’s a coordinating core really. I mean obviously there are leaders amongst it.... You know, there are a lot of leaders in this community....Somebody goes well OK I’ll book the hall and we get it in the range news. 300 people came and at that we formed something like 15 groups to actually take different areas.... So those groups go off and do stuff and then they get back and coordinate amongst themselves”.

While this interviewee highlighted 'dispersed leadership' as a critical success factor in the Obi Obi campaign another identified this as one of the major challenges for the local community in terms of finding a coherent direction:

“The problem with it is that when presented with a problem, Maleny mounts it’s horse and rides off in 28 directions”.

However throughout the interviews there were a number of key individuals who were described as central cogs in the wheel of the community. In particular interviewees commented that the community could not function without the long-term commitment, energy and dedication of these key individuals. Such individuals were described as having an extensive knowledge of the local community, a capacity to shape the agenda and facilitate the notion of cooperation between diverse groups.

#### **8.5 Community Celebrations.**

Several community celebrations were identified as key events which bridge across the various community groups, but also the concentric circles of the local community. Events identified by respondents were:

- The *Christmas Street Party* is traditionally held annually in the main street of town. All the retailers in the main street would provide a BBQ and drinks and there would be performers in the street. Many respondents referred to this as the major community celebration, which brings together all cross-sections of the community. According to interviewees:

“It’s a massive operation they close off the whole street, they get entertainment in, fireworks the whole thing and that is a complete community right across every board. To my knowledge in the eleven years I’ve been here there has been nine Christmas parties. I cannot recall any drunken episodes, violence nothing. You get a couple of thousand people”.

Unfortunately, the street party was cancelled in 2004. Speculation from interviewees suggests this was due to public liability insurance and a lack of volunteers to coordinate the event.

- *Tournament of the Troubadours* was initiated and facilitated by the Maleny Arts Council. Designed to attract performers from the Woodford folk festival, the Tournament is a showcase of street performers. One interviewee stated that this event brought a very diverse crowd, which spanned all demographic groups.
- *Fine Furniture Wood Expo* was initiated by Barung Landcare, but has become a community wide project (See Section 8).
- *Maleny 2000 Photo Exhibition* was a photographic celebration of the community. It was auspiced by a group of about four people. The exhibition was held in the school activity centre and was staged through the combined effort of many different community organisations that provided the infrastructure, assisted in the compilation and set-up of the exhibition and provided volunteers.

When respondents referred to these community celebrations they recalled the ways in which individuals, community organisations and local businesses came together in a volunteer capacity to contribute resources towards the execution of these events.

## **8.6 Key Challenges.**

*“My period in this town has always been marked by some sort of conflict, minor or major”.*

Interviewees identified several key challenges for the Maleny; largely these centred on development issues and related problems concerning the environment, the character of the town and some youth problems. Development issues arose concerning the building of the Lake Baroon Pipeline, the development of Porters farm and the development of the Obi Site. Developments such as these provide a direct threat to the character of the local community as well as potentially destroying the natural environment of the local area. Given the capacity of the community to come together in a crisis, it is of little surprise that each of these development issues has an associated community action group attempting to block the development. It is a

testament to the strength of the community that at the time of this report each of these development projects has been delayed at some stage of its development.

### ***8.6.1 Lake Baroon Pipeline.***

Maleny is located within a catchment area for Lake Baroon, which provides water to the coast. Coloundra council has proposed to build a pipeline to bring the treated water back up from the treatment works down at Palmwoods, which is some 50km east towards the coast, to Maleny. Maleny is situated within the catchment area for the water that is collected at the treatment plant. Ironically, this water would be collected in the catchment, and then pumped up to be distributed in the area where it was collected. Currently, Maleny receives its water from the Obi Creek, which runs through the centre of town. Given the current population levels this is a sufficient water supply. The intention to build the pipeline is indicative of the long-term plan to expand the population base.

Residents of Maleny oppose the pipeline development for several reasons. Firstly they believe that as Maleny is located in the catchments area for Lake Baroon it is important not to have large-scale urban development. Secondly, the plans for the pipeline are ‘shonky’ and will create damage to the natural environment. Thirdly, it would be more efficient to de-silt the weir on the Obi Creek and increase the capacity of the current water retention.

A Water Action Group of Maleny residents formed around the issue and drafted a petition, which included 2000 signatures. This was sent to the Coloundra Council and the State government along with a review of the planned development. A retired Commonwealth engineer who resides in Maleny reviewed the plans and highlighted several flaws in the report. The development plans are still with the State government, who hold the financial capital for the development, until local council commit to a Total Water Management Strategy for the area.

### ***8.6.2 Porters Farm Development.***

As earlier mentioned the Coloundra Council has purchased a rural property which borders on the edge of town to be rezoned for the development of an international standard golf course and community precinct with 220 houses, botanical gardens and parklands. It is proposed that finance raised from the project will be reinvested into the community through infrastructure such as a public swimming pool. While Maleny has a swimming pool this is another point of contention as it is on the property of the local school and is subject to rules and regulations of the Queensland Education Department.

Council formed the Community Precinct group, which includes representatives from the local community. Some members of this group are sympathetic to the development, while others are strongly opposed. This challenge has highlighted divides between various sections of the community as will be discussed in section 8.7.

### ***8.6.3 Obi Site Development: The Anti-Woolworths Campaign.***

As mentioned throughout this report, at the time of the field study contention over the Obi site was the main challenge in Maleny.

There are several reasons why people are opposed to the development of the site. Firstly there is the reason that it is bad for the environment and the natural habitat of the platypus that reside in the banks of the Obi River. Secondly, residents are opposed to the increase in traffic that will create complications with the flow of traffic in the main street. Thirdly, residents are concerned about the potential impact upon local businesses, which could lose their trade. More broadly this is associated with a movement against giant retail stores, which destroy the livelihoods of local producers and centralise the manufacturing and distribution channels.

For these reasons a large cross-section of the community have been involved in protests of various forms. According to one interviewee the people involved in the campaign are:

“Diverse, it’s retired people, landowners, dairy farmers, a lot of people in the cooperative movement, professional people, it is an amazing cross-sector of the community who are opposed to this particular development generally....over 90% are opposed to it on that site and about 55-60% of the town are opposed to it anyway cause they just destroy infrastructure”.

At town hall meetings there have been over three hundred people in attendance to discuss the best plan of action to delay the development. Just as there is a diversity of participants, there has been a broad range of tactics delivered to resist the development. In 2003 there was an emphasis upon direct action campaigns such as a trolley strike down the main street to demonstrate the effects of the increase in traffic. The Platypus Action Group (PAG) were the dominant players who were pushing the environmental agenda emphasising the natural habitat of the platypus in the creek banks. Then there were a group of people who decided that fundraising could lead to the purchase of the site on behalf of the community. Action was loosely coordinated through the use of a phone tree and an email list.

While this campaign has been one of the most significant challenges for bringing together the community, several interviewees also highlighted the divisions which have been made apparent. These will be discussed in section 8.7.

#### ***8.6.4 Youth Disengagement.***

Closely associated with the development issue, a lack of career opportunities and a lack of public community facilities is the growing problem of youth. Youth are disengaged with the local community groups and there has been a rise of youth on the streets late at night and some associated vandalism of public spaces. Interviewees identified youth problems in several different ways. Firstly there were those that tied the youth problem with the influx of new inhabitants whose parents are looking for a “quick fix for teenage problems”. It is believed that people are attracted to the community of Maleny, as a diversion from the way of life in urban centres where problems experienced with their children will be fixed:

“I think a lot of people felt that Maleny is a great little rural place where they can fix things”.

Secondly, others viewed the problem with youth as a challenge that the community is not able to provide adequate opportunities with a subsequent incapacity to maintain the youth population within the local community. Many respondents referred to the

lack of entertainment and services for youth and for the incapacity of community organisations to attract and retain younger members. Additionally one interviewee highlighted that in terms of higher education and career progression youth were forced to move to the larger urban centres. This trend is reflected in the ABS statistics which indicated a smaller proportion of the population in the age brackets from 20 to 35 years.

Youth marginalisation was also a significant theme drawn from the MWT community audit<sup>3</sup>. From this youth survey of high school students the study found that 30% of year eight students and 60% of year ten students believe they have skills and contributions to make to the community, but feel there are no opportunities (Jordan, 2003; 14).

### **8.7 Divisions, Divides and Exclusions.**

Whilst demonstrating the strength of the community it is ironic that these development issues also highlight disconnections and divides that underlie certain segments of the community.

There is the divide between the right wing nationalists or ‘rednecks’ that used to dominate the town and those newcomers or ‘hippies’ who came in the 1970’s. This first wave division has been largely resolved, but still seems to haunt some members of the community as revealed in the anecdotes of some interviewees. Many interviewees recalled examples of hostilities between themselves and other members of the community. Essentially these divides occur around the fold between the more right-wing conservative aligned individuals and those who are of the more liberal left persuasion. According to some interviewees:

“I think there are the traditional long-term farming communities, they are in decline and aging, but they still have got children in the community, they are far more conservative and very critical of the ‘dole-bludgers’ that would be the terms they would use, the tree huggers and the like”.

and;

“No one is deliberately excluded but there are some pockets there who, for want of a better word, most of us here would call right wing nationals. They are in Australian political terms, part of the right wing national party, left over from the Peterson government. A lot of them are dairy farmers. Their attitude is we want to shop in Woolworths, we think that it would be a good thing in town. Without even thinking where it goes”.

Interviewees recall individual verbal confrontations, but also verbal protests within the public arena. One interviewee recalls such a verbal confrontation with one member of the ‘redneck community’:

“He suddenly started to say and ‘if you fuckers think you can tell me what to do with my land, if I want to put batteries in the creek I will, if I want to rip every tree out I will’.

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<sup>3</sup> 100 Year Tens and 100 Year Eights from Maleny High School were interviewed.

Others gave examples of the 'colourful' letters to the Editor in the Range News and some of the verbal announcements made at public town hall meetings.

One interviewee recalls a moment at a town hall meeting regarding the development of Porters farm. Local council with the purpose to give community members an opportunity to voice their concerns and desires for the development initiated it.

“That was the first time when I noticed that there was probably a dozen or so people who were very angrily there to tell us we didn't speak for them and ask what was wrong with the development.....That was the first time that I realised there was a whole group of people who simply didn't like us. Because one of them actually stood up and said this should really go ahead, they stood up and said 'don't you tell us what will happen with our town.'”

Surrounding the Woolworths development issue there has been several incidences which have split the community:

“I think the social agenda that is put forward isn't necessarily embracing. In fact I think it can be quite divisive. There is a lot of judgement in this community and the Woolworths thing bore this out, you know there was signs up there saying 'I won't shop there', but there is an equal number of signs up there against the protesters”

“This woman and her husband put up a huge placard outside their very plush rural residence which said, 'Save Maleny, fall out of a tree' and the other one said 'Save Maleny, Drown a protestor'. It was unpleasantly childish stuff. And then they wondered why people tore the signs down so they went complaining to the police that people destroyed their property”.

Even within the movement itself there were anecdotes of divides between those who were advocates of direct action in the Platypus Action Group versus those who think it necessary to have a more coordinated and strategic approach.

A recent issue surrounding the Folk Festival also highlighted a divide in the community, which was unable to be resolved. This was largely borne out in the following anecdote:

“There is one group here that some years ago opposed the folk festival continuing, and they were a deeply conservative, nationalist party group that communicated with council. I had to get council documents, which showed that they had slandered this community in letters to the council. They had used words like 'ferals' and 'alternates'. They call themselves MADAG (Maleny and District Action Group), they were conservative elderly people who had done this and it was appalling, you felt absolutely shabby to read this material which was damning the community on a broad level. Now I published that in my column. It caused such an uproar that a group of ladies in town got T-shirts printed which said 'I'm a feral Alternate', and set up a stall in the main street and sold them for charity. You have never heard of that group again. They just disappeared. Now that sort of divergence of view has tended to dissipate over the years, but there is still that conservatism”.

The second divide occurs with the recent influx of newcomers who are not networked and do not engage with the local community. Largely this group is composed of retirees, but also those who commute or telecommute for work and those with young families. Respondents cited the difficulty in community involvement for those with young families who also commuted for work, however they were bemused over the lack of engagement from the retirees. According to some interviewees:

“The people who have moved in, you will see that they are not well networked. There’s 152 organisations in this town and it’s fascinating to see. I mean they don’t even belong to the Independent Association for Retirees. They are very much un-networked, and they don’t want to be any other way”.

and;

“I think there are a group that are new to the area and haven’t even fully immersed themselves into the community, this is a dormitory suburb for them and they are probably not yet in the community”.

and;

“I actually came across a person living pretty much by himself on the edge of beautiful views. He had actually moved here because he had heard that it was actually fantastic social capital and everything was fantastic. He had joined nothing, wasn’t even interested in joining anything, but just enjoyed knowing that it was there”.

While these statements are based upon generalised observations from the interviewees they highlight a concern for the community and pose a potential threat to the strength of the community spirit. These results are further discussed in Section 9.2.

## **9. ANALYSIS OF THE INTERVIEW DATA.**

There were three interrelated concepts, which emerged from the interview data and participant observation in the local community.

### **9.1 Sustainable Community.**

Firstly, the strong development of the Cooperative movement and many other community organisations indicates a strong sense of community proactivity combined with a significant measure of social capital and a commitment to environmental sustainability. For a small population Maleny has a large number of community organisations spanning diverse functions. A significantly large core of cooperatives operates within the town providing an important form of social and product exchange. A large proportion of the population volunteer their time in some capacity to all these organisations and there are strong interconnections between community organisations. These interconnections occur due to individuals belonging to many different organisations simultaneously. Informally this provides a flow of information between different organisations and sharing of resources. There are several important occasions when these community organisations cooperate for the organisation of large community events such as the street party, the Wood Expo and the Tournament of the Troubadours. This demonstrates interconnections at both the organisational and individual level. When speaking about what it is that makes Maleny special in the

interview data two themes are outstanding; the people and the environment. One of the most outstanding examples of this social and environmental commitment was demonstrated when the Maleny community received an award for Environmental Citizen of the Year. An annual award from the Sunshine Coast Environmental Council, the citizen of the year is awarded to the person who demonstrates the most outstanding commitment to environmental sustainability. For 2005 the award was dedicated to the whole Maleny community for their commitment to the preservation of the environment of the Obi Obi site. This is significant as it pays a tribute to the connectivity between all members of the community who were involved in the Obi Obi campaign and illustrates how these community connections can be used successfully to preserve the environment. Additionally, the central significance of Barung Landcare as a community organisation for the Maleny citizens highlights this environmental and social connection. In both the MWT project and the interview data collected for this report Barung Landcare was the most frequently mentioned community organisation. The central purpose of the Landcare movement is the preservation and restoration of the natural environment. Socially, the organisation provides an opportunity for the development of social capital between diverse segments of the community that share a common environmental bond.

Linkages between the environmental commitment and social capital are significant indicators of sustainability. Survey data revealed that Maleny recorded the highest social capital factor across seven different communities. Additionally, the large majority of respondents recorded a positive response towards the significance of issues related to environmental sustainability. A commitment to sustainability combined with the high levels of social capital are cornerstones of the unique characteristics of the Maleny community and contribute to the success of the community to bond together in times of crisis. These attributes are part of what makes the Maleny community special.

## **9.2 Struggling with Development.**

“It is often very difficult to think about what is special about Maleny and it is often the things that will work against it as well as for it and that is that there are many voices, smart voices”.

Ironically, many respondents follow their discussions about ‘what makes the place special’ with some lament about the ways in which this is changing. Inherent in this is a sense of paradox, that vibrant communities with strong social capital in attractive environmental settings may be the product of their own demise. The following response from an interviewee gives an indication of this sentiment:

“It’s a smart town; there are smart people here. And I don’t just mean having PhD’s, I mean street smart, but also artistically, creatively smart. The arts groups are very strong and give this town its energy as much as anything else does. And it is because we have this plethora of these voices and what worries me is if it becomes too urbanised it will become diluted and you will have perhaps a central core of a few little small groups that won’t be as strong or as visible as they are now, and just become another urban sprawl, with people who think they are coming to the good life, but end up messing it up”.

It seems many new inhabitants are attracted to the vibrant community and the beautiful environment, but do not actively engage with the local community. According to one interviewee:

“New comers here don’t want to become involved in community activities. They are happy just to be here peacefully”.

Respondents referred to these various different groups of newcomers who were not actively engaged in the local community. Firstly, they referred to the young families some of which commuted to larger urban centres for employment. Many respondents highlighted the commitment of a young family and commuting for work as conditions, which restricted the time for these new inhabitants to become engaged in the local community. The second group commonly referred to were the influx of retirees. According to one interviewee:

“We export our youth and in return we get people who are at a later stage in life and they buy their place and sit on the range and enjoy the views. And that creates some social dynamics where people expect certain levels of servicing, and yes the character of the community is interesting and obviously appealing to them, the natural beauty is something that influences some of the decisions. But I think that sometimes those desirable locations are the cause of their own death”.

This statement summarises the phenomena whereby the youth are leaving the community for employment or education and in return there is an influx of retirees and a subsequent rise in the affluence of the area and the value of land prices. A proportion of these retirees are attracted to the sense of community, but for some reason do not actively engage with the community. The more residents who are disengaged diffuses the sense of interconnectedness between community members:

“I think that with an increase in population here that (sense of community) becomes a little diluted. Especially if it is a rapid increase, you dilute that feeling”.

Additionally, some cited that these retirees expected a certain level of servicing, but were not likely to become involved in community organisations that provided such services; placing strain on the commitment of a few volunteers to support a growing clientele.

The associated development of infrastructure, which is required to support the expanding population base, also places new restrictions on the environment expanding the size of the town and altering the character. Government plans failing to account for the social impact of development plans exasperate this situation. Thus in both the environmental and social sense the strength of the community unwinds.

### **9.3 Developmental Divides.**

Finally we find evidence of the ways in which these changes in the growth of the community create division and divides. Development issues create focal points for decisions that guide the future direction, identity and well-being of the community.

Where there is change, which is dramatically different from the past, development divides appear between the community members. In Maleny this has become evident with the Folk Festival, the Obi Obi campaign, the emerging conflict regarding the development of Porter's farm (See sections 8.6 and 8.7). Such disconnects seem to dwell in silence underneath the happenings of everyday community life until a major development issue arises. Results from the interview data revealed many anecdotes where such divisions made themselves apparent in the public sphere. Furthermore, these are verified by data from the Maleny survey, which revealed the major divisions perceived by the surveyed sample were, the political divisions between those of differing political affiliations, and those between newcomers and long-term residents.

This highlights the development paradox, which undermines to a certain extent the strength of social capital in the local community. As communities continue to develop and there are influxes of new populations, the initial sense of community is diluted and the character of the town changes. This impacts upon the interconnections between individuals and has immediate adverse effect on the levels of social capital. Maleny has already experienced one of these developmental stages and appears to be on the verge of a second with the growing development push and the influx of retirees. However, these divisions are not impermeable and the strength of the Maleny community in the past to deal with such challenges will surely impact upon the future direction the community takes. Essentially we find that there is no single Maleny community. There is a plurality of different communities within Maleny. However it is the overriding sense of cooperation between these groups, which has created the strength of the town to preserve its unique social character and beautiful environment.

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## APPENDICES

### Appendix A: Table of Cooperatives

<b>NAME OF ORGANISATION</b>	<b>YEAR STARTED</b>	<b>TYPE OF COOP</b>
Maple Street Coop	1979	Consumer
Maleny Credit Union	1984	Financial Coop
Crystal Waters Coop	1986	Community Settlement
Wastebusters Coop	1989	Recycling
Mountain Fare Coop	1989	Women's
Cedarton Foresters Coop	1991	Community Settlement
Manduka Coop	1991	Community Settlement
Black Possum Coop	1992	Publishing cooperative
Waroo Arts Coop	1994	Performance cooperative
Booroobin Valley Learning Centre	1995	Educational cooperative
LEED (Local Economic and Enterprise Devpt) Coop	1997	Economic Development coop
Booroobin Bush Magic	2001	Workers' cooperative
Upfront Club		Restaurant/ Café.

## Appendix B: ABS Data

**Table 2.16: Home Computer usage of total population by age.**

Age Bracket (years)	Uses a Computer at Home	Does not use a computer at home	Not Stated	Total
0-9	44	99	12	155
10-14	57	37	3	97
15-19	36	44	8	88
20-24	14	35	6	55
25-34	47	57	6	110
35-44	78	63	3	144
45-54	72	75	6	153
55-64	34	56	0	90
65-74	24	81	0	105
75 and over	8	99	0	107
<b>Total</b>	<b>414</b>	<b>646</b>	<b>44</b>	<b>1104</b>
<b>Total %</b>	<b>37.5</b>	<b>58.5</b>	<b>4</b>	<b>100.0</b>

**Table 17: Industry of Employment by sex.**

Industry	Females	Males	Total	Proportion (%) of total
Agriculture, Forestry and Fishing	6	17	23	6.1
Mining	0	3	3	0.8
Manufacturing	4	24	28	7.5
Electricity, Gas & Water Supply	0	6	6	1.6
Construction	0	22	22	5.9
Wholesale Trade	3	12	15	4
Retail Trade	41	33	74	19.7
Accom, Cafes & Restaurants	29	18	47	12.5
Transport & Storage	0	7	7	1.9
Communication Services	0	6	6	1.6
Finance & Insurance	3	0	3	0.8
Property & Business Services	10	15	25	6.7
Govt Admin & Defence	9	3	12	3.2
Education	29	8	37	9.8
Health & Community Services	33	16	49	13.1
Cultural & Recreational services	3	3	6	1.6
Personal & other services	6	3	9	2.4
Non- Classifiable Economic units	0	0	0	0
Not Stated	3	0	3	0.8
<b>Total</b>	<b>179</b>	<b>196</b>	<b>375</b>	<b>100.00</b>

## **Appendix C: Interview Questions for Maleny**

1. Can you tell us a little about yourself and your organisation? What part does your organisation play in Maleny?
2. How would you describe your community economically?
3. What makes this place special for you? (probe ecological, social)
4. What are the key organisations in your community? Who are the community leaders?
5. What organisations are you a member of and what role do you play?
6. What do you see as the major challenges of the community?
7. Does the community have celebrations that involve the whole community?
8. Who is included? Who is excluded?

## Appendix D: Factor responses

Scale	Item	% of strong response
Sustainability	33 Importance of tree planting	62
	34 Organic waste recycling	47
	35 Recycling (reversed)	85
	36 Renewable Energy Potential	65
Issues A	45 teenagers hanging around	15
	46 Alcohol or Drug use	16
	54 Domestic Violence	2
Issues B	47 Decline in local business	11
	48 Decline in natural environment quality	28
	49 Withdrawal of government services	11
	50 Too many people leaving	2
	51 Lack of jobs	26
	52 Lack of future vision	27
	53 Lack of Entertainment	11
Divisions	55 Men and women	1.4
	56 Young and old	13
	57 Ethnic background	4.4
	58 Education	7
	59 Political party affiliation	15
	60 Long term residents and new arrivals	21
	61 Income	19
Divisions A	55 Men and women	1.4
	56 Young and old	13
	57 Ethnic background	4.4