City of Palmerston.

2019 Community Survey Report.
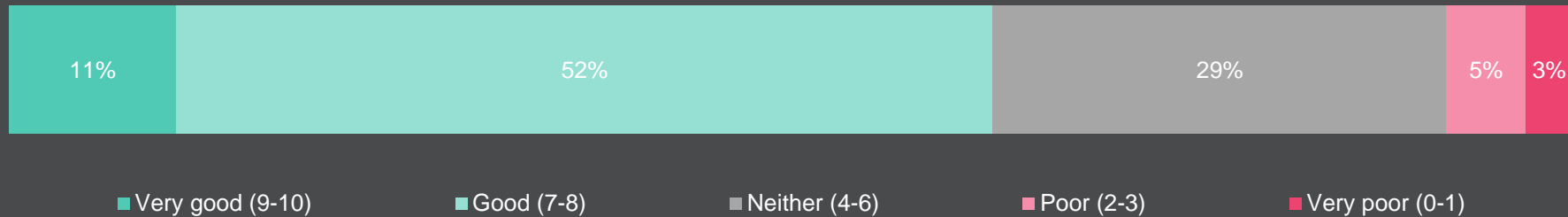
Executive Summary.

The 2019 Community Survey.
Overall Performance.

| 11% | 52% | 29% | 5% | 3% |

- Very good (9-10) ■ Good (7-8) ■ Neither (4-6) ■ Poor (2-3) ■ Very poor (0-1)

- When asked the question how has Council performed, 63% of residents indicated that Council has performed good or very good.

- Positively, only 8% of residents felt that council has performed poorly.

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The 2019 Community Survey.

Background & Methodology in brief.

City of Palmerston conducts an annual survey of residents to understand community attitudes, perceptions and satisfaction with various facilities and services. The survey is conducted through a combination of telephone and online surveys. In 2019, the survey was conducted in June and collected information from 578 people via telephone surveys and 23 via online surveys.

Key findings.

Overall performance

- The results of the 2019 survey show that the overall Council performance score has increased to 6.56/10 (up from 5.77 last year) and is at its highest level since 2014.

Highest performing services

- Highest areas of performance included providing libraries and library services to the community (8.2/10), kerbside waste collection (8.02/10), and providing and maintaining the Archer Waste Management Facility (7.78/10).

Most important services

- The most important aspects of council services were maintaining roads (5.31%), ensuring roads build by developers are fit for purpose (4.95%), increasing shading and greening in the city (4.90%), and promoting environmental sustainability (4.87%).

Key issues

- When asked explicitly what the most important issues are in the local area, the majority of respondents mentioned crime and safety issues (67%). However, when respondents were asked what Council achievements were important, the most common response was addressing crime.

- Crucially, a large proportion (49%) of residents couldn't think of a particular council achievement or outcome which was important to them. This highlights a lack of awareness of Council achievements and outcomes and the need to invest more in communicating with the community.

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Introduction.

Background.

The City of Palmerston is home to almost 38,000 residents and is the second largest and fastest growing city in the Northern Territory.

Council has recently adopted its Community Plan based around 6 key areas of outcomes: Family and Community, Vibrant Economy, Cultural Diversity, A Future Focus, Environmental Sustainability and Governance.

To better align the Community Satisfaction Survey with these outcomes, and to ensure a more contemporary survey methodology with more relevant scoring, measures of importance and detailed feedback, Council reviewed the survey. A number of changes were made and for this reason, comparisons to previous data are possible are not possible.

Under each outcome sit a range of indicators to measure Council's progress against each. Many of these indicators are measured and tracked through Council's standard operating processes. However, others rely on the thoughts, perceptions and satisfaction levels of the community.

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Methodology.

To meet the objectives of the research and gain a clear and representative picture of community perceptions and satisfaction, a 15 minute telephone survey was conducted in June 2019 with 578 residents of the City of Palmerston. The survey was also made available online and received 23 responses.

The sampling frame was designed to be representative of the City of Palmerston Community in terms of age and gender. To adjust for any shortfalls in the sampling, the data was weighted at an overall level to be in line with the population of Palmerston with regard to age and gender.

Telephone interviewing was conducted by ISO20252 accredited telephone research interviewers and residents were reassured that the research was in compliance with the *Privacy Act*.

The total sample sizes were as follows:

- Telephone sample n=578

- Online sample n=23

This report presents the findings from this research.
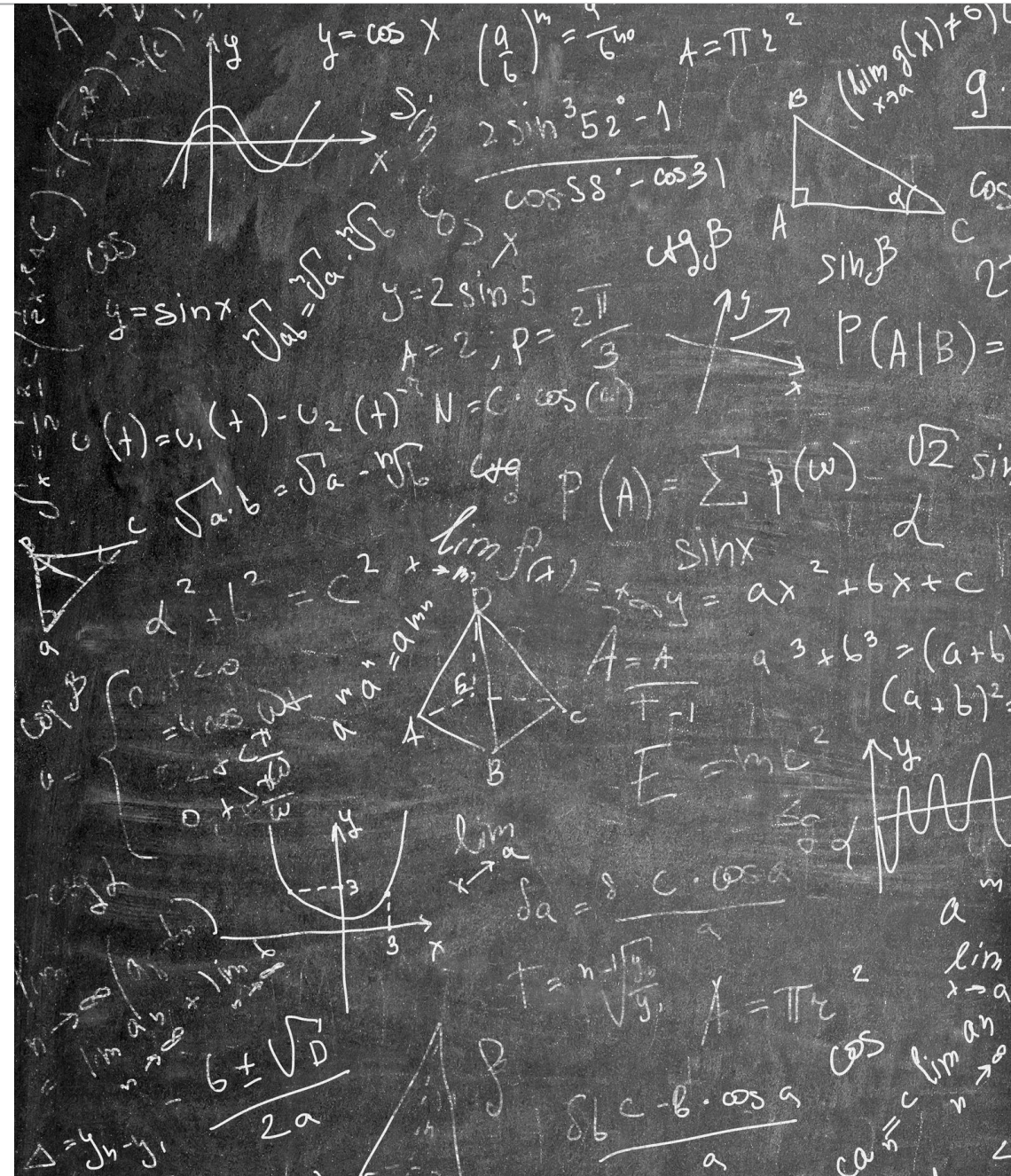
Detailed results.

Outcomes.

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Community Plan

The Community Plan, which was adopted at the 1st Ordinary Council Meeting of 2 April 2019, created six outcomes for Council to work towards, with 14 objectives forming part of those outcomes.

These six outcomes, with the scores below, are:

- Family and Community;
- Vibrant Economy;
- Cultural Diversity;
- A Future Focus;
- Environmental Sustainability; and
- Governance.

Key Area	Score
Family and Community	6.68 /10
Vibrant Economy	6.01 /10
Cultural diversity	7.04 /10
A Future Focus	6.70 /10
Environmental Sustainability	7.16 /10
Governance	6.01 /10
Total	**6.56 /10**
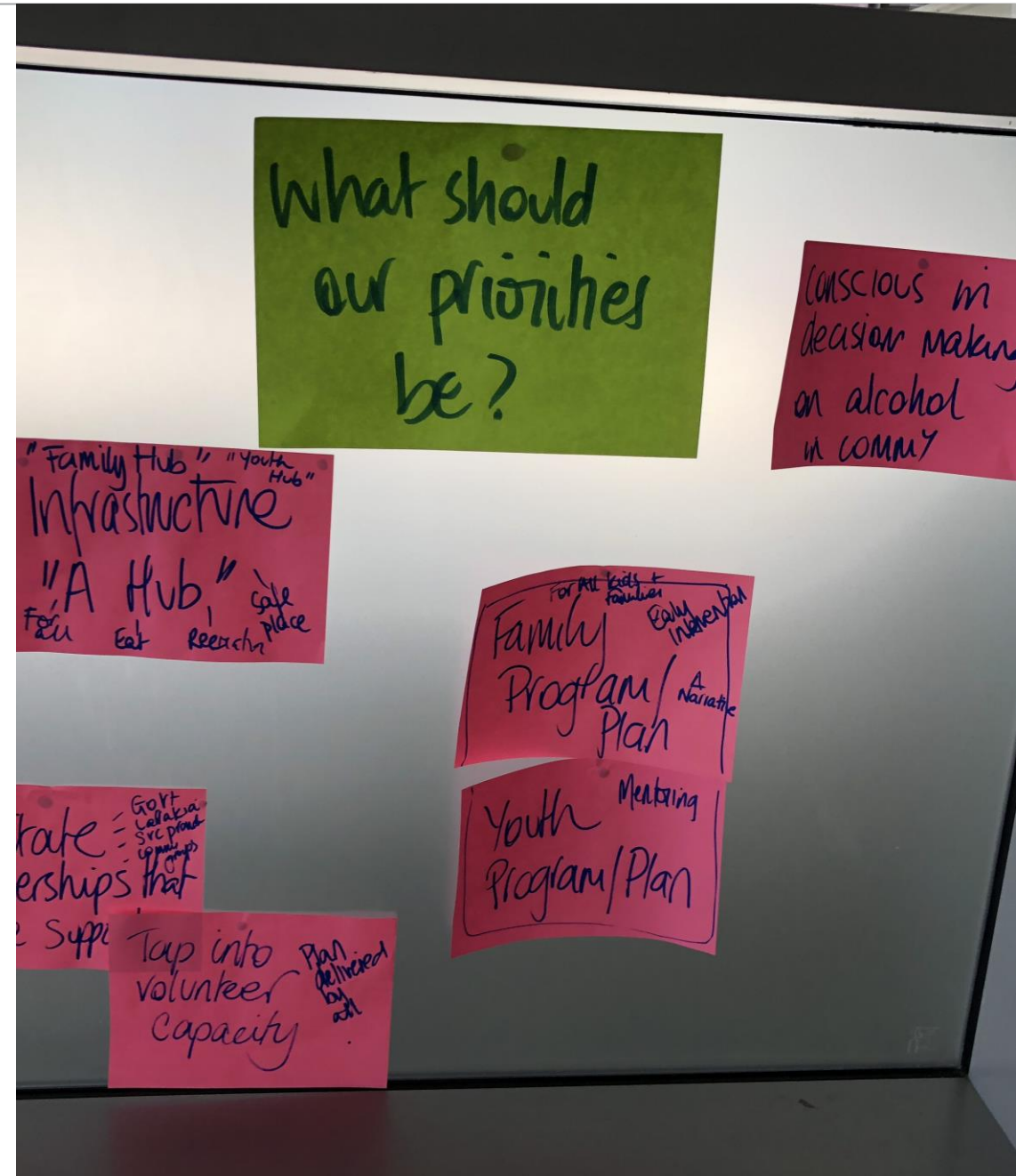
Overall Score Trend.
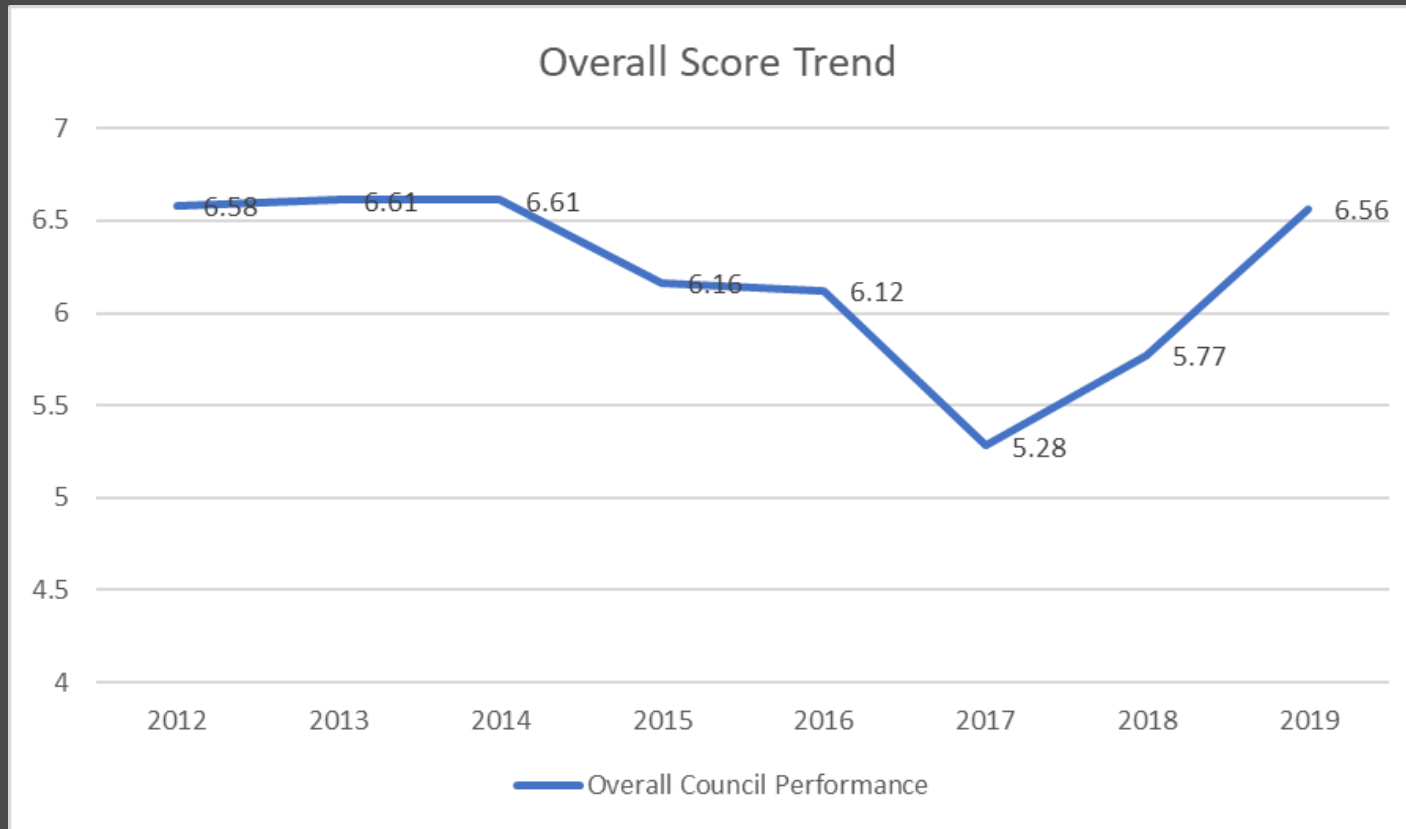
Family and community.

Overall, family and community performed well with an overall average of 6.67 out of 10. The highest performing aspect of the measure was 'maintaining parks and playgrounds' which averaged 7.26. This was followed by 'managing the Palmerston Swimming & Fitness Centre', which averaged 6.86.

Areas identified for improvement relate to family and community was 'advocating for the community in planning issues' which received an average score of 5.76 out of 10.

	Measure	Score
Performance in:	Managing Palmerston swimming & fitness centre	6.86
	Maintaining parks and playgrounds	7.26
	Providing and maintaining community halls	6.80
	Managing the Palmerston Recreation Centre	6.69
	Hosting enough quality community events	6.78
1.1	We focus on families	6.88
Performance in:	Advocating for the community in planning issues	5.76
	Providing animal management services	6.63
1.2	The wellbeing of our community is a focus for all of our work	6.19
Overall:		6.67 / 10

Vibrant Economy.

The outcome 'Vibrant Economy' achieved an average of 6.01 out of 10.

The Council's slogan, 'A place for people', received a low prompted awareness (37%), however residents agreed with the sentiment of the slogan with an average agreement score of 6.83 out of 10.

Measure		Score
Awareness of Council's slogan 'A place for people'		37%
Agreement that:	Palmerston is 'A place for people'	6.83
2.1	Improve Palmerston's image	37% 6.83
Agreement that:	Council has a long term vision for Palmerston economy	5.95
Performance in:	Supporting and attracting new and existing businesses	5.25
2.2	Palmerston's economic future is bright	5.60
Overall:		**6.01 / 10**

Cultural Diversity.

Cultural diversity is Council's second highest performing area in 2019 with an overall average score of 7.04. The provision of libraries and library services (8.20 average) has bolstered this score as it was the highest performing aspect in the performance question set. While still positive, the aspect identified for improvement was 'promoting art and culture', with an average of 6.28.

	Measure	Score
Performance in:	Supporting culturally diverse events	7.02
	Promoting art and culture (e.g. public art, murals, paving etc.)	6.28
	Providing libraries and library services to the community	8.20
3.1	To celebrate our rich culture and diversity	7.17
Performance in:	Providing recognition and support for our indigenous and multicultural community	6.68
3.2	Recognise and support diversity through our partnerships and leadership	6.68
Overall:		7.04 / 10

A Future Focus.

The outcome of a future focus received an average score of 6.70 out of 10. The aspects which performed best included 'maintaining drainage facilities' (7.37), 'maintaining roads' (7.31) and 'ensuring roads built by developers are fit for purpose' (7.10). The aspects identified for improvement include 'the flexibility of the City of Palmerston' (5.89) and 'supporting innovation in the business community' (5.65)

	Measure	Score
Performance in:	Supporting innovation in the business community	5.65
	Innovative is the City of Palmerston?	5.95
	Flexible is the City of Palmerston?	5.89
4.1	We support and foster innovation	5.83
Performance in:	Ensuring roads built by developers are fit for purpose	7.10
	Maintaining roads	7.31
	Ensuring footpaths built by developers are fit for purpose	7.07
	Maintaining footpaths	6.95
	Providing shared pathways	6.81
	Maintaining shared pathways	6.88
	Maintaining drainage facilities	7.37
4.2	Infrastructure is fit for purpose	7.07
Overall:		6.70 / 10

Environmental Sustainability.

Environmental Sustainability is Council's highest performing area in 2019 with an overall average score of 7.16. The best performing aspects of this area included 'kerbside waste collection' (8.02), 'providing and maintaining Archer Waste management facility' (7.78) and 'providing opportunities for recycle and reuse through the Pre-Cyclone Clean Up' (7.56).

	Measure	Score
Performance in:	Providing opportunities for recycle and re-use through the Pre-Cyclone Clean Up	7.56
5.1	Reduce our footprint on the environment	7.56
Performance in:	Managing gardens and nature reserves	7.27
	Maintaining Lakes	7.12
	Increasing shading and greening the city	6.27
5.2	Palmerston is a cool, shaded, green city	6.89
Performance in:	Kerbside waste collection	8.02
	Providing & and maintaining Archer Waste Management Facility	7.78
	Promoting environmental sustainability	6.07
5.3	Encourage personal action and taking a leadership role	7.29
Overall:		7.16 / 10

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Governance.

Governance achieved an overall average of 6.01 out of 10.

The best performing aspect in this outcome area was 'The City of Palmerston Council's effectiveness' which averaged 6.22.

Community consultation, namely 'providing residents the opportunity to comment on decision making and interact with council', was identified for improvement.

	Measure	Score
How:	Accountable is the City of Palmerston Council?	6.13
	Effective is the City of Palmerston Council?	6.22
6.1	Ensure we have a leading governance model	6.18
Performance in:	Providing you with the opportunity to comment on Council's decision making and interact with Council	5.63
6.2	Community is at the centre	5.63
	Achieving funding and getting things done by working in partnership with government and the community	6.05
6.3	Healthy working partnerships	6.05
Overall:		6.01 / 10

Concentrate here
Aspects which appear in the upper left quadrant are important but not performing well enough

Keep it up
Aspects which appear in the upper right quadrant are important and they are performing well.

Opportunity to comment on decision making & interact with Council

Promoting environmental sustainability

Increasing shading & greening the city

Maintaining roads

Ensuring the roads are fit for purpose

Supporting and attracting new & existing businesses

Advocating for the community in planning issues

Funding & getting things done by working with Govt. & community

Supporting innovation in the business community

Hosting enough quality community events

Promotes art & culture (eg. public art, murals, paving etc)

Supporting culturally diverse events

Importance

Average

Recycle & re-use through the Pre-cyclone clean up

Kerbside waste collection

Recognition & support for our indigenous and multicultural community

Managing gardens & nature reserves

Providing & maintaining Archer Waste Management Facility

Maintaining parks & playgrounds

Providing animal management services

Maintaining drainage facilities

Maintaining footpaths

Maintaining Lakes

Maintaining shared pathways

Providing shared pathways

Ensuring footpaths are fit for purpose

Managing the Palmerston Recreation Centre

Managing Palmerston Swimming & Fitness Centre

Providing libraries & library services to the community

Providing & maintaining community halls

Average

Performance

Low priority
Aspects which appear in the lower left quadrant are neither important nor are they performing well.

Possible overkill
Aspects which appear in the lower right quadrant are performing well but the importance is lower than average.

Q9. How has your council performed in…?
Sample: All respondents (n=601)

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Accessibility (Elected members)

How accessible do you consider Council's Elected Members to be?

How could Elected Members be more accessible?

Accessible — 47%

Neither — 30%

Not accessible — 23%

Response	%
Be visible in community / attend events	33%
Just generally make themselevs accessible and listen to community	10%
Advertising how they can be accessed	8%
Don't know who they are	8%
Door knock	6%
Social media	6%
A stand at the markets/stall at shops	5%
Be accessible via phone	4%
Have meetings that public can attend	4%
A newsletter	2%
Meet & Greet day	1%
TV	1%
I don't know	15%
Other	3%

Those who indicated that Elected members are not accessible were asked how they could be more accessible. The most common response surrounded being more visible in the community and attending community events (33%).

Other responses were less specific and 15% of this group didn't know how elected members could become more accessible.

Q18.	On a scale of 0 to 10, where 0 is not at all accessible and 10 is very accessible, how accessible do you consider Council's Elected Members to be?
19	Sample:	All respondents, excluding those who responded 'can't say' (n=469)
Q18a.	How could Elected members be more accessible?
Sample:	Those who indicated that Council's Elected Members are not accessible (n=188)

Important issues (open)

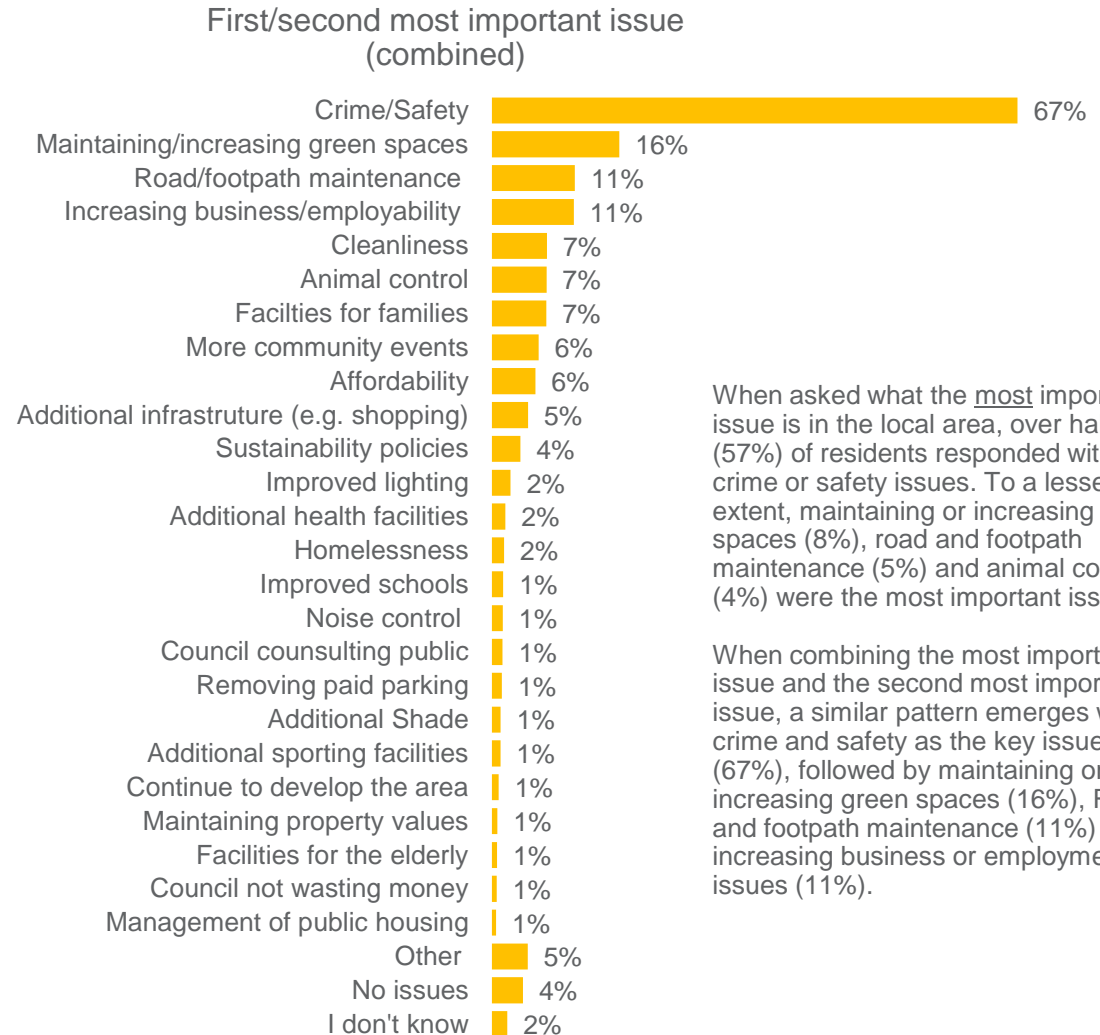|	Most important	Second
Crime/Safety	57%	20%
Maintaining/increasing green spaces	8%	10%
Road/footpath maintenance	5%	7%
Animal control	4%	4%
Facilities for families	3%	4%
Increasing business/employability	3%	8%
Cleanliness	3%	4%
Affordability	2%	4%
Additional infrastructure (e.g. shopping)	2%	3%
More community events	2%	5%
Sustainability policies	1%	3%
Facilities for the elderly	1%	0%
Noise control	1%	0%
Improved lighting	1%	2%
Improved schools	0%	1%
Additional health facilities	0%	1%
Removing paid parking	0%	1%
Council counsulting public	0%	1%
Homelessness	0%	1%
Additional Shade	0%	1%
Continue development of the area	0%	1%
Additional sporting facilities	0%	1%
Other	5%	4%
No issues	4%	11%
I don't know	2%	7%

First/second most important issue (combined)

Issue	%
Crime/Safety	67%
Maintaining/increasing green spaces	16%
Road/footpath maintenance	11%
Increasing business/employability	11%
Cleanliness	7%
Animal control	7%
Facilties for families	7%
More community events	6%
Affordability	6%
Additional infrastructure (e.g. shopping)	5%
Sustainability policies	4%
Improved lighting	2%
Additional health facilities	2%
Homelessness	2%
Improved schools	1%
Noise control	1%
Council counsulting public	1%
Removing paid parking	1%
Additional Shade	1%
Additional sporting facilities	1%
Continue to develop the area	1%
Maintaining property values	1%
Facilities for the elderly	1%
Council not wasting money	1%
Management of public housing	1%
Other	5%
No issues	4%
I don't know	2%

When asked what the most important issue is in the local area, over half (57%) of residents responded with crime or safety issues. To a lesser extent, maintaining or increasing green spaces (8%), road and footpath maintenance (5%) and animal control (4%) were the most important issues.

When combining the most important issue and the second most important issue, a similar pattern emerges with crime and safety as the key issue (67%), followed by maintaining or increasing green spaces (16%), Road and footpath maintenance (11%) and increasing business or employment issues (11%).
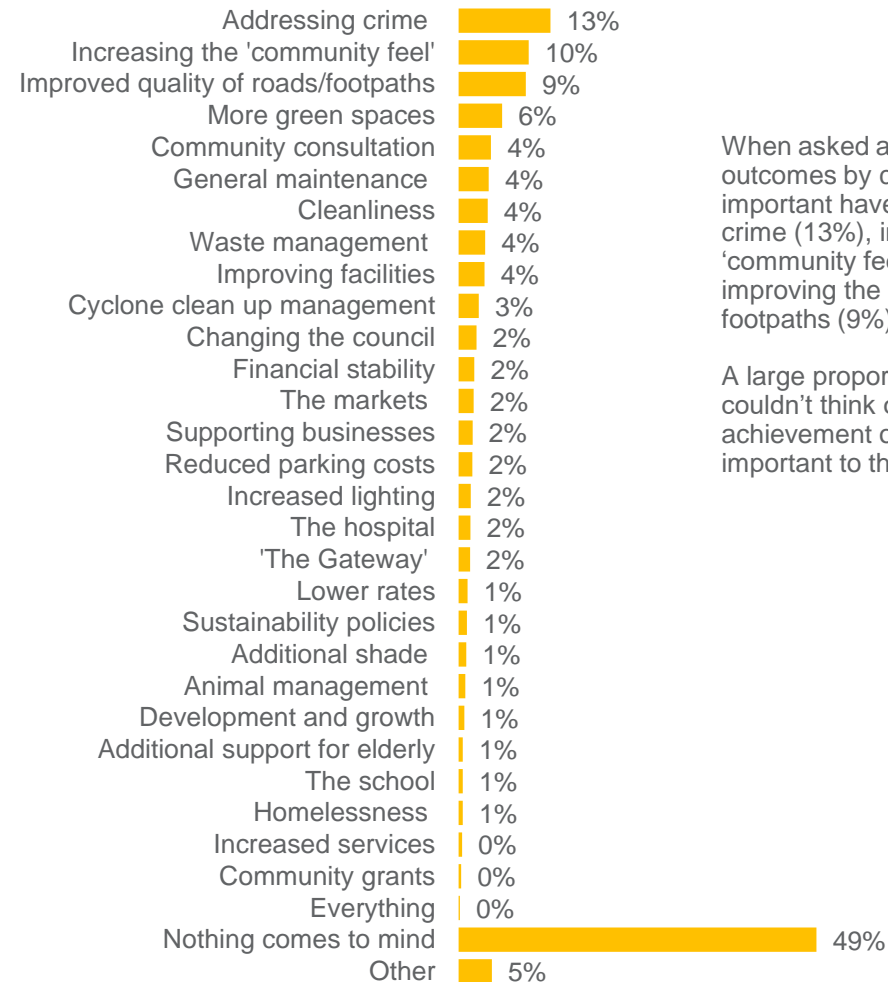
Q10.   What is the most important issue to you, in your local area? (open ended)
Q10a.   What is the second most important issue to you, in your local area? (open ended)
Sample: All respondents (n=601)

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Important council achievements (open)

	Most important achievement	Other achievements
Addressing crime (including building police station)	8%	7%
Improved quality of roads/footpaths	6%	4%
Increasing the 'community feel'	5%	5%
More green spaces	4%	2%
Consulting the public	3%	2%
Cleanliness	3%	1%
Changing the council	2%	0%
General maintenance	3%	2%
Cyclone clean up management	2%	1%
Waste management	2%	2%
Improving facilities	2%	2%
'The Gateway'	2%	<1%
Finacial stability	1%	1%
The markets	1%	1%
Sustainability policies	1%	0%
Reduced parking costs	1%	1%
Increased lighting	1%	1%
Hospital	1%	1%
Additional shade	1%	<1%
Lower rates	1%	1%
The school	1%	0%
Increased services	<1%	0%
Homelessness	<1%	<1%
Animal management	<1%	<1%
Community grants	<1%	0%
Supporting businesses	<1%	2%
Everything	<1%	0%
Additional support for elderly	0%	1%
Development and growth	0%	1%
Other	3%	2%
Nothing comes to mind	49%	67%

Most/other important achievements (combined)

Addressing crime	13%
Increasing the 'community feel'	10%
Improved quality of roads/footpaths	9%
More green spaces	6%
Community consultation	4%
General maintenance	4%
Cleanliness	4%
Waste management	4%
Improving facilities	4%
Cyclone clean up management	3%
Changing the council	2%
Financial stability	2%
The markets	2%
Supporting businesses	2%
Reduced parking costs	2%
Increased lighting	2%
The hospital	2%
'The Gateway'	2%
Lower rates	1%
Sustainability policies	1%
Additional shade	1%
Animal management	1%
Development and growth	1%
Additional support for elderly	1%
The school	1%
Homelessness	1%
Increased services	0%
Community grants	0%
Everything	0%
Nothing comes to mind	49%
Other	5%

When asked about achievements or outcomes by council, the most important have been in addressing crime (13%), increasing the 'community feel' of the area and improving the quality of the roads and footpaths (9%).

A large proportion (49%) of residents couldn't think of a particular achievement or outcome which was important to them.

Q11.   Thinking about the last 12 months, what achievement or outcome by council is most important to you? (open ended)
Q11a.   What other achievements or outcomes by council that are important to you? (open ended)
Sample: All respondents (n=601)

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Contact with council

Have you personally made or had contact with Council on a specific issue in the last year?
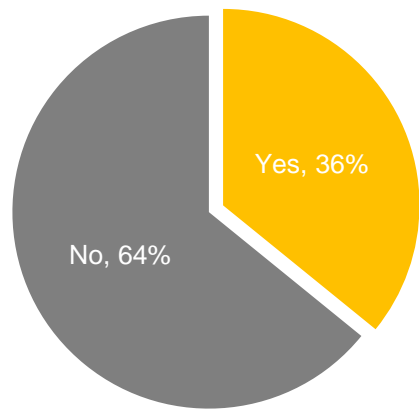
Yes, 36%

No, 64%

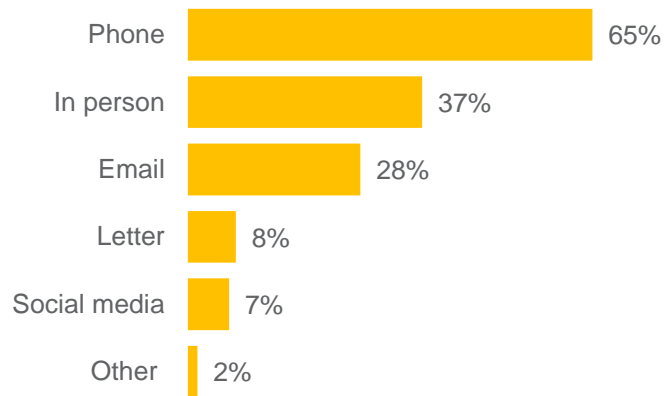**In the last year have these contacts been in person, by phone, via email, social media or letter?**

Phone	65%
In person	37%
Email	28%
Letter	8%
Social media	7%
Other	2%

A total of 36% of residents had personally made contact with council in the year prior. Those interactions were mostly via the phone (65%), in person (37%) or via email (28%).

The majority (69%) of those who had interacted with council considered the customer service delivery as good (34%) or very good (35%).

How would you rate the Council's customer service delivery when you dealt with them?
(amongst those who have had contact with council)

35%	34%	20%	6%	5%

■ Very good (9-10)   ■ Good (7-8)   ■ Neither (4-6)   ■ Poor (2-3)   ■ Very poor (0-1)

Q19.   Have you personally made or had contact with Council on a specific issue in the last year? Sample: All respondents (n=601)
Q20.   In the last year have these contacts been in person, by phone, via email, social media or letter?
Q21.   Even though you may not have got the outcome you wanted, on a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate the Council's customer service delivery when you dealt with them?
Sample: All respondents who had made or had contact with council in the past year (n=223)

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Contact with council by year

Have you personally made or had contact with Council on a specific issue in the last year?

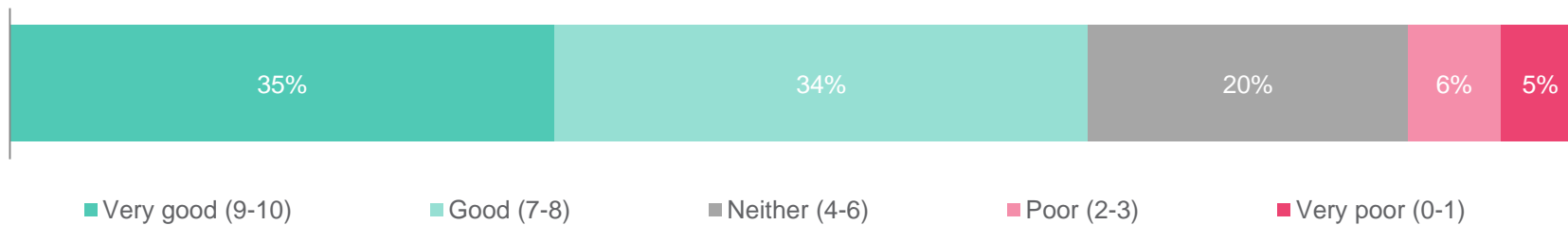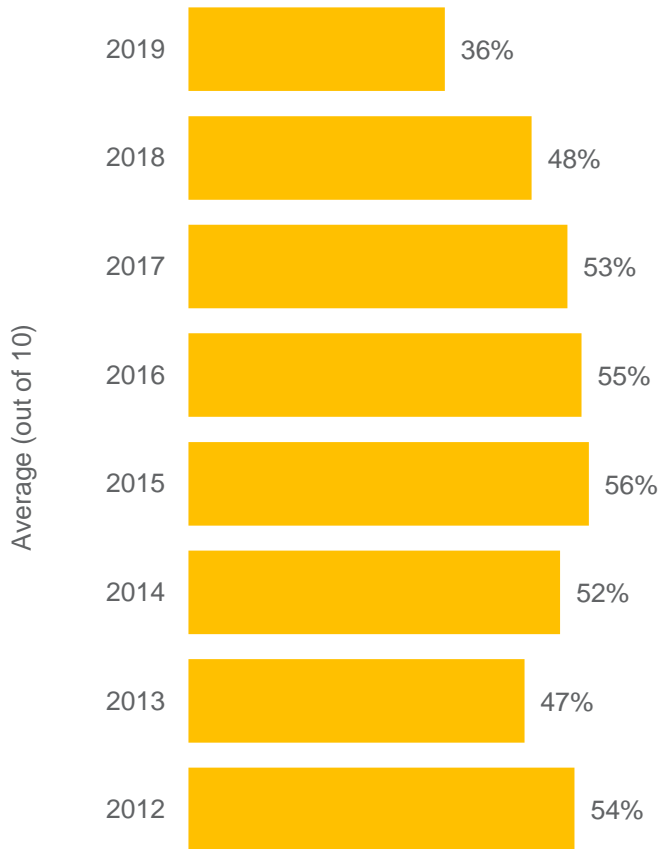Average (out of 10)

Year	Value
2019	36%
2018	48%
2017	53%
2016	55%
2015	56%
2014	52%
2013	47%
2012	54%

In the last year have these contacts been in person, by phone, via email, social media or letter?

	2019	2018	2017	2016	2015	2014	2013	2012
Phone	65%	66%	63%	62%	65%	67%	65%	61%
In person	37%	45%	53%	41%	47%	48%	46%	49%
Email	28%	36%	29%	28%	35%	22%	18%	20%
Letter	8%	9%	7%	6%	11%	13%	10%	13%
Social media	7%	NA	NA	NA	NA	NA	NA	NA
Other	2%	0%	3%	2%	1%	1%	1%	0%

Q19.   Have you personally made or had contact with Council on a specific issue in the last year? Sample: All respondents (n=601)
Q20.   In the last year have these contacts been in person, by phone, via email, social media or letter?
Q21.   Even though you may not have got the outcome you wanted, on a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate the Council's customer service delivery when you dealt with them?
Sample: All respondents who had made or had contact with council in the past year (n=223)

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