

## City of Palmerston

### *2020 Community Survey Research Report*

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# **Executive summary**



# The City of Palmerston's 2020 Community Survey.

## Background & Methodology

The 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 2020, the 15 minute telephone survey was conducted in August with 600 residents of the City of Palmerston. The survey was also made available online.

The total sample sizes achieved were as follows:

- Telephone sample n=600
- Online sample n=34

## Key findings

### Overall performance

The results of the 2020 survey show that the overall Council performance rating has increased to 6.77 / 10 (up from 6.56 last year) and is at its highest level recorded since 2014.

### Net Promoter Score

While not a traditional measure for councils, the net promoter score for residents of Palmerston in 2020 sits at -4 (out of a possible range of -100 to +100). When compared to a benchmark of -19 for three other Australian Councils, this is a relatively good score. It is also a 5-point improvement on Council's NPS In 2019.

### Highest performing services

Consistent with the results achieved in 2019, the highest areas of performance included providing libraries and library services to the community, kerbside waste collection, and providing and maintaining the Archer waste management facility.

### Key issues

When asked explicitly what the most important issues are in the local area, the majority of respondents mentioned crime and safety issues.

The two most important issues to the City of Palmerston community are Crime/safety and addressing antisocial behaviour; and maintaining / increasing green spaces. Positively, when asked to consider Council's achievements over the past year, the most common response was Council's achievements in the area delivering more green space.

# The 2020 Community Survey Results: At a glance.

Overall there has been some very promising improvements when it comes to Council's performance in 2020.

In addition to making improvements in terms of overall satisfaction and Council's NPS score, each of the 6 outcome areas have seen an increase in performance.

The areas that saw the greatest increases in 2020 include:

- Supporting and attracting new and existing businesses (up 0.43)
- Council has a long-term vision for Palmerston economy (up 0.42)
- Supporting innovation in the business community (up 0.39)

Areas that decreased in 2020 include:

- Providing and maintaining community halls
- Hosting enough quality community events
- Palmerston is 'A place for people'

Key Area	2019	2020	Change
Family and Community	6.68	6.80	↑ 0.12
Vibrant Economy	6.01	6.28	↑ 0.27
Cultural diversity	7.04	7.21	↑ 0.17
A Future Focus	6.70	6.84	↑ 0.14
Environmental Sustainability	7.16	7.33	↑ 0.17
Governance	6.01	6.17	↑ 0.16
Net promoter score	-9	-4	↑ 5
<b>Overall Performance</b>	<b>6.56 / 10</b>	<b>6.77 / 10</b>	<b>↑ 0.21</b>

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## **Background & methodology**



## Background, objectives and research methodology.

### **An important survey to understand the needs of the community and Council's performance.**

The City of Palmerston is home to over 36,000 residents and is the second largest and fastest growing city in the Northern Territory. The City of Palmerston recently issued an updated community plan based around 6 key outcome areas: Family and community, Vibrant Economy, Cultural Diversity, A Future Focus, Environmental Sustainability and Governance.

To better align the Community survey with these outcomes, the City of Palmerston revitalise the existing questionnaire and prioritised a robust and comprehensive document over the ability to compare to previous measures.

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, which is measured through the annual community survey.

### **A consistent methodology to enable year on year tracking**

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 August 2020 with 600 residents of the City of Palmerston. The survey was also made available online.

The total sample sizes were as follows:

- Telephone sample n=600
- Online sample n=34

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.

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## **Key findings**





## Family and community.

Overall, family and community performed relatively well with an overall average of 6.8 out of 10. This is a slight increase compared to the results achieved in 2019. The highest performing aspect of the measure was 'maintaining parks and playgrounds' which averaged 7.34. This was followed by 'managing the Palmerston swimming & fitness centre', which averaged 7.08.

The poorest performing aspect related to family and community was 'advocating for the community in planning issues' which received an average score of 5.99 out of 10.

Measure	Score 2019	Score 2020	Change
Managing Palmerston swimming & fitness centre	6.86	7.08	↑ 0.22
Maintaining parks and playgrounds	7.26	7.34	↑ 0.08
Providing and maintaining community halls	6.80	6.59	↓ 0.21
Managing the Palmerston Recreation Centre	6.69	7.02	↑ 0.33
Hosting enough quality community events	6.78	6.70	↓ 0.08
Advocating for the community in planning issues	5.76	5.99	↑ 0.23
Providing animal management services	6.63	6.91	↑ 0.28
<b>Overall:</b>	<b>6.67 / 10</b>	<b>6.80 / 10</b>	<b>↑ 0.13</b>

## Vibrant economy.

Vibrant economy as an overall outcome saw an increase in 2020 of 0.27, scoring 6.28 out of 10.

The Council's slogan, 'A place for people', received moderate awareness (43%). Despite this, residents agreed with the sentiment of the slogan with an average agreement score of 6.80 out of 10.

Increases were observed in 2020 in terms of agreement that Council has a long-term vision for the Palmerston economy, and Council's performance in supporting and attracting new and existing businesses.

Measure	Score 2019	Score 2020	Change
<b>Awareness of Council's slogan 'A place for people'</b>	37%	43%	↑ 6%
<b>Agreement that:</b> Palmerston is 'A place for people'	6.83	6.80	↓ 0.03
<b>Agreement that:</b> Council has a long-term vision for Palmerston economy	5.95	6.37	↑ 0.42
<b>Performance in:</b> Supporting and attracting new and existing businesses	5.25	5.68	↑ 0.43
<b>Overall:</b>	<b>6.01 / 10</b>	<b>6.28 / 10</b>	<b>↑ 0.27</b>



## Cultural diversity.

In 2020, cultural diversity saw an increase in all four measures that make up this overall outcome area. The largest increase came from promoting art and culture (increasing 0.28) and providing recognition and support for our indigenous and multicultural community also increased in 2020 by 0.20.

Providing libraries and library services to the community continues to score highly, achieving 8.27 / 10 in 2020.

Measure	Score 2019	Score 2020	Change
Supporting culturally diverse events	7.02	7.14	↑ 0.12
Promoting art and culture (e.g. public art, murals, paving etc.)	6.28	6.56	↑ 0.28
Providing libraries and library services to the community	8.20	8.27	↑ 0.07
Providing recognition and support for our indigenous and multicultural community	6.68	6.88	↑ 0.20
<b>Overall:</b>	<b>7.04 / 10</b>	<b>7.21 / 10</b>	<b>↑ 0.17</b>





## A future focus.

In another very positive finding, all areas measured under outcome area ‘A future focus’ achieved increases in 2020. The highest performing area continues to be maintaining roads, and the lowest performing area in 2020 was found to be the flexibility of the City of Palmerston. The greatest increase in this outcome area came from Council’s performance in supporting innovation in the business community, increasing by 0.39 since 2019.

Measure	Score 2019	Score 2020	Change
<b>Performance in:</b> Supporting innovation in the business community	5.65	6.04	↑ 0.39
<b>How:</b> Innovative is the City of Palmerston?	5.95	6.08	↑ 0.13
Flexible is the City of Palmerston?	5.89	6.00	↑ 0.11
<b>Performance in:</b> Ensuring roads built by developers are fit for purpose	7.10	7.22	↑ 0.12
Maintaining roads	7.31	7.51	↑ 0.20
Ensuring footpaths built by developers are fit for purpose	7.07	7.17	↑ 0.10
Maintaining footpaths	6.95	6.99	↑ 0.04
Providing shared pathways	6.81	6.92	↑ 0.11
Maintaining shared pathways	6.88	7.00	↑ 0.12
Maintaining drainage facilities	7.37	7.44	↑ 0.07
<b>Overall:</b>	<b>6.70 / 10</b>	<b>6.84 / 10</b>	<b>↑ 0.14</b>



## Environmental sustainability.

Council also saw consistent increases in the outcome area of environmental sustainability. The highest performing area is kerbside waste collection, scoring 8.33 / 10. This area also recorded the largest increase in 2020. Other larger increases came in the areas of promoting environmental sustainability (up 0.29) and increasing shading and greening the city (up 0.25).

Measure	Score 2019	Score 2020	Change
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.56	7.77	↑ 0.21
Managing gardens and nature reserves	7.27	7.34	↑ 0.07
Maintaining Lakes	7.12	7.15	↑ 0.03
Increasing shading and greening the city	6.27	6.52	↑ 0.25
Kerbside waste collection	8.02	8.33	↑ 0.31
Providing & and maintaining Archer Waste Management Facility	7.78	7.87	↑ 0.09
Promoting environmental sustainability	6.07	6.36	↑ 0.29
<b>Overall:</b>	<b>7.16 / 10</b>	<b>7.33 / 10</b>	<b>↑ 0.17</b>





## Governance.

Governance received an overall average of 6.17 out of 10, representing a slight increase of 0.16 since 2019. The highest performing aspect in this outcome area was 'Council's Effectiveness' which averaged 6.41 in 2020.

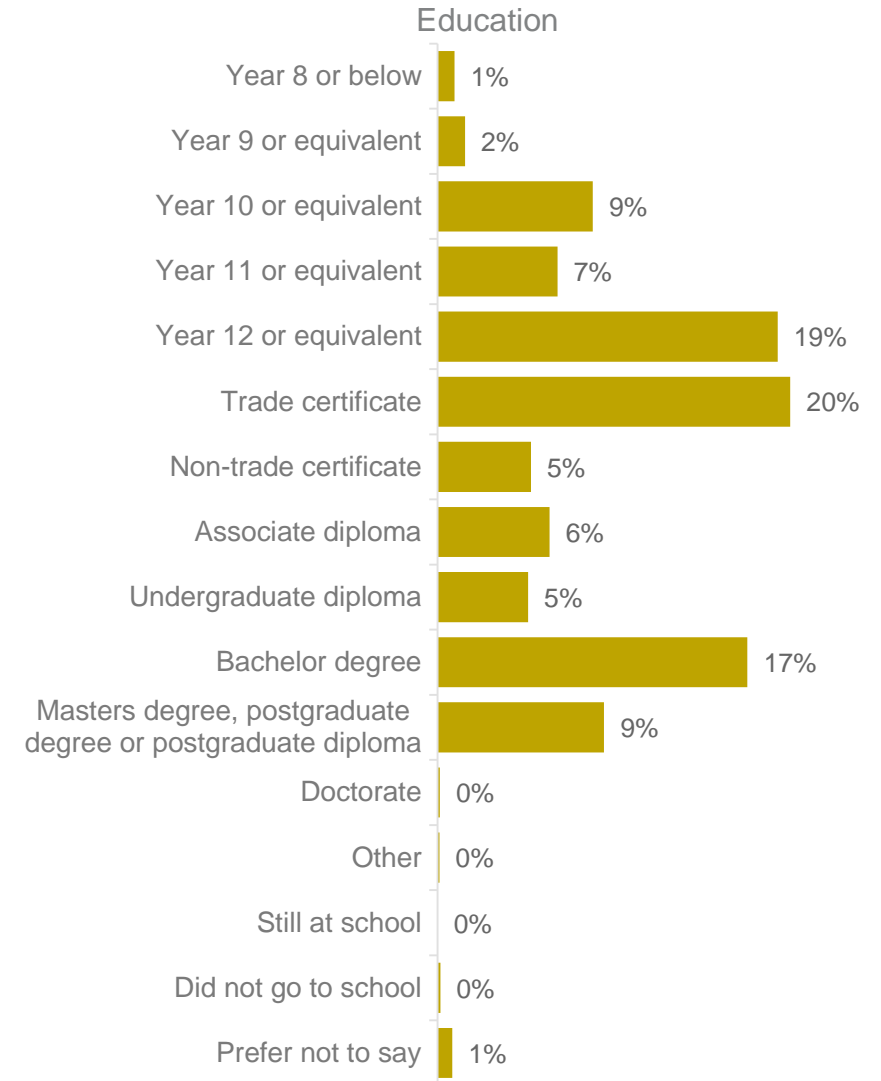
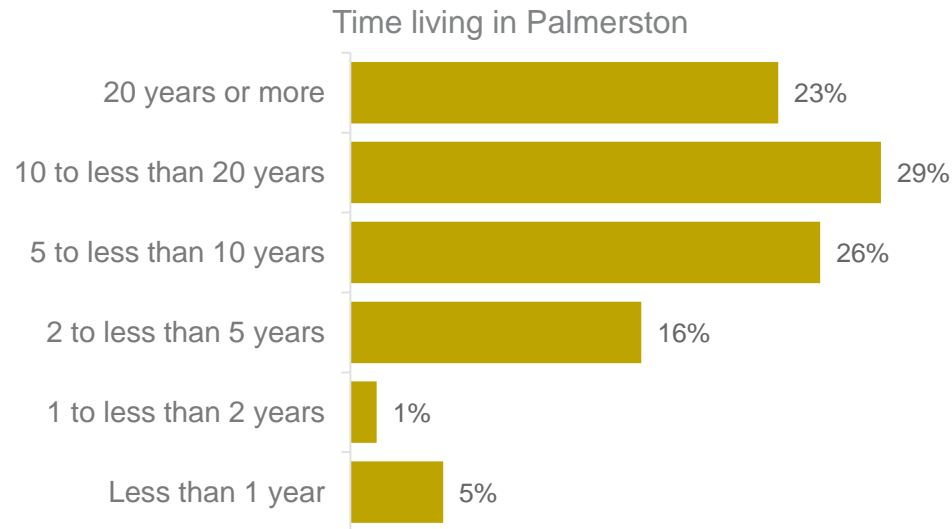
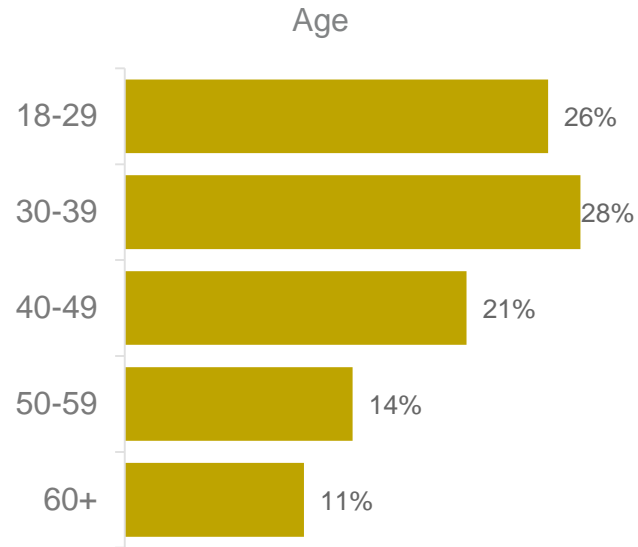
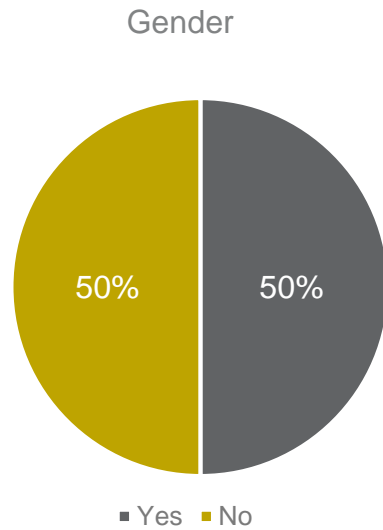
Community consultation, namely 'providing residents the opportunity to comment on decision making and interact with council', performed lowest in this outcome area.

Measure	Score 2019	Score 2020	Change
<b>How:</b> Accountable is the City of Palmerston Council?	6.13	6.27	↑ 0.14
Effective is the City of Palmerston Council?	6.22	6.41	↑ 0.19
<b>Performance in:</b> Providing you with the opportunity to comment on Council's decision making and interact with Council	5.63	5.71	↑ 0.08
Achieving funding and getting things done by working in partnership with government and the community	6.05	6.30	↑ 0.25
<b>Overall:</b>	<b>6.01 / 10</b>	<b>6.17 / 10</b>	<b>↑ 0.16</b>

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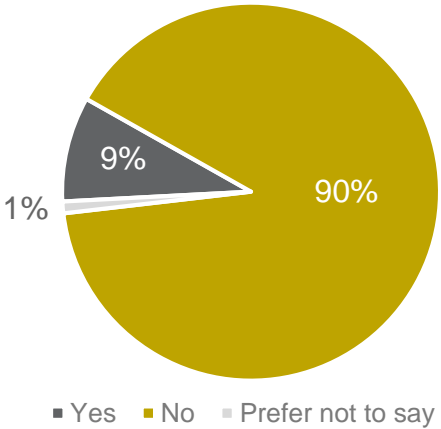
## **Results in detail**

# Demographics.

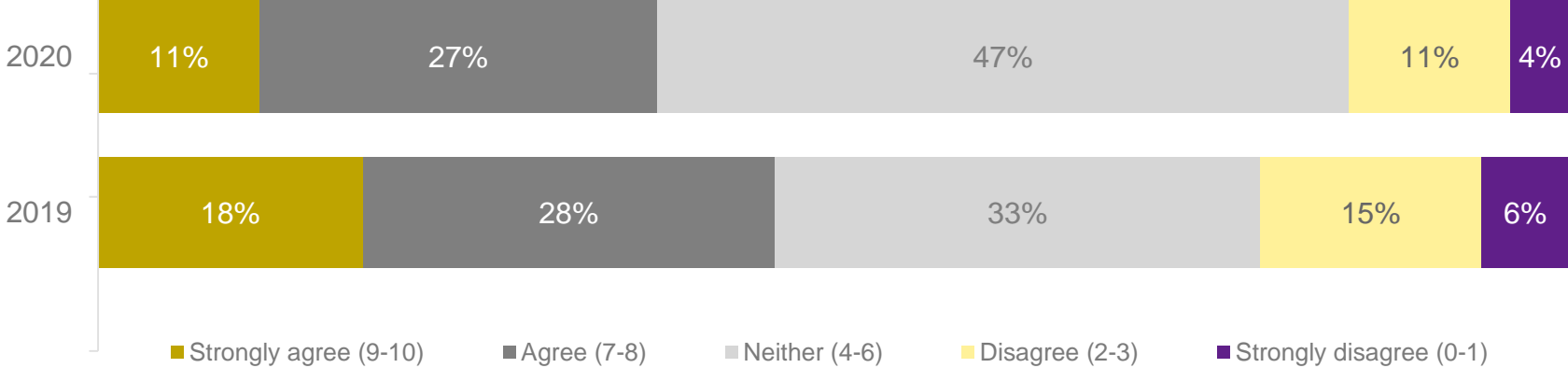


**9% of the total sample identified as Aboriginal or Torres Strait Islander, and of this group, 38% agree that Council is inclusive and has a strong relationship with their indigenous community, an 8% decrease since last year.**

Do you identify as Aboriginal or Torres Strait Islander?

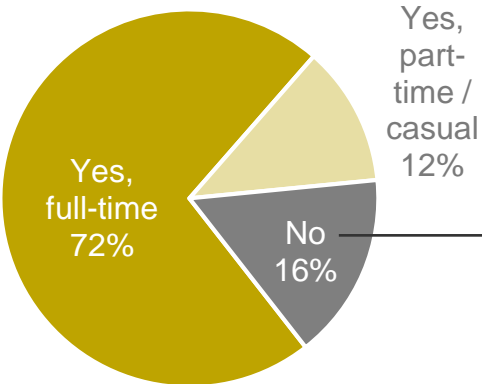


How much do you agree or disagree that council is inclusive and has a strong relationship with their indigenous community?

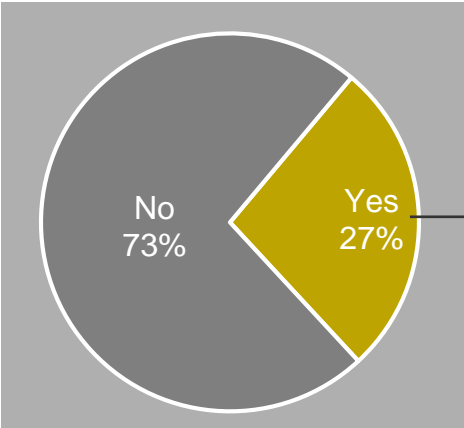


# 84% of the community are in either full or part time employment, and among those not currently employed (16%), most are retired.

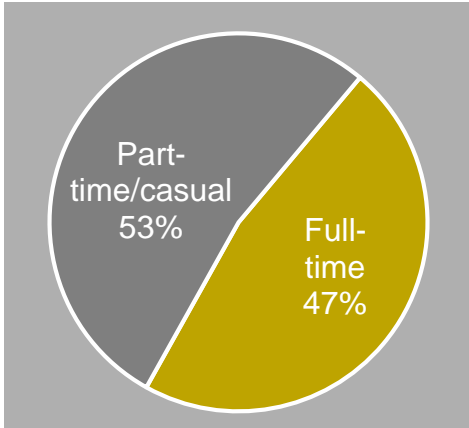
In paid employment



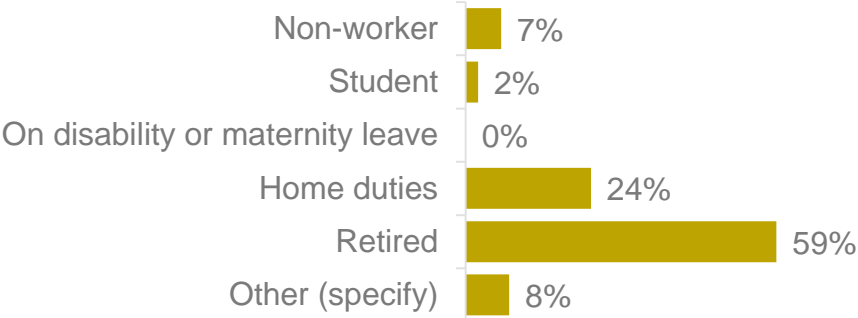
Are you looking for a paid job?



Are you looking for a full-time job or a part-time or casual job?



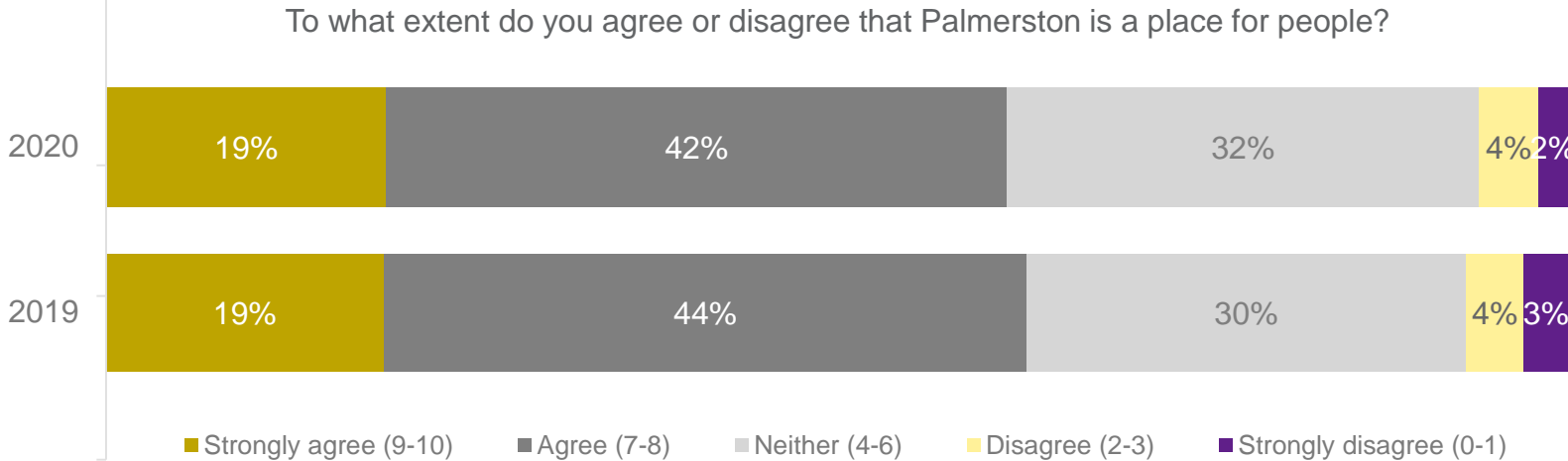
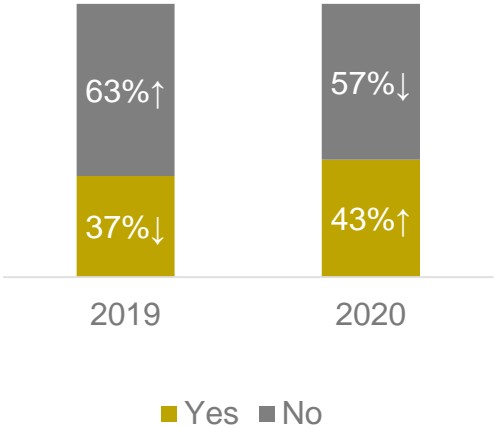
If not looking a job, are you retired, a student, a non-worker or home duties?



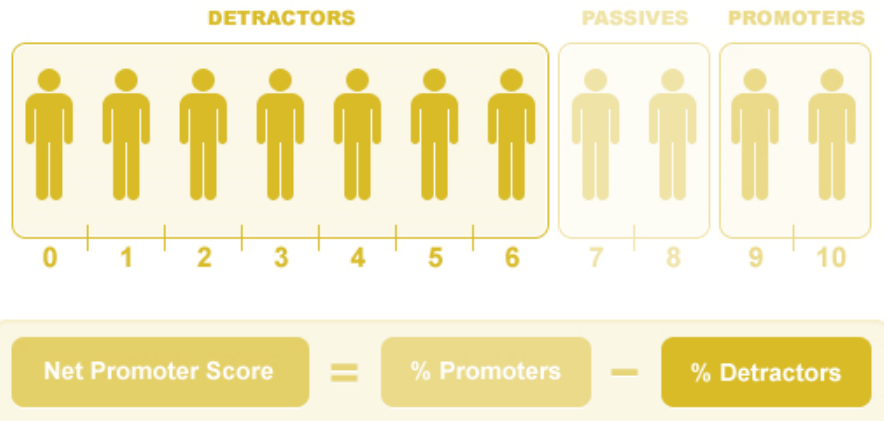
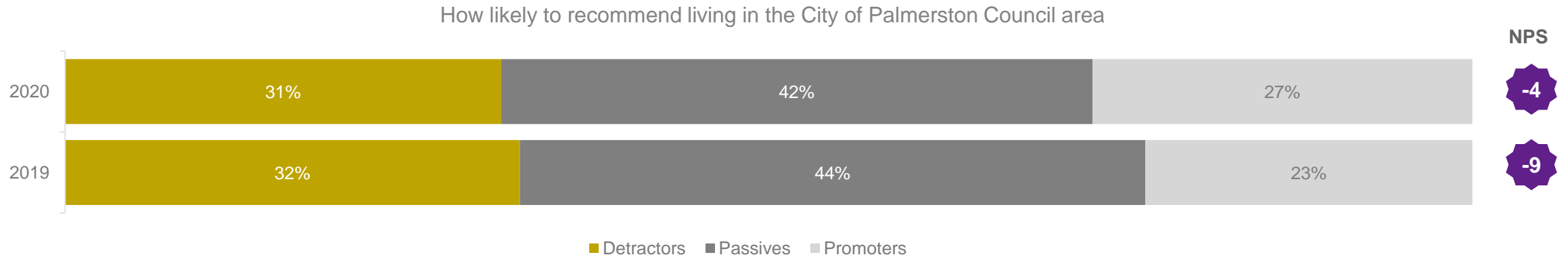


**Awareness of Council’s slogan ‘A place for people’ increased significantly in 2020, with 43% of the community aware, compared to 37% in 2019. Belief in this statement is at 61% in 2020, representing a slight decrease (of 2%) since 2019.**

Are you aware of council’s slogan ‘A place for people’?



# In 2020 we saw a slight increase in Council's Net Promoter Score, as we saw the proportion of promoters increase and the proportion of passives and detractors decrease.

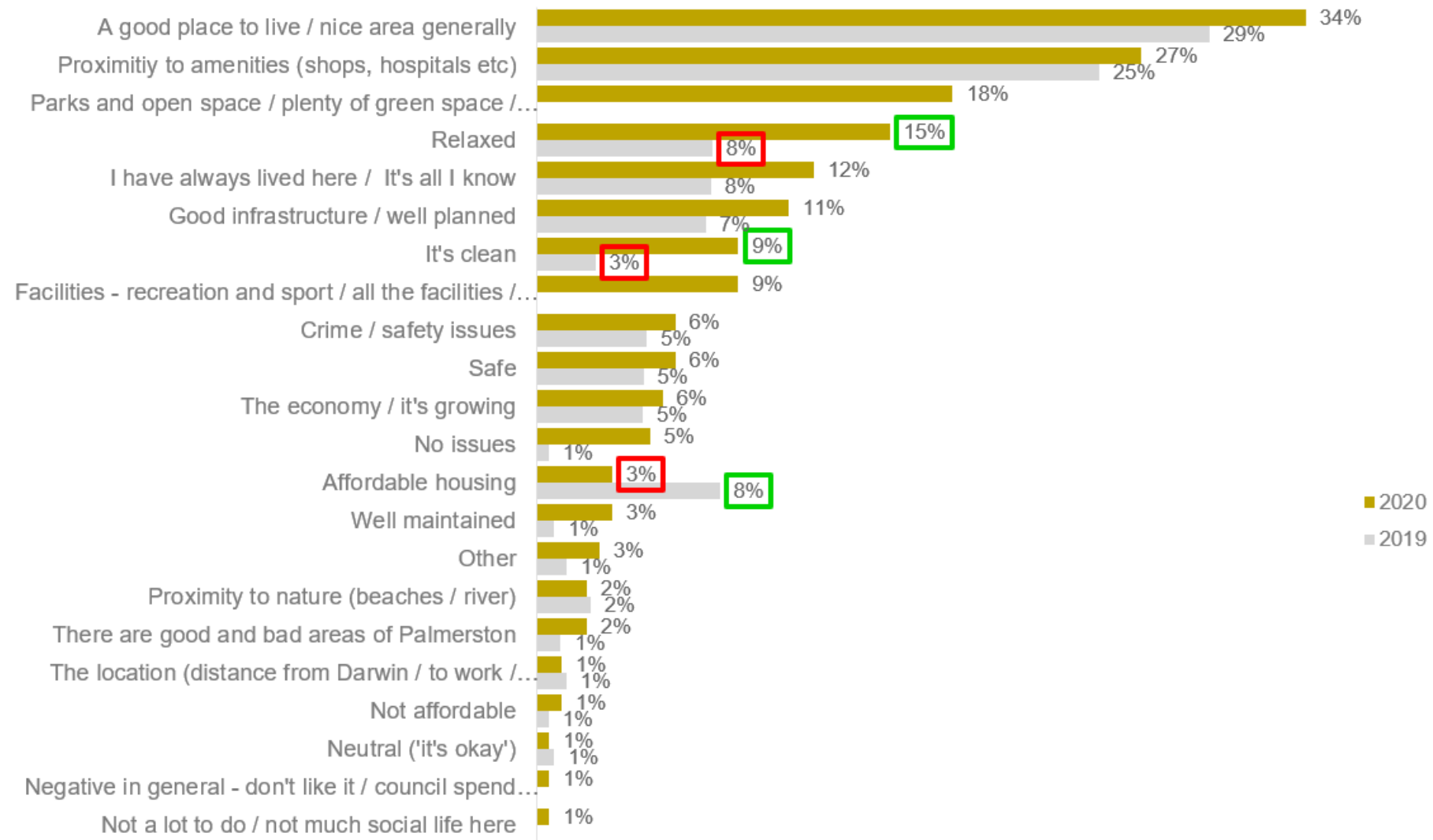


Net Promoter Score (NPS) is a standardised measure which can range from -100 (100% detractors) to +100 (100% promoters). A Net Promoter Score is calculated by subtracting the proportion of promoters from the proportion of detractors.

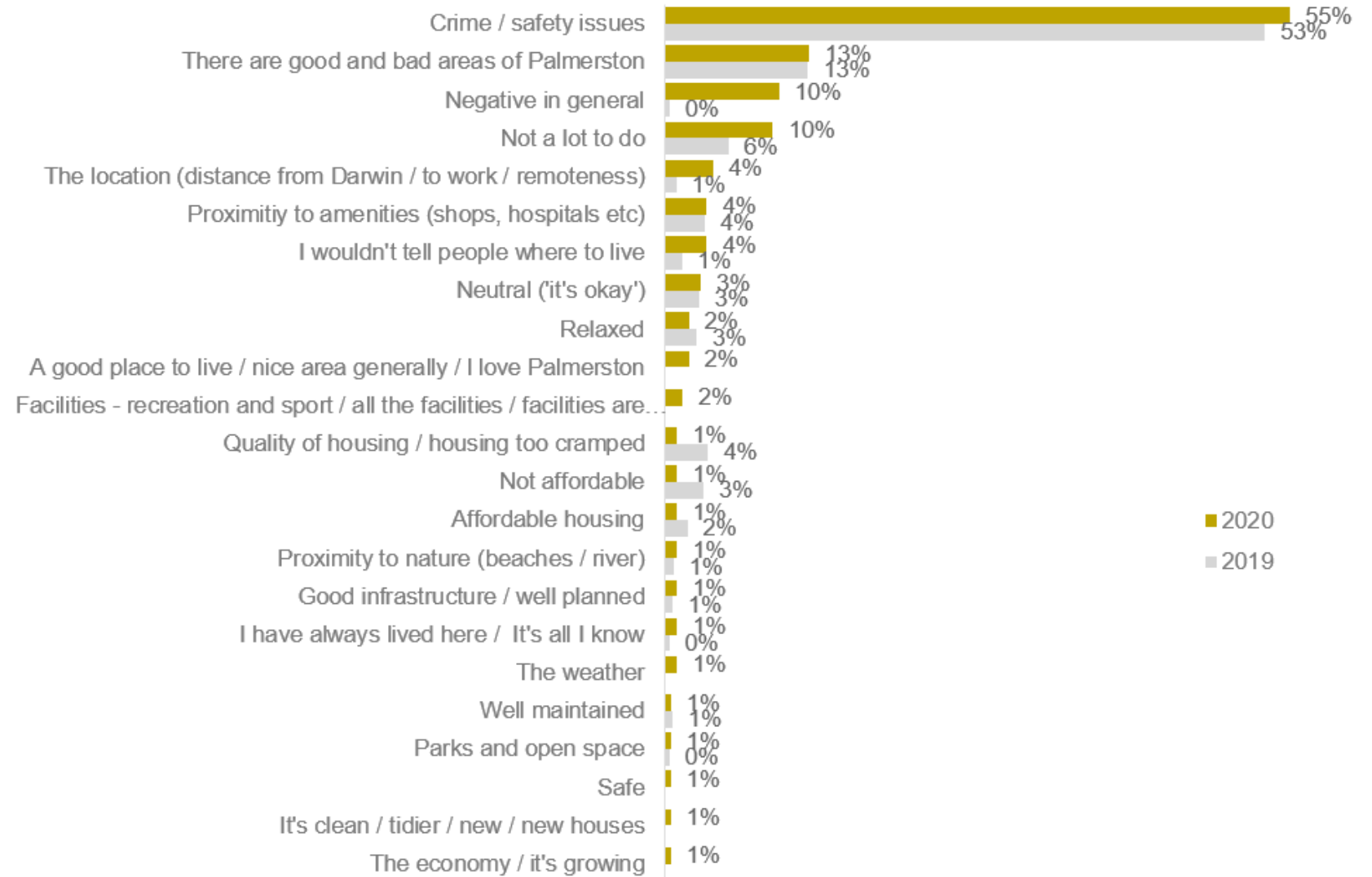
The City of Palmerston has achieved an NPS of -4. While this is not a traditional measure that councils track, a benchmark score of three Australian councils conducted over the last few years resulted in an average NPS of -19. The City of Palmerston is above this benchmark, however we recommend measuring the year on year success against Council's own 2019 benchmark. .

The following pages provide some rationale behind the scores received.

Among promoters, the most common reasons for scoring high at the NPS question include being a generally nice place to live, proximity to amenities and parks and open space.

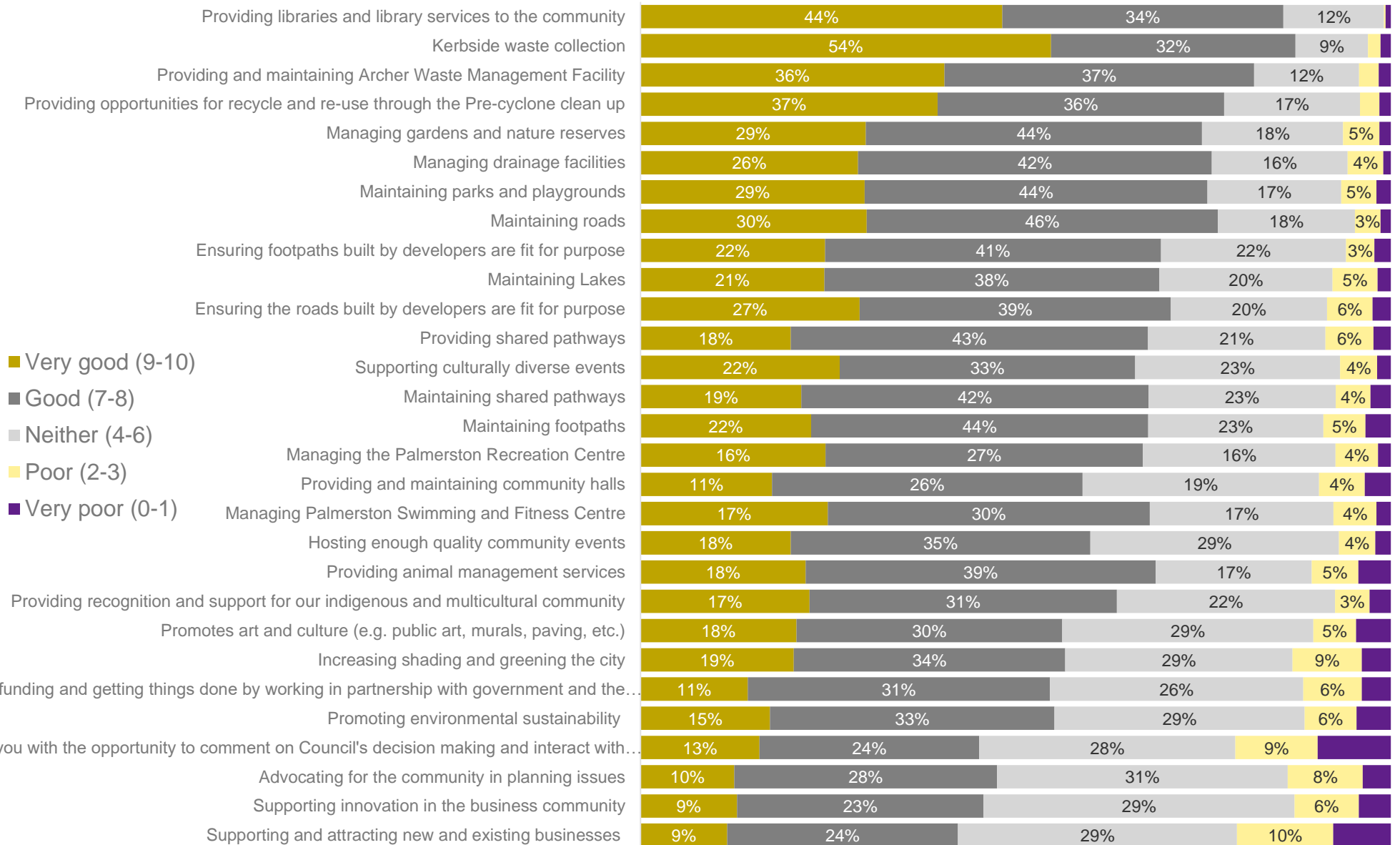


**Among detractors, the most common reason for providing a low likelihood to recommend score include crime and safety issues (55%). This is consistent with the finding from 2019.**



**Overall, Council's area of highest performance is 'kerbside waste collection', scoring 86% satisfaction.**

**The lowest performing area was in supporting and attracting new and existing businesses (33%).**





**Compared to the 2019 results, in 2020 Council has seen significant improvements in terms of satisfaction in the areas of kerbside waste collection and supporting and attracting new and existing business.**

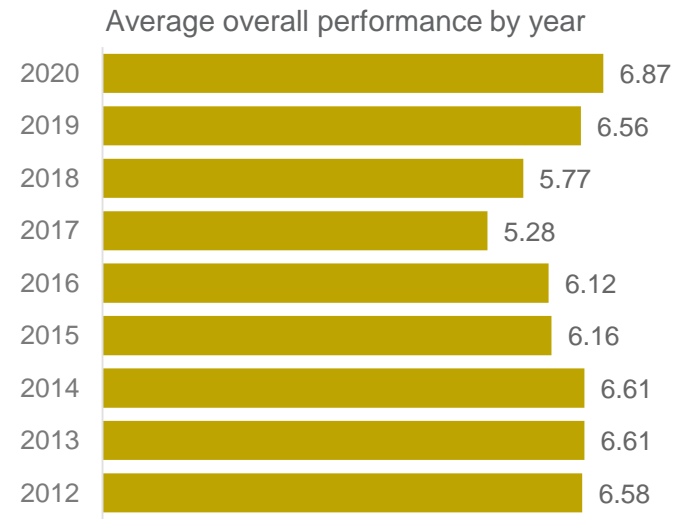
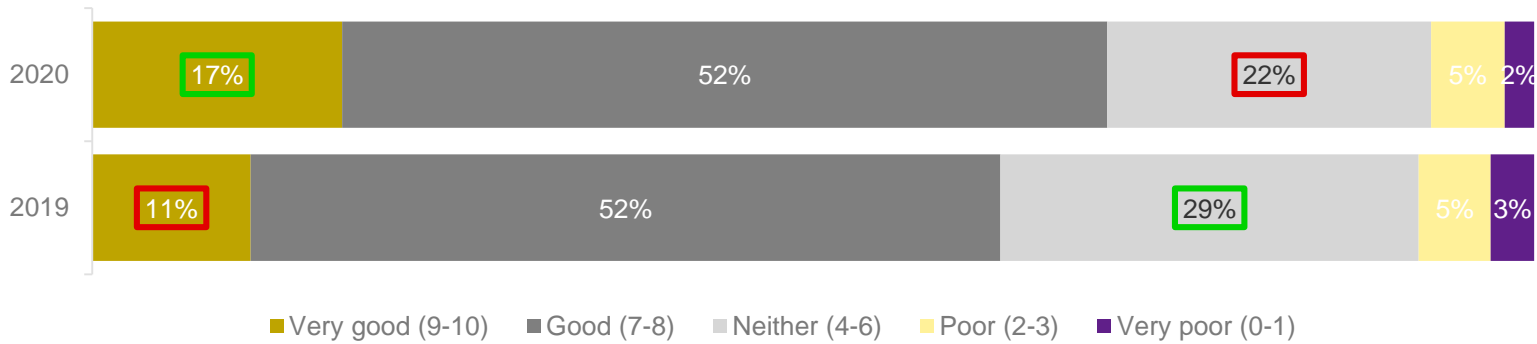
**A decrease since 2019 has been found in the area of supporting innovation in the business community.**

	2019	2020
Providing libraries and library services to the community	8.4	8.3
Kerbside waste collection	8.0	8.3
Providing & maintaining Archer Waste Management Facility	8.2	7.9
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.8	7.8
Managing gardens and nature reserves	7.4	7.3
Maintaining drainage facilities	7.7	7.4
Maintaining parks and playgrounds	7.4	7.3
Maintaining roads	7.3	7.5
Ensuring footpaths built by developers are fit for purpose	7.4	7.2
Maintaining Lakes	7.5	7.2
Ensuring the roads built by developers are fit for purpose	7.4	7.2
Providing shared pathways	7.3	6.9
Supporting culturally diverse events	7.6	7.1
Maintaining shared pathways	7.3	7.0
Maintaining footpaths	7.1	7.0
Managing the Palmerston Recreation Centre	8.1	7.0
Providing and maintaining community halls	8.5	6.6
Managing Palmerston Swimming and Fitness Centre	8.1	7.1
Hosting enough quality community events	7.0	6.7
Providing animal management services	7.2	6.9
Providing recognition and support for our indigenous and multicultural community	7.8	6.9
Promotes art and culture (eg. public art, murals, paving etc)	7.1	6.6
Increasing shading and greening the city	6.6	6.5
Achieving funding and getting things done by working in partnership with government and the community	7.2	6.3
Promoting environmental sustainability	6.9	6.4
Providing you with the opportunity to comment on Council's decision making and interact with Council	6.6	5.7
Advocating for the community in planning issues	7.0	6.0
Supporting innovation in the business community	7.1	6.0
Supporting and attracting new and existing businesses	5.2	5.7

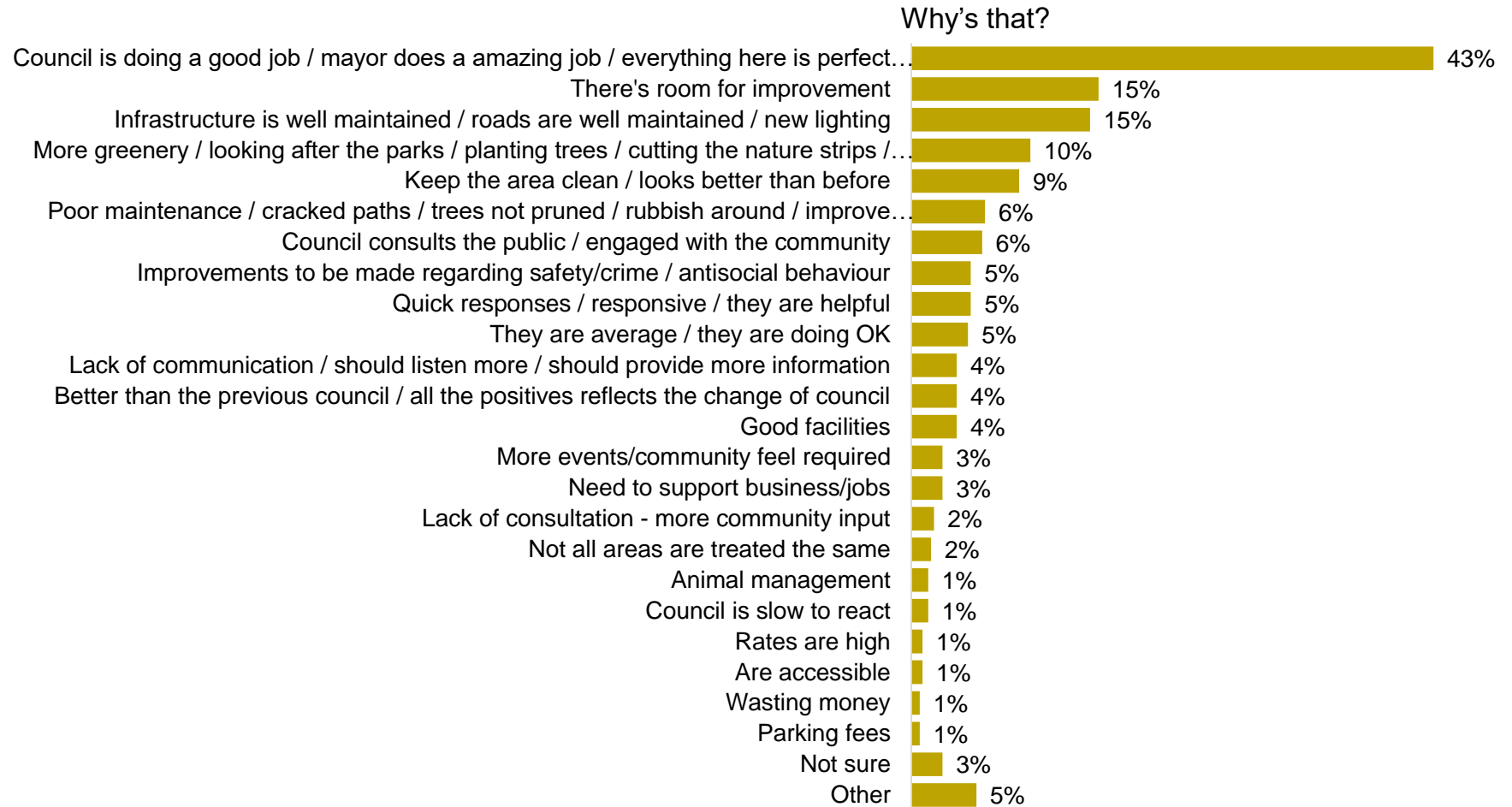
# Council's performance across each of the outcome areas.

	2019	2020
Supporting and attracting new and existing businesses	5.2	5.7
Achieving funding and getting things done by working in partnership with government and the community	6.0	6.3
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7
Maintaining parks and playgrounds	7.3	7.3
Managing the Palmerston Recreation Centre	6.7	
Providing and maintaining community halls	6.8	6.6
Managing Palmerston Swimming and Fitness Centre	6.9	7.1
Hosting enough quality community events	6.7	6.7
Providing animal management services	6.6	6.9
Advocating for the community in planning issues	5.7	6.0
Maintaining drainage facilities	7.4	7.4
Maintaining roads	7.3	7.5
Ensuring footpaths built by developers are fit for purpose	7.1	7.2
Ensuring the roads built by developers are fit for purpose	7.1	7.2
Providing shared pathways	6.8	6.9
Maintaining shared pathways	6.9	7.0
Maintaining footpaths	7.0	7.0
Supporting innovation in the business community	5.6	6.0
Providing libraries and library services to the community	8.1	8.3
Supporting culturally diverse events	7.0	7.1
Providing recognition and support for our indigenous and multicultural community	6.7	6.9
Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6
Kerbside waste collection	8.0	8.3
Providing & and maintaining Archer Waste Management Facility	7.8	7.9
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.6	7.8
Managing gardens and nature reserves	7.3	7.3
Maintaining Lakes	7.1	7.1
Increasing shading and greening the city	6.3	6.5
Promoting environmental sustainability	6.1	6.4

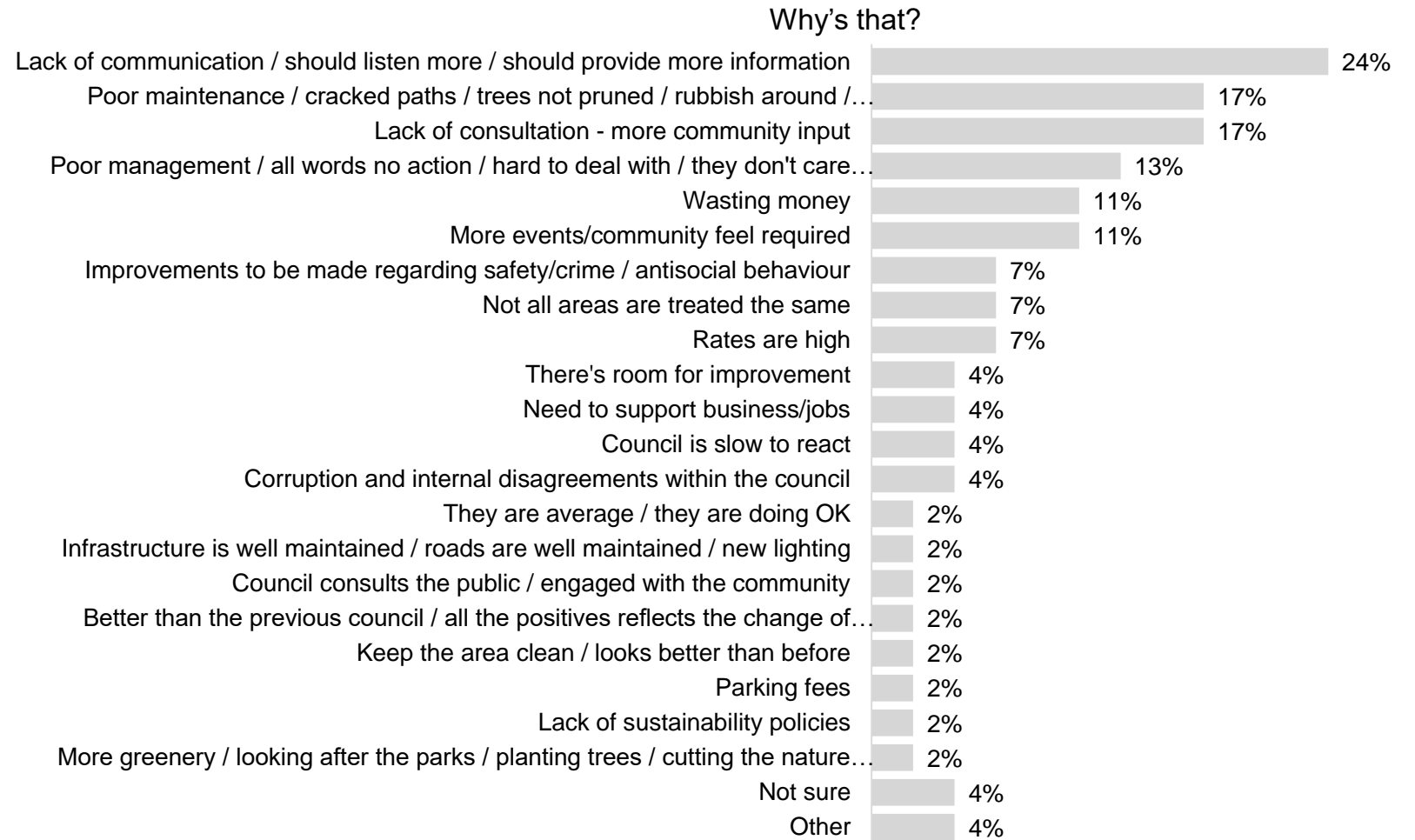
**This year, Council has recorded the highest performance rating achieved since the research commenced in 2012. In 2020, Council's performance has increased, with 69% of the community rating Councils performance as good or very good. This represents an increase of 6% since 2019.**



When asked why people feel Council is doing a good job, the community generally mentioned that Council are doing a good job, and that things in the area are perfect.



**For those who rated Council's performance as 'poor' overall, the main reason for this was due to a lack of communication from Council.**





# The two most important issues to the City of Palmerston community are:

1. **Crime/safety and addressing antisocial behaviour; and**
2. **Maintaining / increasing green spaces.**

	Most	Second
Crime/Safety / antisocial behaviour / youth crime / more policing needed	48%	15%
Maintaining/increasing green spaces	12%	8%
No issues	11%	
Cleanliness	8%	6%
Road/footpath maintenance	6%	7%
Animal control	4%	2%
Noise control	3%	2%
Improved lighting	3%	1%
More programs for young people / more youth diversion programs	2%	
Traffic management - speeding / too much traffic / dangerous roads / badly designed roads	2%	3%
Homelessness	2%	1%
Management of public housing	1%	1%
Increasing business/employability	1%	3%
Affordability / roaring house rates / keeping the value of our rates down	1%	2%
Facilities for families	1%	2%
Facilities for the elderly	1%	
Sustainability policies / recycling / environmental issues	1%	3%
Additional infrastructure (e.g. shopping)	1%	1%
Council not wasting money	1%	
Traffic management / safer roads - roads too narrow / dangerous intersections / street parking		3%
More community events		2%
Council consulting public		2%
Additional Shade		1%
Programs for young people / keeping them off the streets		1%
Improved schools		1%
Additional sporting facilities		1%
I don't know	2%	2%
Other	4%	4%

# Most and second most important issues by suburb.

Gray (n=75)		Bakewell (n=42)		Rosebery (n=58)		Durack (n=57)	
Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important
<ul style="list-style-type: none"> <li>• Crime/safety (71%)</li> <li>• Maintain/increase green space (6%)</li> <li>• No issues (6%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (36%)</li> <li>• Crime/safety (16%)</li> <li>• Cleanliness (12%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (48%)</li> <li>• No issues (11%)</li> <li>• Cleanliness (10%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (22%)</li> <li>• Cleanliness (18%)</li> <li>• Road/footpath maintenance (10%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (53%)</li> <li>• Cleanliness (19%)</li> <li>• Maintain/increase green space (18%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (38%)</li> <li>• Crime/safety (20%)</li> <li>• Road/footpath maintenance (15%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (41%)</li> <li>• No issues (23%)</li> <li>• Maintain/increase green space (13%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (46%)</li> <li>• Cleanliness (10%)</li> <li>• Maintain/increase green space (10%)</li> </ul>
Driver (n=50)		Gunn (n=50)		Zuccoli (n=47)		Woodroffe (n=65)	
Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important
<ul style="list-style-type: none"> <li>• Crime/safety (46%)</li> <li>• No issues (14%)</li> <li>• Road/footpath maintenance (12%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (25%)</li> <li>• Crime/safety (22%)</li> <li>• Road/footpath maintenance (16%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (54%)</li> <li>• Maintain/increase green space (22%)</li> <li>• Cleanliness (10%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (50%)</li> <li>• Maintain/increase green space (9%)</li> <li>• Crime/safety (6%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (37%)</li> <li>• Maintain/increase green space (21%)</li> <li>• Road/footpath maintenance (13%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (44%)</li> <li>• Road/footpath maintenance (9%)</li> <li>• Crime/safety (8%)</li> <li>• Maintain/increase green space (8%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (62%)</li> <li>• Maintain/increase green space (9%)</li> <li>• No issues (9%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (45%)</li> <li>• Crime/safety (12%)</li> <li>• Traffic management (8%)</li> </ul>
Moulden (n=57)		Farrar (n=34)		Marlow Lagoon (n=18)		Palmerston City (n=7)	
Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important
<ul style="list-style-type: none"> <li>• Crime/safety (53%)</li> <li>• Maintain/increase green space (13%)</li> <li>• Cleanliness (9%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (29%)</li> <li>• Crime/safety (21%)</li> <li>• Maintain/increase green space (12%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (32%)</li> <li>• No issues (16%)</li> <li>• Maintain/increase green space (15%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (35%)</li> <li>• Crime/safety (25%)</li> <li>• Maintain/increase green space (12%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (33%)</li> <li>• Cleanliness (28%)</li> <li>• Road/footpath maintenance (22%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (24%)</li> <li>• Crime/safety (18%)</li> <li>• Road/footpath maintenance (15%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (62%)</li> <li>• Increasing business/employability (30%)</li> </ul>	<ul style="list-style-type: none"> <li>• Homelessness (30%)</li> <li>• Crime/safety (27%)</li> </ul>
Bellamack (n=33)		Johnston (n=29)		Pinelands (n=3)		Yarrowonga (n=8)	
Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important	Most important	2 <sup>nd</sup> most important
<ul style="list-style-type: none"> <li>• Crime/safety (32%)</li> <li>• Maintain/increase green space (18%)</li> <li>• No issues (9%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (38%)</li> <li>• Crime/safety (26%)</li> <li>• Maintain/increase green space (18%)</li> </ul>	<ul style="list-style-type: none"> <li>• Crime/safety (38%)</li> <li>• No issues (17%)</li> <li>• Maintain/increase green space (16%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (41%)</li> <li>• Traffic management (12%)</li> <li>• Maintain/increase green space (9%)</li> </ul>	<ul style="list-style-type: none"> <li>• No issues (82%)</li> <li>• Road/footpath maintenance (18%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (100%)</li> </ul>	<ul style="list-style-type: none"> <li>• Cleanliness (34%)</li> <li>• Maintain/increase green space (27%)</li> <li>• Road/footpath maintenance (21%)</li> </ul>	<ul style="list-style-type: none"> <li>• Nothing (25%)</li> <li>• Don't know (21%)</li> </ul>

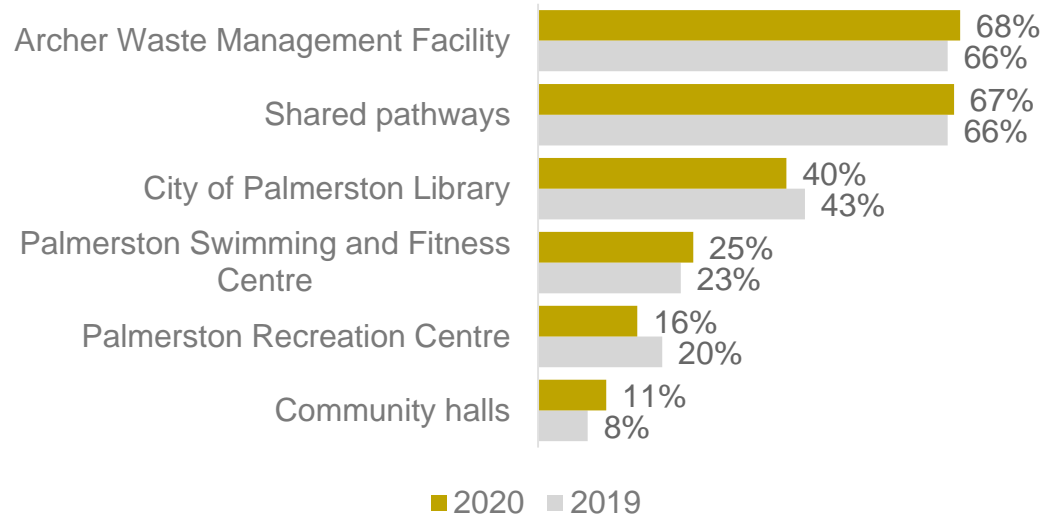
Source: Q10. What is the most important issue to you, in your local area? (open ended); Q10a. What is the second most important issue to you, in your local area? (open ended)

Note: There was only one person interviewed from Mitchell, and the most important issue to this person was crime/safety.

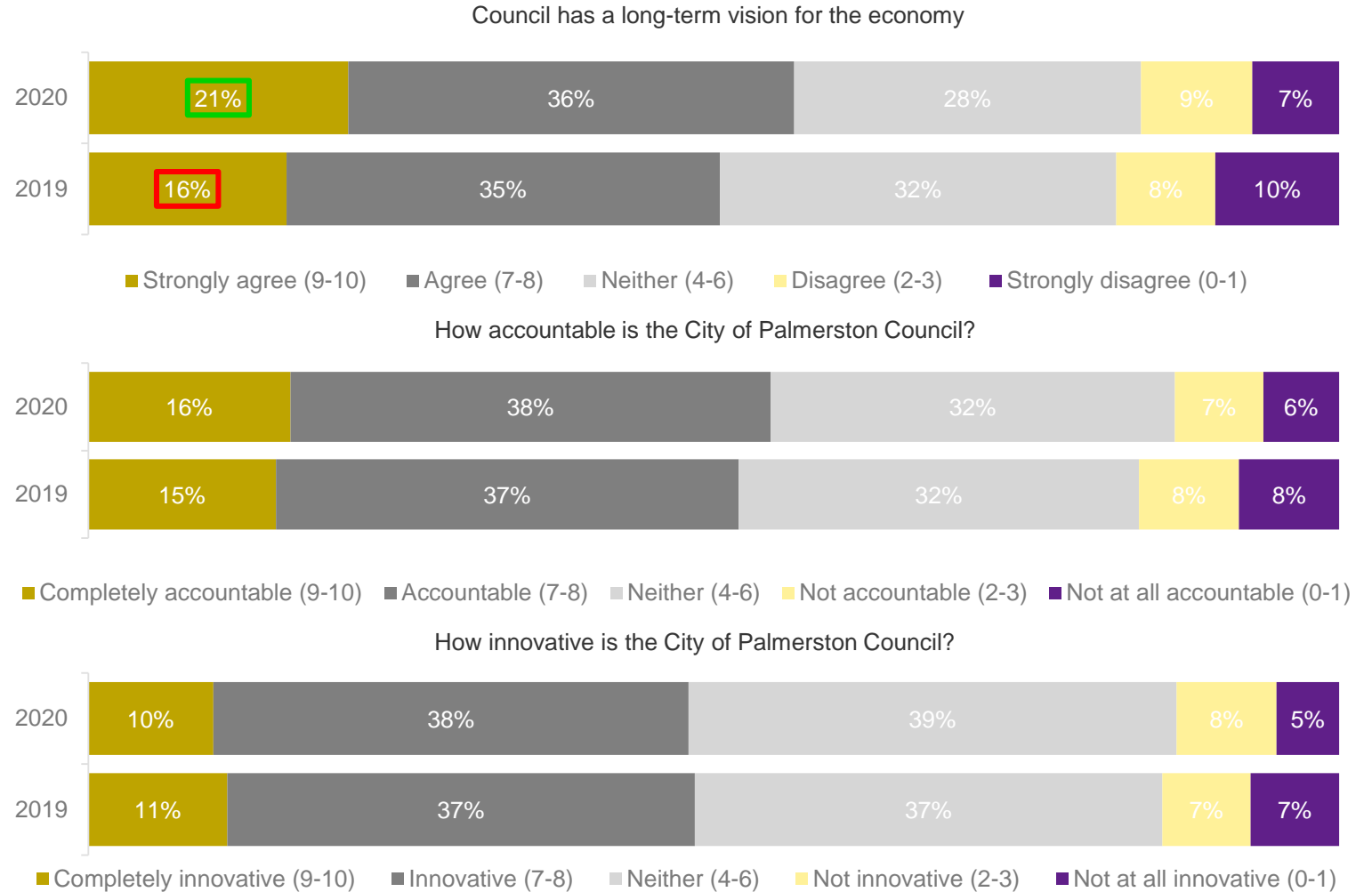
**From the perspective of the community, the most significant achievement that Council has achieved is the creation of more green spaces.**

	Most important achievement	Other achievements
More green spaces (beautifying the area /nature strip improvements / soil / trees / grass etc / improved the parks)	19%	8%
I am not sure what the council have achieved	11%	
Improved quality of roads/footpaths	10%	3%
Increased lighting	8%	
Addressing crime (including building police station) (laneways)	8%	4%
Increasing the 'community feel'	6%	5%
General maintenance	6%	2%
Cleanliness - (tidiness of streets etc)	5%	3%
The markets	4%	1%
Improving facilities	4%	2%
Consulting the public - (being more transparent)	3%	
Supporting businesses	3%	2%
Everything	3%	
Increased services	2%	
Waste management	2%	2%
Lower rates	2%	1%
Sustainability policies (solar panels)	1%	
Reduced parking costs (free parking)	1%	1%
Hospital	1%	
The school	1%	
Cyclone clean up management	1%	1%
Financial stability	1%	2%
Community grants	1%	
Changing the council	1%	
'The Gateway'	1%	
Additional shade	1%	
Other	16%	
To continue with the job they are doing - doing a good job / supporting us		3%
Community consultation - social media use / informing the community		2%
Services - youth programs / library services for the kids / social services		1%
Development and growth		1%
Increased lighting		1%
Animal control		1%
Homelessness		1%

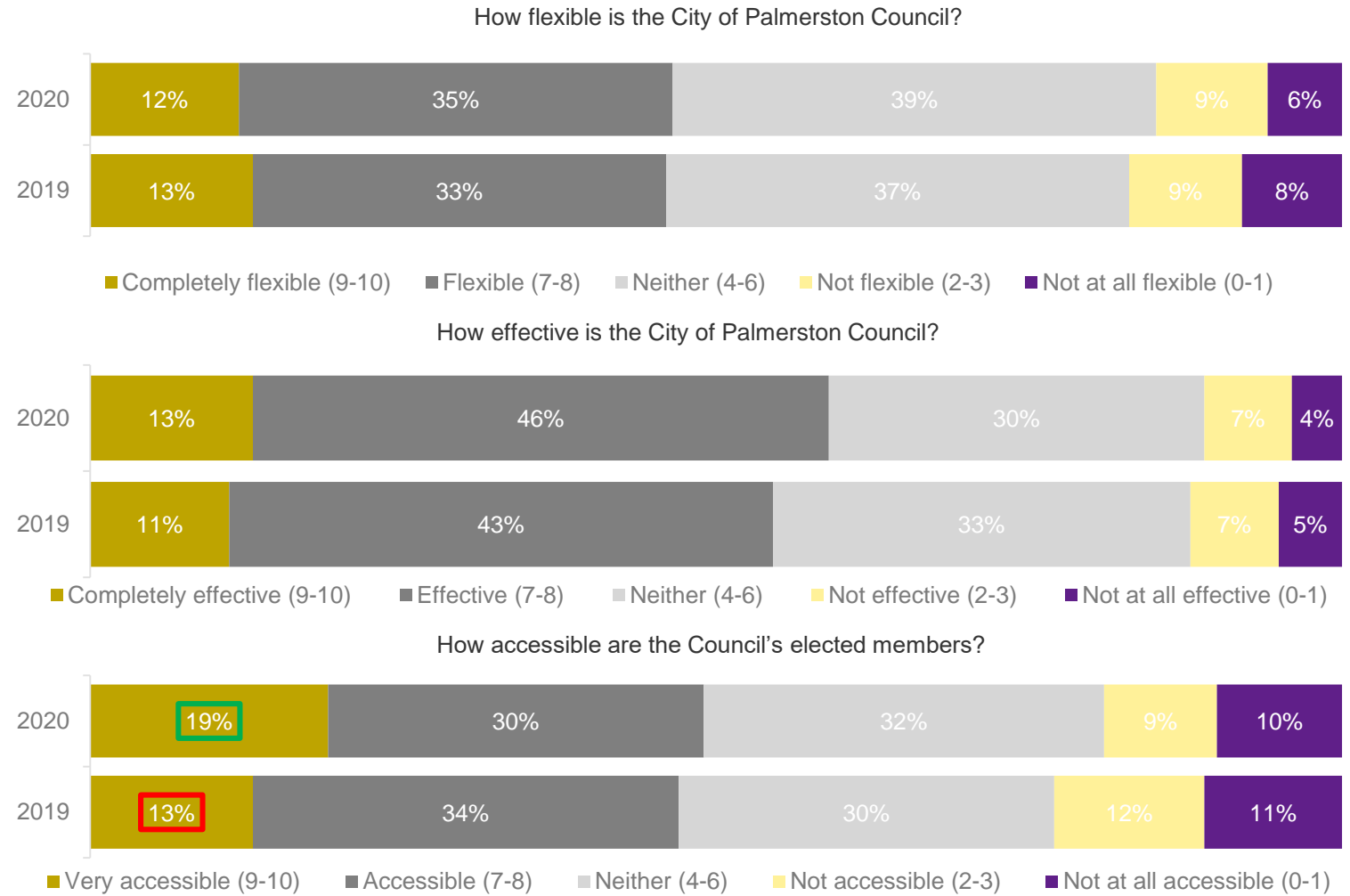
**Usage of Council facilities remained reasonably consistent in 2020 compared to 2019, with the Archer Waste Management Facility among the top used (68%), followed by shared pathways (67%). Usage of the Palmerston Recreation Centre and Community halls had lower usage rates in the three months prior to launching the survey.**



**In 2020, the proportion of people in the community who agree that Council has a long-term vision for the economy has increased by 6%, and community perceptions of Council's accountability also increased slightly (by 2%).**

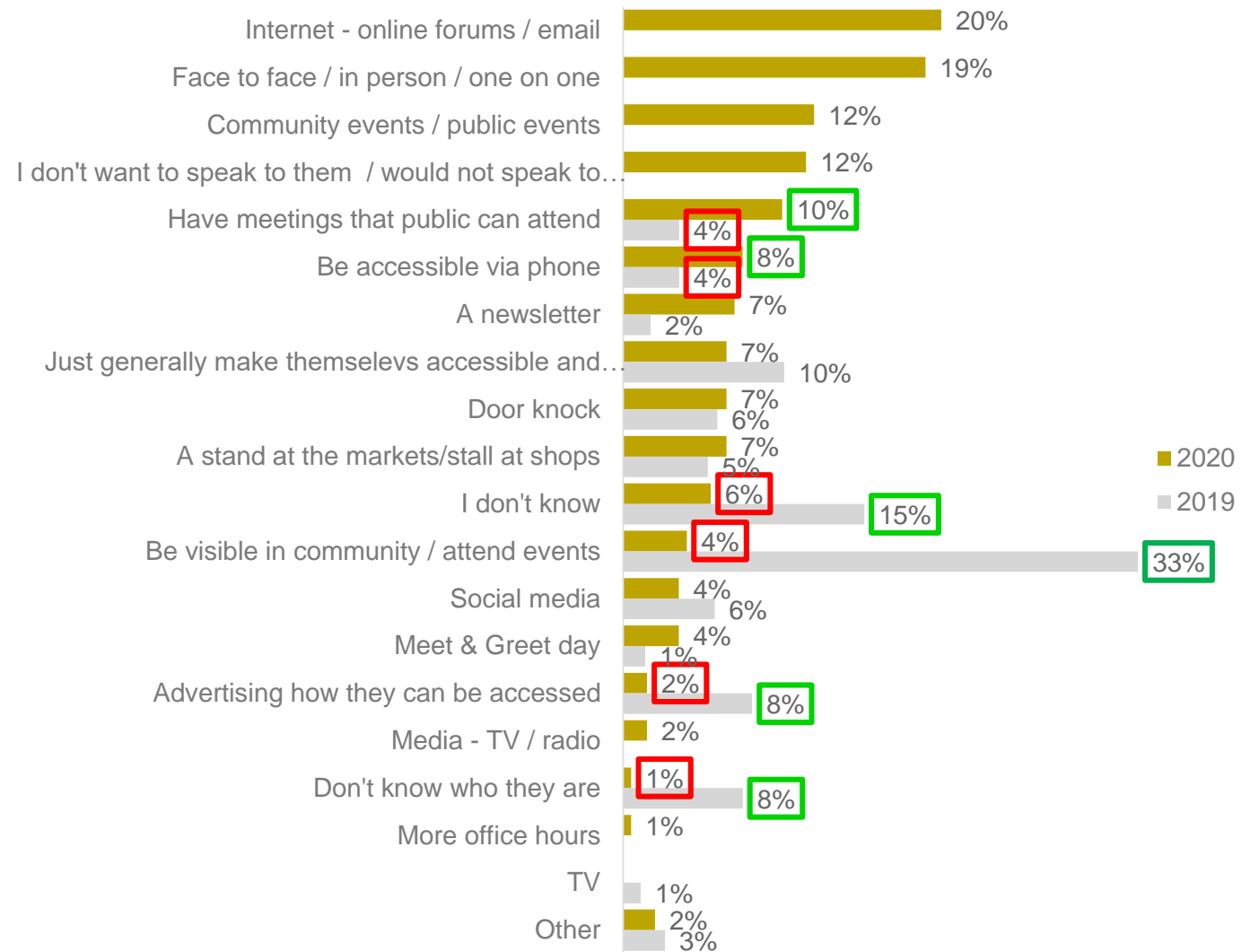


**In 2020, we have seen increases in the proportion of people who feel that Council is effective (up 5%) and accessible (up 2%). The results for Council being flexibly remained consisted in 2020.**





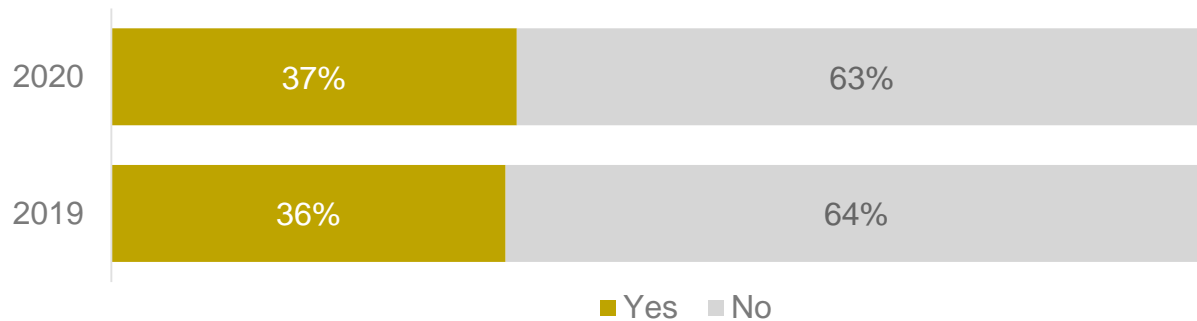
**Those who indicated that Elected members are not accessible were asked how they could be more accessible. The most common response in 2020 was online, through online forums and via email (20%), followed by face to face interactions (19%). This is a significant shift from 2019, where the community wanted to see Elected Members at events in the community.**



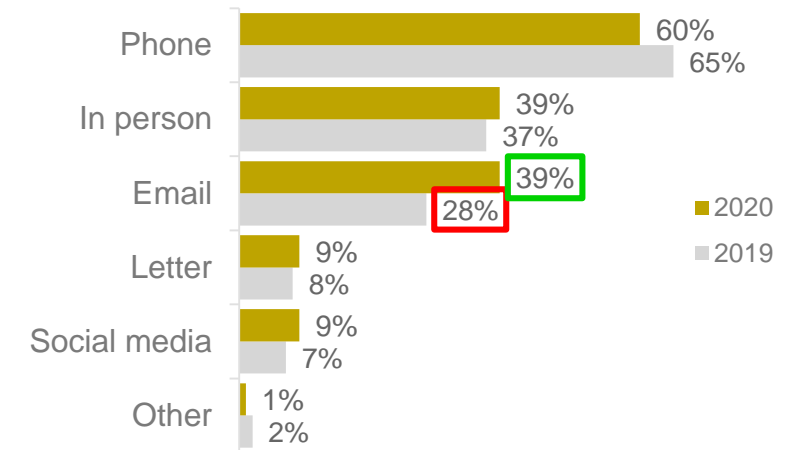
Source: Q18. On a scale of 0 to 10, where 0 is not at all accessible and 10 is very accessible, how accessible do you consider Council's Elected Members to be?  
 Base: All respondents, excluding those who responded, 'can't say' (n=507)  
 Source: Q18a. How could Elected members be more accessible?  
 Base: Those who indicated that Council's Elected Members are not accessible 2019 (n=188); 2020 (n=199)

**37% of the community have had contact with Council on a specific issue in the past year, with this contact generally happening via phone (60%), and the majority of the community rating Council's customer service as Very good or Good (66%).**

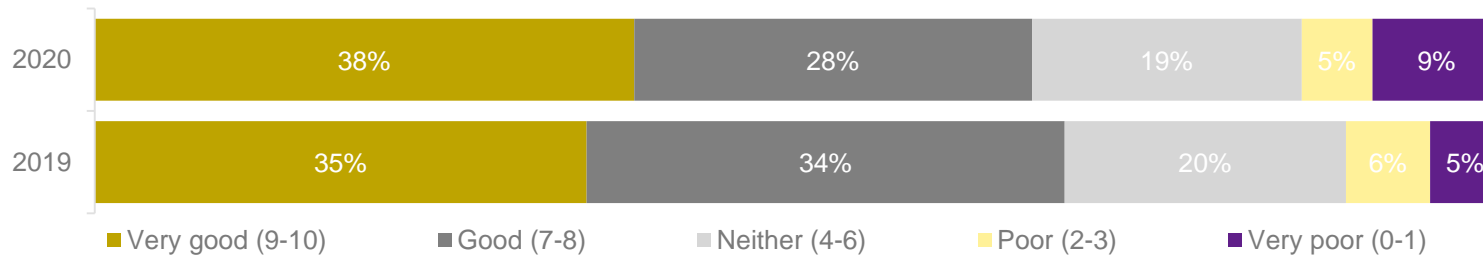
Have you personally made or had contact with Council on a specific issue in the last year?



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

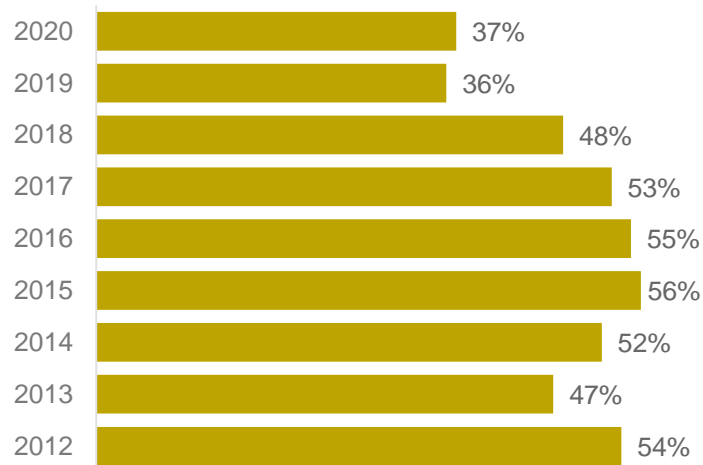


How would you rate the Council's customer service delivery when you dealt with them? (amongst those who have had contact with council)



# Contact with Council appears to be steadily decreasing over time, with 2020 recording one of the lowest levels of contact recorded since the research has been undertaken.

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

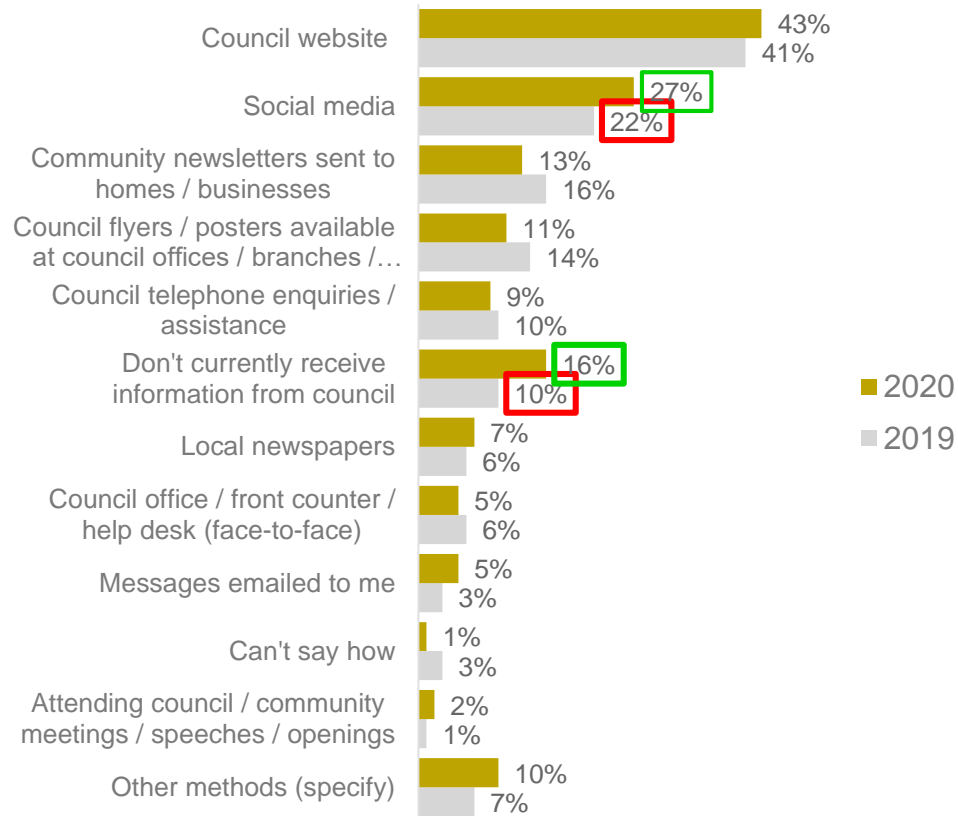


In the last year have these contacts been in person, by phone, via email, social media or letter?

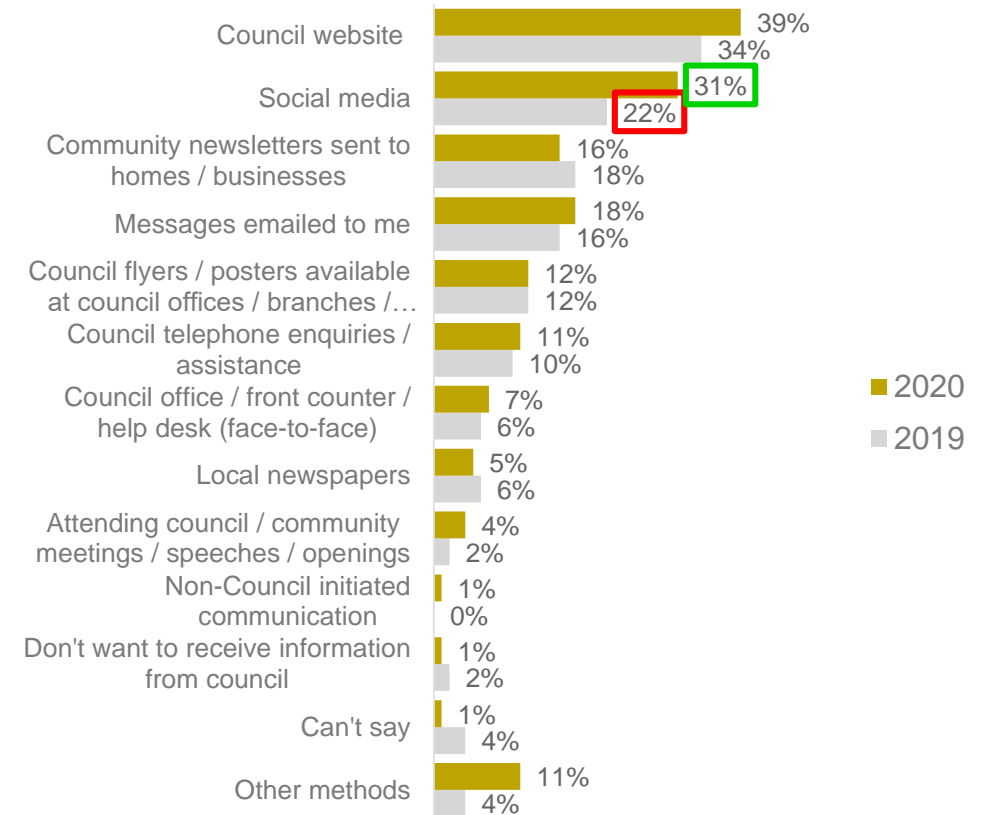
	2020	2019	2018	2017	2016	2015	2014	2013	2012
Phone	60%	65%	66%	63%	62%	65%	67%	65%	61%
In person	39%	37%	45%	53%	41%	47%	48%	46%	49%
Email	39%	28%	36%	29%	28%	35%	22%	18%	20%
Letter	9%	8%	9%	7%	6%	11%	13%	10%	13%
Social media	9%	7%	NA	NA	NA	NA	NA	NA	NA
Other	1%	2%	0%	3%	2%	1%	1%	1%	0%

# Council appears to be providing information to the community in the channels preferred by the community, with the top two channels being through Council's website and social media.

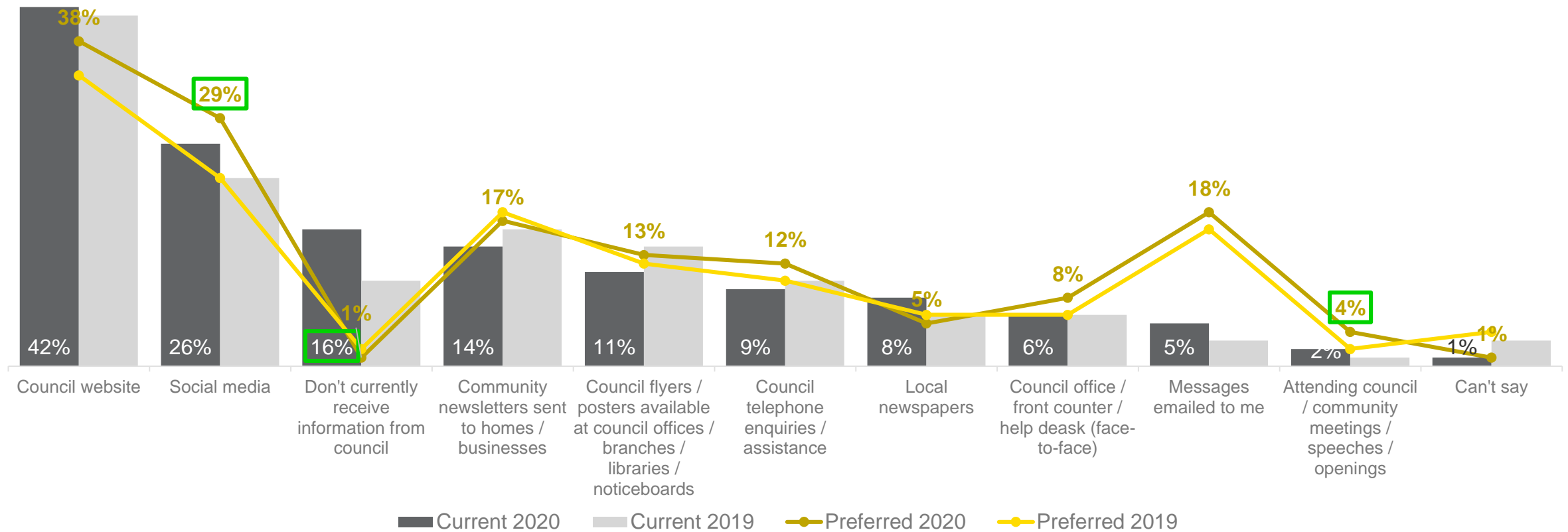
How do you currently obtain information from Council?



What would be your preferred way of obtaining information from council?



The chart below shows the variance between current methods of council communications and preferred methods. The areas of interest are where there are gaps in provision. For instance, 5% of residents currently have messages emailed to them, however 18% of residents would prefer this method of communication.



**KANTAR**

Thank you

**Sarah Zanker**

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