

## City of Palmerston

### *2021 Community Survey Research Report*

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**1**

# **Executive summary**

# The City of Palmerston's 2021 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 2021, the 15 minute telephone survey was conducted in August with 603 residents of the City of Palmerston. The survey was also made available online.

The total sample sizes achieved were as follows:

- Telephone sample n=603
- Online sample n=13

## Statistical significance

Statistically significant differences are meaningful differences in the data that are not attributed to chance (e.g. through sampling).

In this report, where there are results that are statistically significantly different from the previous year, they are noted with a green (increase) or red (decrease) arrow or text. Values without a green or red arrow or text are not statistically significantly different from the previous year.

Significant differences have been noted for the current year compared with the previous year.

## Rounding

Some charts may add up to between 99% and 101% due to rounding.

## Key findings

### Overall performance

The results of the 2021 survey show that average Council performance has increased to 7.02 / 10 (up from 6.77 last year) and is at its highest level recorded since 2012.

### Net Promoter Score

While not a traditional measure for councils, the net promoter score for residents of Palmerston in 2021 sits at -6 (out of a possible range of -100 to +100). This is a relatively good score when compared to a benchmark of -19 for three other Australian Councils, however is a slight decrease from last year.

### Highest performing services

Consistent with the results achieved in 2020, the highest areas of performance included: kerbside waste collection; providing libraries and library services to the community; providing and maintaining the Archer waste management facility; providing opportunities for recycle and re-use through the pre-cyclone clean up; and supporting culturally diverse events.

### Lowest performing services

On the other hand, the lowest areas of performance included: providing you with the opportunity to comment on Council's decision making and interact with Council; supporting and attracting new and existing businesses; advocating for the community in planning issues; supporting innovation in the business community; and promoting environmental sustainability.

### Key issues

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

Positively, when asked to consider Council's achievements over the past year, the most common response was Council's achievements in the area of delivering more green space.

In terms of communication, there is a gap in the proportion of respondents who currently receive emailed messages from Council and the proportion that would prefer this method of communication. Furthermore, when asked how council could be more accessible, the top method indicated by respondents was through internet/online forums and email.

# The 2021 Community Survey Results: At a glance.

Overall there have been some very promising improvements when it comes to Council's performance in 2021. In addition to making improvements in terms of average satisfaction overall, each of the 6 outcome areas have seen an increase in performance.

The areas that saw the greatest increases in 2021 include:

- Hosting enough quality community events (up 0.82)
- Accountability of Council (up 0.52)
- Providing and maintaining community halls (up 0.51)
- Promoting art and culture (e.g. public art, murals, paving etc.) (up 0.51)
- Flexibility of Council (up 0.49)

Areas that decreased in 2021 include:

- Maintaining Lakes (down 0.22)
- Providing libraries and library services to the community (down 0.11)
- Maintaining parks and playgrounds (down 0.07)
- Kerbside waste collection (down 0.05)
- Maintaining roads (down 0.02)
- Providing opportunities for recycle and re-use through the Pre-cyclone clean up (down 0.01)

Key Area	2019	2020	2021	Change
Family and Community	6.68	6.80	7.16	+ 0.36
Vibrant Economy	6.01	6.28	6.55	+ 0.27
Cultural diversity	7.04	7.21	7.50	+ 0.29
A Future Focus	6.70	6.84	7.02	+ 0.18
Environmental Sustainability	7.16	7.33	7.36	+ 0.03
Governance	6.01	6.17	6.52	+ 0.35
Net promoter score	-9	-4	-6	- 2
<b>Average Performance</b>	<b>6.56 / 10</b>	<b>6.77 / 10</b>	<b>7.02 / 10</b>	<b>+ 0.25</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. In recent years, the City of Palmerston developed an updated community plan based around 6 key outcome areas:

- Family and community
- Vibrant Economy
- Cultural Diversity
- A Future Focus
- Environmental Sustainability
- Governance

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 from 4-19 August 2021 with 603 residents of the City of Palmerston. The survey was also made available online.

The total number of completes were as follows:

- Telephone sample n=603
- Online sample n=13

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 7.16 out of 10. This is an increase compared to the results achieved in 2020. The highest performing aspect of the measure was ‘hosting enough quality community events’ which averaged 7.52 and was a significant increase from 2020. This was followed by ‘managing the Palmerston Recreation Centre’, which averaged 7.41, also a significant increase from the previous year.

The poorest performing aspect related to Family and Community outcome area was ‘advocating for the community in planning issues’ which received an average score of 6.38 out of 10, the only Family and Community measure that scored less than 7 out of 10 on average this year.

Measure	Score 2019	Score 2020	Score 2021	Change
Managing Palmerston swimming & fitness centre	6.86	7.08	7.31	+ 0.23
Maintaining parks and playgrounds	7.26	7.34	7.27	- 0.07
Providing and maintaining community halls	6.80	6.59	7.10	+ 0.51
Managing the Palmerston Recreation Centre	6.69	7.02	7.41	+ 0.39
Hosting enough quality community events	6.78	6.70	7.52	+ 0.82
Advocating for the community in planning issues	5.76	5.99	6.38	+ 0.39
Providing animal management services	6.63	6.91	7.14	+ 0.23
<b>Overall:</b>	<b>6.67 / 10</b>	<b>6.80 / 10</b>	<b>7.16 / 10</b>	<b>+ 0.36</b>

## Vibrant economy.

Vibrant economy as an overall outcome saw an increase in 2021 of 0.27 – the same level of increase seen in 2020 – scoring 6.55 out of 10.

The Council's slogan, 'A place for people', received moderate awareness (40%), a slight decrease from last year. Despite this, residents agreed with the sentiment of the slogan with an average agreement score of 6.83 out of 10.

Other increases were observed in 2021 - 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	Score 2021	Change
<b>Awareness of Council's slogan 'A place for people'</b>	37%	43%	40%	- 3%
<b>Agreement that:</b> Palmerston is 'A place for people'	6.83	6.80	6.83	+ 0.03
<b>Agreement that:</b> Council has a long-term vision for Palmerston economy	5.95	6.37	6.70	+ 0.33
<b>Performance in:</b> Supporting and attracting new and existing businesses	5.25	5.68	6.11	+ 0.43
<b>Overall:</b>	<b>6.01 / 10</b>	<b>6.28 / 10</b>	<b>6.55 / 10</b>	+ 0.27



## Cultural diversity.

In 2021, cultural diversity saw an increase in 3 out of 4 measures that make up this outcome area, the exception being providing libraries and library services to the community. This measure decreased from an average score of 8.27 in 2020 to 8.16 in 2021, however, it continues to be the strongest score in this outcome area.

The largest increase came from promoting art and culture (increasing 0.51) and supporting culturally diverse events (increasing 0.45).

Measure	Score 2019	Score 2020	Score 2021	Change
Supporting culturally diverse events	7.02	7.14	7.59	+ 0.45
Promoting art and culture (e.g. public art, murals, paving etc.)	6.28	6.56	7.07	+ 0.51
Providing libraries and library services to the community	8.20	8.27	8.16	- 0.11
Providing recognition and support for our indigenous and multicultural community	6.68	6.88	7.18	+ 0.30
<b>Overall:</b>	<b>7.04 / 10</b>	<b>7.21 / 10</b>	<b>7.50 / 10</b>	<b>+ 0.29</b>



## A future focus.

In another very positive finding, all areas measured under outcome area ‘A future focus’ achieved increases in 2021 other than ‘maintaining roads’, which had a slight decrease of 0.02 from 2020 to 2021 and continues to be one of the highest performing areas. The greatest increase in this outcome area came from the flexibility of the City of Palmerston, increasing by 0.49 since 2020.

Measure	Score 2019	Score 2020	Score 2021	Change
<b>Performance in:</b> Supporting innovation in the business community	5.65	6.04	6.38	+ 0.34
<b>How:</b> Innovative is the City of Palmerston?	5.95	6.08	6.45	+ 0.37
Flexible is the City of Palmerston?	5.89	6.00	6.49	+ 0.49
<b>Performance in:</b> Ensuring roads built by developers are fit for purpose	7.10	7.22	7.38	+ 0.16
Maintaining roads	7.31	7.51	7.49	- 0.02
Ensuring footpaths built by developers are fit for purpose	7.07	7.17	7.30	+ 0.13
Maintaining footpaths	6.95	6.99	7.06	+ 0.07
Providing shared pathways	6.81	6.92	7.08	+ 0.16
Maintaining shared pathways	6.88	7.00	7.07	+ 0.07
Maintaining drainage facilities	7.37	7.44	7.46	+ 0.02
<b>Overall:</b>	<b>6.70 / 10</b>	<b>6.84 / 10</b>	<b>7.02 / 10</b>	+ 0.18



## Environmental sustainability.

Council also performed quite strongly in the outcome area of environmental sustainability. The highest performing area is kerbside waste collection, scoring 8.28 / 10 even though it saw a slight decrease in average score from 2020. Other decreases in performance were seen in maintaining lakes (down by 0.22) and providing opportunities for recycle and re-use through the pre-cyclone clean up (down by 0.01).

Larger increases were achieved in the areas of increasing shading and greening the city (up by 0.20), and promoting environmental sustainability (up by 0.17).

Measure	Score 2019	Score 2020	Score 2021	Change
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.56	7.77	7.76	- 0.01
Managing gardens and nature reserves	7.27	7.34	7.36	+ 0.02
Maintaining Lakes	7.12	7.15	6.93	- 0.22
Increasing shading and greening the city	6.27	6.52	6.72	+ 0.20
Kerbside waste collection	8.02	8.33	8.28	- 0.05
Providing & and maintaining Archer Waste Management Facility	7.78	7.87	7.95	+ 0.08
Promoting environmental sustainability	6.07	6.36	6.53	+ 0.17
<b>Overall:</b>	<b>7.16 / 10</b>	<b>7.33 / 10</b>	<b>7.36 / 10</b>	<b>+ 0.03</b>



## Governance.

Governance received an increase in average score for all areas and an overall average of 6.52 out of 10, representing an increase of 0.35 since 2020. The highest performing measure in this outcome area was the accountability of council, which averaged 6.79 in 2021 (up by 0.52).

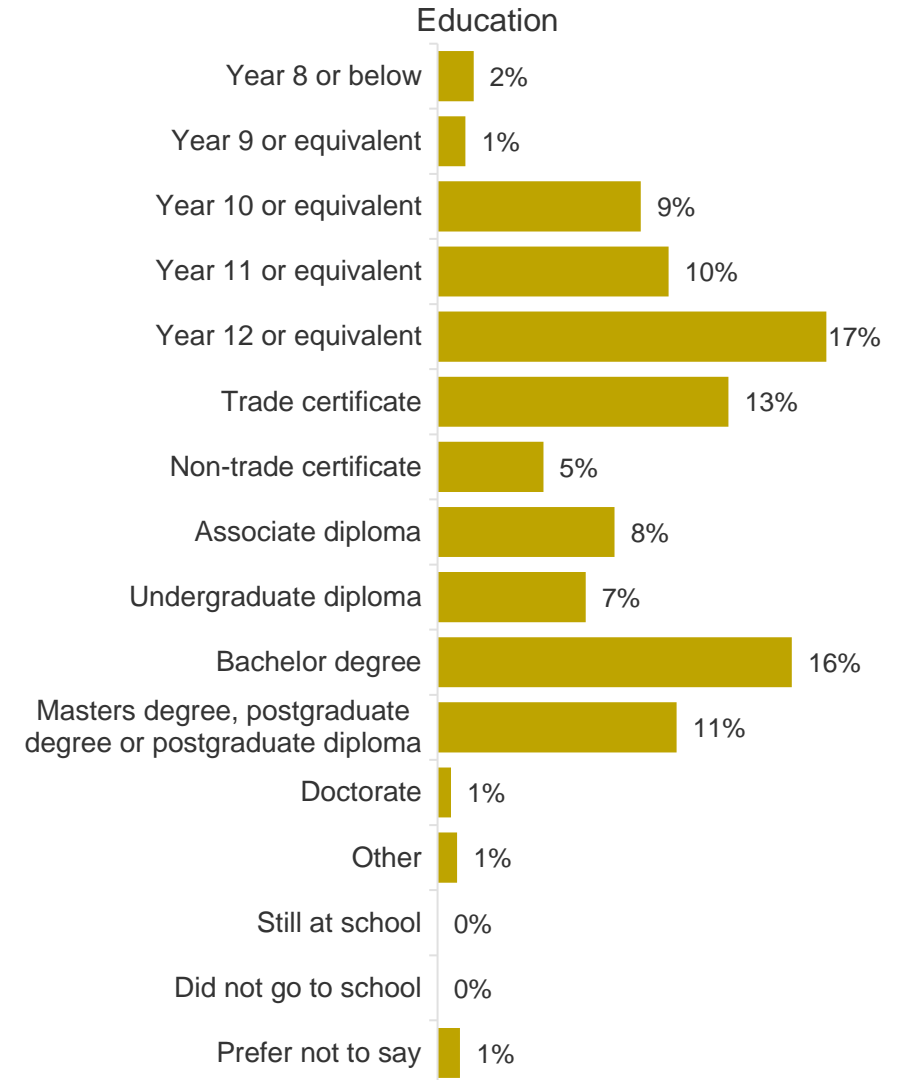
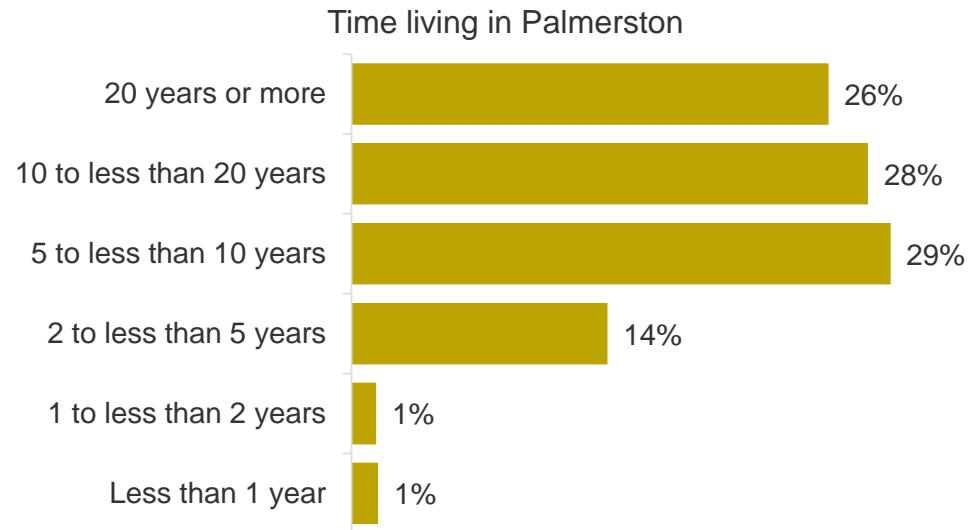
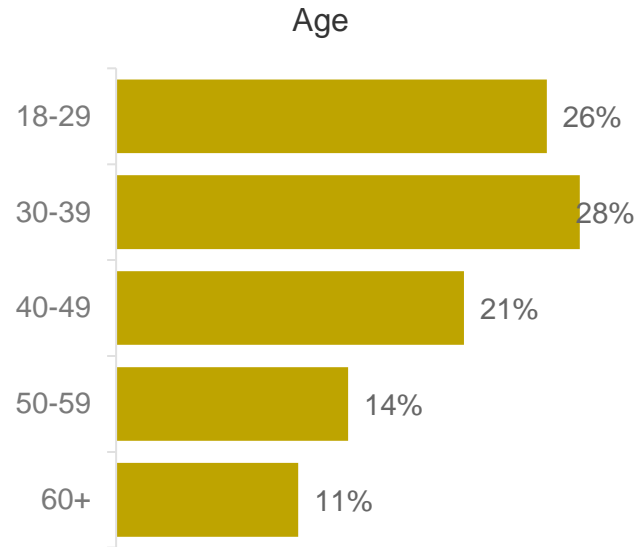
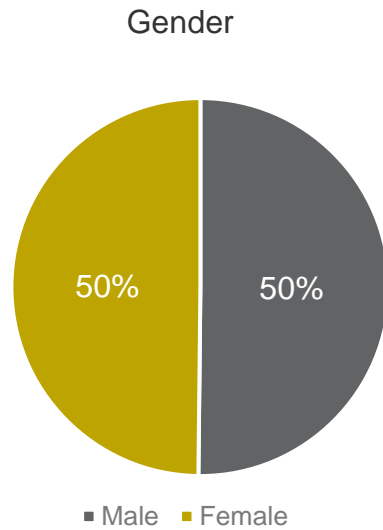
Providing residents the opportunity to comment on decision making and interact with council performed lowest in this outcome area, but showed an increase compared to 2020.

Measure	Score 2019	Score 2020	Score 2021	Change
<b>How:</b> Accountable is the City of Palmerston Council?	6.13	6.27	6.79	+ 0.52
Effective is the City of Palmerston Council?	6.22	6.41	6.68	+ 0.27
<b>Performance in:</b> Providing you with the opportunity to comment on Council's decision making and interact with Council	5.63	5.71	5.90	+ 0.19
Achieving funding and getting things done by working in partnership with government and the community	6.05	6.30	6.70	+ 0.40
<b>Overall:</b>	<b>6.01 / 10</b>	<b>6.17 / 10</b>	<b>6.52 / 10</b>	+ 0.35

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## **Results in detail**

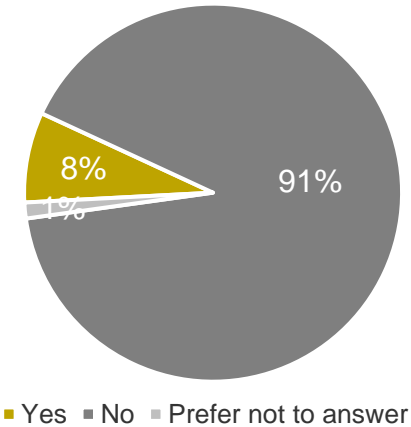
# Demographics.



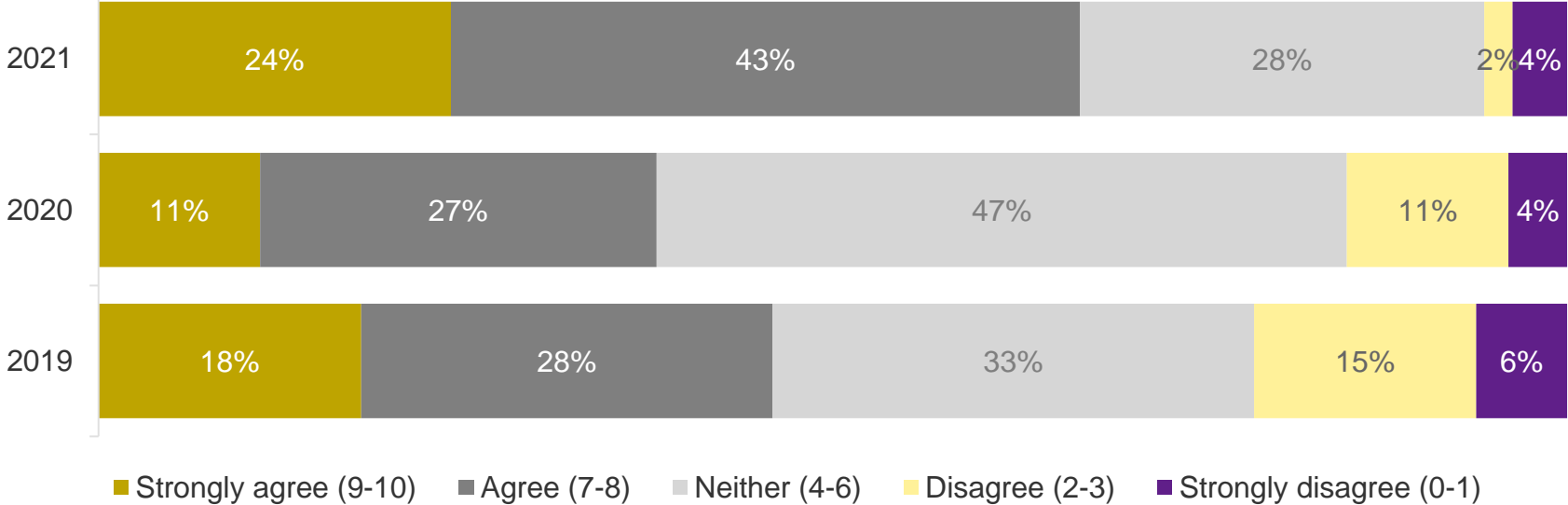


**8% of the total sample identified as Aboriginal or Torres Strait Islander, and of this group, 2 in 3 (67%) agree that Council is inclusive and has a strong relationship with their indigenous community, which is a significant increase (up 29%) since last year.**

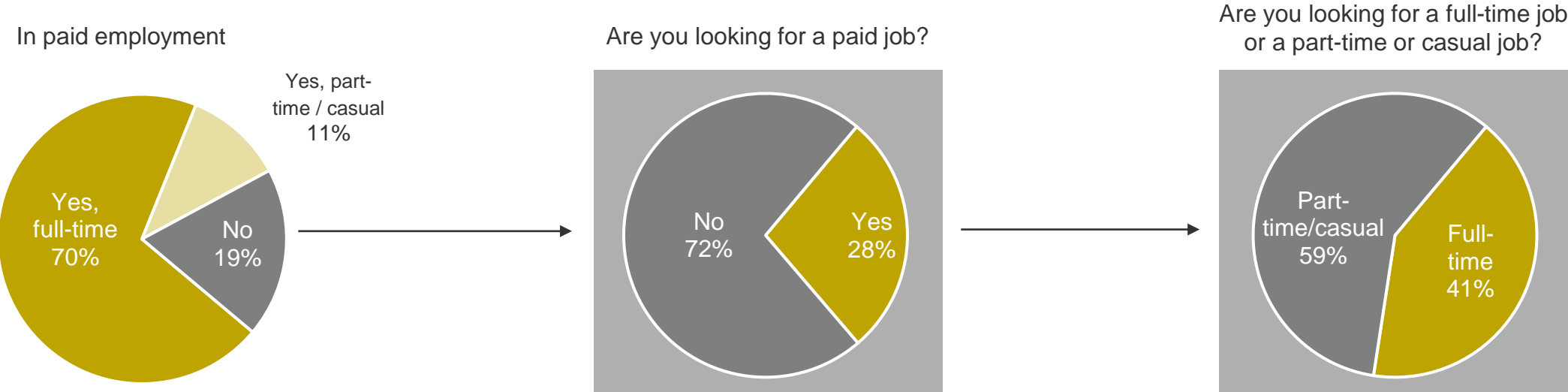
Do you identify as Aboriginal or Torres Strait Islander?



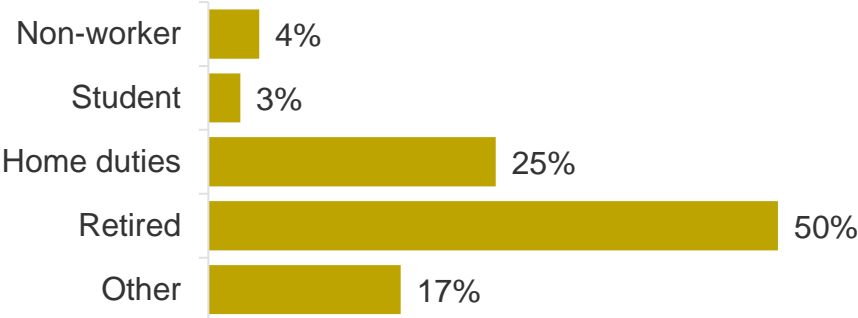
How much do you agree or disagree that council is inclusive and has a strong relationship with their indigenous community?



# 70% of the community are in either full or part time employment, and among those not currently employed (19%), most are retired.

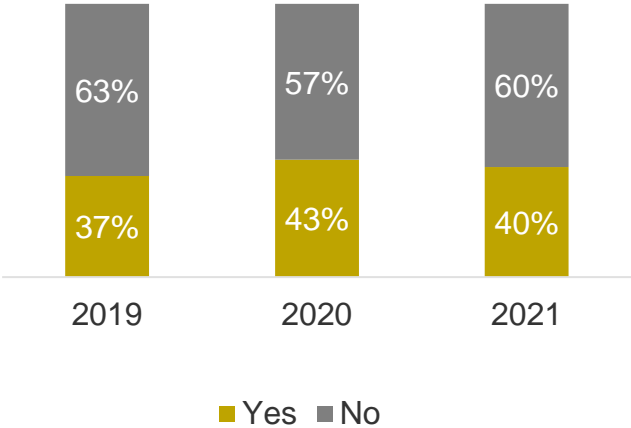


If not looking for a job, are you retired, a student, a non-worker or home duties?

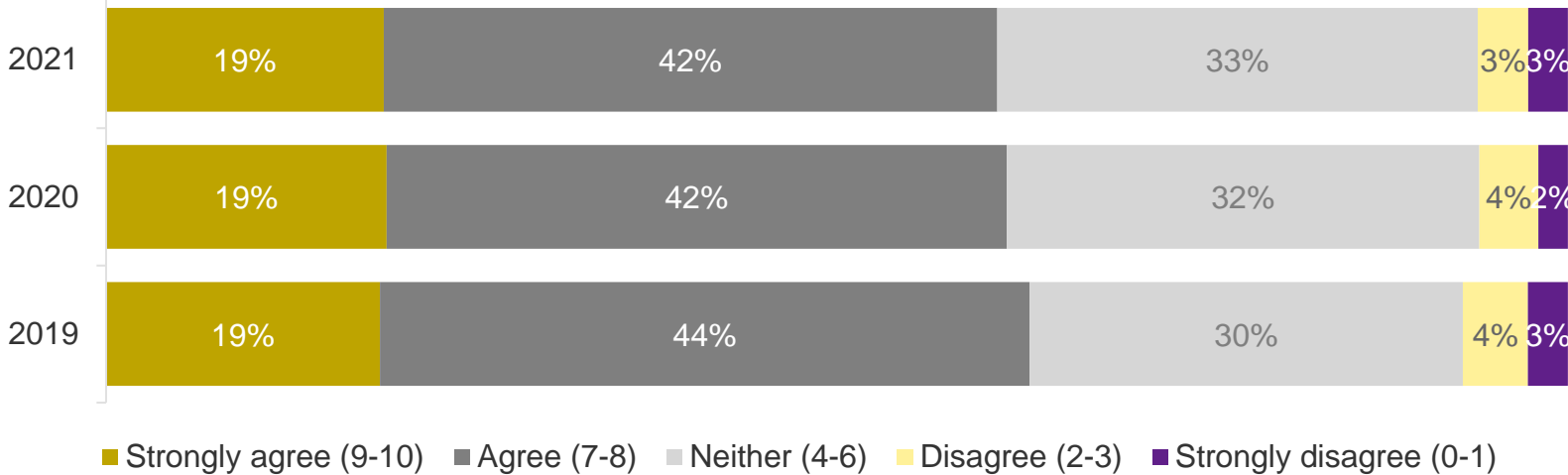


# Awareness of Council's slogan 'A place for people' has remained consistent in 2021 with 40% aware of the slogan. Belief in this statement was also consistent, with 61% agreeing that Palmerston is a place for people.

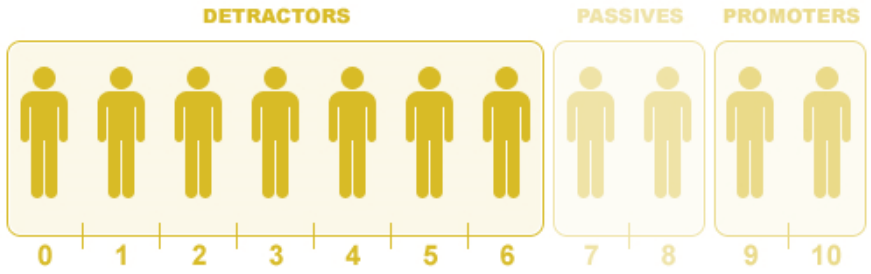
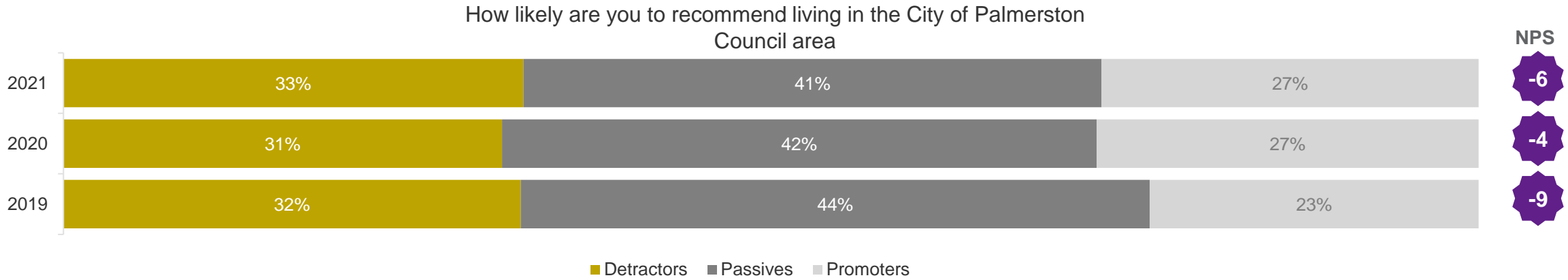
Are you aware of council's slogan 'A place for people'?



To what extent do you agree or disagree that Palmerston is a place for people?



# In 2021 we saw a slight decrease in Council's Net Promoter Score. This was driven by a slight increase in the proportion of detractors and a slight decrease in the proportion of passives.



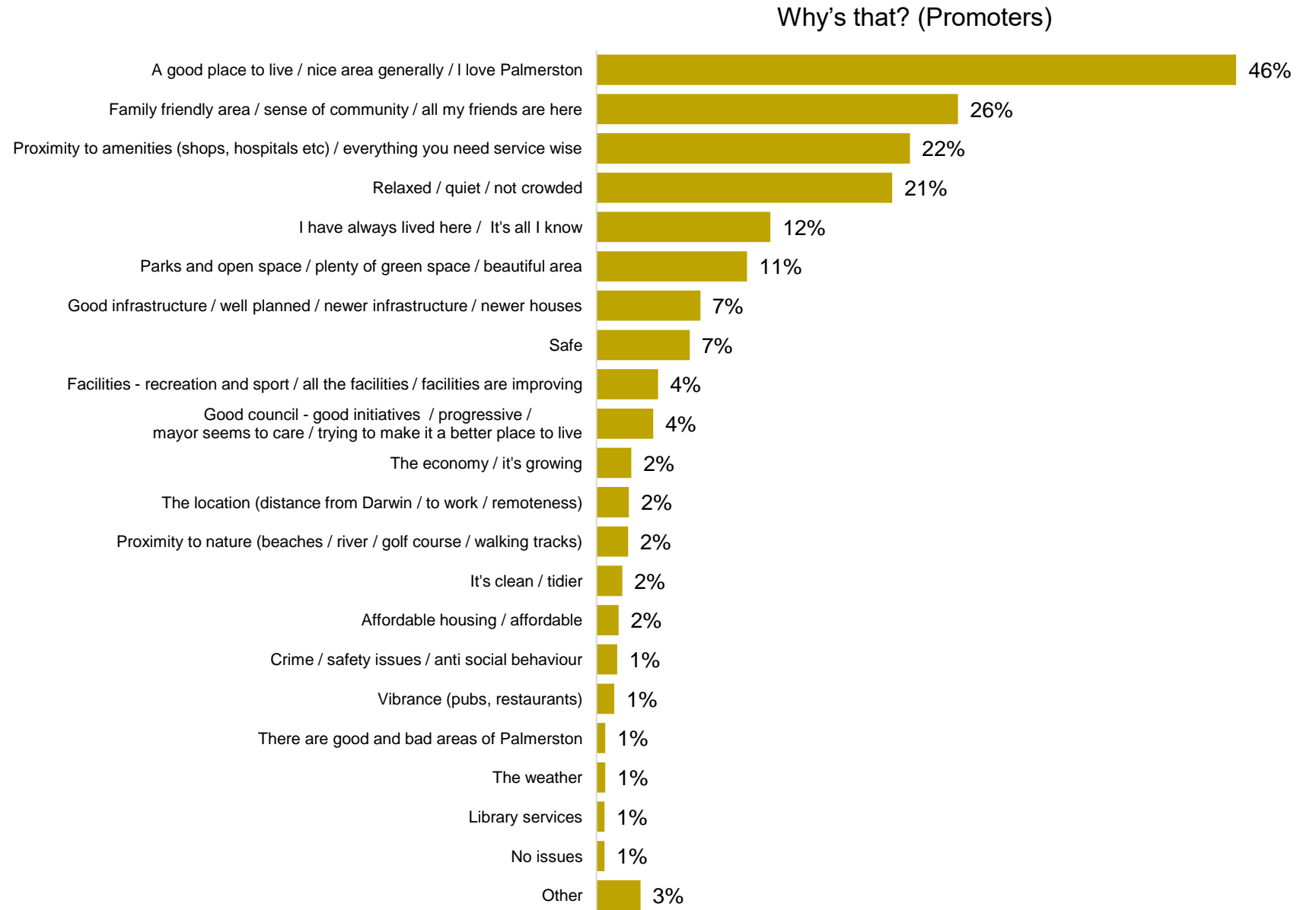
Net Promoter Score = % Promoters - % Detractors

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 detractors from the proportion of promoters.

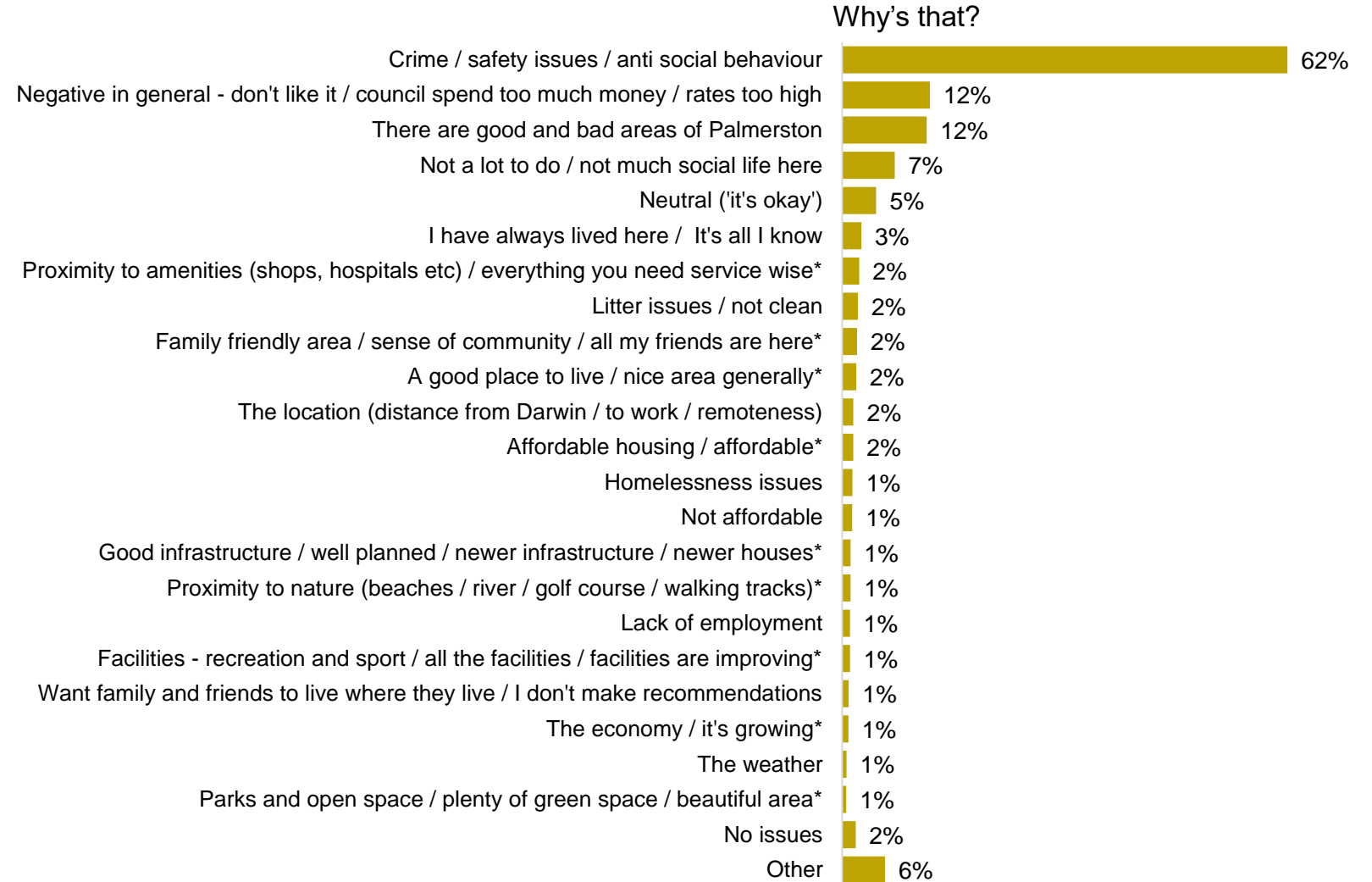
The City of Palmerston has achieved an NPS of -6 in 2021. While this is not a traditional measure that councils track, a benchmark score of three Australian councils conducted for 2019 resulted in an average NPS of -19. The City of Palmerston is above this benchmark, however we recommend measuring the 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 recommending the City of Palmerston as a place to live included: being a generally nice place to live; being a family friendly area; and proximity to amenities.**

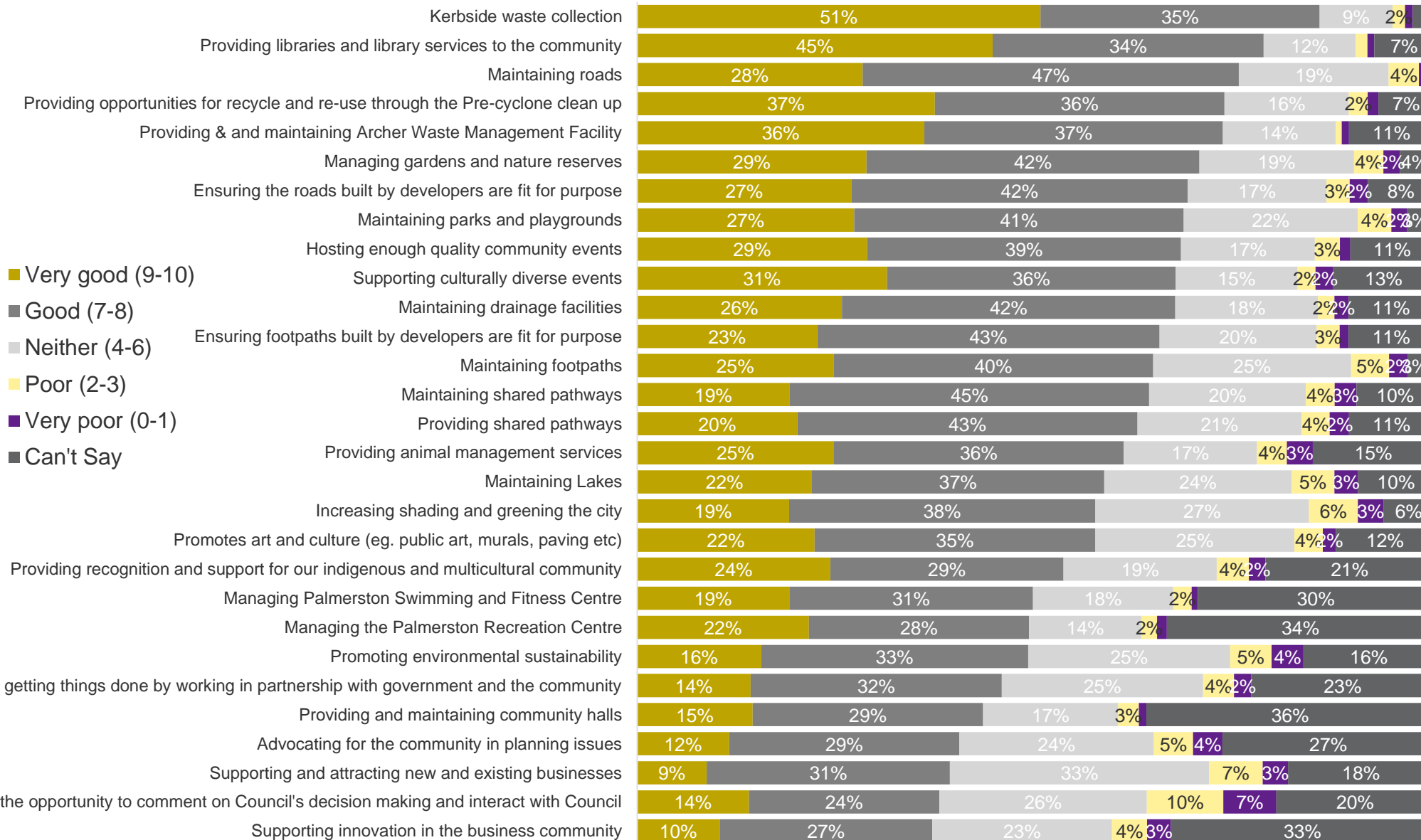


**Among detractors, the most common reason for providing a low likelihood to recommend score include crime and safety issues (62%). This is consistent with the findings from 2019 and 2020.**



Overall, as with 2020, Council's area of highest performance is 'kerbside waste collection', scoring 86% satisfaction.

The lowest performing area was in supporting innovation in the business community (37%).



**Council has seen significant improvements in terms of satisfaction across many areas in 2021 when compared with 2020.**

**The most significant increases were in: hosting enough quality community events; supporting cultural diversity; providing and maintaining community halls; and promoting art and culture.**

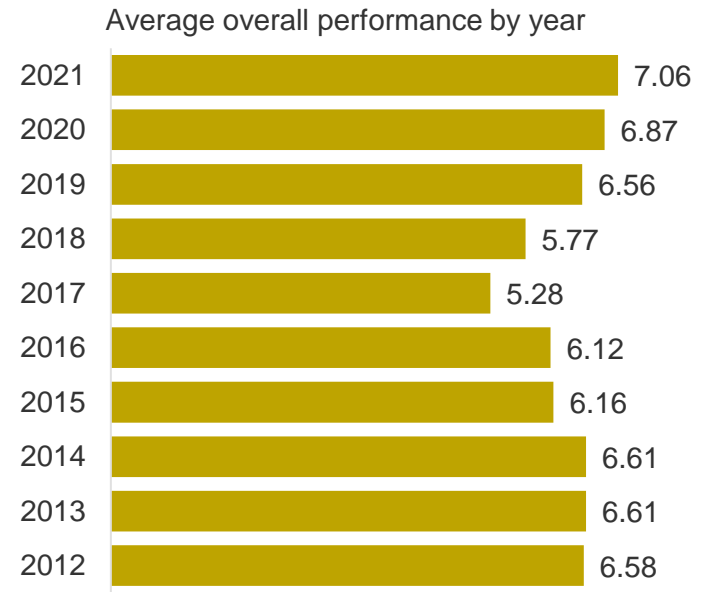
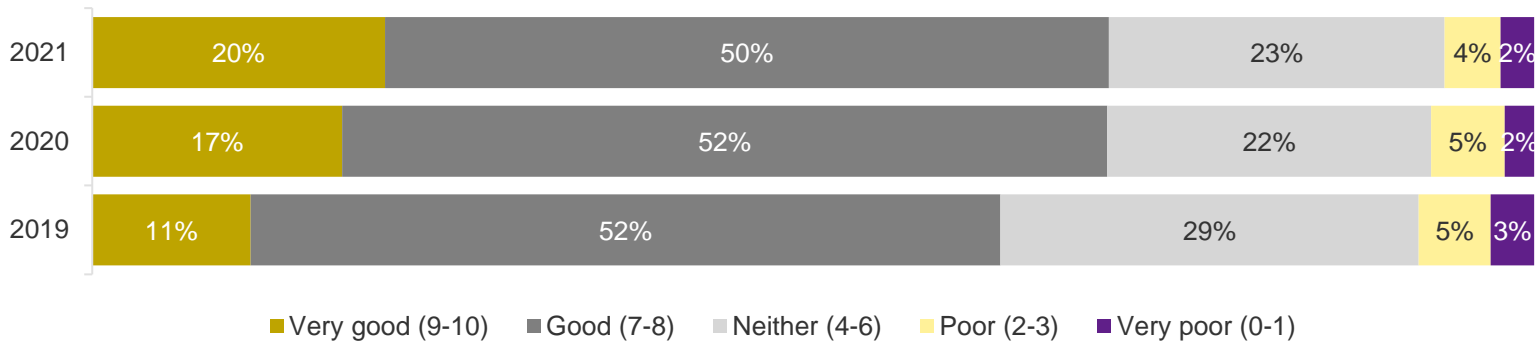
	2019	2020	2021	Change
Hosting enough quality community events	6.7	6.7	7.5	+ 0.8
Supporting culturally diverse events	7	7.1	7.6	+ 0.5
Providing and maintaining community halls	6.8	6.6	7.1	+ 0.5
Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6	7.1	+ 0.5
Managing the Palmerston Recreation Centre	6.7	7	7.4	+ 0.4
Achieving funding and getting things done by working in partnership with government and the community	6	6.3	6.7	+ 0.4
Supporting innovation in the business community	5.6	6	6.4	+ 0.4
Advocating for the community in planning issues	5.7	6	6.4	+ 0.4
Supporting and attracting new and existing businesses	5.2	5.7	6.1	+ 0.4
Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	+ 0.3
Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	+ 0.2
Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	+ 0.2
Providing animal management services	6.6	6.9	7.1	+ 0.2
Providing shared pathways	6.8	6.9	7.1	+ 0.2
Increasing shading and greening the city	6.3	6.5	6.7	+ 0.2
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9	+ 0.2
Maintaining drainage facilities	7.4	7.4	7.5	+ 0.1
Managing gardens and nature reserves	7.3	7.3	7.4	+ 0.1
Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	+ 0.1
Maintaining shared pathways	6.9	7	7.1	+ 0.1
Maintaining footpaths	7	7	7.1	+ 0.1
Promoting environmental sustainability	6.1	6.4	6.5	+ 0.1
Kerbside waste collection	8	8.3	8.3	-
Providing & maintaining Archer Waste Management Facility	7.8	7.9	7.9	-
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.6	7.8	7.8	-
Maintaining roads	7.3	7.5	7.5	-
Maintaining parks and playgrounds	7.3	7.3	7.3	-
Maintaining Lakes	7.1	7.1	6.9	- 0.2
Providing libraries and library services to the community	8.1	8.3	8.2	- 0.1



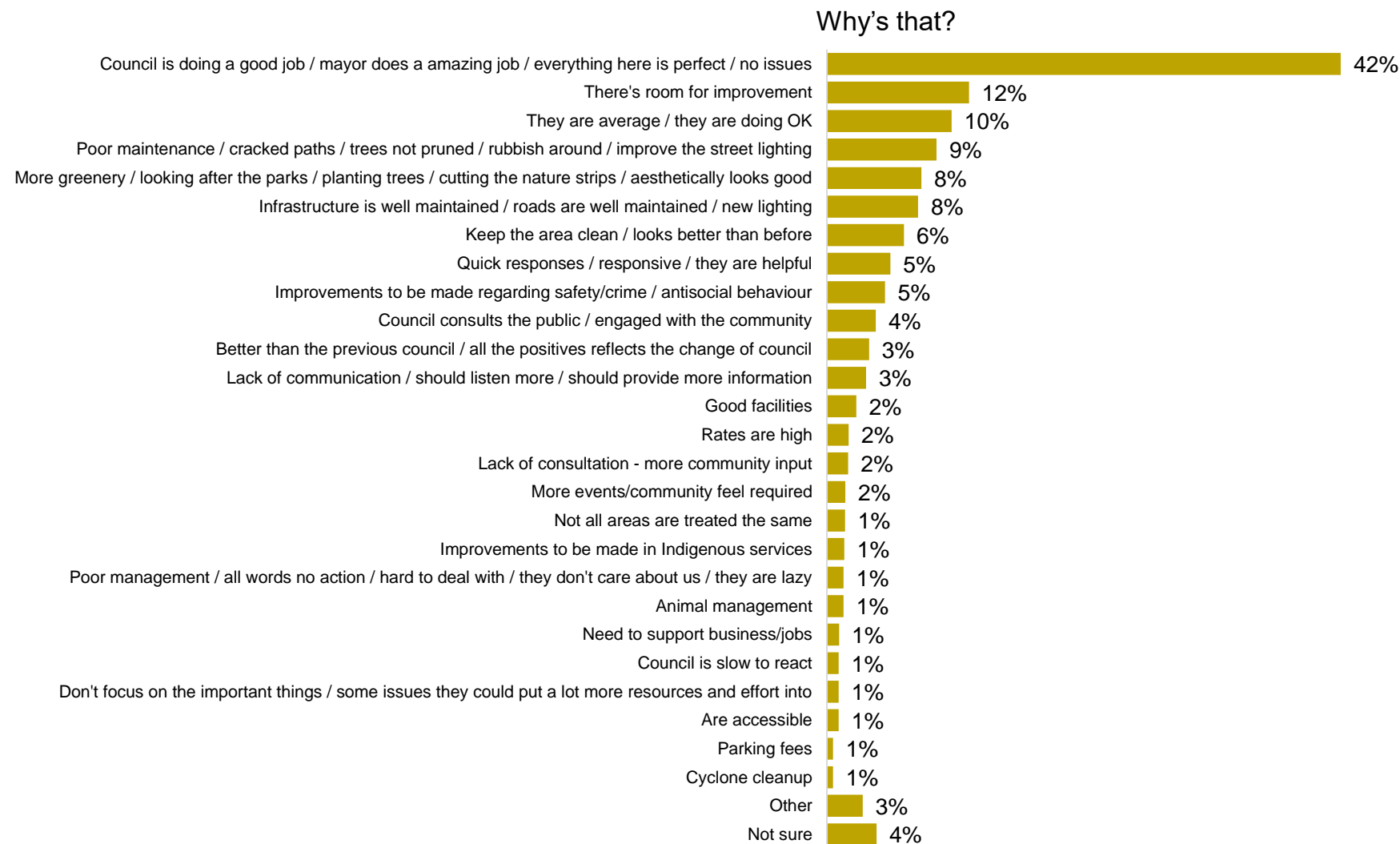
# Council's performance, over time, across each of the outcome areas.

		2019	2020	2021
<b>Vibrant economy</b>	Supporting and attracting new and existing businesses	5.2	5.7	6.1
<b>Governance</b>	Achieving funding and getting things done by working in partnership with government and the community	6.0	6.3	6.7
	Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9
<b>Family and community</b>	Maintaining parks and playgrounds	7.3	7.3	7.3
	Managing the Palmerston Recreation Centre	6.7	7.0	7.4
	Providing and maintaining community halls	6.8	6.6	7.1
	Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3
	Hosting enough quality community events	6.7	6.7	7.5
	Providing animal management services	6.6	6.9	7.1
	Advocating for the community in planning issues	5.7	6.0	6.4
<b>A future focus</b>	Maintaining drainage facilities	7.4	7.4	7.5
	Maintaining roads	7.3	7.5	7.5
	Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3
	Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4
	Providing shared pathways	6.8	6.9	7.1
	Maintaining shared pathways	6.9	7.0	7.1
	Maintaining footpaths	7.0	7.0	7.1
	Supporting innovation in the business community	5.6	6.0	6.4
<b>Cultural diversity</b>	Providing libraries and library services to the community	8.1	8.3	8.2
	Supporting culturally diverse events	7.0	7.1	7.6
	Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2
	Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6	7.1
<b>Environmental sustainability</b>	Kerbside waste collection	8.0	8.3	8.3
	Providing & and maintaining Archer Waste Management Facility	7.8	7.9	7.9
	Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.6	7.8	7.8
	Managing gardens and nature reserves	7.3	7.3	7.4
	Maintaining Lakes	7.1	7.1	6.9
	Increasing shading and greening the city	6.3	6.5	6.7
	Promoting environmental sustainability	6.1	6.4	6.5

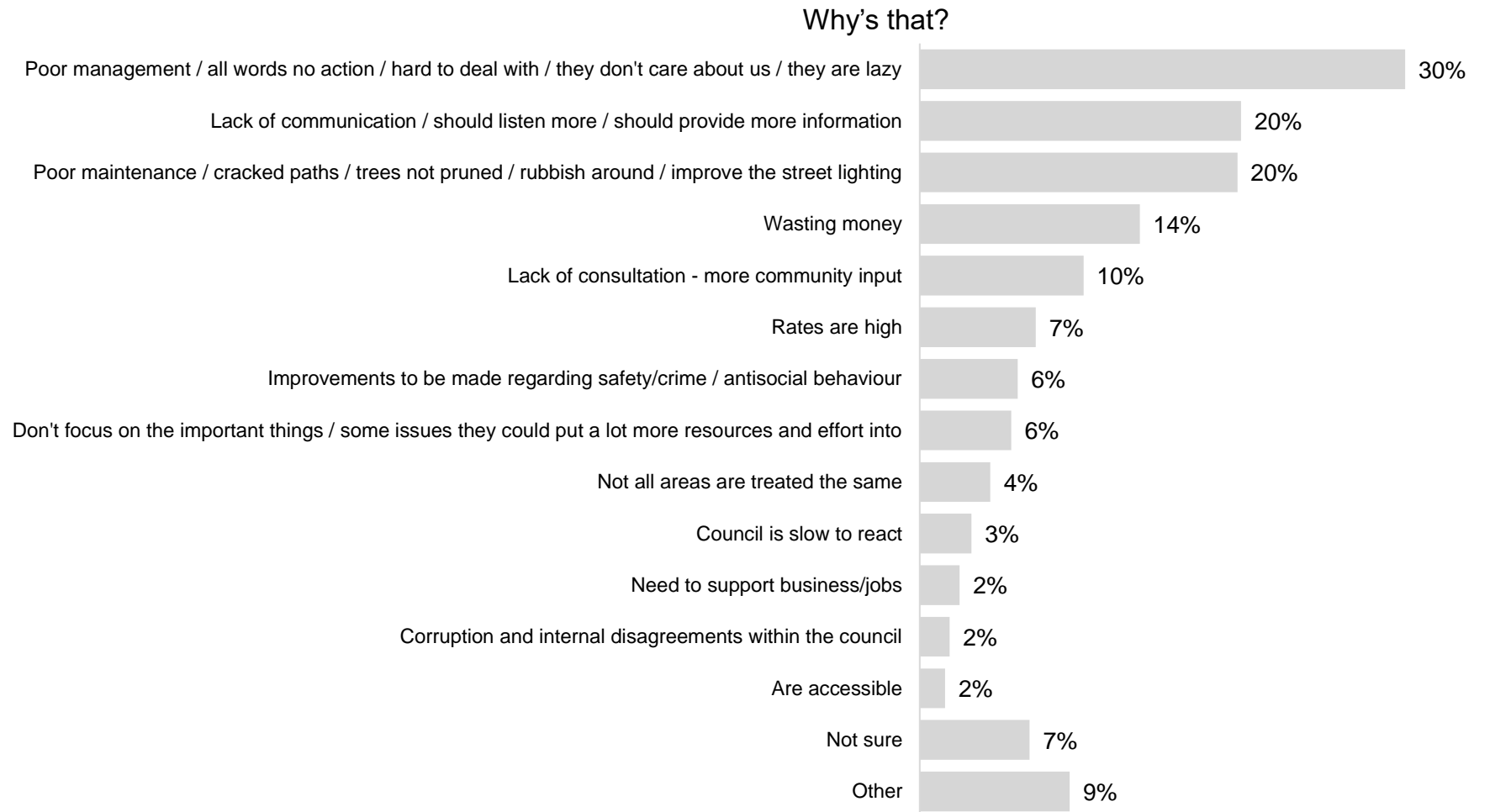
**This year, Council has recorded the highest overall performance rating achieved since the research commenced in 2012, building on the strong performance of 2020. In 2021, 70% of the community rated Council's overall performance as good or very good.**



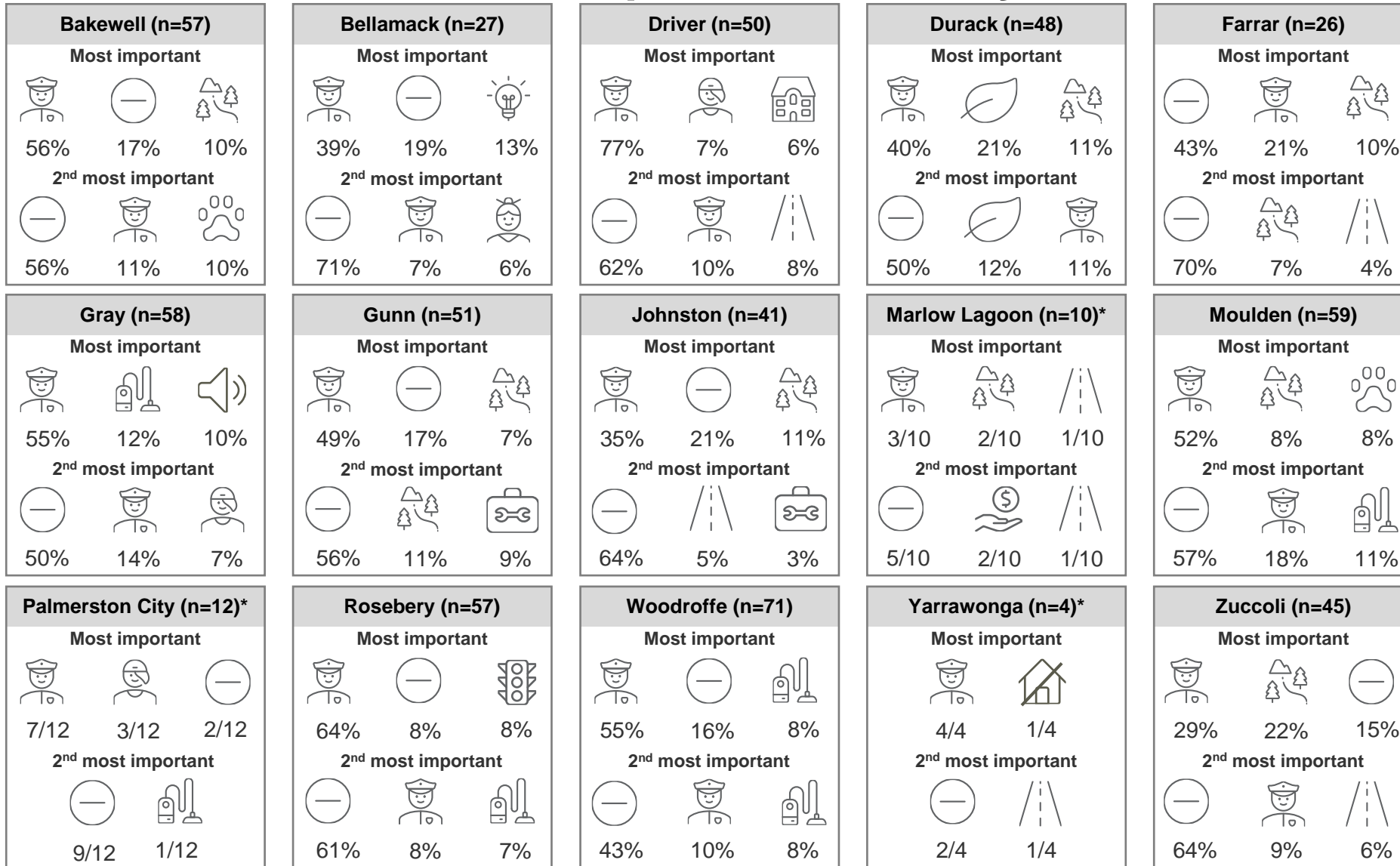
When asked why people feel Council has performed well, the reactions are generally that Council are doing a good job, and that things in the area are perfect.



**For those who rated Council's performance as 'poor' overall, the main reasons for this were poor management (30%), and a lack of communication from Council (20%).**



# Most and second most important issues by suburb.



### Key

	Crime/safety		Nothing
	Maintain/increase green spaces		Road/footpath maintenance
	Cleanliness		Animal control
	Improved lighting		Facilities for the elderly
	More programs for young people		Management of public housing
	Sustainability policies		Noise control
	General maintenance / beautification		Affordability / roaring house prices
	Traffic management		Homelessness

## More broadly, the two most important issues for residents in the whole City of Palmerston area are:

1. **Crime/safety and addressing antisocial behaviour; and**
2. **Increasing business and employability.**

	Most	Second
Crime/Safety / antisocial behaviour / youth crime / more policing needed	47%	8%
No issues	15%	66%
Increasing business/employability	5%	3%
Cleanliness	5%	1%
Maintaining/increasing green spaces / more parks / more dog parks	3%	3%
Communication / consultation - need to talk to the people / let people know what is happening / more information	3%	1%
More community events	3%	1%
Additional infrastructure (e.g. shopping / restaurants )	3%	1%
Homelessness	2%	1%
Road/footpath maintenance	2%	3%
More programs for young people / more youth diversion programs	2%	2%
General maintenance	2%	1%
Sustainability policies / recycling / environmental issues	2%	1%
Traffic management - speeding / too much traffic / dangerous roads / badly designed roads / parking issues	1%	2%
Facilities for families	1%	0%
Affordability / roaring house rates / keeping the value of our rates down	1%	0%
Animal control	1%	1%
Management of public housing	1%	0%
Other	6%	7%
I don't know	3%	1%

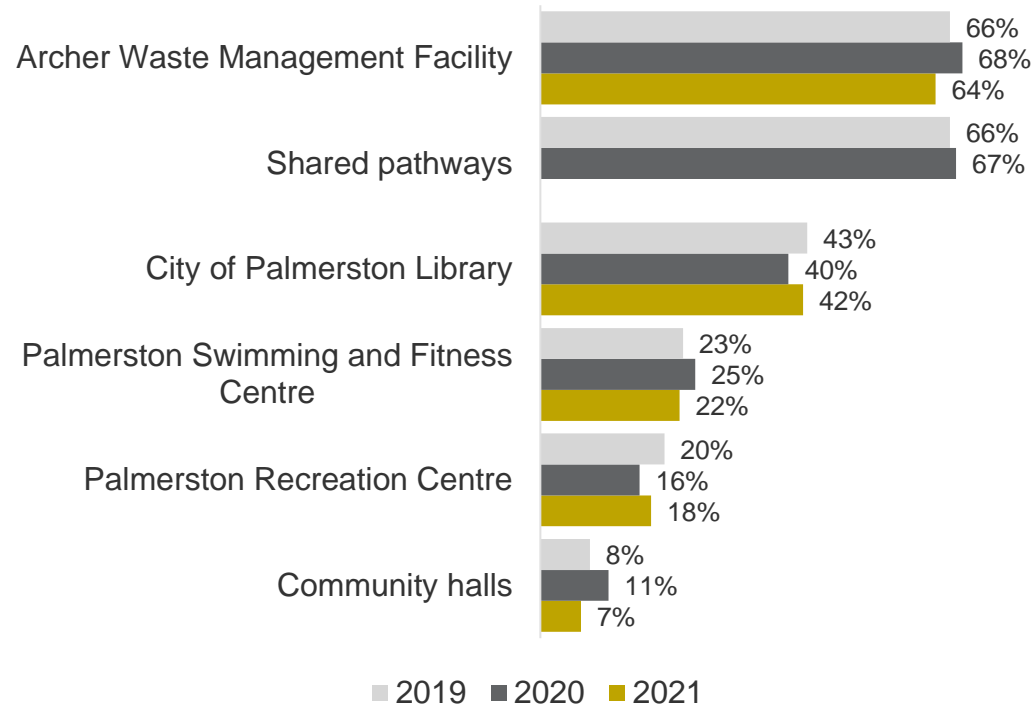
**From the perspective of the community, the most significant achievement of Council is the creation of more green spaces.**

**This is consistent with findings from 2020.**

**2 out of 3 respondents (67%) who provided a response for Council's most important achievement weren't sure about what other outcomes by Council were important to them.**

	Most important achievement	Other achievements
More green spaces ( beautifying the area /nature strip improvements / soil / trees / grass / improved the parks / pet friendly parks	30%	6%
Events - events and entertainment for the community / commitment to events / youth activities	12%	4%
Improved quality of roads/footpaths	9%	2%
Increasing the 'community feel'	8%	1%
Handled COVID well / keep the community safe during COVID / supported businesses	6%	
New infrastructure / New Grey Community Hall / new shopping center / new suburbs	5%	
Improving facilities / redeveloped the community hall / swimming pool	5%	1%
Cleanliness - (tidiness of streets / cleaning the lake )	5%	2%
General maintenance	4%	2%
Addressing crime (including building police station) (laneways)	4%	3%
I am not sure what the council have achieved	4%	67%
Consulting the public - (being more transparent / keeping their promises)	4%	2%
Sustainability policies ( solar panels / green energy)	3%	
The school	2%	
The markets	2%	1%
Increased lighting / LED lighting	2%	1%
Supporting businesses	2%	2%
Additional shade	2%	
Changing the council	2%	
Animal management	1%	
Lower rates / keeping rates to sensible level	1%	
Community grants / funding	1%	
Everything / doing a great job	1%	1%
Waste management	1%	1%
Reduced parking costs (free parking)	1%	
Hospital	1%	
Financial stability / fixing the budget from previous council	1%	
Services - youth programs / library services for the kids / social services		4%
Cyclone clean up management		1%
Other	8%	5%

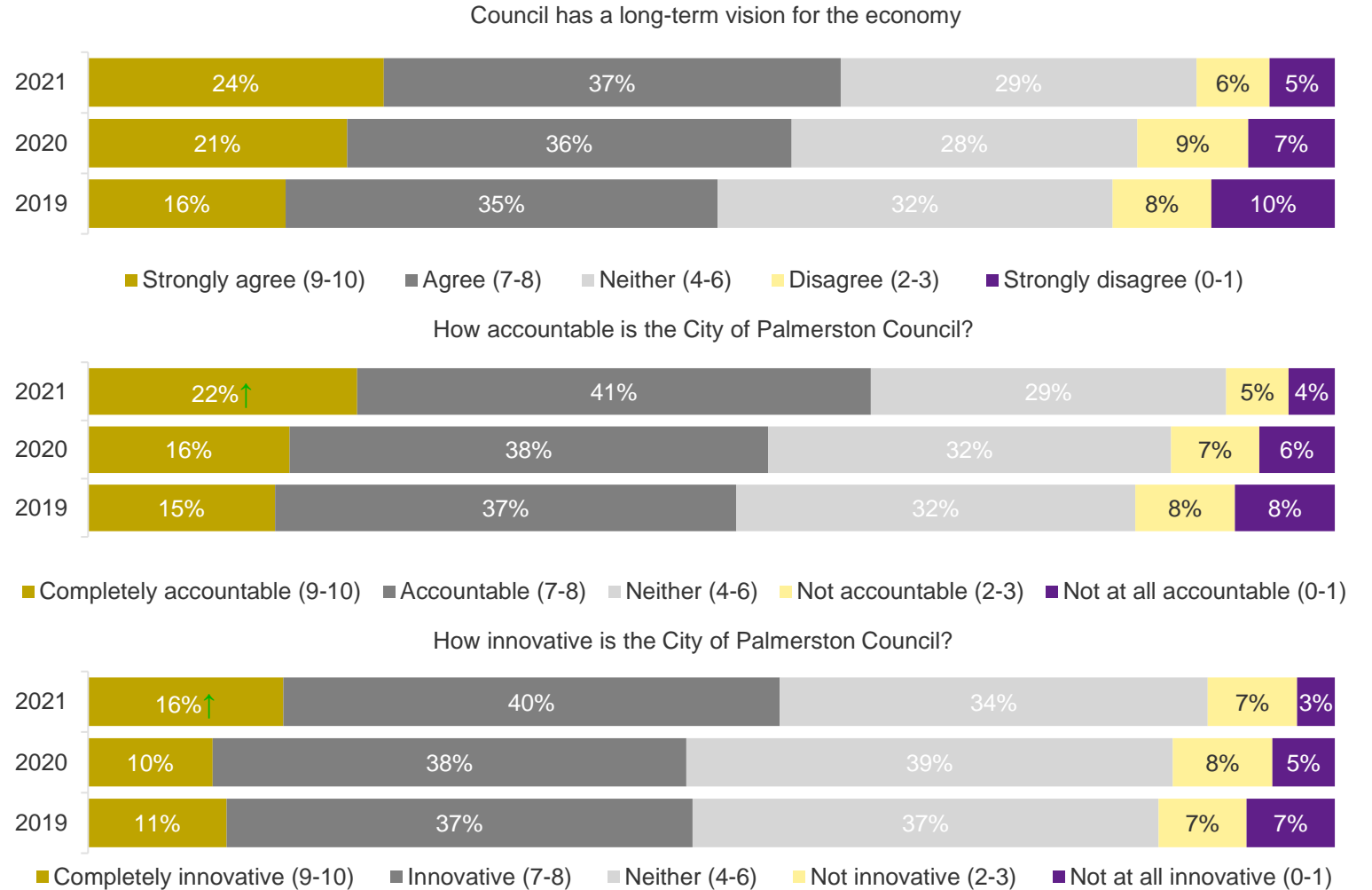
**Usage of Council facilities remained reasonably consistent in 2021 compared to 2019 and 2020, with the Archer Waste Management Facility among the top used (64%). Shared pathways was removed from the 2021 survey.**



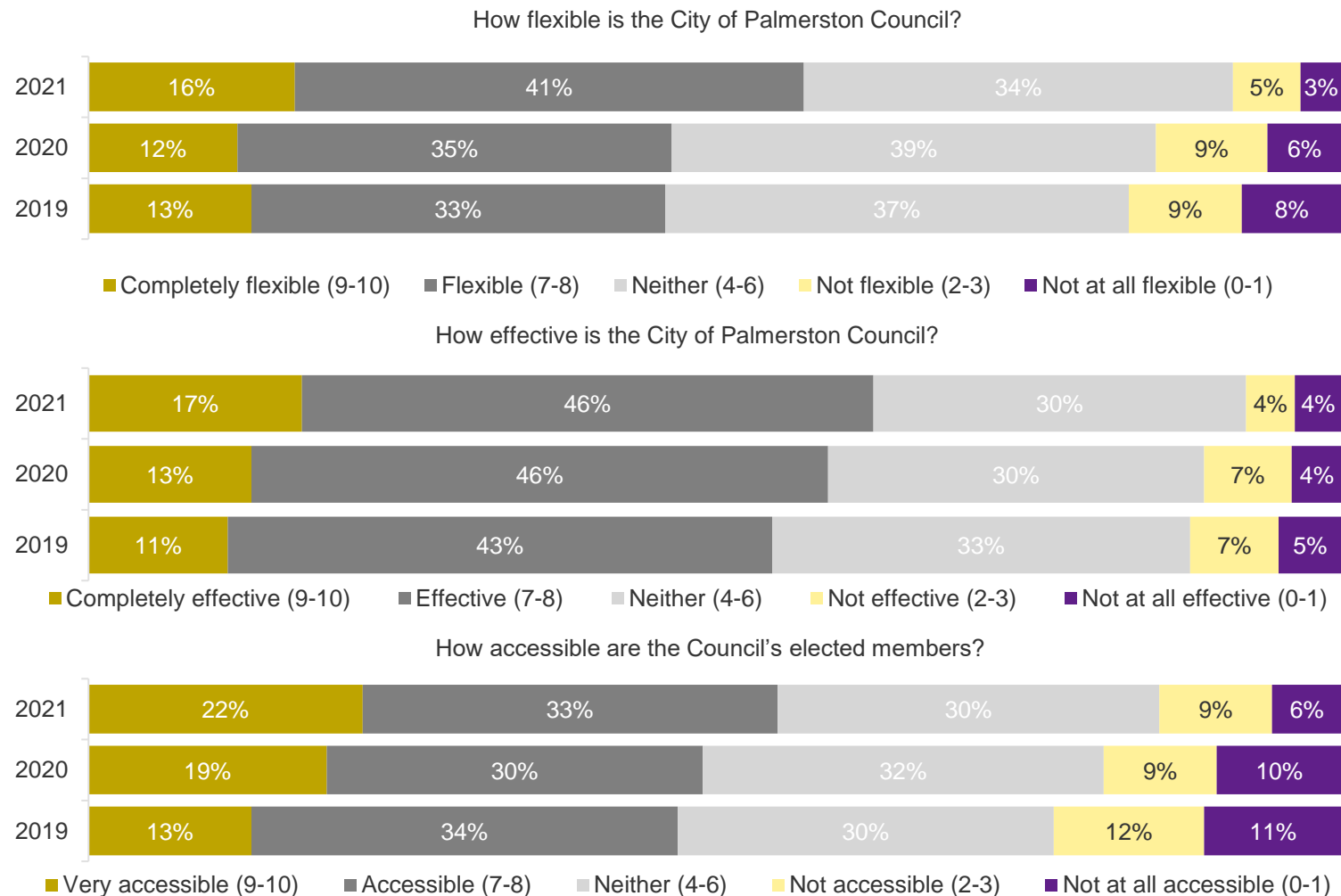


**In 2021, there was a slight increase in the proportion of the community who agree that Council has a long term vision for the economy.**

**Perceptions that Council is accountable and innovative also increased significantly in 2021.**

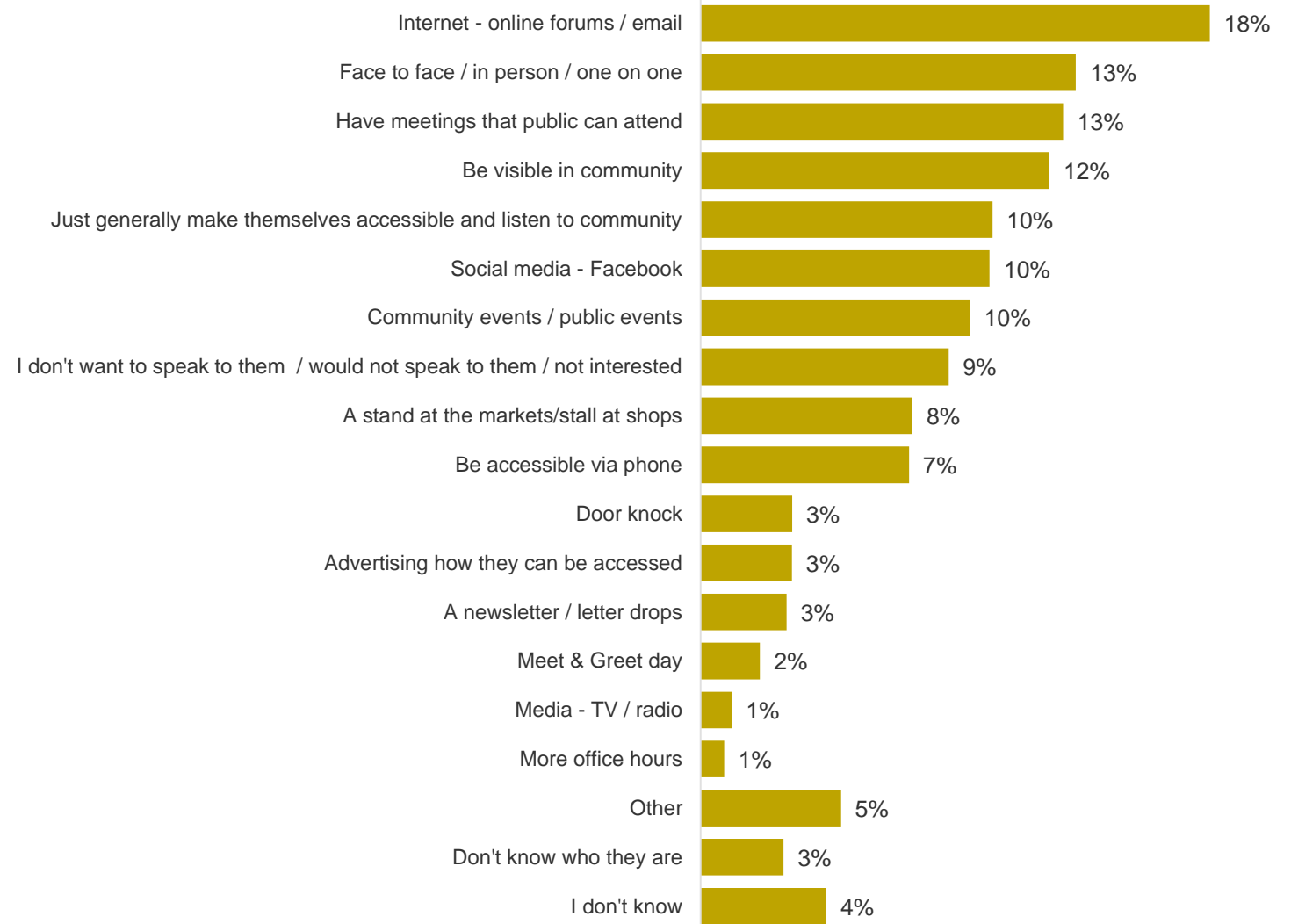


Similarly, there was a slight increase in perceptions that Council is flexible, effective and accessible when compared with 2020.



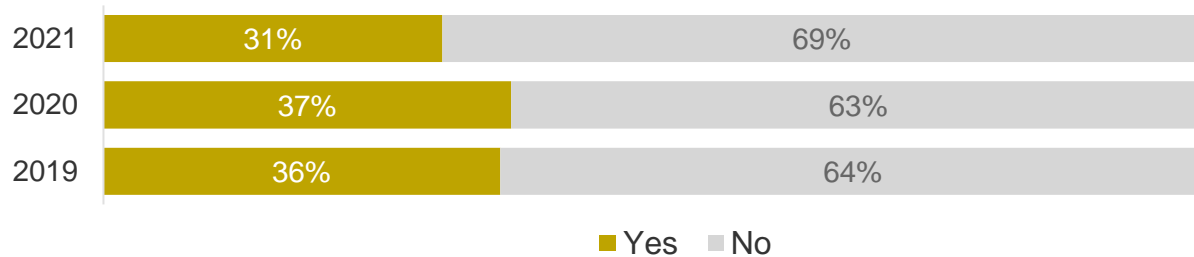
**Those who indicated that Elected members are not accessible were asked how they could be more accessible.**

**The most common response in 2021 was online - through online forums and email (18%), followed by face to face interactions (13%). This is in line with the findings from 2020.**

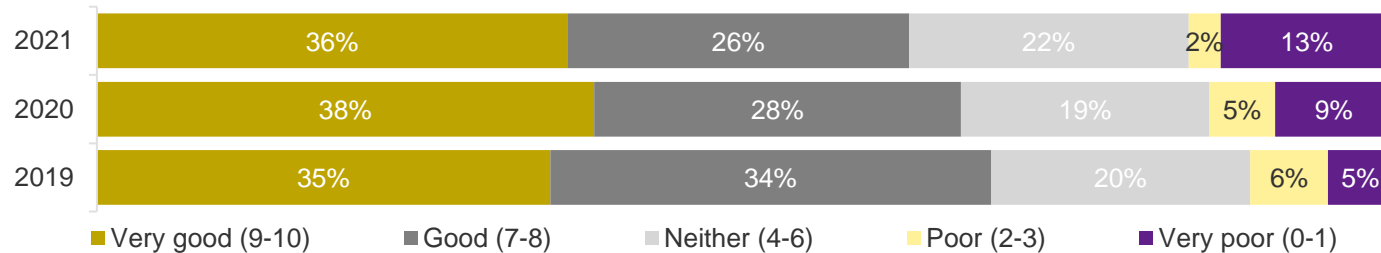


**There was a slight decrease in the proportion of people who have personally made contact with council in the past year (37% in 2020 and 31% in 2021). Generally, contact is made by phone (58%), and the majority of the community rate Council's customer service as very good or good (62%) - a slight decrease from last year.**

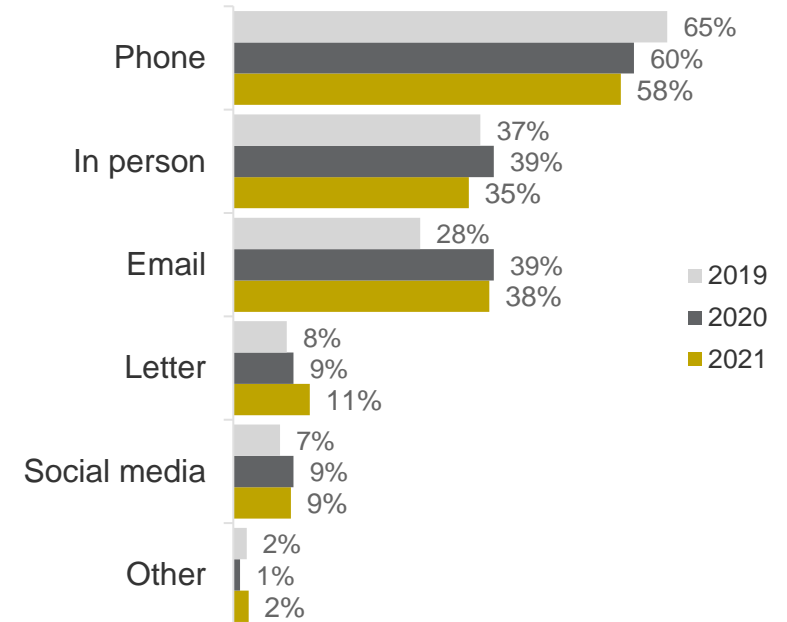
Have you personally made or had contact with Council on a specific issue in the last year?



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



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



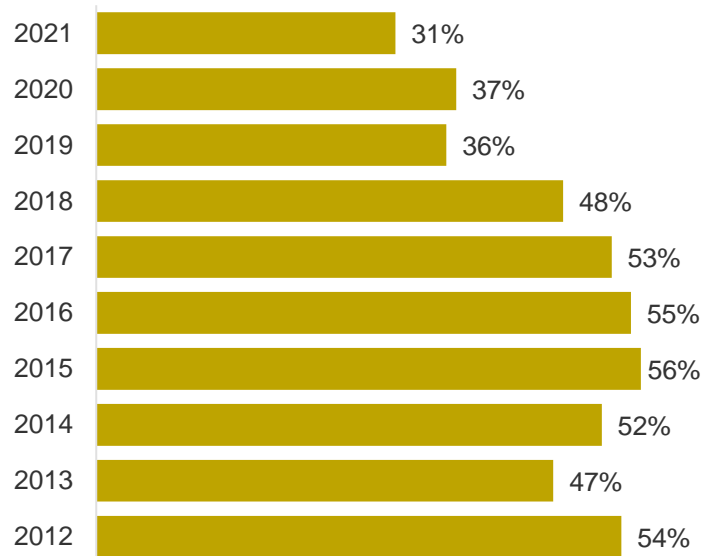
Source: Q19. Have you personally made or had contact with Council on a specific issue in the last year? Base: All respondents 2019 (n=601); 2020 (n=634); 2021 (n=616)

Source: 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?

Base: All respondents who had made or had contact with council in the past year 2019 (n=221); 2020 (n=249); 2021 (n= 213)

# Contact with Council is steadily decreasing over time, with 2021 recording the lowest levels of contact since the research began in 2012.

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

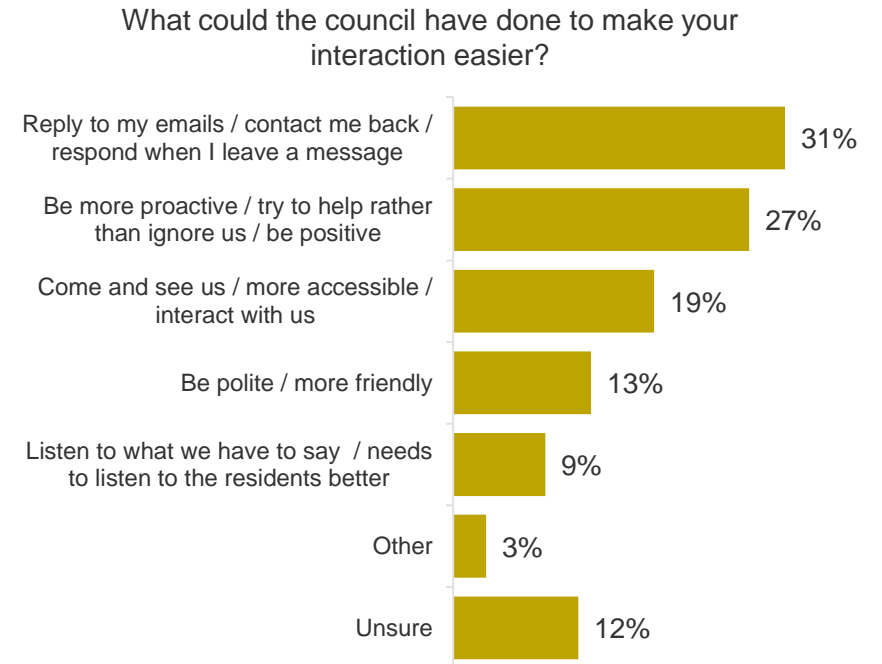
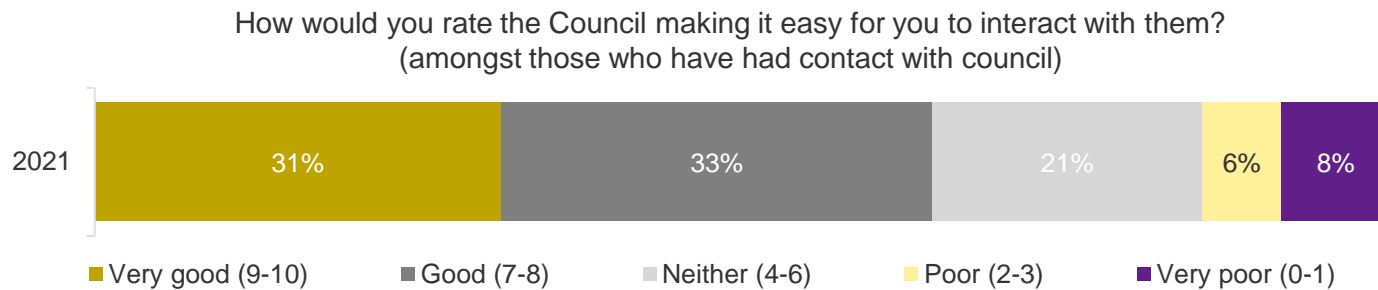


In the last year have these contacts been in person, by phone, via email, social media or letter?

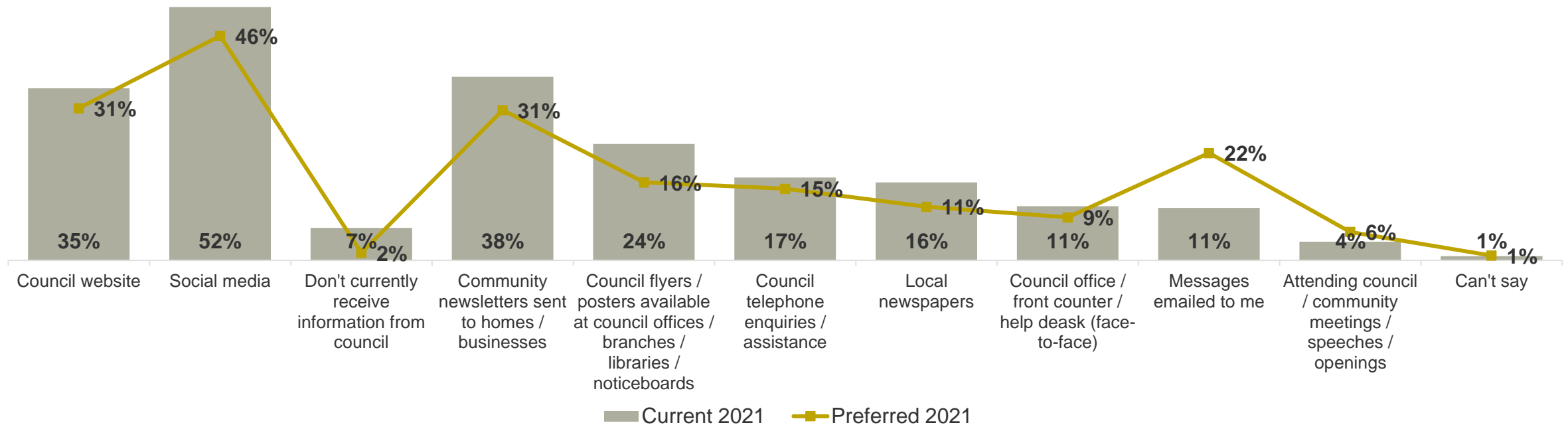
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Phone	58%	60%	65%	66%	63%	62%	65%	67%	65%	61%
In person	35%	39%	37%	45%	53%	41%	47%	48%	46%	49%
Email	38%	39%	28%	36%	29%	28%	35%	22%	18%	20%
Letter	11%	9%	8%	9%	7%	6%	11%	13%	10%	13%
Social media	9%	9%	7%	NA	NA	NA	NA	NA	NA	NA
Other	2%	1%	2%	0%	3%	2%	1%	1%	1%	0%

Source: Q19. Have you personally made or had contact with Council on a specific issue in the last year? Base: All respondents 2019 (n=601); 2020 (n=634); 2021 (n=616)  
 Source: 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?  
 Base: All respondents who had made or had contact with council in the past year 2019 (n=221); 2020 (n=249); 2021 (n=213)

**Of those who had contact with Council, most (64%) believe that Council make it easy to interact with them. For the small proportion of respondents who do not think that it is easy to interact with Council, they suggested that Council should improve their contact though responding to emails (31%), and through being more proactive (27%).**



The chart below shows the gap between current methods of council communications and preferred methods. The areas of interest are where there are gaps in provision. For instance, 11% of residents have reported they currently have messages emailed to them, however 22% of residents would prefer this method of communication. Aside from this, the current experience generally meets community preferences.



# Council appears to be providing information to the community in the right channels, with the top two channels being Council’s website and social media. There continues to be significant growth in the proportion of the community who use social media to interact with Council.

How do you <b>currently</b> obtain information from Council?	2019	2020	2021
Council Website	41%	43%	35%
Social media	22%	27%	52%
Community newsletters sent to homes / businesses	16%	13%	38%
Council flyers / posters available at council offices / branches / libraries / noticeboards	14%	11%	24%
Council telephone enquiries / assistance	10%	9%	17%
Don't currently receive information from council	10%	16%	7%
Local newspapers	6%	7%	16%
Council offices / front counter / help desk (face-to-face)	6%	5%	11%
Messages emailed to me	3%	5%	11%
Can't say how	3%	1%	1%
Attending council / community meetings / speeches / openings	1%	2%	4%
Non-council initiated communication	-	-	8%
Other methods	7%	10%	10%

What would be your <b>preferred</b> way of obtaining information from council?	2019	2020	2021
Council Website	34%	39%	31%
Social media	22%	31%	46%
Community newsletters sent to homes / businesses	18%	16%	31%
Council flyers / posters available at council offices / branches / libraries / noticeboards	12%	12%	16%
Council telephone enquiries / assistance	10%	11%	15%
Don't currently receive information from council	2%	1%	2%
Local newspapers	6%	5%	11%
Council offices / front counter / help desk (face-to-face)	6%	7%	9%
Messages emailed to me	16%	18%	22%
Can't say how	4%	1%	1%
Attending council / community meetings / speeches / openings	2%	4%	6%
Non-council initiated communication	<1%	1%	4%
Other methods	4%	11%	8%