

KANTAR PUBLIC

City of Palmerston

2022 Community Survey Research Report

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Executive summary

The City of Palmerston's 2022 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 2022, the 23 minute telephone survey was conducted in August with 601 residents of the City of Palmerston. The survey was also made available online.

The total sample sizes achieved were as follows:

- Telephone sample n=601
- Online sample n=69

In 2022, the main body of the report shows CATI results, with online results detailed in Appendix A.

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 2022 survey show that average Council performance has decreased to 6.74 / 10 (from 7.02 last year) which brings it in line with scores seen in 2020 (6.77 in 2020). A reduction in customer ratings as been seen across a number of other organisations in the public sector over a similar time period.

Net Promoter Score

While not a traditional measure for Councils, the net promoter score for residents of Palmerston in 2022 sits at -13 (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 (-6 last year).

Highest performing services

Consistent with the results achieved in previous years, 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 recycling and re-use through the pre-cyclone clean up, supporting culturally diverse events, and hosting enough quality events.

Lowest performing services

The lowest areas of performance also closely reflected 2021 results and 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 maintaining lakes.

Key issues

As with previous years, when asked what the most important issues are in the local area, the majority of respondents mentioned crime and safety issues. Another common issue mentioned in this year's survey was the maintenance of the lakes.

Encouragingly, the most commonly mentioned Council achievements were to do with events hosted by the Council, as well as the increased greenery in the city.

There continues to be a gap in the proportion of respondents who currently receive emailed messages and those who would prefer this form of communication. This gap was also seen in 2021.

The 2022 Community Survey Results: At a glance.

Overall, while there have been decreases in scores across the board, these generally reflect the scores seen in 2020. It is important to note that other public sector surveys have shown similar decreases in scores over the same time period, with lower levels of trust in government and higher expectations observed.

Key Area	2019	2020	2021	2022	Change
Family and Community	6.68	6.80	7.16	6.89	- 0.27
Vibrant Economy	6.01	6.28	6.55	6.24	- 0.30
Cultural diversity	7.04	7.21	7.50	7.31	- 0.19
A Future Focus	6.70	6.84	7.02	6.70	- 0.32
Environmental Sustainability	7.16	7.33	7.36	7.08	- 0.28
Governance	6.01	6.17	6.52	6.19	- 0.33
Net promoter score	-9	-4	-6	-13	- 7
Average Performance	6.56 / 10	6.77 / 10	7.02 / 10	6.74 / 10	- 0.29

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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 23 minute telephone survey was conducted from 3-28 August 2022 with 601 residents of the City of Palmerston. The survey was also made available online.

The total number of completes were as follows:

- Telephone sample n=601
- Online sample n=69

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.

Family and community scores declined from 2021, however were still generally higher than 2020 levels. The highest performing aspect of the measure was 'hosting enough quality community events' which averaged 7.54 and was the only measure with a slight improvement on 2021.

In line with 2021, the poorest performing aspect in the family and community outcome area was 'advocating for the community in planning issues' which received an average score of 6.12 out of 10. Additionally, 'managing Palmerston Swimming and Fitness Centre', 'managing the Palmerston Recreation Centre', and 'providing animal management services' all had significant decreases in their scores from 2021.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Change
Managing Palmerston Swimming and Fitness Centre	6.86	7.08	7.31	6.86	- 0.45
Maintaining parks and playgrounds	7.26	7.34	7.27	6.99	- 0.28
Providing and maintaining community halls	6.80	6.59	7.10	6.93	- 0.17
Managing the Palmerston Recreation Centre	6.69	7.02	7.41	7.09	- 0.32
Hosting enough quality community events	6.78	6.70	7.52	7.54	+ 0.02
Advocating for the community in planning issues	5.76	5.99	6.38	6.12	- 0.26
Providing animal management services	6.63	6.91	7.14	6.72	- 0.42
Overall:	6.67 / 10	6.80 / 10	7.16 / 10	6.89 / 10	- 0.27



Vibrant economy.

The vibrant economy measures, as an overall and statement level, decreased in 2022, however these decreases were not significant.

The Council's slogan, 'A place for people', received moderate awareness (44%), a slight increase from last year. Despite this, there was a slight reduction in agreement with the sentiment of the slogan with an average agreement score of 6.56 out of 10.

Measure		Score 2019	Score 2020	Score 2021	Score 2022	Change
Awareness of Council's slogan 'A place for people'		37%	43%	40%	44%	+ 4%
Agreement that:	Palmerston is 'A place for people'	6.83	6.80	6.83	6.56	- 0.27
Agreement that:	Council has a long-term vision for Palmerston economy	5.95	6.37	6.70	6.34	- 0.36
Performance in:	Supporting and attracting new and existing businesses	5.25	5.68	6.11	5.83	- 0.28
Overall:		6.01 / 10	6.28 / 10	6.55 / 10	6.24 / 10	- 0.30



Cultural diversity.

While cultural diversity saw a decrease in all measures from 2021, these decreases were not significant and these measures continue to perform quite strongly.

The strongest score in this outcome area was 'providing libraries and library services to the community' with a score of 8.04/10.

The lowest score, and the score that saw the greatest decrease from 2021 was 'providing recognition and support for our indigenous and multicultural community' which scored 6.86, a decrease of 0.32 from 2021.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Change
Supporting culturally diverse events	7.02	7.14	7.59	7.47	- 0.12
Promoting art and culture (e.g. public art, murals, paving etc.)	6.28	6.56	7.07	6.87	- 0.20
Providing libraries and library services to the community	8.20	8.27	8.16	8.04	- 0.12
Providing recognition and support for our indigenous and multicultural community	6.68	6.88	7.18	6.86	- 0.32
Overall:	7.04 / 10	7.21 / 10	7.50 / 10	7.31 / 10	- 0.19



A future focus.

Once again, all scores for a future focus decreased from 2021. Of these, only four scores decreased significantly – innovation (decrease of 0.36), flexibility (decrease of 0.6), ‘ensuring roads built by developers are fit for purpose’ (decrease of 0.39), and ‘maintaining roads’ (decrease of 0.56).

The strongest score for this outcome area was ‘maintaining drainage facilities’ (7.33/10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Change
Performance in: Supporting innovation in the business community	5.65	6.04	6.38	6.19	- 0.19
How: Innovative is the City of Palmerston?	5.95	6.08	6.45	6.09	- 0.36
Flexible is the City of Palmerston?	5.89	6.00	6.49	5.89	- 0.60
Performance in: Ensuring roads built by developers are fit for purpose	7.10	7.22	7.38	6.99	- 0.39
Maintaining roads	7.31	7.51	7.49	6.93	- 0.56
Ensuring footpaths built by developers are fit for purpose	7.07	7.17	7.30	7.06	- 0.24
Maintaining footpaths	6.95	6.99	7.06	6.89	- 0.17
Providing shared pathways	6.81	6.92	7.08	6.83	- 0.25
Maintaining shared pathways	6.88	7.00	7.07	6.81	- 0.26
Maintaining drainage facilities	7.37	7.44	7.46	7.33	- 0.13
Overall:	6.70 / 10	6.84 / 10	7.02 / 10	6.70 / 10	- 0.32



Environmental sustainability.

The Council also performed fairly strongly in the outcome area of environmental sustainability, with only one measure decreasing significantly from 2021 - 'maintaining lakes' (decrease of 0.72). This measure was also the lowest performing of the outcome area (6.21 / 10).

As with 2021, the highest performing area is kerbside waste collection, scoring 8.14 / 10 even though it saw a slight decrease in average score from 2021.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Change
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.56	7.77	7.76	7.56	- 0.20
Managing gardens and nature reserves	7.27	7.34	7.36	7.09	- 0.27
Maintaining lakes	7.12	7.15	6.93	6.21	- 0.72
Increasing shading and greening the city	6.27	6.52	6.72	6.56	- 0.16
Kerbside waste collection	8.02	8.33	8.28	8.14	- 0.14
Providing & maintaining Archer Waste Management Facility	7.78	7.87	7.95	7.74	- 0.21
Promoting environmental sustainability	6.07	6.36	6.53	6.29	- 0.24
Overall:	7.16 / 10	7.33 / 10	7.36 / 10	7.08 / 10	- 0.28



Governance.

Governance scores have dipped below 2021 measures to more closely reflect 2020 scores.

Significant decreases were seen in the areas of accountability (0.45 decrease) and effectiveness (0.44 decrease).

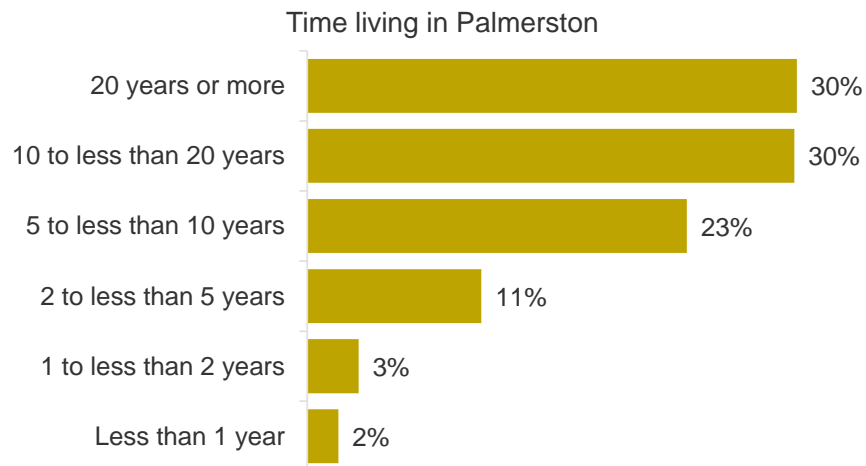
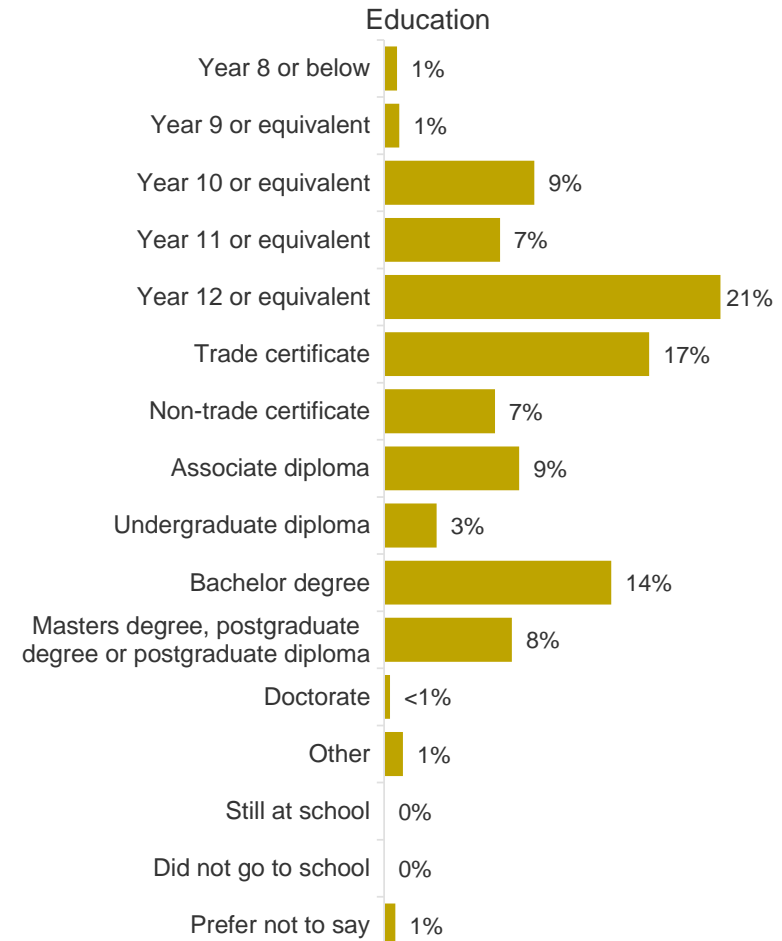
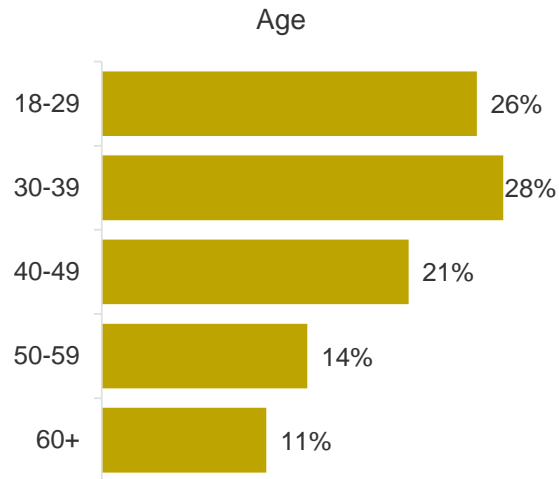
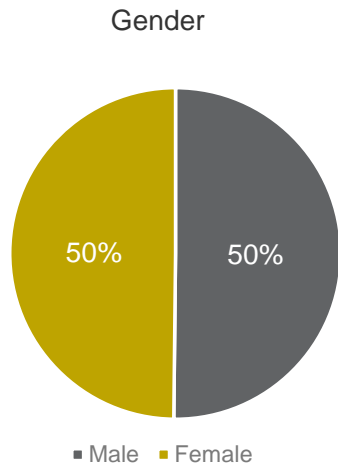
The highest performing measure was 'achieving funding and getting things done by working in partnership with government and the community' (6.44 / 10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Change
How: Accountable is the City of Palmerston Council?	6.13	6.27	6.79	6.34	- 0.45
Effective is the City of Palmerston Council?	6.22	6.41	6.68	6.24	- 0.44
Performance in: Providing you with the opportunity to comment on Council's decision making and interact with Council	5.63	5.71	5.90	5.72	- 0.18
Achieving funding and getting things done by working in partnership with government and the community	6.05	6.30	6.70	6.44	- 0.26
Overall:	6.01 / 10	6.17 / 10	6.52 / 10	6.19 / 10	- 0.33

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Results in detail

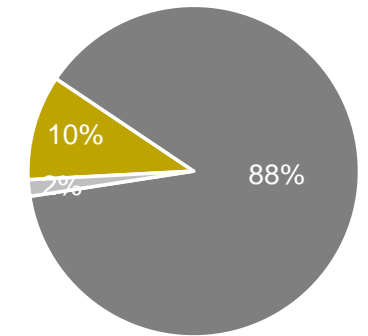
Demographics.



Aboriginal and Torres Strait Islander.

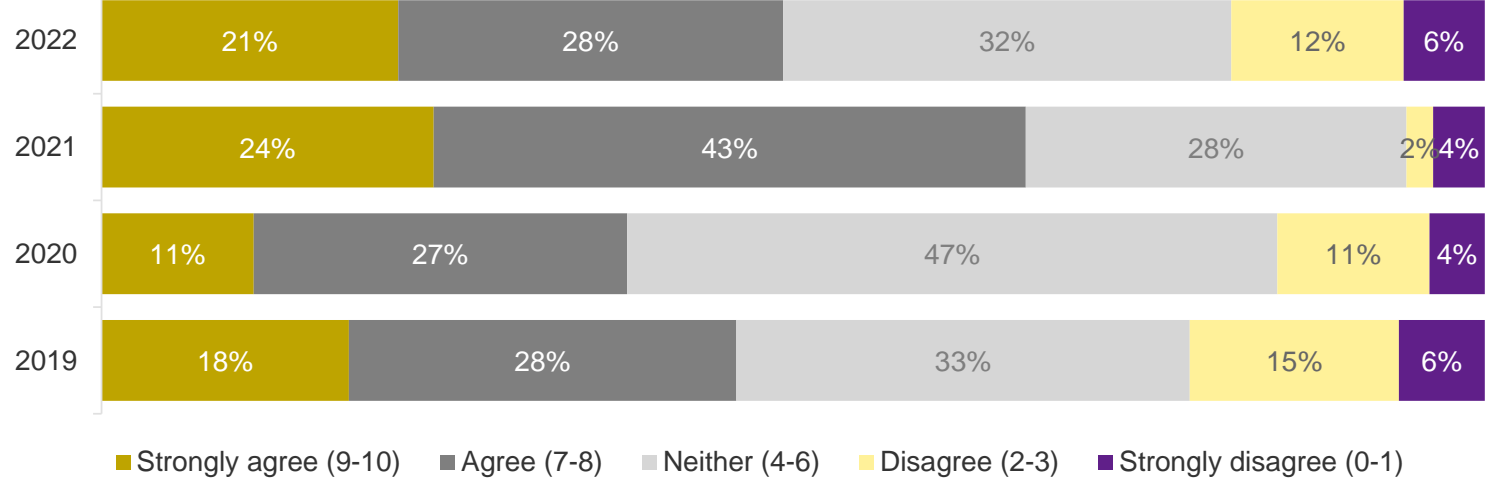
10% of the total sample identified as Aboriginal or Torres Strait Islander, and of this group, just under half agree that Council is inclusive and has a strong relationship with their indigenous community. This is a slight decrease from 2021 (down 18%), however is still higher than 2020 and 2019.

Do you identify as Aboriginal or Torres Strait Islander?



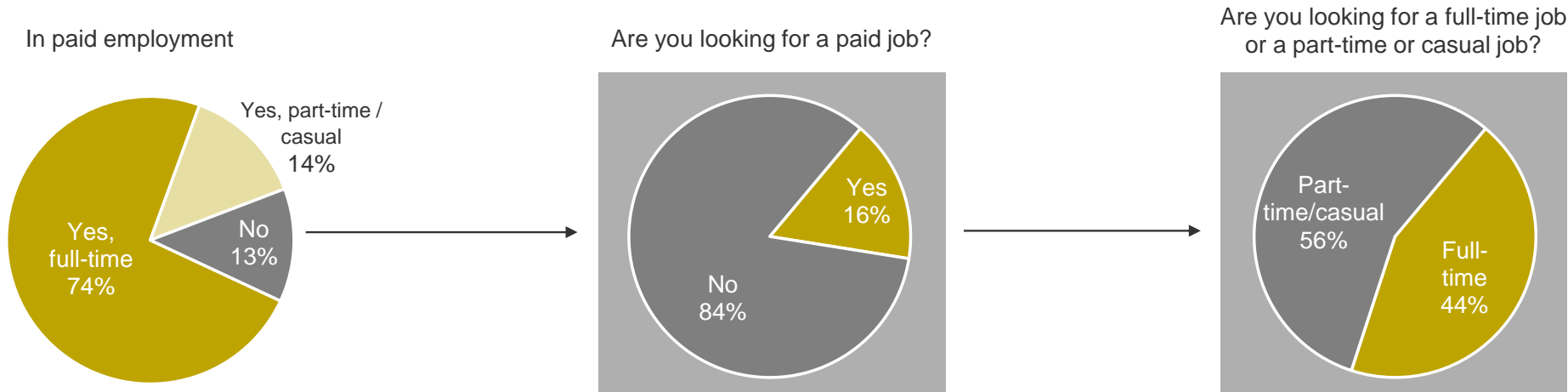
■ Yes ■ No ■ Prefer not to answer

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

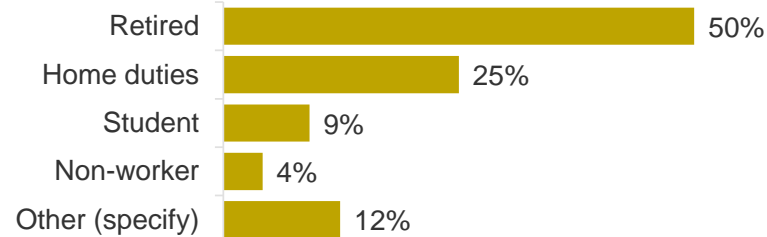


Employment.

87% of the community are in either full or part time employment. In line with 2021, among those not currently employed (13%), most are retired.



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

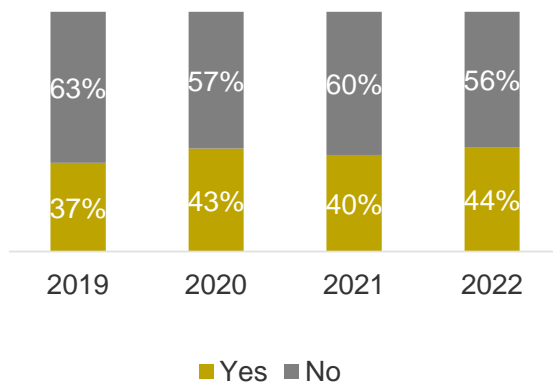


A Place for People.

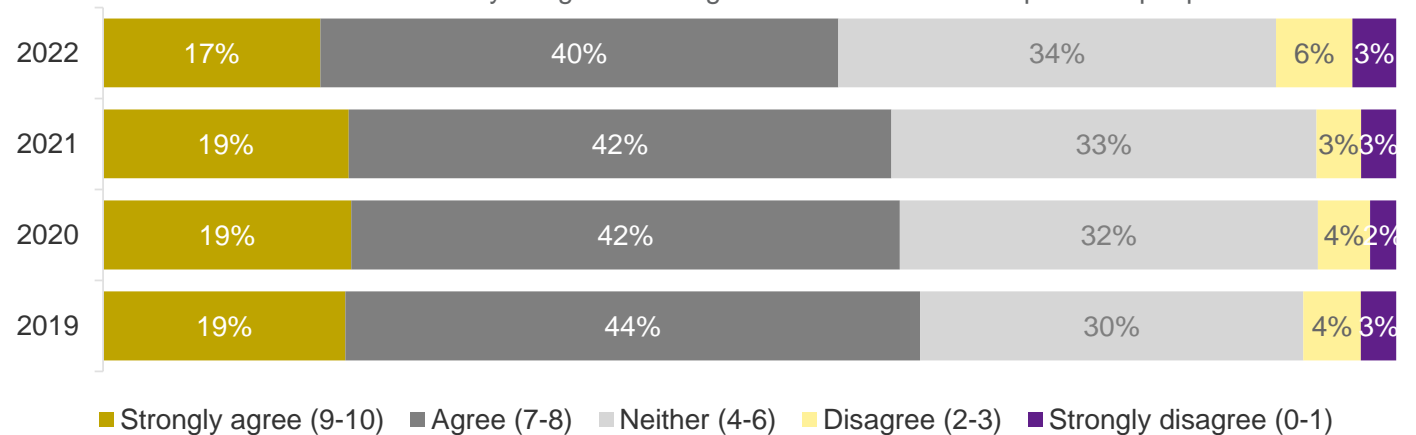
Awareness of Council’s slogan ‘A place for people’ has increased slightly from 2021 with 44% aware of the slogan.

Belief in this statement was fairly consistent with the previous year, with 57% agreeing that Palmerston is a place for people, and only 9% disagreeing.

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

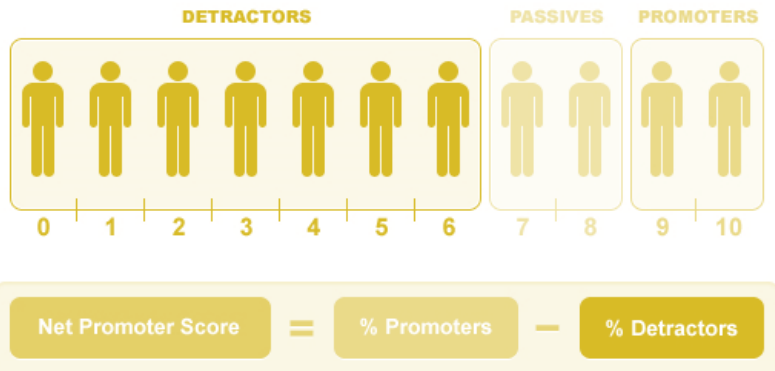
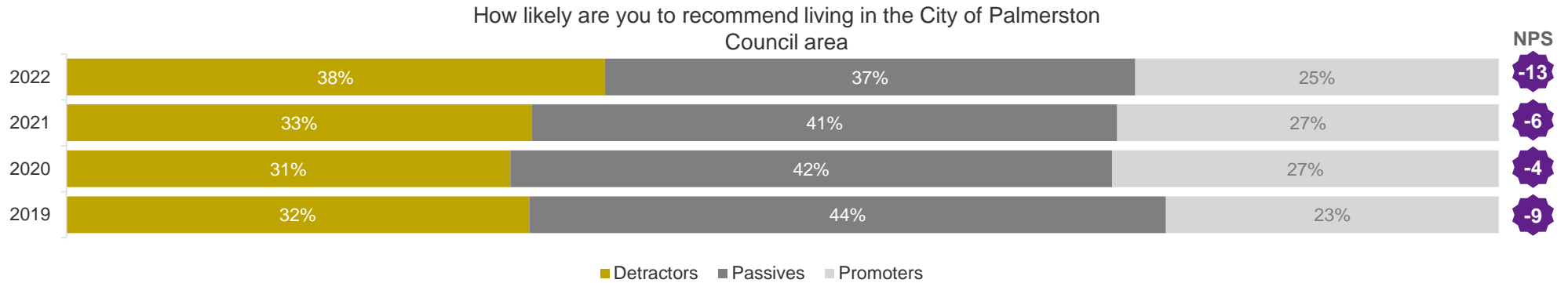


To what extent do you agree or disagree that Palmerston is a place for people?



Net Promoter Score.

In 2022 we saw a decrease in Council's Net Promoter Score. This was driven by a slight increase in the proportion of detractors and a decrease in the proportion of passives and promoters.



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.

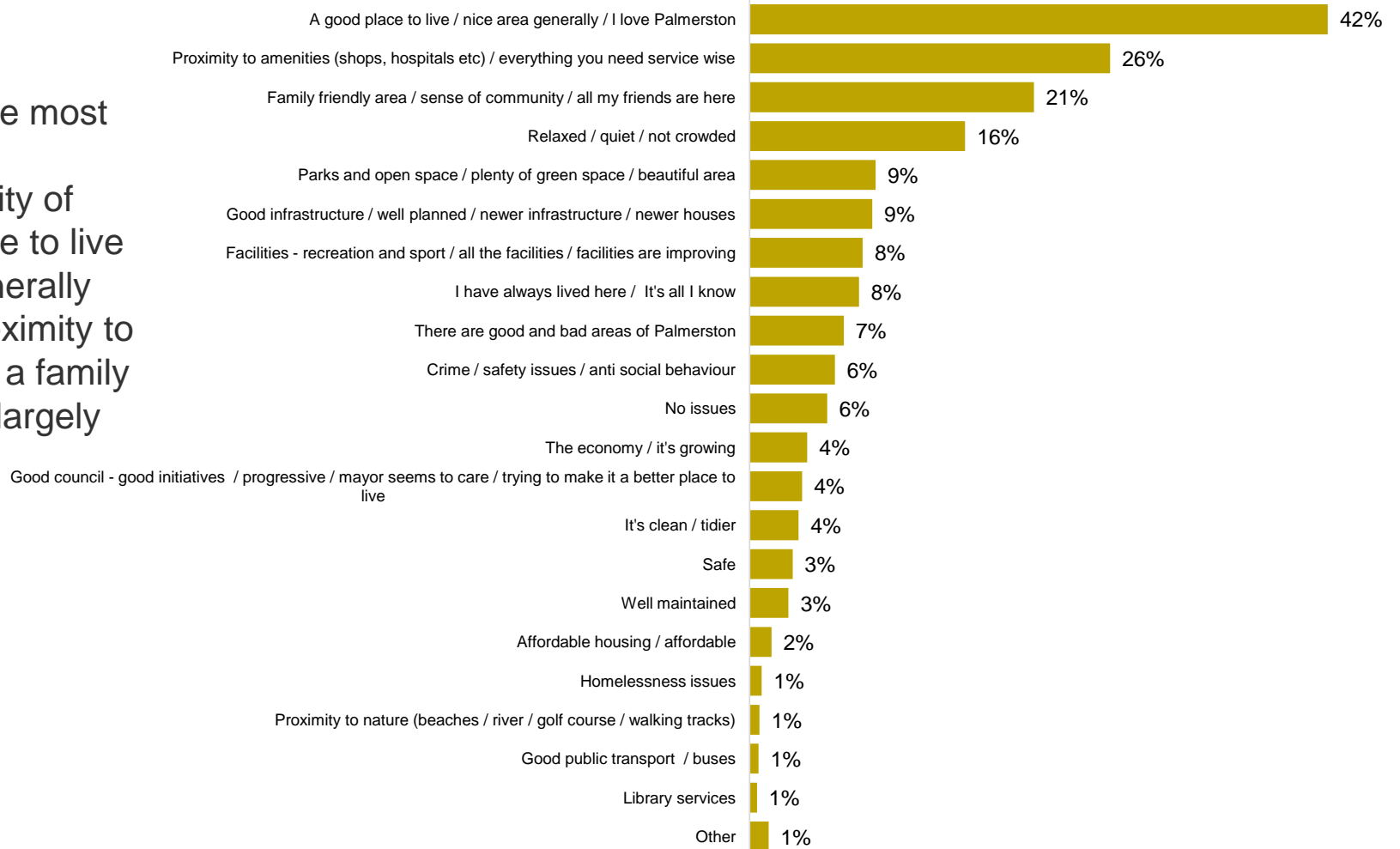
The City of Palmerston has achieved an NPS of -6 in 2021. While this is not a traditional measure that Councils track, a benchmark score of three Australian Councils conducted for 2019 resulted in an average NPS of -19. The City of Palmerston is above this benchmark, however we recommend measuring the year-on-year success against Council's own 2019 benchmark.

The following pages provide some rationale behind the scores received.

Promoters.

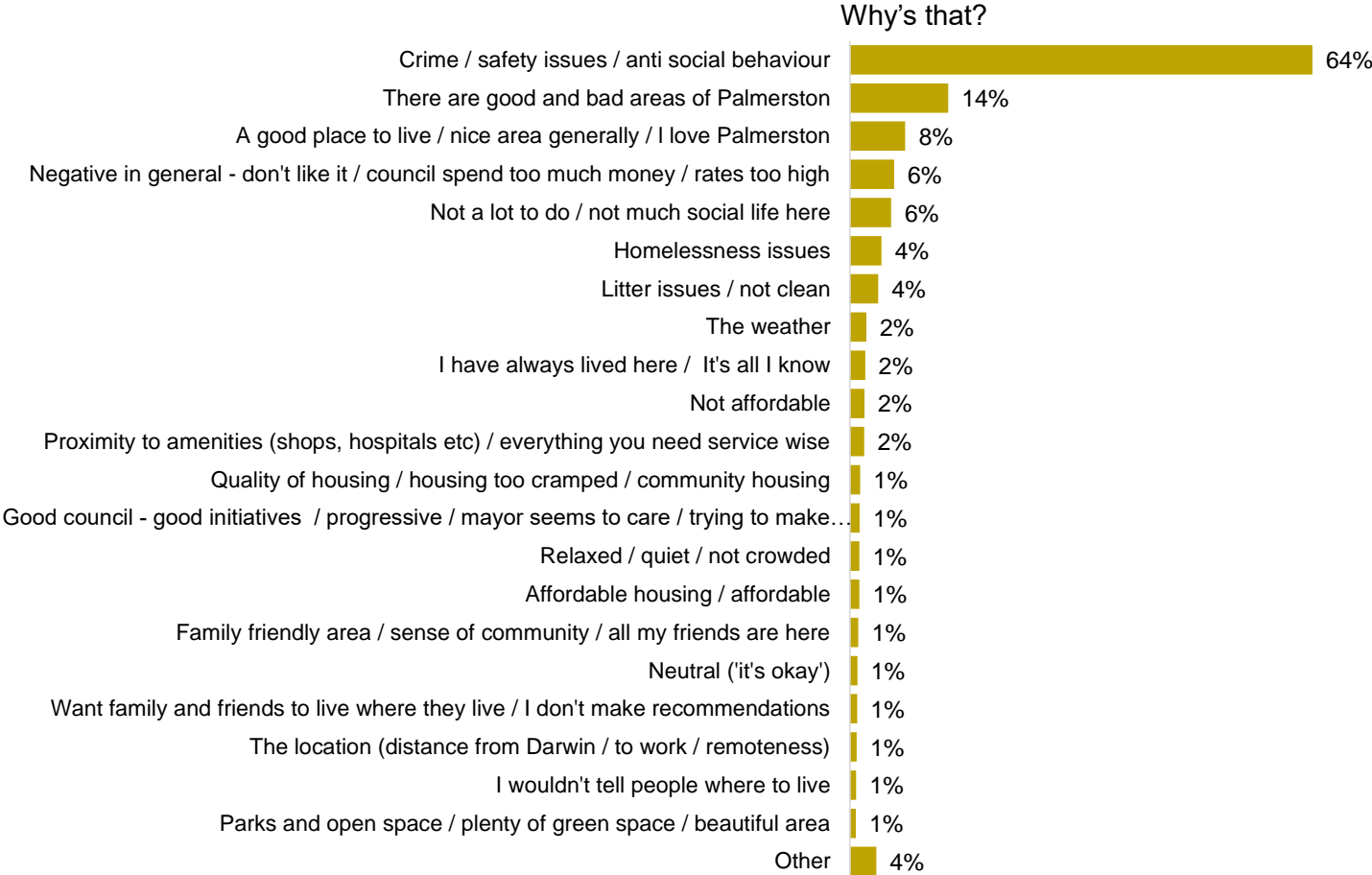
Among promoters, the most common reasons for recommending the City of Palmerston as a place to live included: being a generally nice place to live; proximity to amenities; and being a family friendly area. This is largely in line with 2021.

Why's that? (Promoters)



Detractors.

Among detractors, the most common reason for providing a low likelihood to recommend score include crime and safety issues (64%). This is consistent with the findings from previous years.

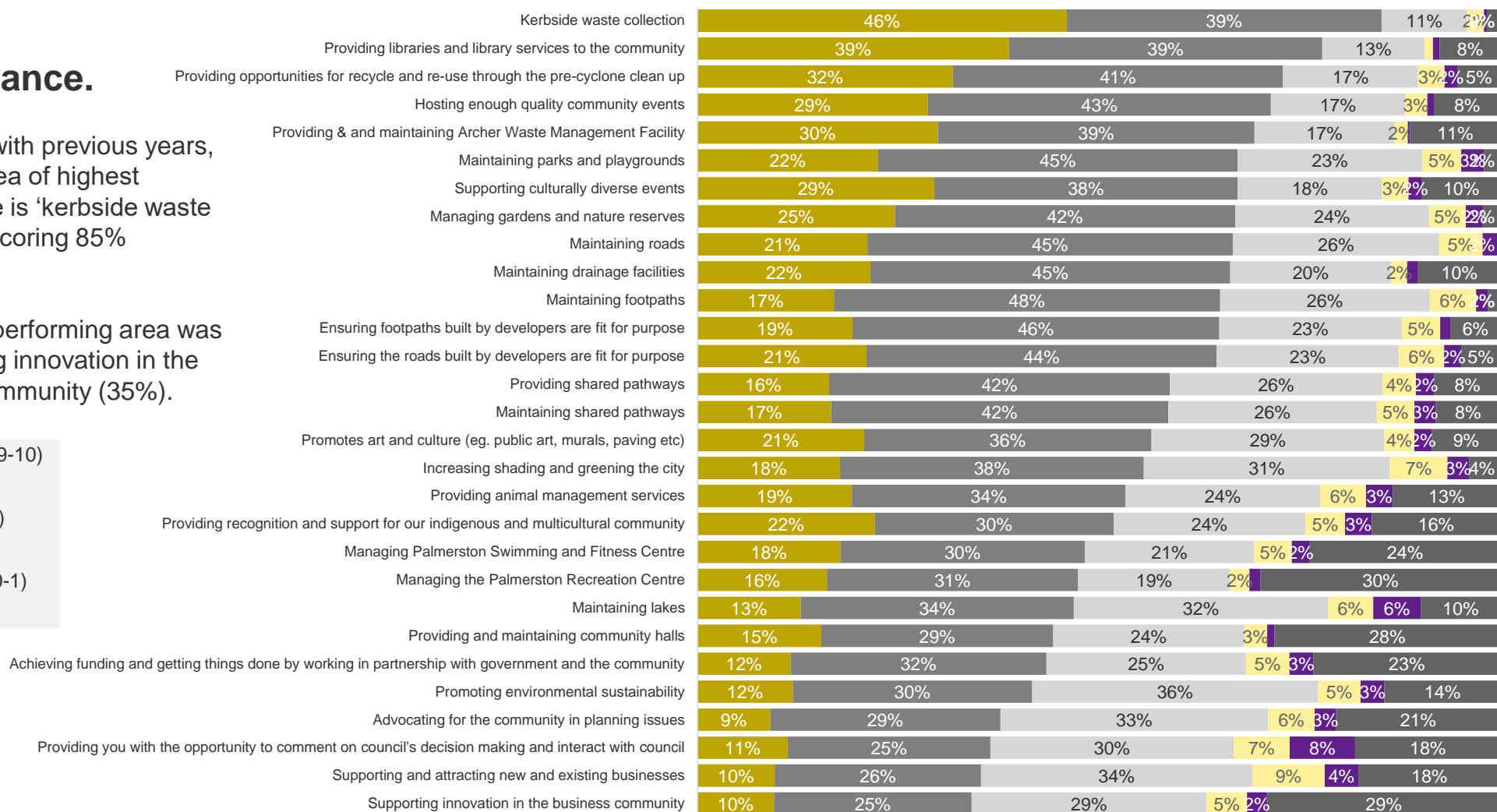


Source: Q8. On a scale from 0 to 10 where 0 is Very unlikely and 10 is Very likely, how likely are you to recommend living in the City of Palmerston Council area to friends or family?; Q8a. Why's that? (open ended)
 Base: All detractors 2022 (n=221)
 *Detractors are defined by a score of 0-6 out of 10 in Q8. Respondents may see a score of 6 as reasonable or neutral, yet NPS counts these as detractors. Therefore, some of these comments reflect a more reasonable or neutral attitude towards the City of Palmerston.

Council Performance.

Overall, as with previous years, Council's area of highest performance is 'kerbside waste collection', scoring 85% satisfaction.

The lowest performing area was in supporting innovation in the business community (35%).



Council Performance.

While Council has seen decreases across most measures from 2021, only a small number of these are significant.

The most significant decreases were in relation to maintaining lakes, maintaining roads, ensuring the roads built by developers are fit for purpose, managing Palmerston Swimming and Fitness Centre, and providing animal management services.

	2019	2020	2021	2022	Change
Hosting enough quality community events	6.7	6.7	7.5	7.5	0
Supporting culturally diverse events	7	7.1	7.6	7.5	- 0.1
Providing and maintaining community halls	6.8	6.6	7.1	6.9	- 0.2
Promotes art and culture (e.g. public art, murals, paving etc)	6.3	6.6	7.1	6.9	- 0.2
Managing the Palmerston Recreation Centre	6.7	7	7.4	7.1	- 0.3
Achieving funding and getting things done by working in partnership with government and the community	6	6.3	6.7	6.4	- 0.3
Supporting innovation in the business community	5.6	6	6.4	6.2	- 0.2
Advocating for the community in planning issues	5.7	6	6.4	6.1	- 0.3
Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8	- 0.3
Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9	- 0.3
Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	7.0	- 0.4
Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9	- 0.4
Providing animal management services	6.6	6.9	7.1	6.7	- 0.4
Providing shared pathways	6.8	6.9	7.1	6.8	- 0.3
Increasing shading and greening the city	6.3	6.5	6.7	6.6	- 0.1
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9	5.7	- 0.2
Maintaining drainage facilities	7.4	7.4	7.5	7.3	- 0.2
Managing gardens and nature reserves	7.3	7.3	7.4	7.1	- 0.3
Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1	- 0.2
Maintaining shared pathways	6.9	7	7.1	6.8	- 0.3
Maintaining footpaths	7	7	7.1	6.9	- 0.2
Promoting environmental sustainability	6.1	6.4	6.5	6.3	- 0.2
Kerbside waste collection	8	8.3	8.3	8.1	- 0.2
Providing & and maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7	- 0.2
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.6	7.8	7.8	7.6	- 0.2
Maintaining roads	7.3	7.5	7.5	6.9	- 0.6
Maintaining parks and playgrounds	7.3	7.3	7.3	7.0	- 0.3
Maintaining lakes	7.1	7.1	6.9	6.2	- 0.7
Providing libraries and library services to the community	8.1	8.3	8.2	8.0	- 0.2

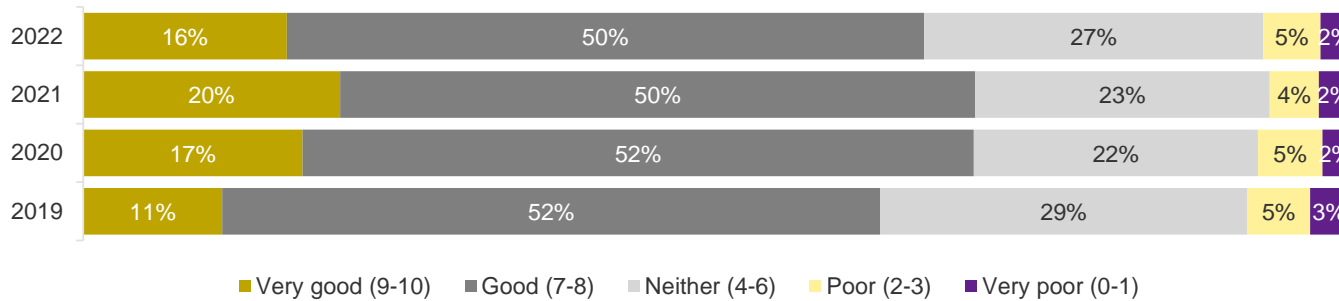
Council Performance.

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

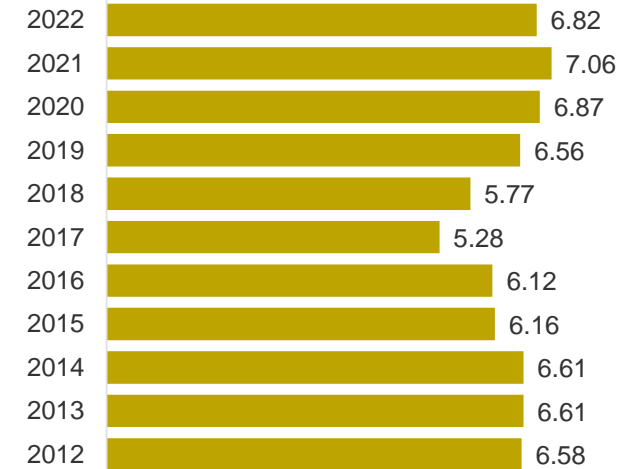
		2019	2020	2021	2022
Vibrant economy	Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8
Governance	Achieving funding and getting things done by working in partnership with government and the community	6.0	6.3	6.7	6.4
	Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9	5.7
Family and community	Maintaining parks and playgrounds	7.3	7.3	7.3	7.0
	Managing the Palmerston Recreation Centre	6.7	7.0	7.4	7.1
	Providing and maintaining community halls	6.8	6.6	7.1	6.9
	Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9
	Hosting enough quality community events	6.7	6.7	7.5	7.5
	Providing animal management services	6.6	6.9	7.1	6.7
	Advocating for the community in planning issues	5.7	6.0	6.4	6.1
A future focus	Maintaining drainage facilities	7.4	7.4	7.5	7.3
	Maintaining roads	7.3	7.5	7.5	6.9
	Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1
	Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	7.0
	Providing shared pathways	6.8	6.9	7.1	6.8
	Maintaining shared pathways	6.9	7.0	7.1	6.8
	Maintaining footpaths	7.0	7.0	7.1	6.9
	Supporting innovation in the business community	5.6	6.0	6.4	6.1
Cultural diversity	Providing libraries and library services to the community	8.1	8.3	8.2	8.0
	Supporting culturally diverse events	7.0	7.1	7.6	7.5
	Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9
	Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6	7.1	6.9
Environmental sustainability	Kerbside waste collection	8.0	8.3	8.3	8.1
	Providing & maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7
	Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.6	7.8	7.8	7.6
	Managing gardens and nature reserves	7.3	7.3	7.4	7.1
	Maintaining lakes	7.1	7.1	6.9	6.2
	Increasing shading and greening the city	6.3	6.5	6.7	6.6
	Promoting environmental sustainability	6.1	6.4	6.5	6.3

Overall Council performance.

This year, the Council has recorded a performance rating below 2021 but in line with what was seen in 2020 (6.82 / 10). This reduction in overall performance was due to a reduction in scores of 'very good' (score of 9 or 10), and an increase in the more neutral scores (4-6). In 2022, 66% of the community rated Council's overall performance as good or very good.

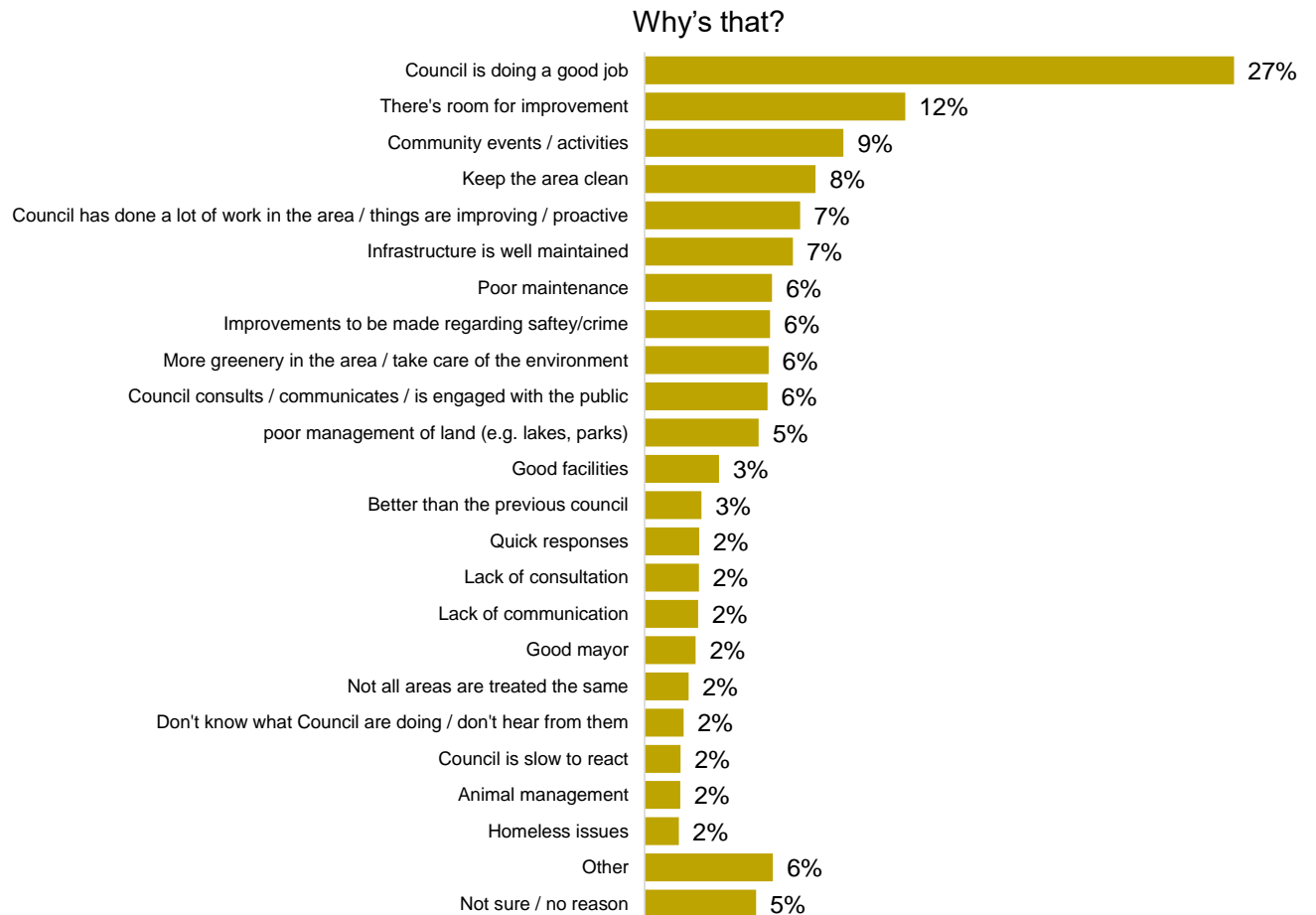


Average overall performance by year



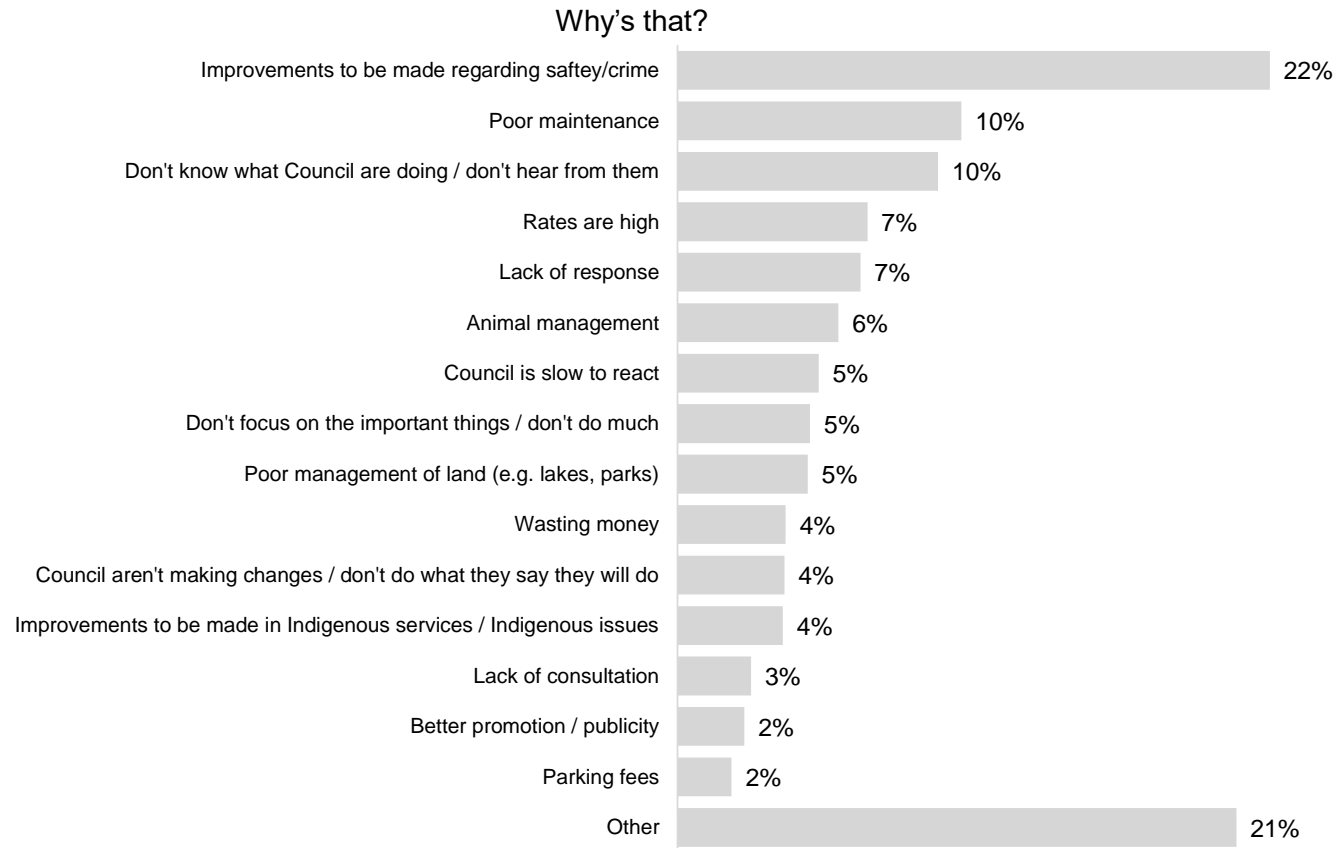
Reasons for Council Performance score.

When asked why people feel Council has performed well, the reactions were generally that Council are doing a good job. There was also an acknowledgement that Council has put in a lot of work to improve the city and to provide community events and activities.

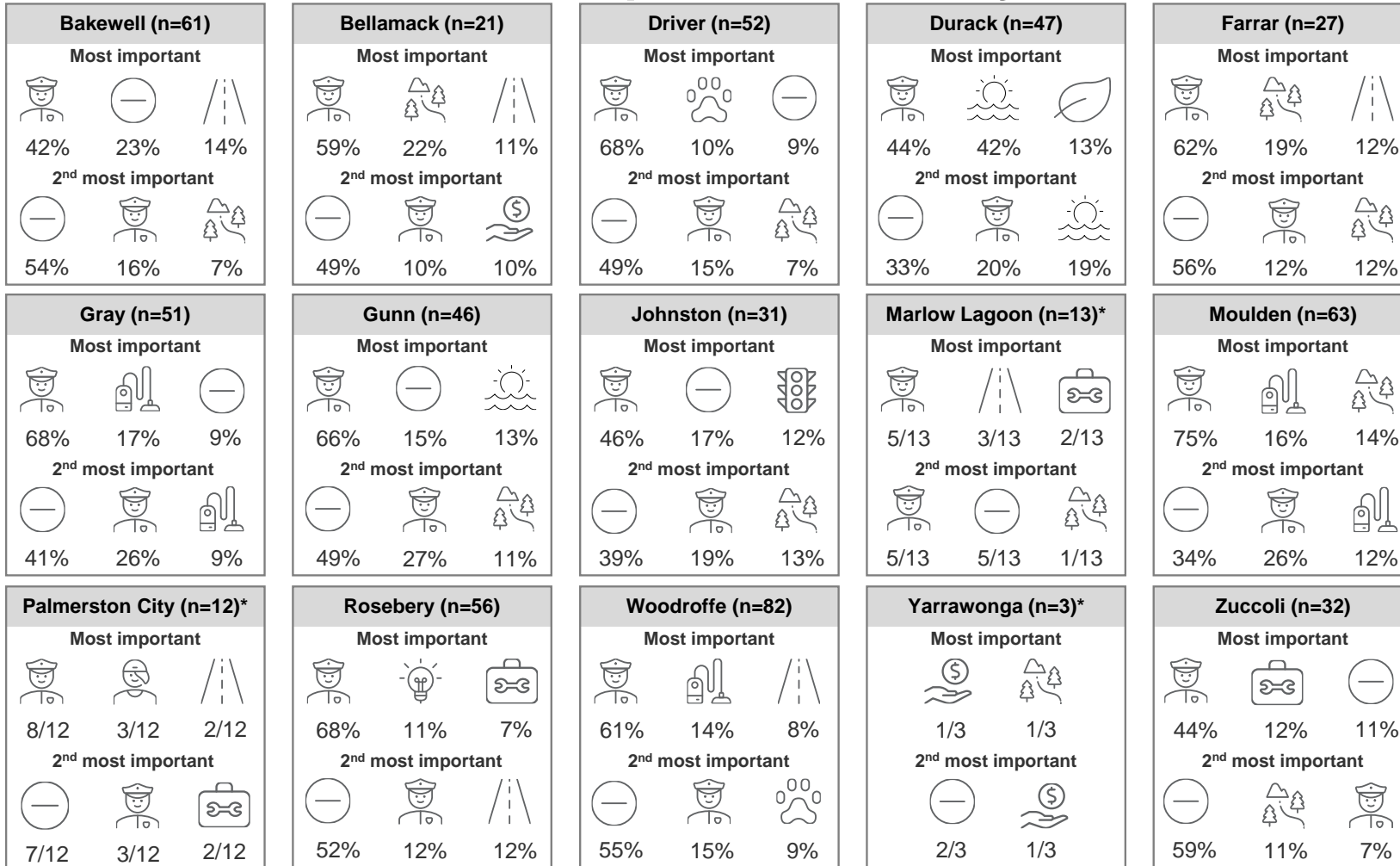


Reasons for Council Performance score.

For those who rated Council's performance as 'poor' overall, the main reasons for this were to do with issues around crime and safety (22%), poor maintenance (10%), and a lack of hearing about what the Council is actually doing (10%).



Most and second most important issues by suburb.



Most important issues.

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. Homelessness.

	Most	Second
Crime/Safety / antisocial behaviour / youth crime / more policing needed	60%	17%
Homelessness	8%	3%
Cleanliness	7%	4%
Additional infrastructure (e.g. shopping / restaurants / schools)	5%	3%
Maintaining / increasing green spaces / more parks / more dog parks	4%	4%
Increasing business/employability	4%	4%
Traffic management - speeding / too much traffic / dangerous roads / badly designed roads / parking issues	4%	3%
Facilities for families	2%	3%
Communication / consultation - need to talk to the people / let people know what is happening / more information	2%	2%
More community events	2%	1%
Community spirit / cohesiveness	2%	<1%
General maintenance	2%	1%
Animal control	1%	<1%
More programs for young people / more youth diversion programs	1%	<1%
Better town planning	1%	1%
Affordability / roaring house rates / keeping the value of our rates down	1%	2%
More sporting facilities	1%	1%
Sustainability policies / recycling / environmental issues	1%	3%
Public transport	1%	2%
Road/footpath maintenance	1%	1%
Improved lighting	1%	1%
Additional health facilities	1%	1%
Management of public housing	1%	<1%
Accessibility / inclusivity	<1%	1%
Other	3%	2%
Don't know / not sure	3%	1%
Irrelevant	<1%	2%
No issues / nothing / none	8%	55%

Council achievements.

From the perspective of the community, the most significant achievement of Council was the commitment to events in the area.

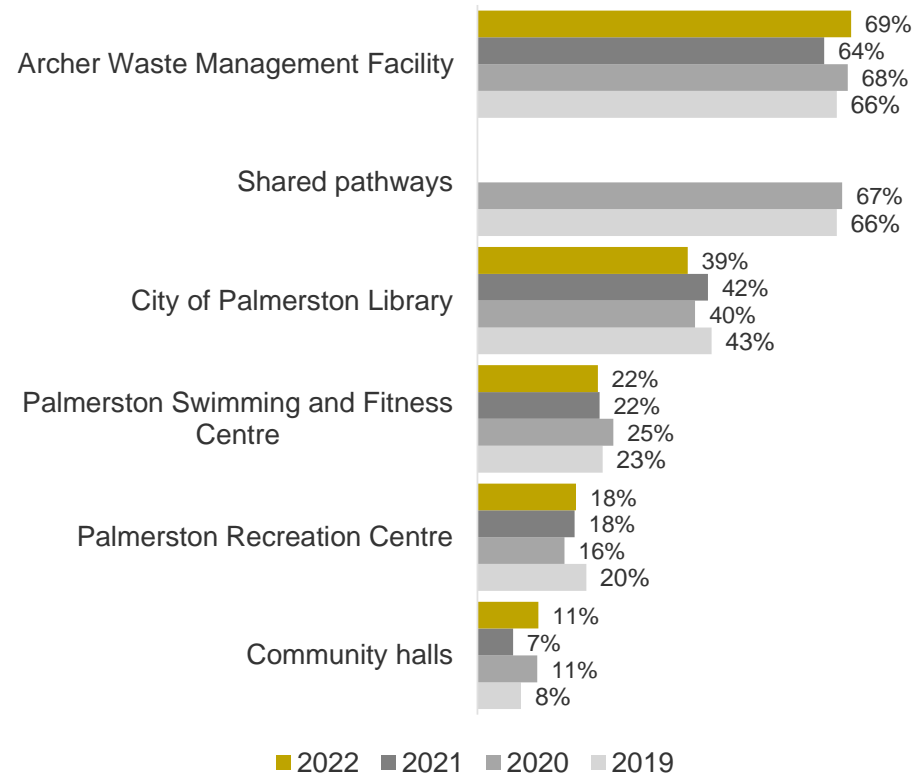
The second most significant achievement was the increase in green spaces.

More than half (57%) of those 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
Events - events and entertainment for the community / commitment to events / youth activities	22%	7%
More green spaces (beautifying the area /nature strip improvements / soil / trees / grass / improved the parks / pet friendly parks	18%	7%
Improving facilities / redeveloped the community hall / swimming pool	15%	8%
Improved quality of roads/footpaths	12%	4%
Addressing crime (including building police station) (laneways)	8%	4%
The markets	7%	2%
General maintenance	7%	1%
Cleaniness - (tidiness of streets / cleaning the lake)	7%	3%
New infrastructure / New Grey Community Hall / new shopping center / new suburbs	6%	-
Waste management	4%	3%
Consulting the public - (being more transparent / keeping their promises)	3%	4%
Supporting businesses	3%	2%
I am not sure what the council have achieved	3%	57%
Increased services	2%	4%
Increased lighting / LED lighting	2%	1%
Increasing the 'community feel'	1%	2%
Handled COVID well / keep the community safe during COVID / supported businesses	1%	-
Hospital	1%	<1%
Lower rates / keeping rates to sensible level	1%	1%
Sustainability policies (solar panels / green energy)	1%	-
'The Gateway'	1%	<1%
Community grants / funding	1%	-
Animal management	1%	2%
Additional shade	1%	<1%
Cyclone clean up management	1%	1%
Development and growth	-	3%
To continue with the job they are doing - doing a good job / supporting us	-	1%
Homelessness	-	1%
Other	3%	2%
Irrelevant	1%	<1%

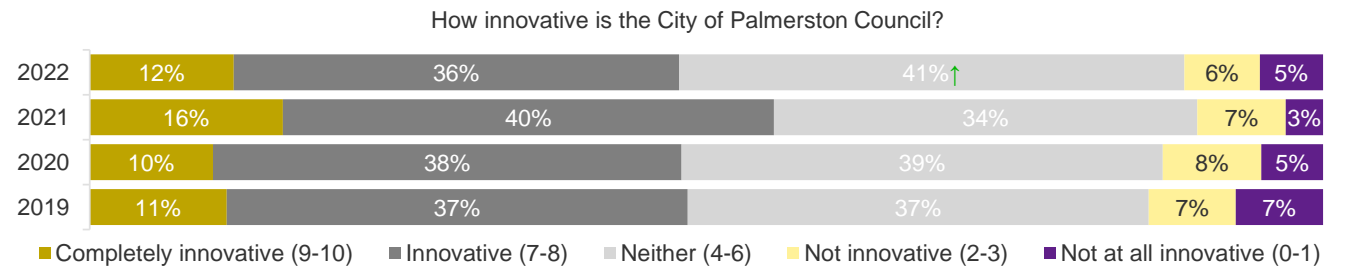
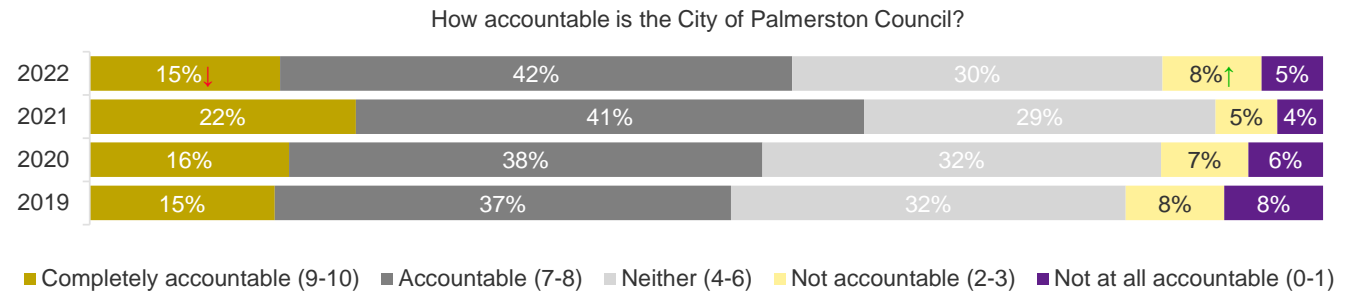
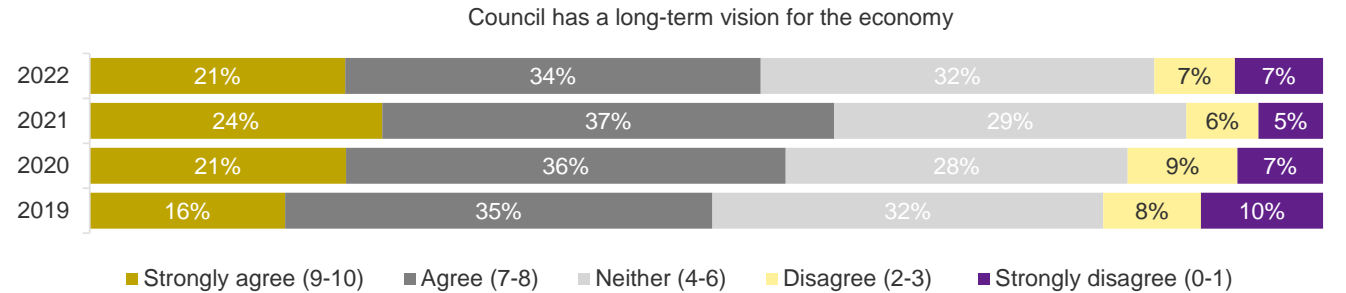
Use of Council facilities.

Usage of Council facilities remained reasonably consistent in 2022 compared to previous years, with the Archer Waste Management Facility among the top used (69%).



Council measures.

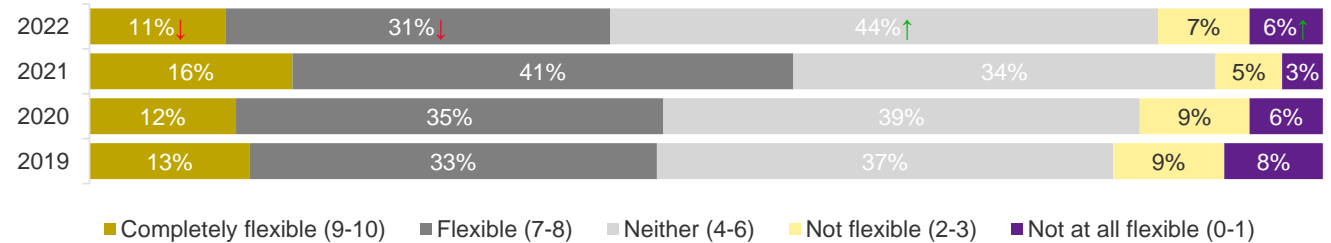
In 2022, there was a decrease in scores across each of the measures, which now reflect scores seen in 2020.



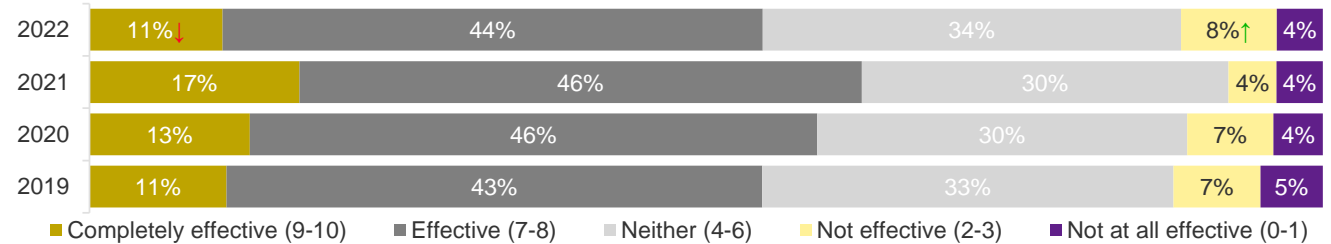
Council measures.

Similarly, there was a decrease in perceptions that Council is flexible, effective and accessible when compared with 2021.

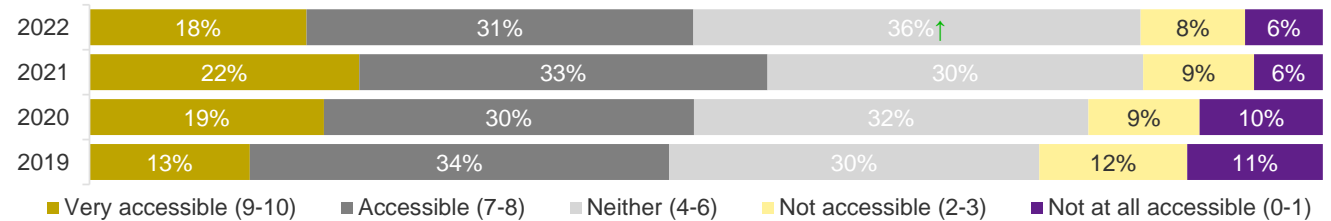
How flexible is the City of Palmerston Council?



How effective is the City of Palmerston Council?



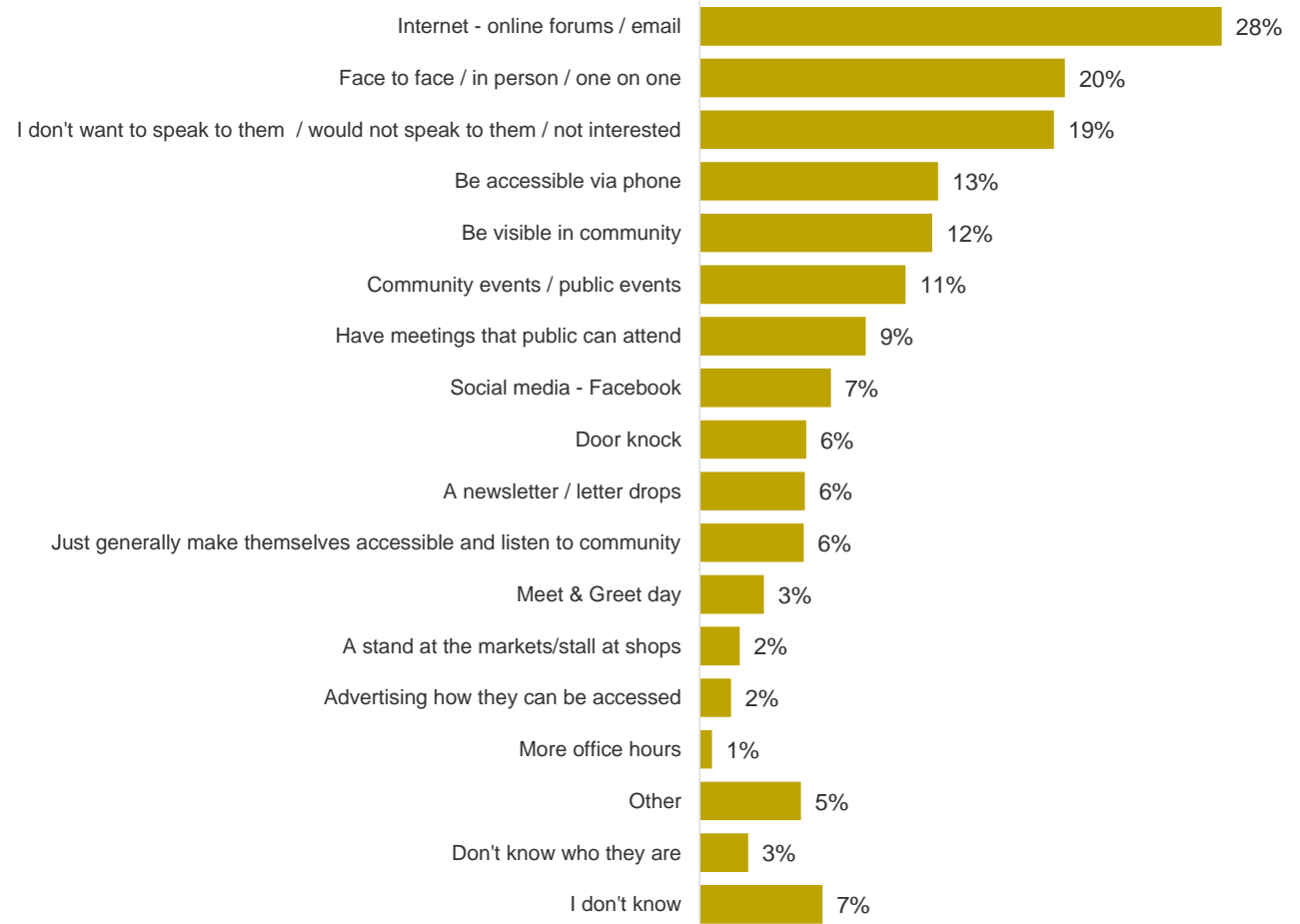
How accessible are the Council's elected members?



Increasing accessibility.

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

The most common response in 2022 was online - through online forums and email (28%), followed by face to face interactions (20%). This is in line with the findings from previous years.



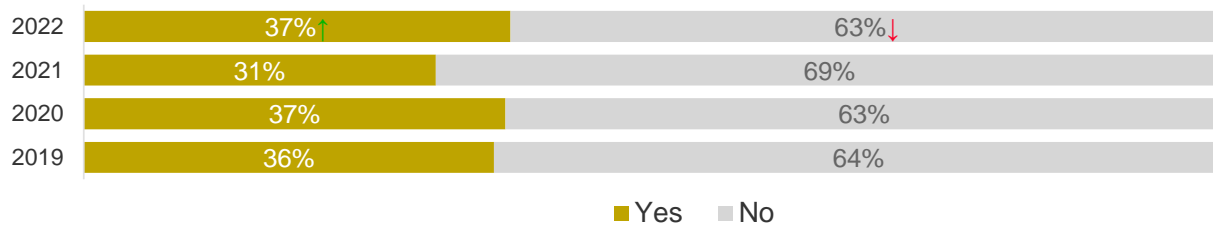
Contact with Council.

There was a slight increase in the proportion of residents who had made contact with Council, with these levels now reflecting those in 2020.

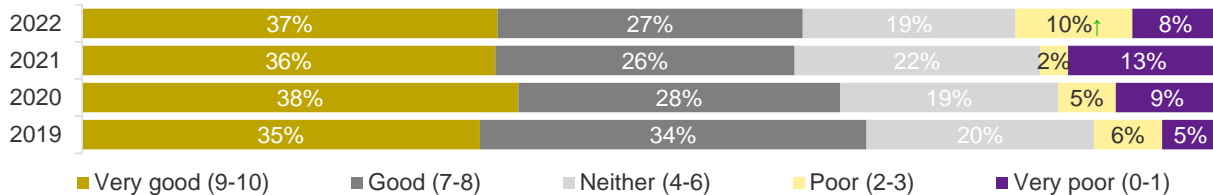
Encouragingly, there has been a slight decrease in those who rated their experience very poor while the proportion of those who rated the service delivery as 'very good' has remained consistent.

The majority (65%) of those who have had contact with Council have done so by phone.

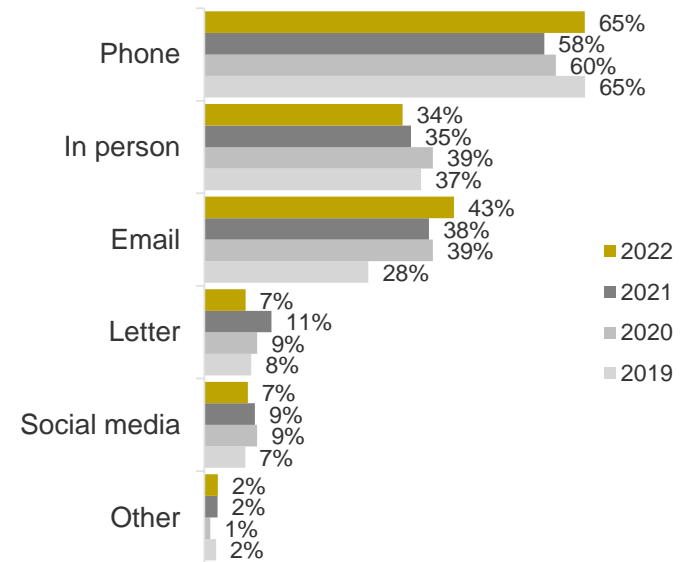
Have you personally made or had contact with Council on a specific issue in the last year?



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



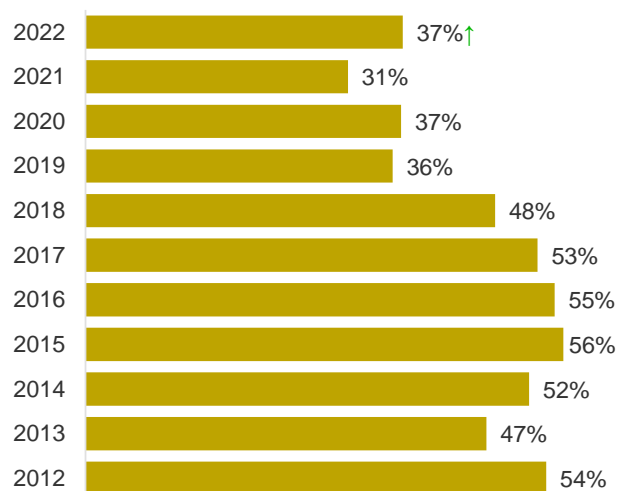
In the last year have these contacts been in person, by phone, via email, social media or letter?



Contact with Council.

In 2022, contact with Council has risen to 2020 levels, with phone and email the most common modes of communication.

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



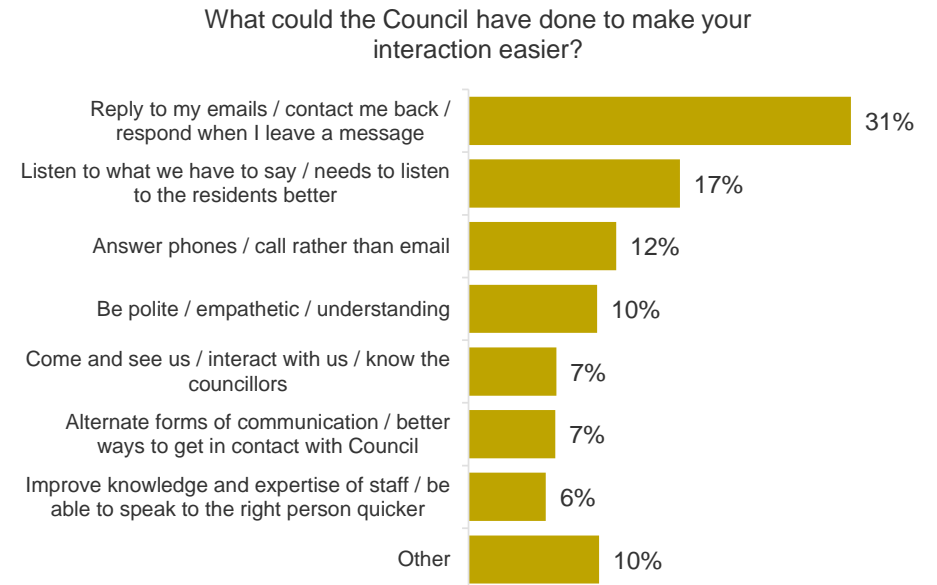
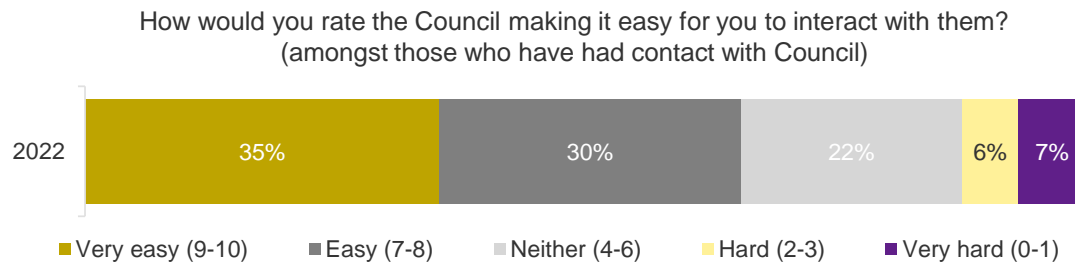
In the last year have these contacts been in person, by phone, via email, social media or letter?

	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Phone	65%	58%	60%	65%	66%	63%	62%	65%	67%	65%	61%
In person	34%	35%	39%	37%	45%	53%	41%	47%	48%	46%	49%
Email	43%	38%	39%	28%	36%	29%	28%	35%	22%	18%	20%
Letter	7%	11%	9%	8%	9%	7%	6%	11%	13%	10%	13%
Social media	7%	9%	9%	7%	NA	NA	NA	NA	NA	NA	NA
Other	2%	2%	1%	2%	0%	3%	2%	1%	1%	1%	0%

Satisfaction with Council interactions.

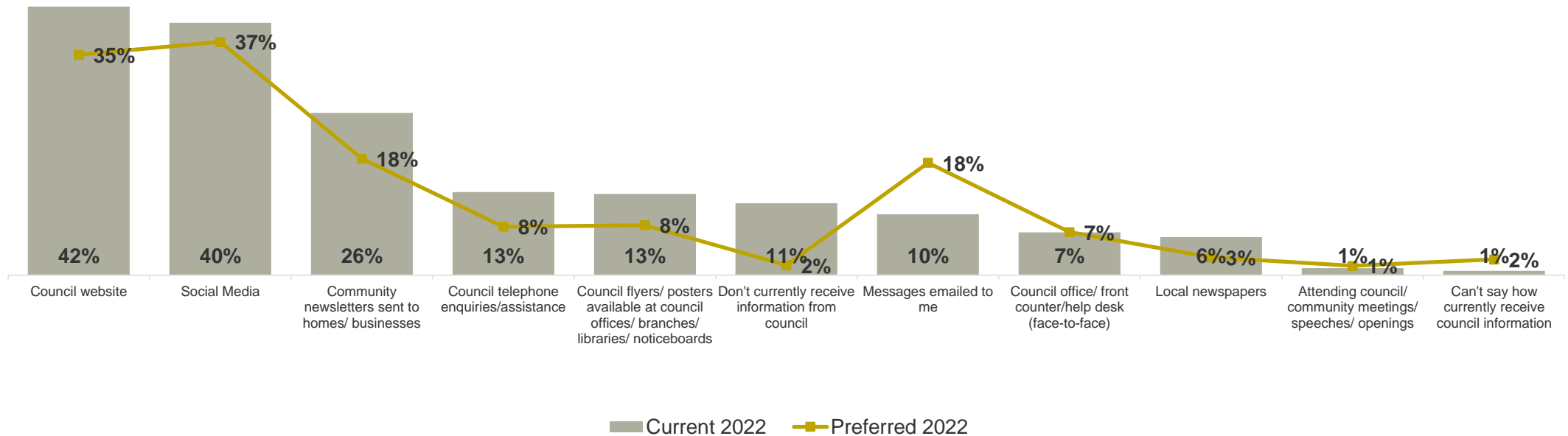
Of those who had contact with Council, almost two thirds (65%) believe that Council make it easy to interact with them, while only 13% believe that Council make it hard to interact with them.

Of those who thought it was hard to interact with council, most mentioned that Council replying to them and listening to what they had to say would have made their interaction easier.



Communication preferences.

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, 10% of residents have reported they currently have messages emailed to them, however 18% of residents would prefer this method of communication. Aside from this, in line with 2021, the current experience generally meets community preferences.



Communication preferences.

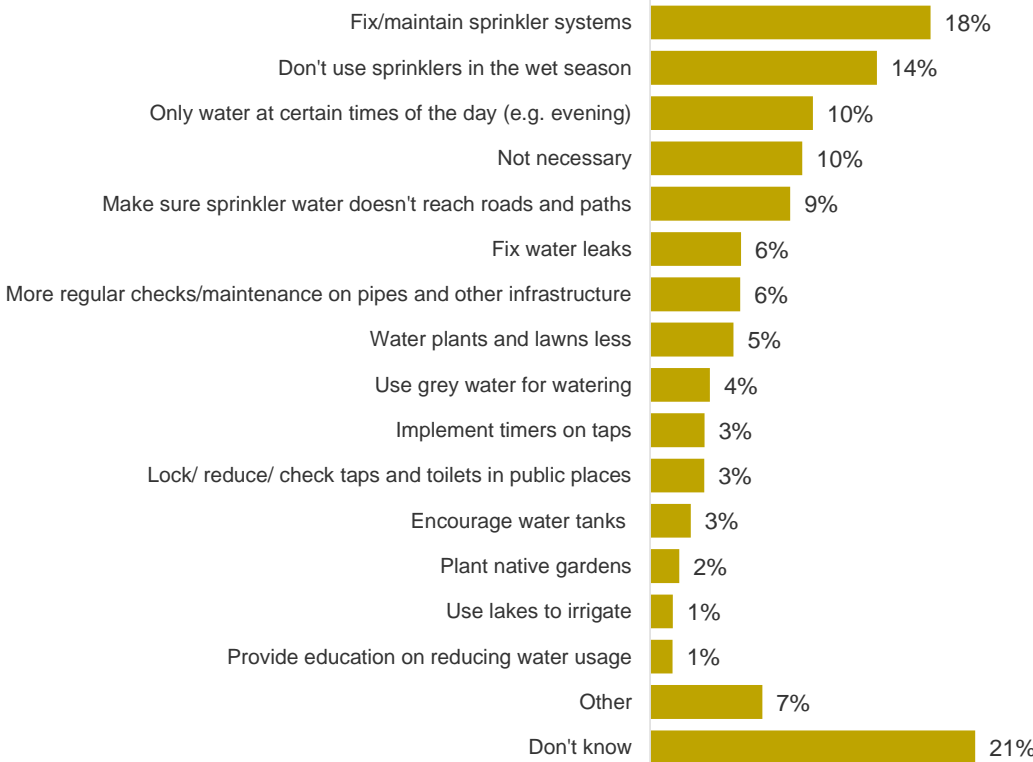
Council appears to be providing information to the community through the right channels, with the top two channels being Council's website and social media. While there has been a drop in the proportion of people using social media to interact with Council, there is an increase in the number of people accessing the Council's website.

How do you currently obtain information from Council?	2019	2020	2021	2022
Council website	41%	43%	35%	42%
Social media	22%	27%	52%	40%
Community newsletters sent to homes / businesses	16%	13%	38%	26%
Council flyers / posters available at Council offices / branches / libraries / noticeboards	14%	11%	24%	13%
Council telephone enquiries / assistance	10%	9%	17%	13%
Don't currently receive information from Council	10%	16%	7%	11%
Local newspapers	6%	7%	16%	6%
Council offices / front counter / help desk (face-to-face)	6%	5%	11%	7%
Messages emailed to me	3%	5%	11%	10%
Can't say how	3%	1%	1%	1%
Attending Council / community meetings / speeches / openings	1%	2%	4%	1%
Non-Council initiated communication	-	-	8%	3%
Other methods	7%	10%	10%	7%

What would be your preferred way of obtaining information from Council?	2019	2020	2021	2022
Council website	34%	39%	31%	35%
Social media	22%	31%	46%	37%
Community newsletters sent to homes / businesses	18%	16%	31%	18%
Council flyers / posters available at Council offices / branches / libraries / noticeboards	12%	12%	16%	8%
Council telephone enquiries / assistance	10%	11%	15%	8%
Don't currently receive information from Council	2%	1%	2%	2%
Local newspapers	6%	5%	11%	3%
Council offices / front counter / help desk (face-to-face)	6%	7%	9%	7%
Messages emailed to me	16%	18%	22%	18%
Can't say how	4%	1%	1%	2%
Attending Council / community meetings / speeches / openings	2%	4%	6%	1%
Non-Council initiated communication	<1%	1%	4%	<1%
Other methods	4%	11%	8%	8%

Sustainability Strategy.

Residents provided ideas for how they thought Council could reduce water use in public places. The most common answers had to do with watering grass and plants. Specifically, these suggestions were around fixing and maintaining sprinkler systems (18%), not using sprinklers in the wet season (14%), and only watering at certain times of the day (10%).



5

Appendix A

Online, CATI and overall
survey results

Demographics.

Gender	CATI	Online	Overall
Male	50%	23%	47%
Female	50%	72%	52%
Prefer not to answer	-	4%	<1%

Age	CATI	Online	Overall
18-29	26%	16%	25%
30-39	28%	26%	27%
40-49	21%	23%	21%
50-59	14%	17%	14%
60 or older	11%	17%	12%

Aboriginal or Torres Strait Islander	CATI	Online	Overall
Yes	10%	9%	10%
No	88%	87%	88%
Prefer not to answer	2%	4%	2%

Time living in City of Palmerston	CATI	Online	Overall
Less than 1 year	2%	3%	2%
1 to less than 2 years	3%	3%	3%
2 to less than 5 years	11%	17%	11%
5 to less than 10 years	23%	23%	23%
10 to less than 20 years	30%	30%	30%
20 years or more	30%	23%	30%

Agreement that Council is inclusive and has a strong relationship with their Indigenous community	CATI	Online	Overall
Strongly agree (9-10)	21%	17%	21%
Agree (7-8)	28%	0%	25%
Neither (4-6)	32%	50%	34%
Disagree (2-3)	12%	17%	13%
Strongly disagree (0-1)	6%	17%	7%
	n= 60	6	66

Highest level of education	CATI	Online	Overall
Year 8 or below	1%	0%	1%
Year 9 or equivalent	1%	0%	1%
Year 10 or equivalent	9%	6%	9%
Year 11 or equivalent	7%	3%	7%
Year 12 or equivalent	21%	9%	20%
Trade certificate	17%	17%	17%
Non-trade certificate	7%	3%	7%
Associate diploma	9%	16%	9%
Undergraduate diploma	3%	3%	3%
Bachelor degree	14%	16%	14%
Masters degree, postgraduate degree or postgraduate diploma	8%	17%	9%
Doctorate	<1%	3%	1%
Other - specify	1%	3%	1%
Still at school	-	-	-
Did not go to school	-	-	-
Prefer not to say	1%	4%	1%

Employment and Council measures.

Are you employed	CATI	Online	Overall
Full-time (35 hours or more per week)	74%	68%	73%
Part-time / casual	14%	12%	13%
Not working	13%	20%	14%

Are you looking for a paid job? (those who don't work)	CATI	Online	Overall
Yes	16%	7%	15%
No	84%	93%	85%
n=	106	14	120

Are you looking for a full time or a part time job? (those looking for work)	CATI	Online	Overall
full-time work (35 hours or more per week)	44%	0%	41%
part-time / casual work	56%	100%	88%
n=	11	1	12

Are you... (those not looking for a paid job)	CATI	Online	Overall
Retired	50%	69%	53%
Student	9%	0%	8%
Non-worker	4%	0%	3%
Home duties	25%	15%	23%
Other (specify)	12%	15%	13%
n=	95	13	108

Are you aware of Council's slogan 'A place for people'	CATI	Online	Overall
Yes	44%	64%	46%
No	56%	36%	54%

To what extent do you agree or disagree that Palmerston is a place for people?	CATI	Online	Overall
Strongly agree (9-10)	17%	25%	18%
Agree (7-8)	40%	42%	40%
Neither (4-6)	34%	28%	33%
Disagree (2-3)	6%	3%	6%
Strongly disagree (0-1)	3%	3%	3%

Net Promotor Score	CATI	Online	Overall
Promoters	25%	35%	26%
Passives	37%	33%	37%
Detractors	38%	32%	37%
NPS	-13	3	-11

Council measures.

Council measures	CATI	Online	Overall
Kerbside waste collection	8.14	8.27	8.16
Providing libraries and library services to the community	8.04	8.61	8.10
Providing & maintaining Archer Waste Management Facility	7.74	8.30	7.80
Hosting enough quality community events	7.54	7.74	7.56
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.56	7.47	7.55
Supporting culturally diverse events	7.47	8.20	7.54
Maintaining drainage facilities	7.33	6.81	7.28
Managing the Palmerston Recreation Centre	7.09	7.73	7.15
Ensuring footpaths built by developers are fit for purpose	7.06	6.47	7.01
Managing gardens and nature reserves	7.09	6.22	7.00
Providing and maintaining community halls	6.93	7.50	6.99
Ensuring the roads built by developers are fit for purpose	6.99	6.90	6.99
Maintaining roads	6.93	7.05	6.94
Maintaining parks and playgrounds	6.99	6.36	6.93
Promotes art and culture (eg. public art, murals, paving etc)	6.87	6.83	6.87

Council measures	CATI	Online	Overall
Providing recognition and support for our indigenous and multicultural community	6.86	6.90	6.87
Maintaining footpaths	6.89	6.22	6.83
Providing shared pathways	6.83	6.40	6.79
Managing Palmerston Swimming and Fitness Centre	6.86	6.02	6.77
Maintaining shared pathways	6.81	6.08	6.73
Providing animal management services	6.72	6.84	6.73
Increasing shading and greening the city	6.56	5.86	6.49
Achieving funding and getting things done by working in partnership with government and the community	6.44	6.52	6.45
Promoting environmental sustainability	6.29	6.19	6.28
Supporting innovation in the business community	6.19	6.29	6.19
Advocating for the community in planning issues	6.12	6.19	6.12
Maintaining lakes	6.21	4.93	6.08
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.72	6.15	5.76
Supporting and attracting new and existing businesses	5.83	4.85	5.75

Council measures.

Family and community	CATI	Online	Overall
Managing Palmerston Swimming and Fitness Centre	6.86	6.02	6.77
Maintaining parks and playgrounds	6.99	6.36	6.93
Providing and maintaining community halls	6.93	7.50	6.99
Managing the Palmerston Recreation Centre	7.09	7.73	7.15
Hosting enough quality community events	7.54	7.74	7.56
Advocating for the community in planning issues	6.12	6.19	6.12
Providing animal management services	6.72	6.84	6.73

Cultural diversity	CATI	Online	Overall
Supporting culturally diverse events	7.47	8.20	7.54
Promoting art and culture (e.g. public art, murals, paving etc.)	6.87	6.83	6.87
Providing libraries and library services to the community	8.04	8.61	8.10
Providing recognition and support for our indigenous and multicultural community	6.86	6.90	6.87

Vibrant economy	CATI	Online	Overall
Awareness of Council's slogan 'A place for people'	44%	64%	46%
Agreement that: Palmerston is 'A place for people'	6.56	6.96	6.60
Agreement that: Council has a long-term vision for Palmerston economy	6.34	6.68	6.38
Performance in: Supporting and attracting new and existing businesses	5.83	4.85	5.75

Governance	CATI	Online	Overall
How: Accountable is the City of Palmerston Council?	6.34	6.46	6.35
Effective is the City of Palmerston Council?	6.24	6.92	6.31
Performance in: Providing you with the opportunity to comment on Council's decision making and interact with Council	5.72	6.15	5.76
Achieving funding and getting things done by working in partnership with government and the community	6.44	6.52	6.45

Council measures.

A future focus		CATI	Online	Overall
Performance in:	Supporting innovation in the business community	6.19	6.29	6.19
How:	Innovative is the City of Palmerston?	6.09	6.77	6.16
	Flexible is the City of Palmerston?	5.89	6.24	5.92
Performance in:	Ensuring roads built by developers are fit for purpose	6.99	6.90	6.99
	Maintaining roads	6.93	7.05	6.94
	Ensuring footpaths built by developers are fit for purpose	7.06	6.47	7.01
	Maintaining footpaths	6.89	6.22	6.83
	Providing shared pathways	6.83	6.40	6.79
	Maintaining shared pathways	6.81	6.08	6.73
	Maintaining drainage facilities	7.33	6.81	7.28

Council's overall performance		CATI	Online	Overall
Overall performance		6.82	6.81	6.82

Environmental sustainability		CATI	Online	Overall
Providing opportunities for recycle and re-use through the pre-cyclone clean up		7.56	7.47	7.55
Managing gardens and nature reserves		7.09	6.22	7.00
Maintaining lakes		6.21	4.93	6.08
Increasing shading and greening the city		6.56	5.86	6.49
Kerbside waste collection		8.14	8.27	8.16
Providing & maintaining Archer Waste Management Facility		7.74	8.30	7.80
Promoting environmental sustainability		6.29	6.19	6.28

Use of Council's facilities		CATI	Online	Overall
Archer Waste Management Facility		69%	70%	69%
City of Palmerston library		39%	54%	40%
Palmerston Swimming and Fitness Centre		22%	23%	22%
Palmerston Recreation Centre		18%	42%	21%
Community halls		11%	25%	13%
None of the above		16%	12%	16%

Council measures.

How much do you agree with statement that Council has a long- term vision for Palmerston's economy?			
	CATI	Online	Overall
Strongly agree (9-10)	21%	43%	23%
Agree (7-8)	34%	23%	33%
Neither (4-6)	32%	9%	30%
Disagree (2-3)	7%	13%	7%
Strongly disagree (0-1)	7%	11%	8%

How accountable is the City of Palmerston Council?			
	CATI	Online	Overall
Completely accountable (9-10)	15%	23%	16%
Accountable (7-8)	42%	29%	40%
Neither (4-6)	30%	29%	30%
Not accountable (2-3)	8%	16%	9%
Not at all accountable (0-1)	5%	4%	5%

How innovative is the City of Palmerston Council?			
	CATI	Online	Overall
Completely innovative (9-10)	12%	29%	14%
Innovative (7-8)	36%	32%	36%
Neither (4-6)	41%	26%	39%
Not innovative (2-3)	6%	8%	6%
Not at all innovative (0-1)	5%	5%	5%

How flexible is the City of Palmerston Council?			
	CATI	Online	Overall
Completely flexible (9-10)	11%	22%	12%
Flexible (7-8)	31%	29%	31%
Neither (4-6)	44%	33%	43%
Not flexible (2-3)	7%	7%	7%
Not at all flexible (0-1)	6%	9%	6%

How effective is the City of Palmerston Council?			
	CATI	Online	Overall
Completely effective (9-10)	11%	29%	13%
Effective (7-8)	44%	38%	43%
Neither (4-6)	34%	21%	33%
Not effective (2-3)	8%	8%	8%
Not at all effective (0-1)	4%	5%	4%

How accessible do you consider Council's elected members to be?			
	CATI	Online	Overall
Very accessible (9-10)	18%	24%	18%
Accessible (7-8)	31%	22%	31%
Neither (4-6)	36%	34%	36%
Not accessible (2-3)	8%	7%	8%
Not at all accessible (0-1)	6%	12%	7%

Contact with CoP.

Have you personally made or had contact with Council on a specific issue in the last year?			
	CATI	Online	Overall
Yes	37%	62%	40%
No	62%	32%	59%
Can't say	1%	6%	1%

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?			
	CATI	Online	Overall
Very good (9-10)	37%	44%	38%
Good (7-8)	27%	27%	27%
Neither (4-6)	19%	12%	18%
Poor (2-3)	10%	5%	9%
Very poor(0-1)	8%	12%	8%
n=	248	41	289

In the last year have these contacts been in person, by phone, via email, social media or letter?			
	CATI	Online	Overall
Phone	65%	47%	62%
In person	34%	49%	36%
Email	43%	60%	45%
Letter	7%	2%	6%
Social media	7%	9%	8%
Other - specify	2%	7%	3%
n=	251	43	294

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 Council making it easy to interact with them?			
	CATI	Online	Overall
Very good (9-10)	35%	46%	37%
Good (7-8)	30%	22%	29%
Neither (4-6)	22%	22%	22%
Poor (2-3)	6%	2%	5%
Very poor(0-1)	7%	7%	7%
n=	248	41	289

Summary of the Community Pillars.

Key Area	CATI	Online	Overall
Family and Community	6.89	6.91	6.89
Vibrant Economy	6.24	6.16	6.24
Cultural diversity	7.31	7.64	7.35
A Future Focus	6.70	6.52	6.68
Environmental Sustainability	7.08	6.75	7.05
Governance	6.19	6.51	6.22
Net promoter score	-13	3	-11
Average Performance	6.74 / 10	6.75 / 10	6.74 / 10

KANTAR PUBLIC



Thank you

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