

City of Palmerston

2023 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 2023, the 20 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=35

In 2023, 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 2023 survey show that overall Council performance has increased slightly to 6.89/10 (from 6.74 last year) on average, which is the second highest score seen in the past 5 years behind 2021. In addition, there was a slight increase across all of the key areas measured compared to 2022.

Net Promoter Score

While not a traditional measure for Councils, the net promoter score for residents of Palmerston in 2023 sits at -18 (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 (-13 last year).

Highest performing services

Consistent with the results achieved in previous years, the highest areas of performance included: kerbside waste collection; providing and maintaining the Archer Waste Management Facility; providing libraries and library services to the community; providing opportunities for recycling and re-use through the pre-cyclone clean up; hosting enough quality events; and supporting culturally diverse events.

Lowest performing services

The lowest areas of performance also closely reflected the 2022 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; and supporting innovation in the business community.

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 cleanliness (e.g. managing rubbish and litter) and homelessness.

The most commonly mentioned Council achievements related to upgraded facilities such as the swimming pool and recreation centre, and increased and improved parks/green spaces.

There continues to be a gap in communication with most of the community preferring to communicate with council through more or different channels than they currently are. The largest gaps between current and preferred communication were seen in social media and email channels.

The 2023 Community Survey Results: At a glance.

Overall, there has been a general increase in scores across all areas, however these changes have not been significant, and these scores generally reflect those seen in previous years.

Despite the general increase in scores across all key areas, the net promoter score fell again this year to -18.

Key Area	2019	2020	2021	2022	2023	Change
Family and Community	6.68	6.80	7.16	6.89	6.96	+ 0.07
Vibrant Economy	6.01	6.28	6.55	6.24	6.44	+ 0.20
Cultural diversity	7.04	7.21	7.50	7.31	7.39	+ 0.08
A Future Focus	6.70	6.84	7.02	6.70	6.84	+ 0.14
Environmental Sustainability	7.16	7.33	7.36	7.08	7.29	+ 0.21
Governance	6.01	6.17	6.52	6.19	6.43	+ 0.24
Net promoter score	- 9	- 4	- 6	- 13	- 18	- 5
Average Performance	6.56 / 10	6.77 / 10	7.02 / 10	6.74 / 10	6.89 / 10	+ 0.15

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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 40,000 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 20 minute telephone survey was conducted from 4-27 August 2023 with 600 residents of the City of Palmerston. The survey was also made available online.

The total number of completes were as follows:

- Telephone sample n=600
- Online sample n=35

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 remained relatively stable between 2022 and 2023, with no significant differences in any of the outcome areas, however small increases were observed across most measures. The highest performing aspect was 'hosting enough quality community events' which averaged 7.53/10. In line with previous years, 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 6.19/10.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Change
Managing Palmerston Swimming and Fitness Centre	6.86	7.08	7.31	6.86	7.02	+ 0.16
Maintaining parks and playgrounds	7.26	7.34	7.27	6.99	7.03	+ 0.04
Providing and maintaining community halls	6.80	6.59	7.10	6.93	6.98	+ 0.05
Managing the Palmerston Recreation Centre	6.69	7.02	7.41	7.09	7.15	+ 0.06
Hosting enough quality community events	6.78	6.70	7.52	7.54	7.53	- 0.01
Advocating for the community in planning issues	5.76	5.99	6.38	6.12	6.19	+ 0.07
Providing animal management services	6.63	6.91	7.14	6.72	6.85	+ 0.13
Overall:	6.67 / 10	6.80 / 10	7.16 / 10	6.89 / 10	6.96/10	+ 0.07

Vibrant economy.

The vibrant economy measures, at an overall and statement level, increased in 2023, however these changes were not significant.

The Council's slogan, 'A place for people', received moderate awareness (48%), a slight increase from last year. In addition to this, there was a slight increase in agreement with the sentiment of the slogan with an average agreement score of 6.7 out of 10, although this change was not statistically significant.

Measure		Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Change
Awareness of Council's slogan 'A place for people'		36.62%	42.74%	40.28%	43.61%	48.43%	+ 4.82%
Agreement that:	Palmerston is 'A place for people'	6.83	6.80	6.83	6.56	6.70	+ 0.14
Agreement that:	Council has a long-term vision for Palmerston economy	5.95	6.37	6.70	6.34	6.67	+ 0.33
Performance in:	Supporting and attracting new and existing businesses	5.25	5.68	6.11	5.83	5.96	+ 0.13
Overall:		6.01 / 10	6.28 / 10	6.55 / 10	6.24 / 10	6.44 / 10	+ 0.20



Cultural diversity.

While cultural diversity saw an increase in most measures between 2022 and 2023, these increases were not significant. The strongest score in this outcome area was 'providing libraries and library services to the community' with a score of 8.06/10.

The largest increase in score from 2022 was for 'providing recognition and support for our indigenous and multicultural community', improving to 7.09. However, this change was not statistically significant.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Change
Supporting culturally diverse events	7.02	7.14	7.59	7.47	7.55	+ 0.08
Promoting art and culture (e.g. public art, murals, paving etc.)	6.28	6.56	7.07	6.87	6.86	- 0.01
Providing libraries and library services to the community	8.20	8.27	8.16	8.04	8.06	+ 0.02
Providing recognition and support for our indigenous and multicultural community	6.68	6.88	7.18	6.86	7.09	+ 0.23
Overall:	7.04 / 10	7.21 / 10	7.50 / 10	7.31 / 10	7.39 / 10	+ 0.08



A future focus.

All scores for a future focus increased from 2022. Despite this, none of the changes were statistically significant.

The strongest score for this outcome area was 'maintaining drainage facilities' (7.35/10). The lowest score for this outcome area was 'How flexible is the City of Palmerston?' (6.19/10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Change
Performance in: Supporting innovation in the business community	5.65	6.04	6.38	6.19	6.28	+ 0.09
How: Innovative is the City of Palmerston?	5.95	6.08	6.45	6.09	6.35	+ 0.26
Flexible is the City of Palmerston?	5.89	6.00	6.49	5.89	6.19	+ 0.30
Performance in: Ensuring roads built by developers are fit for purpose	7.10	7.22	7.38	6.99	7.11	+ 0.12
Maintaining roads	7.31	7.51	7.49	6.93	7.10	+ 0.17
Ensuring footpaths built by developers are fit for purpose	7.07	7.17	7.30	7.06	7.11	+ 0.05
Maintaining footpaths	6.95	6.99	7.06	6.89	6.94	+ 0.05
Providing shared pathways	6.81	6.92	7.08	6.83	6.98	+ 0.15
Maintaining shared pathways	6.88	7.00	7.07	6.81	6.96	+ 0.15
Maintaining drainage facilities	7.37	7.44	7.46	7.33	7.35	+ 0.02
Overall:	6.70 / 10	6.84 / 10	7.02 / 10	6.70 / 10	6.84 / 10	+ 0.14



Environmental sustainability.

The Council performed relatively well in the environmental sustainability outcome area. Every measure increased in score except for kerbside waste collection which fell slightly but remained the highest score (8.09/10), in line with previous years.

The only statistically significant increase was ‘maintaining lakes’ which increased back to 2021 levels (7.00/10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Change
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.56	7.77	7.76	7.56	7.73	+ 0.17
Managing gardens and nature reserves	7.27	7.34	7.36	7.09	7.16	+ 0.07
Maintaining lakes	7.12	7.15	6.93	6.21	7.00	+ 0.79
Increasing shading and greening the city	6.27	6.52	6.72	6.56	6.56	0.00
Kerbside waste collection	8.02	8.33	8.28	8.14	8.09	- 0.05
Providing & and maintaining Archer Waste Management Facility	7.78	7.87	7.95	7.74	7.96	+ 0.22
Promoting environmental sustainability	6.07	6.36	6.53	6.29	6.55	+ 0.26
Overall:	7.16 / 10	7.33 / 10	7.36 / 10	7.08 / 10	7.29 / 10	+ 0.21



Governance.

Governance scores have risen across the board, with the exception of 'achieving funding and getting things done by working in partnership with government and community' which remained stable (6.44/10).

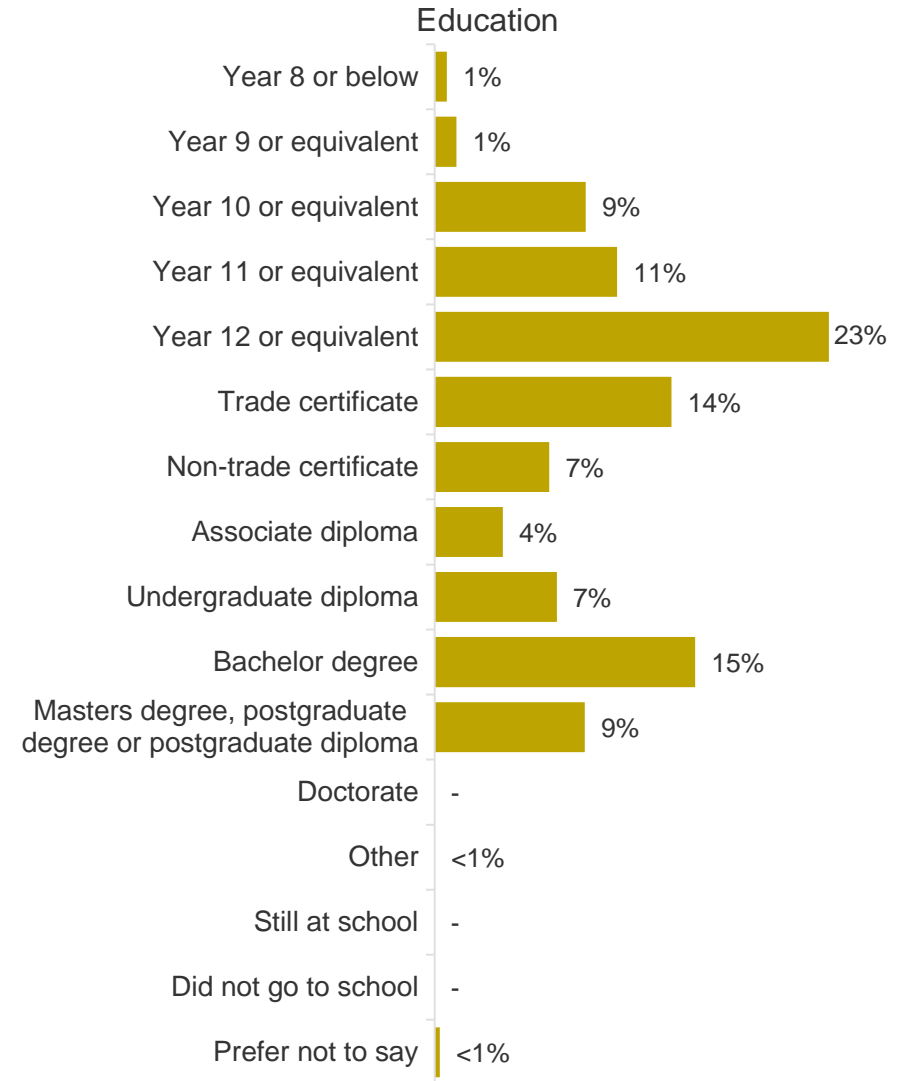
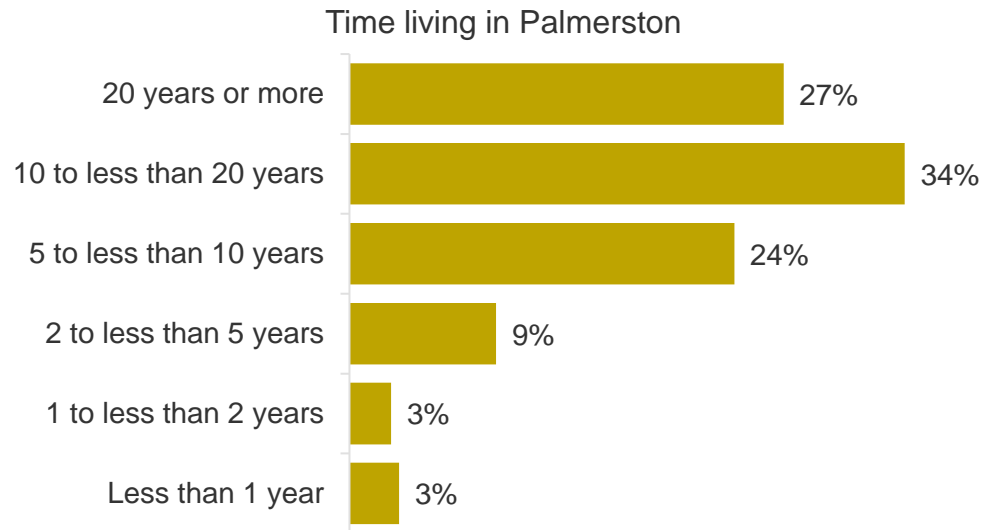
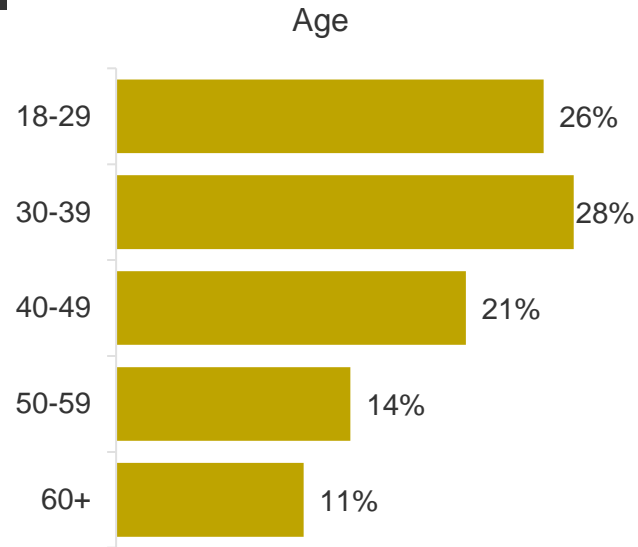
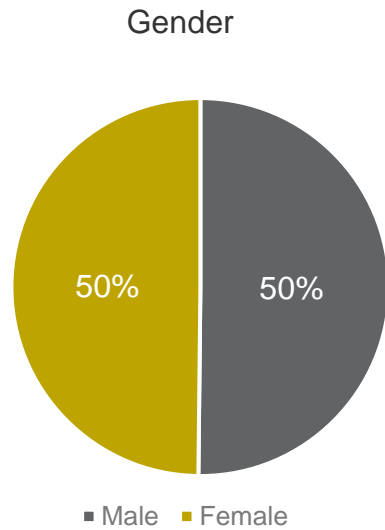
Significant increases were seen in the areas of effectiveness (0.35 increase) and interactivity with Council (0.42 increase). As a result, the highest performing measure was 'how effective is the City of Palmerston?' (6.59/10).

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Change
How: Accountable is the City of Palmerston Council?	6.13	6.27	6.79	6.34	6.53	+ 0.19
Effective is the City of Palmerston Council?	6.22	6.41	6.68	6.24	6.59	+ 0.35
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	6.14	+ 0.42
Achieving funding and getting things done by working in partnership with government and the community	6.05	6.30	6.70	6.44	6.44	0.00
Overall:	6.01 / 10	6.17 / 10	6.52 / 10	6.19 / 10	6.43/10	+ 0.24

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Results in detail

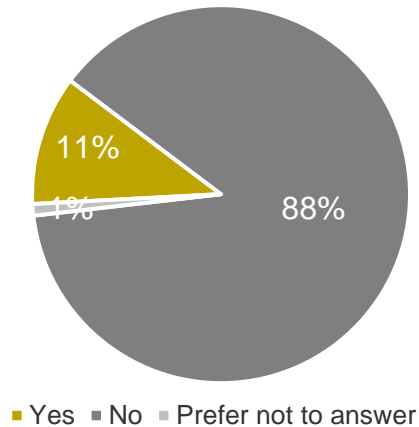
Demographics (weighted).



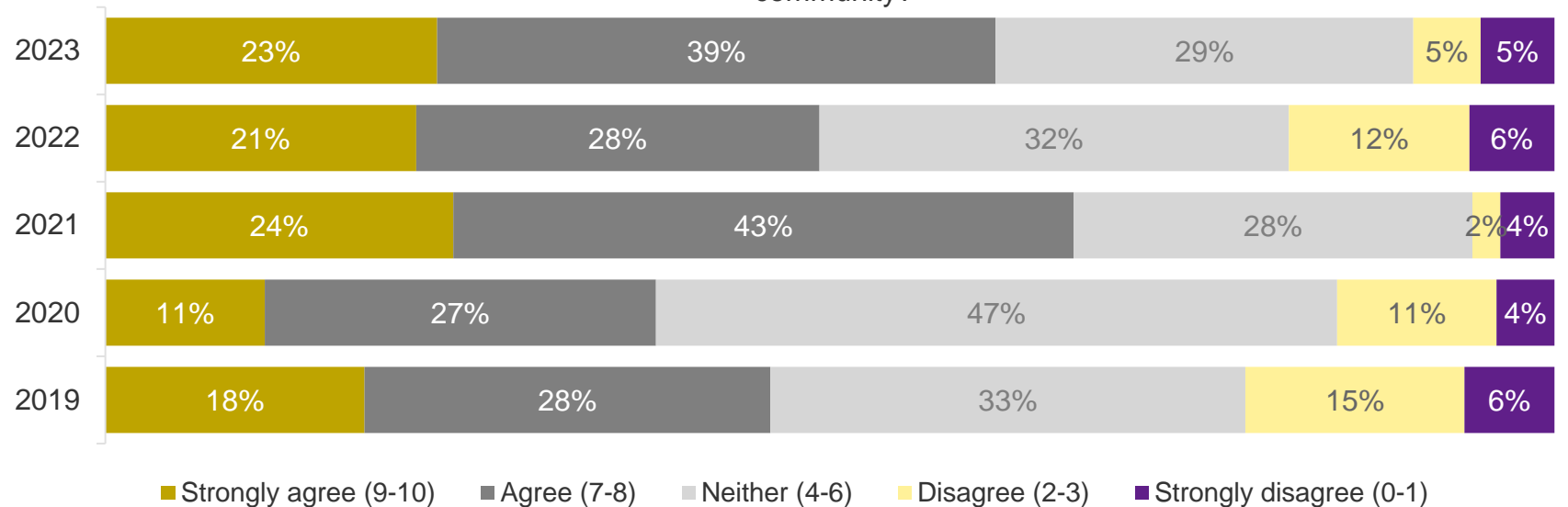
Aboriginal and Torres Strait Islander.

11% of the total sample identified as Aboriginal or Torres Strait Islander. Positively, nearly two thirds (61%) agreed that Council is inclusive and has a strong relationship with their Indigenous community. This is close to the levels of agreement seen in 2021 (67%).

Do you identify as Aboriginal or Torres Strait Islander?

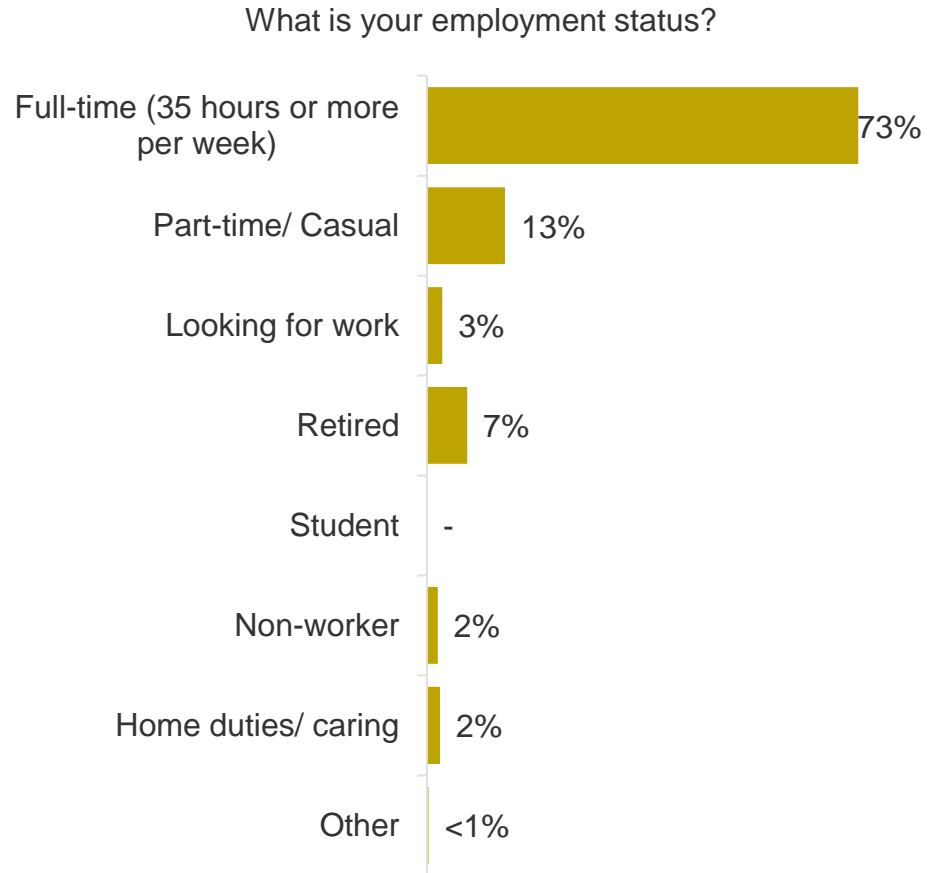


How much do you agree or disagree that Council is inclusive and has a strong relationship with their Indigenous community?



Employment.

86% of the community are in either full or part time employment. In line with previous years, among those not currently employed (14%), most are retired.

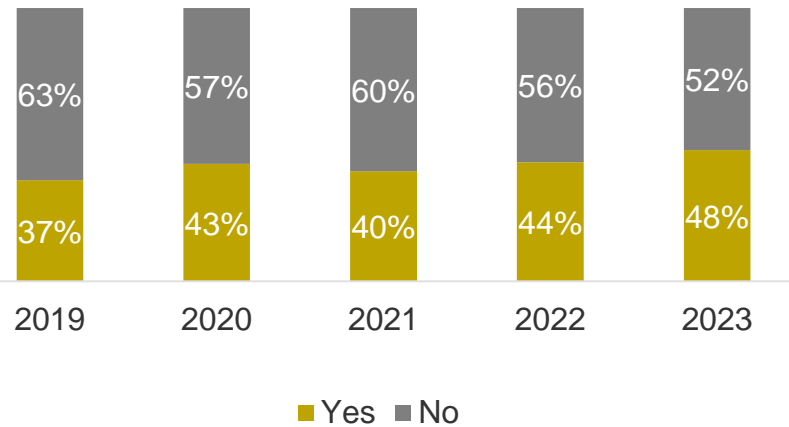


A Place for People.

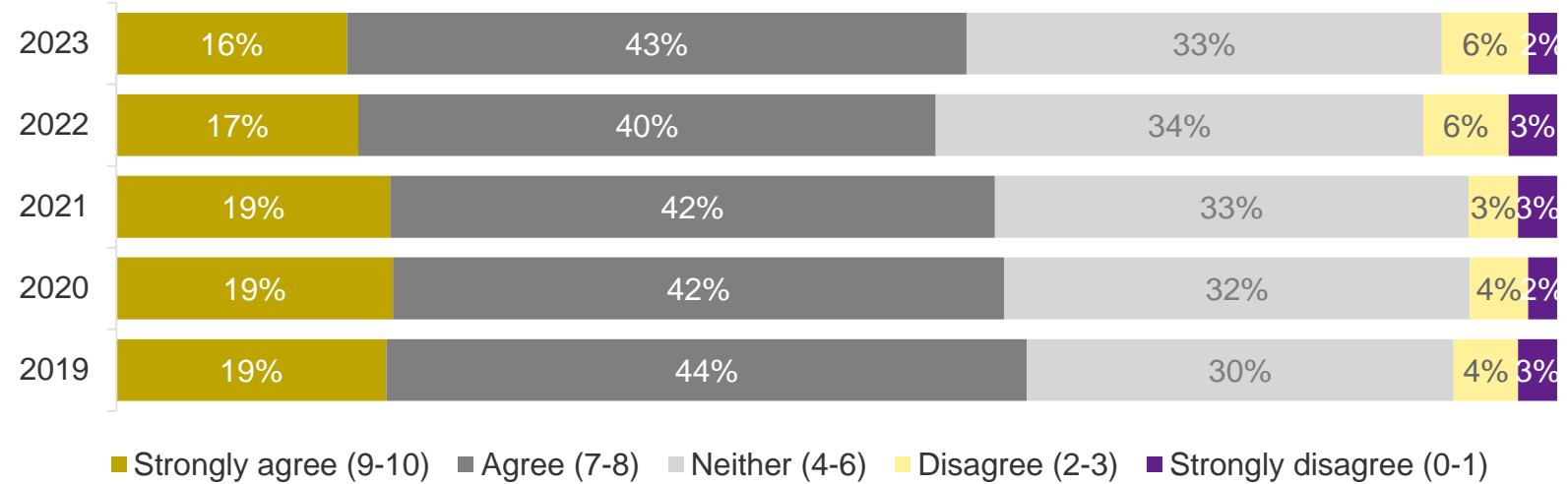
Awareness of Council's slogan 'A place for people' has increased slightly from 2022, with 48% aware of the slogan. This is the highest level of awareness seen in the past 5 years.

Belief in this statement was fairly consistent with the previous year, with 59% agreeing that Palmerston is a place for people, and only 8% disagreeing.

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

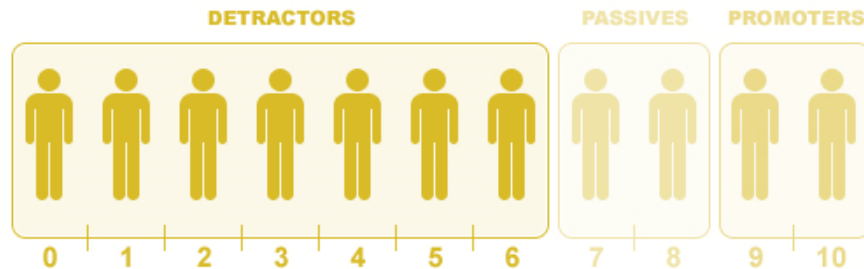
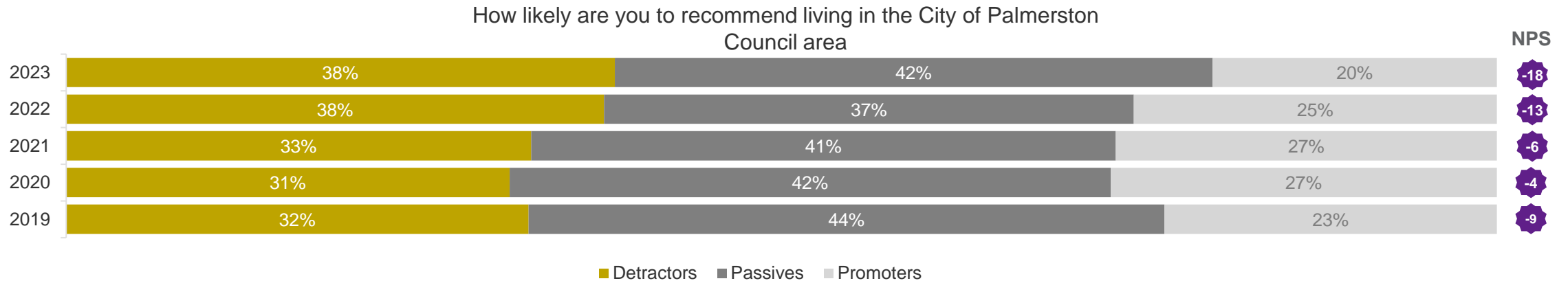


To what extent do you agree or disagree that Palmerston is a place for people?



Net Promoter Score.

In 2023 we saw a decrease in Council's Net Promoter Score. This was driven by a decrease in the proportion of promoters and an increase in the proportion of passives. The proportion of detractors remained consistent with 2022.



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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.

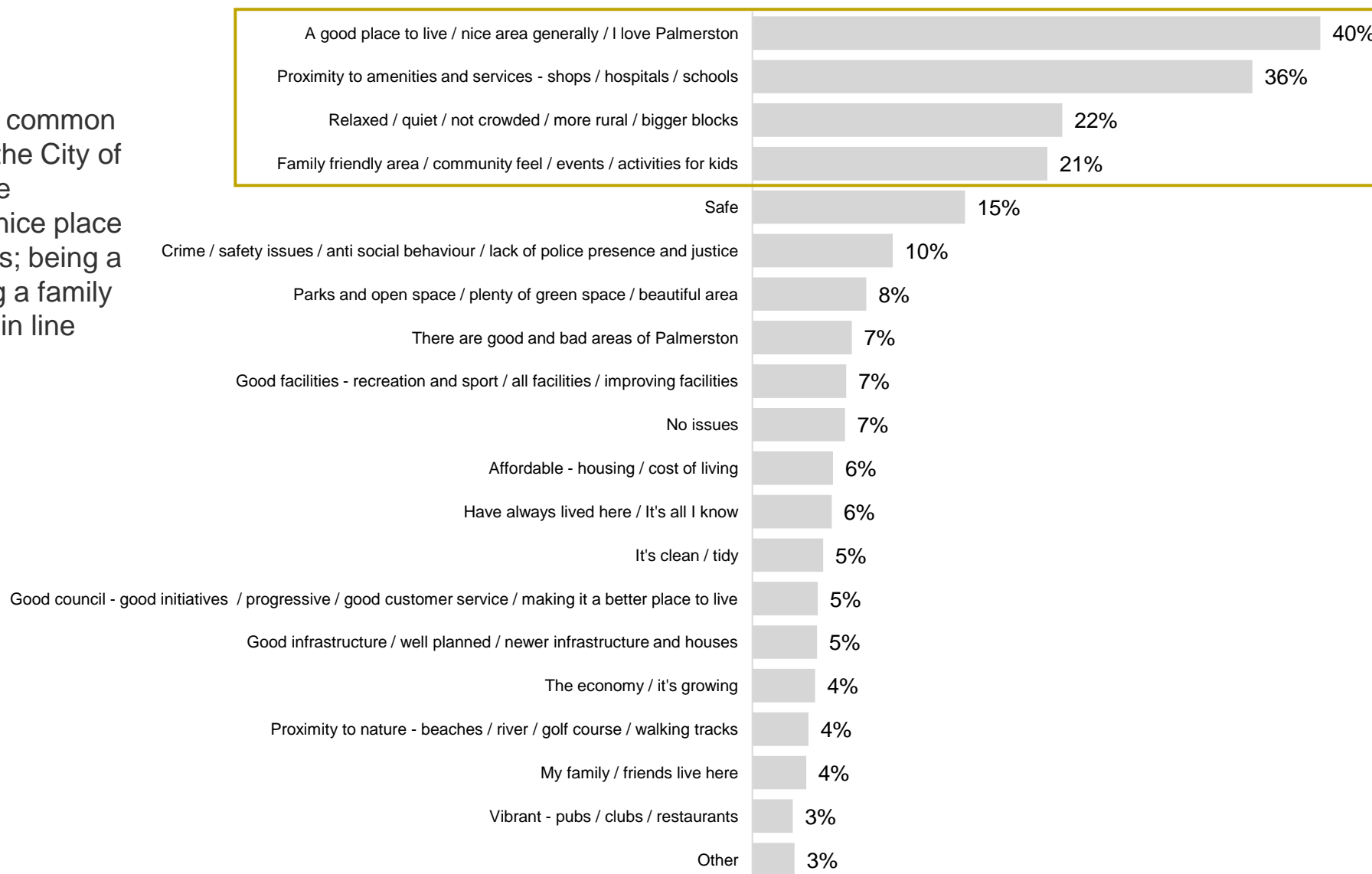
The City of Palmerston has achieved an NPS of -18 in 2023. While this is not a traditional measure that Councils track, a benchmark score of three Australian Councils conducted for 2019 resulted in an average NPS of -19. The City of Palmerston remains above this benchmark, however when comparing to the NPS results over the last five years, the score has reduced.

The following pages provide some rationale behind the scores received.

Promoters.

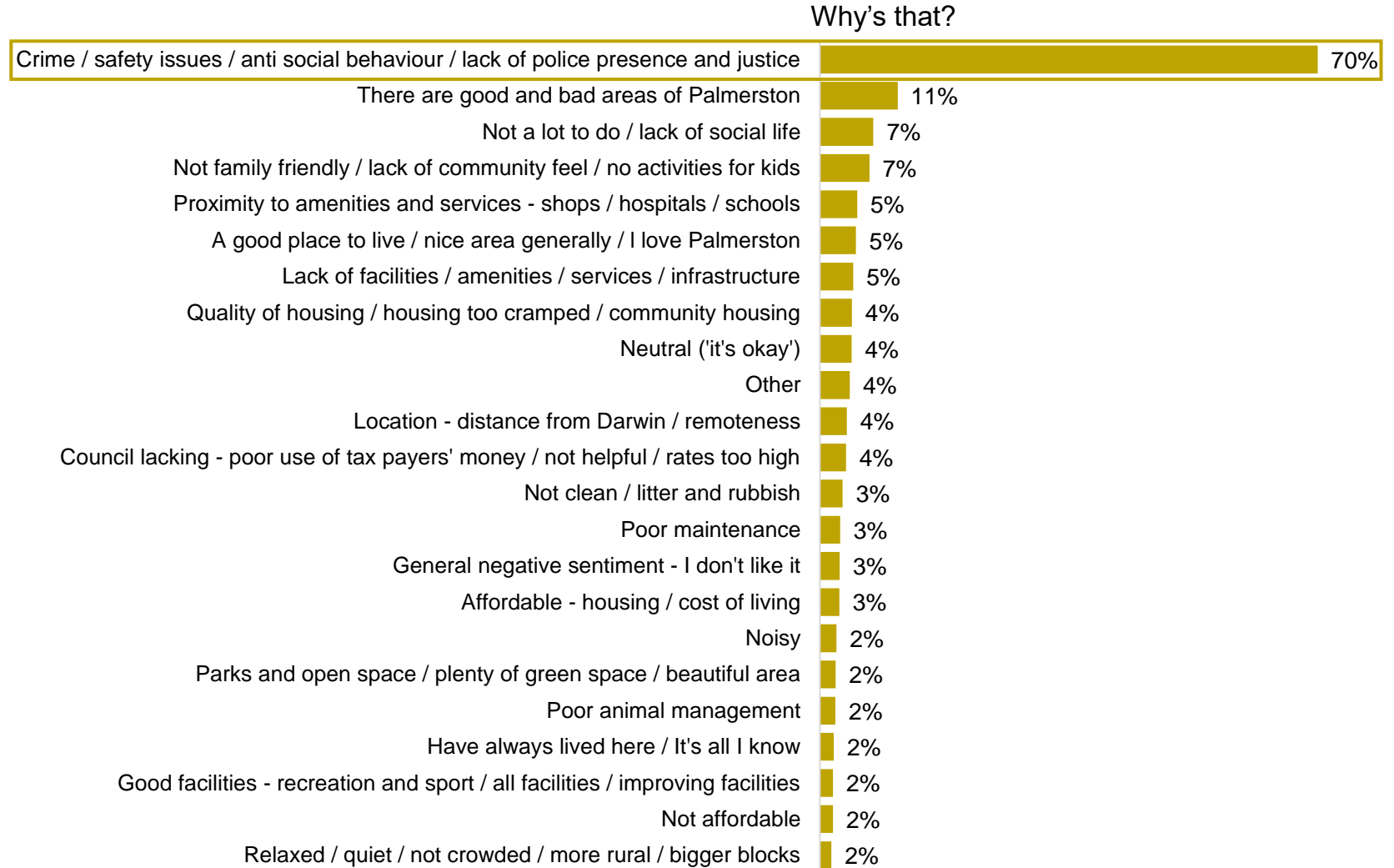
Among promoters, the most common reasons for recommending the City of Palmerston as a place to live included: being a generally nice place to live; proximity to amenities; being a relaxed and quiet; and being a family friendly area. This is largely in line with previous years.

Why's that? (Promoters)



Detractors.

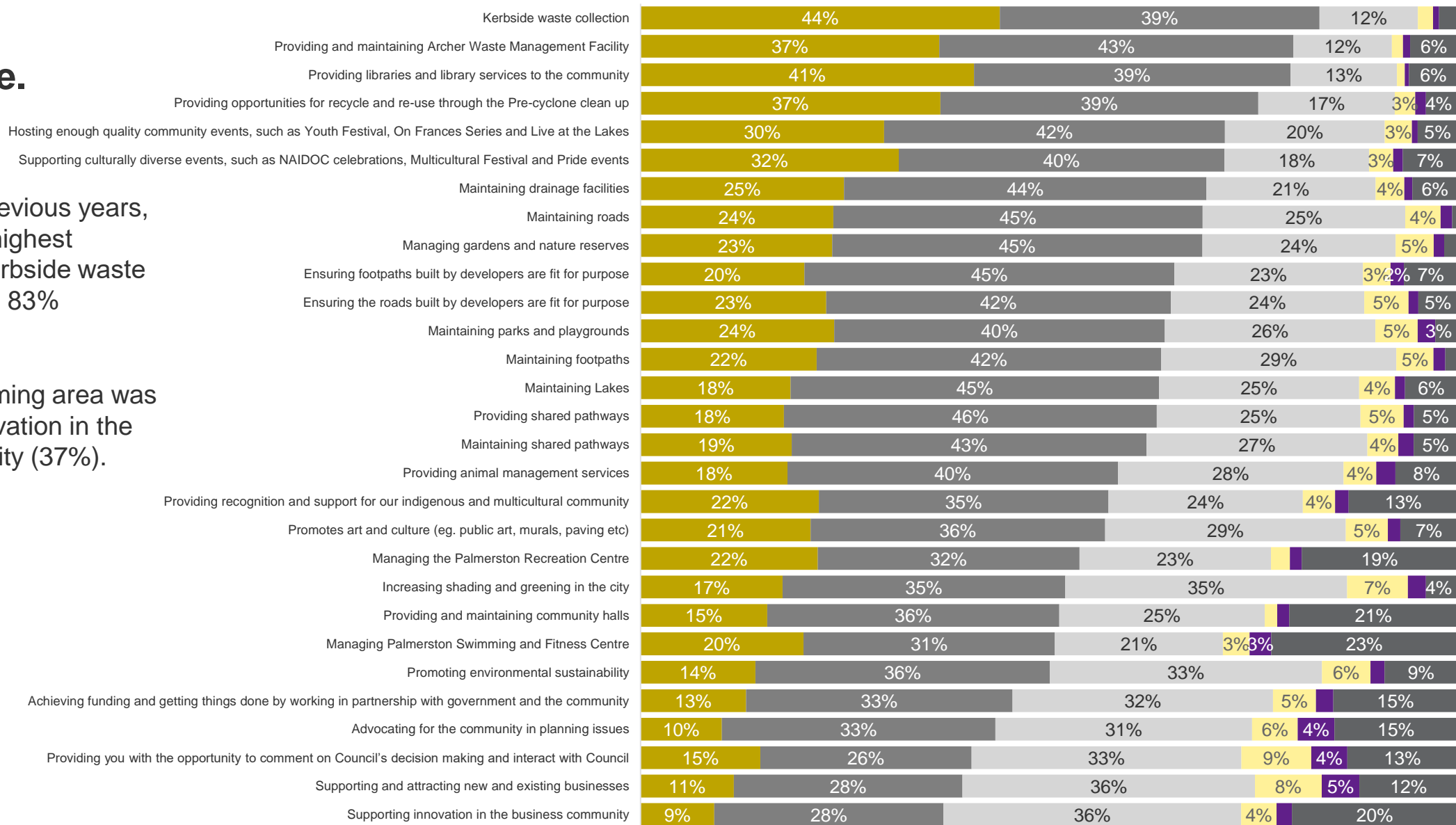
Among detractors, the most common reason for providing a low likelihood to recommend score include crime and safety issues (70%). This is consistent with the findings from previous years.



Council Performance.

Overall, as with previous years, Council's area of highest performance is 'kerbside waste collection', scoring 83% satisfaction.

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



Council Performance.

While Council has seen an increase across most measures from 2022, only a small number of these are significant.

The only significant increases were in relation to maintaining lakes and providing people with the opportunity to comment on Council's decision making and interact with Council.

	2019	2020	2021	2022	2023	Change
Hosting enough quality community events	6.7	6.7	7.5	7.5	7.5	0.0
Supporting culturally diverse events	7	7.1	7.6	7.5	7.6	+ 0.1
Providing and maintaining community halls	6.8	6.6	7.1	6.9	7.0	+ 0.1
Promotes art and culture (e.g. public art, murals, paving etc)	6.3	6.6	7.1	6.9	6.9	0.0
Managing the Palmerston Recreation Centre	6.7	7	7.4	7.1	7.1	0.0
Achieving funding and getting things done by working in partnership with government and the community	6	6.3	6.7	6.4	6.4	0.0
Supporting innovation in the business community	5.6	6	6.4	6.2	6.3	+ 0.1
Advocating for the community in planning issues	5.7	6	6.4	6.1	6.2	+ 0.1
Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8	6.0	+ 0.2
Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9	7.1	+ 0.2
Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	7.0	7.1	+ 0.1
Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9	7.0	+ 0.1
Providing animal management services	6.6	6.9	7.1	6.7	6.8	+ 0.1
Providing shared pathways	6.8	6.9	7.1	6.8	7.0	+ 0.2
Increasing shading and greening the city	6.3	6.5	6.7	6.6	6.6	0.0
Providing you with the opportunity to comment on Council's decision making and interact with Council	5.6	5.7	5.9	5.7	6.1	+ 0.4
Maintaining drainage facilities	7.4	7.4	7.5	7.3	7.3	0.0
Managing gardens and nature reserves	7.3	7.3	7.4	7.1	7.2	+ 0.1
Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1	7.1	0.0
Maintaining shared pathways	6.9	7	7.1	6.8	7.0	+ 0.2
Maintaining footpaths	7	7	7.1	6.9	6.9	0.0
Promoting environmental sustainability	6.1	6.4	6.5	6.3	6.6	+ 0.3
Kerbside waste collection	8	8.3	8.3	8.1	8.1	0.0
Providing & and maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7	8.0	+ 0.3
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.6	7.8	7.8	7.6	7.7	+ 0.1
Maintaining roads	7.3	7.5	7.5	6.9	7.1	+ 0.2
Maintaining parks and playgrounds	7.3	7.3	7.3	7.0	7.0	0.0
Maintaining lakes	7.1	7.1	6.9	6.2	7.0	+ 0.8
Providing libraries and library services to the community	8.1	8.3	8.2	8.0	8.1	+ 0.1

Council Performance.

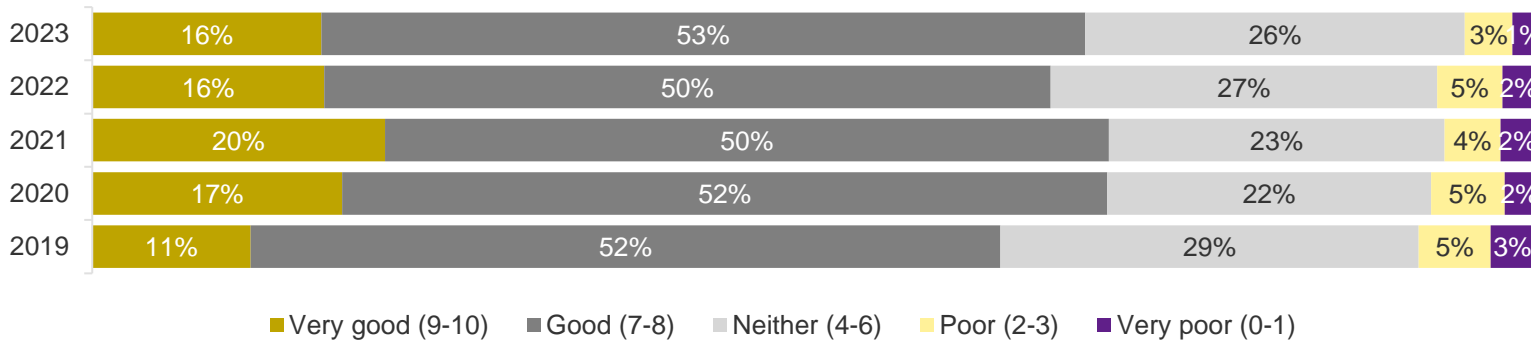
Council's performance, over time, across each of the outcome areas.

		2019	2020	2021	2022	2023
Vibrant economy	Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8	6.0
Governance	Achieving funding and getting things done by working in partnership with government and the community	6.0	6.3	6.7	6.4	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	6.1
Family and community	Maintaining parks and playgrounds	7.3	7.3	7.3	7.0	7.0
	Managing the Palmerston Recreation Centre	6.7	7.0	7.4	7.1	7.1
	Providing and maintaining community halls	6.8	6.6	7.1	6.9	7.0
	Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9	7.0
	Hosting enough quality community events	6.7	6.7	7.5	7.5	7.5
	Providing animal management services	6.6	6.9	7.1	6.7	6.8
	Advocating for the community in planning issues	5.7	6.0	6.4	6.1	6.2
A future focus	Maintaining drainage facilities	7.4	7.4	7.5	7.3	7.3
	Maintaining roads	7.3	7.5	7.5	6.9	7.1
	Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1	7.1
	Ensuring the roads built by developers are fit for purpose	7.1	7.2	7.4	7.0	7.1
	Providing shared pathways	6.8	6.9	7.1	6.8	7.0
	Maintaining shared pathways	6.9	7.0	7.1	6.8	7.0
	Maintaining footpaths	7.0	7.0	7.1	6.9	6.9
	Supporting innovation in the business community	5.6	6.0	6.4	6.1	6.3
Cultural diversity	Providing libraries and library services to the community	8.1	8.3	8.2	8.0	8.1
	Supporting culturally diverse events	7.0	7.1	7.6	7.5	7.6
	Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9	7.1
	Promotes art and culture (eg. public art, murals, paving etc)	6.3	6.6	7.1	6.9	6.9
Environmental sustainability	Kerbside waste collection	8.0	8.3	8.3	8.1	8.1
	Providing & maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7	8.0
	Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.6	7.8	7.8	7.6	7.7
	Managing gardens and nature reserves	7.3	7.3	7.4	7.1	7.2
	Maintaining lakes	7.1	7.1	6.9	6.2	7.0
	Increasing shading and greening the city	6.3	6.5	6.7	6.6	6.6
	Promoting environmental sustainability	6.1	6.4	6.5	6.3	6.6

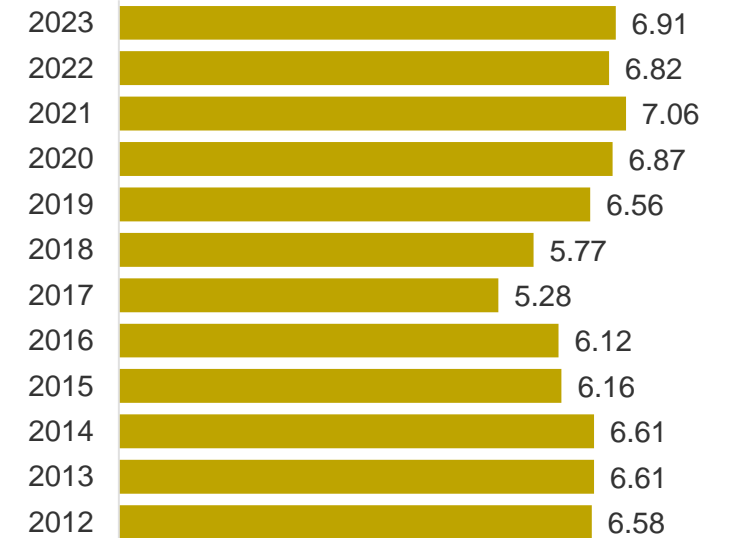
Overall Council performance.

This year, the Council has recorded a performance rating above 2022 (6.91 / 10). This is the second highest score that Council has achieved since the measure commenced in 2012.

This increase in overall performance was due to an increase in scores of 'good' (score of 7 or 8), and a decrease in the 'poor' and 'very poor' scores (0-3). In 2023, 69% of the community rated Council's overall performance as good or very good.

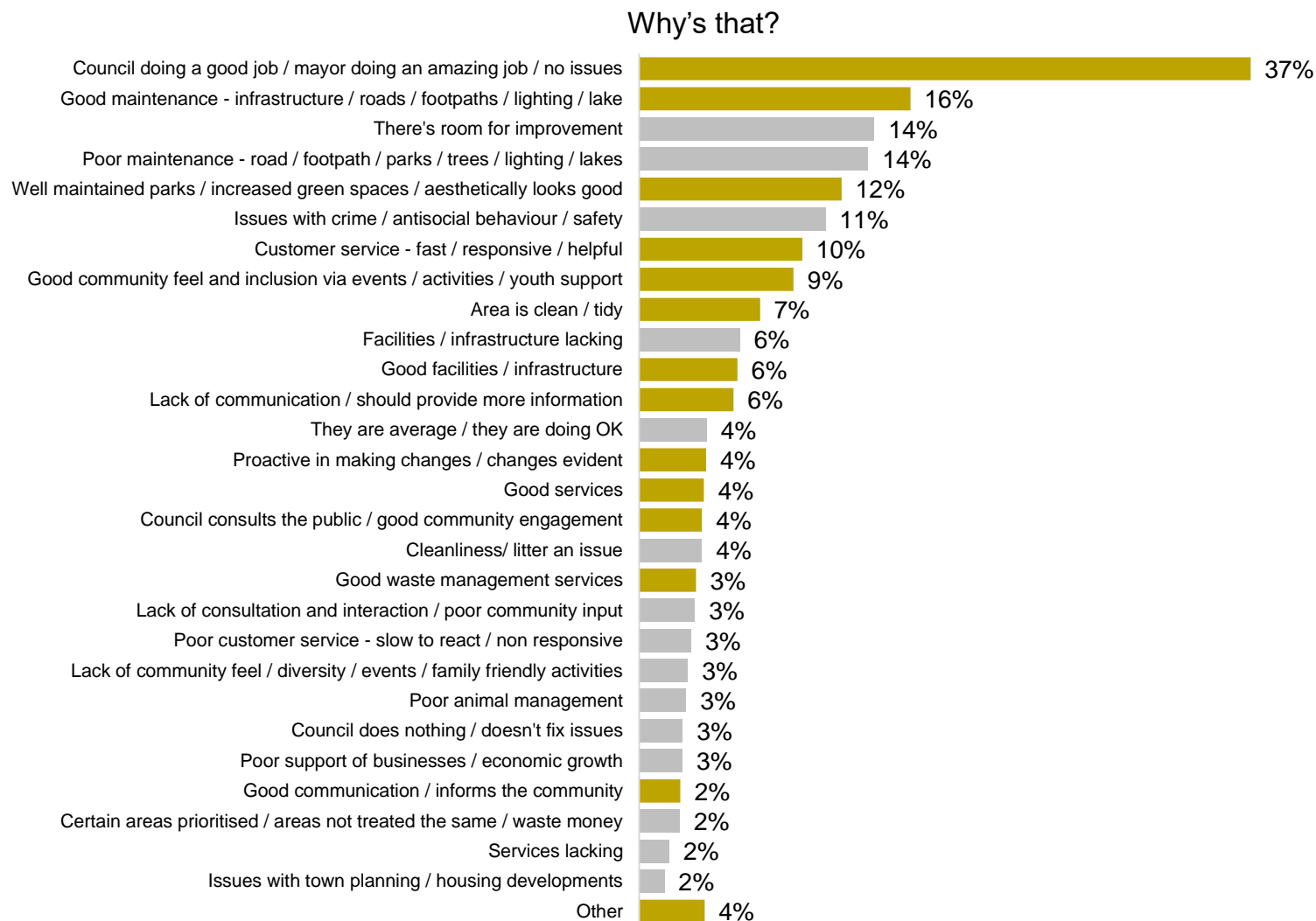


Average overall performance by year



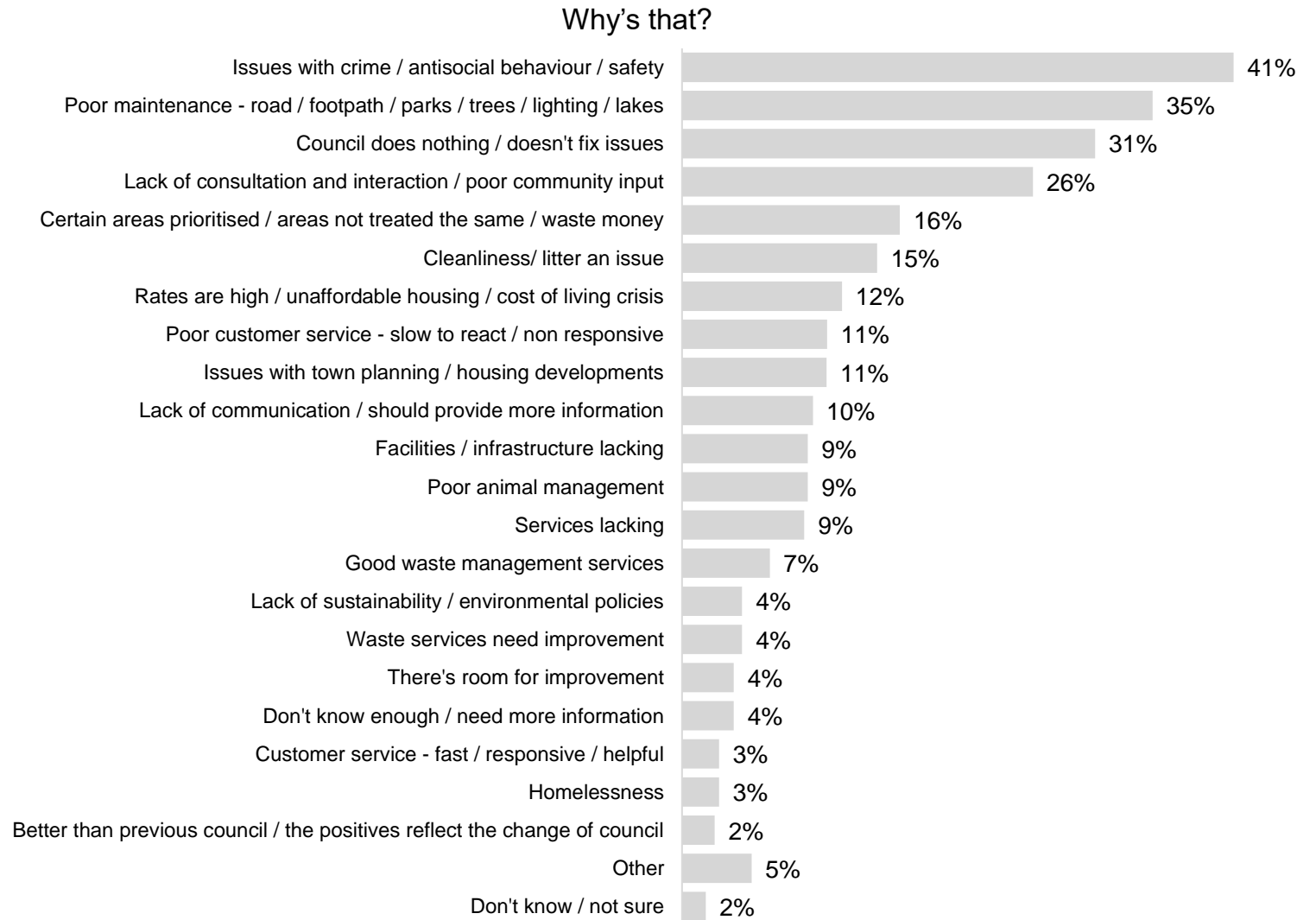
Reasons for Council's Performance score.

When asked why people scored the Council's overall performance 7-10, the reactions were generally that the Council and mayor are doing a good job (37%). 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.

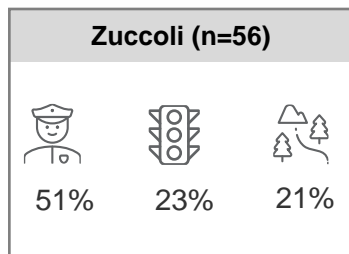
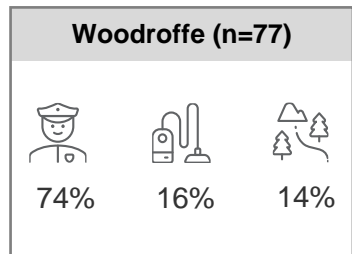
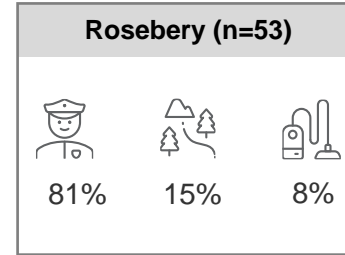
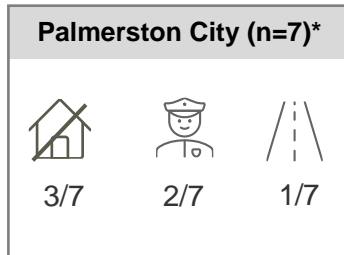
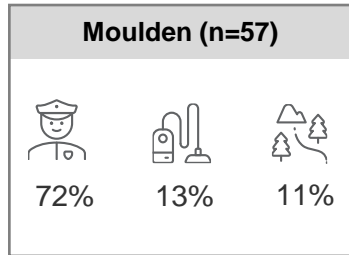
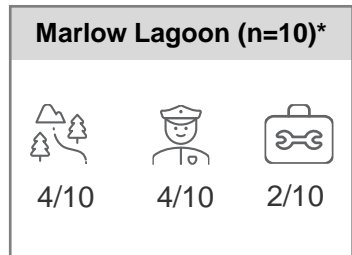
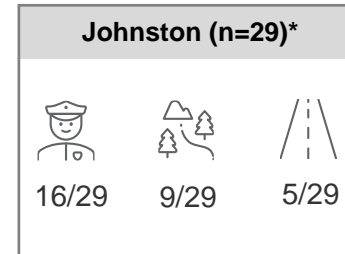
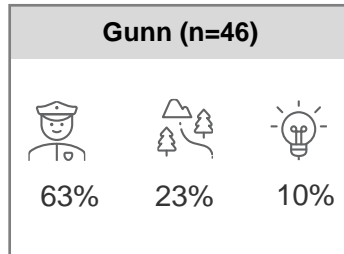
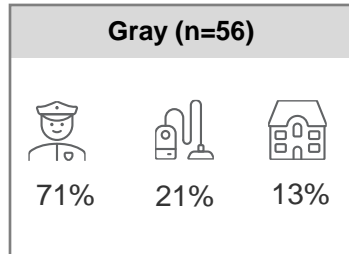
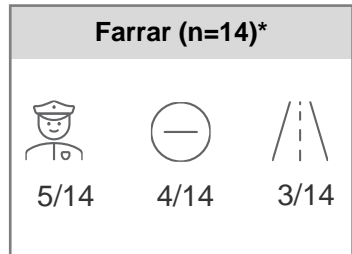
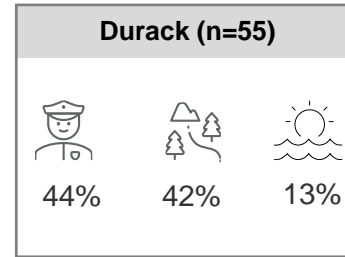
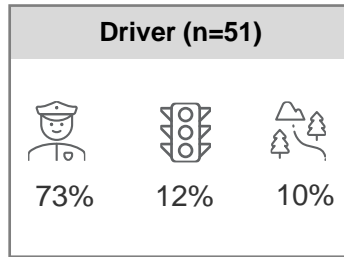
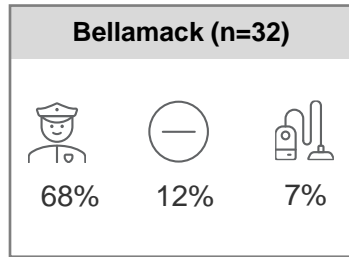
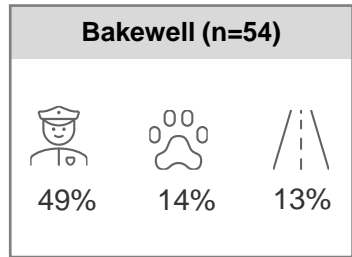


Reasons for Council Performance score.

For the small proportion who rated Council's performance as 'poor' overall (rated 0-3), the main reasons for this were to do with issues around crime and safety (41%), poor maintenance (35%), council not fixing issues (31%) and a lack of consultation and interaction (26%).



Most important issues by suburb.



Key

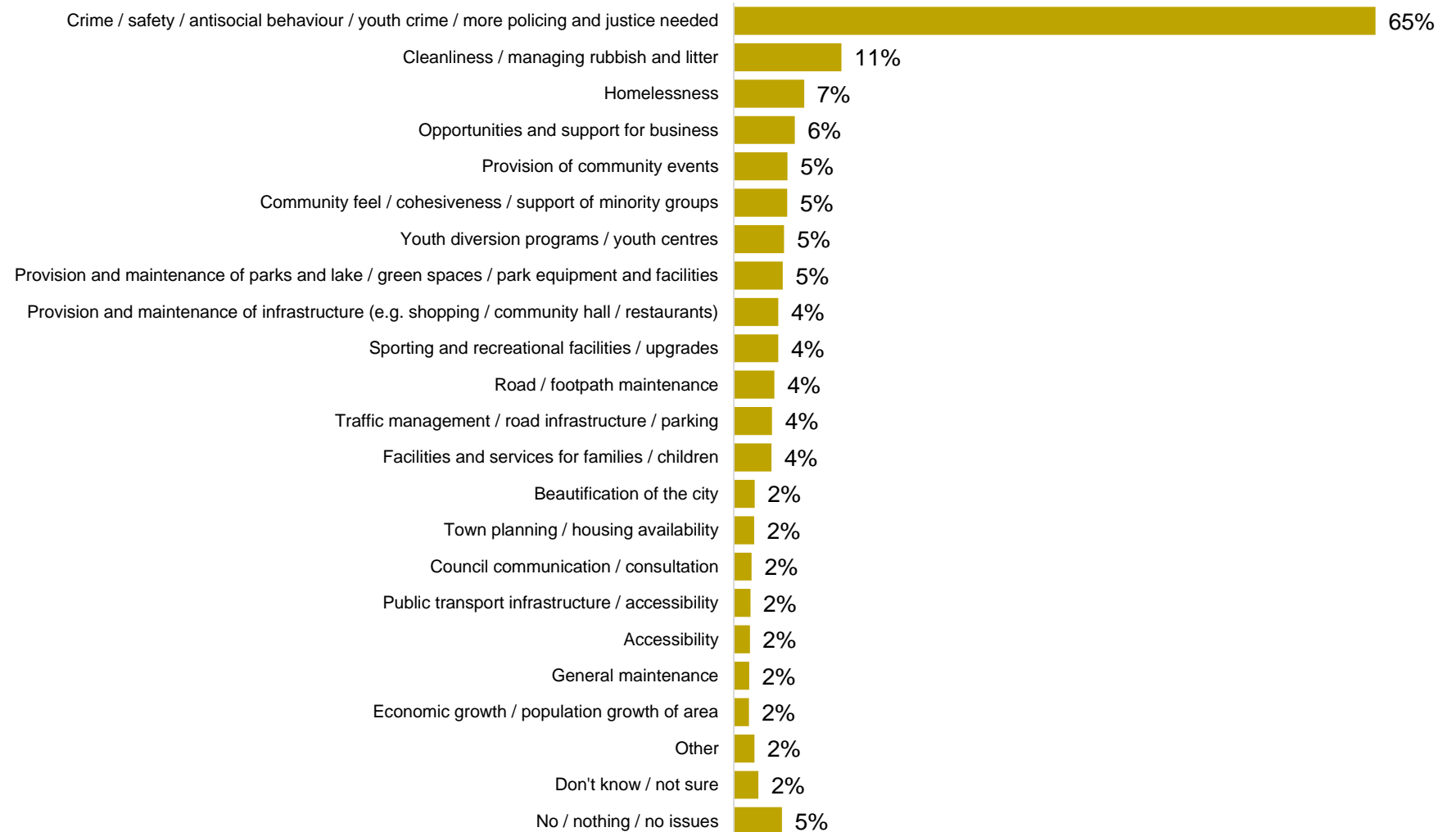
	Crime/safety		Nothing
	Provisions and maintenance of parks/green spaces		Road/footpath maintenance
	Cleanliness		Animal management
	Adequate lighting		Facilities for the elderly
	More programs for young people		Management of public housing
	Sustainability policies		Noise control
	General maintenance/beautification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

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, first and foremost; and
2. Cleanliness, to a much lesser extent.

Most important issues in the whole City of Palmerston

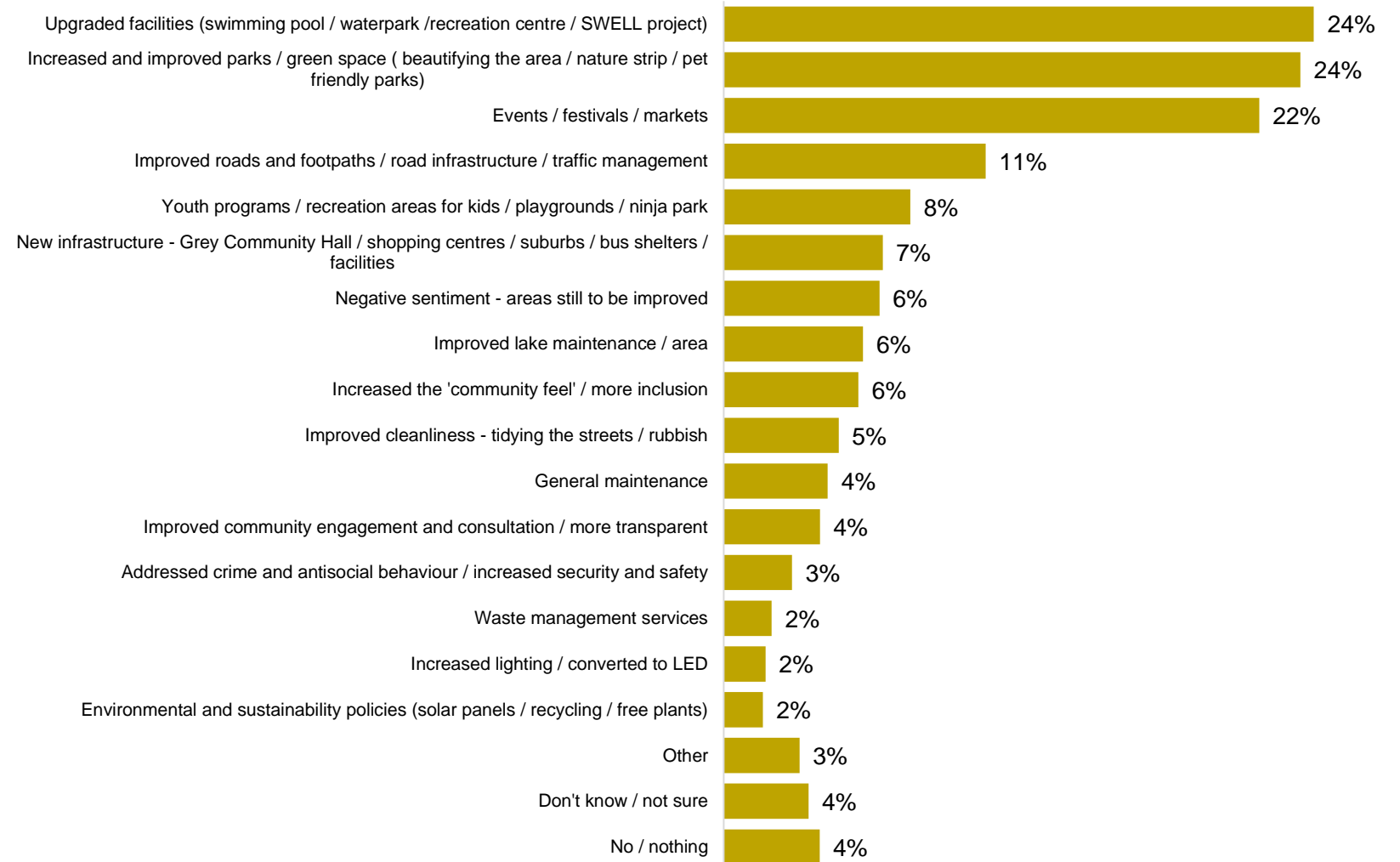


Council achievements.

From the perspective of the community, the most significant achievements of Council were the upgraded facilities (24%) as well as the increased and improved parks and green spaces (24%).

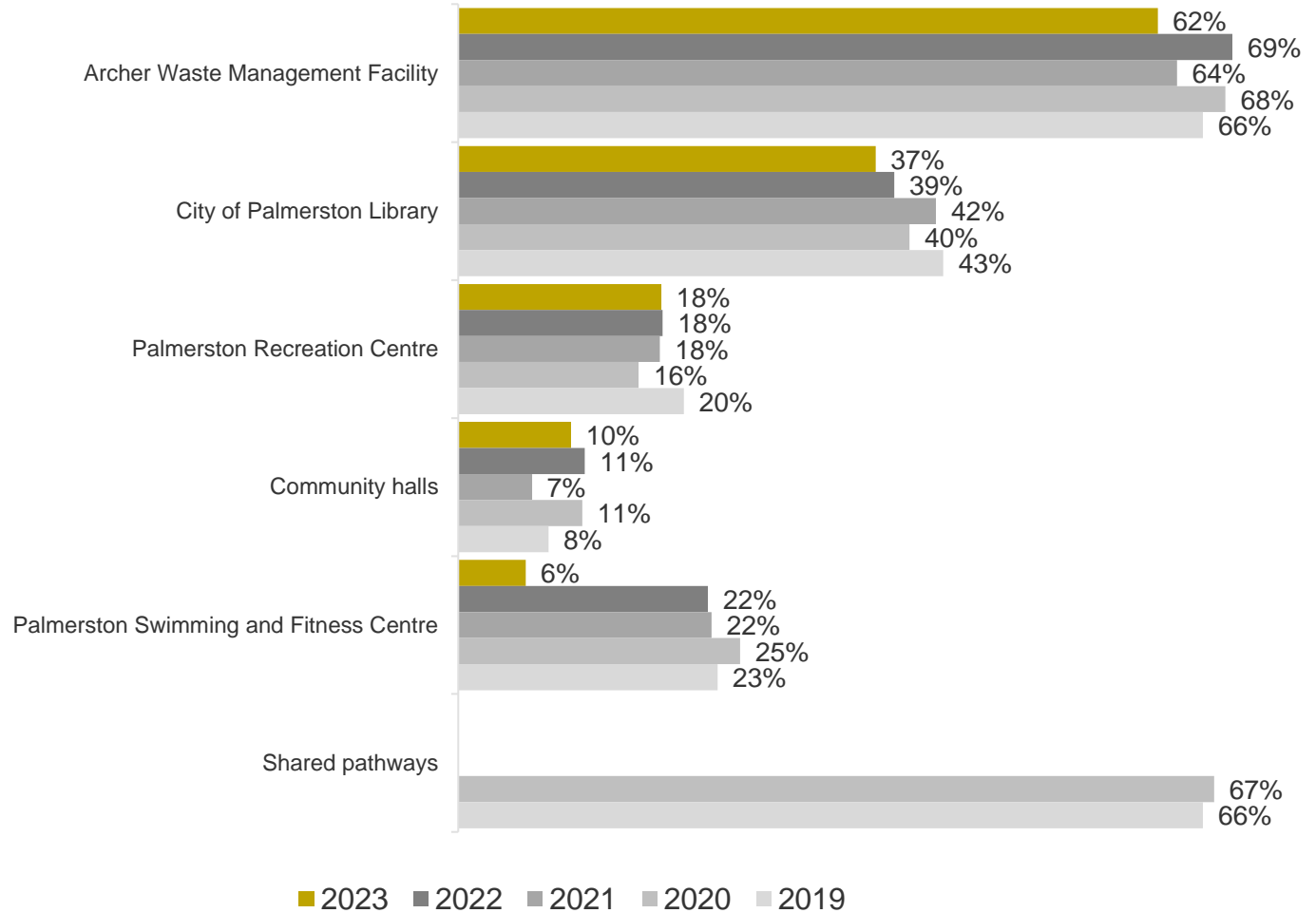
Events and festivals were also seen as important achievements of Council (22%).

Most important issues in the whole City of Palmerston



Use of Council facilities.

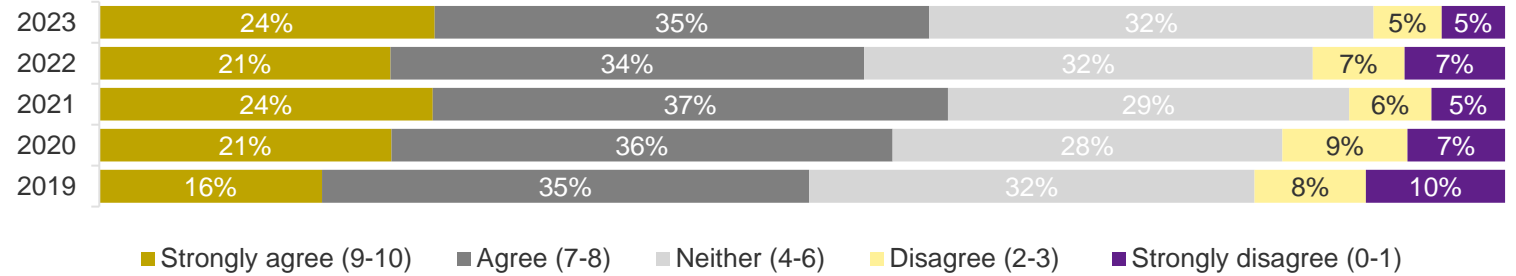
Usage of Council facilities fell slightly in 2023 compared to 2022, with the Archer Waste Management Facility among the top used (62%).



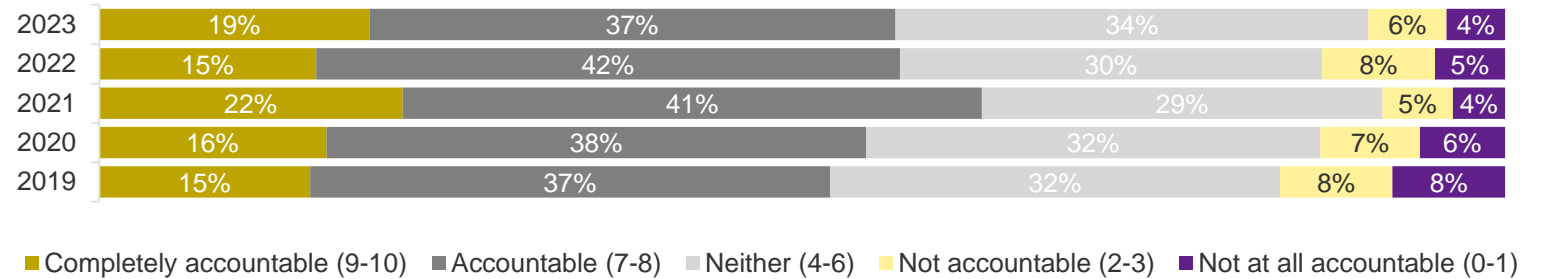
Council measures.

In 2023, there was an increase in scores relating to perceptions of Council’s long-term vision and for innovation, but perceptions around accountability remained fairly consistent.

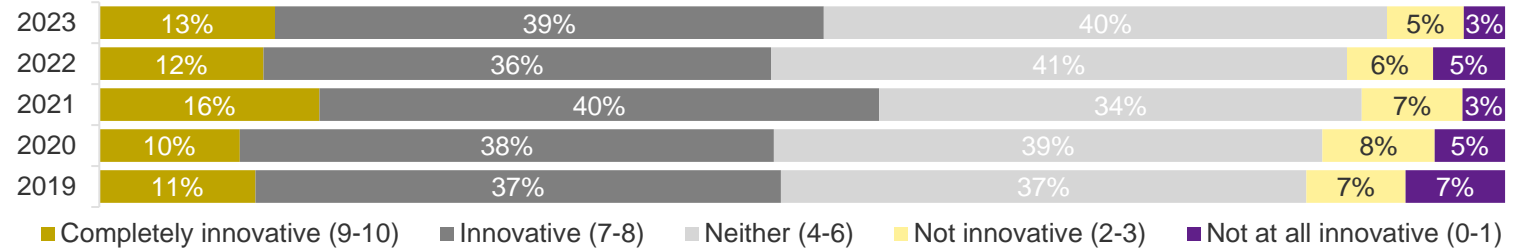
Council has a long-term vision for the economy



How accountable is the City of Palmerston Council?



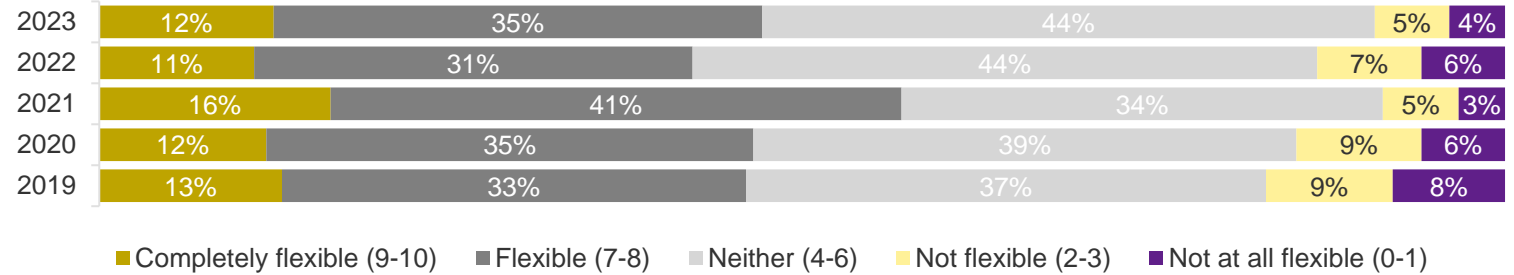
How innovative is the City of Palmerston Council?



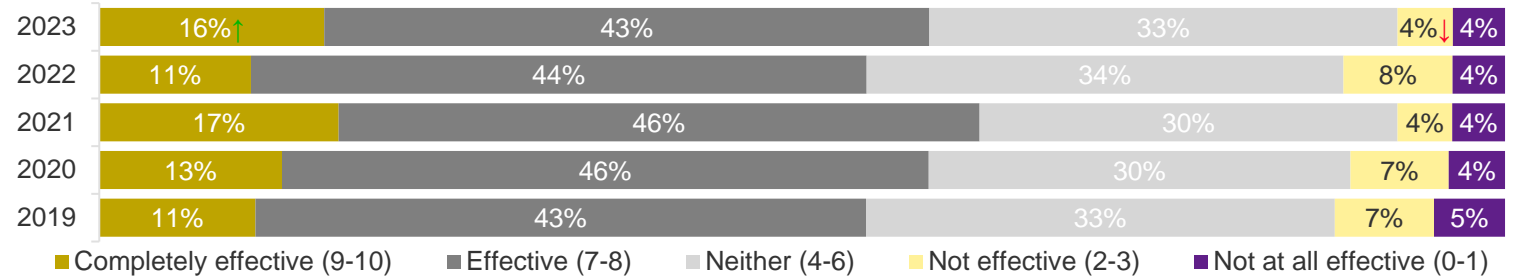
Council measures.

Similarly, there was a slight increase in perceptions that Council is flexible, effective and accessible when compared with 2022.

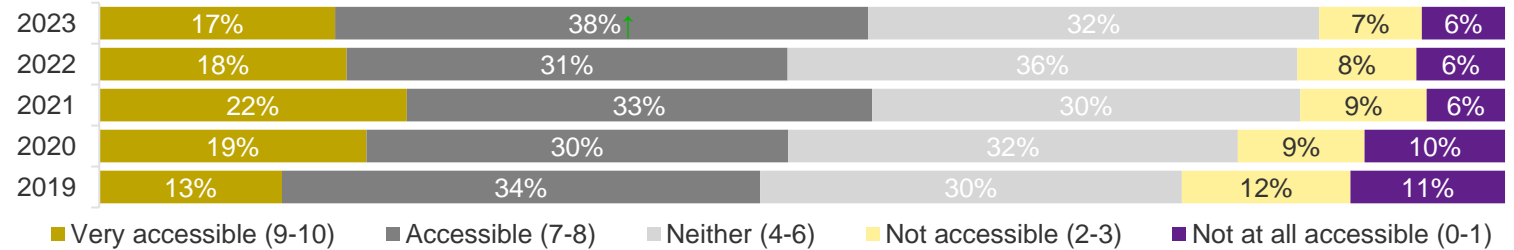
How flexible is the City of Palmerston Council?



How effective is the City of Palmerston Council?



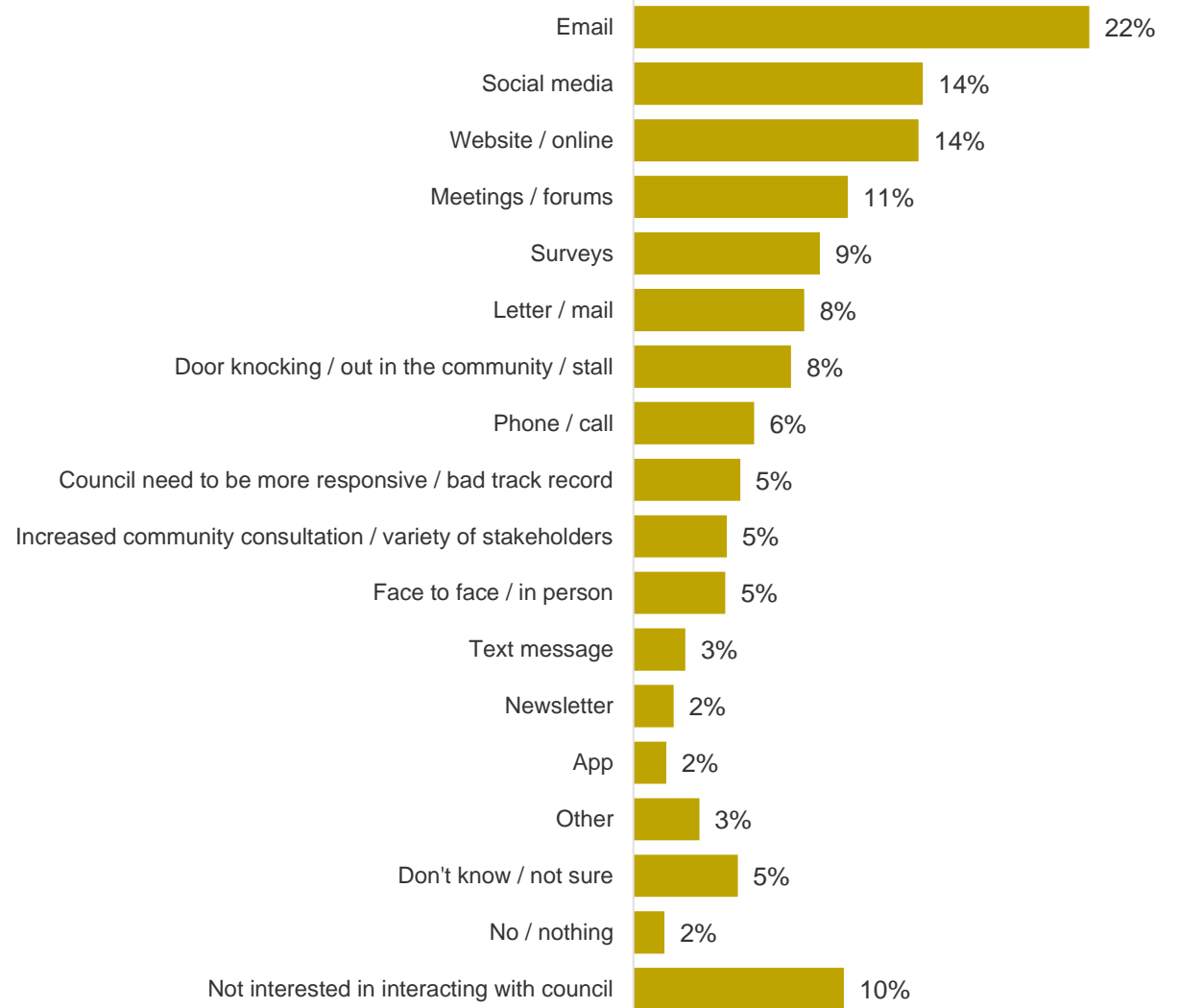
How accessible are the Council's elected members?



Providing feedback to Council.

Those who indicated that Council performed poorly (rated <6) in providing the opportunity to comment on Council's decision making and interact with Council would like the opportunity to provide feedback to Council through digital channels such as email (22%), social media (14%) and their website (14%).

Despite this, 10% are not interested in interacting with Council.

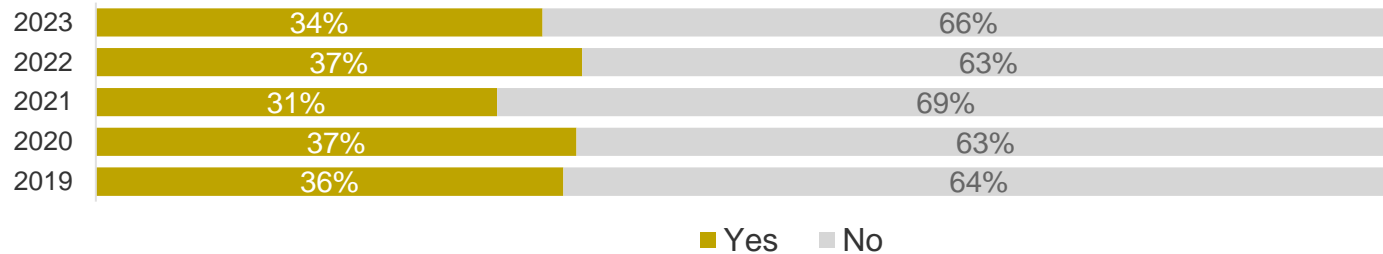


Contact with Council.

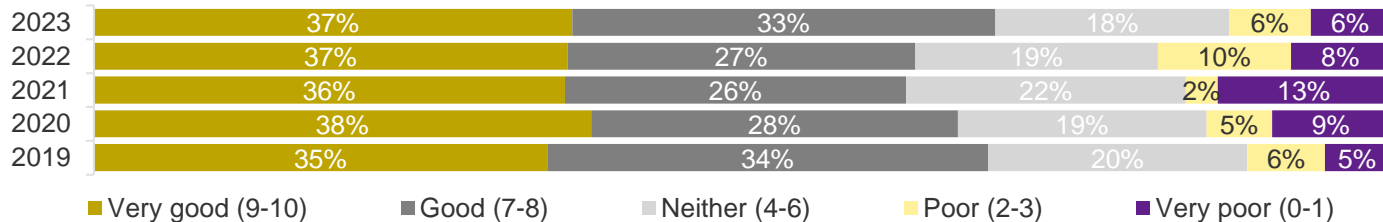
There was a slight decrease in the proportion of residents who had made contact with Council, when compared with 2022 (34% compared with 37%). Despite this, there has been a slight increase in the proportion of residents rating their interactions with Council good or very good (69% compared with 64%).

The majority (56%) of those who have had contact with Council have done so by phone, however in person (33%) and email (39%) were also popular forms of communication.

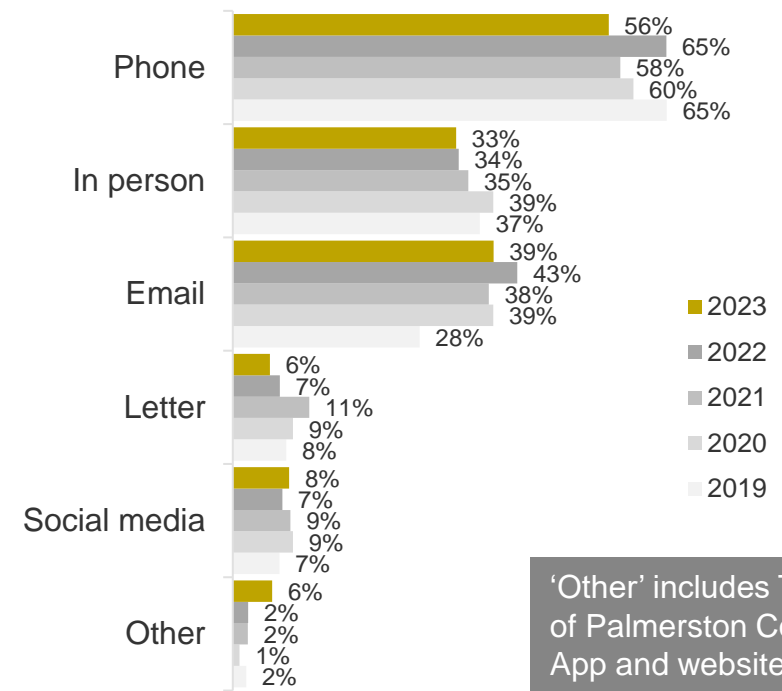
Have you personally made or had contact with Council on a specific issue in the last year?



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?



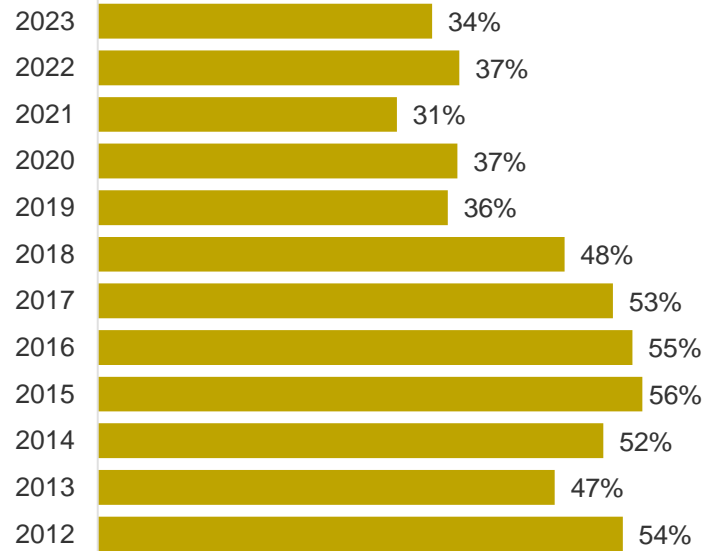
'Other' includes The City of Palmerston Council App and website

Source: Q19. Have you personally made or had contact with Council on a specific issue in the last year? Base: All respondents excluding 'can't say' 2019 (n=601); 2020 (n=631); 2021 (n=612); 2022 (n=596); 2023 (n=598)
 Source: Q20. In the last year have these contacts been in person, by phone, via email, social media or letter?
 Q21. On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate...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); 2022 (n=251); 2023 (n=231)

Contact with Council.

When reviewing contact rates and modes across all the waves, in 2023 contact with Council has fallen slightly, however phone and email still the most common modes of communication.

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



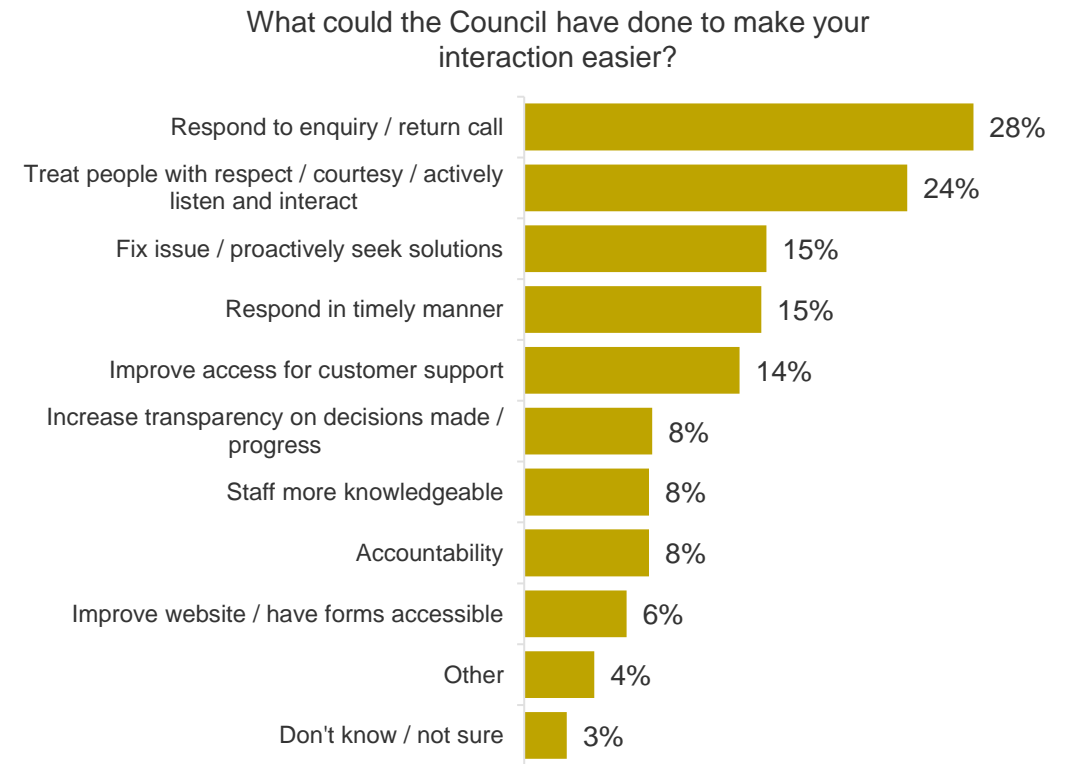
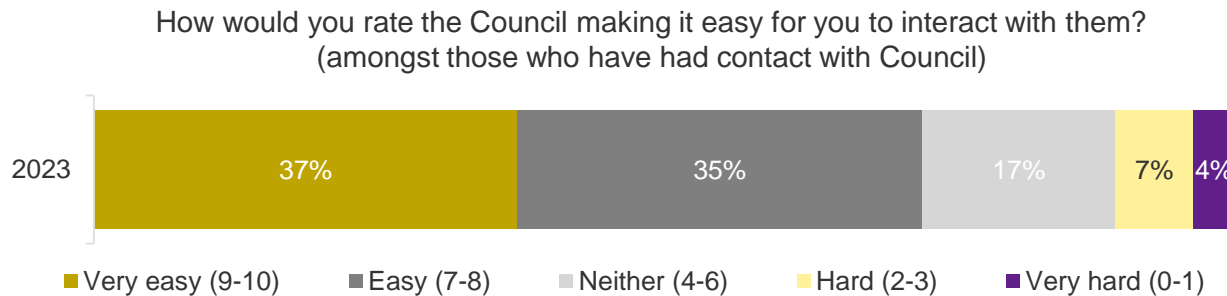
In the last year have these contacts been in person, by phone, via email, social media or letter?

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Phone	56%	65%	58%	60%	65%	66%	63%	62%	65%	67%	65%	61%
In person	33%	34%	35%	39%	37%	45%	53%	41%	47%	48%	46%	49%
Email	39%	43%	38%	39%	28%	36%	29%	28%	35%	22%	18%	20%
Letter	6%	7%	11%	9%	8%	9%	7%	6%	11%	13%	10%	13%
Social media	8%	7%	9%	9%	7%	NA	NA	NA	NA	NA	NA	NA
Other	6%↑	2%	2%	1%	2%	0%	3%	2%	1%	1%	1%	0%

Satisfaction with Council interactions.

Of those who had contact with Council, over two thirds (72%) believe that Council make it easy to interact with them, while only 11% believe that Council make it hard.

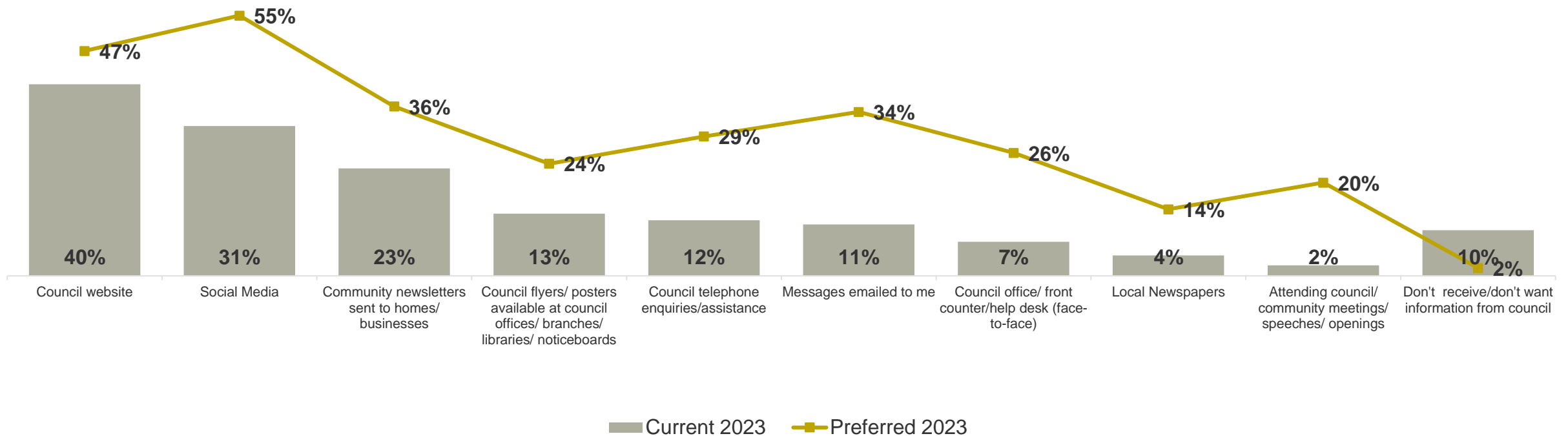
Of those who thought it was hard to interact with Council, most mentioned that Council replying to them and listening to what they had to say would have made their interaction easier.



Q21b. 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 for you to interact with them?
 Base: All CATI respondents who had made or had contact with Council in the past year excluding 'can't say' 2023 (n=230)
 Q33. What could Council have done to make your interaction with them easier?
 Base: Those who scored 0-4 at Q21b (n=32)

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, 11% of residents have reported they currently have messages emailed to them, however 34% of residents would prefer this method of communication. For the majority of communication channels, it seems people would prefer increased communication from Council. The biggest gaps between current and preferred channels relate to social media (24%) and email (23%), which are areas Council could consider doing more in.



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 Council's website.

How do you currently obtain information from Council?	2019	2020	2021	2022	2023
Council website	41%	43%	35%	42%	40%
Social media	22%	27%	52%	40%	31%
Community newsletters sent to homes / businesses	16%	13%	38%	26%	23%
Council flyers / posters available at Council offices / branches / libraries / noticeboards	14%	11%	24%	13%	13%
Council telephone enquiries / assistance	10%	9%	17%	13%	12%
Don't currently receive information from Council	10%	16%	7%	11%	10%
Local newspapers	6%	7%	16%	6%	4%
Council offices / front counter / help desk (face-to-face)	6%	5%	11%	7%	7%
Messages emailed to me	3%	5%	11%	10%	11%
Can't say how	3%	1%	1%	1%	1%
Attending Council / community meetings / speeches / openings	1%	2%	4%	1%	2%
Non-Council initiated communication	-	-	8%	3%	4%
Other methods	7%	10%	10%	7%	8%

What would be your preferred way of obtaining information from Council?	2019	2020	2021	2022	2023
Council website	34%	39%	31%	35%	47%
Social media	22%	31%	46%	37%	55%
Community newsletters sent to homes / businesses	18%	16%	31%	18%	36%
Council flyers / posters available at Council offices / branches / libraries / noticeboards	12%	12%	16%	8%	24%
Council telephone enquiries / assistance	10%	11%	15%	8%	29%
Don't want information from Council	2%	1%	2%	2%	2%
Local newspapers	6%	5%	11%	3%	14%
Council offices / front counter / help desk (face-to-face)	6%	7%	9%	7%	26%
Messages emailed to me	16%	18%	22%	18%	34%
Can't say how	4%	1%	1%	2%	1%
Attending Council / community meetings / speeches / openings	2%	4%	6%	1%	20%
Non-Council initiated communication	<1%	1%	4%	<1%	14%
Other methods	4%	11%	8%	8%	6%

5

Appendix A

Online, CATI and overall
survey results

Demographics (weighted).

Gender	CATI	Online	Overall
Male	50%	23%	49%
Female	50%	74%	51%
Prefer not to answer	-	3%	<1%

Age	CATI	Online	Overall
18-29	26%	6%	25%
30-39	28%	37%	28%
40-49	21%	34%	22%
50-59	14%	14%	14%
60 or older	11%	9%	11%

Aboriginal or Torres Strait Islander	CATI	Online	Overall
Yes	11%	6%	11%
No	88%	86%	88%
Prefer not to answer	1%	9%	1%

Time living in City of Palmerston	CATI	Online	Overall
Less than 1 year	3%	3%	3%
1 to less than 2 years	3%	9%	3%
2 to less than 5 years	9%	20%	10%
5 to less than 10 years	24%	14%	23%
10 to less than 20 years	34%	26%	34%
20 years or more	27%	29%	27%

Agreement that Council is inclusive and has a strong relationship with their Indigenous community	CATI	Online	Overall
Strongly agree (9-10)	23%	0%	22%
Agree (7-8)	39%	50%	39%
Neither (4-6)	29%	0%	28%
Disagree (2-3)	5%	50%	6%
Strongly disagree (0-1)	5%	0%	5%
n=	61	2	63

Highest level of education	CATI	Online	Overall
Year 8 or below	1%	-	1%
Year 9 or equivalent	1%	-	1%
Year 10 or equivalent	9%	3%	8%
Year 11 or equivalent	11%	3%	10%
Year 12 or equivalent	23%	9%	22%
Trade certificate	14%	9%	13%
Non-trade certificate	7%	14%	7%
Associate diploma	4%	9%	4%
Undergraduate diploma	7%	11%	7%
Bachelor degree	15%	11%	15%
Masters degree, postgraduate degree or postgraduate diploma	9%	29%	10%
Doctorate	-	-	-
Other - specify	<1%	-	<1%
Still at school	-	-	-
Did not go to school	-	-	-
Prefer not to say	<1%	3%	<1%

Employment and Council measures.

Are you employed	CATI	Online	Overall
Full-time (35 hours or more per week)	73%	69%	73%
Part-time / casual	13%	17%	13%
Looking for work	3%	-	2%
Retired	7%	6%	7%
Student	-	-	-
Non-worker	2%	-	2%
Home duties/caring	2%	6%	2%
Other	<1%	3%	<1%

Are you aware of Council's slogan 'A place for people'	CATI	Online	Overall
Yes	48%	71%	50%
No	52%	29%	50%

To what extent do you agree or disagree that Palmerston is a place for people?	CATI	Online	Overall
Strongly agree (9-10)	16%	20%	16%
Agree (7-8)	43%	37%	43%
Neither (4-6)	33%	29%	33%
Disagree (2-3)	6%	11%	6%
Strongly disagree (0-1)	2%	3%	2%

Net Promotor Score	CATI	Online	Overall
Promoters	20%	34%	21%
Passives	42%	29%	41%
Detractors	38%	37%	38%
NPS	-18	-3	-17

Council measures.

Council measures	CATI	Online	Overall
Kerbside waste collection	8.1	7.9	8.1
Providing libraries and library services to the community	8.1	8.0	8.1
Providing and maintaining Archer Waste Management Facility	8.0	8.1	8.0
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	7.7	7.3	7.7
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.6	7.7	7.6
Hosting enough quality community events, such as Youth Festival, On Frances Series and Live at the Lakes	7.5	7.4	7.5
Maintaining drainage facilities	7.3	7.1	7.3
Managing the Palmerston Recreation Centre	7.1	7.5	7.2
Managing gardens and nature reserves	7.2	6.3	7.1
Ensuring the roads built by developers are fit for purpose	7.1	6.7	7.1
Providing recognition and support for our indigenous and multicultural community	7.1	7.0	7.1
Maintaining roads	7.1	6.5	7.1
Ensuring footpaths built by developers are fit for purpose	7.1	5.9	7.1
Providing and maintaining community halls	7.0	7.3	7.0
Managing Palmerston Swimming and Fitness Centre	7.0	6.4	7.0

Council measures	CATI	Online	Overall
Maintaining parks and playgrounds	7.0	6.2	7.0
Maintaining Lakes	7.0	6.6	7.0
Providing shared pathways	7.0	6.0	6.9
Maintaining shared pathways	7.0	5.9	6.9
Maintaining footpaths	6.9	5.8	6.9
Promotes art and culture (eg. public art, murals, paving etc)	6.9	6.3	6.8
Providing animal management services	6.8	6.3	6.8
Promoting environmental sustainability	6.6	6.6	6.6
Increasing shading and greening in the city	6.6	6.0	6.5
Achieving funding and getting things done by working in partnership with government and the community	6.4	6.8	6.5
Supporting innovation in the business community	6.3	5.7	6.2
Advocating for the community in planning issues	6.2	6.1	6.2
Providing you with the opportunity to comment on Council's decision making and interact with Council	6.1	6.1	6.1
Supporting and attracting new and existing businesses	6.0	5.0	5.9
Council's performance overall	6.9	6.7	6.9

Council measures.

Family and community	CATI	Online	Overall
Managing Palmerston Swimming and Fitness Centre	7.0	6.4	7.0
Maintaining parks and playgrounds	7.0	6.2	7.0
Providing and maintaining community halls	7.0	7.3	7.0
Managing the Palmerston Recreation Centre	7.1	7.5	7.2
Hosting enough quality community events, such as Youth Festival, On Frances Series and Live at the Lakes	7.5	7.4	7.5
Advocating for the community in planning issues	6.2	6.1	6.2
Providing animal management services	6.8	6.3	6.8

Cultural diversity	CATI	Online	Overall
Supporting culturally diverse events	7.6	7.7	7.6
Promoting art and culture (e.g. public art, murals, paving etc.)	6.9	6.3	6.8
Providing libraries and library services to the community	8.1	8.0	8.1
Providing recognition and support for our indigenous and multicultural community	7.1	7.0	7.1

Vibrant economy	CATI	Online	Overall
Awareness of Council's slogan 'A place for people'	48%	71%	50%
Agreement that: Palmerston is 'A place for people'	6.7	6.5	6.7
Agreement that: Council has a long-term vision for Palmerston economy	6.7	6.2	6.7
Performance in: Supporting and attracting new and existing businesses	6.0	5.0	5.9

Governance	CATI	Online	Overall
How: Accountable is the City of Palmerston Council?	6.5	6.2	6.5
Effective is the City of Palmerston Council?	6.6	6.6	6.6
Performance in: Providing you with the opportunity to comment on Council's decision making and interact with Council	6.1	6.1	6.1
Achieving funding and getting things done by working in partnership with government and the community	6.4	6.8	6.5

Council measures.

A future focus		CATI	Online	Overall
Performance in:	Supporting innovation in the business community	6.3	5.7	6.2
How:	Innovative is the City of Palmerston?	6.4	6.2	6.3
	Flexible is the City of Palmerston?	6.2	6.0	6.2
Performance in:	Ensuring roads built by developers are fit for purpose	7.1	6.7	7.1
	Maintaining roads	7.1	6.5	7.1
	Ensuring footpaths built by developers are fit for purpose	7.1	5.9	7.1
	Maintaining footpaths	6.9	5.8	6.9
	Providing shared pathways	7.0	6.0	6.9
	Maintaining shared pathways	7.0	5.9	6.9
	Maintaining drainage facilities	7.3	7.1	7.3

Council's overall performance		CATI	Online	Overall
Overall performance		6.9	6.7	6.9

Environmental sustainability		CATI	Online	Overall
Providing opportunities for recycle and re-use through the pre-cyclone clean up		7.7	7.3	7.7
Managing gardens and nature reserves		7.2	6.3	7.1
Maintaining lakes		7.0	6.6	7.0
Increasing shading and greening the city		6.6	6.0	6.5
Kerbside waste collection		8.1	7.9	8.1
Providing & and maintaining Archer Waste Management Facility		8.0	8.1	8.0
Promoting environmental sustainability		6.6	6.6	6.6

Use of Council's facilities		CATI	Online	Overall
Archer Waste Management Facility		62%	69%	62%
City of Palmerston library		37%	74%	39%
Palmerston Recreation Centre		18%	57%	20%
Community halls, e.g Gray Community Hall or Durack Community Arts Centre		10%	43%	12%
Palmerston Swimming and Fitness centre		6%	3%	6%
None of the above		21%	3%	20%

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)	24%	24%	24%
Agree (7-8)	35%	24%	35%
Neither (4-6)	32%	36%	32%
Disagree (2-3)	5%	12%	5%
Strongly disagree (0-1)	5%	4%	4%

How accountable is the City of Palmerston Council?

	CATI	Online	Overall
Completely accountable (9-10)	19%	29%	20%
Accountable (7-8)	37%	25%	37%
Neither (4-6)	34%	25%	33%
Not accountable (2-3)	6%	14%	6%
Not at all accountable (0-1)	4%	7%	4%

How innovative is the City of Palmerston Council?

	CATI	Online	Overall
Completely innovative (9-10)	13%	21%	13%
Innovative (7-8)	39%	27%	38%
Neither (4-6)	40%	36%	40%
Not innovative (2-3)	5%	12%	6%
Not at all innovative (0-1)	3%	3%	3%

How flexible is the City of Palmerston Council?

	CATI	Online	Overall
Completely flexible (9-10)	12%	17%	13%
Flexible (7-8)	35%	33%	35%
Neither (4-6)	44%	33%	43%
Not flexible (2-3)	5%	4%	5%
Not at all flexible (0-1)	4%	13%	4%

How effective is the City of Palmerston Council?

	CATI	Online	Overall
Completely effective (9-10)	16%	21%	16%
Effective (7-8)	43%	30%	42%
Neither (4-6)	33%	39%	34%
Not effective (2-3)	4%	6%	4%
Not at all effective (0-1)	4%	3%	4%

How accessible do you consider Council's elected members to be?

	CATI	Online	Overall
Very accessible (9-10)	17%	17%	17%
Accessible (7-8)	38%	25%	37%
Neither (4-6)	32%	21%	32%
Not accessible (2-3)	7%	17%	8%
Not at all accessible (0-1)	6%	21%	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	34%	71%	36%
No	65%	20%	63%
Can't say	1%	9%	1%

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

	CATI	Online	Overall
Phone	56%	52%	56%
Email	39%	64%	42%
In person	33%	40%	34%
Social media	8%	16%	9%
Letter	6%	-	5%
Other	6%	16%	7%
n=	231	25	256

On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate... Council's CUSTOMER SERVICE DELIVERY when you dealt with them?

	CATI	Online	Overall
Very good (9-10)	37%	36%	37%
Good (7-8)	33%	40%	33%
Neither (4-6)	18%	16%	18%
Poor (2-3)	6%	4%	6%
Very poor(0-1)	6%	4%	6%
n=	248	41	289

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 for you to interact with them

	CATI	Online	Overall
Very good (9-10)	37%	44%	37%
Good (7-8)	35%	28%	34%
Neither (4-6)	17%	12%	16%
Poor (2-3)	7%	8%	7%
Very poor(0-1)	4%	8%	4%
n=	248	41	289

Key Area	CATI	Online	Overall
Family and Community	6.96	6.75	6.95
Vibrant Economy	6.44	5.90	6.42
Cultural diversity	7.39	7.24	7.39
A Future Focus	6.84	6.16	6.80
Environmental Sustainability	7.29	6.95	7.27
Governance	6.43	6.41	6.42
Net promoter score	- 18	-3	-17
Average Performance	6.89 / 10	6.57 / 10	6.88 / 10

KANTAR PUBLIC



Thank you

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