

2025 Community Survey Research Report

City of Palmerston

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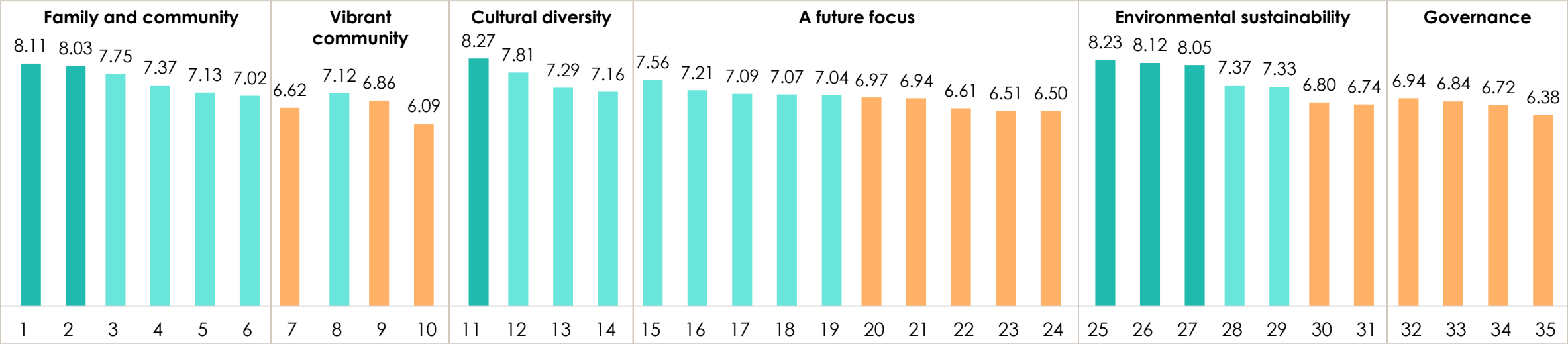


Contents

1. Executive summary
2. Background & methodology
3. Key findings
4. Results in detail
5. Appendix A – Online, CATI and overall survey results
6. Appendix B – Survey

1. Executive summary

Performance Summary 2025



Score Range		Count of measures	
9-10		0	
8-9		6	
7-8		15	
6-7		14	
5-6		0	
<5		0	

Family and community	
1	Hosting enough quality community events, such as Youth Festival, Christmas Wonderland and FlicNics
2	Managing Palmerston Swimming and Fitness Centre
3	Managing the Palmerston Recreation Centre
4	Providing and maintaining community halls
5	Maintaining parks and playgrounds
6	Providing animal management services
Vibrant community	
7	Advocating for the community in planning issues
8	Agree that Palmerston is a 'place for people'
9	Agree that Palmerston has a long-term vision for the economy
10	Supporting and attracting new and existing business
Cultural diversity	
11	Providing libraries and library services to the community

Supporting culturally diverse events, such as	
12	NAIDOC celebrations, Multicultural Festival and Pride Events
13	Providing recognition and support for our indigenous and multicultural community
14	Promotes art and culture (e.g. public art, murals, paving etc.)
A future focus	
15	Maintaining drainage facilities
16	Ensuring footpaths built by developers are fit for purpose
17	Providing shared pathways
18	Maintaining shared pathways
19	Ensuring the roads built by developers are fit for purpose
20	Maintaining footpaths
21	Maintaining roads
22	How innovative is City of Palmerston Council
23	Supporting innovation in the business community
24	How flexible is City of Palmerston Council

Environmental sustainability	
25	Kerbside waste collection
26	Providing and maintaining Archer Waste Management Facility
27	Providing opportunities for recycle and re-use through the Pre-cyclone clean up
28	Managing gardens and nature reserves
29	Maintaining Lakes
30	Increasing shading and greening in the city
31	Promoting environmental sustainability
Governance	
Achieving funding and getting things done by working in partnership with government and the community	
32	working in partnership with government and the community
33	How effective is City of Palmerston Council
34	How accountable is City of Palmerston Council
35	Providing you with the opportunity to comment on Council's decision making and interact with Council

The City of Palmerston's 2025 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 2025 Community Survey was completed by residents of the City of Palmerston either via computer assisted telephone interview (CATI) (n=600) or online (n=15). The survey took approximately 21-minutes on average to complete. The main body of this report contains the results from the CATI survey which captured a representative sample of residents, with online results available 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 and therefore we can't say with certainty whether these differences are true differences.

Rounding

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

Key findings

Overall performance

The outcomes of the 2025 Community Survey reflect a number of significant improvements across some measures compared to the 2024 results. While only a few statistically significant improvements have occurred, scores continue to trend upwards over the past few years. The overall average score has increased to 7.16/10 (from 6.98/10 in 2024). This is an all time high across all waves, indicating a positive result for the Council.

Key findings (continued)

Net Promoter Score

Net Promoter Score (NPS) is a standardised measure of satisfaction that can range from -100 to +100. While not a traditional score for Councils, it still offers an interesting benchmark. In 2025 the NPS increased by 2 points from -8 to -6.

Highest performing services

The highest areas of performance in 2025 included several areas from the previous year: providing libraries and library services to the community; kerbside waste collection; hosting enough quality events; and providing opportunities for recycling and re-use through the pre-cyclone clean up. There were also a few notable additions: providing and maintaining the Archer Waste Management Facility, and managing Palmerston Swimming and Fitness centre.

Lowest performing services

The lowest areas of performance also reflected the 2024 results and included: supporting innovation in the business community; providing participants with the opportunity to interact with and comment on council's decision making; and supporting and attracting new and existing businesses.

Key issues

In line with last year and years prior, the most important issue in the local area raised by community members was crime and safety issues. Another issue raised, but to a much lesser extent was cleanliness (e.g. managing rubbish and litter).

The most acknowledged Council achievements were the festivals, events and markets put on, closely followed by footpath and road improvements, and swimming pool and recreation centre facility upgrades.

The Council website and social media are the top two preferred and most-used channels for obtaining Council information. In contrast, the third preference email has one of the largest gaps in terms of preference and current utilisation.

The 2025 Community Survey Results: At a glance

Despite no significant changes from the previous year, the 2025 average scores have continued trending upward.

As a result, this year marked a new milestone, achieving the highest average score across the measures (7.16/10).

Key Area	2019	2020	2021	2022	2023	2024	2025	24-25 Change
Family and community	6.68	6.80	7.16	6.89	6.96	7.27	7.43	+0.16
Vibrant Economy	6.01	6.28	6.55	6.24	6.44	6.44	6.69	+0.25
Cultural Diversity	7.04	7.21	7.50	7.31	7.39	7.53	7.63	+0.10
A Future Focus	6.70	6.84	7.02	6.70	6.84	6.82	6.95	+0.13
Environmental Sustainability	7.16	7.33	7.36	7.08	7.29	7.30	7.52	+0.22
Governance	6.01	6.17	6.52	6.19	6.43	6.50	6.72	+0.22
Net Promoter Score	- 9	- 4	- 6	- 13	- 18	-8	-6	+2
Overall average of the outcome areas	6.56/10	6.77/10	7.02/10	6.74/10	6.89/10	6.98/10	7.16/10	+0.28

2. 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 one of the fastest growing cities in the Northern Territory. The City of Palmerston's Municipal Plan is 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. 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 are 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 CATI survey (average length 20:49) was conducted from 3 to 21 July with 600 residents of the City of Palmerston. The main CATI data had an error margin of $\pm 4.001\%$.

The survey was also made available online via Council channels. This data is reported in the appendix of the report separate to the main representative sample.

The total number of completes were as follows:

- CATI n=600
- Online sample n=15

The sampling frame of the CATI survey 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 to be in line with the population of Palmerston with regard to age and gender.

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

3. Key findings

Family and community

While most of the family and community scores remained consistent with 2024, *‘Hosting enough quality community events’* achieved a statistically significant improvement. With this improvement, this measure surpassed all other areas with an average score of 8.11/10.

‘Managing the Palmerston Recreation Centre’ also saw a significant improvement from 7.53 in 2024 to 7.75 in 2025.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Score 2025	Change
Managing Palmerston Swimming and Fitness Centre	6.86	7.08	7.31	6.86	7.02	7.89	8.03	+0.14
Maintaining parks and playgrounds	7.26	7.34	7.27	6.99	7.03	6.95	7.13	+0.18
Providing and maintaining community halls	6.80	6.59	7.10	6.93	6.98	7.28	7.37	+0.09
Managing the Palmerston Recreation Centre	6.69	7.02	7.41	7.09	7.15	7.53	7.75	+0.22
Hosting enough quality community events	6.78	6.70	7.52	7.54	7.53	7.82	8.11	+0.28
Advocating for the community in planning issues	5.76	5.99	6.38	6.12	6.19	6.39	6.62	+0.23
Providing animal management services	6.63	6.91	7.14	6.72	6.85	7.03	7.02	-0.01
Overall:	6.67/10	6.80/10	7.16/10	6.89/10	6.96/10	7.27/10	7.43/10	+0.16



Vibrant economy

The overall vibrancy measure was consistent with the 2024 score, with three of the four sub-measures consistent with the previous year.

While this change in awareness of the city’s slogan was not significant, there was a significant increase in agreement with the sentiment of the slogan, with an average agreement score of 7.12 out of 10.

Measure		Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Score 2025	Change
Awareness of Council’s slogan ‘A place for people’		36.62%	42.74%	40.28%	43.61%	48.43%	54.01%	55.45%	+1.44%
Agreement that:	Palmerston is ‘A place for people’	6.83	6.80	6.83	6.56	6.70	6.81	7.12	+0.31
Agreement that:	Council has a long-term vision for Palmerston economy	5.95	6.37	6.70	6.34	6.67	6.65	6.86	+0.21
Performance in:	Supporting and attracting new and existing businesses	5.25	5.68	6.11	5.83	5.96	5.86	6.09	+0.22
Overall:		6.01/10	6.28/10	6.55/10	6.24/10	6.44/10	6.44/10	6. 69/10	+0.25



Cultural diversity

The cultural diversity measure and all its sub-measures remained consistent with the previous year, however there is evidence of an upward trend in the score over the recent years.

‘Providing recognition and support for our indigenous and multicultural community’ saw a positive shift in score, meaning it is no longer the lowest scoring area for this measure, while *‘providing libraries and library services to the community’* had the highest average score.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Score 2025	Change
Supporting culturally diverse events	7.02	7.14	7.59	7.47	7.55	7.74	7.81	+0.07
Promoting art and culture (e.g. public art, murals, paving etc.)	6.28	6.56	7.07	6.87	6.86	7.15	7.16	+0.01
Providing libraries and library services to the community	8.20	8.27	8.16	8.04	8.06	8.12	8.27	+0.16
Providing recognition and support for our indigenous and multicultural community	6.68	6.88	7.18	6.86	7.09	7.13	7.29	+0.16
Overall:	7.04 /10	7.21/10	7.50/10	7.31/10	7.39/10	7.53/10	7.63/10	+0.10

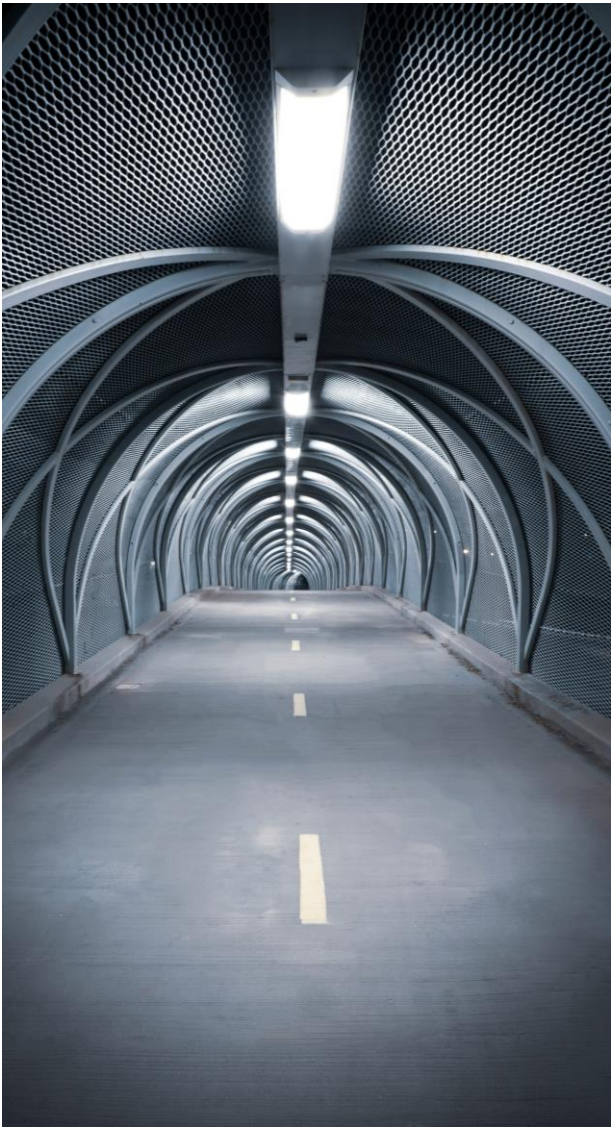


A future focus

All the scores in the future focus area were consistent with 2024.

'Maintaining drainage facilities' (7.56/10) retained its position as the highest scoring aspect. Last year's lowest scoring item, 'supporting innovation in the business community' saw the greatest improvement making 'how flexible is the City of Palmerston?' the lowest scoring aspect in 2025.

Measure		Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Score 2025	Change
Performance in:	Supporting innovation in the business community	5.65	6.04	6.38	6.19	6.28	6.21	6.51	+0.30
How:	Innovative is the City of Palmerston?	5.95	6.08	6.45	6.09	6.35	6.46	6.61	+0.15
	Flexible is the City of Palmerston?	5.89	6.00	6.49	5.89	6.19	6.33	6.50	+0.17
Performance in:	Ensuring roads built by developers are fit for purpose	7.10	7.22	7.38	6.99	7.11	7.05	7.04	-0.02
	Maintaining roads	7.31	7.51	7.49	6.93	7.10	6.90	6.94	+0.04
	Ensuring footpaths built by developers are fit for purpose	7.07	7.17	7.30	7.06	7.11	7.09	7.21	+0.11
	Maintaining footpaths	6.95	6.99	7.06	6.89	6.94	6.84	6.97	+0.13
	Providing shared pathways	6.81	6.92	7.08	6.83	6.98	6.88	7.09	+0.21
	Maintaining shared pathways	6.88	7.00	7.07	6.81	6.96	6.92	7.07	+0.14
	Maintaining drainage facilities	7.37	7.44	7.46	7.33	7.35	7.47	7.56	+0.09
Overall:		6.70/10	6.84/10	7.02/10	6.70/10	6.84/10	6.82/10	6.95/10	+0.13



Environmental sustainability

The Council saw three statistically significant improvements in the environmental sustainability outcome area, *'Increasing shading and greening the city'*, *'maintaining lakes'*, and *'Providing opportunities for recycle and re-use through the pre-cyclone clean up'*.

The five remaining aspects remained consistent. *'Kerbside waste collection'* remained the highest score (8.23/10), while *'promoting environmental sustainability'* (6.74/10) became the lowest scoring aspect in 2025.

Measure	Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Score 2025	Change
Providing opportunities for recycle and re-use through the pre-cyclone clean up	7.56	7.77	7.76	7.56	7.73	7.76	8.05	+0.29
Managing gardens and nature reserves	7.27	7.34	7.36	7.09	7.16	7.18	7.37	+0.19
Maintaining lakes	7.12	7.15	6.93	6.21	7.00	7.09	7.33	+0.23
Increasing shading and greening the city	6.27	6.52	6.72	6.56	6.56	6.45	6.80	+0.34
Kerbside waste collection	8.02	8.33	8.28	8.14	8.09	8.10	8.23	+0.13
Providing & and maintaining Archer Waste Management Facility	7.78	7.87	7.95	7.74	7.96	8.01	8.12	+0.12
Promoting environmental sustainability	6.07	6.36	6.53	6.29	6.55	6.52	6.74	+0.22
Overall:	7.16 / 10	7.33 / 10	7.36 / 10	7.08 / 10	7.29 / 10	7.30/10	7.52/10	+0.22



Governance

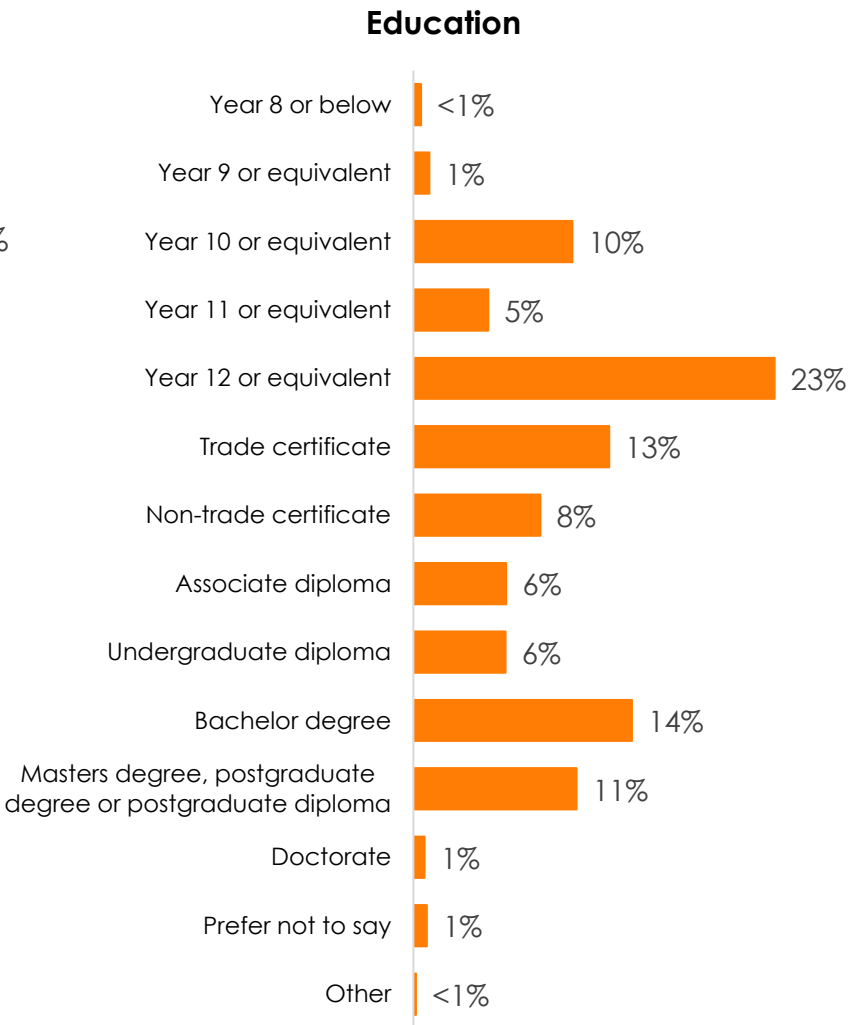
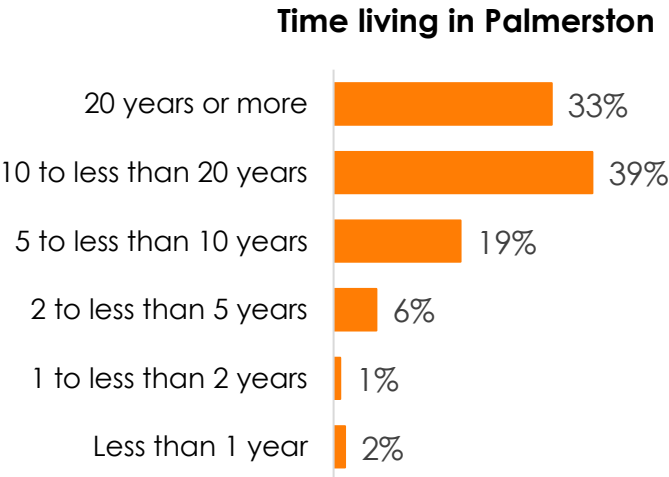
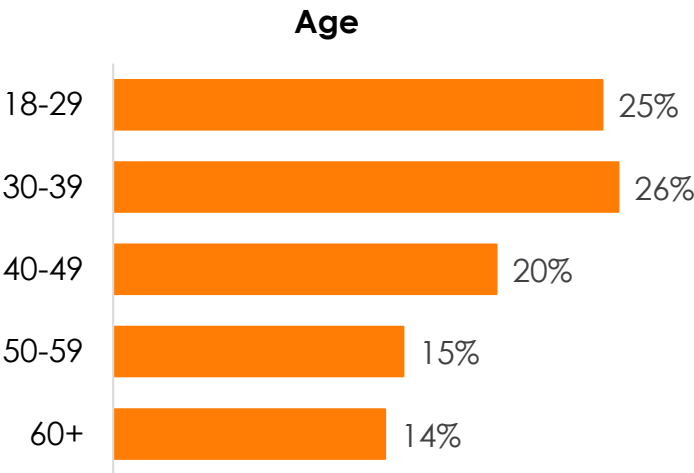
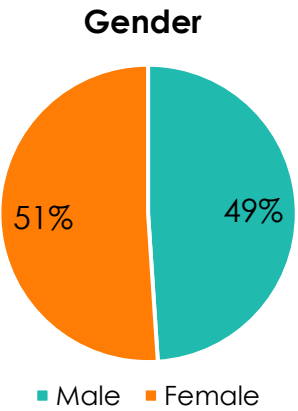
The governance scores were also consistent with the 2024 results. *‘Achieving funding and getting things done by working in partnership with government and the community’* (6.94/10) had a statistically significant improvement in 2025, making it the highest scoring measure. The lowest performing measure, *‘the opportunity to comment on Council’s decision making and interacting with Council’* (6.38/10), didn’t change in 2025.

Measure		Score 2019	Score 2020	Score 2021	Score 2022	Score 2023	Score 2024	Score 2025	Change
How:	Accountable is the City of Palmerston Council?	6.13	6.27	6.79	6.34	6.53	6.60	6.72	+0.12
	Effective is the City of Palmerston Council?	6.22	6.41	6.68	6.24	6.59	6.56	6.84	+0.27
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	6.25	6.38	+0.13
	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	6.58	6.94	+0.36
Overall:		6.01/10	6.17/10	6.52/10	6.19/10	6.43/10	6.50/10	6.72/10	+0.22



4. Results in detail

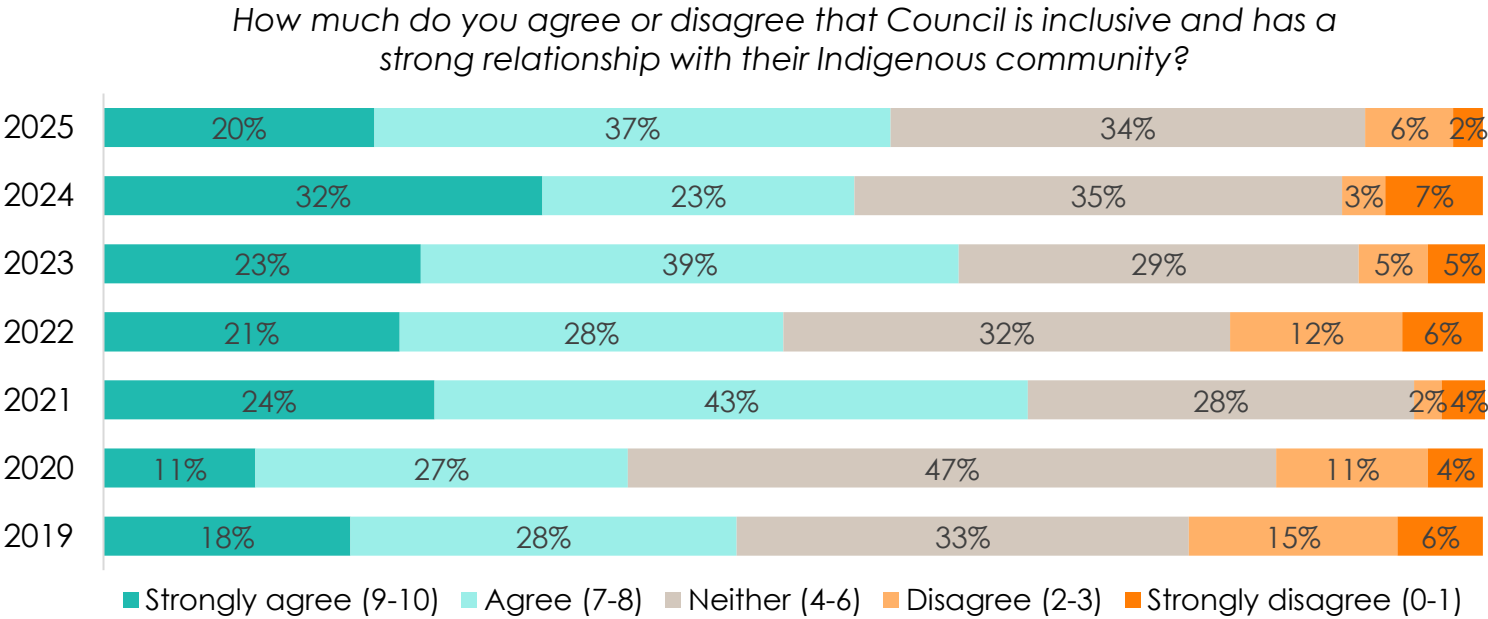
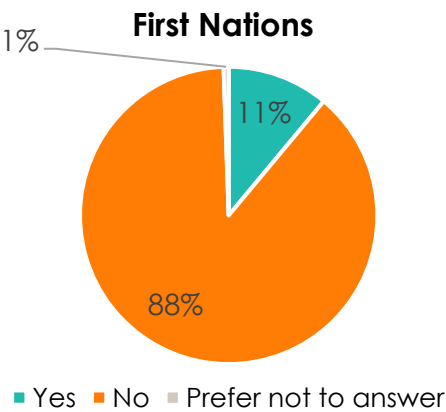
Demographics (weighted)



Source: Q1. Which gender identity do you identify most with? Q2. Which of the following age brackets do you fall into? Q24. How long IN TOTAL have you lived in the City of Palmerston area? Q25. What is the highest level of education you have reached?
Sample: All CATI respondents 2025 (n=600)

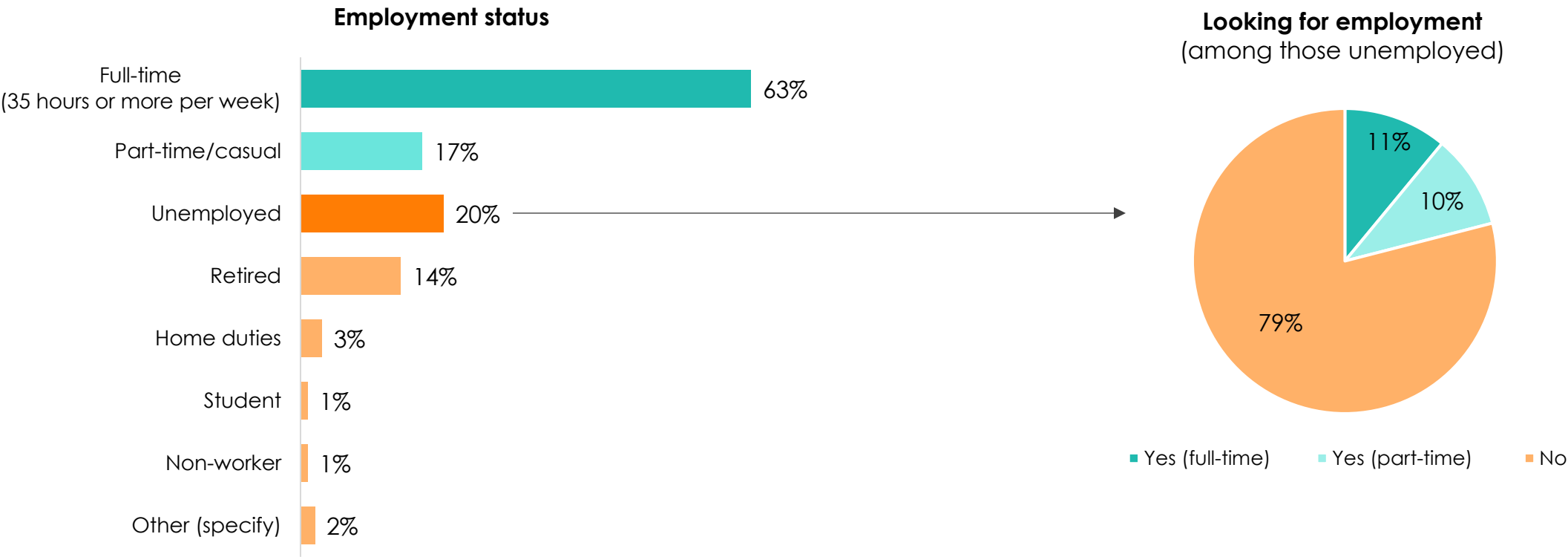
First Nations

Consistent with 2024, 11% of the total sample identified as Aboriginal or Torres Strait Islander in 2025. Of those, the proportion who agreed that the Council is inclusive and has a strong relationship with their Indigenous community remained consistent with 2024 (55% in 2024 and 57% in 2025). The proportion of participants who disagree with the statement dropped to 9%, this is the lowest it has been since 2021.



Employment

80% of the community are in either full or part time employment in 2025. In line with previous years, among those not currently employed, the largest proportion are retired (14%).

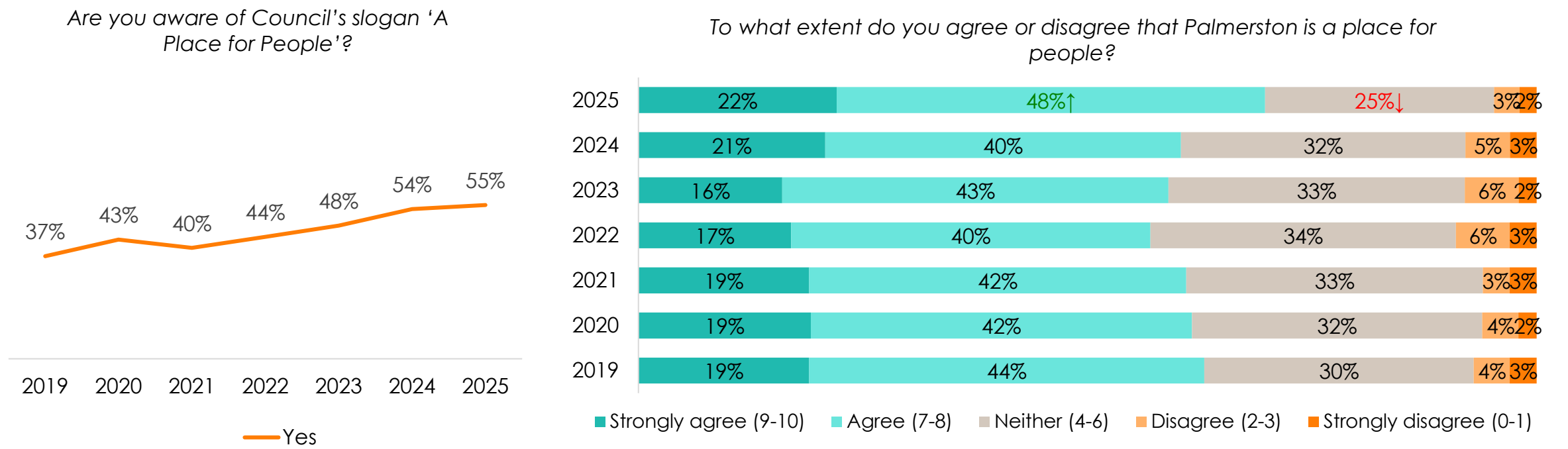


Q26. Are you now in paid employment? Q27. Are you now looking for a paid job?
Source: All CATI respondents 2025 (n=600), those unemployed (n=145)

A Place for People

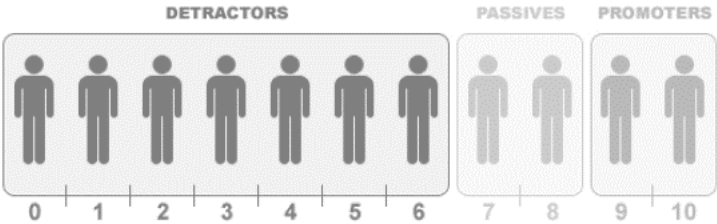
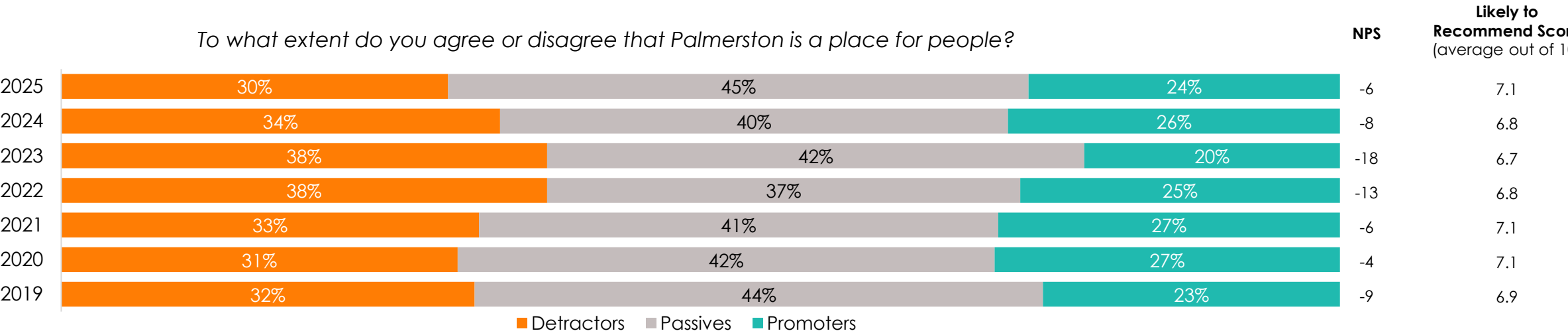
Awareness of Council's slogan 'A place for people' is consistent with 2024 and is at an all time high with 55% of participants being aware of the slogan.

Belief in this statement has had a significant increase, with 70% agreeing that Palmerston is a place for people. This significant increase is accompanied by a significant reduction in neutral perspectives, and a record low disagreement rate of just 5%.



Net Promoter Score

In 2025 Council's Net Promoter Score improved by 2 points from -8 to -6, a small but positive shift. While there was a decrease in the proportion of promoters, the proportion of detractors reduced more substantially. This suggest that with the increase in neutral perspectives there is opportunity to increase the proportion of promoters in the next wave.



Net Promoter Score = % Promoters - % Detractors

Net Promoter Score (NPS) is a standardised measure of satisfaction that can range from -100 to +100. Here it measures how satisfied people are with CoP council by asking residents one simple question: "On a scale from 0 to 10, how likely are you to recommend living in the City of Palmerston council to a friend or family member?" Based on their answers, residents are grouped into three categories: Promoters (score 9-10), Passives (score 7-8), and Detractors (score 0-6).

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. A high NPS means more people are satisfied with the council and would recommend it, while a low NPS indicates more dissatisfaction.

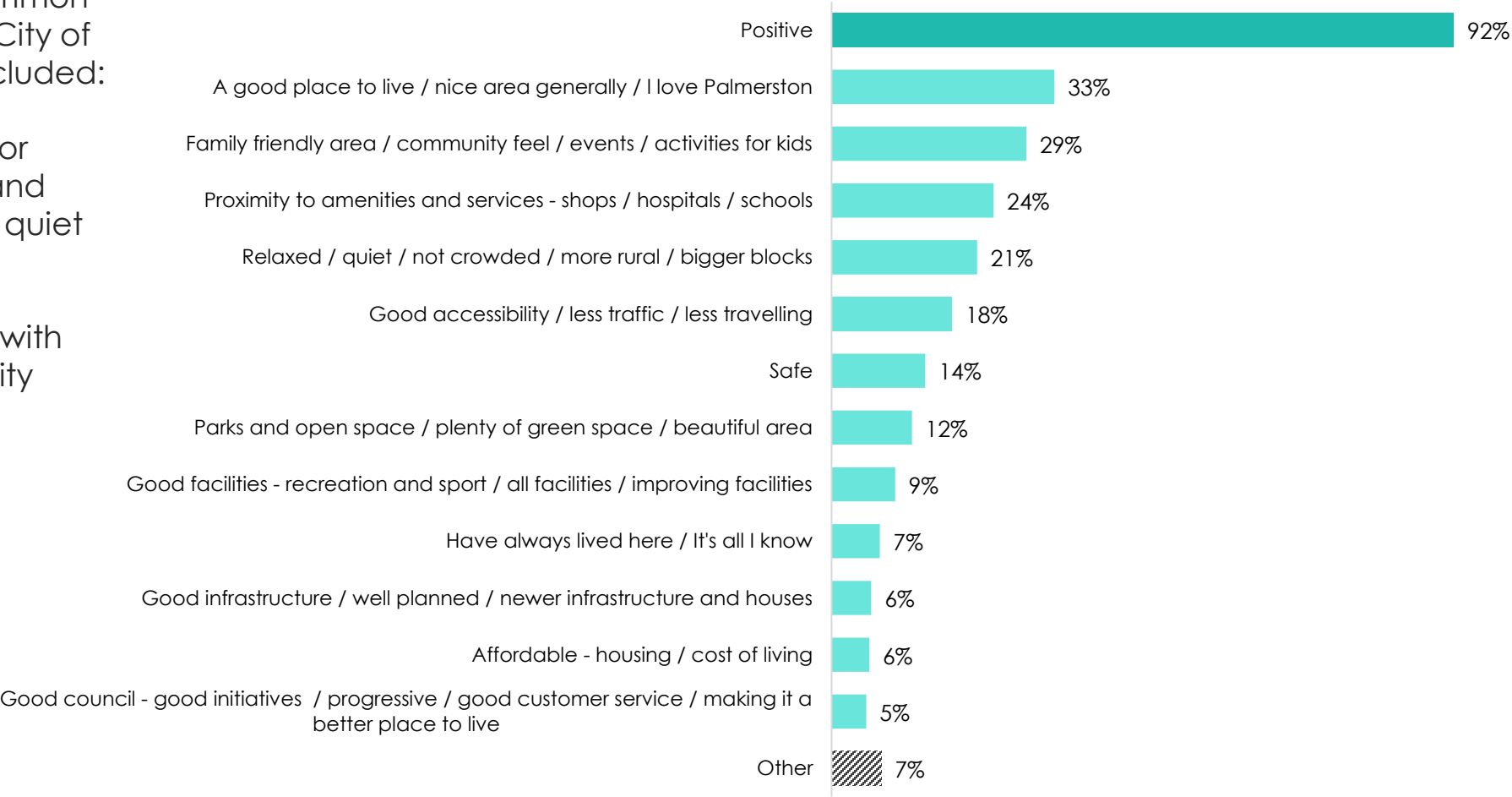
Q8. On a scale from 0 to 10 where 0 is Very unlikely and 10 is Very likely, how likely are you to recommend living in the City of Palmerston area to friends or family? Q8a. Why is that?
Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

Promoters

Among promoters, the most common reasons for recommending the City of Palmerston as a place to live included: being a nice area in general; a community area with activities for families; proximity to amenities and services and being relaxed and quiet without crowds.

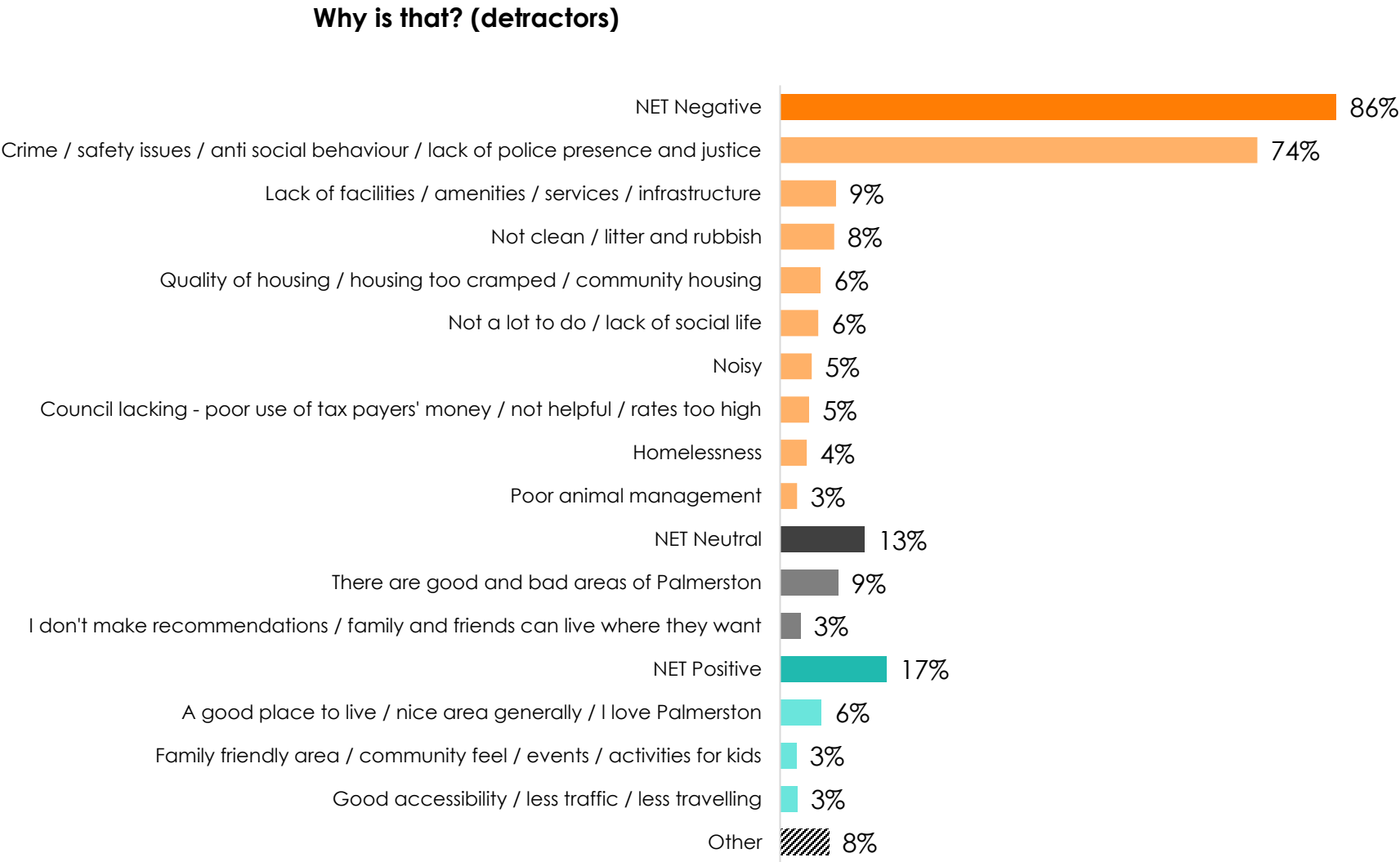
This is in line with previous years, with the appeal of being a community area with activities for families increasing in proportion in 2025.

Why is that? (promoters)



Detractors

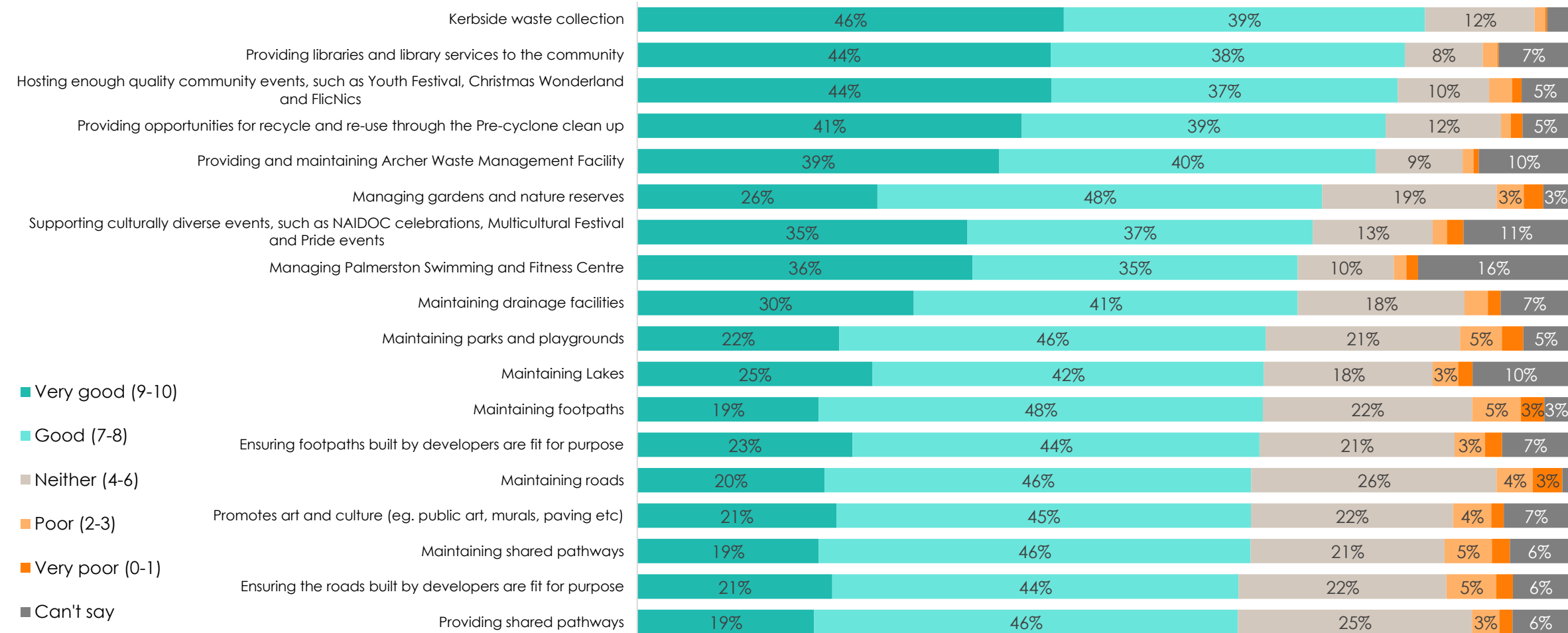
Consistent with last year, detractors most commonly highlighted crime and safety issues (74%) as their reason for providing a low likelihood to recommend score.



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 area to friends or family?
Q8a. Why is that?
Base: All CATI detractors 2025 (n=175)
*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. Proportions <3% were not reported

Above Average Council Performance

Among all the services, facilities and information provided by Council, these scored above the average level of satisfaction. As with previous years, Council's area of highest performance is 'kerbside waste collection', which scored an 85% satisfaction rating.

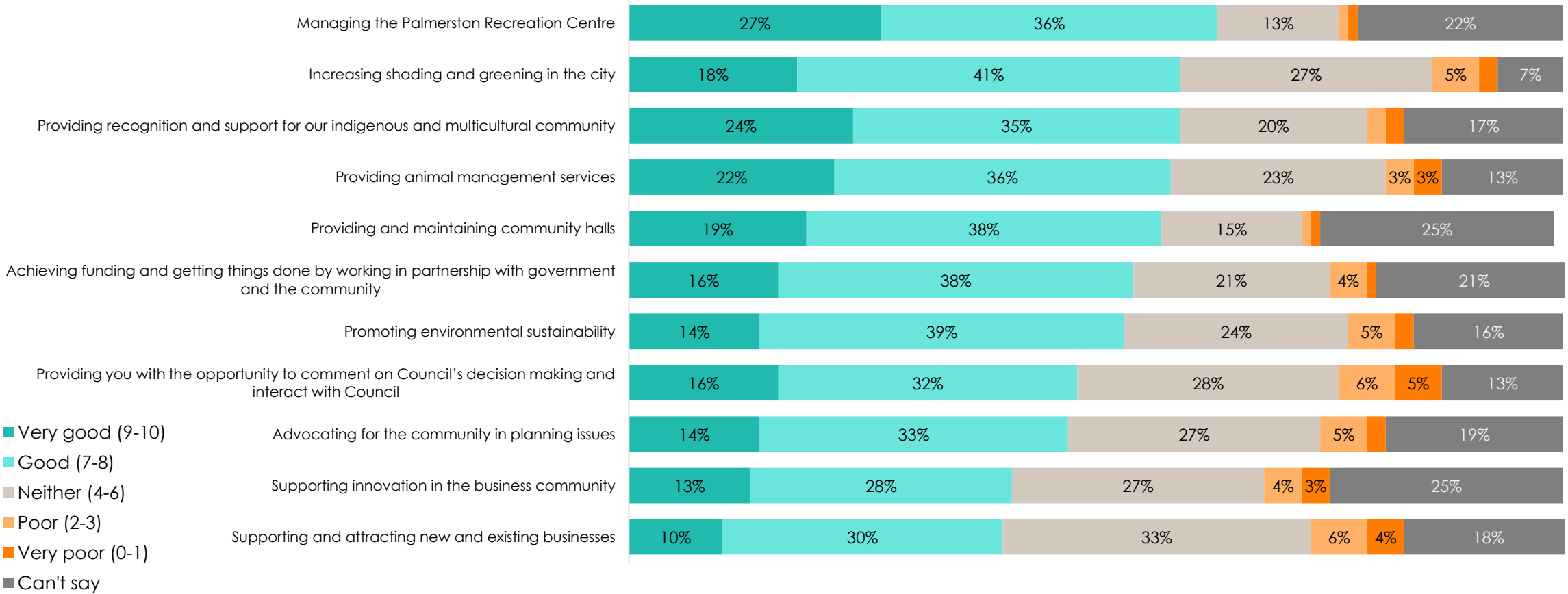


Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

Base: All CATI respondents 2025 (n=600)
Note: Data labels <3% are not displayed

Below Average Council Performance

Among all the services, facilities and information provided by Council, these scored below the average level of satisfaction. The lowest satisfaction scores were recorded for 'Supporting and attracting new and existing businesses' and 'Supporting innovation in the business community'. Areas with high 'neutral' and 'can't say' proportions may benefit from improved communications to enhance community understanding and visibility of the Council's efforts.



Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

Base: All CATI respondents 2025 (n=600)
Note: Data labels <3% are not displayed

Council Performance

In 2025 scores were mostly consistent with previous years, however five measures experienced significant increases.

The significant increases were in relation to:

- Hosting enough quality community events
- Managing the Palmerston Recreation Centre
- Providing opportunities for recycle and re-use through the Pre-cyclone clean up
- Achieving funding and getting work done in partnership with government and the community
- Increasing shading and greening in the city

	2019	2020	2021	2022	2023	2024	2025	24-25 Change
Providing libraries and library services to the community	8.1	8.3	8.2	8.0	8.1	8.1	8.3	+0.2
Kerbside waste collection	8.0	8.3	8.3	8.1	8.1	8.1	8.2	+0.1
Providing and maintaining Archer Waste Management Facility	7.8	7.9	7.9	7.7	8.0	8.0	8.1	+0.1
Hosting enough quality community events, such as Youth Festival, Christmas Wonderland and FlicNics	6.7	6.7	7.5	7.5	7.5	7.8	8.1	+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	7.8	8.1	+0.3↑
Managing Palmerston Swimming and Fitness Centre	6.9	7.1	7.3	6.9	7.0	7.9	8.0	+0.1
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.0	7.1	7.6	7.5	7.6	7.7	7.8	+0.1
Managing the Palmerston Recreation Centre	6.7	7.0	7.4	7.1	7.1	7.5	7.7	+0.2↑
Maintaining drainage facilities	7.4	7.4	7.5	7.3	7.3	7.5	7.6	+0.1
Managing gardens and nature reserves	7.3	7.3	7.4	7.1	7.2	7.2	7.4	+0.2
Providing and maintaining community halls	6.8	6.6	7.1	6.9	7.0	7.3	7.4	+0.1
Maintaining Lakes	7.1	7.1	6.9	6.2	7.0	7.1	7.3	+0.2↑
Providing recognition and support for our indigenous and multicultural community	6.7	6.9	7.2	6.9	7.1	7.1	7.3	+0.2
Ensuring footpaths built by developers are fit for purpose	7.1	7.2	7.3	7.1	7.1	7.1	7.2	+0.1
Promotes art and culture (e.g. public art, murals, paving etc.)	6.3	6.6	7.1	6.9	6.9	7.2	7.2	0
Maintaining parks and playgrounds	7.3	7.3	7.3	7.0	7.0	6.9	7.1	+0.2
Providing shared pathways	6.8	6.9	7.1	6.8	7.0	6.9	7.1	+0.2
Maintaining shared pathways	6.9	7.0	7.1	6.8	7.0	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	7.1	7.0	-0.1
Providing animal management services	6.6	6.9	7.1	6.7	6.8	7.0	7.0	0.0
Maintaining footpaths	7.0	7.0	7.1	6.9	6.9	6.8	7.0	+0.2
Maintaining roads	7.3	7.5	7.5	6.9	7.1	6.9	6.9	0.0
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	6.6	6.9	+0.3↑
Increasing shading and greening in the city	6.3	6.5	6.7	6.6	6.6	6.5	6.8	+0.3↑
Promoting environmental sustainability	6.1	6.4	6.5	6.3	6.6	6.5	6.7	+0.2
Advocating for the community in planning issues	5.7	6.0	6.4	6.1	6.2	6.4	6.6	+0.2
Supporting innovation in the business community	5.6	6.0	6.4	6.2	6.3	6.2	6.5	+0.3↑
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	6.2	6.4	+0.2
Supporting and attracting new and existing businesses	5.2	5.7	6.1	5.8	6.0	5.9	6.1	+0.2

Outcome areas: Environmental sustainability Cultural diversity Future focus Family & community Governance Vibrant Economy

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good.

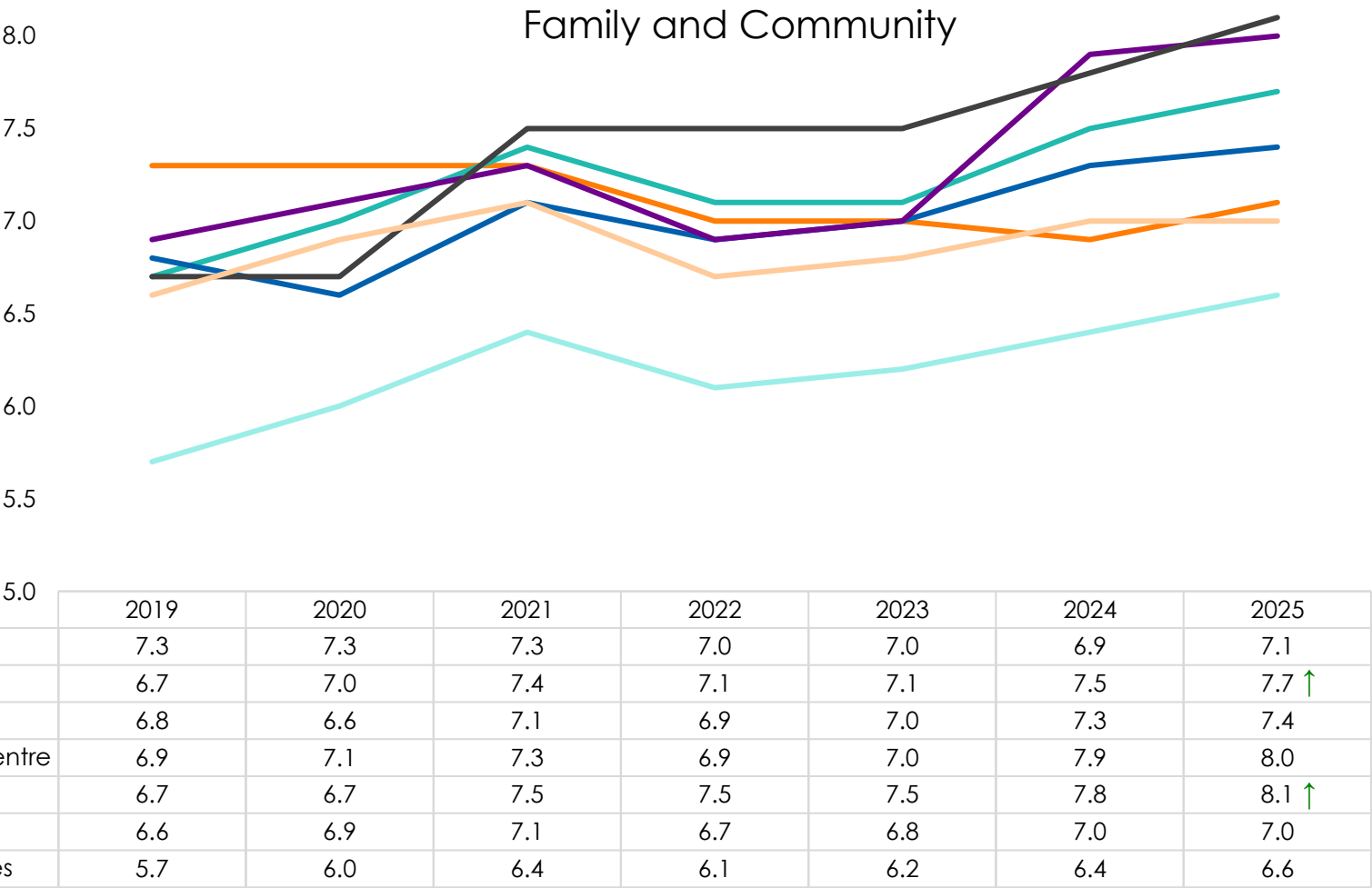
Using this scale, how well has your council performed in...

Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

Council Performance

Starting in 2022 there has been a gradual improvement year-on-year for most aspects of family and community performance.

In 2025, five out of seven indicators for the family and community domain have reached their highest level on record.

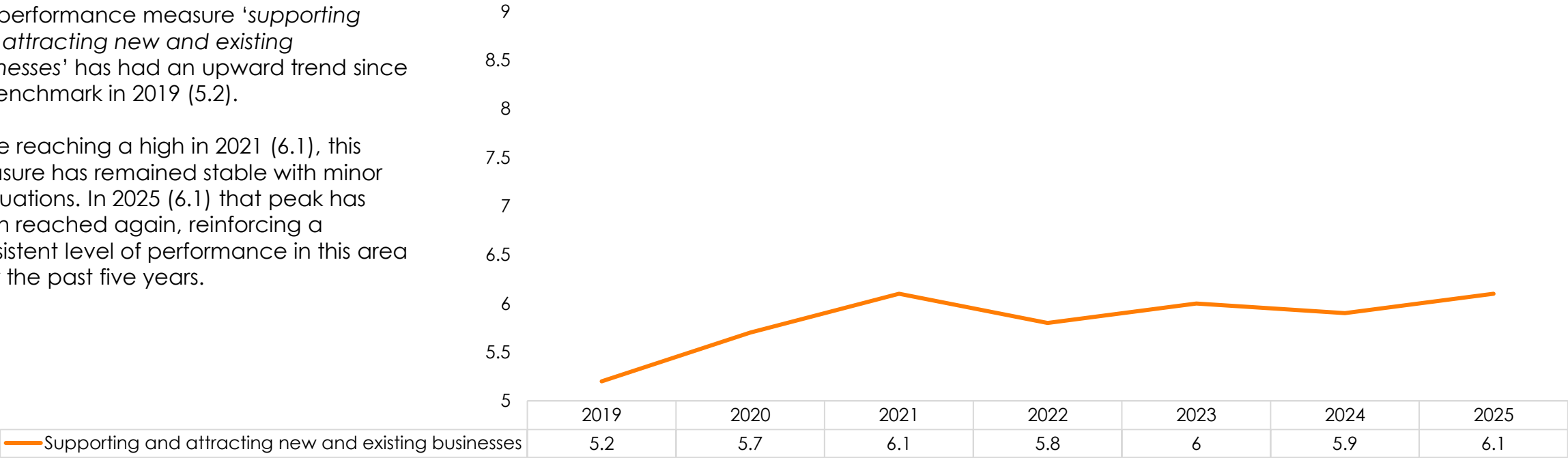


Council Performance

Vibrant Economy

The performance measure *'supporting and attracting new and existing businesses'* has had an upward trend since its benchmark in 2019 (5.2).

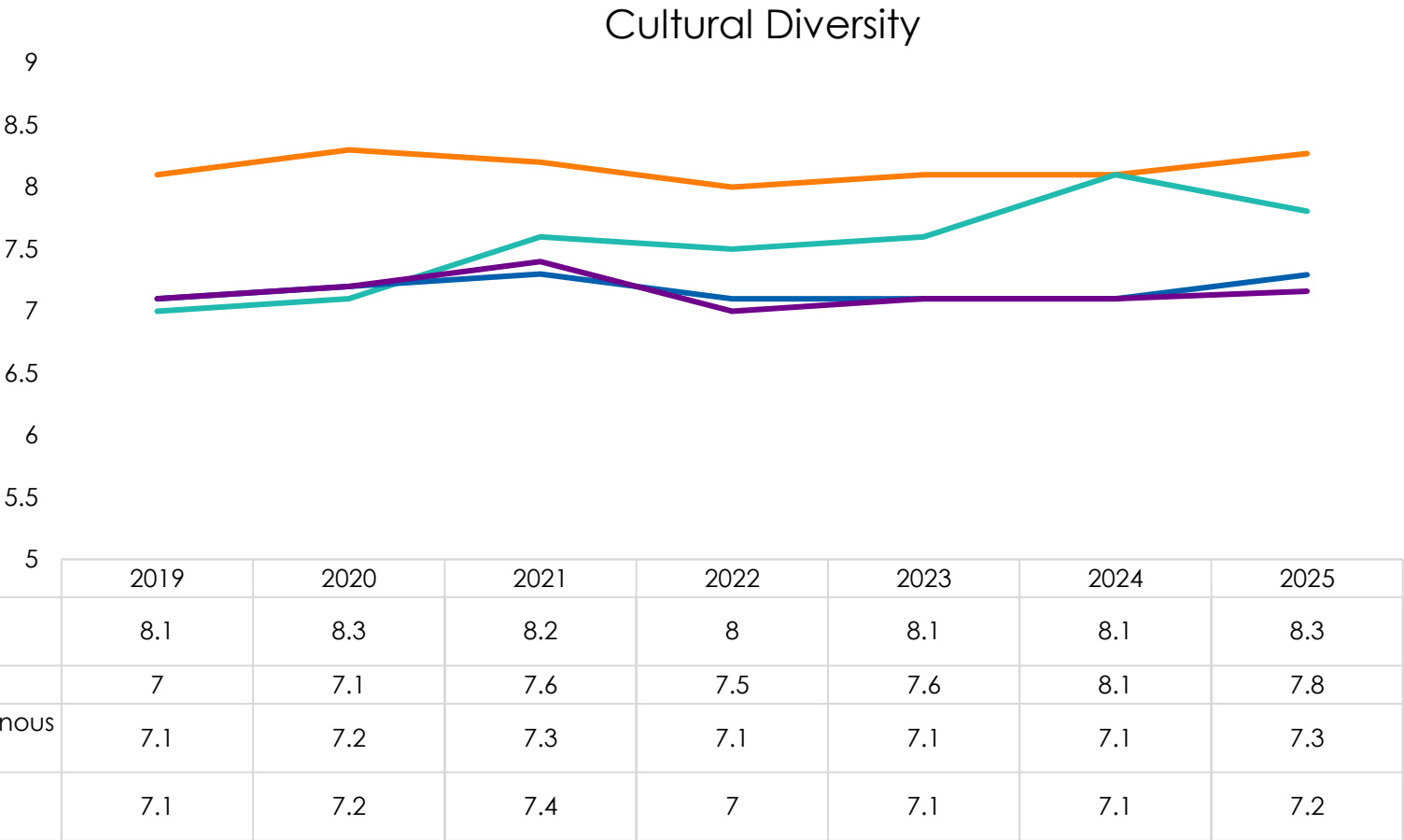
Since reaching a high in 2021 (6.1), this measure has remained stable with minor fluctuations. In 2025 (6.1) that peak has been reached again, reinforcing a consistent level of performance in this area over the past five years.



Council Performance

The performance of 'Providing libraries and library services to the community' continues to perform strongly in 2025 (8.3) matching its previous peak from 2020.

Meanwhile 'Providing recognition and support for Indigenous and multicultural communities' also returned to it's highest score (7.3) highlighting consistency in this area also.



Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

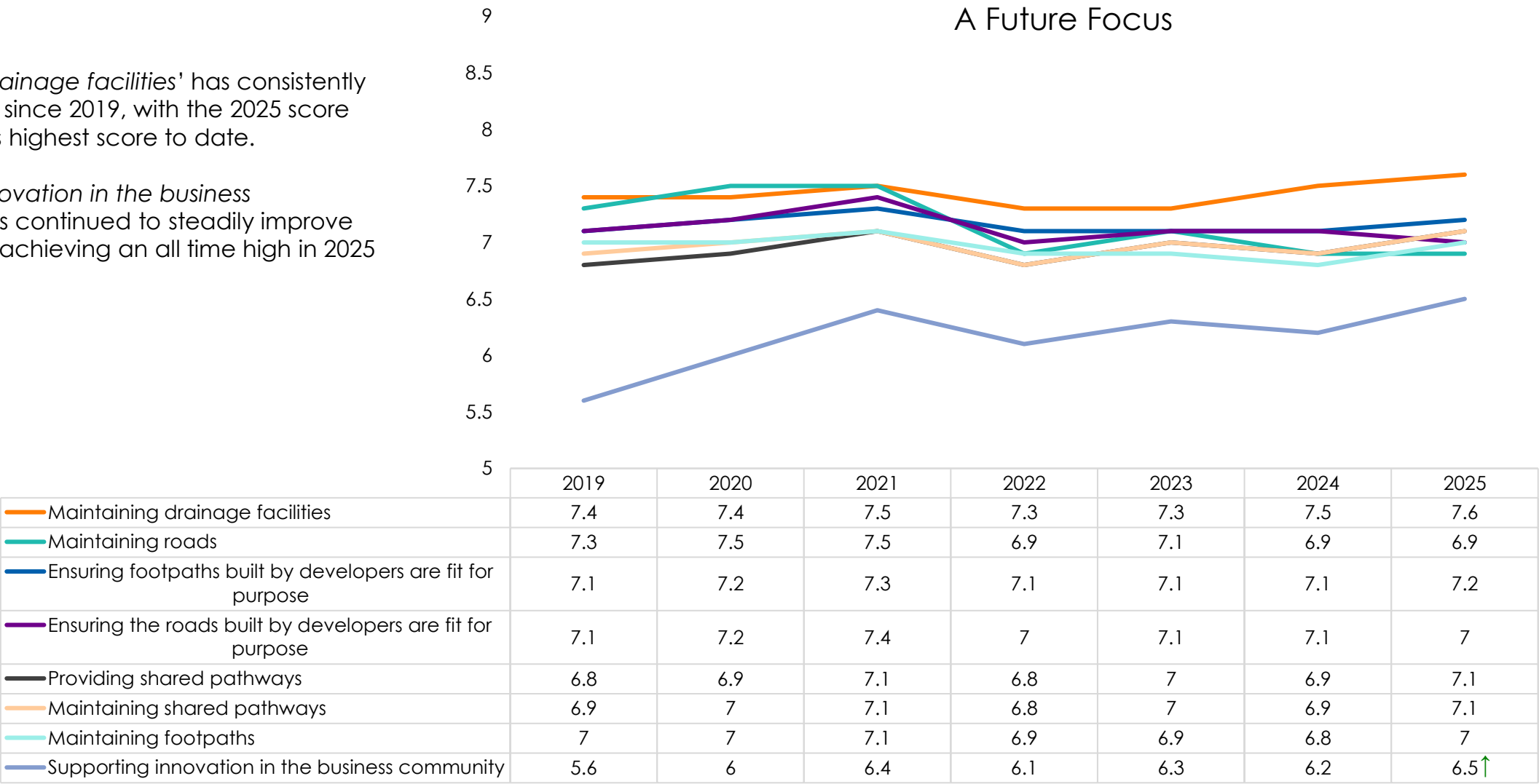
Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

Council Performance

'Maintaining drainage facilities' has consistently performed well since 2019, with the 2025 score (7.6) marking its highest score to date.

'Supporting innovation in the business community' has continued to steadily improve from 2019 (5.6) achieving an all time high in 2025 (6.5).

A Future Focus



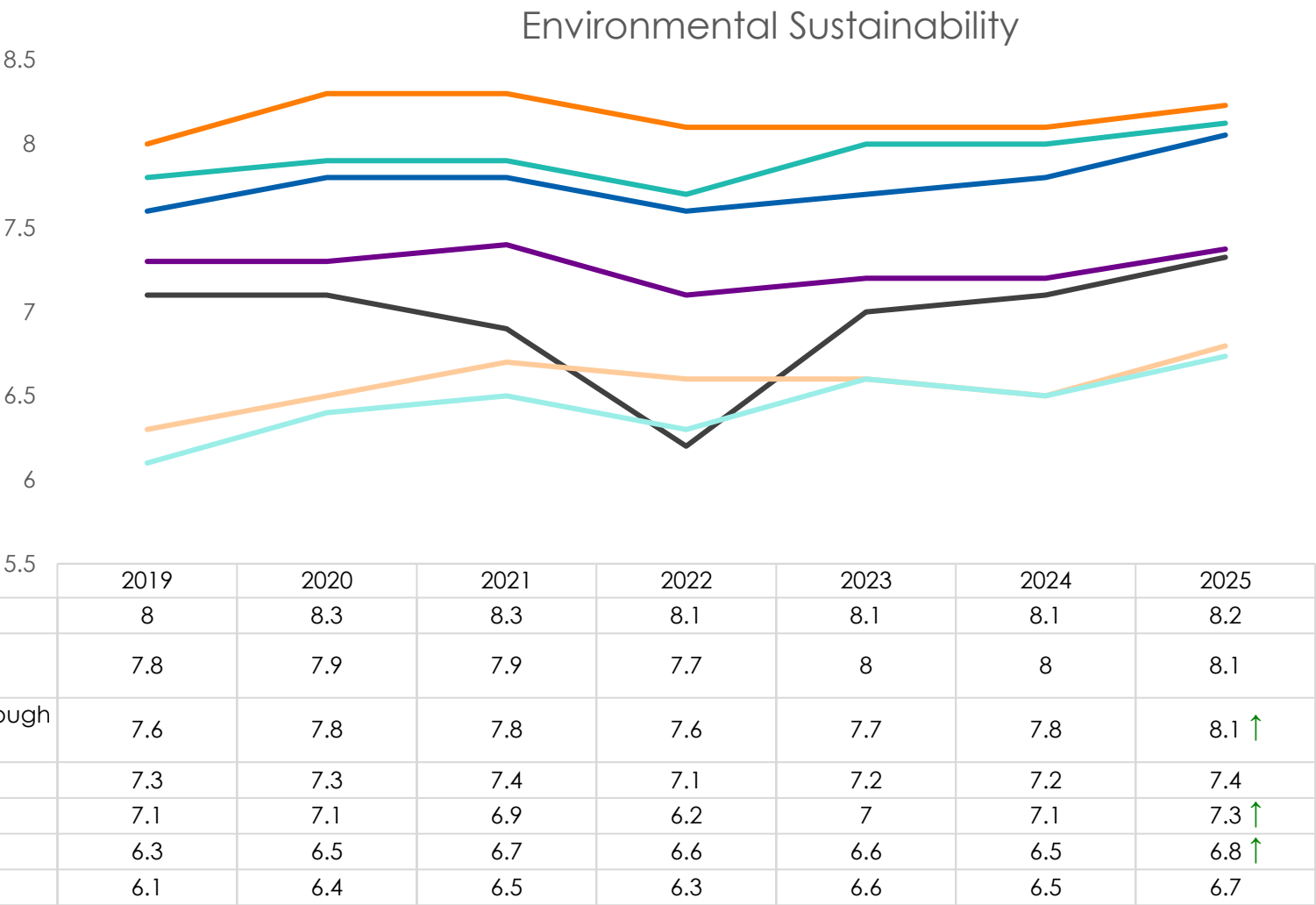
Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

Council Performance

'Kerbside waste collection' continues to perform strongly in 2025 (8.2) just shy of its 2021 peak (8.3).

The lowest performing measures in 2019, 'shading and greening the city' (6.3) and 'promoting environmental sustainability' (6.1), have shown gradual improvement over time rising to 6.8 and 6.7 respectively in 2025.



Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

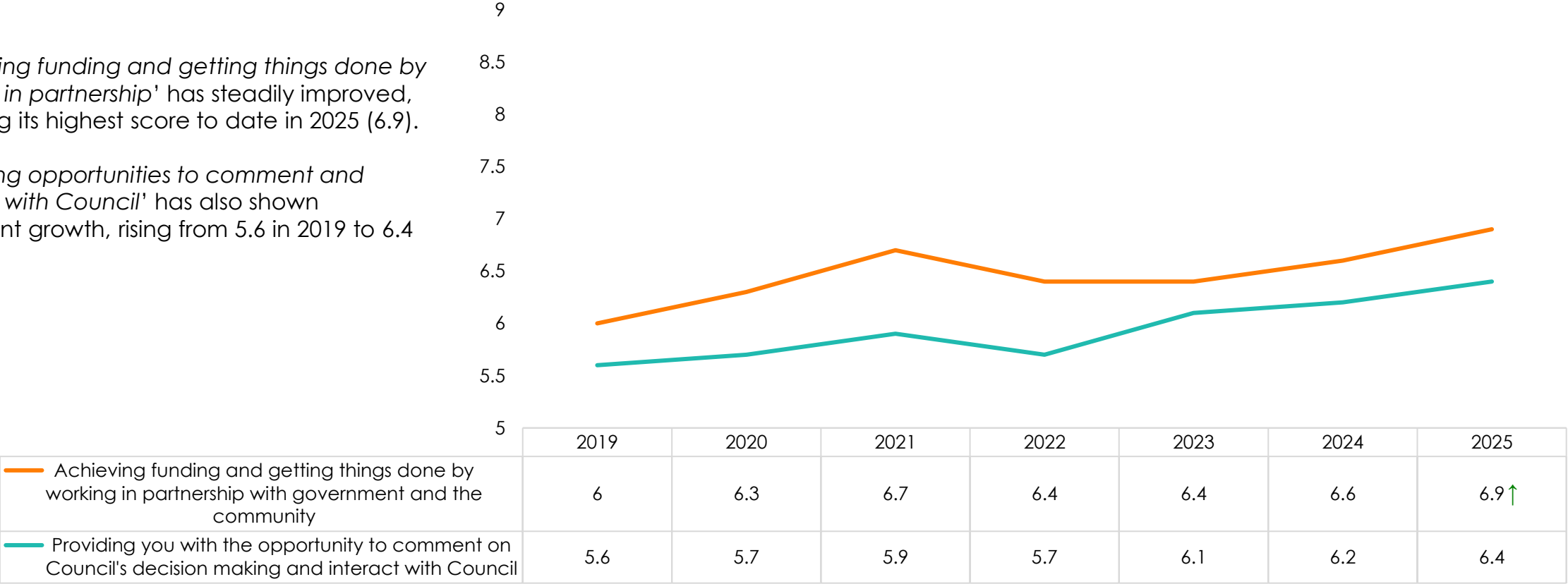
Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

Council Performance

'Achieving funding and getting things done by working in partnership' has steadily improved, reaching its highest score to date in 2025 (6.9).

'Providing opportunities to comment and interact with Council' has also shown consistent growth, rising from 5.6 in 2019 to 6.4 in 2025.

Governance



Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

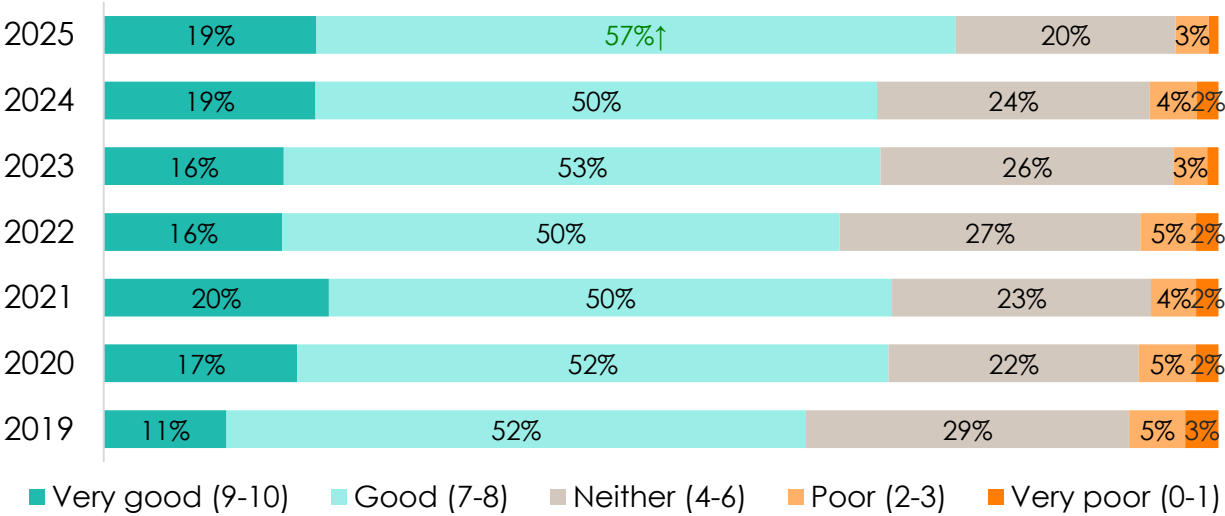
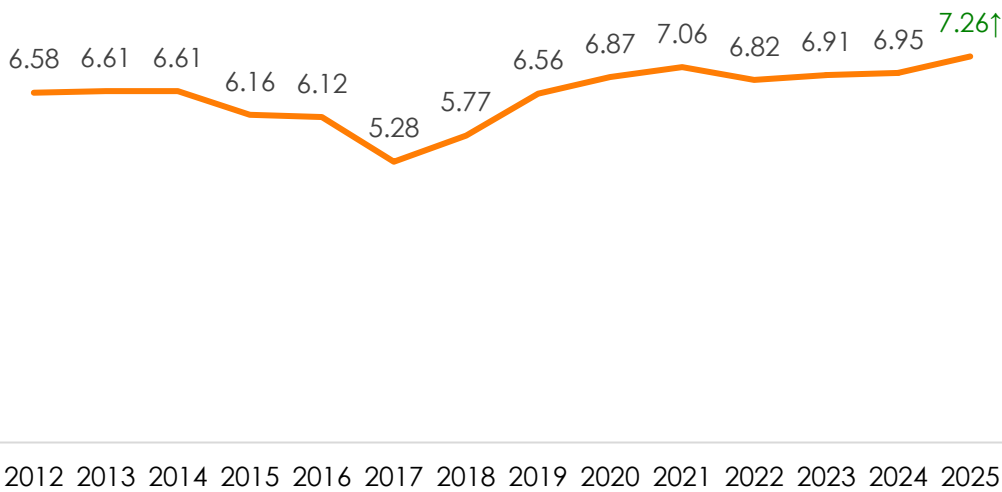
Base: All CATI respondents, excluding those who couldn't answer 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

Overall Performance Score

In a single question the community members were asked how their council has performed overall. In 2025 the Council once again increased its overall performance score (7.26/10). This is the highest score that Council has achieved since the measure commenced in 2012 reflecting the consistent incremental improvements in perceived performance over time.

This wave three in four (76%) members of the community rated the Council's overall performance as good or very good, which is a statistically significant improvement from 2024.

Overall performance by year

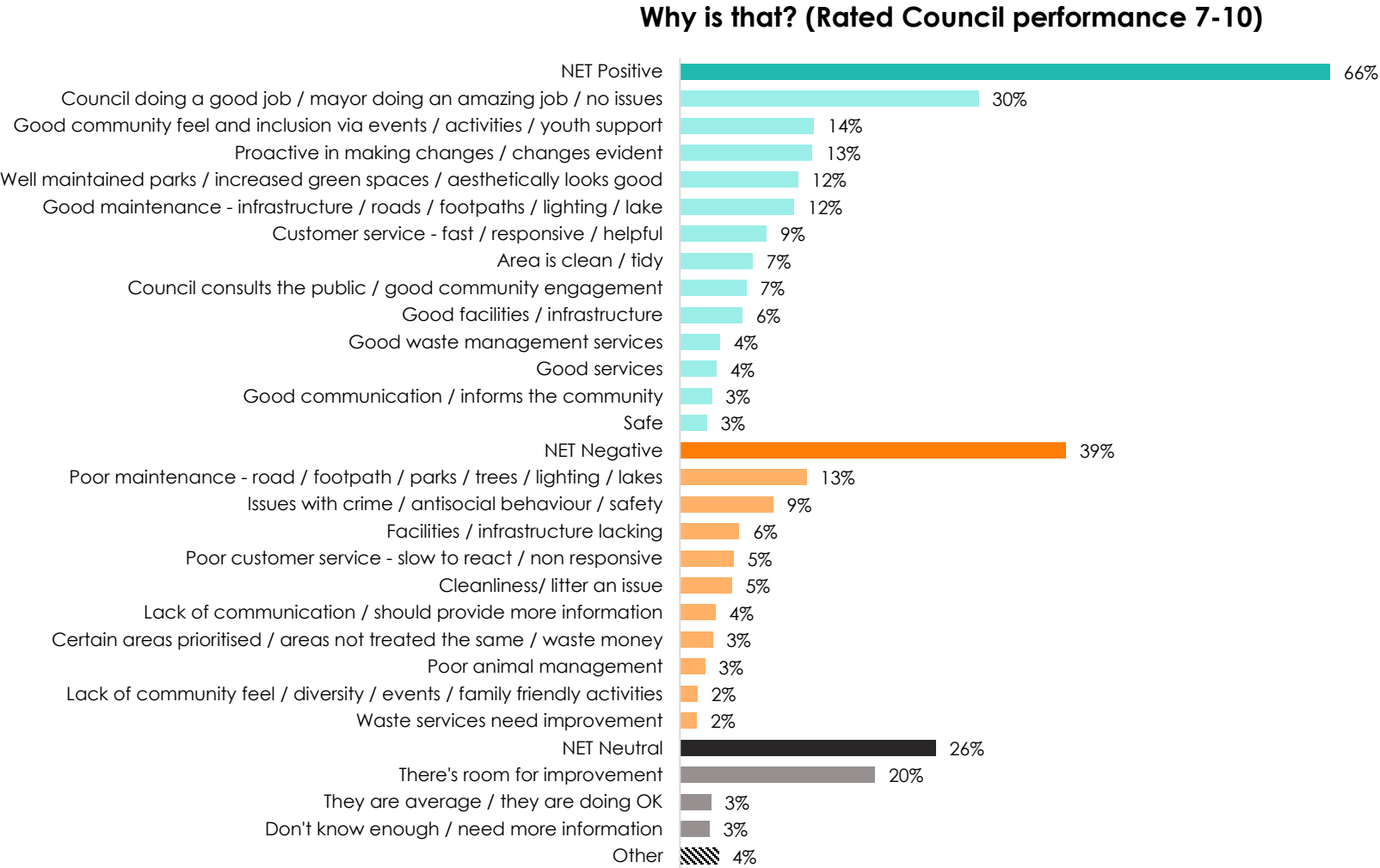


Source: Q9_30. How has your Council performed overall?
Base: All CATI respondents, excluding those who can't say 2019 (n=589), 2020 (n=620), 2021 (n=604), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)
Please note: 2018 and earlier: measure based upon the question 'Performance in providing services and facilities for the community overall'

Reasons for Council's Performance Score

When asked why people scored the Council's overall performance 7-10, the most common response was that the Council and mayor are doing a good job (30%).

Among those who rated the Council's overall performance highly, there was still a call for improvement by some, primarily regarding the maintenance of infrastructure (roads, footpaths, parks, trees, lighting, lakes) and reducing crime and antisocial behaviour.

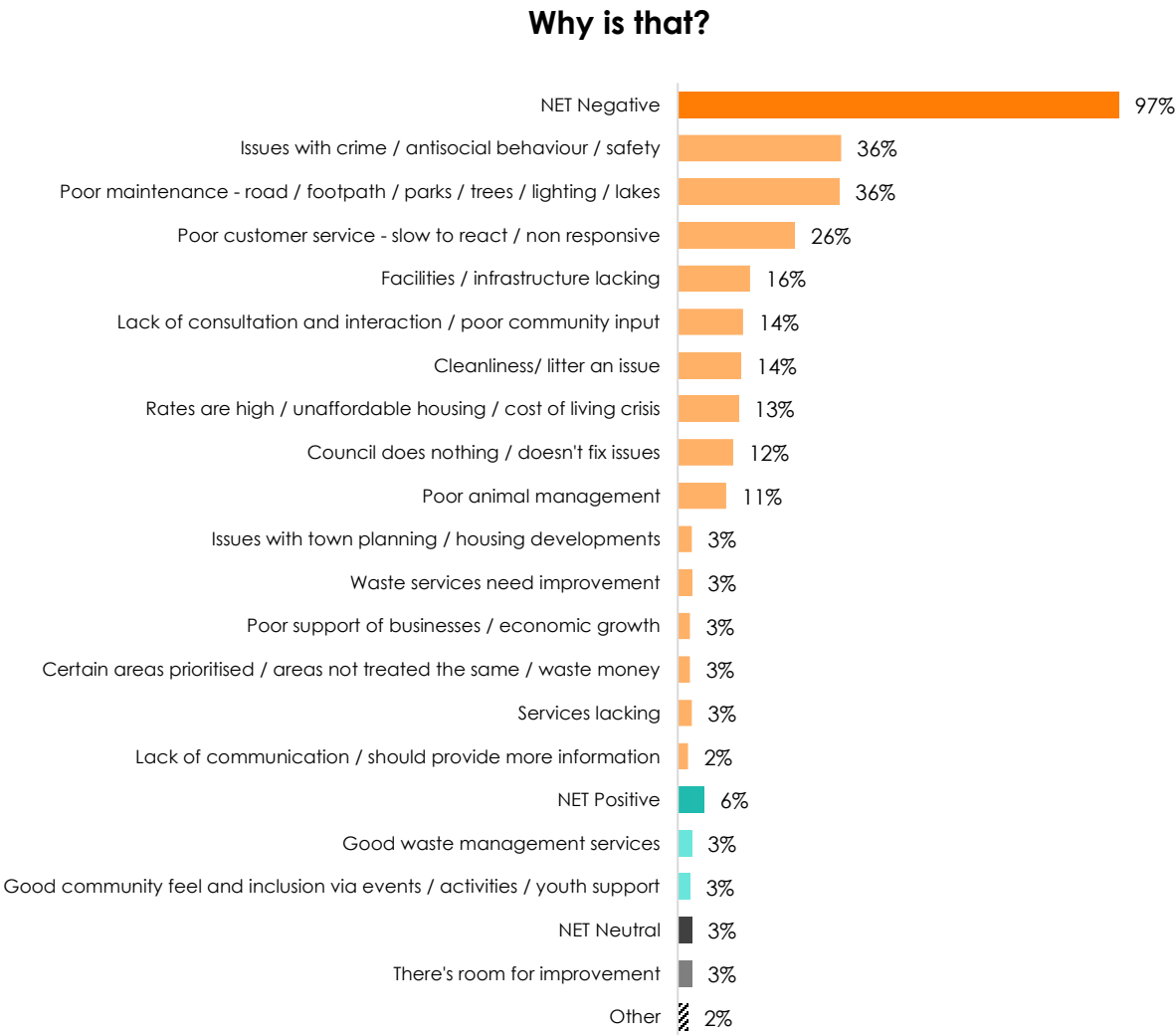


Source: Q9_30. How has your Council performed overall? Codes 7-10; Q9_30A. Why's that? (open ended)
Base: CATI respondents who think Council has performed well 2025 (n=455)
Note: Only codes above 1% are charted

Reasons for Council’s Performance Score

For the small proportion who rated Council’s performance as ‘poor’ overall (rated 0-3), the main reasons for this are consistent with 2024.

The primary areas for improvement also aligned with those who scored the council highly. Issues around crime and safety (36%), poor maintenance of infrastructure (roads, footpaths, parks, trees, lighting, lakes) (36%), poor customer service (26%), and lacking facilities (16%).



Source: Q9_30. How has your Council performed overall? Codes 0-3; Q9_30A. Why's that? (open ended)
Base: CATI respondents who think Council has performed poorly 2025 (n=27)
Note: Only codes above 1% are charted

Base: All CATI respondents 2025 (n=600)

*low base size

Most important issues

For the whole City of Palmerston area, the most important issue is **crime, safety, and antisocial behaviour** (54%). While this is consistent with 2024 (59%) and 2023 (65%), it does appear to be improving year on year.

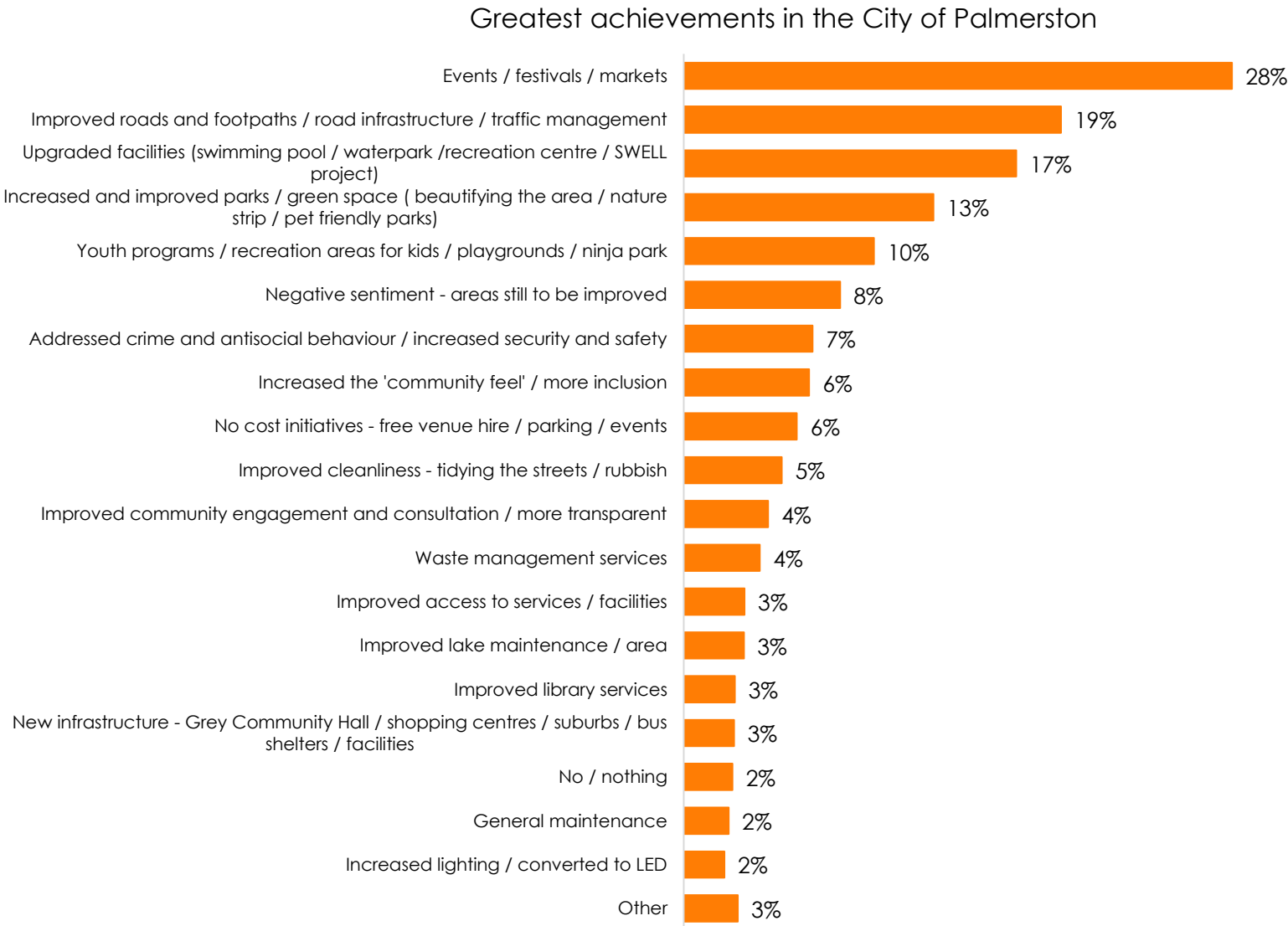
Also consistent with 2024, cleanliness and managing rubbish is the second most important issue (5% in 2024 and 8% in 2025).

	Most	Second	NET important
Crime / safety / antisocial behaviour / youth crime / more policing and justice needed	54%	24%	79%
Cleanliness / managing rubbish and litter	8%	9%	17%
Provision and maintenance of parks and lake / green spaces / park equipment and facilities	6%	9%	15%
Road / footpath maintenance	5%	5%	10%
Traffic management / road infrastructure / parking	4%	4%	8%
Provision and maintenance of infrastructure / amenities / services	4%	6%	10%
Homelessness	4%	3%	7%
Opportunities and support for business	3%	3%	6%
Sporting and recreational facilities / upgrades	2%	3%	5%
Town planning / housing availability / licensed premises	2%	2%	4%
Provision of community events	2%	4%	7%
Youth diversion programs / youth centres	2%	3%	5%
Animal management	2%	1%	3%
Affordability / cost of living	2%	2%	4%
Community feel / cohesiveness / support of minority groups	2%	1%	3%
Other	2%	2%	4%
Don't know / not sure	2%	1%	3%
No / nothing / no issues	8%	26%	35%

Source: Q10b. And thinking more broadly now, about the whole City of Palmerston area, what are the two most important issues to you? (open ended)
Base: All CATI respondents 2025 (n=600)
Note: Only codes above 1% are charted

Council achievements

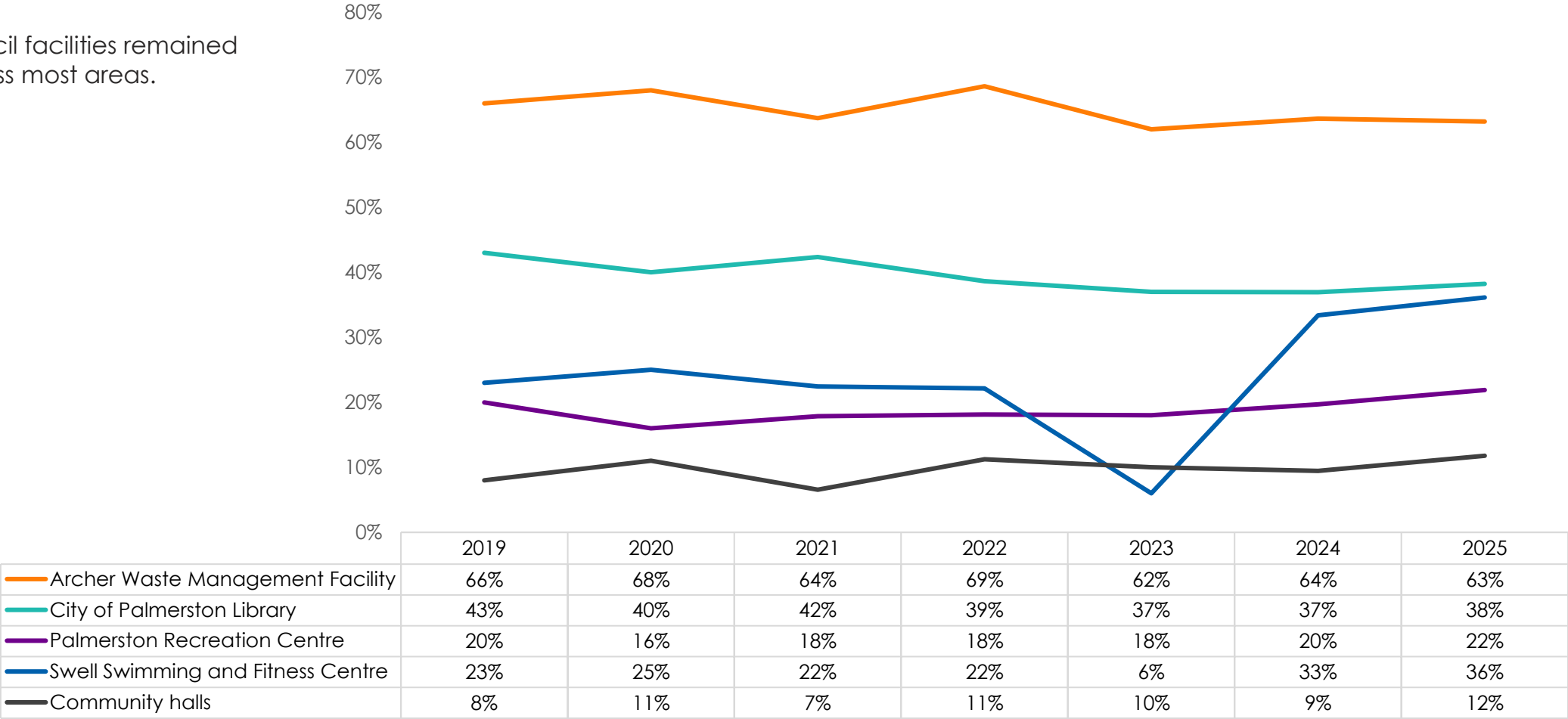
From the perspective of the community, the most significant achievements of Council were the festivals, events and markets put on (28%), improved footpaths and roads (19%), and upgraded swimming facilities/SWELL (17%).



Source: Q11. Thinking about the last 12 months, what are the top achievements or outcomes by council that are most important to you?(open ended)
Base: All CATI respondents 2025 except 'can't think of any' and 'don't know/not sure' (n=431)
Note: Only codes above 1% are charted

Use of Council facilities

Usage of Council facilities remained consistent across most areas.



Source: Q12. In the last three months, have you used any of the following Council community facilities?
Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)
Note: 'Shared pathways' was an option in 2019 and 2020

Council measures

In 2025, all six council measures saw a continued upward trend in the proportion of positive perceptions.

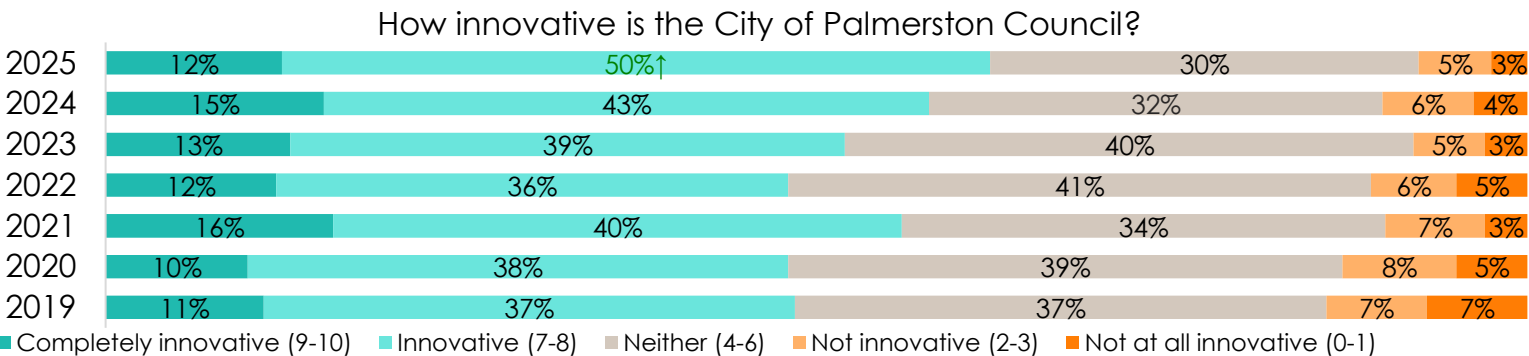
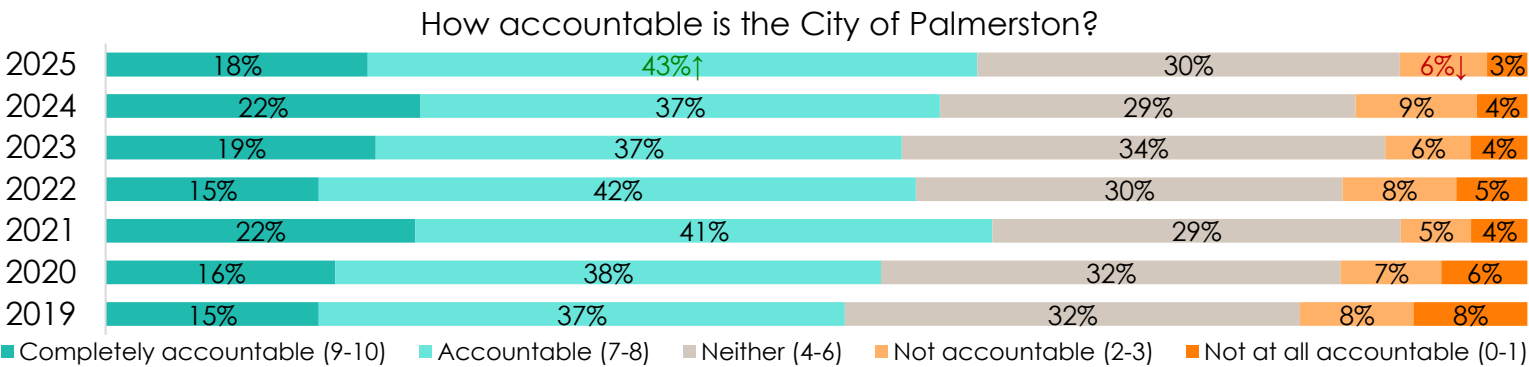
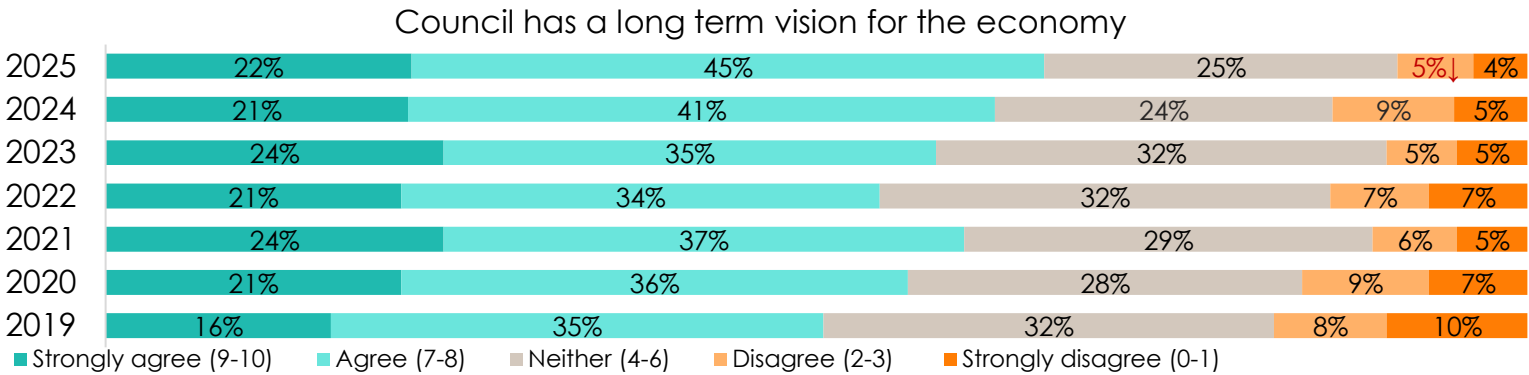
Several individual responses had significant shifts.

There was a significant drop in those who 'disagree' that the council has a long-term economic vision (9% in 2024 to 5% in 2025).

Perceptions of accountability improved, with a significantly smaller proportion seeing the Council as 'not accountable' (9% in 2024 to 6% in 2025) and more viewing it as 'accountable' (37% in 2024 to 43% in 2025).

There was also a significant increase of those who perceive the Council as 'innovative' (43% in 2024 to 50% in 2025).

Despite these shifts, there were no statistically significant changes in net positive, negative, or neutral proportions.

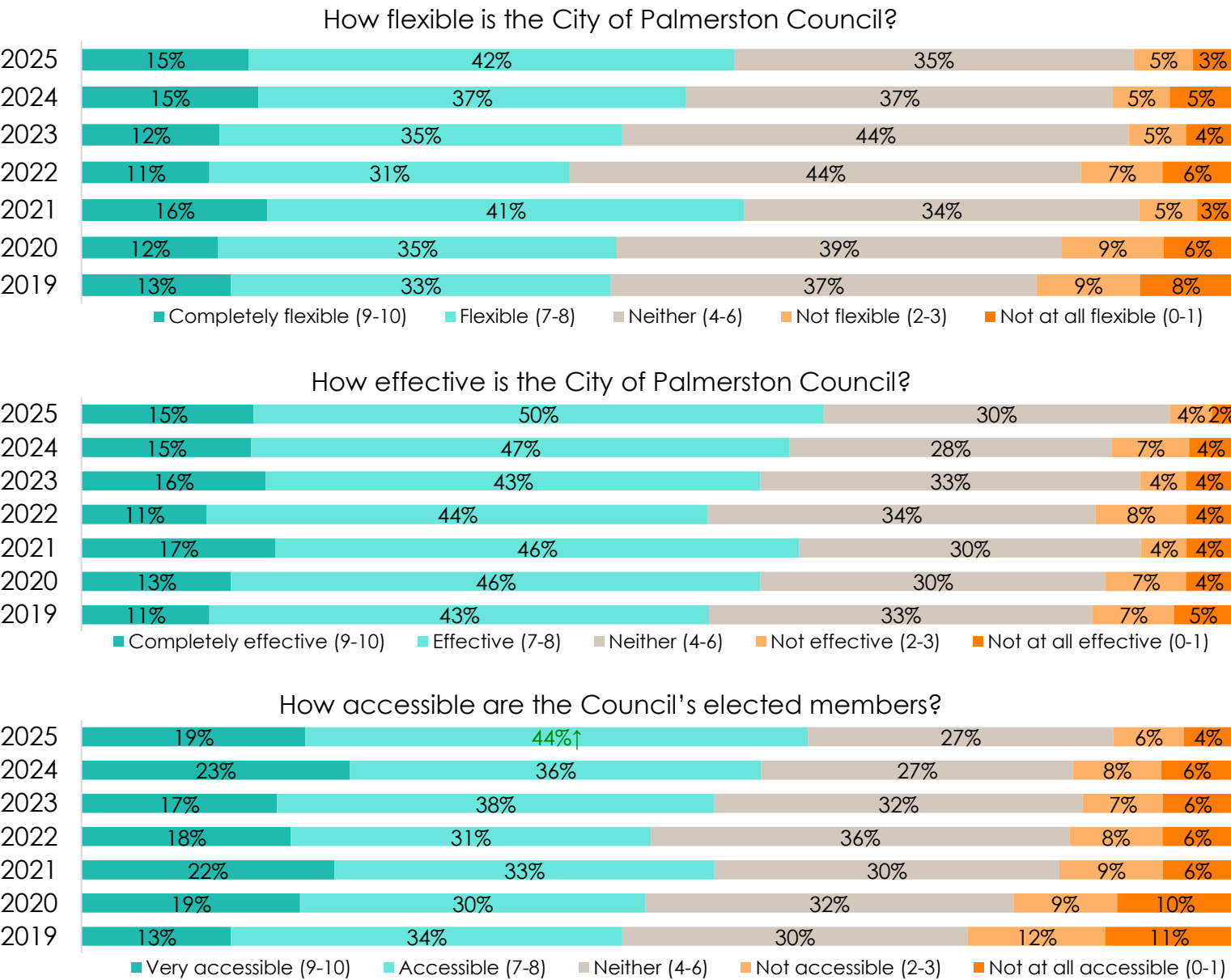


Source: Q13 -18.
Base: All CATI respondents, excluding those who selected 'can't say' 2019 (n=422 to n=537), 2020 (n=477 to n=581), 2021 (n=449 to n=548), 2022 (n=463 to n=549), 2023 (n=497 to n=568), 2024 (n=471 to n=537), 2025 (n=478 to n=556)

Council measures

The positive perceptions of the Council's flexibility, efficacy, and members accessibility also all saw an upward trend over the past few years.

The only individual response that had a significant shift. Was those who perceived the council members as 'accessible' (36% in 2024 to 44% in 2025).

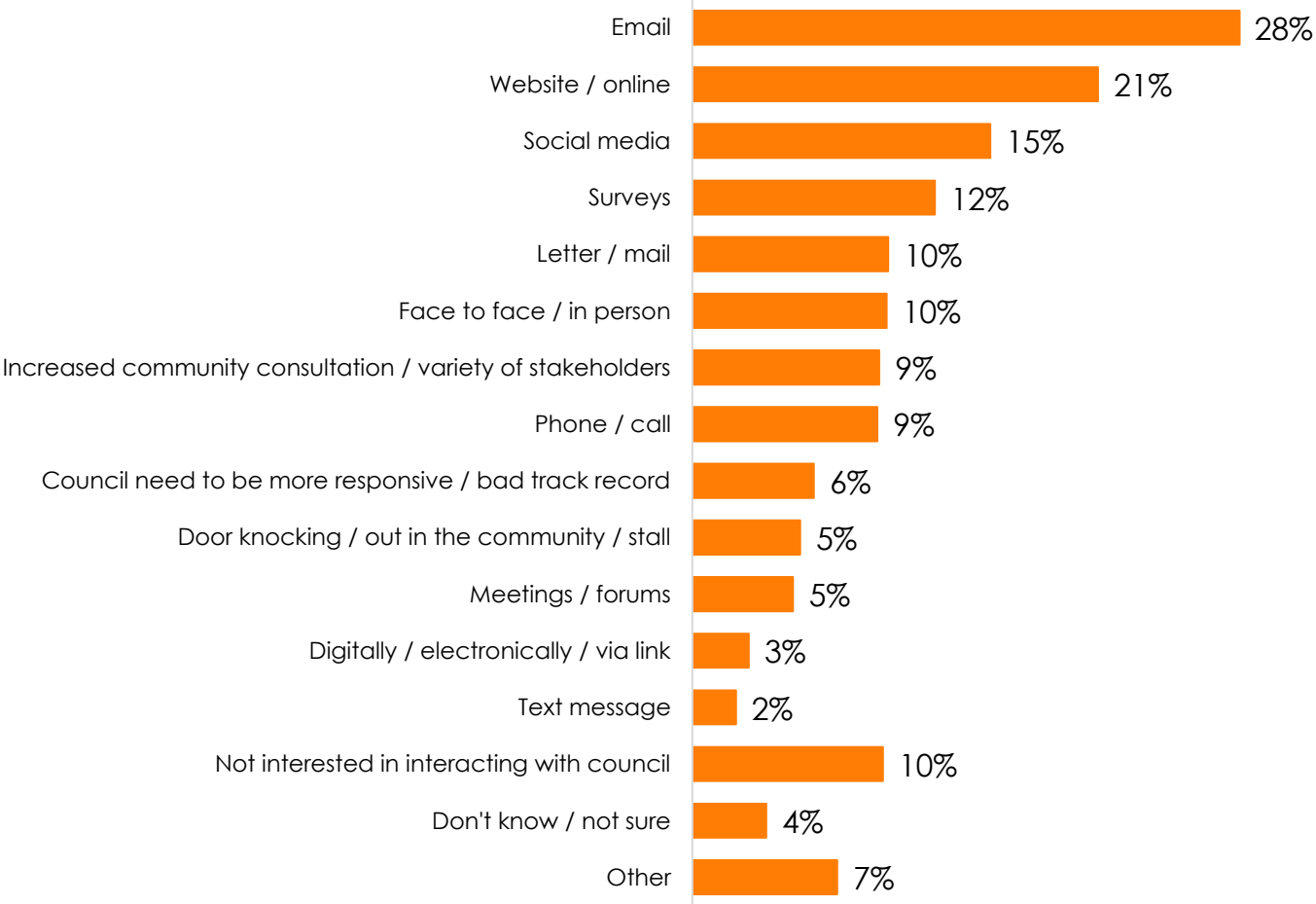


Source: Q13 -18.
Base: All CATI respondents, excluding those who selected 'can't say' 2019 (n=422 to n=537), 2020 (n=477 to n=581), 2021 (n=449 to n=548), 2022 (n=463 to n=549), 2023 (n=497 to n=568), 2024 (n=471 to n=537), 2025 (n=478 to n=556)

Providing feedback to Council

Those who indicated that Council performed poorly (rated <6) in providing the opportunity to comment on Council's decision making would like the opportunity to provide feedback to Council through digital channels such as email (28%), the Council website (21%), or via social media (15%).

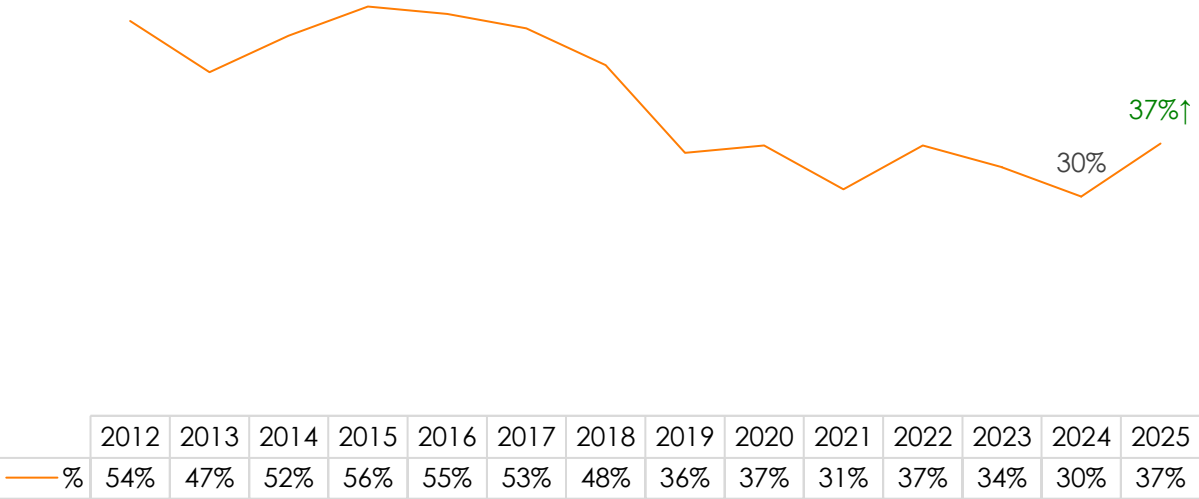
There has also been an increase from 2024 (6%) in the proportion of participants who are not interested in interacting with the council (10% in 2025).



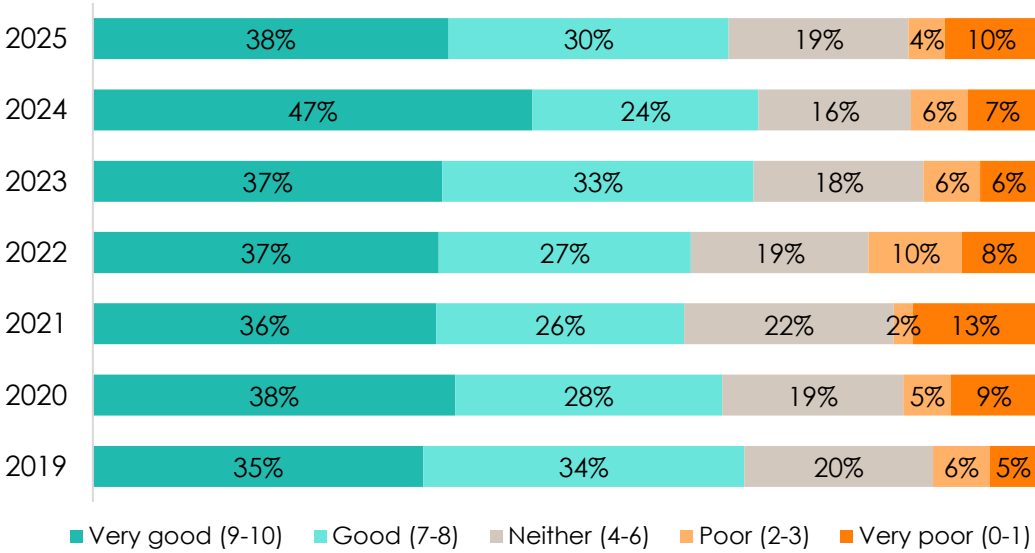
Contact with Council

Since last wave there has been a significant increase in the proportion of residents who had made contact with the Council (30% in 2024 to 37% in 2025). However, the proportion of residents rating their interactions with Council good has remained constant (70% in 2024 to 67% in 2025).

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



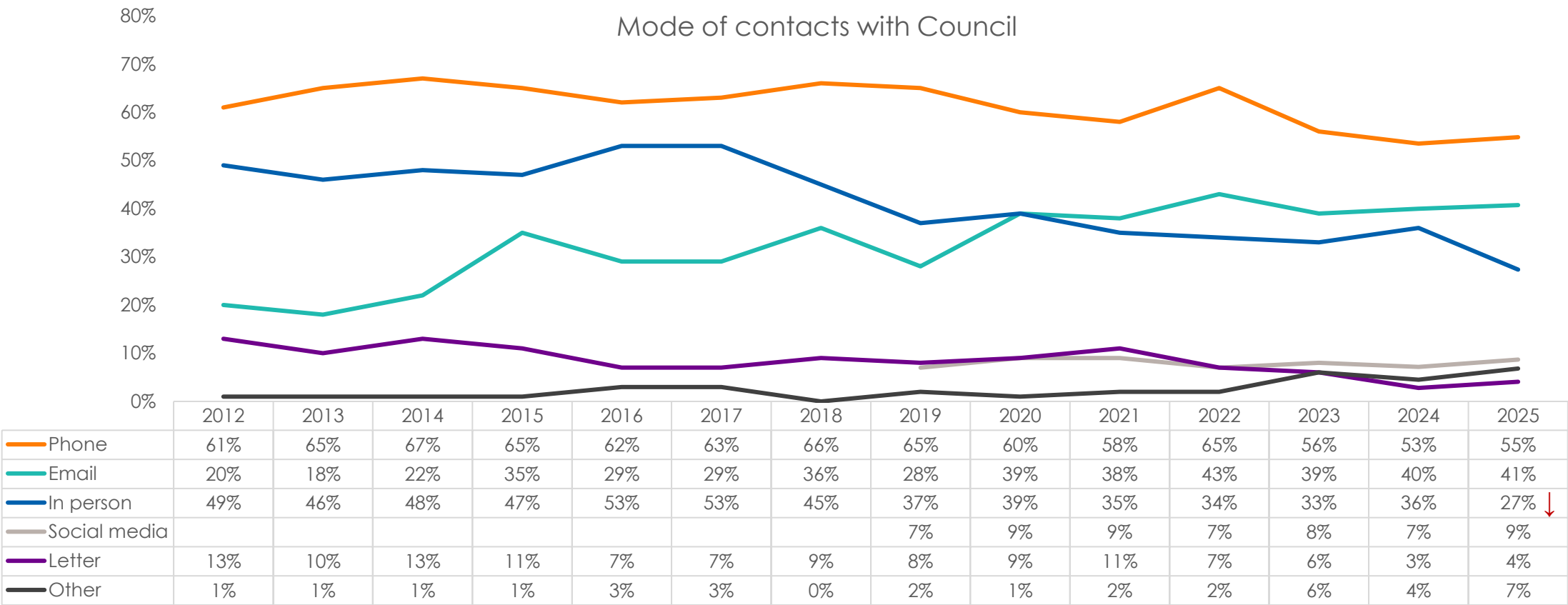
How would you rate the Council's customer service delivery when you dealt with them? (amongst those who have had contact with Council)



Q19. Have you personally made or had contact with Council on a specific issue in the last year? All respondents excluding 'can't say' 2019 (n=601); 2020 (n=631); 2021 (n=612); 2022 (n=596); (2023 (n=598); 2024 (n=599); 2025 (n=600)
Q21a. 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 CATI 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), 2024 (n=201), 2025 (n=234)

Contact with Council

Contact methods over the past year remained mostly consistent among those who had contact with the Council, except for a significant decrease in in-person contact (36% to 27%).

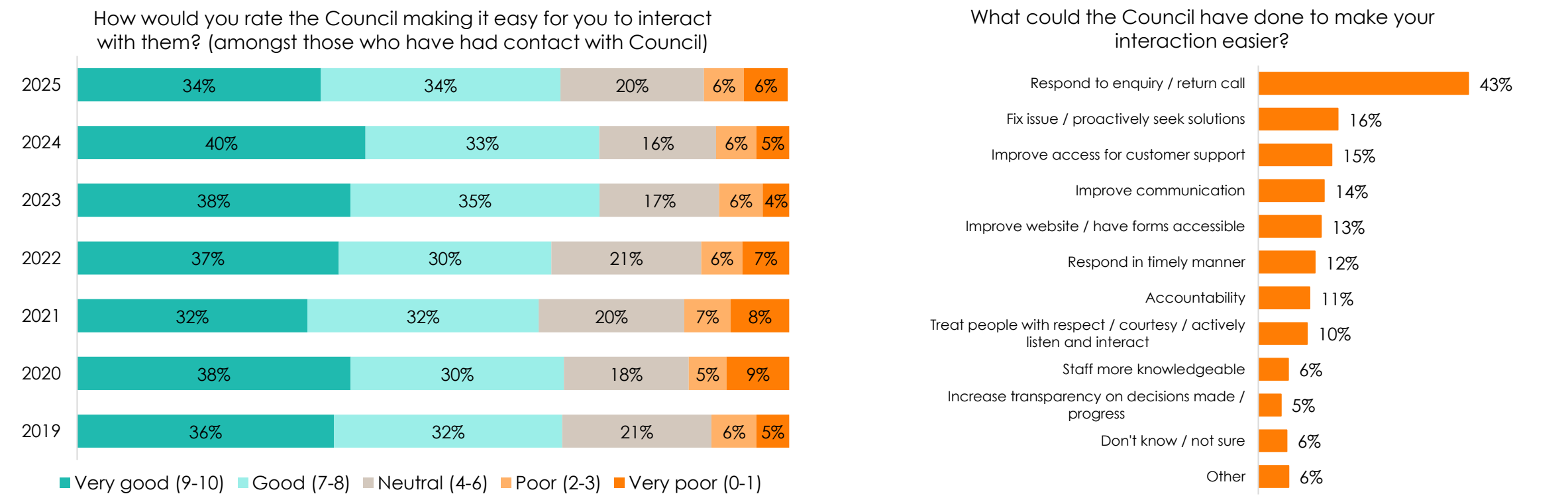


Q20. In the last year have these contacts been in person, by phone, via email, social media or letter?
Base: All CATI respondents who had made or had contact with Council in the past year 2019 (n=221), 2020 (n=249), 2021 (n=213), 2022 (n=251), 2023 (n=231), 2024 (n=201), 2025 (n=240)

Satisfaction with Council interactions

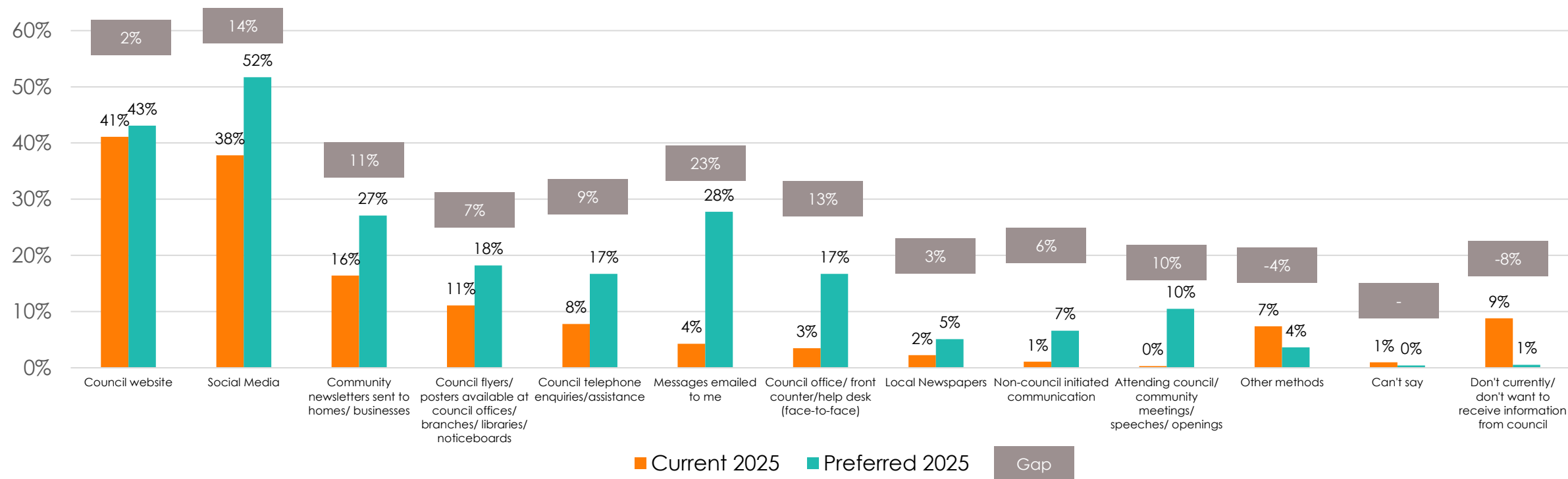
Of those who had contact with Council, two in three (68%) believe it to be easy to interact with them, while only 12% find it difficult.

Among respondents who found it difficult to interact with the Council, 43% said their experience could have been improved if their enquiries and calls were returned, 16% wanted issues resolved proactively, and 15% wished customer support was more accessible.



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, 4% of residents have reported they currently have messages emailed to them, however 28% of residents would prefer this method of communication, which is the largest gap (23%). The other areas with the largest gaps between current and preferred channels relate to social media (14%), in person contact at the council office (13%), and council newsletter drops (11%), which are areas the Council can consider moving forward.



Communication preferences

The top two preferred communication methods, the Council website (52%) and social media (43%), align as the top two communication channels that Council information is obtained. While the third preference, email messages (28%), has a much larger disparity, with only 4% of participants receiving information through this channel.

How do you currently obtain information from Council?	2019	2020	2021	2022	2023	2024	2025	What would be your preferred way of obtaining information from Council?	2019	2020	2021	2022	2023	2024	2025
Council website	41%	43%	35%	42%	40%	43%	41%	Social Media	22%	31%	46%	37%	55%	46%	52%
Social Media	22%	27%	52%	40%	31%	35%	38%	Council website	34%	39%	31%	35%	47%	49%	43%
Community newsletters sent to homes/ businesses	15%	13%	38%	26%	23%	17%	16%	Messages emailed to me	16%	18%	22%	18%	34%	25%	28%
Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	13%	11%	24%	13%	13%	11%	11%	Community newsletters sent to homes/ businesses	16%	16%	31%	18%	36%	26%	27%
Council telephone enquiries/assistance	10%	9%	17%	13%	12%	10%	8%	Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	12%	12%	16%	8%	24%	18%	18%
Messages emailed to me	3%	5%	11%	10%	11%	8%	4%	Council telephone enquiries/assistance	9%	11%	15%	8%	29%	20%	17%
Council office/ front counter/help desk (face-to-face)	6%	5%	11%	7%	7%	7%	3%	Council office/ front counter/help desk (face-to-face)	6%	7%	9%	7%	26%	20%	17%
Local Newspapers	6%	7%	16%	6%	4%	6%	2%↓	Attending council/ community meetings/ speeches/ openings	2%	4%	6%	1%	20%	11%	10%
Attending council/ community meetings/ speeches/ openings	1%	2%	4%	1%	2%	3%	<1%	Local Newspapers	5%	6%	12%	3%	14%	9%	5%
Other methods	11%	10%	10%	7%	8%	9%	7%	Other methods	8%	11%	8%	8%	6%	5%	4%
Non-council initiated communication	<1%	1%	8%	3%	4%	2%	1%	Non-council initiated communication	<1%	1%	4%	<1%	14%	6%	7%
Can't say how currently receive council information	3%	2%	1%	1%	1%	2%	1%	Can't say preferred method of receiving council information	4%	1%	1%	2%	1%	2%	<1%
Don't currently receive information from council	10%	16%	7%	11%	10%	9%	9%	Don't want to receive information from council	2%	1%	2%	2%	2%	1%	1%

Q22. How do you CURRENTLY obtain information from Council?

Q23. What would be your PREFERRED way of obtaining information from Council?

Base: All CATI respondents 2019 (n=601), 2020 (n=634), 2021 (n=616), 2022 (n=601), 2023 (n=600), 2024 (n=600), 2025 (n=600)

5. Appendix A: Online, CATI and overall survey results

Demographics

Gender	CATI	Online	Overall
Male	49%	39%	49%
Female	51%	61%	51%
Prefer not to answer	-	-	-

Age	CATI	Online	Overall
18-29	25%	-	25%
30-39	26%	-	26%
40-49	20%	43%	20%
50-59	15%	32%	15%
60 or older	14%	25%	14%

Aboriginal or Torres Strait Islander	CATI	Online	Overall
Yes	11%	1	11%
No	88%	93%	88%
Prefer not to answer	1%	-	1%

Time living in City of Palmerston	CATI	Online	Overall
Less than 1 year	2%	-	2%
1 to less than 2 years	1%	7%	1%
2 to less than 5 years	6%	18%	7%
5 to less than 10 years	19%	7%	19%
10 to less than 20 years	39%	55%	39%
20 years or more	33%	15%	32%

Agreement that Council is inclusive and has a strong relationship with their Indigenous community	CATI	Online	Overall
Strongly agree (9-10)	20%	-	19%
Agree (7-8)	37%	100%	38%
Neither (4-6)	34%	-	34%
Disagree (2-3)	6%	-	6%
Strongly disagree (0-1)	2%	-	2%
n=	55	1	56

Highest level of education	CATI	Online	Overall
Year 8 or below	<1%	-	<1%
Year 9 or equivalent	1%	-	1%
Year 10 or equivalent	10%	6%	10%
Year 11 or equivalent	5%	-	5%
Year 12 or equivalent	23%	6%	23%
Trade certificate	13%	31%	13%
Non-trade certificate	8%	-	8%
Associate diploma	6%	12%	6%
Undergraduate diploma	6%	7%	6%
Bachelor degree	14%	26%	14%
Masters degree, postgraduate degree or postgraduate diploma	11%	13%	11%
Doctorate	1%	-	1%
Still at school	-	-	-
Did not go to school	<1%	-	-
Other	<1%	-	<1%
Prefer not to say	1%	-	1%

Employment and Council measures

Are you employed?	CATI	Online	Overall
Full-time (35 hours or more per week)	63%	74%	63%
Part-time / casual	17%	7%	17%
Looking for work	20%	20%	20%
Retired	11%	-	-
Student	2%	-	-
Non-worker	<1%	-	-
Home duties/caring	5%	-	-
Other	2%	-	-

Are you aware of Council's slogan 'A place for people'	CATI	Online	Overall
Yes	55%	85%	56%
No	45%	15%	44%

To what extent do you agree or disagree that Palmerston is a place for people?	CATI	Online	Overall
Strongly agree (9-10)	22%	45%	22%
Agree (7-8)	48%	27%	47%
Neither (4-6)	25%	22%	25%
Disagree (2-3)	3%	7%	3%
Strongly disagree (0-1)	2%	-	2%

Net Promoter Score	CATI	Online	Overall
Promoters	24%	45%	25%
Passives	45%	27%	45%
Detractors	30%	29%	30%
NPS	-6%	+17%	-5%

Council measures

Council measures	CATI	Online	Overall
Providing libraries and library services to the community	8.3	8.5	8.3
Kerbside waste collection	8.2	8.8	8.2
Providing and maintaining Archer Waste Management Facility	8.1	8.4	8.1
Hosting enough quality community events, such as Youth Festival, Christmas Wonderland and FlicNics	8.1	9.0	8.1
Providing opportunities for recycle and re-use through the Pre-cyclone clean up	8.1	8.9	8.1
Managing Palmerston Swimming and Fitness Centre	8.0	8.6	8.0
Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events	7.8	8.8	7.8
Managing the Palmerston Recreation Centre	7.7	8.1	7.8
Maintaining drainage facilities	7.6	7.3	7.6
Providing and maintaining community halls	7.4	7.9	7.4
Managing gardens and nature reserves	7.4	7.2	7.4
Providing recognition and support for our indigenous and multicultural community	7.3	8.8	7.3
Maintaining Lakes	7.3	7.0	7.3
Ensuring footpaths built by developers are fit for purpose	7.2	5.8	7.2
Promotes art and culture (eg. public art, murals, paving etc)	7.2	8.2	7.2

Council measures	CATI	Online	Overall
Maintaining parks and playgrounds	7.1	7.3	7.1
Providing shared pathways	7.1	6.1	7.1
Maintaining shared pathways	7.1	6.6	7.1
Providing animal management services	7.0	6.7	7.0
Ensuring the roads built by developers are fit for purpose	7.0	5.2	7.0
Achieving funding and getting things done by working in partnership with government and the community	6.9	7.3	6.9
Maintaining footpaths	7.0	5.7	6.9
Maintaining roads	6.9	6.3	6.9
Increasing shading and greening in the city	6.8	7.3	6.8
Promoting environmental sustainability	6.7	7.5	6.8
Advocating for the community in planning issues	6.6	5.6	6.6
Supporting innovation in the business community	6.5	6.4	6.5
Providing you with the opportunity to comment on Council's decision making and interact with Council	6.4	7.9	6.4
Supporting and attracting new and existing businesses	6.1	5.6	6.1
Maintaining parks and playgrounds	7.1	7.3	7.1

Council measures

Family and community	CATI	Online	Overall
Managing Palmerston Swimming and Fitness Centre	8.0	8.6	8.0
Maintaining parks and playgrounds	7.1	7.3	7.1
Providing and maintaining community halls	7.4	7.9	7.4
Managing the Palmerston Recreation Centre	7.7	8.1	7.8
Hosting enough quality community events, such as Youth Festival, On Frances Series and Live at the Lakes	8.1	9.0	8.1
Advocating for the community in planning issues	6.6	5.6	6.6
Providing animal management services	7.0	6.7	7.0

Cultural diversity	CATI	Online	Overall
Supporting culturally diverse events	7.7	7.9	7.7
Promoting art and culture (e.g. public art, murals, paving etc.)	7.2	7.4	7.2
Providing libraries and library services to the community	8.1	7.5	8.1
Providing recognition and support for our indigenous and multicultural community	7.1	6.3	7.1

Vibrant economy		CATI	Online	Overall
Awareness of Council's slogan 'A place for people'		55.45%	85.18%	56%
Agreement that:	Palmerston is 'A place for people'	7.1	7.8	7.1
	Council has a long-term vision for Palmerston economy	6.9	7.4	6.9
Performance in:	Supporting and attracting new and existing businesses	6.1	5.6	6.1

Governance		CATI	Online	Overall
How:	Accountable is the City of Palmerston Council?	6.7	6.9	6.7
	Effective is the City of Palmerston Council?	6.8	6.9	6.8
Performance in:	Providing you with the opportunity to comment on Council's decision making and interact with Council	6.4	7.9	6.4
	Achieving funding and getting things done by working in partnership with government and the community	6.9	7.3	6.9

Council measures

A future focus		CATI	Online	Overall
Performance in:	Supporting innovation in the business community	6.5	6.4	6.5
How:	Innovative is the City of Palmerston?	6.6	6.9	6.6
	Flexible is the City of Palmerston?	6.5	7.1	6.5
Performance in:	Ensuring roads built by developers are fit for purpose	7.0	5.2	7.0
	Maintaining roads	6.9	6.3	6.9
	Ensuring footpaths built by developers are fit for purpose	7.2	5.8	7.2
	Maintaining footpaths	7.0	5.7	6.9
	Providing shared pathways	7.1	6.1	7.1
	Maintaining shared pathways	7.1	6.6	7.1
	Maintaining drainage facilities	7.6	7.3	7.6
Council's overall performance		CATI	Online	Overall
Overall performance		7.3	7.1	7.3

Environmental sustainability	CATI	Online	Overall
Providing opportunities for recycle and re-use through the pre-cyclone clean up	8.1	8.9	8.1
Managing gardens and nature reserves	7.4	7.2	7.4
Maintaining lakes	7.3	7.0	7.3
Increasing shading and greening the city	6.8	7.3	6.8
Kerbside waste collection	8.2	8.8	8.2
Providing & and maintaining Archer Waste Management Facility	8.1	8.4	8.1
Promoting environmental sustainability	6.7	7.5	6.8
Use of Council's facilities	CATI	Online	Overall
Archer Waste Management Facility	63%	88%	64%
City of Palmerston library	38%	69%	39%
Palmerston Swimming and Fitness centre	36%	53%	36%
Palmerston Recreation Centre	22%	43%	22%
Community halls, e.g Gray Community Hall or Durack Community Arts Centre	12%	35%	12%
None of the above	15%		15%

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)	22%	43%	22%
Agree (7-8)	45%	28%	44%
Neither (4-6)	25%	8%	25%
Disagree (2-3)	5%	21%	6%
Strongly disagree (0-1)	4%	-	4%

How accountable is the City of Palmerston Council?			
	CATI	Online	Overall
Completely accountable (9-10)	18%	32%	19%
Accountable (7-8)	43%	27%	43%
Neither (4-6)	30%	31%	30%
Not accountable (2-3)	6%	11%	6%
Not at all accountable (0-1)	3%	-	3%

How innovative is the City of Palmerston Council?			
	CATI	Online	Overall
Completely innovative (9-10)	12%	38%	13%
Innovative (7-8)	50%	20%	49%
Neither (4-6)	30%	19%	30%
Not innovative (2-3)	5%	16%	5%
Not at all innovative(0-1)	3%	7%	3%

How flexible is the City of Palmerston Council?			
	CATI	Online	Overall
Completely flexible (9-10)	15%	39%	15%
Flexible (7-8)	42%	22%	42%
Neither (4-6)	35%	39%	35%
Not flexible (2-3)	5%	-	5%
Not at all flexible (0-1)	3%	-	3%

How effective is the City of Palmerston Council?			
	CATI	Online	Overall
Completely effective (9-10)	15%	34%	15%
Effective (7-8)	50%	28%	49%
Neither (4-6)	30%	24%	30%
Not effective (2-3)	4%	14%	4%
Not at all effective (0-1)	2%	-	2%

How accessible do you consider Council's elected members to be?			
	CATI	Online	Overall
Completely accessible (9-10)	19%	32%	20%
Accessible (7-8)	44%	25%	43%
Neither (4-6)	27%	19%	26%
Not Accessible (2-3)	6%	9%	6%
Not at all accessible (0-1)	4%	15%	4%

Contact with CoP

Key Area	CATI	Online	Overall
Family and Community	7.58	7.25	7.57
Vibrant Economy	6.45	6.45	6.77
Cultural diversity	7.75	8.63	7.77
A Future Focus	7.06	5.62	7.04
Environmental Sustainability	7.58	7.73	7.59
Governance	6.80	7.31	6.81
Net promoter score	-6%	16%	-5%
Average Performance	7.20	5.63	6.95

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)	34%	82%	36%
Good (7-8)	34%	8%	33%
Neither (4-6)	20%	9%	20%
Poor (2-3)	6%	-	6%
Very poor(0-1)	6%	-	6%
n=	240	11	251

Have you personally made or had contact with Council on a specific issue in the last year?			
	CATI	Online	Overall
Yes	37%	70%	38%
No	63%	30%	62%

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%	66%	38%
Good (7-8)	29%	26%	29%
Neither (4-6)	19%	-	18%
Poor (2-3)	4%	-	4%
Very poor(0-1)	10%	8%	10%
Can't say	2%	-	2%
n=	240	11	251

In the last year have these contacts been in person, by phone, via email, social media or letter?			
	CATI	Online	Overall
Phone	55%	64%	55%
Email	41%	90%	42%
In person	27%	20%	27%
Social media	9%	8%	9%
Letter	4%	-	4%
Other	7%	27%	8%
n=	240	11	251

5. Appendix B: Survey

Survey

QMS FIELD REQUIREMENTS	
Project No: C301005613	Project Name: City of Palmerston 2025 Community Survey
Client Service Project Team: Naomi Downer, Katelyn Kemp	

CATI INTRODUCTION

Good morning/afternoon, my name is _____. I am calling from Verian on behalf of the City of Palmerston. We are calling residents to invite them to participate in a community-wide survey to provide feedback to Council. The City of Palmerston is keen to understand your perceptions of the local Council in which you live and the services, facilities and infrastructure provided. We value your input and would like approximately 20 minutes of your time to achieve this.

Is there anyone in the household between the ages of 18 and 30? (IF YES, ASK TO SPEAK WITH THEM AND REINTRO, ELSE CONTINUE)

I just need to let you know that this call may be monitored by my supervisor for training and coaching purposes.

(IF CONCERNED ABOUT PRIVACY) - I can assure you that any information you give will remain confidential, and in compliance with the Privacy Act.
(IF CONCERNED ABOUT VALIDITY) - advise them that Angie Torr, Governance Lead of Finance and Governance is the Contact if they wish to verify the research project. Her number is: 8935 9998.

ONLINE INTRODUCTION

Thank you for your participation in this survey. Verian has been commissioned by the City of Palmerston to conduct this survey on their behalf to get feedback from the local community about their performance as a local council.

Council has asked Verian to conduct the survey on their behalf to ensure that your responses are kept confidential, so you can feel free to be as honest as possible in your answers. There are no right or wrong answers in the survey, we are seeking your opinion on a range of factors to do with the Council's performance.

The research is covered by Market and Social Research Privacy Principles with findings from the surveys reported only in aggregate, so your responses and opinions will remain completely anonymous.

The survey will take approximately 20 minutes to complete depending on your answers.

Please do not use the back and forward buttons in the browser. Instead, please use the "Next" and "Back" buttons at the bottom of each page.

[SINGLE]

S1. Firstly, do you live in the City of Palmerston?

1.	Yes	CONTINUE
2.	No	Thank you for your time but we are looking for people who are residents of the City of Palmerston.
3.	Don't know	

[SINGLE]

S2. Which suburb do you live in?

1.	SPECIFY	CONTINUE
----	---------	----------

[SINGLE]

S3. Are you or anyone living in your household employed by the City of Palmerston or an elected member of the City of Palmerston?

1.	Yes	CONTINUE if NO otherwise:
2.	No	Thank you for your time but we cannot interview people who have an employee or elected member of the City of Palmerston in their household.
3.	Don't know	

[SINGLE]

Q1. Which gender identity do you identify most with? DNRO

1.	Male
2.	Female
3.	Prefer to self-describe (specify)
4.	Prefer not to answer

[SINGLE]

Q2. Which of the following age brackets do you fall into?

1.	Under 18	TERMINATE
2.	18-19	
3.	20-24	
4.	25-29	
5.	30-34	
6.	35-39	
7.	40-44	
8.	45-49	
9.	50-54	
10.	55-59	
11.	60-64	
12.	65+	
13.	Prefer not to say	TERMINATE

IF SCREENED OUT DUE TO QUOTA: Thank you very much for your time and for answering our questions. As part of this research, we're aiming to hear from a broad and representative range of people living in the City of Palmerston. At this stage, we've already spoken with others who share similar characteristics to yours. However, if you're still interested in taking part, you're very welcome to do so by visiting the City of Palmerston website and following the survey link provided there.

[SINGLE]

Q6. Are you aware of council's slogan 'A place for people'?

1.	Yes
2.	No

Q7. On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, to what extent do you agree or disagree that Palmerston is a place for people? Scale 0-10.

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 area to friends or family?

Q8a. Why is that? TEXT]

Q9. The next set of questions relate to how well your local council has PERFORMED in conducting or providing services, facilities and information to the community. I will read out quite a long list and I want you to answer on a scale from 0 to 10 scale, where 0 is very poor and 10 is very good. Using this scale, how well has your council performed in

[SINGLE]

[REPEAT SCALE AS NECESSARY]

RANDOMISE

SCALE] 0 = Very Poor | 10 = Very Good | 99 = Can't say

	Question	0	1	2	3	4	5	6	7	8	9	10	99
1.	Providing you with the opportunity to comment on Council's decision making and interact with Council												
2.	Ensuring the roads built by developers are fit for purpose												
3.	Maintaining roads												
4.	Ensuring footpaths built by developers are fit for purpose												
5.	Maintaining footpaths												
6.	Providing shared pathways												
7.	Maintaining shared pathways												
8.	Maintaining drainage facilities												
9.	Managing Palmerston Swimming and Fitness Centre												
10.	Maintaining parks and playgrounds												
11.	Managing gardens and nature reserves												
12.	Providing and maintaining community halls												
13.	Managing the Palmerston Recreation Centre												
14.	Supporting culturally diverse events, such as NAIDOC celebrations, Multicultural Festival and Pride events												

15.	Promotes art and culture (eg. public art, murals, paving etc)									
16.	Providing libraries and library services to the community									
17.	Kerbside waste collection									
18.	Providing and maintaining Archer Waste Management Facility									
19.	Providing opportunities for recycle and re-use through the Pre-cycle clean up									
20.	Supporting and attracting new and existing businesses									
21.	Advocating for the community in planning issues									
22.	Providing animal management services									
23.	Hosting enough quality community events, such as Youth Festival, Christmas Wonderland and FitNics									
24.	Maintaining Lakes									
25.	Providing recognition and support for our indigenous and multicultural community									
26.	Supporting innovation in the business community									
27.	Promoting environmental sustainability									
28.	Increasing shading and greening in the city									
29.	Achieving funding and getting things done by working in partnership with government and the community									
30.	And lastly, how has your council performed overall? [FIXED]									

	Question
Q9A	[FOLLOWUP FROM OVERALL PERFORMANCE] Why is that? [OE]

1

Thank you for your help so far. The next questions will be about what is most important to you in your local area of [SUBURB]. After that, I'll ask you about the City of Palmerston more broadly.

Q10a. What are the two most important issues to you in your local area of [INSERT SUBURB FROM Q5]? Please let us know the most important first, followed by the second most important.
[TWO OPEN TEXT FIELDS]

Q10b. And thinking more broadly now, about the whole City of Palmerston area, what are the two most important issues to you? Please let us know the most important first, followed by the second most important.
[TWO OPEN TEXT FIELDS]

Q11. Thinking about the last 12 months, what are the top achievements or outcomes by council that are most important to you?
[OPEN ENDED RESPONSE] [CANT THINK OF ANY OPTION]

Q12. In the last three months, have you used any of the following Council community facilities...? [READ OUT]

CODE	Response
1.	Palmerston Recreation Centre
2.	SWELL – Swimming Wellness Events Leisure and Lifestyle
3.	Community halls, e.g Gray Community Hall or Durack Community Arts Centre
4.	City of Palmerston library
5.	Archer Waste Management Facility
6.	None of the above [DNRO]

Q13. On a scale from 0 to 10, where 0 is strongly disagree, and 10 is strongly agree, how much do you agree with the statement that Council has a long term vision for Palmerston's economy?
Scale.

[illegible]

Q14. On a scale from 0 to 10, where 0 is not at all accountable, and 10 is completely accountable, how accountable is the City of Palmerston Council? Scale.

[illegible]

Q15. On a scale from 0 to 10, where 0 is not at all innovative, and 10 is completely innovative, how innovative is the City of Palmerston Council? Scale.

[illegible]

5

[illegible]

Q17. On a scale from 0 to 10, where 0 is not at all effective at doing what they say they will do, and 10 is completely effective, how effective is the City of Palmerston Council? Scale.

[illegible]

Q18. On a scale of 0 to 10, where 0 is not at all accessible and 10 is very accessible, how accessible do you consider Council's Elected Members to be?

[illegible]

The next set of questions relate to contact with Council and how the Council has PERFORMED in its delivery of customer service.

Q19. Have you personally made or had contact with Council on a specific issue in the last year?

1.	Yes	
2.	No	SKIP to Q22
3.	Can't say	SKIP to Q22

[MR]
Q20. In the last year have these contacts been in person, by phone, via email, social media or letter?
HIGHLIGHT ALL MENTIONED / MR
IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

5	Social media	
1	In person	
2	Phone	
3	Email	
4	Letter	
6	Other – specify	OPEN ENDED
7	Not sure	SR

[SINGLE]
Q21. On a scale from 0 to 10, where 0 is Very poor and 10 is Very Good how would you rate...

SCALE| 0 = Very Poor | 10 = Very Good | 99 = Can't say

[illegible]

[DISPLAY IF RESPONSE 0-4 GIVEN AT Q21b]
Q33. What could Council have done to make your interaction with them easier?
[OPEN TEXT FIELD]

5

Survey

The next set of questions relate to how you access Council information.

[MR]
Q22. How do you CURRENTLY obtain information from Council? CHANGE TO DNRO

HIGHLIGHT ALL MENTIONED
IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

10	Social Media	
4	Local newspapers	
2	Council website	
1	Letter drops sent to homes/ businesses	
3	Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	
5	Messages emailed to me	
6	Council office/ front counter/help desk (face-to-face)	
7	Council telephone enquiries/assistance	
8	Attending council/ community meetings/ speeches/ openings	
9	Non-council initiated communication	
97	Other methods (specify)	OPEN ENDED
98	Don't currently receive information from council	[SINGLE]
99	Can't say how currently receive council information	[SINGLE]

[MR]
Q23. What would be your PREFERRED way of obtaining information from Council? RO

HIGHLIGHT ALL MENTIONED
IF OTHER, HIGHLIGHT OTHER AND TYPE IN RESPONSE

10	Social Media	
4	Local newspapers	
2	Council website	
1	Letter drops sent to homes/ businesses	
3	Council flyers/ posters available at council offices/ branches/ libraries/ noticeboards	
5	Messages emailed to me	
6	Council office/ front counter/help desk (face-to-face)	
7	Council telephone enquiries/assistance	
8	Attending council/ community meetings/ speeches/ openings	
9	Non-council initiated communication	
97	Other methods --(specify)	OPEN ENDED
98	Don't currently receive information from council	[SINGLE]
99	Can't say how currently receive council information	[SINGLE]

Just to finish up we have a few questions to make sure that we have interviewed a good cross-section of the community. Please be assured that the information you provide will only be used for research purposes, and then only in aggregated form. No one's individual records can be identified as part of this study.

[SINGLE]
Q24. How long IN TOTAL have you lived in the City of Palmerston area?

1.	Less than 1 year
2.	1 to less than 2 years
3.	2 to less than 5 years
4.	5 to less than 10 years
5.	10 to less than 20 years
6.	20 years or more
7.	Can't say

[SINGLE]
Q25. What is the highest level of education you have reached?

1.	Still at school
2.	Did not go to school
3.	Year 8 or below
4.	Year 9 or equivalent
5.	Year 10 or equivalent
6.	Year 11 or equivalent
7.	Year 12 or equivalent
8.	Trade certificate
9.	Non-trade certificate
10.	Associate diploma
11.	Undergraduate diploma
12.	Bachelor degree
13.	Masters degree, postgraduate degree or postgraduate diploma
14.	Doctorate
15.	Other
16.	REFUSED

[SINGLE]
Q26. Are you now in paid employment? [RESIDENTS ONLY]

1.	Yes, full-time (35 hours or more per week)	IF YES, A SK: Is that full-time for 35 hours or more a week, or part-time?
2.	Yes, part-time / casual	
3.	No	

IF NOT EMPLOYED (CODE 3 ON Q26), ask:
[SINGLE]
Q27. Are you now looking for a paid job?

IF LOOKING, A SK: A full-time job for 35 hours or more a week, or a part-time job?
IF NOT LOOKING, A SK: Are you retired, a student, a non-worker or home duties?

1.	Looking for full-time work (35 hours or more per week)
2.	Looking for part-time / casual work
3.	Retired
4.	Student
5.	Non-worker
6.	Home duties
7.	Other (specify)

IF EMPLOYED (CODES 1 OR 2 ON Q26), A SK:

Q28. What is the postcode where you work?
(Numeric -- postcode must start with 08 and be 4 digits)
99. Don't know

IF RESPONDENT DOES NOT KNOW POSTCODE, THEN AND A SK FOR THE NAME OF THE SUBURB, TOWN, LOCALITY ETC. AND RECORD

97	OPENED	ENTER SUBURB TOWN LOCALITY
98		DON'T KNOW

[SINGLE] [RESIDENT \$ ONLY]
Q29. What is the combined gross annual income of this household? This is your combined household annual income before tax.

1.	\$130,000 or more (\$2,500 or more / week)
2.	\$104,000 - \$129,999 (\$2,000 - \$2,499 / week)
3.	\$78,000 - \$103,999 (\$1,500 - \$1,999 / week)
4.	\$52,000 - \$77,999 (\$1,000 - \$1,499 / week)
5.	\$31,200 - \$51,999 (\$600 - \$999 / week)
6.	\$15,600 - \$31,199 (\$300 - \$599 / week)
7.	\$6,240 - \$15,599 (\$120 - \$299 / week)
8.	\$1 - \$6,239 (\$1 - \$119 / week)
9.	Nil income
10.	Negative Income
11.	(DON'T READ) CAN'T SAY
12.	(DON'T READ) REFUSED

[SINGLE] [RESIDENT \$ ONLY]
Q30. Including yourself, how many people live in this household?

1.	OPEN ENDED (INPUT NUMBER)
2.	CAN'T SAY
3.	REFUSED

[SINGLE]
Q31. Do you identify as Aboriginal or Torres Strait islander?

1. Yes	On a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that council is inclusive and has a strong relationship with their indigenous community
2. No	
3. REFUSED	

ALL

That's the end of the survey. On behalf of the City of Palmerston and Kantar, thank you so much for your time, it has been greatly appreciated!

As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes.

If you have any queries about the Market Research Industry as a whole, you can call the Market and Social Research Society's Survey Line on 1300 364 830.

Survey

Log of changes

Date	Change	Who
1/08/2022	Updated gender question wording and codeframe	CoP
2/08/2022	Updated survey length to 20 minutes in the intro	KP
2/08/2022	Updated contact details in the intro	KP
2/08/2022	Updated Palmerston City Council to City of Palmerston throughout	KP
2/08/2022	Added new sustainability question – Q34	CoP
2/08/2022	Updated question numbering	KP
3/08/2022	Added intro wording before Q10a	KP

Thank you



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Powering decisions
that shape the world.

