City of Playford

2016 Resident Satisfaction Survey
Summary of key Findings

Prepared by: Micromex Research
Date: August 2016

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Background and Methodology

Background and Methodology

City of Playford Council sought to examine community attitudes and perceptions towards current and future services and facilities provided by Council. Key objectives of the research included:

- Assessing and establishing the community's priorities and satisfaction in relation to Council activities, services and facilities
- Identifying the community's overall level of satisfaction with Council's performance
- Identifying methods of communication and engagement with Council
- Identifying the community's support for Council's strategic priorities

To facilitate this, Micromex Research was contracted to develop a survey template that enabled Council to effectively analyse attitudes and trends within the community.

Questionnaire

Micromex Research, together with City of Playford, developed the questionnaire.

A copy of the questionnaire is provided in Appendix A.

Data collection

The survey was conducted during the period 4th July – 12th July 2016 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

City of Playford Government Area.

Sample selection and error

A total of 605 resident interviews were completed by phone. 451 of the 605 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 154 respondents were 'number harvested' via face-to-face intercept at a number of areas around the City of Playford LGA, i.e. Elizabeth Shopping Centre, Munno Para Shopping Centre, Elizabeth Train Station and Smithfield Train Station.

A sample size of 605 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. This means that if the survey was replicated with a new universe of N=605 residents, 19 times out of 20 we would expect to see the same results, i.e. +/- 4.0%.

For the survey under discussion the greatest margin of error is 4.0%. This means, for example, that an answer such as 'yes' (50%) to a question could vary from 46% to 54%.

The sample was weighted by age and gender to reflect the 2011 ABS census data for the City of Playford council.

Interviewing

Interviewing was conducted in accordance with the AMSRS (Australian Market and Social Research Society) Code of Professional Behaviour.

Background and Methodology

Prequalification

Participants in this survey were pre-qualified as being over the age of 18, and not working for, or having an immediate family member working for City of Playford.

Data analysis

The data within this report was analysed using Q Professional. To identify the statistically significant differences between the groups of means, 'One-Way Anova tests' and 'Independent Samples T-tests' were used. 'Z Tests' were also used to determine statistically significant differences between column percentages.

Ratings questions

The Unipolar Scale of 1 to 5, where 1 was the lowest importance or satisfaction and 5 the highest importance or satisfaction, was used in all rating questions.

This scale allowed us to identify different levels of importance and satisfaction across respondents.

Note: Residents ascribing comparably low levels of importance to a service or facility, if asked, may assign satisfaction ratings to that service based on different criteria to others. They may indicate low satisfaction if they feel that the service is provided too widely, i.e. they feel that it is carried out to too high a standard, or high satisfaction if they perceive that the service is currently provided to an appropriately low standard. As such, only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Percentages

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Micromex Benchmarks

These benchmarks are based on 60 LGAs that we have conducted community research for, and were revised in 2016 to ensure the most recent comparable data. Since 2008 Micromex has worked for over 70 NSW councils and conducted 100+ community satisfaction surveys across NSW

Errors: Data in this publication is subject to sampling variability because it is based on information relating to a sample of residents rather than the total number (sampling error).

In addition, non-sampling error may occur due to imperfections in reporting and errors made in processing the data. This may occur in any enumeration, whether it is a full count or sample.

Efforts have been made to reduce both sampling and non-sampling error by careful design of the sample and questionnaire, and detailed checking of completed questionnaires.

As the raw data has been weighted to reflect the real community profile of City of Playford, the outcomes reported here reflect an 'effective sample size'; that is, the weighted data provides outcomes with the same level of confidence as unweighted data of a different sample size. In some cases this effective sample size may be smaller than the true number of surveys conducted.
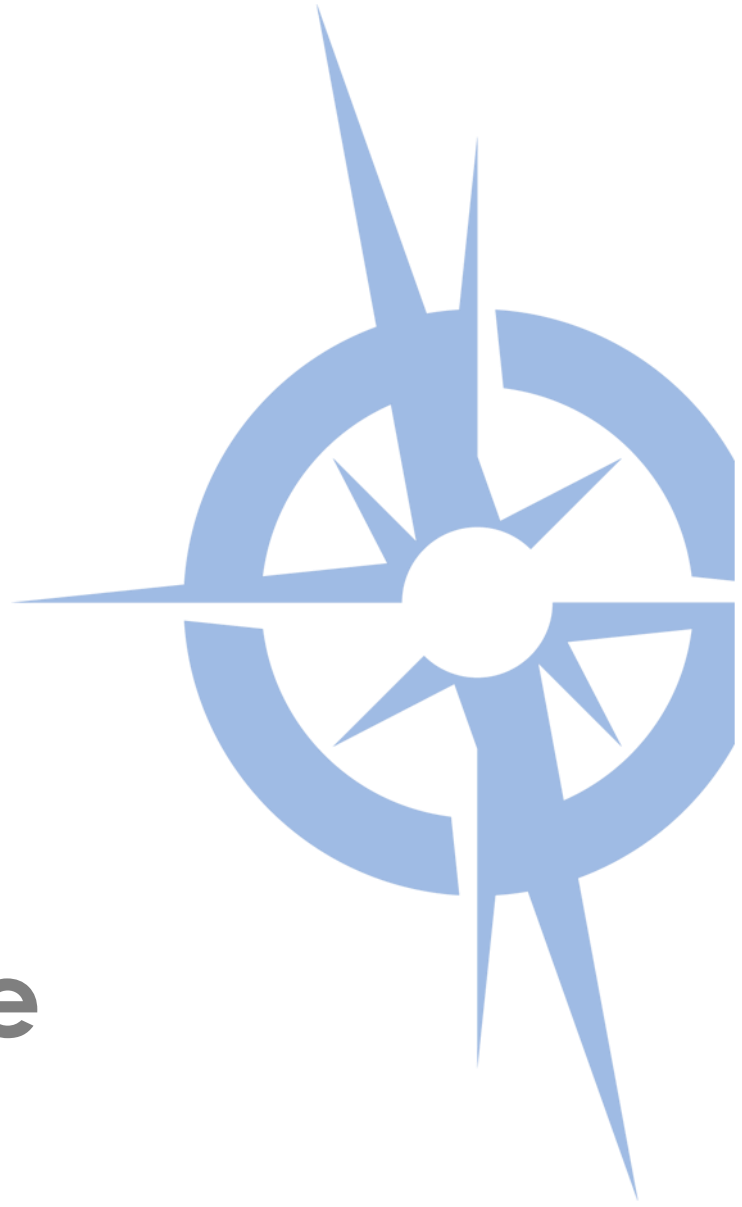
Sample Profile

Sample Profile

Gender

Male	49%
Female	51%

Age

18 – 34	34%
35 – 49	28%
50 – 64	22%
65 years and over	16%

Area lived in

Ward 1	32%
Ward 2	17%
Ward 3	11%
Ward 4	18%
Ward 5	12%
Ward 6	9%

Country of birth

Australia	76%
Other	24%

Ratepayer status

Ratepayer	68%
Non-ratepayer	32%

Residential status

Living at home with parents	10%
Single with no children	15%
Single parent with children	9%
Married/de facto with no children	23%
Married/de facto with children	38%
Group household	2%
Extended family household	4%

Time lived in the area

Less than 2 years	5%
2 – 5 years	14%
6 – 10 years	18%
11 – 20 years	22%
More than 20 years	41%

Base: N = 605, Ratepayer and Residential status base: N = 604

A sample size of 605 residents provides a maximum sampling error of plus or minus 4.0% at 95% confidence. The sample has been weighted by age and gender to reflect the 2011 ABS community profile of the City of Playford.

Note: 1 respondent did not answer residential status or ratepayer status.

Key Findings

Key Findings

Overview (Overall satisfaction)

93% of residents are at least 'somewhat satisfied' with the performance of City of Playford Council. Satisfaction significantly increased in 2016 compared 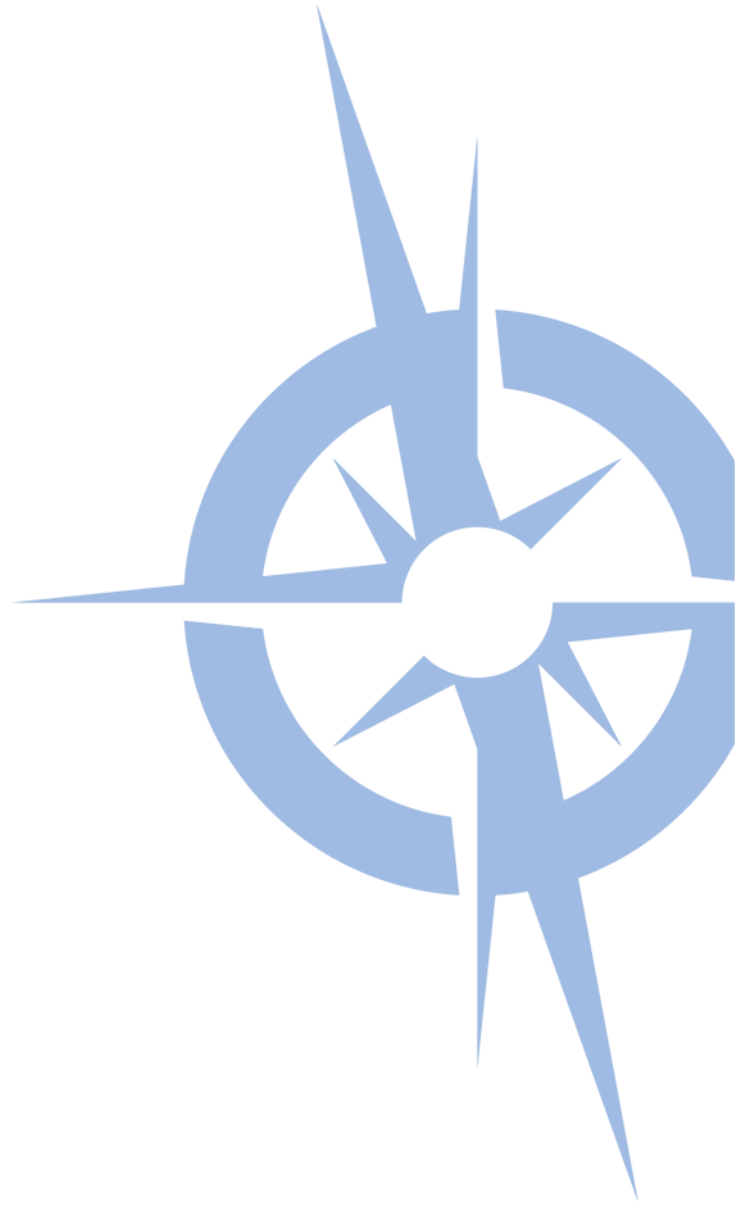to 2015, continuing the upward trend that has been occurring since 2014. A mean rating for overall satisfaction of 3.76 is significantly higher than the mean satisfaction scores for both 'metro councils' and 'all councils'.

Females were significantly more satisfied than males, along with those aged 65 years and over and residents of ward 5.

Q8. *Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?*

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.76▲	3.57	3.66	3.87▲	3.86	3.68	3.63	3.90▲	3.70	3.90

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.64	3.83	3.63	3.67	4.14▲	3.92

LGA Brand Scores	Metro	All Councils	City of Playford 2016
Mean ratings	3.45▼	3.31▼	3.76▲

	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	3.76	3.57	3.35	3.50	3.50	3.60	3.65	3.80	3.80	3.75	3.70	3.85	3.70	3.55
Percentage conversion	73%	69%	65%	68%	68%	70%	71%	74%	74%	73%	72%	75%	72%	69%

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction (by group)

Overall Satisfaction Score as a Percentage
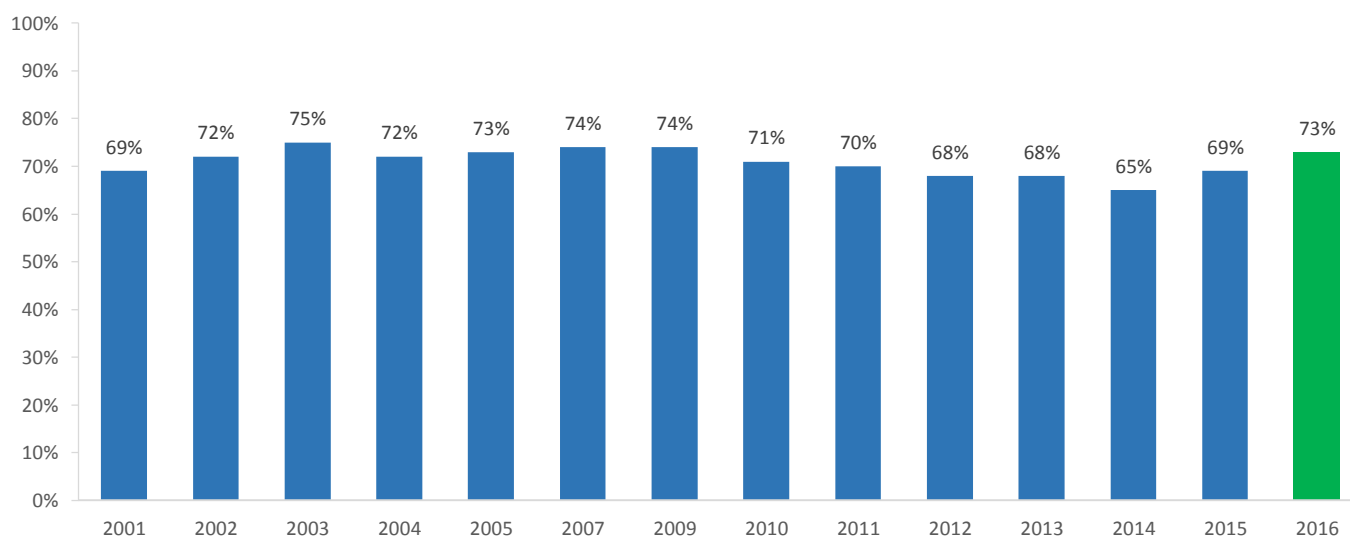
Key Findings

Overview (Overall satisfaction) continued…

	2016: N = 605	2015: N = 601
Very satisfied	20%	7%
Satisfied	47%	50%
Somewhat satisfied	26%	36%
Not very satisfied	4%	6%
Not at all satisfied	3%	1%

Key Findings

Key Performance Indicators – Year-on-Year Change

Summary

'Overall satisfaction with Council' experienced a significant increase compared to 2015. All other measures have remained steady, with 'presentation of the City' trending upwards since 2011.

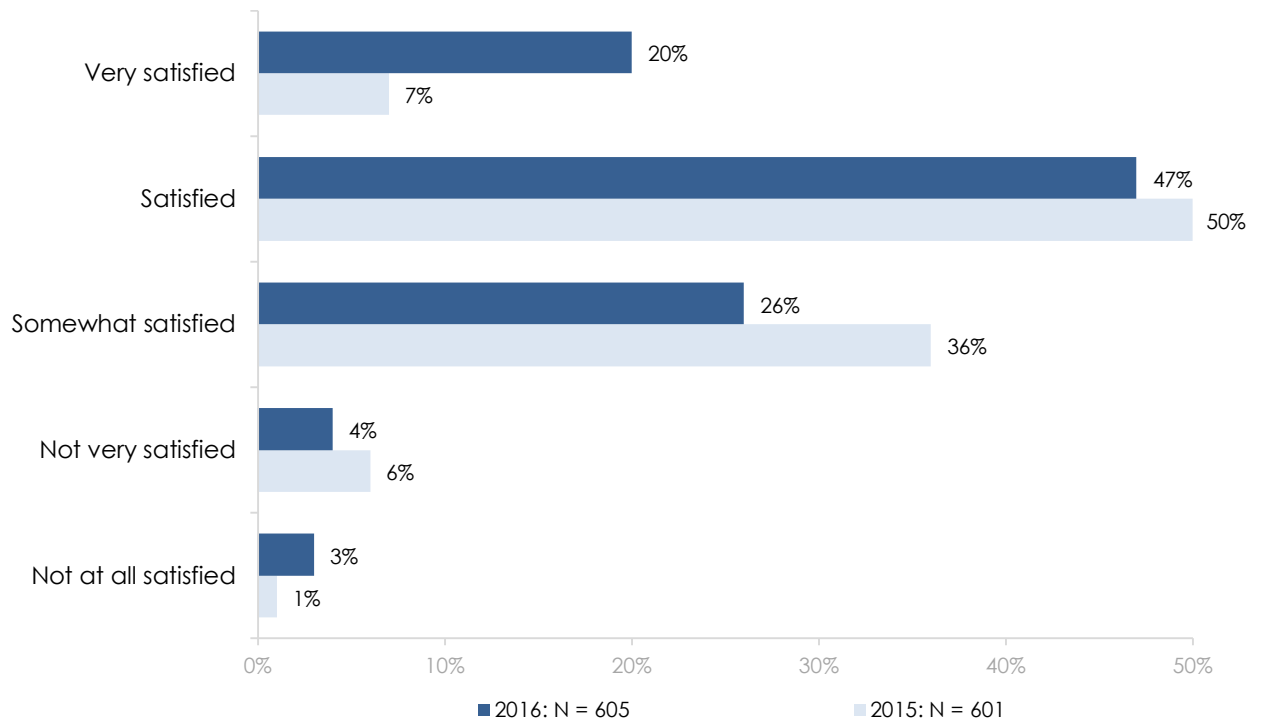Note: due to a change in methodology, mean scores taken from 2014 and earlier have been recalculated to fit a 5-point scale in order to compare against the 2016 results

Measure	2016	2015	2014	2013	2012	2011	2010
Overall satisfaction with Council	3.76▲	3.57	3.35	3.50	3.50	3.60	3.65
Overall satisfaction with Council's level of customer service	3.95	3.76	3.90	3.90	4.00	3.80	3.60
Presentation of the City	3.64	3.57	3.50	3.45	3.45	3.35	N/A
Planning for the future	3.56	3.55	3.30	3.45	3.45	3.50	2.90
Being open and accountable to the community	3.25	3.32	3.00	3.25	3.20	3.30	2.85
Community input to Council decision-making	3.16	3.23	2.80	3.05	3.05	2.95	2.60
Council provide value for money for the rates paid	2.94	3.00	2.60	2.85	2.65	2.80	2.85

Measure	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Overall satisfaction with Council	3.76▲	3.57	3.35	3.50	3.50	3.60	3.65	3.80	3.80	3.75	3.70	3.85	3.70	3.55

▲▼ = significantly higher/lower level of satisfaction (by year)

Key Findings

Summary

Support for 'development of the Lyell McEwin Health Precinct' remained the most supported strategic priority in 2016, with 94% of residents being 'supportive' or 'completely supportive'.

Support for 'reducing council rates for businesses' significantly decreased in 2016 compared to 2015.
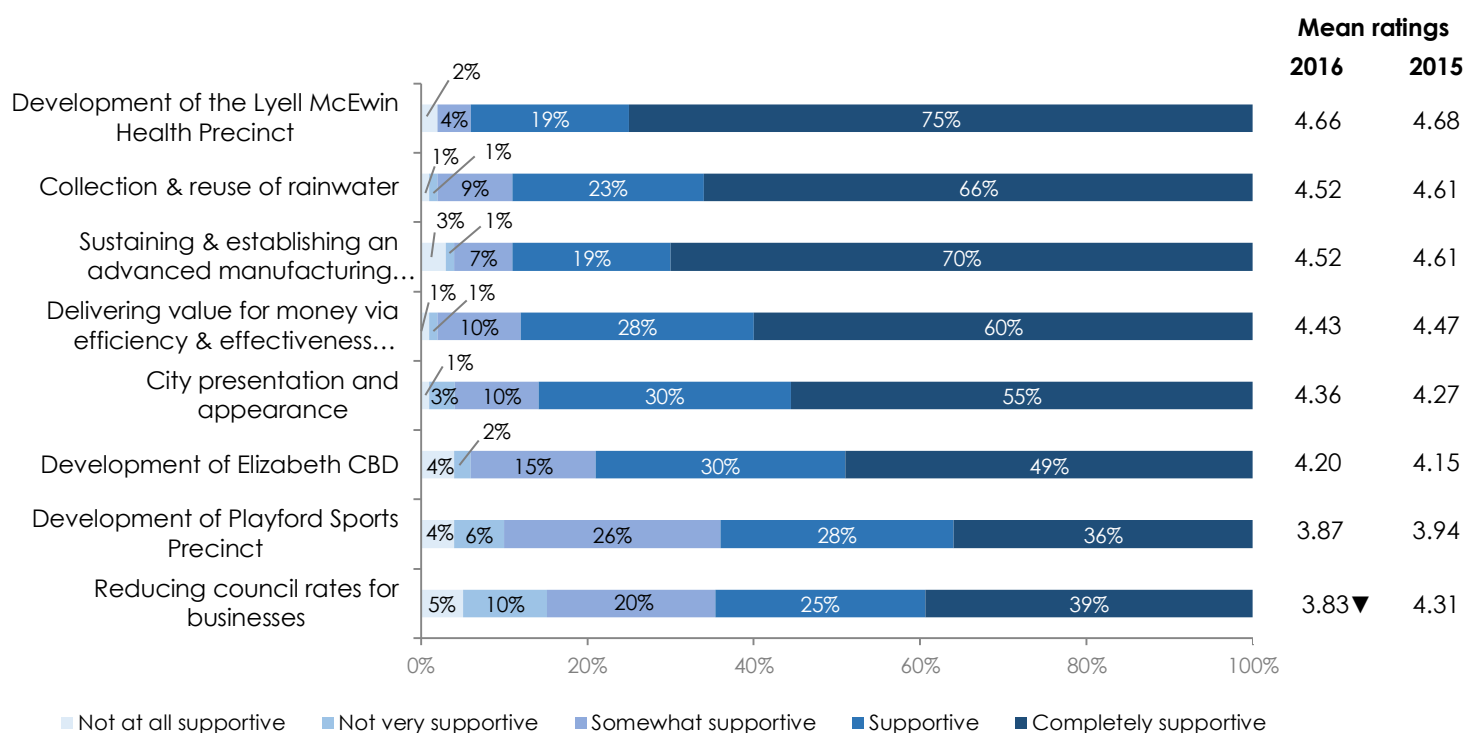
Females were significantly more supportive of 'development of the Lyell McEwin Health Precinct' and 'collection & reuse of rainwater'.

18-34 year olds were significantly less supportive of 'development of the Lyell McEwin Health Precinct', 'sustaining & establishing an advanced manufacturing industry', 'reducing Council rates for businesses', 'collection & reuse of rainwater' and 'delivering value for money via efficiency & effectiveness'.

Residents aged 50-64 and 65 and over were significantly more supportive of 'reducing Council rates for businesses', 'collection & reuse of rainwater', 'delivering value for money via efficiency and effectiveness programs'. Residents aged over 65 were additionally more satisfied with 'development of the Lyell McEwin Health Precinct', 'sustaining & establishing an advanced manufacturing industry', 'development of Elizabeth CBD', and 'development of Playford Sports Precinct'.

Ratepayers were significantly more supportive of 'development of Playford Sports Precinct'.

Q6.   *City of Playford has identified 8 strategic priorities, as outlined in City of Playford's 5 Year Strategic Plan. Council would like to know your level of support for these priorities to make sure they align with community need. Please indicate how supportive you are of each priority.*

	Mean ratings	
	2016	**2015**
Development of the Lyell McEwin Health Precinct — 2%, 4%, 19%, 75%	4.66	4.68
Collection & reuse of rainwater — 1%, 1%, 9%, 23%, 66%	4.52	4.61
Sustaining & establishing an advanced manufacturing… — 3%, 1%, 7%, 19%, 70%	4.52	4.61
Delivering value for money via efficiency & effectiveness… — 1%, 1%, 10%, 28%, 60%	4.43	4.47
City presentation and appearance — 1%, 3%, 10%, 30%, 55%	4.36	4.27
Development of Elizabeth CBD — 2%, 4%, 15%, 30%, 49%	4.20	4.15
Development of Playford Sports Precinct — 4%, 6%, 26%, 28%, 36%	3.87	3.94
Reducing council rates for businesses — 5%, 10%, 20%, 25%, 39%	3.83▼	4.31

Legend: ■ Not at all supportive ■ Not very supportive ■ Somewhat supportive ■ Supportive ■ Completely supportive

Note: The wording of these statements has changed since 2015, although the intent of the measures remains the same. Please see Appendix B for the complete list of statements for both years.

Scale: 1 = not at all supportive, 5 = completely supportive
▲▼ = significantly higher/lower level of support (by year)

Key Findings

Comparison to LGA Benchmarks

12 of the 22 comparable measures were rated above the benchmark threshold of 0.15, these were 'planning for the future' 'protecting & improving native vegetation and biodiversity', 'planning and building advice & assessment', 'condition of local street', 'access to community venues', 'Council events', 'supporting business and industry development', 'managing growth and major urban developments', 'kerbside waste collection', 'condition of rural roads', 'support for volunteer programs' and 'presentation of ovals and sports grounds'.

1 of the measures was rated lower than the benchmark threshold of -0.15, 'condition of footpaths'.

Service/Facility	City of Playford Satisfaction Scores	Benchmark Variances
Planning for the future	3.56	0.44▲
Protecting & improving native vegetation and biodiversity	3.79	0.38▲
Planning and building advice & assessment	3.54	0.38▲
Condition of local street	3.27	0.37▲
Access to community venues	3.98	0.32▲
Council events	4.14	0.31▲
Supporting business and industry development	3.54	0.31▲
Managing growth and major urban developments	3.44	0.28▲
Kerbside waste collection	4.32	0.26▲
Condition of rural roads	3.16	0.26▲
Support for volunteer programs	3.87	0.24▲
Presentation of ovals and sports grounds	4.12	0.22▲
Community input to Council decision-making	3.16	0.08
Providing support & facilities for sporting clubs	3.96	0.06
Presentation of parks and reserves	3.88	0.05
Condition of bicycle paths	3.26	-0.02
Adequate stormwater drainage	3.37	-0.03
Hard waste collection	4.01	-0.05
Library service	4.14	-0.10
Communication on Council's visions & goals	3.31	-0.12
Council provides value for money for the rates paid	2.94	-0.14
Condition of footpaths	2.97	-0.18▼

Scale: 1 = not at all satisfied, 5 = very satisfied

▲/▼ = positive/negative difference greater than 0.15 from LGA Benchmark

Note: Benchmark differences are based on assumed variants of +/- 0.15, with variants beyond +/- 0.15 more likely to be significant

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2015, there were significant **increases** in residents' levels of **importance** with 2 of the comparable 37 services and facilities provided by Council, these were:

	2016	2015
Access to community venues	4.14	3.96
Public health & safety	4.74	4.57

There were no significant **decreases** in residents' levels of **importance** relative to 2015**.**

Key Satisfaction Trends

Over the same period there were significant increases in residents' levels of **satisfaction** for 3 of the comparable 37 services and facilities provided by Council, these were:

	2016	2015
Condition of local streets	3.27	3.06
Hard waste collection	4.01	3.79
Providing support & facilities for sporting clubs	3.96	3.78

Residents' levels of **satisfaction** declined for 1 of the comparable 37 services and facilities provided by Council, this was:

	2016	2015
Adequate stormwater drainage	3.37	3.66

Key Findings

Identifying Priorities via Specialised Analysis (Explanation)

The specified research outcomes required us to measure both community importance and community satisfaction with a range of specific service delivery areas. In order to identify core priorities, we undertook a 2 step analysis process on the stated importance and rated satisfaction data, after which we conducted a third level of analysis. This level of analysis was a Shapley Regression on the data in order to identify which facilities and services are the actual drivers of overall satisfaction with Council.

By examining both approaches to analysis we have been able to:

1. Identify and understand the hierarchy of community priorities

2. Inform the deployment of Council resources in line with community aspirations

Step 1.   Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the mean satisfaction score from the mean importance score. In order to measure performance gaps, respondents are asked to rate the importance of, and their satisfaction with, each of a range of different services or facilities on a scale of 1 to 5, where 1 = low importance or satisfaction and 5 = high importance or satisfaction. These scores are aggregated at a total community level.

The higher the differential between importance and satisfaction, the greater the difference is between the provision of that service by City of Playford and the expectation of the community for that service/facility.

In the table on the following page, we can see the 37 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is important to recognise that, for the most part, a gap of up to 1.0 is acceptable when the initial importance rating is 4.0+, as it indicates that residents consider the attribute to be of 'high' to 'very high' importance and that the satisfaction they have with City of Playford's performance on that same measure, is 'moderate' to 'moderately high'.

For example, 'managing growth and major urban developments' was given an importance score of 4.42, which indicates that it is considered an area of 'very high' importance by residents. At the same time it was given a satisfaction score of 3.44, which indicates that residents have a 'moderate' level of satisfaction with City of Playford's performance and focus on that measure.

In the case of a performance gap such as for 'Council events' (3.84 importance vs. 4.14 satisfaction), we can identify that the facility/service is of 'moderately high' importance to the broader community, but for residents who feel that this facility is important, it is providing a 'high' level of satisfaction.

Key Findings

When analysing performance gap data, it is important to consider both stated satisfaction and the absolute size of the performance gap.

Performance Gap Ranking

Ranking 2015	Ranking 2016	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Council provides value for money for the rates paid	4.58	2.94	1.64
5	2	Being open & accountable to the community	4.72	3.25	1.47
4	3	Removal of illegally dumped rubbish	4.65	3.20	1.45
6	4	Community input to Council decision-making	4.45	3.16	1.29
3	5	Condition of footpaths	4.25	2.97	1.28
14	6	Adequate stormwater drainage	4.61	3.37	1.24
2	7	Condition of local streets	4.44	3.27	1.17
8	8	Planning for the future	4.61	3.56	1.05
8	9	Condition of rural roads	4.19	3.16	1.03
10		Representation by Elected Members	4.17	3.14	1.03
12	11	Managing growth and major urban developments	4.42	3.44	0.98
12	12	Communication on Council's visions & goals	4.27	3.31	0.96
7	13	Supporting business and industry development	4.45	3.54	0.91
15	14	Public health & safety	4.74	3.84	0.90
22	15	Presentation of street verges	3.94	3.15	0.79
10	16	Rapid response service	4.56	3.78	0.78
16	17	Enforcement of local laws	4.52	3.77	0.75
19	18	Safety of playgrounds	4.56	3.93	0.63
24	19	Removal of graffiti	4.25	3.66	0.59
26	20	Presentation of parks and reserves	4.47	3.88	0.59
23	21	Health initiatives	4.44	3.86	0.58
26	22	Condition of street kerbs	3.93	3.36	0.57
18	23	Protecting & improving native vegetation and biodiversity	4.35	3.79	0.56
20	24	Supporting local community development	4.26	3.76	0.50
29	25	Planning and building advice & assessment	4.01	3.54	0.47
17	26	Availability of community services	4.28	3.82	0.46
20	27	Hard waste collection	4.45	4.01	0.44
29	28	Presentation of street trees	3.90	3.49	0.41
28	29	Kerbside waste collection	4.71	4.32	0.39
25	30	Support for volunteer programs	4.25	3.87	0.38
33	31	Immunisation service	4.49	4.28	0.21
34	32	Access to community venues	4.14	3.98	0.16
31	33	Providing support & facilities for sporting clubs	4.05	3.96	0.09
32	34	Presentation of ovals and sports grounds	4.17	4.12	0.05
36	35	Library service	4.11	4.14	-0.03
35	36	Condition of bicycle paths	3.18	3.26	-0.08
37	37	Council events	3.84	4.14	-0.30

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied

Key Findings

When we examine the 10 largest performance gaps, we can identify that all of the services or facilities have been rated as 'high' to 'extremely high' in importance. Resident satisfaction for all of these areas is between 2.94 and 3.56, which indicates that resident satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Council provides value for money for the rates paid	4.58	2.94	1.64
2	Being open & accountable to the community	4.72	3.25	1.47
3	Removal of illegally dumped rubbish	4.65	3.20	1.45
4	Community input to Council decision-making	4.45	3.16	1.29
5	Condition of footpaths	4.25	2.97	1.28
6	Adequate stormwater drainage	4.61	3.37	1.24
7	Condition of local streets	4.44	3.27	1.17
8	Planning for the future	4.61	3.56	1.05
9	Condition of rural roads	4.19	3.16	1.03
10	Representation by Elected Members	4.17	3.14	1.03

The key outcomes of this analysis would suggest that, while there are opportunities to improve satisfaction across a range of services/facilities, 'Council provides value for money for the rates paid' is the area of lowest relative satisfaction.

Note: Performance gap is the first step in the process, we now need to identify comparative ratings across all services and facilities to get an understanding of relative importance and satisfaction at an LGA level. This is when we undertake step 2 of the analysis.
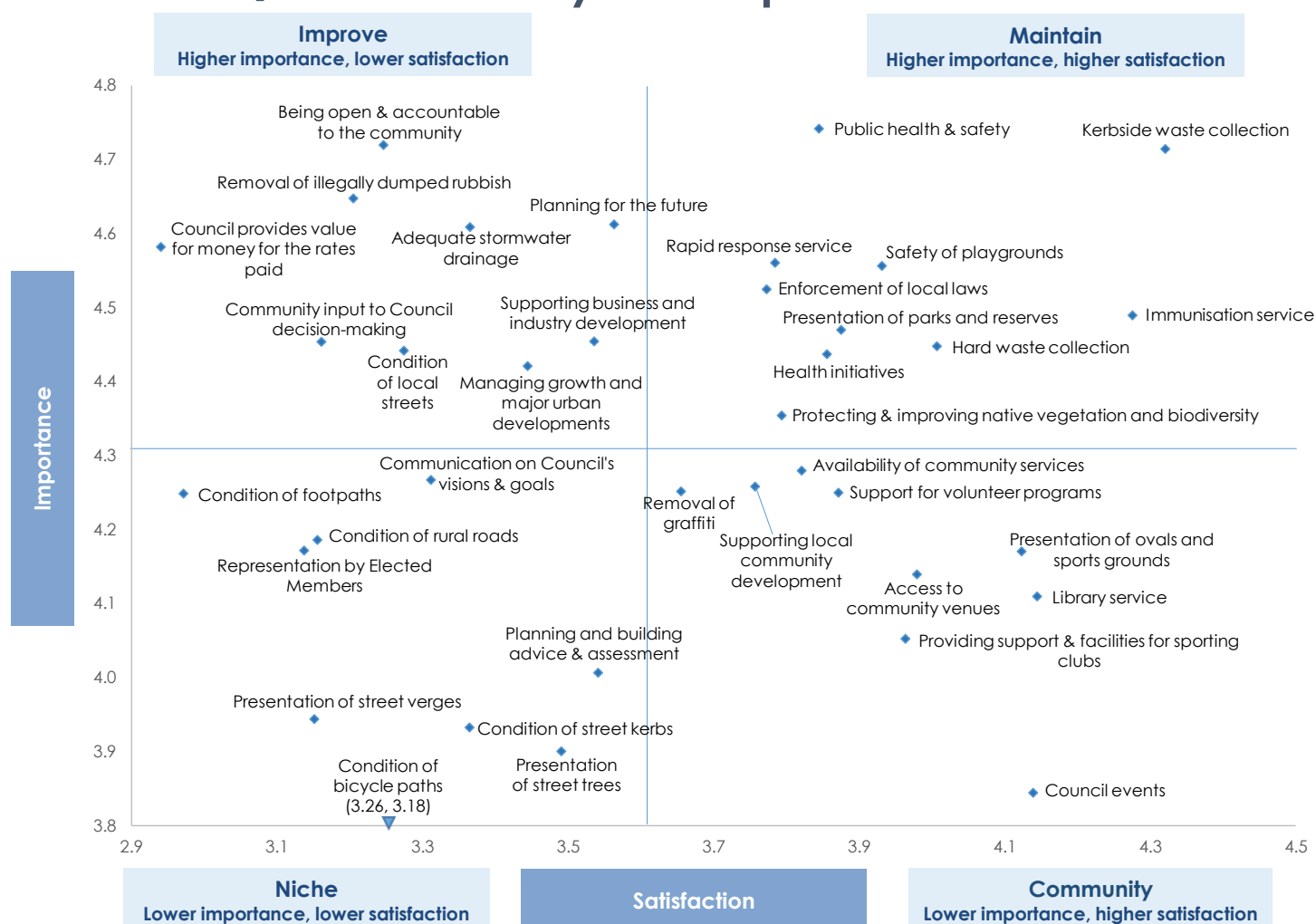
Key Findings

Quadrant Analysis

Step 2.   Quadrant Analysis

Quadrant analysis is often helpful in planning future directions based on stated outcomes. It combines the stated importance of the community and assesses satisfaction with delivery in relation to these needs.

This analysis is completed by plotting the variables on x and y axes, defined by stated importance and rated satisfaction. We aggregate the mean scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated importance score was 4.31 and the average rated satisfaction score was 3.62. Therefore, any facility or service that received a mean stated importance score of ≥ 4.31 would be plotted in the higher importance section and, conversely, any that scored < 4.31 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.62. Each service or facility is then plotted in terms of satisfaction and importance, resulting in its placement in one of four quadrants.

Quadrant Analysis – Importance v Satisfaction

Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'kerbside waste collection', are Council's core strengths, and should be treated as such. Maintain, or even attempt to improve your position in these areas, as they are influential and address clear community needs.

Attributes in the top left quadrant, **IMPROVE,** such as 'being open & accountable to the community' are key concerns in the eyes of your residents. In the vast majority of cases you should aim to improve your performance in these areas to better meet the community's expectations.

Attributes in the bottom left quadrant, **NICHE**, such as 'presentation of street trees', are of a relatively lower priority (and the word 'relatively' should be stressed – they are still important). These areas tend to be important to a particular segment of the community.

Finally, attributes in the bottom right quadrant, **COMMUNITY**, such as 'Council events', are core strengths, but in relative terms they are deemed less overtly important than other directly obvious areas. However, the occupants of this quadrant tend to be the sort of services and facilities that deliver to community liveability, i.e. make it a good place to live.

Recommendations based only on stated importance and satisfaction have major limitations, as the actual questionnaire process essentially 'silos' facilities and services as if they are independent variables, when they are in fact all part of the broader community perception of council performance.

Residents' priorities identified in stated importance/satisfaction analysis often tend to be in areas that are problematic. No matter how much focus a council dedicates to 'condition of local streets', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local streets can always be better.

Furthermore, the outputs of stated importance and satisfaction analysis address the current dynamics of the community, they do not predict which focus areas are the most likely agents to change the community's perception of Council's overall performance.

Therefore, in order to identify how City of Playford <u>can actively drive overall community satisfaction,</u> we conducted further analysis.

The Shapley Value Regression

This model was developed by conducting specialised analysis from over 30,000 LGA interviews conducted since 2005. In essence, it proved that increasing resident satisfaction by actioning the priorities they stated as being important does not necessarily positively impact on overall satisfaction with the Council. This regression analysis is a statistical tool for investigating relationships between dependent variables and explanatory variables.

In 2014, we revised the Shapley Regression Analysis to identify the directional contribution of key services and facilities with regard to optimisers/barriers with council's overall performance.

What Does This Mean?

The learning is that if we only rely on the stated community priorities, we will not be allocating the appropriate resources to the actual service attributes that will improve overall community satisfaction. Using regression analysis we can identify the attributes that essentially build overall satisfaction. We call the outcomes 'derived importance'.

Key Findings

Comparison to 2015 Quadrant Analysis

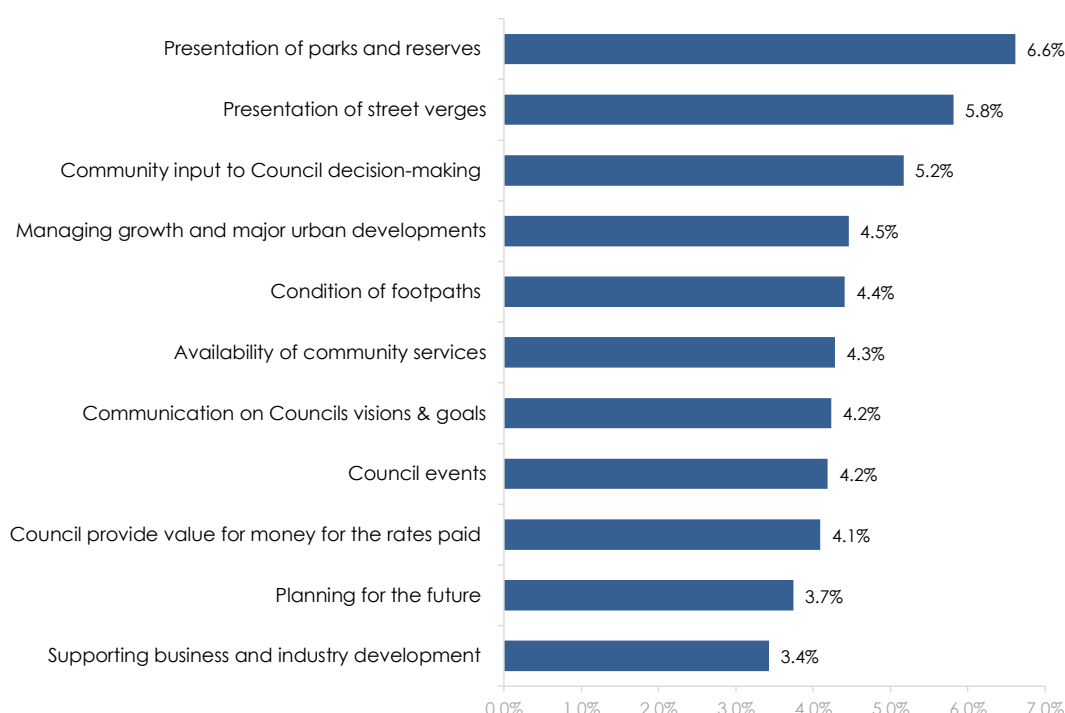| Service/ Facility	2016 Quadrant	2015 Quadrant
Enforcement of local laws	Maintain	Maintain
Hard waste collection	Maintain	Maintain
Health initiatives	Maintain	Maintain
Immunisation service	Maintain	Maintain
Kerbside waste collection	Maintain	Maintain
Presentation of parks and reserves	Maintain	Maintain
Protecting & improving native vegetation and biodiversity	Maintain	Maintain
Public health & safety	Maintain	Maintain
Rapid response service	Maintain	Maintain
Safety of playgrounds	Maintain	Maintain
Communication on Council's visions & goals	Niche	Niche
Condition of bicycle paths	Niche	Niche
Condition of footpaths	Niche	Improve
Condition of rural roads	Niche	Niche
Condition of street kerbs	Niche	Niche
Planning and building advice & assessment	Niche	Community
Presentation of street trees	Niche	Niche
Presentation of street verges	Niche	Niche
Representation by Elected Members	Niche	Niche
Access to community venues	Community	Community
Availability of community services	Community	Maintain
Council events	Community	Community
Library service	Community	Community
Presentation of ovals and sports grounds	Community	Community
Providing support & facilities for sporting clubs	Community	Community
Removal of graffiti	Community	Community
Support for volunteer programs	Community	Maintain
Supporting local community development	Community	Maintain
Adequate stormwater drainage	Improve	Maintain
Being open & accountable to the community	Improve	Improve
Community input to Council decision-making	Improve	Improve
Condition of local streets	Improve	Improve
Council provides value for money for the rates paid	Improve	Improve
Managing growth and major urban developments	Improve	Improve
Planning for the future	Improve	Improve
Removal of illegally dumped rubbish	Improve	Improve
Supporting business and industry development	Improve	Improve

Key Findings

Key Drivers of Satisfaction with City of Playford

The results in the chart below provide City of Playford with a complete picture of the intrinsic community priorities and motivations, and identify what attributes are the key drivers of community satisfaction.

These top 11 services/facilities contribute to almost 50% of overall satisfaction with Council. This indicates that the remaining 26 attributes we obtained measures on contribute a relatively lesser amount to the community's satisfaction with City of Playford's performance. Therefore, whilst all 37 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 11 Indicators Contribute to Over 50% of Overall Satisfaction with Council

Indicator	Contribution
Presentation of parks and reserves	6.6%
Presentation of street verges	5.8%
Community input to Council decision-making	5.2%
Managing growth and major urban developments	4.5%
Condition of footpaths	4.4%
Availability of community services	4.3%
Communication on Councils visions & goals	4.2%
Council events	4.2%
Council provide value for money for the rates paid	4.1%
Planning for the future	3.7%
Supporting business and industry development	3.4%

The contributors to satisfaction are not to be misinterpreted as an indication of current dissatisfaction

These 11 services/facilities are the key community priorities and by addressing these, City of Playford will improve overall community satisfaction. The score assigned to each area indicates the percentage of influence each attribute contributes to overall satisfaction with Council.

In the above chart, 'supporting business and industry development' contributes 3.4% towards overall satisfaction, while 'presentation of parks and reserves' (6.6%) is a far stronger driver, contributing almost twice as much to overall satisfaction with Council.

Key Findings

Key Drivers of Satisfaction with City of Playford: Comparison to 2015

The contribution of the top two drivers of satisfaction in 2016, 'presentation of parks and reserves' and 'presentation of street verges' both increased in 2016 compared to 2015. Other key drivers that increased in 2016 include 'managing growth and major urban developments', 'condition of footpaths', 'communication on Councils visions & goals', 'Council events' and 'supporting business and industry developments'.

'Community input to Council decision-making', 'availability of community services' and 'planning for the future' all remained relatively consistent in terms of their contribution to overall satisfaction in 2016.

Only one key driver had a reduction in contribution in 2016, 'Council provide value for money for the rates paid'.

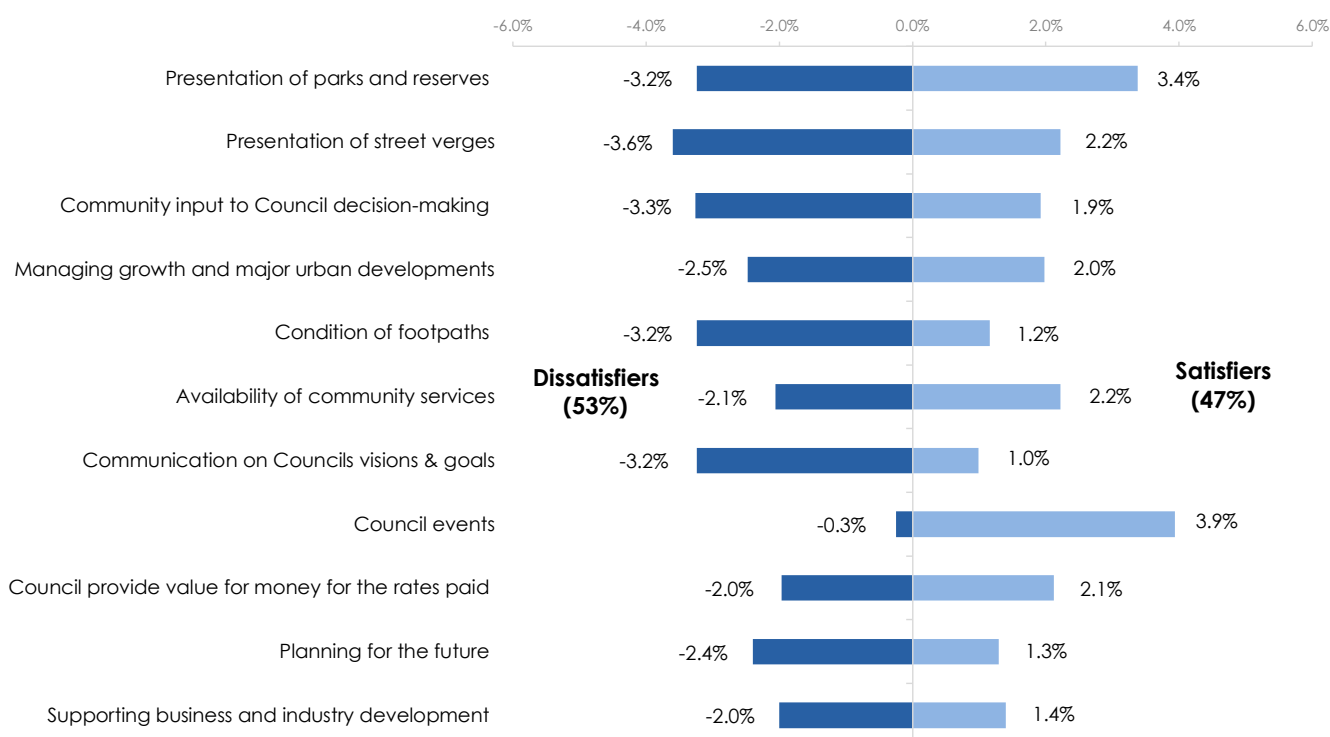| Measure	2016	2015
Presentation of parks and reserves	6.6%	4.6%
Presentation of street verges	5.8%	3.2%
Community input to Council decision-making	5.2%	5.6%
Managing growth and major urban developments	4.5%	2.1%
Condition of footpaths	4.4%	1.2%
Availability of community services	4.3%	4.0%
Communication on Councils visions & goals	4.2%	2.7%
Council events	4.2%	1.4%
Council provide value for money for the rates paid	4.1%	5.2%
Planning for the future	3.8%	3.6%
Supporting business and industry development	3.4%	2.4%

Key Findings

Advanced Shapley Outcomes

The chart below illustrates the positive/negative contribution the key drivers provide towards overall satisfaction. Some drivers can contribute both negatively and positively depending on the overall opinion of the residents.

The scores on the negative indicate the contribution the driver makes to impeding transition towards satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently 'not at all satisfied' towards being 'satisfied' with Council's overall performance.

The scores on the positive indicate the contribution the driver makes towards optimising satisfaction. If we can address these areas we will see a lift in our future overall satisfaction results, as we will positively transition residents who are currently already 'somewhat satisfied', towards being more satisfied with Council's overall performance.

Key Contributors to Barriers/Optimisers

Driver	Dissatisfiers (53%)	Satisfiers (47%)
Presentation of parks and reserves	-3.2%	3.4%
Presentation of street verges	-3.6%	2.2%
Community input to Council decision-making	-3.3%	1.9%
Managing growth and major urban developments	-2.5%	2.0%
Condition of footpaths	-3.2%	1.2%
Availability of community services	-2.1%	2.2%
Communication on Councils visions & goals	-3.2%	1.0%
Council events	-0.3%	3.9%
Council provide value for money for the rates paid	-2.0%	2.1%
Planning for the future	-2.4%	1.3%
Supporting business and industry development	-2.0%	1.4%

Different levers address the different levels of satisfaction across the community

Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance we can see that, for some of the core drivers, Council is already providing 'moderately high' or greater levels of satisfaction, i.e. 'Council events', 'presentation of parks and reserves' and 'availability of community services'. Council should look to maintain/consolidate their delivery in these areas.

It is also apparent that there is room to elevate satisfaction within the variables that fall in the 'lower' and 'moderate satisfaction' regions of the chart. If City of Playford can address these core drivers, they will be able to improve resident satisfaction with their performance.

Mapping Stated Satisfaction and Derived Importance Identifies the Community Priority Areas
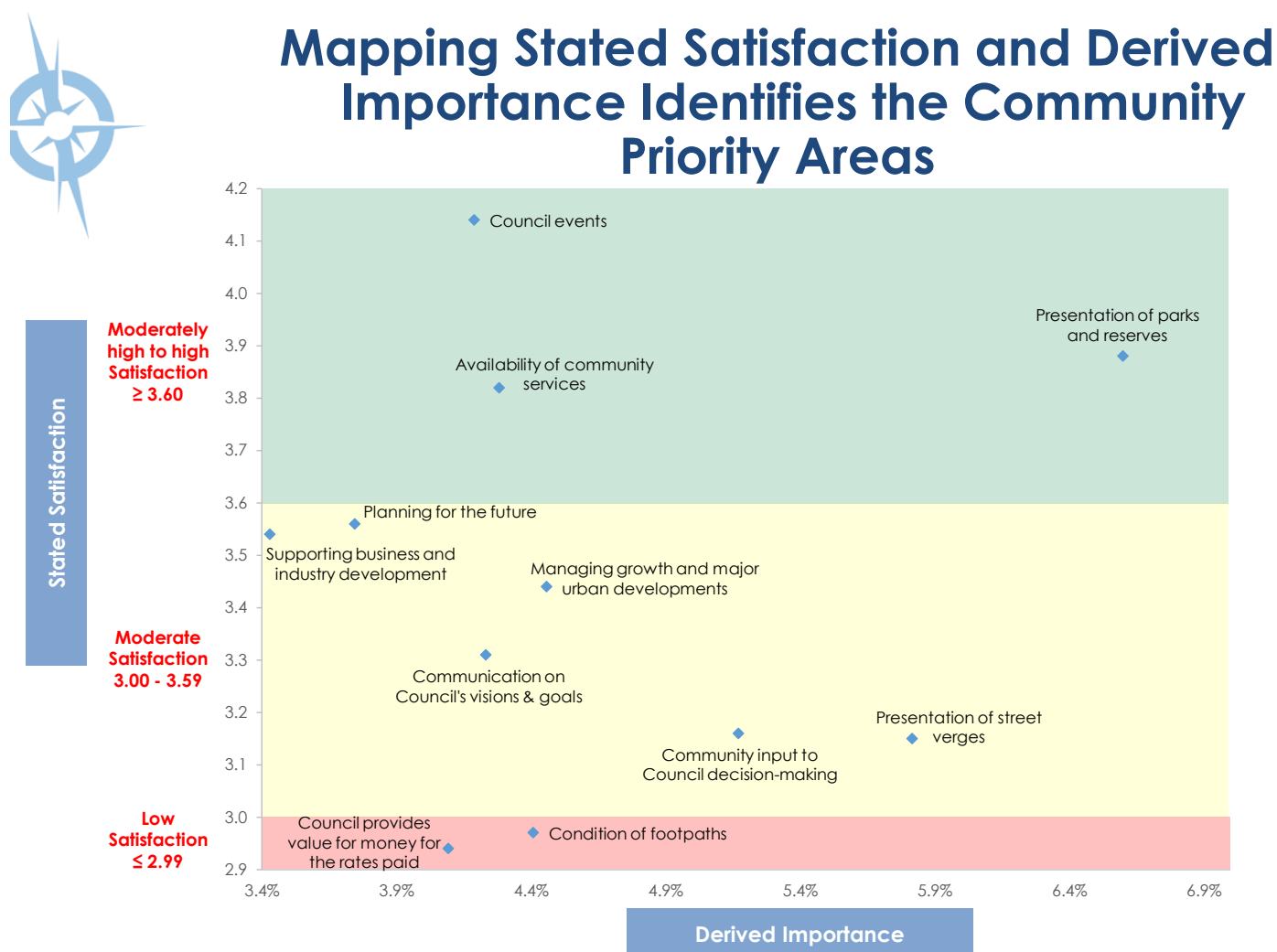
This analysis indicates that 'presentation of street verges', 'community input to Council decision-making', 'managing growth and major urban developments', 'communication on Council's visions & goals', 'planning for the future' and 'supporting business and industry development', could possibly be targeted for optimisation.

Furthermore, areas such as 'Council provides value for money for the rates paid' and 'condition of footpaths' are issues Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's position and advocacy across these areas.
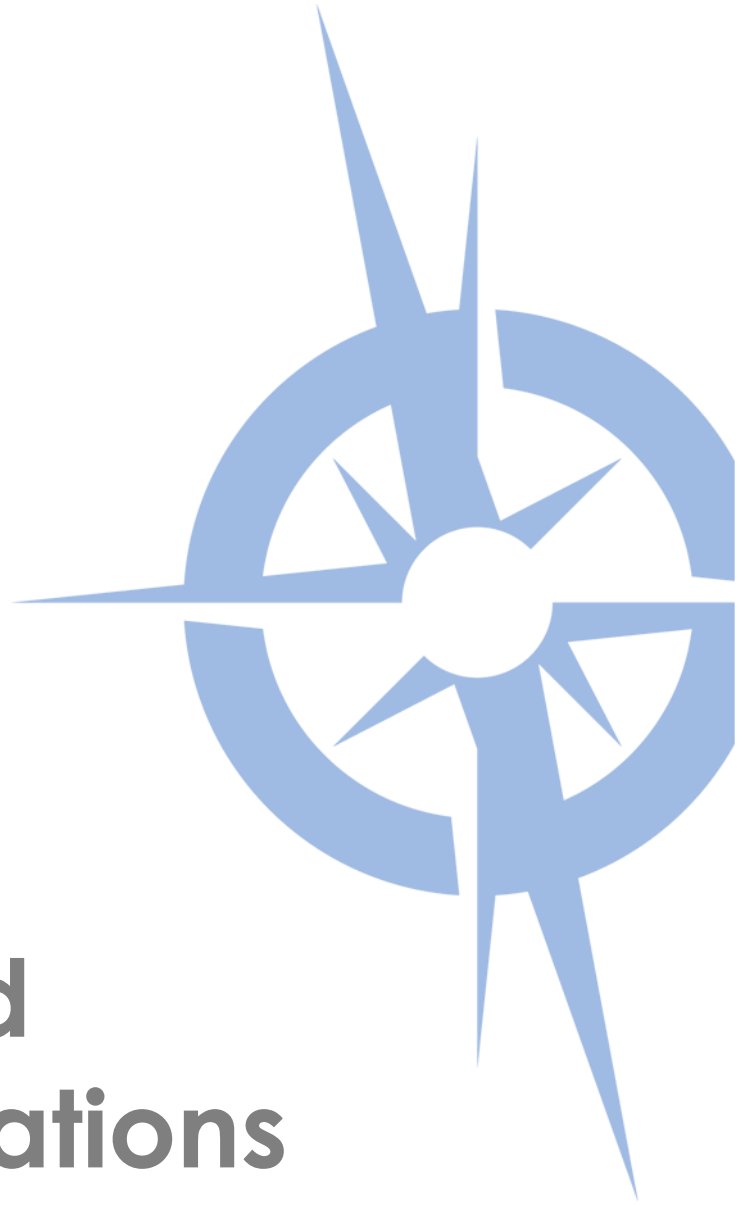
Summary and Recommendations

Summary and Recommendations

Summary

Overall satisfaction with the performance of the City of Playford Council is high, with 93% of residents being at least 'somewhat satisfied'. Although this figure is the same as 2015, there has been a positive shift in residents moving from the 'somewhat satisfied' and the 'satisfied' categories to the 'very satisfied' category. This transition has brought the mean satisfaction rating for the City of Playford up to 3.76, the highest recorded score since 2009.

In the past year satisfaction has significantly increased in 3 service areas, 'condition of local streets', 'hard waste collection' and 'providing support & facilities for sporting clubs'. As 'condition of local streets' was a key infrastructure issue highlighted by residents in 2015, the increase in satisfaction suggests a positive response from the community to any actions conducted by Council in this area.

The top drivers of overall satisfaction focus around visual aesthetics of the council area, such as 'presentation of parks and reserves' and 'presentation of street verges', as well as communication and engagement with the community by Council, such as 'community input to Council decision-making', 'communication on Council's visions and goals' and 'Council provides value for money for the rates paid'. This suggests that residents value the appearance of the City of Playford, contributing to pride in the area, but that Council also needs to ensure they inform and involve residents on actions and decisions that are being made if they wish to increase overall satisfaction.

Satisfaction with customer service by Council is high. Though not significant, satisfaction has increased in the past 12 months. The preferred method of contacting Council remains the 'telephone', however preference for online services is high amongst younger residents.

Recommendations

Based on the findings of this research, City of Playford Council should:

- Actively increase communication to the community on Council activities and inform residents about how rates are spent and allocated to different services and facilities

- Enable greater engagement from residents in Council decision-making, driving resident participation in consultation processes across all demographics

- Work to improve key infrastructure, whilst continuing to plan for the future and effectively manage new developments

- Continue to improve the presentation and visual aesthetics of Playford, with a particular focus on enhancing green spaces
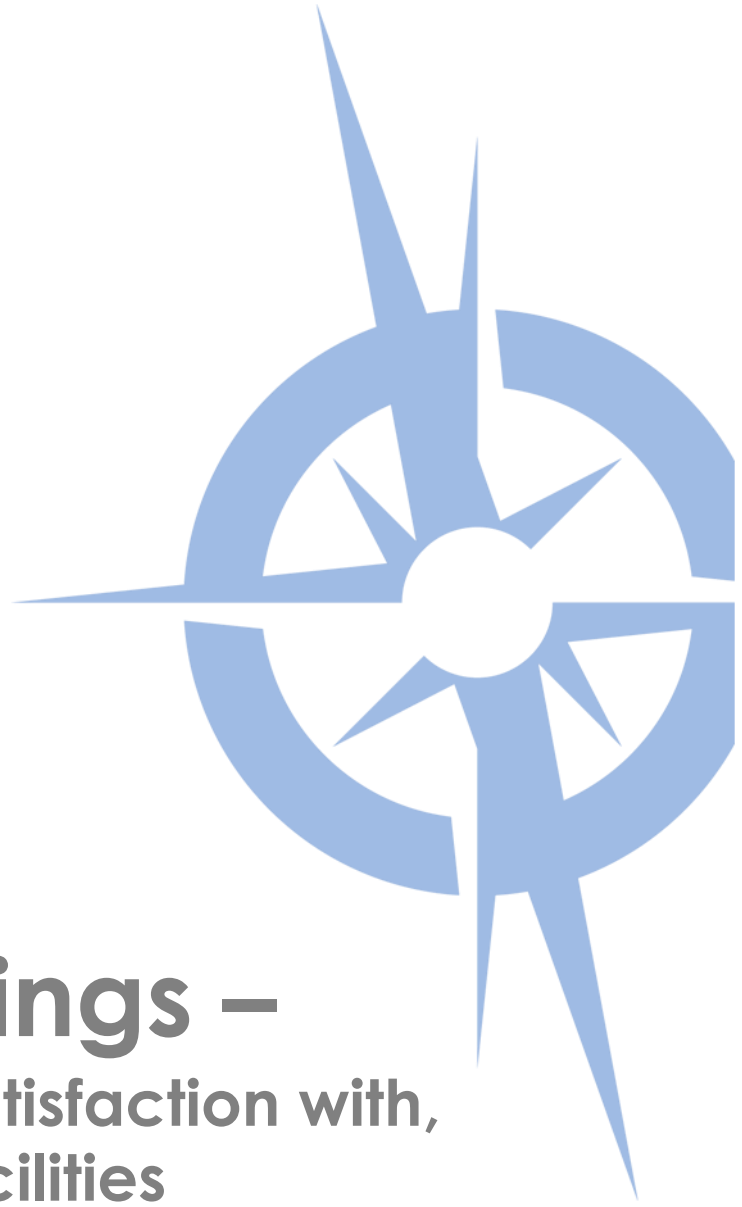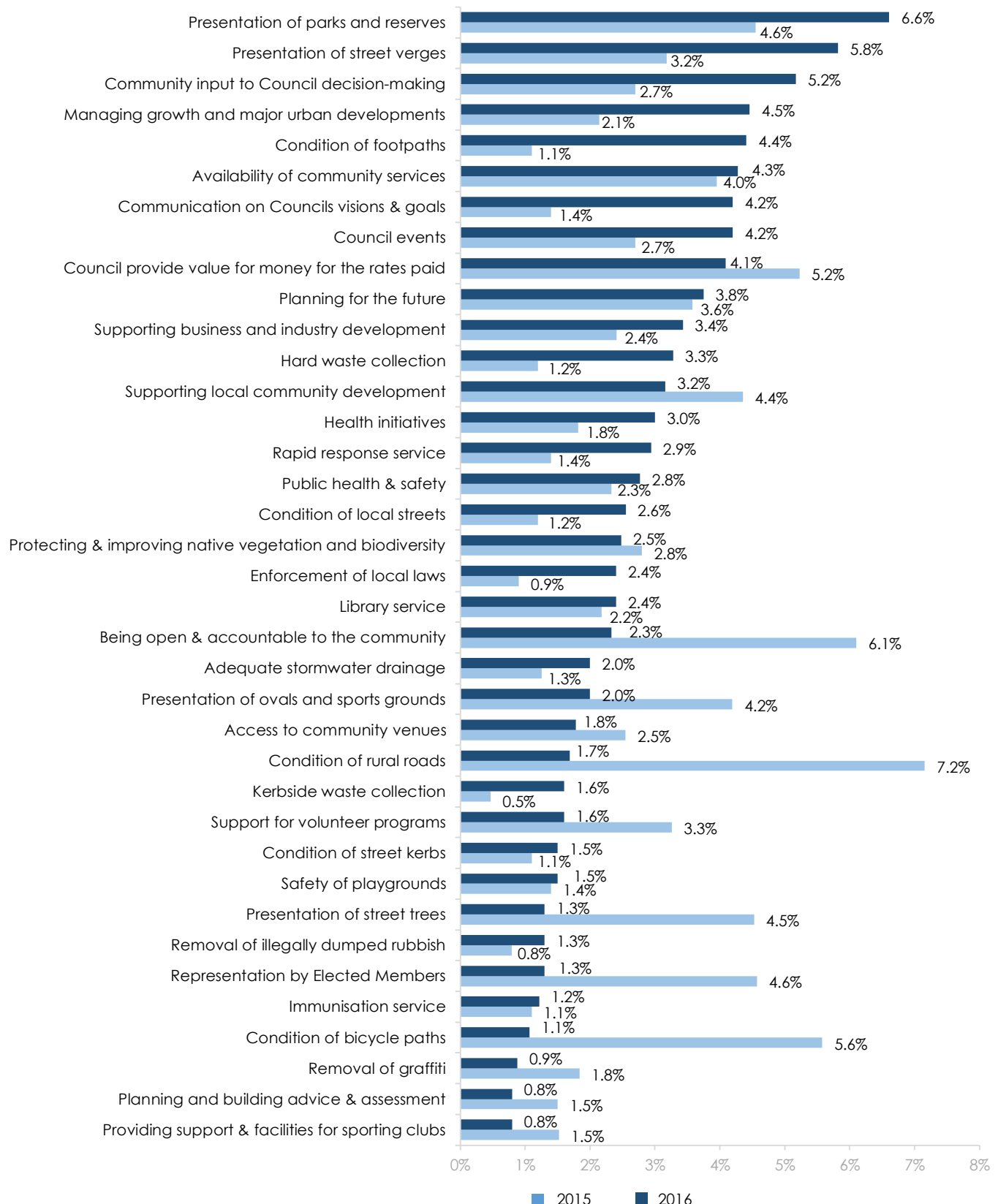
Detailed Findings –

Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 37 facilities/services in terms of Importance and Satisfaction. This section reports the Shapley Regression analysis undertaken on these measures – and the detailed responses to the measures themselves.

The chart below summarises the influence of the 37 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	2016	2015
Presentation of parks and reserves	6.6%	4.6%
Presentation of street verges	5.8%	3.2%
Community input to Council decision-making	5.2%	2.7%
Managing growth and major urban developments	4.5%	2.1%
Condition of footpaths	4.4%	1.1%
Availability of community services	4.3%	4.0%
Communication on Councils visions & goals	4.2%	1.4%
Council events	4.2%	2.7%
Council provide value for money for the rates paid	4.1%	5.2%
Planning for the future	3.8%	3.6%
Supporting business and industry development	3.4%	2.4%
Hard waste collection	3.3%	1.2%
Supporting local community development	3.2%	4.4%
Health initiatives	3.0%	1.8%
Rapid response service	2.9%	1.4%
Public health & safety	2.8%	2.3%
Condition of local streets	2.6%	1.2%
Protecting & improving native vegetation and biodiversity	2.5%	2.8%
Enforcement of local laws	2.4%	0.9%
Library service	2.4%	2.2%
Being open & accountable to the community	2.3%	6.1%
Adequate stormwater drainage	2.0%	1.3%
Presentation of ovals and sports grounds	2.0%	4.2%
Access to community venues	1.8%	2.5%
Condition of rural roads	1.7%	7.2%
Kerbside waste collection	1.6%	0.5%
Support for volunteer programs	1.6%	3.3%
Condition of street kerbs	1.5%	1.1%
Safety of playgrounds	1.5%	1.4%
Presentation of street trees	1.3%	4.5%
Removal of illegally dumped rubbish	1.3%	0.8%
Representation by Elected Members	1.3%	4.6%
Immunisation service	1.2%	1.1%
Condition of bicycle paths	1.1%	5.6%
Removal of graffiti	0.9%	1.8%
Planning and building advice & assessment	0.8%	1.5%
Providing support & facilities for sporting clubs	0.8%	1.5%

2015 ▪ 2016

Service Areas

Each of the 37 facilities/services were grouped into service areas as detailed below

We Explored Resident Response to 37 Service Areas

City Maintenance & Presentation	Community Services
Condition of footpaths	Support for volunteer programs
Condition of bicycle paths	Supporting business and industry development
Presentation of street verges	Planning and building advice & assessment
Condition of street kerbs	Access to community venues
Presentation of street trees	Council events
Condition of local streets	Library service
Adequate stormwater drainage	Providing support & facilities for sporting clubs
Condition of rural roads	Availability of community services
Removal of illegally dumped rubbish	Supporting local community development
Removal of graffiti	Health initiatives
Presentation of parks and reserves	**Accountability, Advocacy & Management**
Safety of playgrounds	Planning for the future
Presentation of ovals and sports grounds	Managing growth and major urban developments
Rapid response service	Being open & accountable to the community
Health, Environment & Regulatory Services	Community input to Council decision-making
Public health & safety	Council provide value for money for the rates paid
Immunisation service	Communication on Councils visions & goals
Enforcement of local laws	Representation by Elected Members
Kerbside waste collection	
Hard waste collection	
Protecting & improving native vegetation and biodiversity	

An Explanation

The following pages detail the Shapley findings for each service area, and summarise the stated importance and satisfaction ratings by key demographics.

Importance

For the stated importance ratings, residents were asked to rate how important each of the criteria was to them, on a scale of 1 to 5.
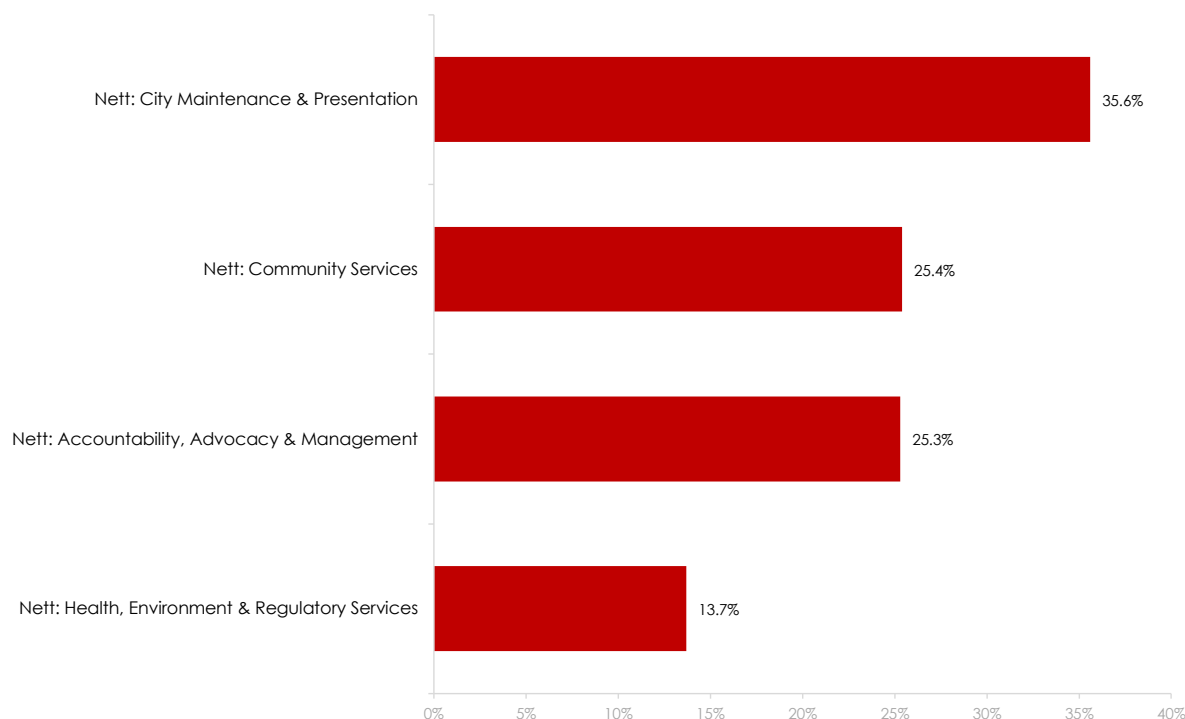
Satisfaction

Any resident who had rated the importance of a particular criterion a 4 or 5 was then asked how satisfied they were with the performance of Council for that service or facility. There was an option for residents to answer 'don't know' to satisfaction, as they may not have personally used a particular service or facility.

Key Service Areas' Contribution to Overall Satisfaction

By combining the outcomes of the regression data, we can identify the derived importance of the different Nett Priority Areas.

Contribution to Overall Satisfaction with Council's Performance

'City maintenance & presentation' (35.6%) is the key contributor toward overall satisfaction with Council's performance.

Note: This is possibly due to the fact that this grouping has 14 criteria, whilst others have only half the number.

The services and facilities grouped under this banner include:

- Condition of footpaths
- Condition of bicycle paths
- Presentation of street verges
- Condition of street kerbs
- Presentation of street trees
- Condition of local streets
- Adequate stormwater drainage

- Condition of rural raods
- Removal of illegally dumped rubbish
- Removal of graffiti
- Presentation of parks and reserves
- Safety of playgrounds
- Presentation of ovals and sports grounds
- Rapid response service

This is not to indicate that the other priority areas are less important, but rather that some of the services and facilities grouped under the banner of 'city maintenance & presentation' are stronger drivers of resident satisfaction.

Service Area 1: City Maintenance & Presentation

Shapley Regression

Contributes to Almost 36% of Overall Satisfaction with Council

Nett - City Maintenance & Presentation	35.6%
Presentation of parks and reserves	6.6%
Presentation of street verges	5.8%
Condition of footpaths	4.4%
Rapid response service	2.9%
Condition of local streets	2.5%
Adequate stormwater drainage	2.0%
Presentation of ovals and sports grounds	2.0%
Condition of rural roads	1.7%
Safety of playgrounds	1.5%
Condition of street kerbs	1.5%
Removal of illegally dumped rubbish	1.3%
Presentation of street trees	1.3%
Condition of bicycle paths	1.1%
Removal of graffiti	0.9%

Service Area 1: City Maintenance & Presentation

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Removal of illegally dumped rubbish
	Adequate stormwater drainage
	Rapid response service
	Safety of playgrounds
Very high	Presentation of parks and reserves
	Condition of local streets
	Condition of footpaths
	Removal of graffiti
High	Condition of rural roads
	Presentation of ovals and sports grounds
	Presentation of street verges
	Condition of street kerbs
	Presentation of street trees
Moderate	Condition of bicycle paths

Importance – by age

Residents aged 35-49 viewed 'adequate stormwater drainage' and 'removal of graffiti' to be significantly more important, whilst residents aged 18-34 rated 'presentation of street verges', 'adequate stormwater drainage' and 'removal of graffiti' as significantly less important.

Residents aged 50-64 rated 'presentation of street trees' as significantly more important and 'safety of playgrounds' as significantly less important. Residents aged 65 years and older considered 'removal of graffiti', 'presentation of parks and reserves' and 'presentation of ovals and sports grounds' to be significantly more important, and 'condition of bicycle paths' to be significantly less important.

Importance – by gender

Females rated 'condition of footpaths', 'condition of street kerbs' and 'condition of local streets' to be significantly more important.

Importance – by ward

Residents of Ward 3 regarded 'presentation of street trees', 'condition of rural roads' and 'rapid response service' of significantly higher importance and residents of Ward 5 reported 'condition of footpaths', 'presentation of street trees' and 'presentation of ovals and sports grounds' to be significantly more important. Residents of Ward 4 rated 'presentation of street verges' and 'presentation of street trees' as significantly less important.

Importance – by ratepayer status

Ratepayers regarded 'presentation of street verges' to of significantly higher importance.

Importance – compared to 2015

There were no significant differences compared to 2015.

Service Area 1: City Maintenance & Presentation

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Condition of footpaths	4.25	4.06	4.43	4.15	4.18	4.39	4.38	4.30	4.14
Condition of bicycle paths	3.18	3.09	3.27	3.19	3.42	3.07	2.89	3.21	3.12
Presentation of street verges	3.94	3.94	3.95	3.71	4.02	4.11	4.09	4.05	3.72
Condition of street kerbs	3.93	3.78	4.08	3.77	3.98	4.09	3.98	3.95	3.91
Presentation of street trees	3.90	3.79	4.01	3.69	3.91	4.13	4.01	3.96	3.77
Condition of local streets	4.44	4.34	4.54	4.31	4.55	4.52	4.41	4.50	4.31
Adequate stormwater drainage	4.61	4.58	4.64	4.43	4.79	4.72	4.52	4.61	4.60
Condition of rural roads	4.19	4.13	4.24	4.02	4.36	4.29	4.08	4.24	4.08
Removal of illegally dumped rubbish	4.65	4.70	4.60	4.58	4.69	4.68	4.65	4.64	4.67
Removal of graffiti	4.25	4.24	4.26	3.88	4.46	4.35	4.52	4.34	4.07
Presentation of parks and reserves	4.47	4.40	4.53	4.38	4.43	4.57	4.60	4.47	4.47
Safety of playgrounds	4.56	4.48	4.63	4.63	4.61	4.39	4.55	4.52	4.62
Presentation of ovals and sports grounds	4.17	4.10	4.24	4.05	4.21	4.16	4.38	4.18	4.16
Rapid response service	4.56	4.52	4.60	4.50	4.61	4.65	4.49	4.56	4.55

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Condition of footpaths	4.28	4.17	4.10	4.06	4.58	4.38
Condition of bicycle paths	3.29	2.92	3.43	2.96	3.28	3.30
Presentation of street verges	3.91	3.98	4.03	3.66	4.22	4.08
Condition of street kerbs	3.83	4.01	3.89	3.92	4.07	4.01
Presentation of street trees	3.84	3.90	4.20	3.51	4.24	4.08
Condition of local streets	4.45	4.39	4.59	4.28	4.54	4.54
Adequate stormwater drainage	4.54	4.64	4.65	4.56	4.69	4.73
Condition of rural roads	4.33	4.03	4.56	3.91	4.20	4.06
Removal of illegally dumped rubbish	4.63	4.58	4.78	4.67	4.75	4.50
Removal of graffiti	4.18	4.33	4.38	3.99	4.46	4.44
Presentation of parks and reserves	4.41	4.60	4.49	4.29	4.60	4.60
Safety of playgrounds	4.58	4.53	4.56	4.49	4.64	4.53
Presentation of ovals and sports grounds	4.09	4.06	4.31	4.03	4.60	4.17
Rapid response service	4.52	4.51	4.79	4.49	4.58	4.61

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

Service Area 1: City Maintenance & Presentation

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Condition of footpaths	6%	2%	15%	16%	61%	100%	605
Condition of bicycle paths	21%	12%	21%	19%	27%	100%	605
Presentation of street verges	5%	6%	20%	28%	41%	100%	605
Condition of street kerbs	5%	7%	18%	27%	42%	100%	605
Presentation of street trees	5%	7%	23%	24%	41%	100%	605
Condition of local streets	1%	2%	12%	22%	63%	100%	605
Adequate stormwater drainage	1%	2%	6%	17%	74%	100%	605
Condition of rural roads	6%	5%	12%	21%	57%	100%	605
Removal of illegally dumped rubbish	1%	1%	6%	18%	75%	100%	605
Removal of graffiti	4%	3%	13%	23%	57%	100%	605
Presentation of parks and reserves	1%	1%	10%	26%	62%	100%	605
Safety of playgrounds	3%	3%	5%	15%	75%	100%	605
Presentation of ovals and sports grounds	3%	5%	13%	28%	50%	100%	605
Rapid response service	1%	1%	8%	20%	70%	100%	605

Service Area 1: City Maintenance & Presentation

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Presentation of ovals and sports grounds
	Safety of playgrounds
Moderately high	Presentation of parks and reserves
	Rapid response service
	Removal of graffiti
Moderate	Presentation of street trees
	Adequate stormwater drainage
	Condition of street kerbs
	Condition of local streets
	Condition of bicycle paths
	Removal of illegally dumped rubbish
	Condition of rural roads
	Presentation of street verges
Moderately low	Condition of footpaths

Satisfaction – by age

18-34 year olds were significantly more satisfied with 'condition of local streets' and 'rapid response service'. Residents aged 35-49 were significantly less satisfied with 'presentation of parks and reserves' and 'presentation of ovals and sportsgrounds', whilst residents aged 50-64 were significantly less satisfied with 'condition of street kerbs', 'presentation of street trees', 'condition of local streets', 'removal of illegally dumped rubbish' and 'rapid response service'.

Residents aged 65 years and over were significantly more satisfied with 'condition of bicycle paths', 'presentation of street verges', 'removal of illegally dumped rubbish', 'removal of graffiti', 'presentation of parks and reserves', 'safety of playgrounds' and 'presentation of ovals and sports grounds'.

Satisfaction – by gender

Females were significantly more satisfied with 'presentation of parks and reserves'.

Satisfaction – by area

Residents of Ward 2 were significantly more satisfied with 'condition of local streets' and 'removal of illegally dumped rubbish', whilst residents of Ward 4 were significantly more satisfied with 'presentation of parks and reserves'.

Residents of Ward 5 were significantly more satisfied with:
- Condition of footpaths
- Presentation of street verges
- Presentation of street trees
- Condition of local streets
- Presentation of parks and reserves
- Condition of rural roads
- Removal of graffiti
- Removal of illegally dumped rubbish
- Presentation of ovals and sports grounds

Residents of Ward 1 were significantly less satisfied with:
- Condition of footpaths
- Presentation of street verges
- Condition of local street
- Condition of rural roads
- Removal of illegally dumped rubbish
- Presentation of parks and reserves

Residents of Ward 3 were significantly less satisfied with 'presentation of street trees'.

Service Area 1: City Maintenance & Presentation

Overview of Satisfaction Rating Scores by Key Demographics

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'presentation of street verges', 'condition of street kerbs', 'presentation of street trees' and 'condition of local streets', than non-ratepayers.

Satisfaction – compared to 2015

Residents were significantly more satisfied with 'condition of local streets' in 2016 compared to 2015, but significantly less satisfied with 'adequate stormwater drainage'.

Service Area 1: City Maintenance & Presentation

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Condition of footpaths	2.97	2.98	2.96	3.18	2.77	2.88	3.03	2.88	3.18
Condition of bicycle paths	3.26	3.25	3.28	3.31	3.03	3.33	3.57	3.29	3.20
Presentation of street verges	3.15	3.09	3.21	3.26	3.00	2.97	3.47	3.01	3.50
Condition of street kerbs	3.36	3.40	3.33	3.55	3.24	3.14	3.56	3.22	3.69
Presentation of street trees	3.49	3.52	3.46	3.62	3.50	3.26	3.60	3.39	3.71
Condition of local streets	3.27	3.30	3.25	3.52	3.14	2.99	3.45	3.15	3.57
Adequate stormwater drainage	3.37	3.42	3.31	3.56	3.20	3.20	3.56	3.32	3.47
Condition of rural roads	3.16	3.20	3.12	3.39	2.97	2.98	3.32	3.07	3.37
Removal of illegally dumped rubbish	3.20	3.21	3.20	3.43	3.02	2.95	3.41	3.14	3.35
Removal of graffiti	3.66	3.70	3.61	3.76	3.56	3.50	3.84	3.63	3.73
Presentation of parks and reserves	3.88	3.71	4.03	3.84	3.68	3.88	4.26	3.81	4.01
Safety of playgrounds	3.93	3.88	3.98	3.94	3.81	3.90	4.17	3.89	4.02
Presentation of ovals and sports grounds	4.12	4.08	4.16	4.22	3.92	4.13	4.30	4.08	4.21
Rapid response service	3.78	3.73	3.84	4.03	3.64	3.48	3.93	3.73	3.89

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Condition of footpaths	2.72	3.03	2.88	2.87	3.53	3.15
Condition of bicycle paths	3.13	3.14	3.08	3.64	3.39	3.48
Presentation of street verges	2.93	3.28	3.07	2.92	3.73	3.17
Condition of street kerbs	3.20	3.50	3.15	3.30	3.66	3.60
Presentation of street trees	3.41	3.54	3.03	3.44	4.05	3.51
Condition of local streets	3.00	3.57	3.12	3.28	3.62	3.36
Adequate stormwater drainage	3.19	3.48	3.48	3.42	3.35	3.49
Condition of rural roads	2.84	3.39	2.95	3.19	3.76	3.33
Removal of illegally dumped rubbish	2.95	3.64	2.92	3.11	3.59	3.28
Removal of graffiti	3.48	3.82	3.53	3.63	4.12	3.50
Presentation of parks and reserves	3.66	4.00	3.50	4.11	4.14	3.97
Safety of playgrounds	3.82	4.09	3.80	3.84	4.14	4.07
Presentation of ovals and sports grounds	3.99	4.30	3.91	4.10	4.45	4.09
Rapid response service	3.71	3.88	3.83	3.86	3.83	3.57

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Service Area 1: City Maintenance & Presentation

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Condition of footpaths	17%	16%	34%	19%	14%	100%	467
Condition of bicycle paths	13%	14%	25%	29%	18%	100%	276
Presentation of street verges	13%	13%	32%	29%	13%	100%	419
Condition of street kerbs	9%	11%	34%	26%	19%	100%	419
Presentation of street trees	6%	14%	26%	32%	22%	100%	397
Condition of local streets	6%	15%	38%	28%	13%	100%	514
Adequate stormwater drainage	10%	15%	24%	30%	21%	100%	548
Condition of rural roads	11%	13%	37%	27%	12%	100%	466
Removal of illegally dumped rubbish	13%	18%	24%	26%	19%	100%	560
Removal of graffiti	7%	10%	23%	33%	28%	100%	483
Presentation of parks and reserves	5%	4%	21%	40%	30%	100%	531
Safety of playgrounds	3%	3%	25%	34%	34%	100%	538
Presentation of ovals and sports grounds	0%	3%	17%	44%	35%	100%	472
Rapid response service	3%	4%	29%	37%	26%	100%	530

Service Area 2: Health, Environment & Regulatory Services

Shapley Regression

Contributes to Almost 14% of Overall Satisfaction with Council

Category	Value
Nett - Health, Environment & Regulatory Services	13.7%
Hard waste collection	3.3%
Public health & safety	2.8%
Protecting & improving native vegetation and biodiversity	2.5%
Enforcement of local laws	2.3%
Kerbside waste collection	1.6%
Immunisation service	1.2%
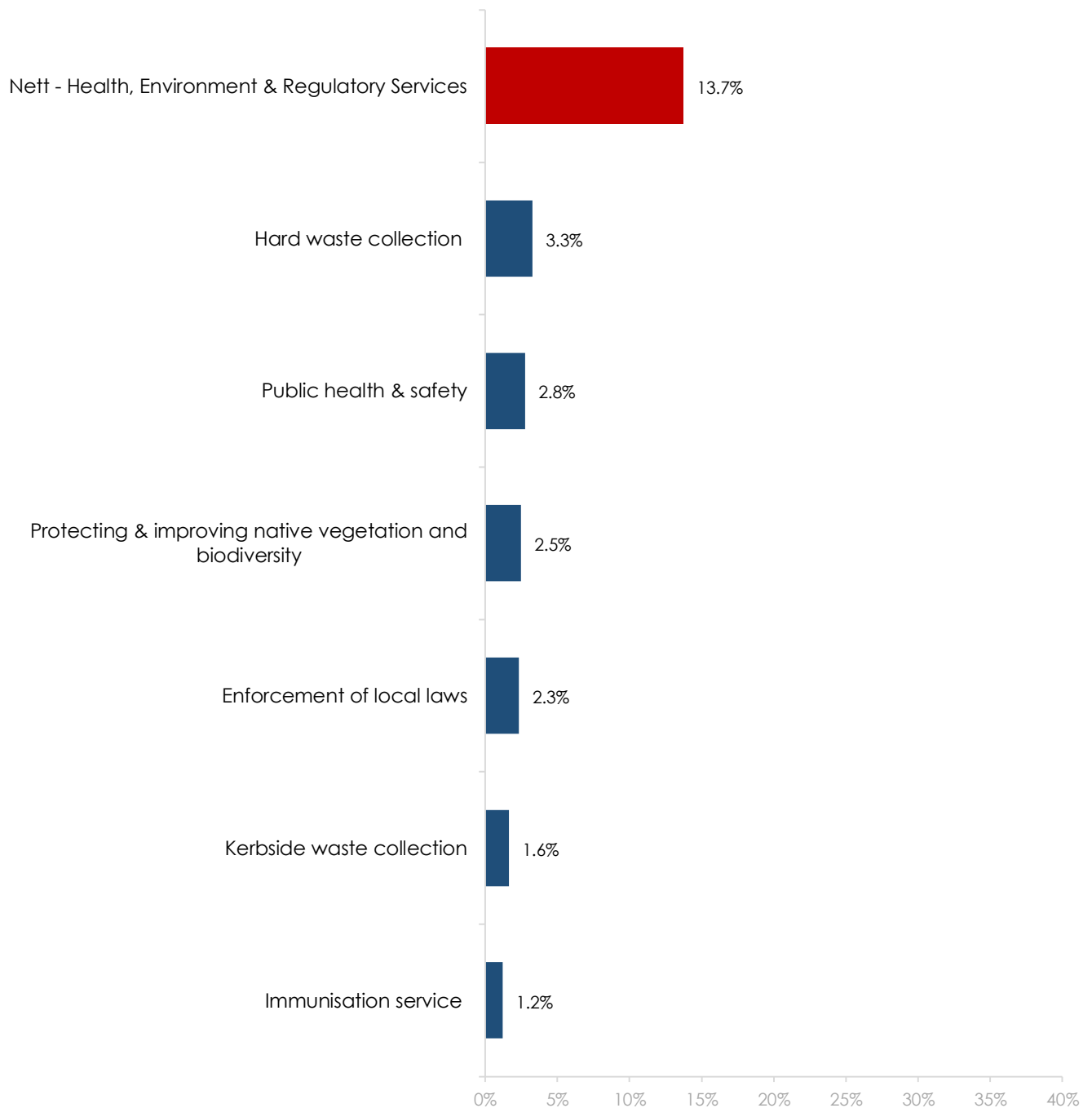
Service Area 2: Health, Environment & Regulatory Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Public health & safety
	Kerbside waste collection
	Enforcement of local laws
Very high	Immunisation service
	Hard waste collection
	Protecting & improving native vegetation and biodiversity

Importance – by age

Residents aged 18-34 rated 'kerbside waste collection' and 'hard waste collection' as significantly less important, whilst those aged 50 and over considered these to be significantly more important.

Importance – by gender

Females rated 'immunisation service' and 'enforcement of local laws' as significantly more important.

Importance – by ward

Residents of Ward 1 regarded 'hard waste collection' and 'protecting & improving native vegetation and biodiversity' as significantly less important.

Ward 3 residents considered 'public health & safety' and 'protecting & improving native vegetation and biodiversity' as significantly higher in importance, whilst residents of Ward 4 rated 'immunisation service' as significantly higher. Residents of Ward 5 rated 'hard waste collection' as significantly more important, and residents of Ward 6 rated 'protecting & improving native vegetation and biodiversity' as significantly higher.

Importance – by ratepayer status

There were no significant differences by ratepayer status.

Importance – compared to 2015

Residents rated 'public health and safety' as significantly more important than in 2015.

Service Area 2: Health, Environment & Regulatory Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Public health & safety	4.74	4.69	4.79	4.71	4.77	4.78	4.71	4.70	4.82
Immunisation service	4.49	4.38	4.60	4.48	4.63	4.36	4.44	4.45	4.59
Enforcement of local laws	4.52	4.42	4.62	4.57	4.44	4.53	4.57	4.47	4.64
Kerbside waste collection	4.71	4.68	4.75	4.58	4.73	4.82	4.83	4.70	4.75
Hard waste collection	4.45	4.37	4.53	4.25	4.45	4.60	4.67	4.44	4.46
Protecting & improving native vegetation and biodiversity	4.35	4.28	4.42	4.31	4.30	4.42	4.45	4.36	4.36

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health & safety	4.66	4.79	4.89	4.73	4.81	4.72
Immunisation service	4.43	4.42	4.54	4.70	4.49	4.33
Enforcement of local laws	4.48	4.57	4.61	4.64	4.45	4.35
Kerbside waste collection	4.61	4.78	4.75	4.75	4.80	4.74
Hard waste collection	4.29	4.48	4.49	4.50	4.71	4.46
Protecting & improving native vegetation and biodiversity	4.22	4.37	4.58	4.28	4.35	4.69

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Public health & safety	1%	1%	4%	12%	82%	100%	605
Immunisation service	4%	3%	8%	13%	73%	100%	605
Enforcement of local laws	2%	3%	6%	17%	71%	100%	605
Kerbside waste collection	0%	1%	5%	16%	78%	100%	605
Hard waste collection	1%	2%	12%	21%	64%	100%	605
Protecting & improving native vegetation and biodiversity	1%	1%	15%	27%	56%	100%	605

Service Area 2: Health, Environment & Regulatory Services

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Very high	Kerbside waste collection
	Immunisation service
High	Hard waste collection
Moderately high	Public health and safety
	Protecting & improving native vegetation and biodiversity
	Enforcement of local laws

Satisfaction – by age

Residents aged 65 years and over were significantly more satisfied with 'kerbside waste collection' and 'hard waste collection', whilst 18-34 year olds were significantly less satisfied with 'kerbside waste collection' but significantly more satisfied with 'enforcement of local laws'.

Those aged 50-64 were significantly less satisfied with both 'public health and safety' and 'enforcement of local laws'.

Satisfaction – by gender

Females were significantly more satisfied with 'immunisation service'.

Satisfaction – by area

Residents of Ward 1 were significantly less satisfied with 'hard waste collection', whilst residents of Ward 3 were significantly less satisfied with 'protecting and improving native vegetation and biodiversity'.

Residents of Ward 5 were significantly more satisfied with:

- Enforcement of local laws
- Kerbside waste collection
- Hard waste collection
- Protecting & improving native vegetation and biodiversity

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with 'enforcement of local laws' and 'hard waste collection'.

Satisfaction – compared to 2015

Satisfaction with 'hard waste collection' was significantly higher in 2016.

Service Area 2: Health, Environment & Regulatory Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Public health & safety	3.84	3.85	3.84	3.97	3.83	3.62	3.93	3.78	3.97
Immunisation service	4.28	4.10	4.44	4.33	4.22	4.23	4.33	4.21	4.41
Enforcement of local laws	3.77	3.74	3.80	4.07	3.62	3.54	3.70	3.66	3.98
Kerbside waste collection	4.32	4.24	4.40	4.11	4.31	4.43	4.61	4.28	4.41
Hard waste collection	4.01	3.90	4.10	4.08	3.90	3.89	4.20	3.89	4.25
Protecting & improving native vegetation and biodiversity	3.79	3.70	3.87	3.88	3.67	3.78	3.86	3.72	3.95

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health & safety	3.80	3.83	3.88	3.91	3.91	3.76
Immunisation service	4.24	4.32	4.45	4.25	4.40	4.01
Enforcement of local laws	3.65	3.91	3.62	3.84	4.07	3.56
Kerbside waste collection	4.23	4.30	4.42	4.23	4.63	4.32
Hard waste collection	3.75	4.13	3.98	4.10	4.37	3.95
Protecting & improving native vegetation and biodiversity	3.77	3.76	3.48	3.83	4.15	3.82

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Public health & safety	1%	5%	31%	36%	28%	100%	570
Immunisation service	1%	2%	15%	31%	51%	100%	518
Enforcement of local laws	4%	10%	21%	35%	30%	100%	534
Kerbside waste collection	2%	5%	10%	27%	57%	100%	570
Hard waste collection	5%	8%	15%	26%	47%	100%	514
Protecting & improving native vegetation and biodiversity	2%	6%	30%	36%	26%	100%	499

Service Area 3: Community Services

Shapley Regression

Contributes to Over 25% of Overall Satisfaction with Council

Category	Value
Nett - Community Services	25.4%
Availability of community services	4.3%
Council events	4.2%
Supporting business and industry development	3.4%
Supporting local community development	3.2%
Health initiatives	3.0%
Library service	2.4%
Access to community venues	1.8%
Support for volunteer programs	1.6%
Providing support & facilities for sporting clubs	0.8%
Planning and building advice & assessment	0.8%
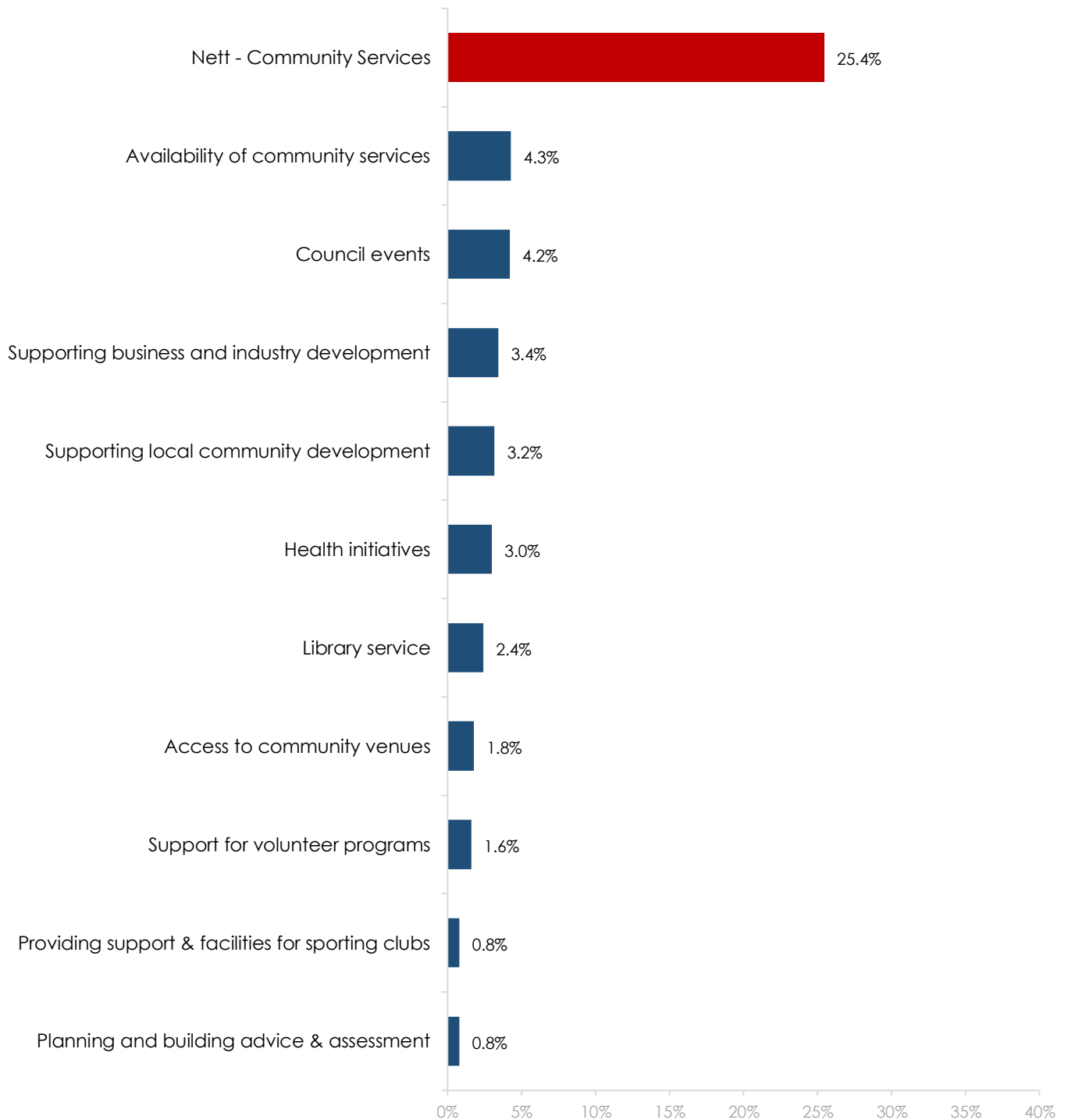
Service Area 3: Community Service

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Very high	Supporting business and industry development
	Health initiatives
	Availability of community services
	Supporting local community development
	Support for volunteer programs
High	Access to community venues
	Library service
	Providing support & facilities for sporting clubs
	Planning and building advice & assessment
Moderately high	Council events

Importance – by age

18-34 year olds considered 'support for volunteer programs', 'planning and building advice & assessment', 'availability of community services' and 'supporting local community development' as significantly less important.

35-49 year olds valued 'supporting local community development' as significantly more important, whilst 50-64 year olds rated 'support for volunteer programs' as significantly more important. Residents aged 65 years and over considered 'support for volunteer programs', 'planning and building advice & assessment', 'access to community venues', 'council events' and 'availability of community services' as significantly more important.

Importance – by gender

Females rated 'support for volunteer programs', 'access to community venues', 'council events', 'library service', 'availability of community services', 'supporting local community development' and 'health initiatives' as significantly higher in importance.

Importance – by ward

Residents of Ward 1 considered 'support for volunteer programs' as significantly less important, whilst residents of Ward 3 rated 'support for volunteer programs' as significantly more important. Both ward 3 and Ward 5 rated 'planning and building advice & assessment' as significantly more important'.

Importance – by ratepayer status

Non-ratepayers rated 'access to community venues' and 'council events' as significantly more important.

Importance – compared to 2015

'Access to community venues' was rated as significantly more important than in 2015.

Service Area 3: Community Service

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Support for volunteer programs	4.25	4.09	4.40	4.00	4.18	4.44	4.64	4.24	4.28
Supporting business and industry development	4.45	4.39	4.51	4.32	4.44	4.59	4.56	4.45	4.46
Planning and building advice & assessment	4.01	3.98	4.03	3.80	4.05	4.12	4.21	4.04	3.94
Access to community venues	4.14	4.00	4.28	4.09	4.07	4.07	4.47	4.06	4.30
Council events	3.84	3.68	4.00	3.78	3.79	3.83	4.09	3.73	4.07
Library service	4.11	3.90	4.31	4.08	4.11	4.03	4.27	4.07	4.21
Providing support & facilities for sporting clubs	4.05	4.03	4.08	3.90	4.12	4.11	4.18	4.12	3.92
Availability of community services	4.28	4.15	4.41	4.08	4.31	4.35	4.55	4.28	4.29
Supporting local community development	4.26	4.14	4.37	4.06	4.42	4.28	4.34	4.25	4.29
Health initiatives	4.44	4.27	4.60	4.39	4.41	4.47	4.53	4.38	4.56

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Support for volunteer programs	4.04	4.31	4.52	4.22	4.43	4.40
Supporting business and industry development	4.36	4.44	4.55	4.39	4.60	4.64
Planning and building advice & assessment	3.87	4.03	4.33	3.84	4.26	4.05
Access to community venues	4.01	4.33	4.07	4.09	4.37	4.12
Council events	3.74	3.97	3.99	3.87	3.81	3.81
Library service	4.06	3.99	4.27	4.03	4.31	4.20
Providing support & facilities for sporting clubs	4.01	4.02	4.27	3.91	4.26	4.01
Availability of community services	4.14	4.34	4.36	4.27	4.40	4.44
Supporting local community development	4.14	4.38	4.40	4.15	4.35	4.39
Health initiatives	4.32	4.48	4.44	4.43	4.63	4.53

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

Service Area 3: Community Service

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Support for volunteer programs	1%	4%	15%	28%	52%	100%	605
Supporting business and industry development	1%	3%	9%	24%	63%	100%	605
Planning and building advice & assessment	4%	5%	20%	29%	42%	100%	605
Access to community venues	2%	4%	21%	26%	48%	100%	605
Council events	5%	6%	27%	22%	40%	100%	605
Library service	5%	4%	17%	21%	53%	100%	605
Providing support & facilities for sporting clubs	4%	6%	20%	25%	47%	100%	605
Availability of community services	2%	2%	13%	29%	53%	100%	605
Supporting local community development	3%	1%	16%	28%	52%	100%	605
Health initiatives	1%	3%	10%	21%	64%	100%	605

Service Area 3: Community Service

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

High	Library service
	Council events
	Access to community venues
	Providing support & facilities for sporting clubs
Moderately high	Support for volunteer programs
	Health initiatives
	Availability of community services
	Supporting local community development
Moderate	Supporting business and industry development
	Planning and building advice & assessment

Satisfaction – by age

18-34 year olds were significantly more satisfied with 'supporting local community development', whilst residents aged 65 years and over were significantly more satisfied with 'support for volunteer programs', 'supporting business and industry development', 'access to community venues', 'availability of community services' and 'health initiatives'.

Residents aged 35-49 were significantly less satisfied with 'supporting business and industry development', 'planning and building advice & assessment' and 'supporting local community development'. Residents aged 50-64 were significantly less satisfied with 'availability of community services' and 'health initiatives'.

Satisfaction – by gender

There were no significant differences between males and females.

Satisfaction – by area

Residents of Ward 1 were significantly less satisfied with 'planning and building advice & assessment', whilst residents of Ward 2 were significantly less satisfied with 'library service' and residents of Ward 6 were significantly less satisfied with 'supporting business and industry development' and ''health initiatives'.

Residents of Ward 5 were significantly more satisfied with:

- Support for volunteer programs
- Supporting business and industry development
- Planning and building advice & assessment
- Council events
- Library service
- Supporting local community development
- Health initiatives

Satisfaction – by ratepayer status

Non-ratepayers were significantly less satisfied with 'supporting business and industry development', 'planning and building advice & assessment' and 'supporting local community development'.

Satisfaction – compared to 2015

Residents were significantly more satisfied with 'providing support & facilities for sporting clubs' than in 2015.

Service Area 3: Community Service

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Support for volunteer programs	3.87	3.76	3.96	3.87	3.75	3.81	4.14	3.82	3.98
Supporting business and industry development	3.54	3.42	3.65	3.69	3.34	3.38	3.76	3.41	3.80
Planning and building advice & assessment	3.54	3.55	3.53	3.75	3.34	3.40	3.67	3.42	3.82
Access to community venues	3.98	4.03	3.94	4.03	3.81	3.96	4.16	4.01	3.93
Council events	4.14	4.20	4.09	4.21	4.12	4.10	4.10	4.10	4.22
Library service	4.14	4.01	4.26	4.14	4.10	4.07	4.31	4.14	4.15
Providing support & facilities for sporting clubs	3.96	3.93	3.99	3.97	3.92	3.93	4.08	4.00	3.89
Availability of community services	3.82	3.83	3.82	3.95	3.75	3.59	4.01	3.79	3.89
Supporting local community development	3.76	3.66	3.84	4.02	3.54	3.64	3.86	3.67	3.95
Health initiatives	3.86	3.82	3.89	3.96	3.74	3.68	4.09	3.77	4.02

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Support for volunteer programs	3.87	3.64	3.73	4.01	4.19	3.80
Supporting business and industry development	3.46	3.70	3.38	3.49	3.94	3.21
Planning and building advice & assessment	3.30	3.76	3.29	3.71	3.96	3.36
Access to community venues	4.02	3.80	3.83	3.95	4.21	4.08
Council events	4.13	4.01	4.05	4.19	4.43	4.05
Library service	4.22	3.59	4.05	4.05	4.69	4.35
Providing support & facilities for sporting clubs	4.03	3.89	3.80	3.92	4.19	3.84
Availability of community services	3.71	3.78	3.67	4.12	4.03	3.64
Supporting local community development	3.61	3.89	3.60	3.82	4.05	3.67
Health initiatives	3.83	3.88	3.81	3.87	4.12	3.50

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

Service Area 3: Community Service

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Support for volunteer programs	1%	4%	30%	36%	29%	100%	477
Supporting business and industry development	3%	10%	36%	31%	19%	100%	525
Planning and building advice & assessment	4%	10%	32%	37%	17%	100%	426
Access to community venues	1%	5%	21%	41%	32%	100%	443
Council events	1%	2%	20%	39%	39%	100%	371
Library service	4%	6%	14%	24%	52%	100%	443
Providing support & facilities for sporting clubs	1%	6%	21%	40%	32%	100%	429
Availability of community services	2%	5%	28%	40%	25%	100%	493
Supporting local community development	1%	5%	32%	39%	23%	100%	481
Health initiatives	1%	8%	26%	35%	30%	100%	515

Service Area 4: Accountability, Advocacy & Management

Shapley Regression

Contributes to Over 25% of Overall Satisfaction with Council

Category	Percentage
Nett - Community Services	25.3%
Community input to Council decision-making	5.2%
Managing growth and major urban developments	4.5%
Communication on Councils visions & goals	4.2%
Council provide value for money for the rates paid	4.1%
Planning for the future	3.7%
Being open & accountable to the community	2.3%
Representation by Elected Members	1.3%
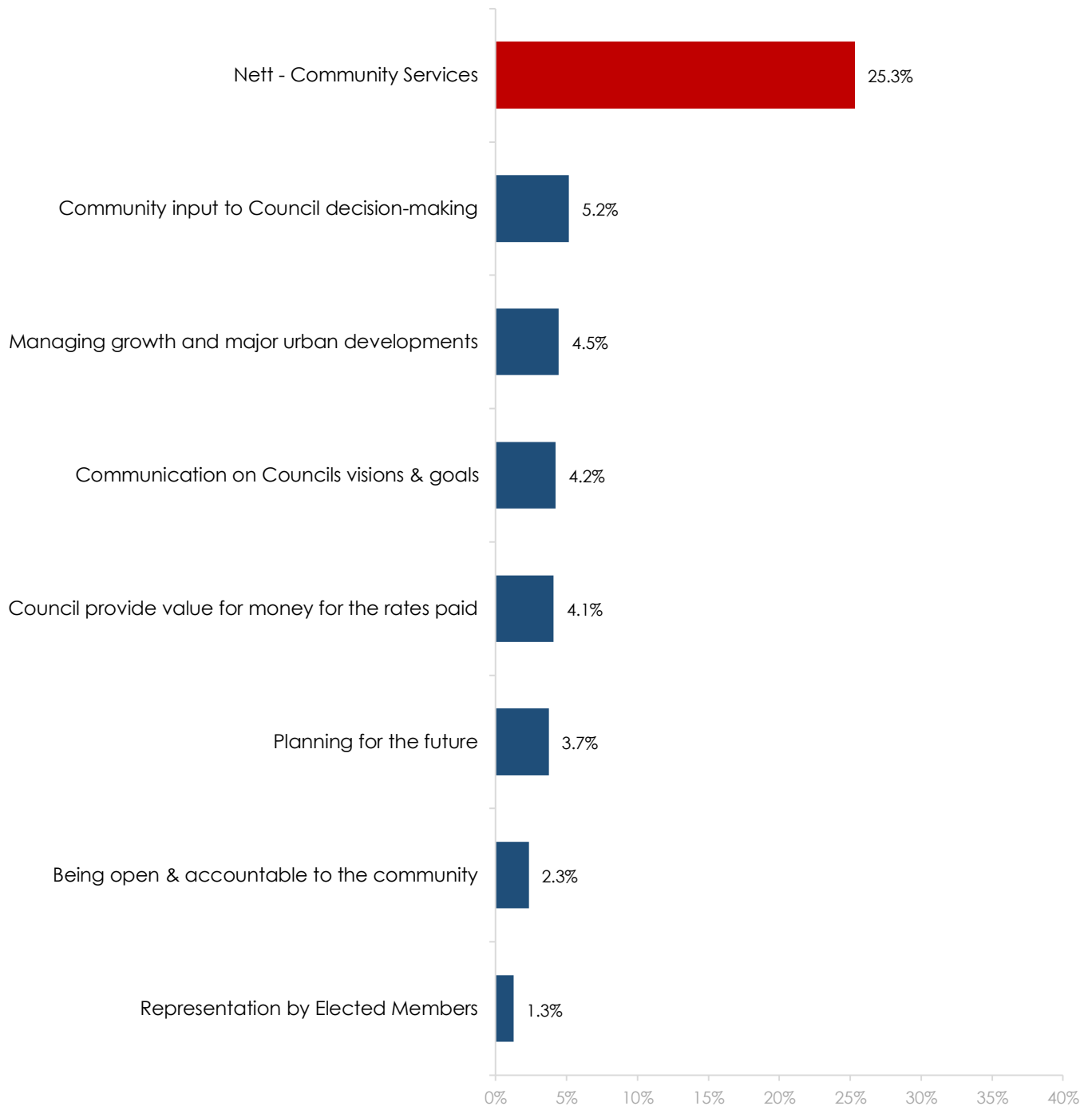
Service Area 4: Accountability, Advocacy & Management

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

Extremely high	Being open & accountable to the community
	Planning for the future
	Council provides value for money for the rates paid
Very high	Community input to Council decision-making
	Managing growth and major urban developments
	Communication on Council's visions & goals
High	Representation by Elected Members

Importance – by age

Residents aged 18-34 rated 'representation by Elected Members' as significantly less important, whilst residents aged 50 over rated this significantly more important.

Those aged 35-49 considered 'being open & accountable to the community' and 'communication on Council's visions and goals' as significantly more important.

Importance – by gender

There were no significant differences by gender.

Importance – by ward

Residents of Ward 2 rated 'planning for the future' as significantly more important, whilst residents of Ward 3 rated 'being open & accountable to the community' 'communication on Council's visions and goals' and 'community input to Council decision-making' as significantly more important.

Residents of Ward 4 considered 'managing growth and major urban development' and 'Council provide value for money for the rates paid' as significantly less important.

Importance – by ratepayer status

Ratepayers viewed 'Council provides value for money for the rates paid' as significantly more important.

Importance – compared to 2015

There were no significant differences between 2015 and 2016.

Service Area 4: Accountability, Advocacy & Management

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Planning for the future	4.61	4.56	4.66	4.53	4.69	4.63	4.62	4.65	4.53
Managing growth and major urban developments	4.42	4.47	4.37	4.29	4.53	4.45	4.45	4.47	4.31
Being open & accountable to the community	4.72	4.71	4.73	4.61	4.83	4.76	4.71	4.76	4.64
Community input to Council decision-making	4.45	4.48	4.43	4.30	4.59	4.53	4.43	4.49	4.38
Council provides value for money for the rates paid	4.58	4.60	4.57	4.51	4.61	4.64	4.60	4.67	4.41
Communication on Council's visions & goals	4.27	4.27	4.27	4.12	4.42	4.25	4.34	4.29	4.22
Representation by Elected Members	4.17	4.10	4.24	3.96	4.12	4.36	4.47	4.16	4.20

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Planning for the future	4.64	4.76	4.74	4.43	4.54	4.57
Managing growth and major urban developments	4.48	4.45	4.54	4.18	4.42	4.49
Being open & accountable to the community	4.69	4.68	4.88	4.63	4.78	4.80
Community input to Council decision-making	4.48	4.45	4.65	4.28	4.47	4.45
Council provides value for money for the rates paid	4.65	4.59	4.67	4.31	4.69	4.61
Communication on Council's visions & goals	4.20	4.21	4.53	4.14	4.47	4.30
Representation by Elected Members	4.05	4.16	4.25	4.18	4.40	4.20

Scale: 1 = not at all important, 5 = very important

Significantly higher/lower level of importance (by group)

	Not at all important	Not very important	Somewhat important	Important	Very important	Total %	Base
Planning for the future	2%	1%	4%	19%	74%	100%	605
Managing growth and major urban developments	1%	2%	12%	25%	61%	100%	605
Being open & accountable to the community	0%	1%	5%	14%	79%	100%	605
Community input to Council decision-making	2%	1%	11%	23%	64%	100%	605
Council provide value for money for the rates paid	2%	2%	7%	14%	75%	100%	605
Communication on Councils visions & goals	2%	2%	14%	31%	51%	100%	605
Representation by Elected Members	2%	4%	20%	24%	50%	100%	605

Service Area 4: Accountability, Advocacy & Management

Overview of Satisfaction Rating Scores by Key Demographics

Residents were asked to rate their satisfaction with each criteria.

Satisfaction – overall

Moderate	Planning for the future
	Managing growth and major urban developments
	Communication on Council's visions & goals
	Being open & accountable to the community
	Community input to Council decision-making
	Representation by Elected Members
Moderately low	Council provide value for money for the rates paid

Satisfaction – by age

With the exception of 'communication on Council's visions & goals', 18-34 year olds were significantly more satisfied with all criteria. Residents aged 65 years and over were significantly more satisfied with 'planning for the future' and 'being open & accountable to the community'.

35-49 year olds were significantly less satisfied with 'planning for the future' and 'managing growth and major urban developments', whilst 50-64 year olds were significantly less satisfied with 'being open & accountable to the community', 'community input to Council decision-making', 'Council provide value for money for the rates paid', 'communication on Council's visions & goals' and 'representation by Elected Members'.

Satisfaction – by gender

Females were significantly more satisfied with 'being open & accountable to the community', 'community input to Council decision-making' and 'representation by Elected Members'.

Satisfaction – by area

Residents of Ward 2 were significantly more satisfied with 'being open & accountable to the community', whilst residents of Ward 5 were significantly more satisfied with all criteria.

Residents of Ward 1 were significantly less satisfied with 'planning for the future', 'managing growth and major urban developments', 'being open & accountable to the community' and 'representation by Elected Members'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied for all criteria.

Satisfaction – compared to 2015

There were no significant differences in satisfaction between 2015 and 2016.

Service Area 4: Accountability, Advocacy & Management

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Planning for the future	3.56	3.47	3.65	3.78	3.27	3.44	3.82	3.43	3.86
Managing growth and major urban developments	3.44	3.34	3.55	3.69	3.15	3.37	3.60	3.35	3.66
Being open & accountable to the community	3.25	3.09	3.40	3.50	3.06	2.97	3.45	3.12	3.51
Community input to Council decision-making	3.16	3.02	3.30	3.43	2.99	2.91	3.31	3.04	3.42
Council provides value for money for the rates paid	2.94	2.83	3.05	3.19	2.77	2.68	3.08	2.78	3.31
Communication on Council's visions & goals	3.31	3.23	3.38	3.51	3.23	3.06	3.38	3.14	3.68
Representation by Elected Members	3.14	2.87	3.38	3.46	3.00	2.86	3.22	2.97	3.49

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Planning for the future	3.26	3.68	3.34	3.82	4.23	3.39
Managing growth and major urban developments	3.19	3.62	3.27	3.42	4.09	3.42
Being open & accountable to the community	3.00	3.56	3.17	3.12	3.69	3.23
Community input to Council decision-making	2.98	3.32	3.01	3.07	3.76	3.04
Council provides value for money for the rates paid	2.82	3.02	2.84	2.90	3.41	2.73
Communication on Council's visions & goals	3.14	3.53	3.36	3.00	3.76	3.32
Representation by Elected Members	2.89	3.34	3.17	2.98	3.63	3.11

Scale: 1 = not at all satisfied, 5 = very satisfied

Significantly higher/lower level of satisfaction (by group)

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Total %	Base
Planning for the future	5%	8%	34%	32%	21%	100%	560
Managing growth and major urban developments	6%	10%	34%	33%	17%	100%	516
Being open & accountable to the community	10%	15%	31%	27%	16%	100%	565
Community input to Council decision-making	10%	18%	31%	30%	12%	100%	518
Council provides value for money for the rates paid	14%	18%	36%	22%	10%	100%	535
Communication on Council's visions & goals	6%	17%	29%	33%	14%	100%	499
Representation by Elected Members	14%	16%	28%	27%	16%	100%	446

Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2016	2015	2016	2015
Condition of footpaths	4.25	4.32	2.97	2.93
Condition of bicycle paths	3.18	3.33	3.26	3.31
Presentation of street verges	3.94	3.81	3.15	3.17
Condition of street kerbs	3.93	3.93	3.36	3.42
Presentation of street trees	3.90	3.82	3.49	3.36
Condition of local streets	4.44	4.47	3.27	3.06
Adequate stormwater drainage	4.61	4.51	3.37	3.66
Condition of rural roads	4.19	4.13	3.16	3.07
Removal of illegally dumped rubbish	4.65	4.67	3.20	3.29
Removal of graffiti	4.25	4.26	3.66	3.66
Presentation of parks and reserves	4.47	4.43	3.88	3.92
Safety of playgrounds	4.56	4.61	3.93	3.94
Presentation of ovals and sports grounds	4.17	4.26	4.12	4.01
Rapid response service	4.56	4.54	3.78	3.66
Public health & safety	4.74	4.57	3.84	3.80
Immunisation service	4.49	4.49	4.28	4.30
Enforcement of local laws	4.52	4.46	3.77	3.74
Kerbside waste collection	4.71	4.78	4.32	4.28
Hard waste collection	4.45	4.44	4.01	3.79
Protecting & improving native vegetation and biodiversity	4.35	4.34	3.79	3.66
Support for volunteer programs	4.25	4.31	3.87	3.75
Supporting business and industry development	4.45	4.50	3.54	3.39
Planning and building advice & assessment	4.01	4.10	3.54	3.64
Access to community venues	4.14	3.96	3.98	3.92
Council events	3.84	3.97	4.14	4.20
Library service	4.11	3.99	4.14	4.07
Providing support & facilities for sporting clubs	4.05	4.07	3.96	3.78
Availability of community services	4.28	4.34	3.82	3.64
Supporting local community development	4.26	4.30	3.76	3.65
Health initiatives	4.44	4.43	3.86	3.82
Planning for the future	4.61	4.61	3.56	3.55
Managing growth and major urban developments	4.42	4.38	3.44	3.51
Being open & accountable to the community	4.72	4.68	3.25	3.32
Community input to Council decision-making	4.45	4.44	3.16	3.23
Council provide value for money for the rates paid	4.58	4.44	2.94	3.00
Communication on Councils visions & goals	4.27	4.23	3.31	3.36
Representation by Elected Members	4.17	4.14	3.14	3.26

Significantly higher/lower level of importance/satisfaction by year
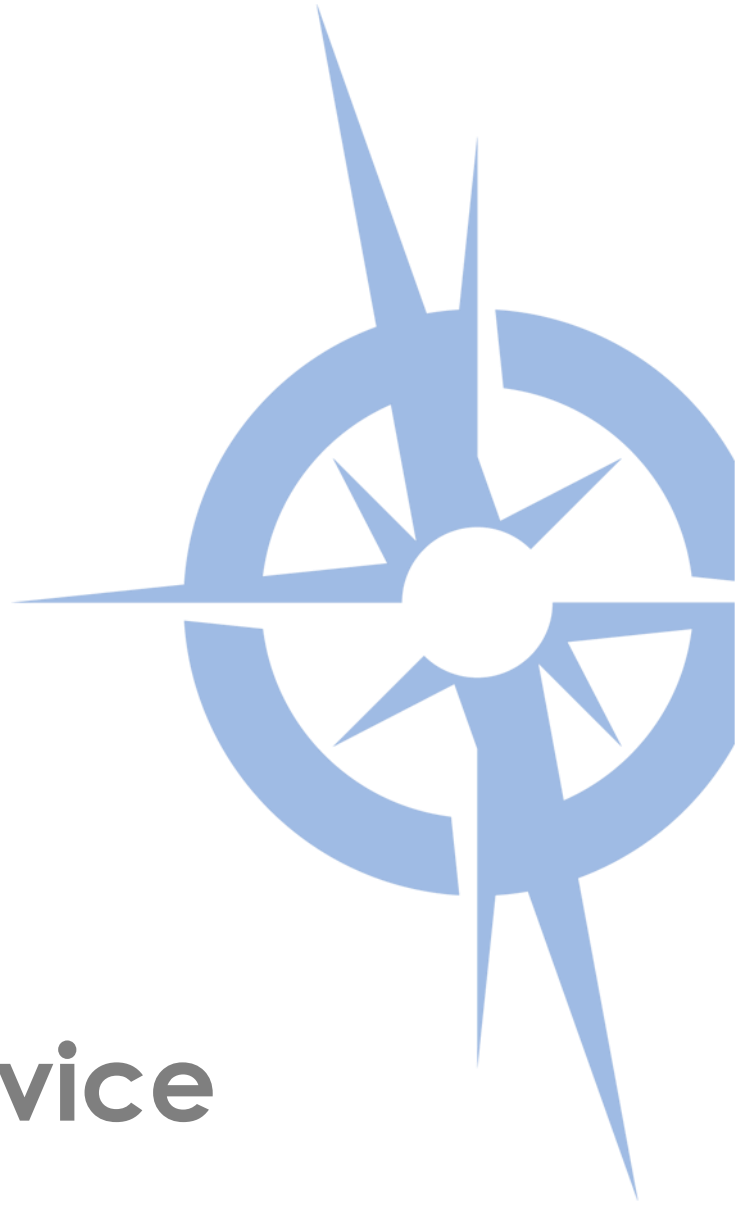
Section A – Customer Service

Contact with Council

Summary

39% of residents had made contact with Council within the last 12 months, with females contacting Council significantly more.

Q1a.   Have you contacted Council in the last 12 months?

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	39%	33%	30%	47%▲	36%	40%	38%	45%	42%	33%
No	61%	67%	70%▲	53%	64%	60%	62%	55%	58%	67%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	39%	38%	43%	32%	43%	43%
No	61%	62%	57%	68%	57%	57%

▲▼ = significantly higher/lower level of contact (by group)

Yes
39%

No
61%
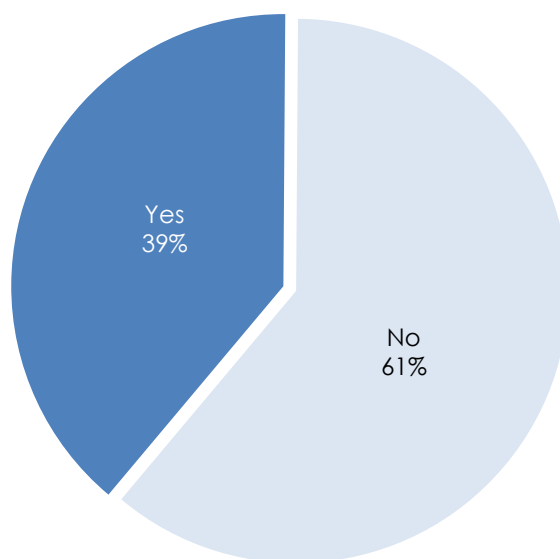
Base: n=605

Method of Contact with Council

Summary

In 2016, the 'telephone' continued to be the primary method that the majority of residents used to contact council staff (63%), followed by 'in person at the Customer Service Centre' (19%). There was a significant increase in the number of residents who contacted Council 'in person at a different Council location' from 2015 to 2016

35-49 year olds and ratepayers were significantly more likely to contact Council by 'email', whilst 18-34 years surprisingly were significantly less likely to contact Council via this method.

Non-ratepayers were significantly more likely to contact Council 'in person at a different Council location'.

Q1b.   When you last made contact with City of Playford staff was it by:

Telephone
- 63%
- 61%

In person at the Customer Service Centre
- 19%
- 22%

Email
- 8%
- 11%

In person at a different Council location
- 6%▲
- 2%

Elected Member
- 2%
- 1%

Mail
- 2%
- 2%

Council Website
- <1%
- 1%

Social media
- 0%

0%   10%   20%   30%   40%   50%   60%   70%

■ 2016: N = 236   ■ 2015: N = 198
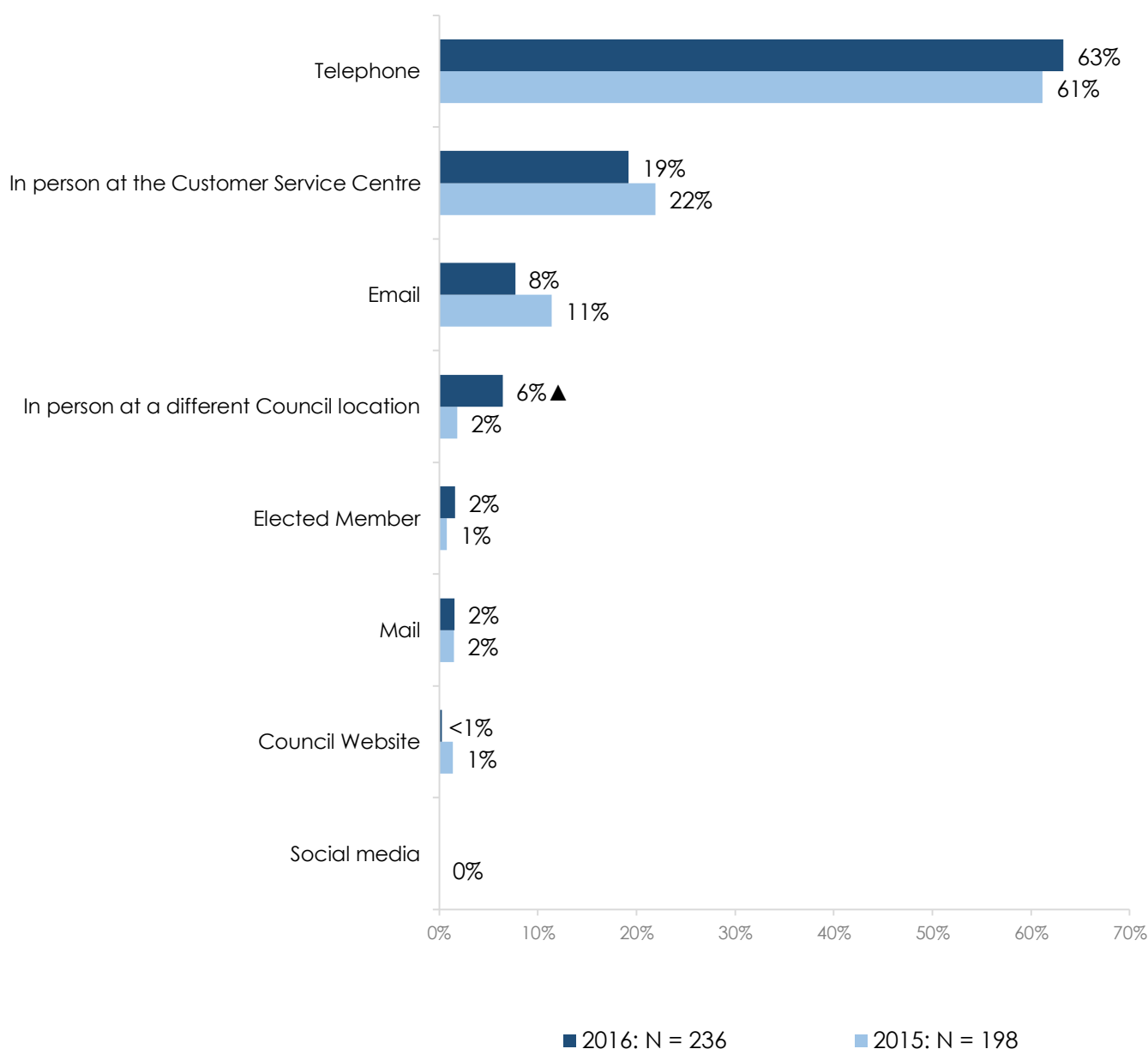
▲▼ = significantly higher/lower level of use (by year)

Nature of Resident Enquiries

Summary

'Animal management' and 'roads/footpaths/drains/trees' continued to be the most common reasons for residents contacting Council staff in 2016. 'Roads/footpaths/drains/trees', 'city appearance' and 'recreation and leisure' all decreased significantly from 2015 t0 2016, whilst 'kerbside waste' significantly increased.

Females contacted Council regarding 'hard rubbish' significantly more than did males.

18-34 year olds were significantly less likely to have contacted Council regarding 'community events and services'. 35-49 year olds contacted Council regarding 'kerbside waste' significantly more and 50-64 year old residents contacted Council regarding 'health and safety' significantly more.

Residents aged 65 years and over were significantly more likely to have contacted Council about 'city appearance', 'roads/footpaths/drains/trees', 'community events and services' and 'recreation and leisure', but significantly less likely for 'animal management' and 'planning and development'.

Ratepayers were significantly more likely to have contacted Council about 'rates/fees and charges', whilst non-ratepayers were significantly more likely to have contacted Council regarding 'animal management' and 'hard rubbish'.

Q1c.   How would you describe the nature of your enquiry?
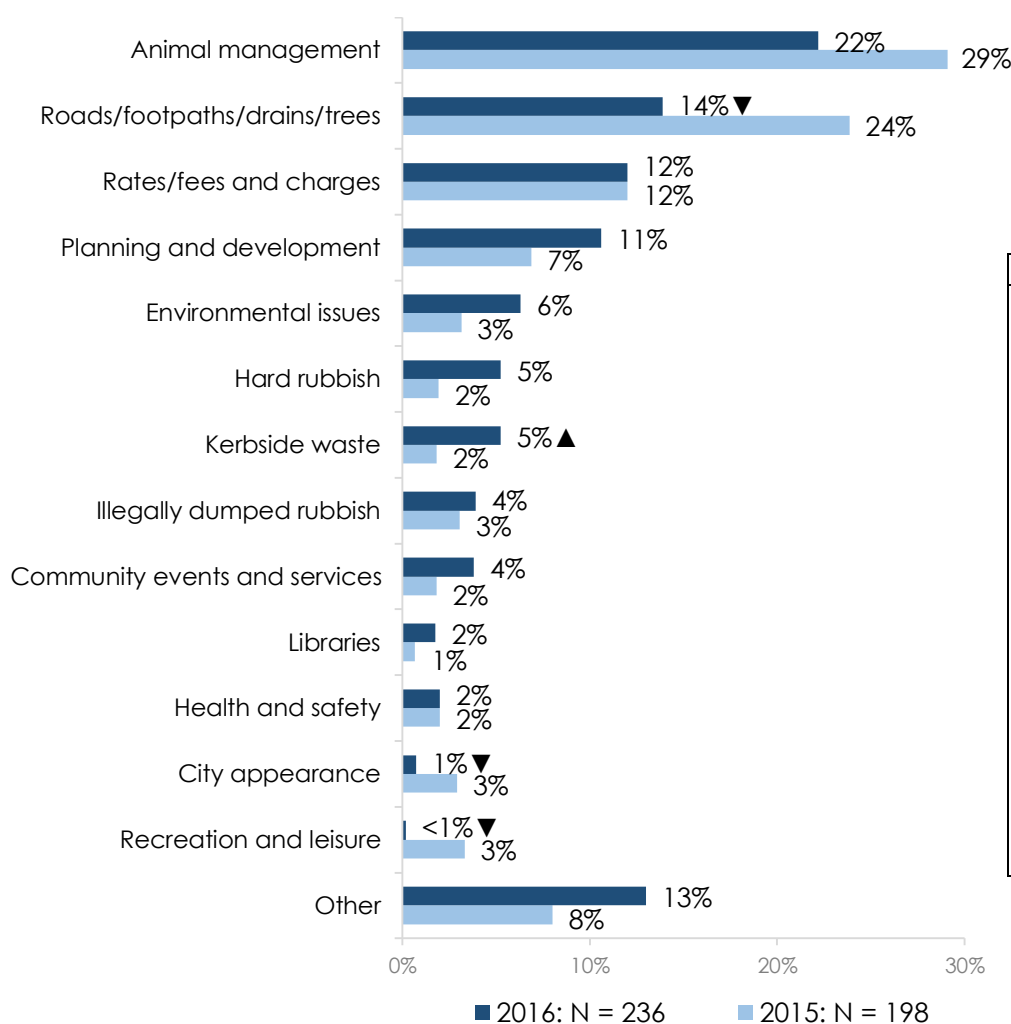
Other specified	Count
Aged care/disability services	3
Complaint	3
General information	3
Illegal/unsafe parking	3
Street/business signage	3
Neighbours	2
Accident of a Council vehicle	1
Change of details	1
Customer service feedback	1
Deed to a house	1
Dog park	1
Home business inspection	1
Commercial vehicle licensing	1
Voting information	1

▲▼ = significantly higher/lower percentage (by year)

Customer Service

Summary

Agreement with statements across different areas of customer service was high, with at least 70% of residents who had made contact with Council in the past 12 months choosing to either 'agree' or 'completely agree' with each of the statements.

With the exception of 'staff follow through on my requests', non-ratepayers had significantly higher levels of agreement with these statements.

Residents of Ward 5 had significantly higher levels of agreement with all statements.

Q1d.   *Taking into account your enquiry, to what extent do you agree or disagree with the following statements?*

		Mean ratings	
		2016	**2015**
Staff are helpful and pleasant N=235	4% 5% 21% 64%	4.36	4.11
It was easy to access the information I needed N=233	8% 7% 23% 56%	4.14	N/A
Staff are knowledgeable N=235	6% 7% 18% 56%	4.09	N/A
Staff follow through on my requests N=227	11% 6% 11% 59%	4.02	3.69
Staff always provide a prompt service N=235	11% 3% 25% 50%	4.00	3.70

-20%   0%   20%   40%   60%   80%   100%

■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree
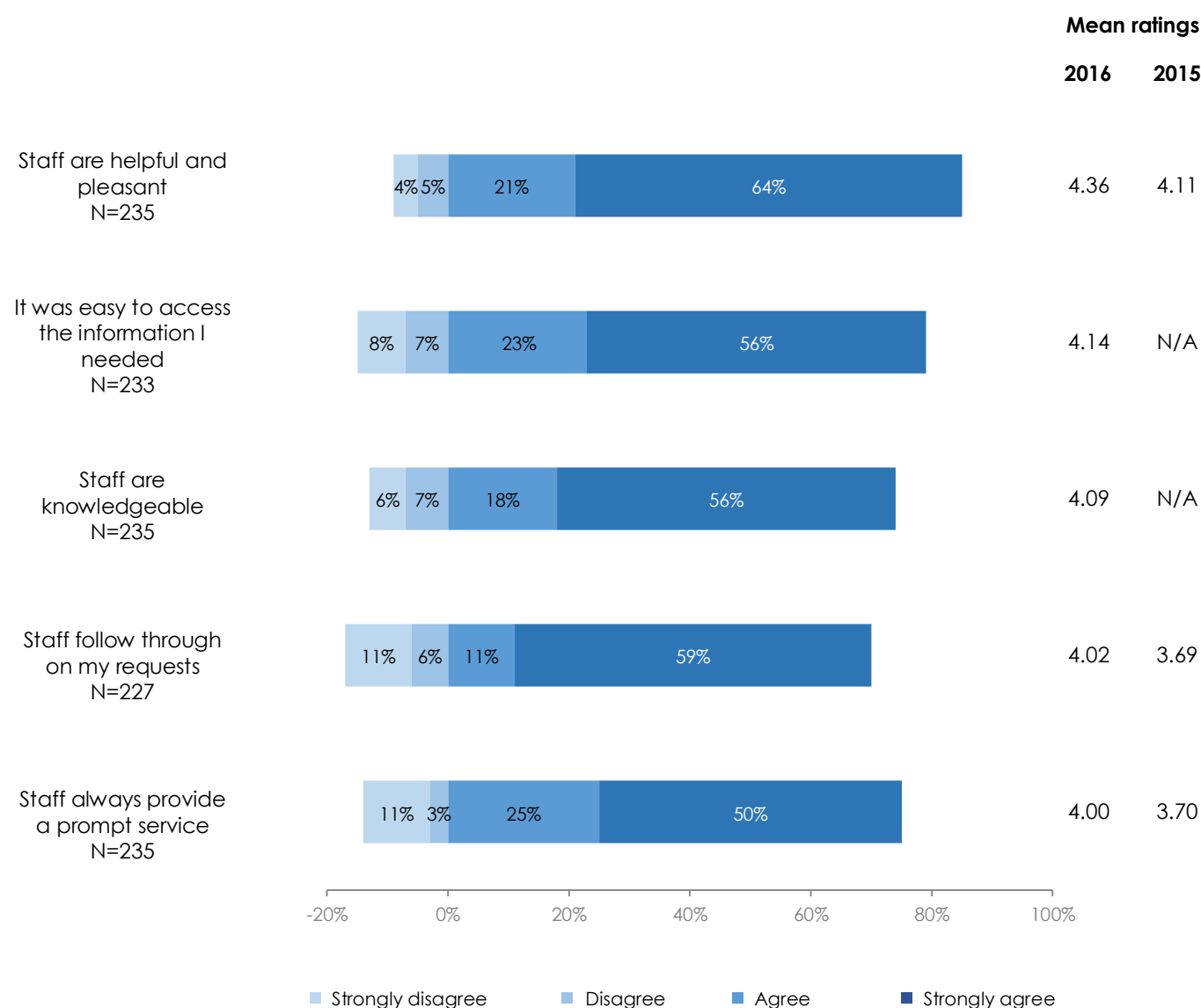
Scale: 1 = completely disagree, 5 = completely agree

Issues Regarding Customer Service

Summary

Resident issues focused around staff being unfamiliar with the issues that they were enquiring about, causing delays in resolving problems/obtaining information and residents feeling that they were being passed from person-to-person. Lack of follow-up to enquiries was also a concern highlighted.

Q1d.   (For residents that answered 'completely disagree or disagree' in Q1d), why did you give this response?

It was easy to access the information I needed	
Comments	Count
Staff lacked knowledge	7
Staff unhelpful	6
Did not receive required information	4
Information took a long time to obtain	4
Website difficult to navigate/missing information	4
Incorrect information provided	2
Could not get details of/access the correct person	1
Long distance to the library	1
Long waiting time	1
Yellow Pages information was incorrect	1

Staff helpful and pleasant	
Comments	Count
Rude staff/poor customer service	10
Kept being passed to different people	4
Staff are not concerned with helping	3
Unhelpful/incorrect information provided	3
Long waiting period	1
Not willing to follow-up	1

Staff follow through on my requests	
Comments	Count
Issue was not resolved	15
No follow-up	9
No response to call/email	8
Staff lack training/knowledge	4
Poor customer service	3
Took a long time to resolve issue	2
Long waiting period for calls/emails to be returned	1

Staff always provide a prompt service	
Comments	Count
Took a long time to resolve issue/obtain information	14
Issue was not resolved	6
No follow-up on issue	6
Could not access the correct person	3
Poor customer service	3
Staff lacked knowledge on issue	3
Kept being passed to different people	1
Long queue at Customer Service Centre	1

Staff are knowledgeable	
Comments	Count
Lacked training and knowledge	19
Unhelpful/not able to assist	6
Didn't know who to contact/which department	3
Incomplete information provided	2
Kept being passed to different people	2
Language used was confusing	1

Overall Satisfaction with Customer Service

Summary

Overall satisfaction with Council's level of customer service increased slightly compared to 2015, with 87% of residents stating that they are at least 'somewhat satisfied'.

Non-ratepayers and residents of Ward 5 both have significantly higher levels of satisfaction.

Q1e.   How would you rate your overall satisfaction with Council's level of customer service?

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.95	3.76	3.70	4.10	4.27	3.67	3.81	3.99	3.83	4.25▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.82	4.04	3.97	3.71	4.45▲	3.82

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction (by group)
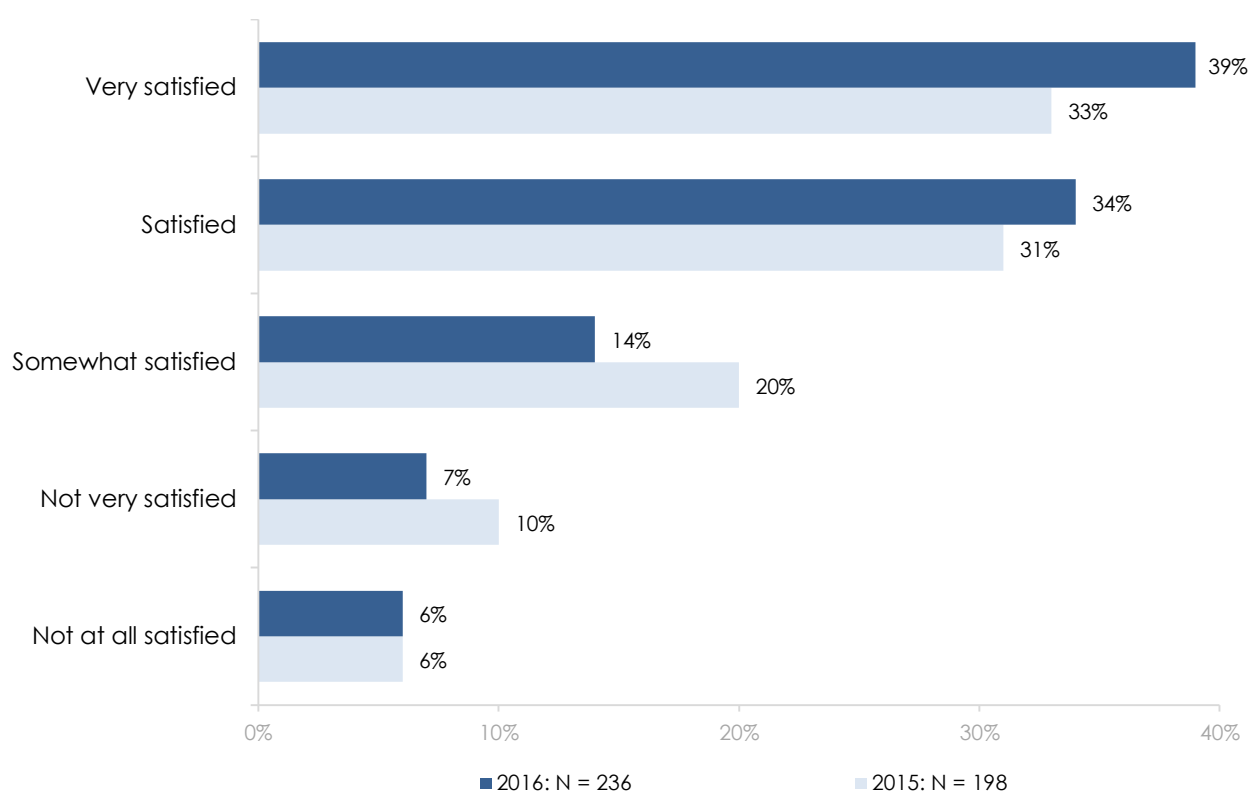
Preferred Method of Contacting Council
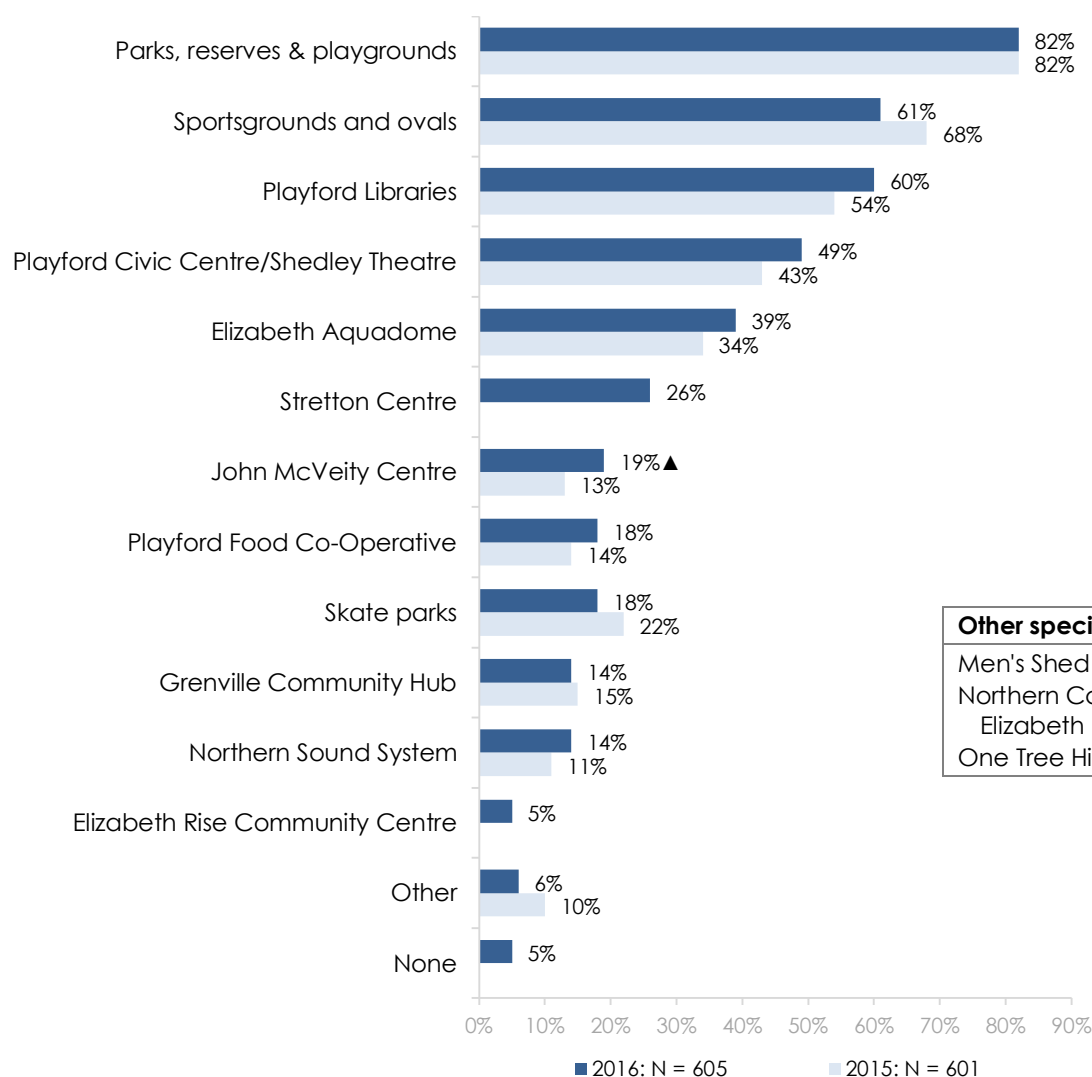
Summary

The 'telephone' is the preferred method of contacting Council by residents (83%), followed by in person 'at the counter' (55%).

Females preferred to contact Council 'in writing' significantly more.

18-34 year olds preferred contacting Council via 'online – self-service', 'online chat with a customer service representative' or 'by Facebook or other social media platform' significantly more, whilst residents aged 50 years and over preferred these methods significantly less. Additionally, residents aged 65 years and over had a significantly higher preference for contacting Council 'at the counter', but significantly lower preference for 'by email', and 18-34 year olds additionally preferred contact 'at the counter' significantly more.

Q1f.   Which of the following ways have been/would be your preferred method of contacting Council?

Telephone — 83%
At the counter — 55%
By email — 39%
Online - self-service — 34%
In writing — 29%
Via an Elected Member — 27%
Online chat with a customer service representative — 24%
By Facebook or other social media platform — 12%
Other — 1%
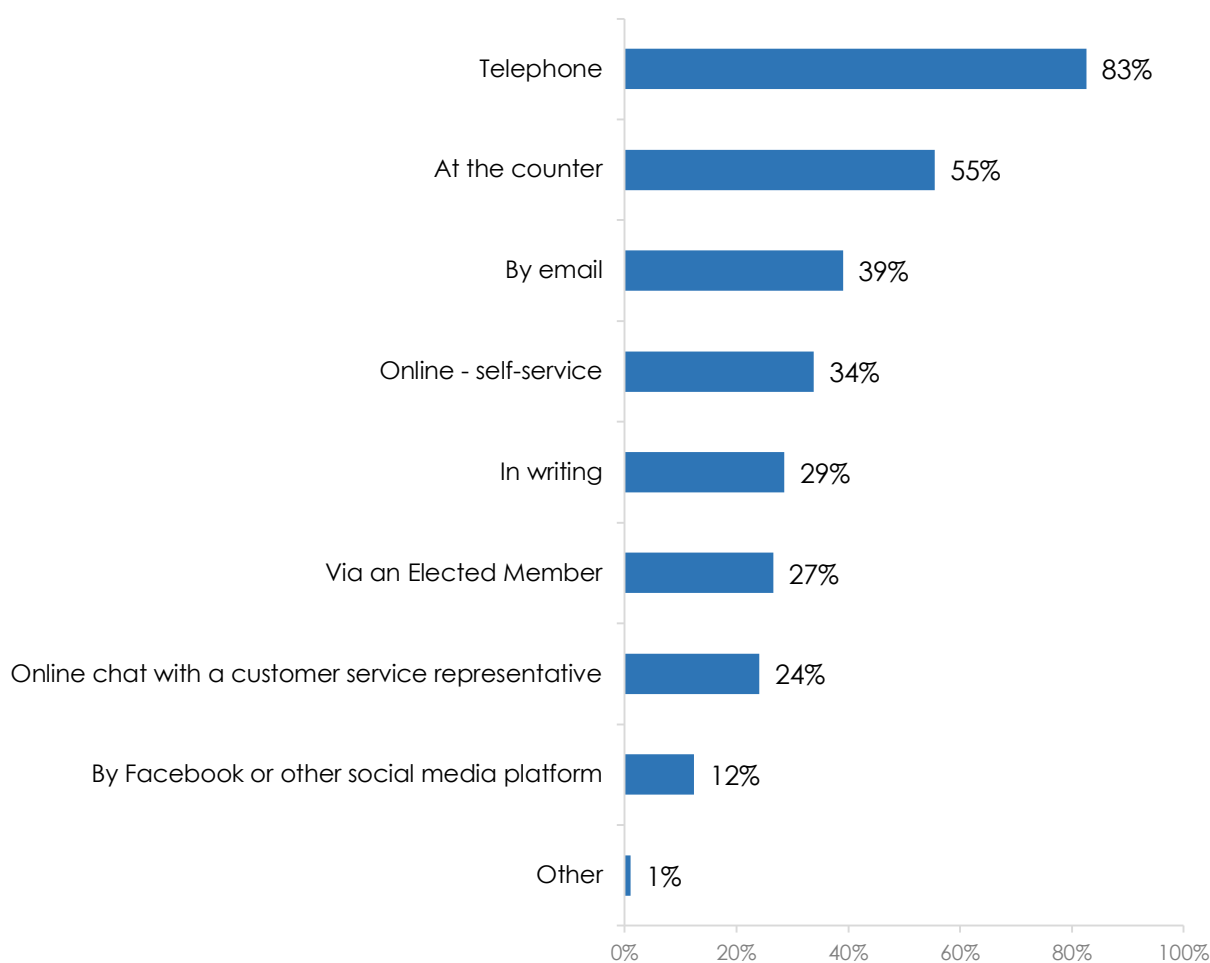
Base: n=605

Other specified	Count
SMS	2
Library	1
Outdoor staff	1

Online Tasks

Summary

The most common task residents needed/wanted to do online was to 'search for something/just browse' (67%), though all tasks were stated to be something that was needed or wanted by nearly 50% of residents.

Residents wanted to be able to 'give feedback/my opinion on Council initiatives and plans' and 'make a complaint' online significantly more in 2016 compared to 2015.

18-34 year olds wanted to be able to do all online tasks significantly more, whilst those aged 65 and over were significantly less likely to use these services. With the exception of 'make a payment' and 'report a problem/issue, 50-64 year olds were also less likely to use these services. Those aged 35-49 were significantly more likely to want to 'search for something/just browse'.

Non-ratepayers were significantly more likely to want to 'search for something/just browse', 'give feedback/my opinion on Council initiatives and plans' 'submit an application' and 'make a booking' online than ratepayers.

Q1g. Which tasks do you need or/want to do online?

Task	2016	2015
Search for something/just browse	67%	72%
Make a payment	61%	57%
Give feedback/my opinion on Council initiatives and plans	59%	45%
Request a service	59% ▲	48%
Submit an application	54%	49%
Make a general enquiry	48%	45%
Report a problem/issue	48%	44%
Make a booking	47%	47%
Make a complaint	46%	36%
I dont want to do any tasks online	46% ▲	18%
I dont have access/know how to use the internet	8%	
Other	1%	1%

■ 2016: N = 605 ■ 2015: N = 601
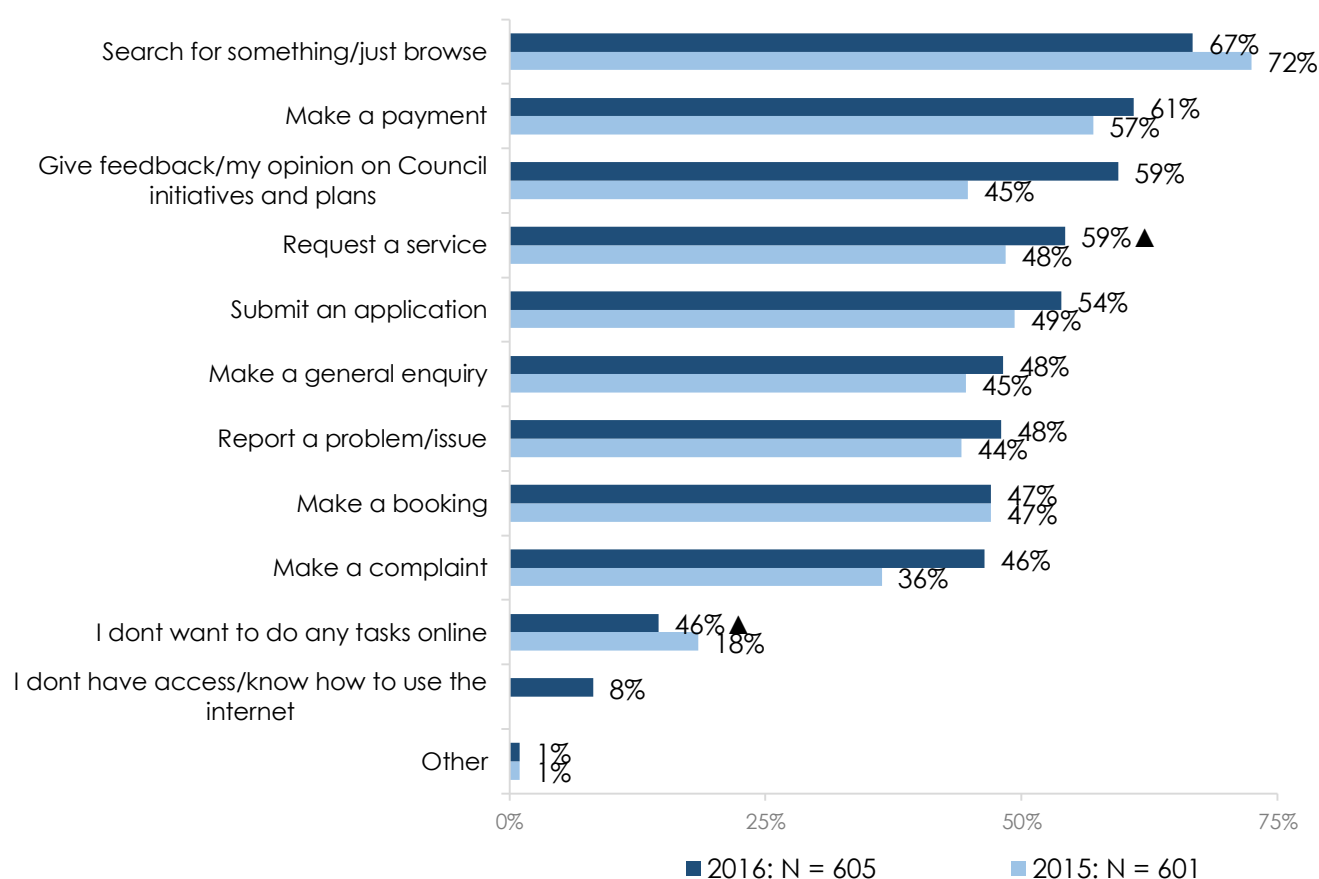
▲▼ = significantly higher/lower percentage (by year

Other specified	Count
Animal registration	2
Minutes of Council meetings	2
Council staff directory	1
Download documents	1

Section B – Communication with Council

How Residents Hear About Programs, Events and Initiatives

Summary

Though 'brochures/flyers' significantly decreased in 2016 compared to 2015, it still remained the most common method for residents to hear about Council's activities, along with 'word of mouth'. Use of 'local press' significantly increased' in 2016, but use of the 'Council website' significantly decreased in 2016.

Females were significantly more likely to use 'Council newsletter 'North is Up'' and 'brochures/flyers'.

Residents aged18-34 used 'Council website' and 'social media' significantly more, but 'Council newsletter 'North Is Up'', 'local press' and 'letters' significantly less. 35-49 year olds used 'word of mouth' significantly more.

Residents aged over 50 both used 'Council newsletter 'North Is Up'' significantly more, but 'Council website', 'social media' and 'word of mouth' significantly less. Additionally 50-64 year olds used 'Council staff' and 'Elected Members' significantly less, whilst residents aged 65 years and over used 'local press' significantly more.

Ratepayers were significantly more likely to receive information from 'letters', but significantly less likely from 'social media' and 'brochures/flyers'.

Q2a.   *How do you hear about City of Playford's work, programs, events and initiatives?*

Other Specified	Count
I do not hear about them	13
Signs in the streets/community	9
Community meetings	4
Radio	3
Resident newsletter	2
Television	2
Council calendar	1
Grenville Hub	1
Library	1
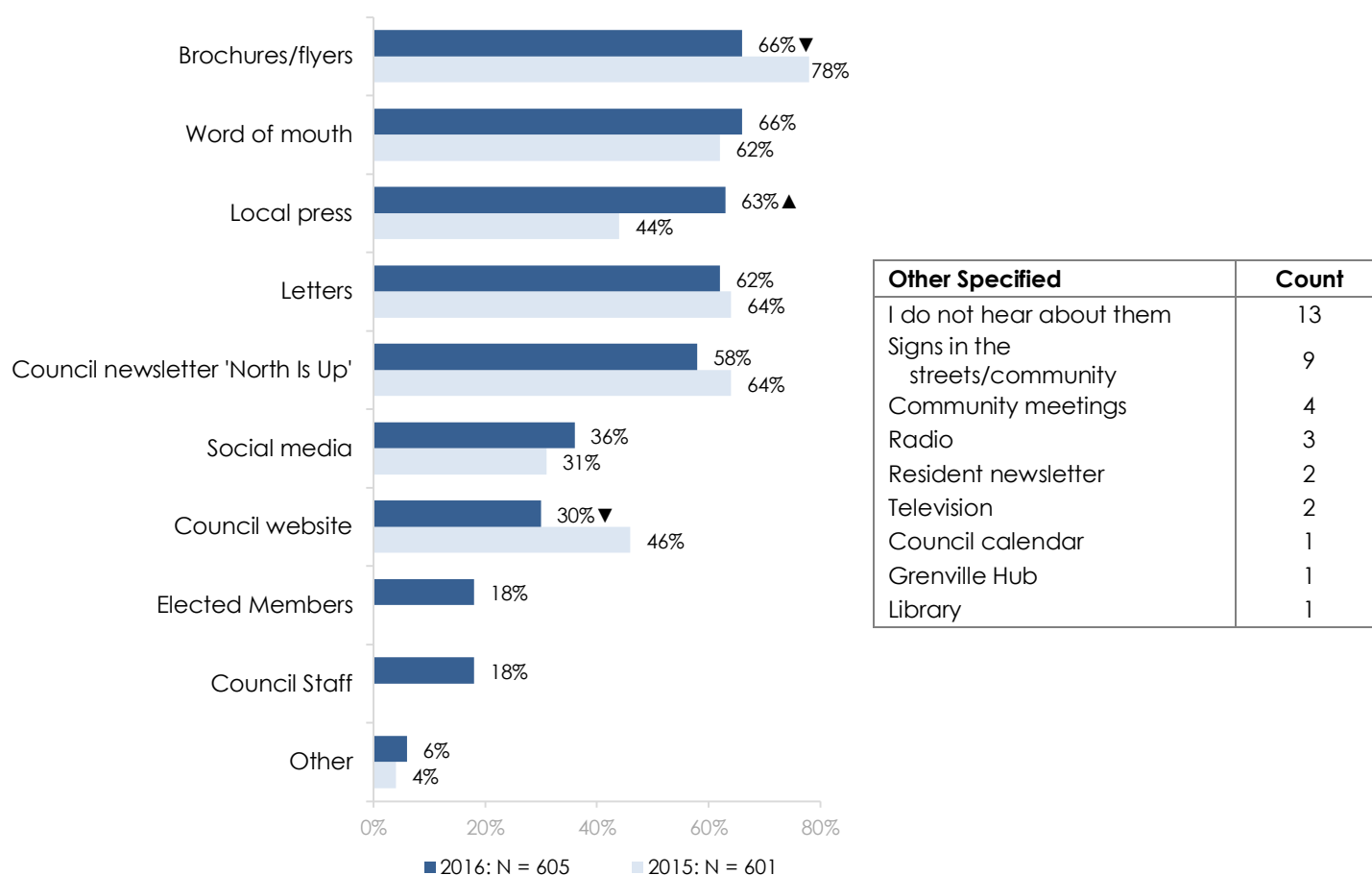
▲ ▼ = significantly higher/lower percentage (by year)

Overall Satisfaction with Level of Communication

Summary

Satisfaction with the level of communication from Council remained steady since 2015, with 86% of residents being at least 'somewhat satisfied'.

Residents of Ward 5 were significantly more satisfied, whilst Ward 1 residents were significantly less satisfied.

Q2b.   How satisfied are you with the level of communication City of Playford currently has with the community?

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.52	3.52	3.45	3.58	3.56	3.54	3.36	3.58	3.46	3.63

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.28▼	3.70	3.54	3.46	3.83▲	3.68

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction (by group)

Very satisfied: 11% (2016), 9% (2015)
Satisfied: 49% (2016), 49% (2015)
Somewhat satisfied: 26% (2016), 31% (2015)
Not very satisfied: 9% (2016), 6% (2015)
Not at all satisfied: 5% (2016), 4% (2015)

■ 2016: N = 605   ■ 2015: N = 601
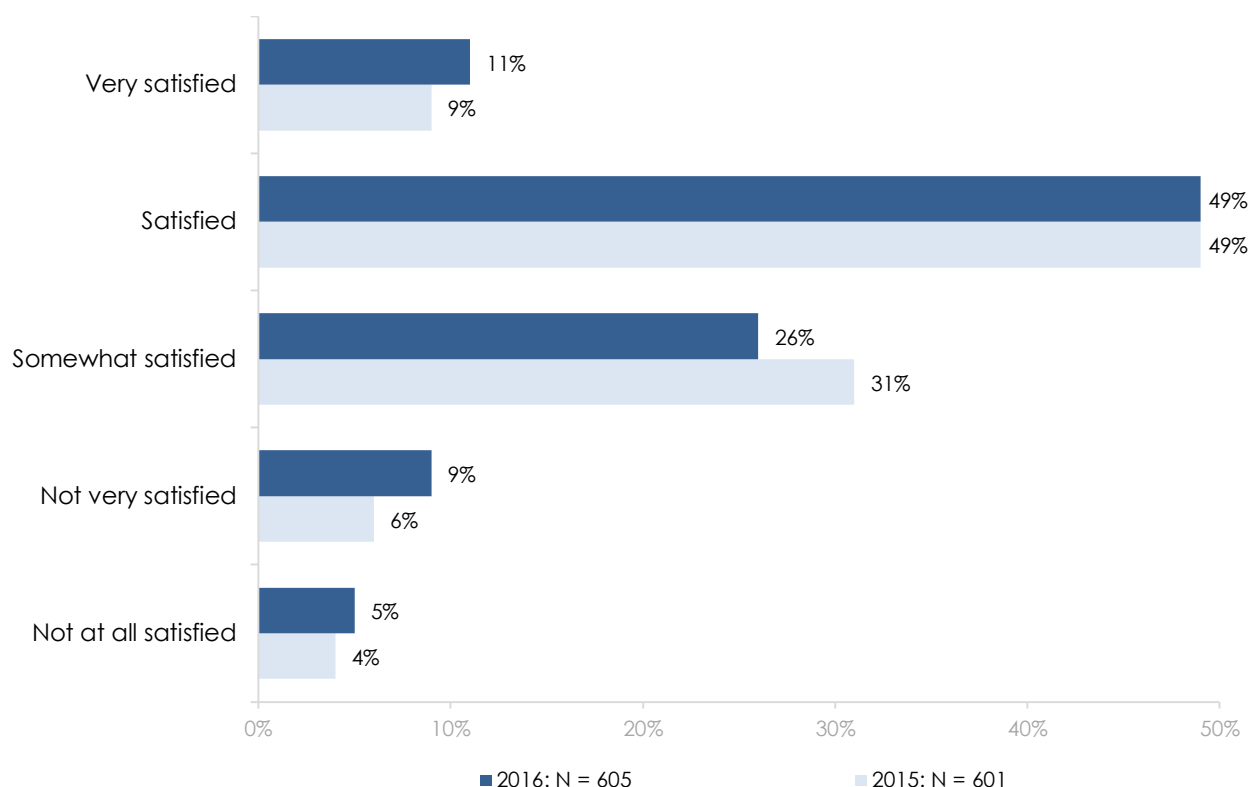
Information for Residents

Summary

Residents were keen to receive information from Council, with 56% of residents stating that they would like to receive information on all topics. The most popular topic to receive information on though was 'community services available to you' (89%).

Females stated that they would like to receive information on 'community events', 'event information', 'lifestyle information', 'road works updates', 'community services available to you' and 'how to get things done with Council' significantly more.

35-49 year olds wanted to know about 'new initiatives of Council' significantly more, and 50-64 year olds wished to know about 'how rates are being spent' significantly more.

Residents aged 65 years and over wanted to receive information significantly less on 'how rates are being spent', 'community events', 'event information', 'local sporting updates and initiatives' and 'planning and development news'.

Ratepayers stated that they would like to receive information on 'how rates are being spent', 'new initiatives of Council' and 'planning and development news' significantly more.

Q2c.   *What type of information would you like to receive from City of Playford?*
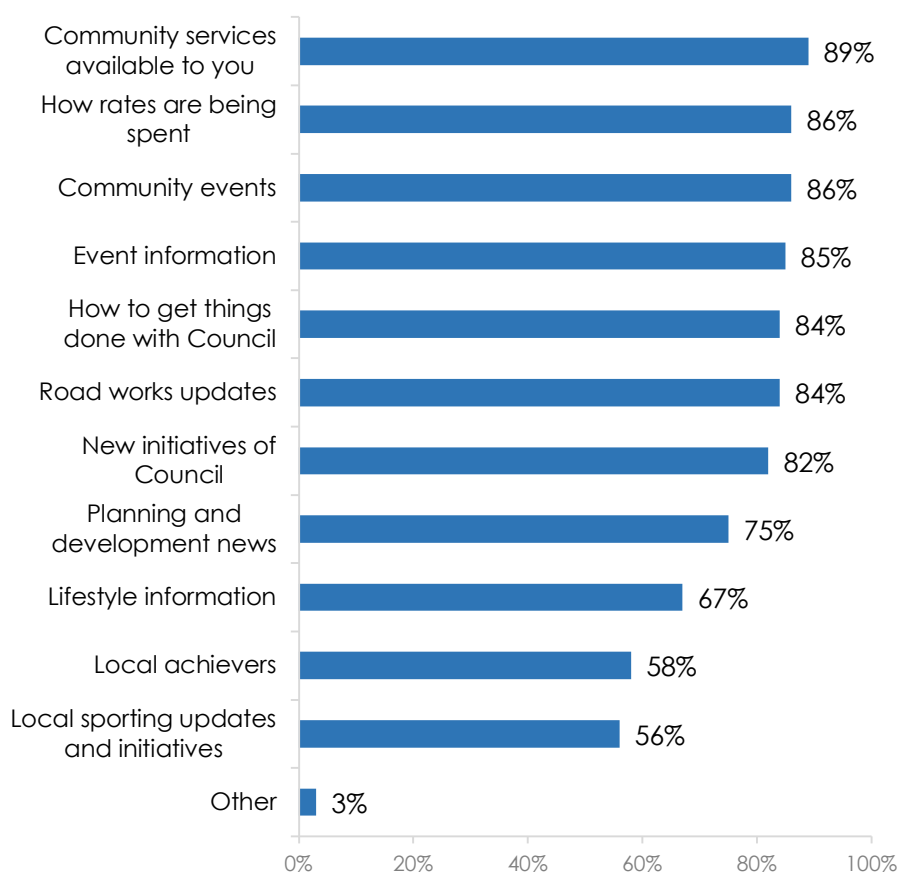
Other specified	Count
Nothing/no communication	8
Elected Members and methods of contact	2
Changes to public transport	1
Community gardens	1
Demographics of residents	1
Employment opportunities	1
Environmental issues	1
How the community can consult on decisions	1
Internet services	1
The hospital and its services	1
When rates are changing	1

Community services available to you — 89%
How rates are being spent — 86%
Community events — 86%
Event information — 85%
How to get things done with Council — 84%
Road works updates — 84%
New initiatives of Council — 82%
Planning and development news — 75%
Lifestyle information — 67%
Local achievers — 58%
Local sporting updates and initiatives — 56%
Other — 3%

Base: n=605

Section C – Services
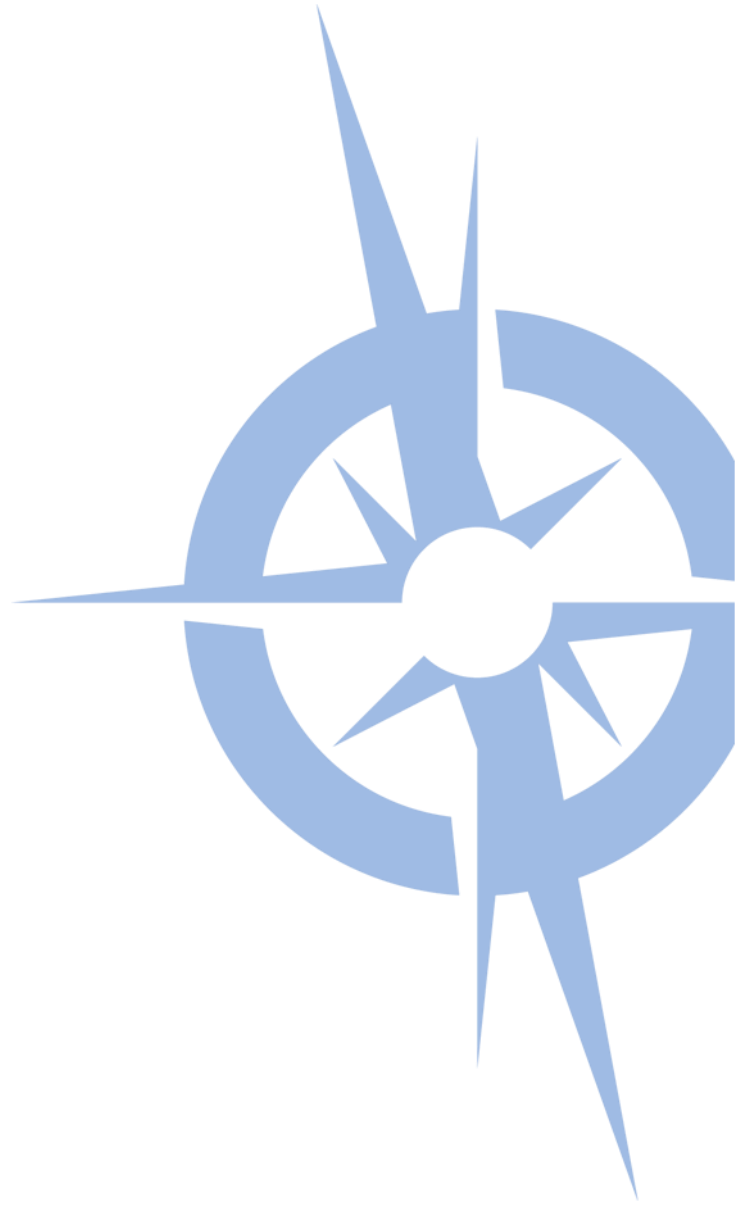
Overall Satisfaction with Presentation

Summary

91% of residents were at least somewhat satisfied with the presentation of the City of Playford, a similar result to 2015.

Residents aged 65 years and over, and residents of Ward 5 were significantly more satisfied.

Q4.   Overall, how would you rate your satisfaction with the presentation of the City of Playford?

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.64	3.57	3.55	3.73	3.70	3.55	3.54	3.80▲	3.58	3.76

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.51	3.75	3.46	3.67	3.95▲	3.64

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction (by group)

Very satisfied: 15% (2016), 11% (2015)
Satisfied: 46% (2016), 47% (2015)
Somewhat satisfied: 30% (2016), 32% (2015)
Not very satisfied: 6% (2016), 8% (2015)
Not at all satisfied: 3% (2016), 2% (2015)

■ 2016: N = 605   □ 2015: N = 601
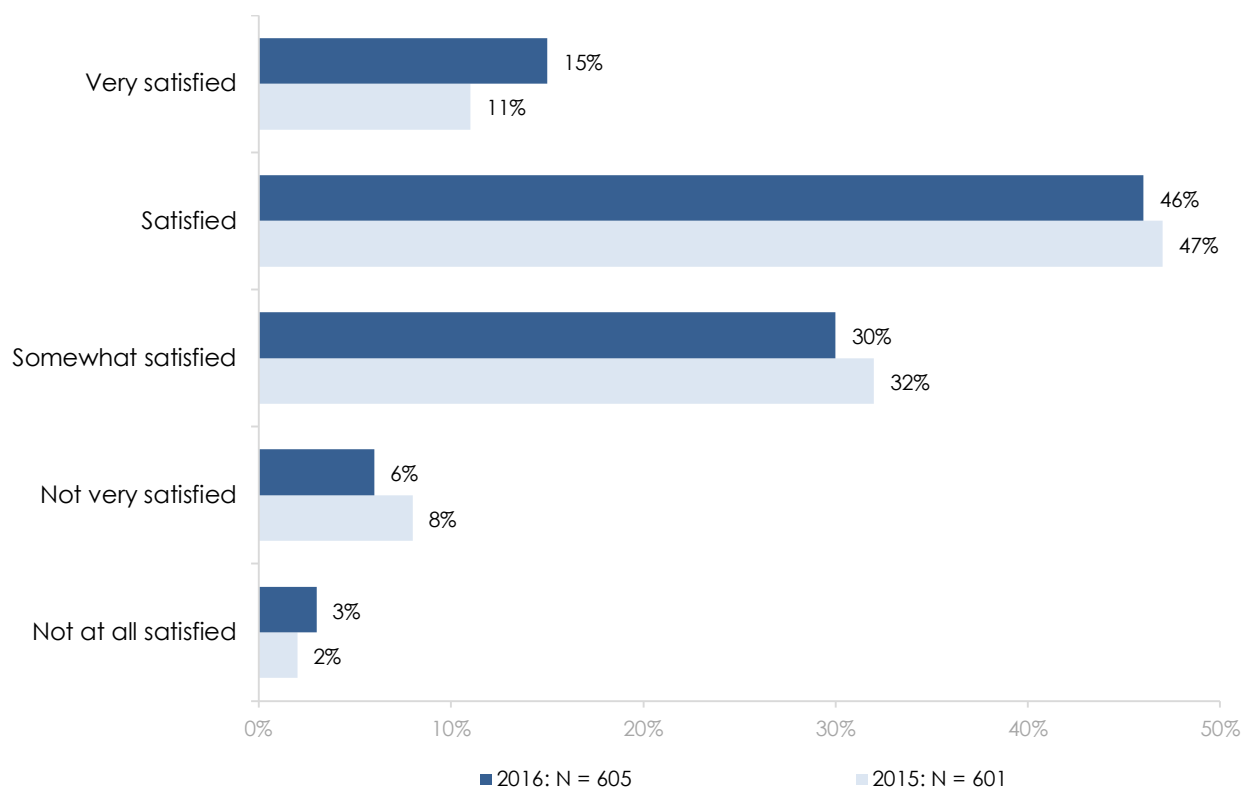
Facilities Visited

Summary

'Parks, reserves & playgrounds' continued to be the most visited Council facilities (82%) in 2016, with visits to the 'John McVeity Centre' significantly increasing.

Females visited 'Playford libraries', 'Elizabeth Rise Community Centre' and 'Grenville Community Hub' significantly more.

Younger residents visited more facilities, with significantly more visits by 18-34 year olds to 'sportsgrounds and ovals', 'parks, reserves & playgrounds', 'skate parks', 'Stretton Centre', 'Elizabeth Aquadome', 'Northern Sound System' and 'Playford Food Co-Operative'. 35-49 year olds visited 'Elizabeth Aquadome' significantly more, but the 'Grenville Community Hub' significantly less.

Residents over the age of 50 years visited 'sportsgrounds and ovals', 'parks, reserves & playgrounds', 'skate parks', 'Stretton Centre' and 'Elizabeth Aquadome' significantly less. In addition visitation was significantly lower amongst 50-64 year olds for 'Playford libraries' and the 'John McVeity Centre'. Residents aged 65 years and over also visited the 'Northern Sound System' and 'Playford Food Co-Operative significantly less, but the 'Grenville Community Hub' significantly more.

Q5. In the last 12 months, which of the following City of Playford facilities have you visited?

Facility	2016	2015
Parks, reserves & playgrounds	82%	82%
Sportsgrounds and ovals	61%	68%
Playford Libraries	60%	54%
Playford Civic Centre/Shedley Theatre	49%	43%
Elizabeth Aquadome	39%	34%
Stretton Centre	26%	
John McVeity Centre	19%▲	13%
Playford Food Co-Operative	18%	14%
Skate parks	18%	22%
Grenville Community Hub	14%	15%
Northern Sound System	14%	11%
Elizabeth Rise Community Centre	5%	
Other	6%	10%
None	5%	

2016: N = 605   2015: N = 601

Other specified	Count
Men's Shed	2
Northern Carers at Elizabeth West	1
One Tree Hill Institute	1

▲▼= significantly higher/lower percentage (by year)

Section D – Strategic Priorities

Strategic Priorities

Summary

Support for 'development of the Lyell McEwin Health Precinct' remained the most supported strategic priority in 2016, with 94% of residents being 'supportive' or 'completely supportive'.

Support for 'reducing council rates for businesses' significantly decreased in 2016 compared to 2015.

Females were significantly more supportive of 'development of the Lyell McEwin Health Precinct' and 'collection & reuse of rainwater'.

18-34 year olds were significantly less supportive of 'development of the Lyell McEwin Health Precinct', 'sustaining & establishing an advanced manufacturing industry', 'reducing Council rates for businesses', 'collection & reuse of rainwater' and 'delivering value for money via efficiency & effectiveness'.

Residents aged 50-64 and 65 and over were significantly more supportive of 'reducing Council rates for businesses', 'collection & reuse of rainwater', 'delivering value for money via efficiency and effectiveness programs'. Residents aged over 65 were additionally more satisfied with 'development of the Lyell McEwin Health Precinct', 'sustaining & establishing an advanced manufacturing industry', 'development of Elizabeth CBD', and 'development of Playford Sports Precinct'.

Ratepayers were significantly more supportive of 'development of Playford Sports Precinct'.

Q6. *City of Playford has identified 8 strategic priorities, as outlined in City of Playford's 5 Year Strategic Plan. Council would like to know your level of support for these priorities to make sure they align with community need. Please indicate how supportive you are of each priority.*

Mean ratings

Priority	2016	2015
Development of the Lyell McEwin Health Precinct	4.66	4.68
Collection & reuse of rainwater	4.52	4.61
Sustaining & establishing an advanced manufacturing…	4.52	4.61
Delivering value for money via efficiency & effectiveness…	4.43	4.47
City presentation and appearance	4.36	4.27
Development of Elizabeth CBD	4.20	4.15
Development of Playford Sports Precinct	3.87	3.94
Reducing council rates for businesses	3.83▼	4.31

Legend: Not at all supportive · Not very supportive · Somewhat supportive · Supportive · Completely supportive

Note: The wording of these statements has changed since 2015, although the intent of the measures remains the same. Please see Appendix B for the complete list of statements for both years.

Scale: 1 = not at all supportive, 5 = completely supportive
▲▼ = significantly higher/lower level of support (by year)

Section E –
Living in Playford
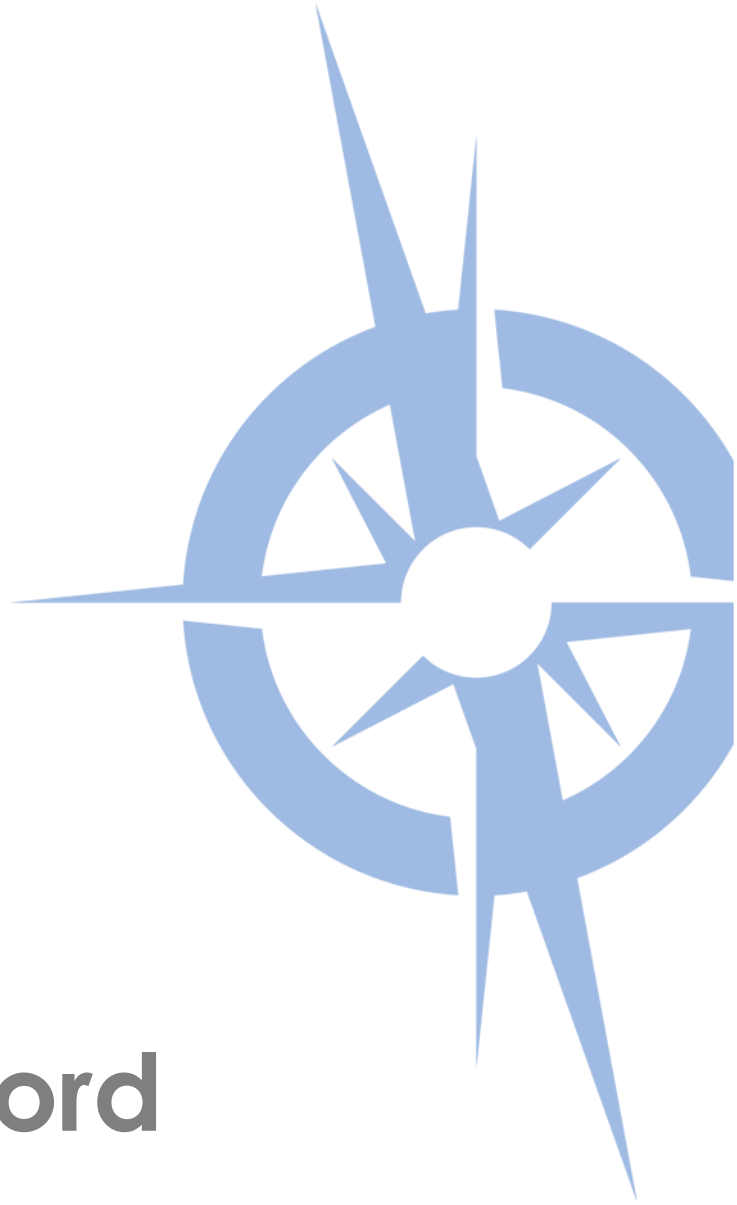
Image and Reputation

Summary

72% of residents 'agree' or 'completely agree' that 'I am proud to live in the City of Playford'. However, one quarter of residents (26%) 'disagree' or 'completely disagree' that the 'City of Playford has a positive reputation'.

Females and non-ratepayers had significantly higher levels of agreement with the 'City of Playford displays a positive image of the City' and the 'City of Playford is innovative'.

Residents over the age of 65 had significantly higher levels of agreement with all statements, whilst 35-49 year olds had significantly lower levels of agreement with the 'City of Playford has a positive reputation' and 50-64 year olds had significantly lower levels of agreement with the 'City of Playford is innovative'.

Ward 5 residents had significantly higher levels of agreement with the 'City of Playford has a positive reputation' and the 'City of Playford is innovative'.

Q7a.   When thinking about City of Playford's image and reputation, to what extent do you agree or disagree with the following?

Mean rating

Statement		Mean rating
I am proud to live in the City of Playford	4% 7% 25% 47%	4.05
City of Playford displays a positive image of the City	2% 7% 38% 29%	3.86
City of Playford is innovative	3% 8% 38% 22%	3.67
City of Playford has a positive reputation	10% 16% 27% 17%	3.27

Legend: ■ Strongly disagree   ■ Disagree   ■ Agree   ■ Strongly agree

Base: n=605

Scale: 1 = completely disagree, 5 = completely agree
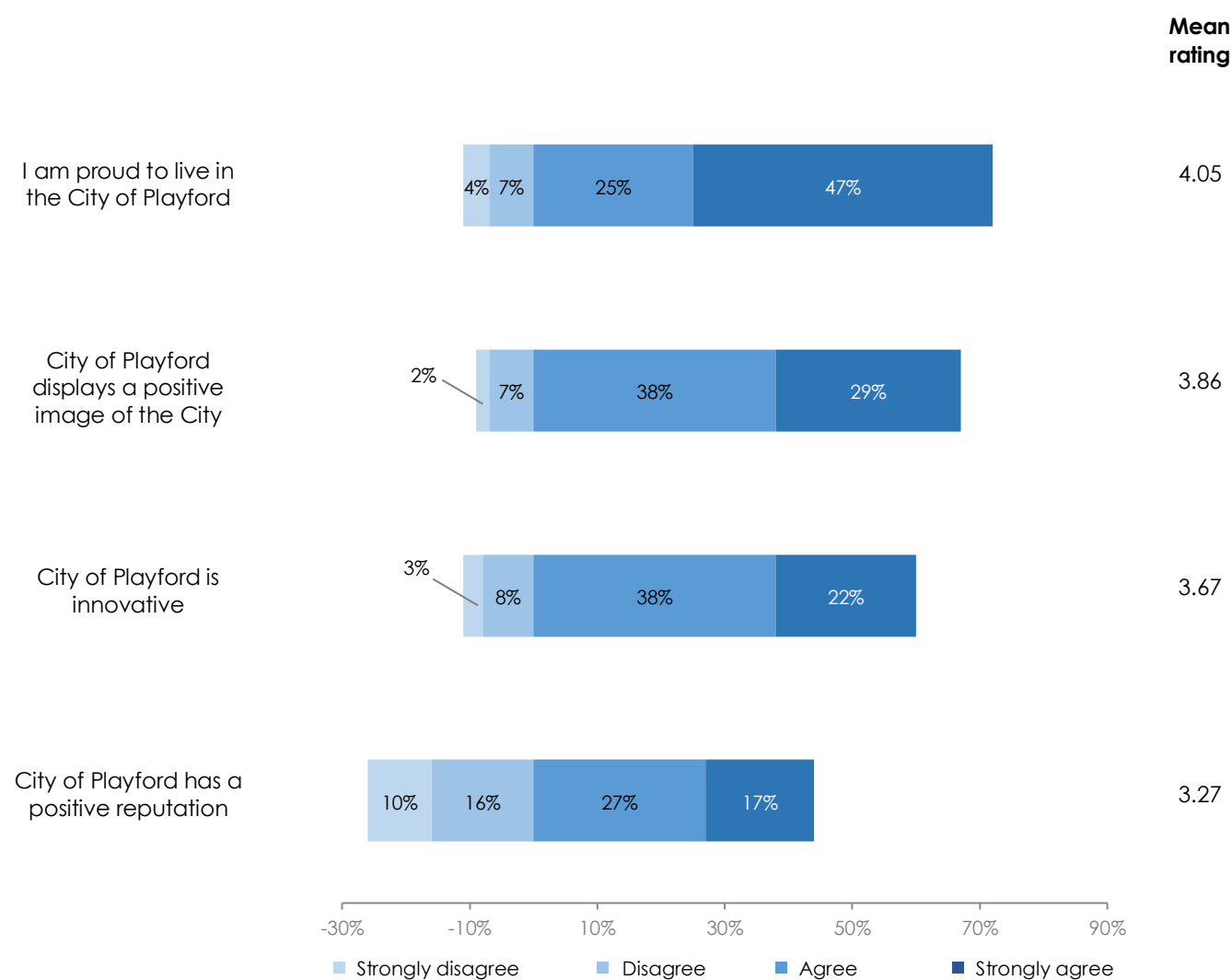
Continued Residence in the City of Playford

Summary

86% of residents plan to continue living in the City of Playford for the next 5 years.

Residents aged 35-49 and 65 years and over were significantly more likely to state that they plan to continue living in Playford, whilst 18-34 year olds were significantly less likely.

Residents of Ward 6 were significantly more likely to plan on remaining residents of the City of Playford, whilst Ward 1 residents were significantly less likely.

Q7b.   Do you intend to continue to live in the City of Playford for the next 5 years?

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	86%	84%	88%	84%	77%▼	92%▲	85%	94%▲	88%	82%
No	7%	11%	7%	7%	14%	1%	6%	3%	6%	9%
Don't know	7%	5%	6%	9%	9%	7%	9%	3%▼	7%	9%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	84%	85%	81%	90%	83%	96%▲
No	12%▲	7%	9%	3%	0%	2%
Don't know	4%▼	8%	11%	7%	17%▲	2%

▲▼ = significantly higher/lower percentage (by group)
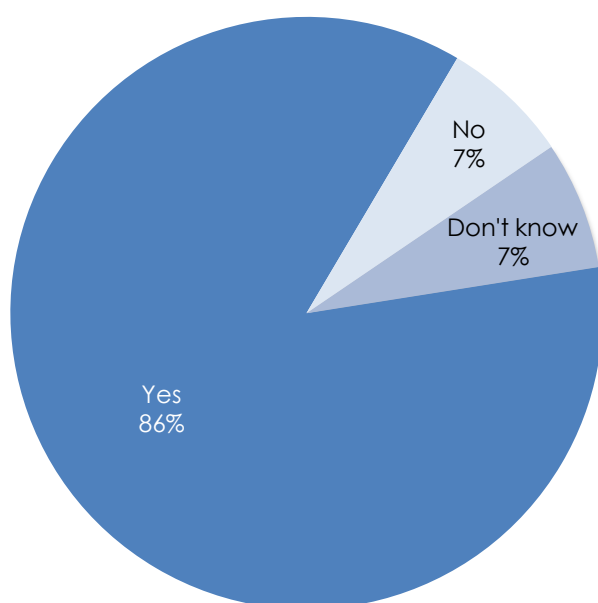
Specify reason for 'no'	Count
Relocating for work	7
Closer to City	4
Poor service from Council	4
Downsizing home	2
Moving overseas	2
Retirement	2
Area not visually appealing	1
Change of lifestyle	1
family and friends	1
Health reasons	1
Unsafe area	1

Base: n=605

Overall Satisfaction with the Performance of Council

Summary

93% of residents are at least 'somewhat satisfied' with the performance of City of Playford Council. Satisfaction significantly increased in 2016 compared to 2015, continuing the upward trend that has been occurring since 2014. A mean rating for overall satisfaction of 3.76 is significantly higher than the mean satisfaction scores for both 'metro councils' and 'all councils'.

Females were significantly more satisfied than males, along with those aged 65 years and over and residents of ward 5.

Q8.   Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?

	Overall 2016	Overall 2015	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean rating	3.76▲	3.57	3.66	3.87▲	3.86	3.68	3.63	3.90▲	3.70	3.90

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean rating	3.64	3.83	3.63	3.67	4.14▲	3.92

LGA Brand Scores	Metro	All Councils	City of Playford 2016
Mean ratings	3.45▼	3.31▼	3.76▲

	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	3.76	3.57	3.35	3.50	3.50	3.60	3.65	3.80	3.80	3.75	3.70	3.85	3.70	3.55

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = significantly higher/lower level of satisfaction (by group)
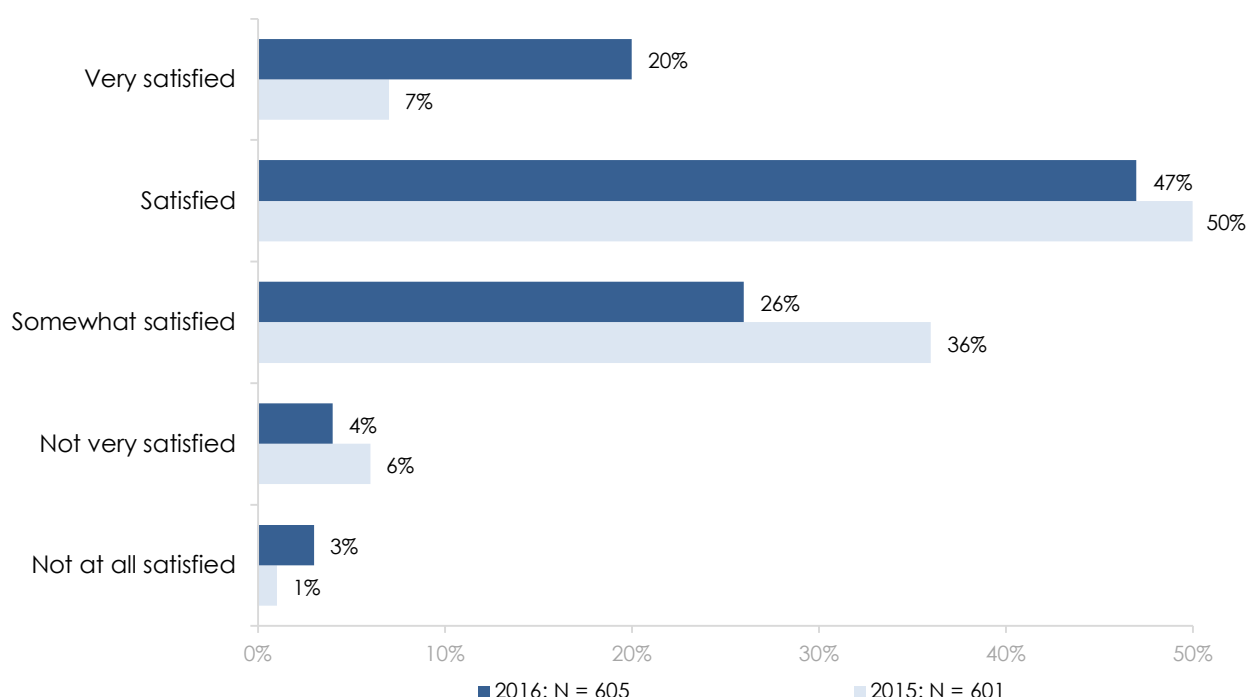
Section F – Demographics
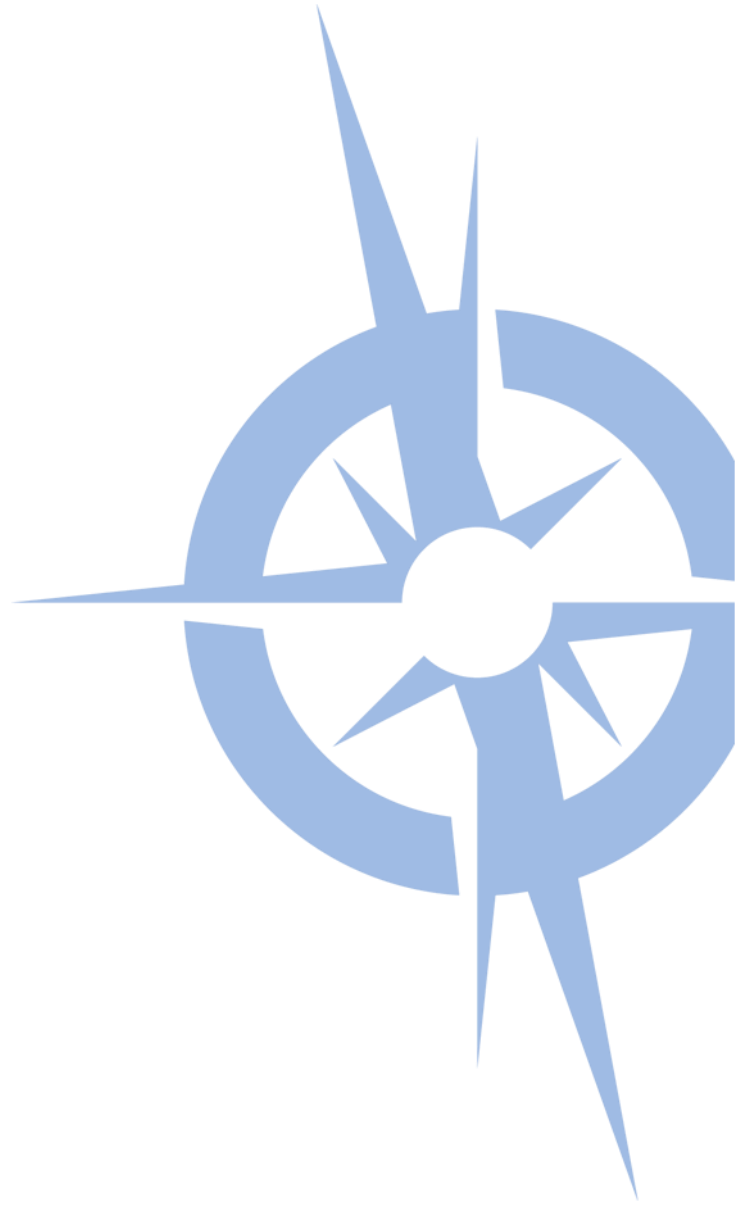
Demographics

Q9.   *Please stop me when I read out your age group.*

	%
18-34	34%
35-49	28%
50-64	22%
65+	16%

Base: n=605

Q10.   *Which country were you born in?*

	%
Australia	76%
Other	24%

Base: n=605

Q11.   *Which of the following best describes the house where you are currently living?*

	%
I/We own/are currently buying this property	68%
I/We currently rent this property	32%

Base: n=604

Q12.   *Which of the following best describes your status?*

	%
Living at home with parents	10%
Single with no children	15%
Single parent with children	9%
Married/de facto with no children	23%
Married/de facto with children	38%
Group household	2%
Extended family household (multiple generations)	4%

Base: n=604

Q13.   *How long have you lived in the local area?*

	%
Less than 2 years	5%
2 – 5 years	14%
6 – 10 years	18%
11 – 20 years	22%
More than 20 years	41%

Base: n=605

Demographics

Q14.   Gender

	%
Male	49%
Female	51%

Base: n=605
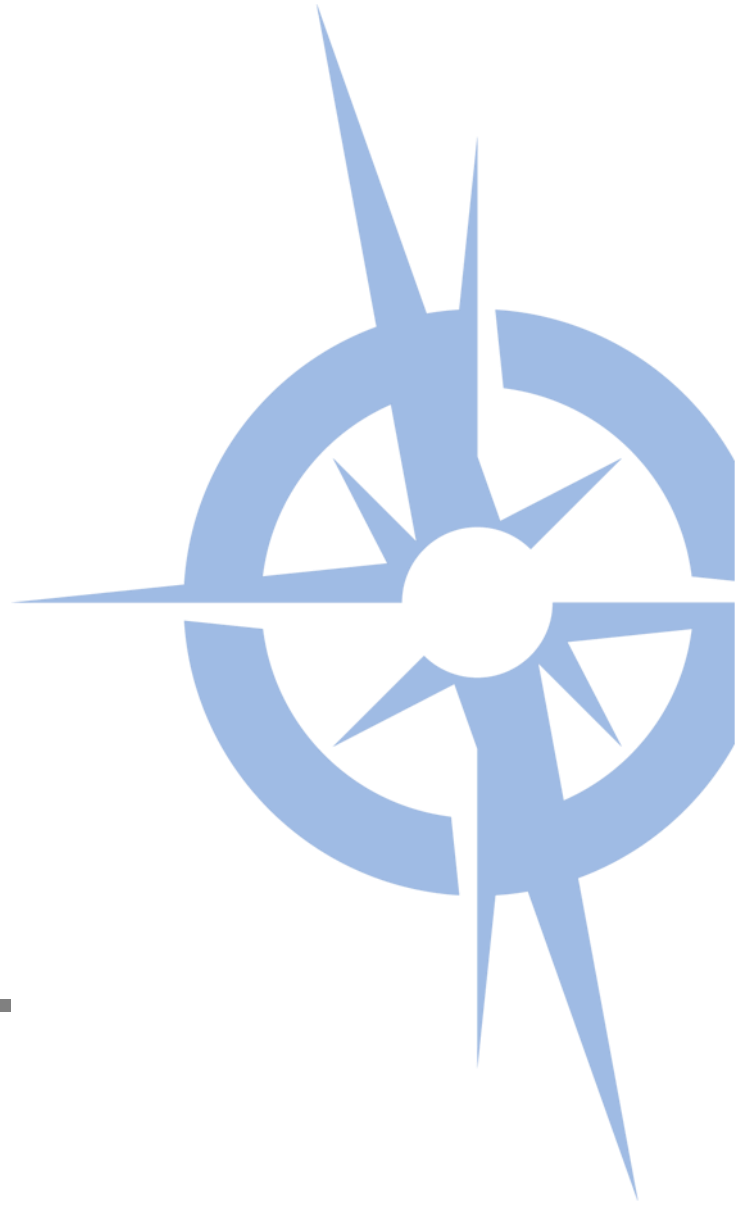
Appendix A –
Questionnaire

Good morning/afternoon/evening, my name is _____ and I'm calling on behalf of City of Playford Council from a company called Micromex Research. We are conducting research with residents regarding services, facilities and priorities in the area to help Council better understand the diverse needs of its residents.

QA1. Before we start I would like to check whether you or an immediate family member work for City of Playford?

- O Yes
- O No **(If yes, terminate survey)**

QA2. In which suburb do you live?

Ward 1

- O Andrews Farm
- O Angle Vale
- O Buckland Park
- O Edinburgh North (west of Stebonheath Rd)
- O Hillier
- O Macdonald Park
- O Munno Para (west of Coventry Rd)

- O Munno Para Downs (west of Coventry Rd)
- O Penfield
- O Penfield Gardens
- O Smithfield Plains
- O Virginia
- O Waterloo Corner

Ward 2

- O Blakeview
- O Craigmore (west of Adams Rd)
- O Elizabeth Downs (north of Midway Rd)

- O Munno Para (east of Coventry Rd)
- O Munno Para Downs (east of Coventry Rd)
- O Smithfield

Ward 3

- O Bibaringa
- O Craigmore (east of Adams Rd and north of Yorktown Rd)
- O Evanston Park
- O Gould Creek

- O Humbug Scrub
- O One Tree Hill
- O Sampson Flat
- O Uleybury
- O Yattalunga

Ward 4

- O Davoren Park (all suburbs)
- O Edinburgh North (east of Stebonheath Rd)
- O Elizabeth Downs (south of Midway Rd)

- O Elizabeth East (north and northwest of Midway Rd)
- O Elizabeth North
- O Elizabeth Park

Ward 5

- O Elizabeth
- O Elizabeth Grove

- O Elizabeth South
- O Elizabeth Vale

Ward 6

- O Craigmore (south of Yorktown Rd)
- O Elizabeth East (south and southeast of Midway Rd)

- O Hillbank

Section A – City of Playford Customer Service

I'd like you now to please think about your experiences with City of Playford.

Q1a. **Have you contacted Council in the last 12 months?**

- O   Yes
- O   No   **(If no, go to Q1f)**

Q1b. **When you last made contact with City of Playford staff was it by:** *Prompt*

- O   By phone
- O   Mail
- O   Email
- O   Council Website
- O   Social media
- O   Elected Member
- O   In person at the Customer Service Centre
- O   In person at a different Council location

Q1c. **How would you describe the nature of your enquiry?** *Do not prompt*

- O   City appearance (e.g. litter/graffiti)
- O   Roads/footpaths/drains/trees
- O   Animal management (e.g. dog registrations)
- O   Planning and development
- O   Rates/fees and charges (including parking)
- O   Kerbside waste (e.g. general, recycling, green organics)
- O   Hard rubbish (e.g. fridges, dryers, mattresses, bikes)
- O   Illegally dumped rubbish
- O   Community events and services
- O   Environmental issues
- O   Health and safety
- O   Libraries
- O   Recreation and leisure (e.g. pools, parks, sportsgrounds)
- O   Other (please specify)…………..………………………..…..

Q1d. **Taking into account your enquiry, to what extent do you agree or disagree with the following statements? Please answer on a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree.** *Prompt*
*If response below 3, please ask why.

	Completely disagree			Completely agree	
	1	2	3	4	5
It was easy to access the information I needed	O	O	O	O	O
Staff are helpful and pleasant	O	O	O	O	O
Staff always provide a prompt service	O	O	O	O	O
Staff follow through on my requests	O	O	O	O	O
Staff are knowledgeable	O	O	O	O	O

Q1e. **How would you rate your overall satisfaction with Council's level of customer service?**

- O   Very satisfied
- O   Satisfied
- O   Somewhat satisfied
- O   Not very satisfied
- O   Not at all satisfied

Q1f. **Which of the following ways have been/would be your preferred method of contacting Council?** *Prompt*

    O   By phone
    O   By email
    O   At the counter
    O   Online - self-service (i.e. paying rates, submitting applications)
    O   Online – online chat with a customer service representative
    O   By Facebook (or any other social media platform)
    O   In writing
    O   Via an Elected Member
    O   Other (please specify)………………………………..

Q1g. **Which tasks do you need or/want to do online? Please answer yes or no as I read each one.** *Prompt*

    O   Make a payment (e.g. rates, fine, permit, application fees)
    O   Make a booking (e.g. community facility, sports grounds, workshop)
    O   Request a service (e.g. new bin, library item, change details)
    O   Report a problem/issue (e.g. animal problem, graffiti, hazard)
    O   Submit an application (e.g. job, permit, licence, grant, development)
    O   Make a general enquiry
    O   Make a complaint
    O   Give feedback/my opinion on Council initiatives and plans
    O   Search for something/just browse
    O   I don't want to do any tasks online
    O   I don't have access/know how to use the internet
    O   Other (please specify)………………………………

Section B – City of Playford Communication

Q2a. **How do you hear about City of Playford's work, programs, events and initiatives?** *Prompt*

    O   Council newsletter 'North Is Up'
    O   Council website
    O   Social media (Facebook, YouTube, Twitter)
    O   Local Press (Messenger & Bunyip)
    O   Letters (including rates notice)
    O   Council staff
    O   Elected Members
    O   Brochures/Flyers
    O   Word of mouth
    O   Other (please specify)………………………………..

Q2b. **How satisfied are you with the level of communication City of Playford currently has with the community?** *Prompt*

    O   Very satisfied
    O   Satisfied
    O   Somewhat satisfied
    O   Not very satisfied
    O   Not at all satisfied

Q2c.   What type of information would you like to receive from City of Playford? Prompt

O   How rates are being spent
O   Community events
O   New initiatives of Council
O   Local achievers
O   Event information
O   Local sporting updates and initiatives
O   Lifestyle information
O   Road works updates
O   Community services available to you
O   Planning and development news
O   How to get things done with Council – i.e. hard waste collection, noisy dogs etc.
O   Other (please specify)…………………………………..

Section C - Importance & Satisfaction with City of Playford Services

Still thinking specifically about City of Playford

Q3.   In this section I will read out different City of Playford services or facilities. For each of these could you please indicate your opinion of the importance of the following service/facility to you, and in the second part, your level of satisfaction with the performance of that service? The scale is from 1 to 5, where 1 is low importance and low satisfaction, and 5 is high importance and high satisfaction.

Q3a. City Maintenance & Presentation

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Condition of footpaths	O	O	O	O	O	O	O	O	O	O	O
Condition of bicycle paths	O	O	O	O	O	O	O	O	O	O	O
Presentation of street verges* (e.g. mowed regularly, free from weeds, tidy appearance)	O	O	O	O	O	O	O	O	O	O	O
Condition of street kerbs	O	O	O	O	O	O	O	O	O	O	O
Presentation of street trees (e.g. Pruning and care)	O	O	O	O	O	O	O	O	O	O	O
Condition of local streets (e.g. road surface, signage, and line marking)	O	O	O	O	O	O	O	O	O	O	O
Adequate stormwater drainage (e.g. To reduce flooding in streets)	O	O	O	O	O	O	O	O	O	O	O
Condition of rural roads (e.g. road surface, signage, line marking, grading)	O	O	O	O	O	O	O	O	O	O	O
Removal of illegally dumped rubbish	O	O	O	O	O	O	O	O	O	O	O
Removal of graffiti	O	O	O	O	O	O	O	O	O	O	O
Presentation of parks and reserves	O	O	O	O	O	O	O	O	O	O	O
Safety of playgrounds	O	O	O	O	O	O	O	O	O	O	O
Presentation of ovals and sports grounds	O	O	O	O	O	O	O	O	O	O	O
Rapid response service (e.g. responding to high risk situations - fallen trees, immediate footpath repair)	O	O	O	O	O	O	O	O	O	O	O

*Verge: the portion of land between the street and a property. Not including the footpath.

Q3b. Health, Environment & Regulatory Services

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Public health & safety (inspections of local businesses for food safety)	O	O	O	O	O	O	O	O	O	O	O
Immunisation service	O	O	O	O	O	O	O	O	O	O	O
Enforcement of local laws (animal management, parking compliance, other by laws)	O	O	O	O	O	O	O	O	O	O	O
Kerbside waste collection (e.g. your wheelie bin collection)	O	O	O	O	O	O	O	O	O	O	O
Hard waste collection	O	O	O	O	O	O	O	O	O	O	O
Protecting & improving native vegetation and biodiversity	O	O	O	O	O	O	O	O	O	O	O

Q3c. Community Services

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Support for volunteer programs	O	O	O	O	O	O	O	O	O	O	O
Supporting business and industry development	O	O	O	O	O	O	O	O	O	O	O
Planning and building advice & assessment	O	O	O	O	O	O	O	O	O	O	O
Access to community venues (Civic Centre, Shedley Theatre, Northern Sound System)	O	O	O	O	O	O	O	O	O	O	O
Council events (e.g. Anzac Day, Australia Day celebrations)	O	O	O	O	O	O	O	O	O	O	O
Library service	O	O	O	O	O	O	O	O	O	O	O
Providing support & facilities for sporting clubs	O	O	O	O	O	O	O	O	O	O	O
Availability of community services (e.g. through aged, youth, family, disability, mental health programs)	O	O	O	O	O	O	O	O	O	O	O
Supporting local community development (e.g. through grants and programs like Youth Advisory Committee)	O	O	O	O	O	O	O	O	O	O	O
Health initiatives (e.g. Playford Food Co Operatives & OPAL - Obesity Prevention and Active Lifestyle)	O	O	O	O	O	O	O	O	O	O	O

Q3d. Accountability, Advocacy & Management

	Importance					Satisfaction					
	Low				High	Low				High	
	1	2	3	4	5	1	2	3	4	5	N/A
Planning for the future	O	O	O	O	O	O	O	O	O	O	O
Managing growth and major urban developments (i.e. new areas and redevelopment of older areas)	O	O	O	O	O	O	O	O	O	O	O
Being open & accountable to the community	O	O	O	O	O	O	O	O	O	O	O
Community input to Council decision-making	O	O	O	O	O	O	O	O	O	O	O
Council provide value for money for the rates paid	O	O	O	O	O	O	O	O	O	O	O
Communication on Council's visions & goals	O	O	O	O	O	O	O	O	O	O	O
Representation by Elected Members	O	O	O	O	O	O	O	O	O	O	O

Q4. Overall, how would you rate your satisfaction with the presentation of the City of Playford? *Prompt*

- O Very satisfied
- O Satisfied
- O Somewhat satisfied
- O Not very satisfied
- O Not at all satisfied

City of Playford Facilities

Q5. In the last 12 months, which of the following City of Playford facilities have you visited? Please answer yes or no as I read each one. *Prompt*

- O Sportsgrounds and ovals
- O Parks, reserves & playgrounds
- O Skate parks
- O Playford Libraries (Civic Centre/Stretton Centre)
- O Playford Civic Centre/Shedley Theatre
- O Stretton Centre
- O Elizabeth Aquadome
- O Elizabeth Rise Community Centre
- O Grenville Community Hub
- O John McVeity Centre
- O Northern Sound System
- O Playford Food Co-Operative (Elizabeth Downs/Smithfield)
- O Other (Please specify)...........................

Section D - City of Playford Strategic Priorities

Q6a. City of Playford has identified 8 strategic priorities, as outlined in City of Playford's 5 Year Strategic Plan. Council would like to know your level of support on these priorities to make sure they align with community need. Please indicate how supportive you are on each priority on a scale of 1 to 5, where 1 is not at all supportive and 5 is completely supportive. *Prompt*

	Not at all supportive				Completely supportive	
	1	2	3	4	5	N/A
Development of the Lyell McEwin Health Precinct	O	O	O	O	O	O
Development of Elizabeth CBD	O	O	O	O	O	O
Development of Playford Sports Precinct	O	O	O	O	O	O
City presentation and appearance	O	O	O	O	O	O
Sustaining & establishing an advanced manufacturing industry	O	O	O	O	O	O
Reducing council rates for businesses	O	O	O	O	O	O
Collection & reuse of rainwater	O	O	O	O	O	O
Delivering value for money via efficiency & effectiveness programs	O	O	O	O	O	O

Section E - Living in Playford

Q7a. When thinking about City of Playford's image and reputation, to what extent do you agree or disagree with the following? Please answer on a scale of 1 to 5, where 1 means completely disagree and 5 means completely agree. *Prompt*

	Completely disagree				Completely agree
	1	2	3	4	5
City of Playford displays a positive image of the City	O	O	O	O	O
City of Playford has a positive reputation	O	O	O	O	O
City of Playford is innovative	O	O	O	O	O
I am proud to live in the City of Playford	O	O	O	O	O

Q7b. Do you intend to continue to live in the City of Playford for the next 5 years?

O Yes
O No **(If no, please specify why)**
O Don't know/Unsure

Overall Satisfaction with City of Playford

Q8. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas? *Prompt*

O Very satisfied
O Satisfied
O Somewhat satisfied
O Not very satisfied
O Not at all satisfied

Section F – Demographic & Profiling questions

Q9. Please stop me when I read out your age group.

- O 18 – 34
- O 35 – 49
- O 50 – 64
- O 65 years and over

Q10. Which country were you born in?

- O Australia
- O Other (please specify).................................

Q11. Which of the following best describes the house where you are currently living?

- O I/We own/are currently buying this property
- O I/We currently rent this property

Q12. Which of the following best describes your status? *Prompt*

- O Living at home with parents
- O Single with no children
- O Single parent with children
- O Married/de facto with no children
- O Married/de facto with children
- O Group household
- O Extended family household (multiple generations)

Q13. How long have you lived in the local area? *Prompt*

- O Less than 2 years
- O 2 – 5 years
- O 6 – 10 years
- O 11 – 20 years
- O More than 20 years

Q14. Gender (determine by voice):

- O Male
- O Female

R1. Would you be interested in participating in future research?

- O Yes
- O No **(If no, go to end)**

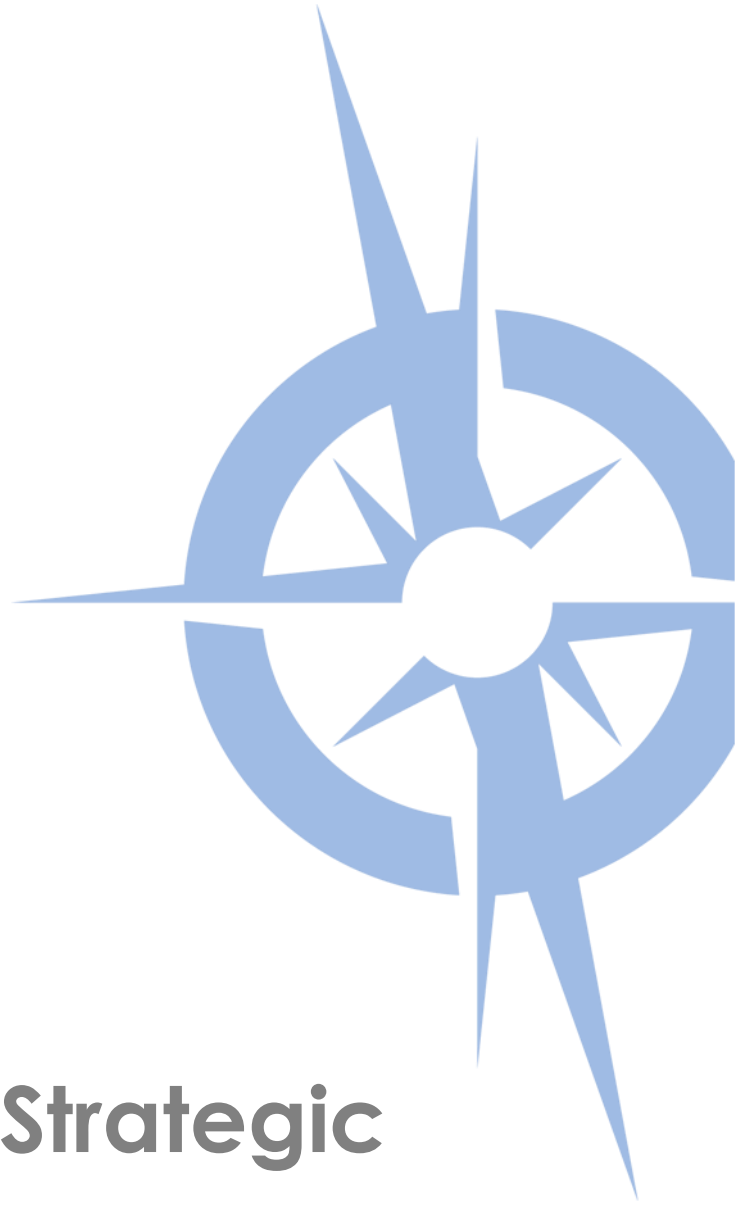**R2. (If yes), what are your contact details?**

Name ……………………………………………
Telephone …………………………………………
Email ………………………………………………

**Thank you very much for your time, enjoy the rest of your evening.**

Appendix B –
City of Playford Strategic Priorities

City of Playford Strategic Priorities wording in 2016 and 2015 surveys:

2016	2015
Development of the Lyell McEwin Health Precinct	Development of the Lyell McEwin Health Precinct to feature tertiary training, research, allied health facilities, and residential accommodation
Development of Elizabeth CBD	Development of Elizabeth's Regional Centre to become the CBD of the north of Adelaide
Development of Playford Sports Precinct	Development of a fifty-hectare Playford Sports Precinct adjacent to Elizabeth Regional Centre
City presentation and appearance	The enhancement of City presentation and appearance
Sustaining & establishing an advanced manufacturing industry	To expand and establish a sustainable advanced manufacturing industry and employment base
Reducing council rates for businesses	Reducing Council rates for businesses to ensure that investment in Playford is competitive
Collection & reuse of rainwater	The collection and reuse of rainwater to ensure Playford is environmentally sustainable
Delivering value for money via efficiency & effectiveness programs	Improving value for money of Council's services through efficiency and effectiveness programs
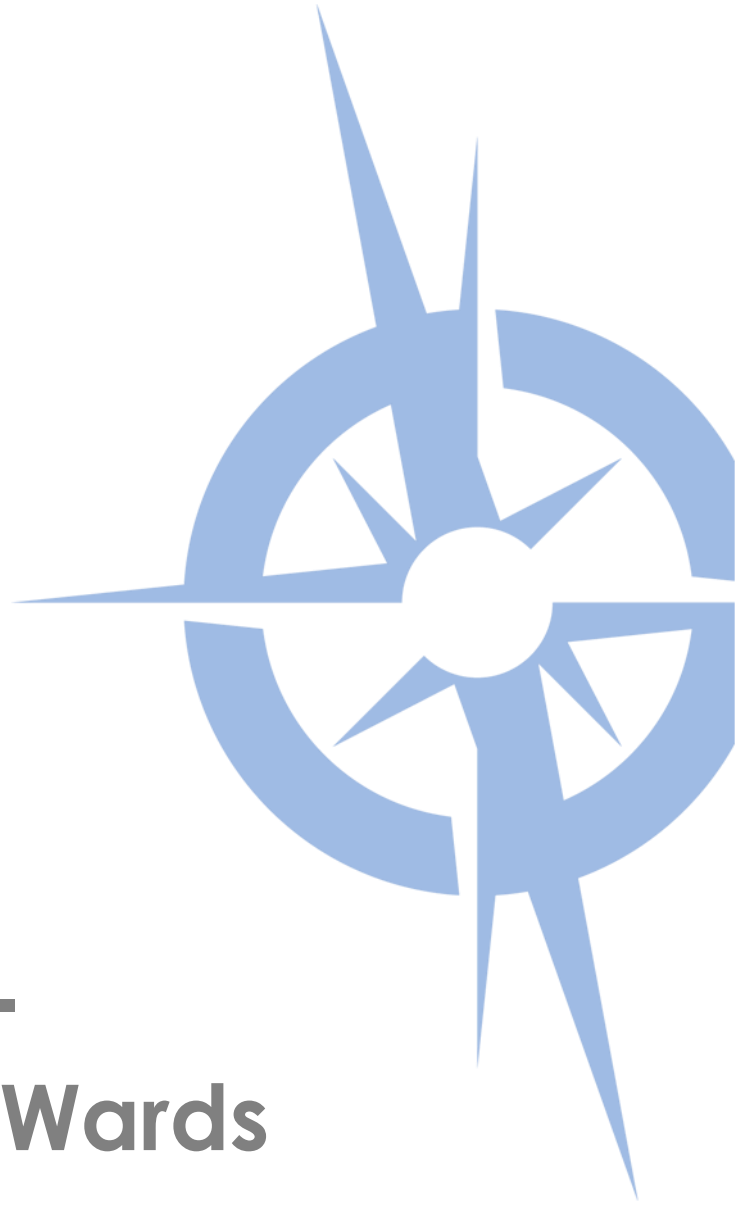
Appendix C –
City of Playford Wards

Ward 1

Andrews Farm
Angle Vale
Buckland Park
Edinburgh North (west of Stebonheath Road)
Hillier
MacDonald Park
Munno Para (west of Coventry Road)

Munno Para Downs (west of Coventry Road)
Penfield
Penfield Gardens
Smithfield Plains
Virginia
Waterloo Corner

Ward 2

Blakeview
Craigmore (west of Adams Road)
Elizabeth Downs (north of Midway Road)

Munno Para (east of Coventry Road)
Munno Para Downs (east of Coventry Road)
Smithfield

Ward 3

Bibaringa
Craigmore (east of Adams Road and north
   of Yorktown Road
Evanston Park
Gould Creek

Humbug Scrub
One Tree Hill
Sampson Flat
Uleybury
Yattalunga

Ward 4

Davoren Park (all suburbs)
Edinburgh North (east of Stebonheath Road)
Elizabeth Downs (south of Midway Road)
Elizabeth East (north and northwest of
   Midway Road)

Elizabeth North
Elizabeth Park

Ward 5

Elizabeth
Elizabeth Grove

Elizabeth South
Elizabeth Vale

Ward 6

Craigmore (south of Yorktown Road)
Elizabeth East (south and southeast of
   Midway Road

Hillbank

Map of City of Playford Wards