City of Playford Council

2017 Resident Satisfaction Survey
Summary of key Findings

Prepared by: Micromex Research
Date: August 2017

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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 B.

Data collection

The survey was conducted during the period 4th July – 11th July 2017 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

521 of the 601 respondents were selected by means of a computer based random selection process using the electronic White Pages. The remaining 80 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 Plaza Shopping Centre, Elizabeth Train Station, Smithfield Train Station, Virginia Shopping Centre, One Tree Hill and Bunnings (Munno Para West).

A sample size of 601 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=601 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 2016 ABS census data.

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, nor 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.

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 councils and conducted 100+ community satisfaction surveys.
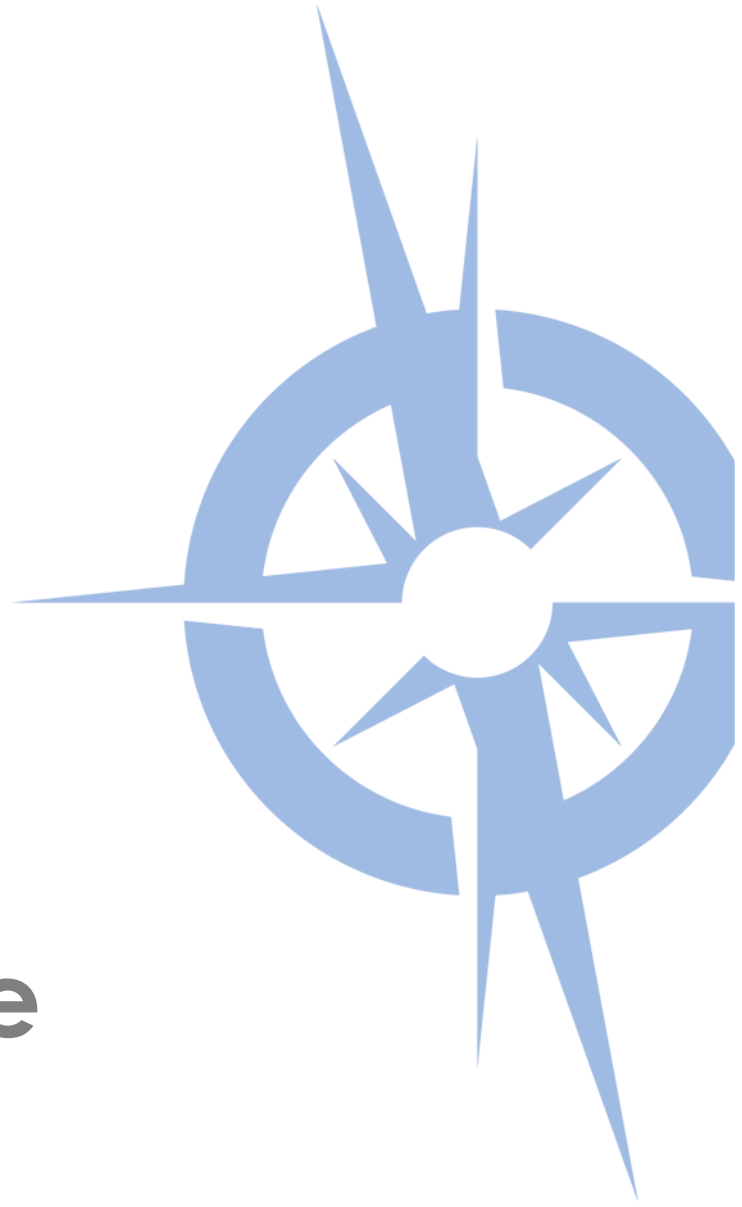
Sample Profile

Sample Profile

Gender
- Male — 49%
- Female — 51%

Age
- 18 – 34 — 35%
- 35 – 49 — 25%
- 50 – 64 — 23%
- 65+ — 17%

Ward
- Ward 1 — 32%
- Ward 2 — 20%
- Ward 3 — 12%
- Ward 4 — 15%
- Ward 5 — 7%
- Ward 6 — 14%

Country of birth
- Australia — 77%
- Other — 23%

Ratepayer status
- Ratepayer — 69%
- Non-ratepayer — 31%

Residential status
- Living at home with parents — 13%
- Single with no children — 13%
- Single parent with children — 9%
- Married/de facto with no children — 22%
- Married/de facto with children — 37%
- Group household — 3%
- Extended family household — 3%

Time lived in the area
- Less than 2 years — 4%
- 2 – 5 years — 13%
- 6 – 10 years — 15%
- 11 – 20 years — 25%
- More than 20 years — 43%

Base: N = 601

A sample size of 601 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 2016 ABS community profile of City of Playford.
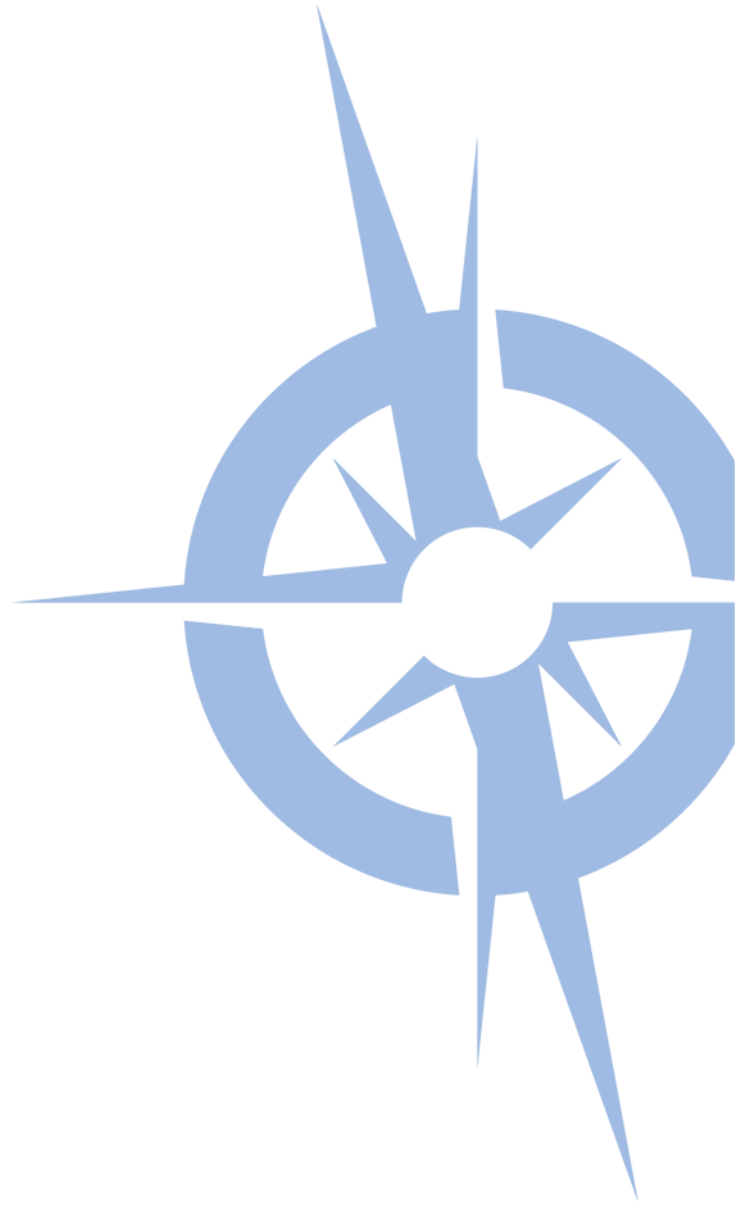
Key Findings

Key Findings

Overview (Overall satisfaction)

Summary

Overall satisfaction is 'moderately high', with 94% of residents being at least 'somewhat satisfied'. Satisfaction with the performance of Council is significantly higher for City of Playford compared to 'metro' and 'all other councils' LGA Brand Scores.

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 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.68	3.76	3.69	3.68	3.82▲	3.58	3.50▼	3.78	3.57	3.93▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.66	3.72	3.60	3.78	3.89	3.54

LGA Brand Scores	City of Playford	Metro	All Councils
Mean ratings	3.68▲	3.45	3.31

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

Very satisfied: 2017 14%, 2016 20%
Satisfied: 2017 49%, 2016 47%
Somewhat satisfied: 2017 31%, 2016 26%
Not very satisfied: 2017 5%, 2016 4%
Not at all satisfied: 2017 1%, 2016 3%

■ 2017 N = 601   ■ 2016 N = 605
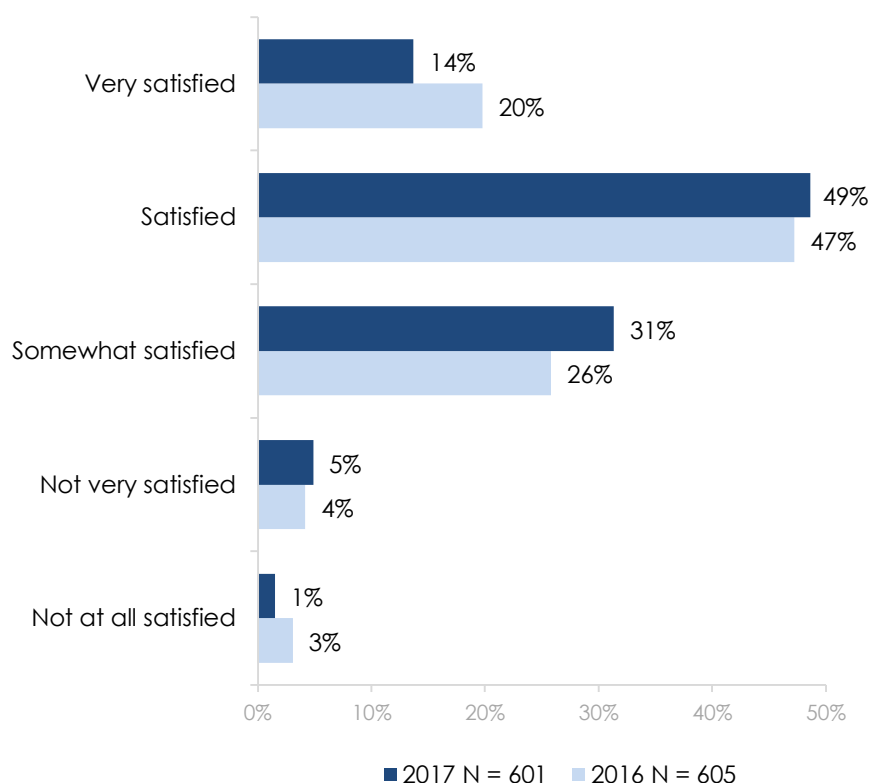
Key Findings

Overview (Overall satisfaction) continued…

	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	3.68	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	72%	73%	69%	65%	68%	68%	70%	71%	74%	74%	73%	72%	75%	72%	69%

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

Overall Satisfaction Score as a Percentage
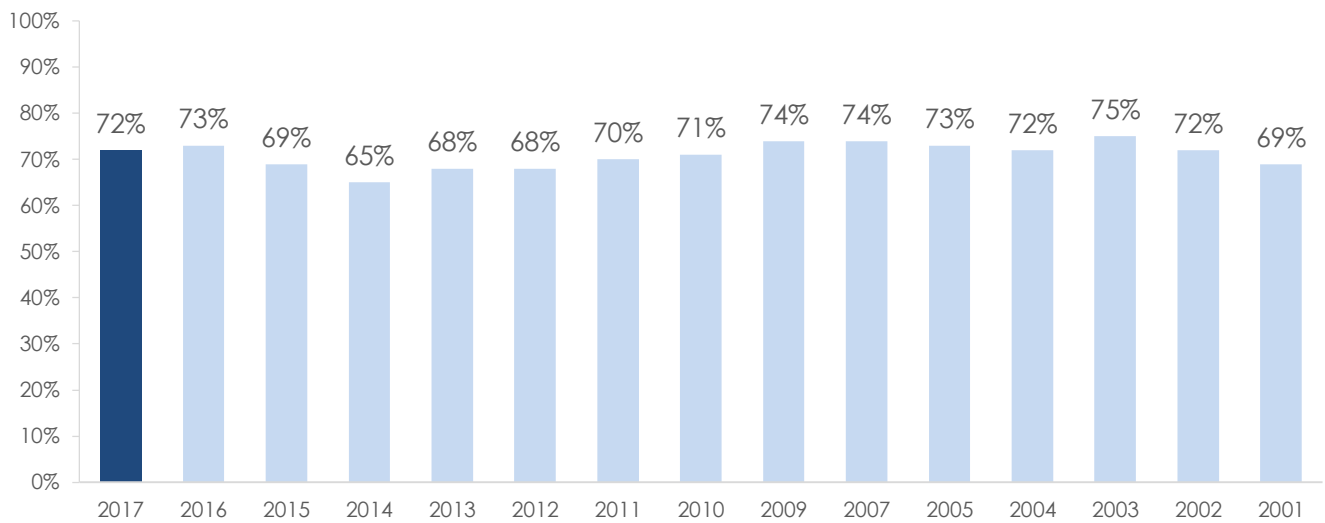
Key Findings

Key Performance Indicators – Year-on-Year Change

Summary

All measures have remained steady compared to 2016.

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	2017	2016	2015	2014	2013	2012	2011	2010
Overall satisfaction with Council	3.68	3.76	3.57	3.35	3.50	3.50	3.60	3.65
Overall satisfaction with Council's level of customer service	3.83	3.95	3.76	3.90	3.90	4.00	3.80	3.60
Presentation of the City	3.56	3.64	3.57	3.50	3.45	3.45	3.35	N/A
Planning for the future	3.55	3.56	3.55	3.30	3.45	3.45	3.50	2.90
Being open and accountable to the community	3.36	3.25	3.32	3.00	3.25	3.20	3.30	2.85
Community input to Council decision-making	3.25	3.16	3.23	2.80	3.05	3.05	2.95	2.60
Council provide value for money for the rates paid	2.98	2.94	3.00	2.60	2.85	2.65	2.80	2.85

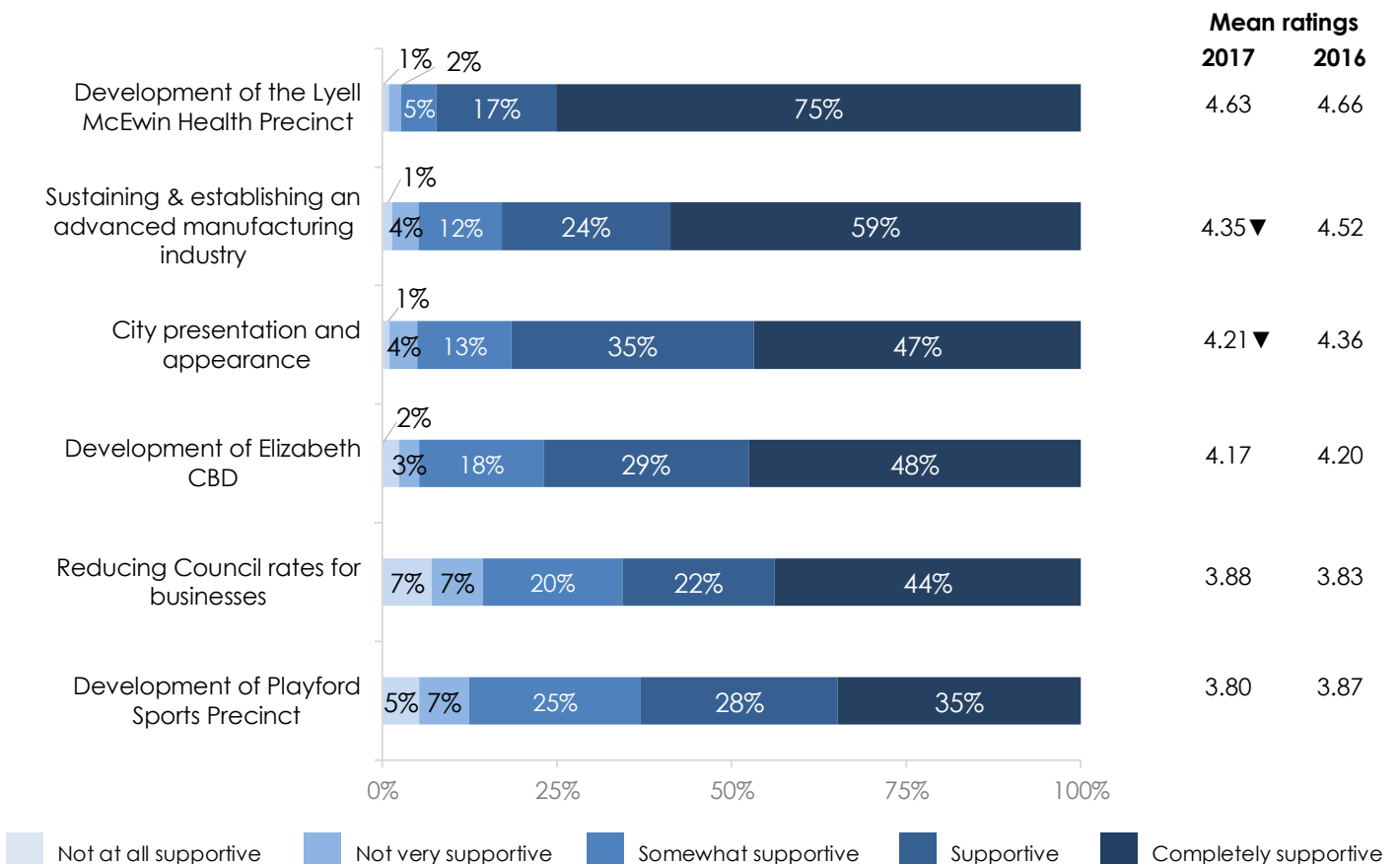| Measure	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Overall satisfaction with Council	3.68	3.76	3.57	3.35	3.50	3.50	3.60	3.65	3.80	3.80	3.75	3.70	3.85	3.70	3.55

Key Findings

Overview (Strategic priorities)

Summary

'Development of the Lyell McEwin Health Precinct' has remained the strategic priority with the highest level of support, with 92% being 'supportive' or 'completely supportive'.

Support for 'sustaining & establishing an advanced manufacturing industry' and 'city presentation and appearance' have significantly decreased from 2016.

Q6. *Council would like to know your level of support for the following 6 strategic priorities to make sure they align with community need.*

	Mean ratings	
	2017	**2016**
Development of the Lyell McEwin Health Precinct	4.63	4.66
Sustaining & establishing an advanced manufacturing industry	4.35▼	4.52
City presentation and appearance	4.21▼	4.36
Development of Elizabeth CBD	4.17	4.20
Reducing Council rates for businesses	3.88	3.83
Development of Playford Sports Precinct	3.80	3.87

Chart data (percentages by support level: Not at all supportive / Not very supportive / Somewhat supportive / Supportive / Completely supportive):

- Development of the Lyell McEwin Health Precinct: 1%, 2%, 5%, 17%, 75%
- Sustaining & establishing an advanced manufacturing industry: 1%, 4%, 12%, 24%, 59%
- City presentation and appearance: 1%, 4%, 13%, 35%, 47%
- Development of Elizabeth CBD: 2%, 3%, 18%, 29%, 48%
- Reducing Council rates for businesses: 7%, 7%, 20%, 22%, 44%
- Development of Playford Sports Precinct: 5%, 7%, 25%, 28%, 35%

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

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

Key Findings

Key Importance Trends

Compared to the previous research conducted in 2016, there were significant **decreases** in residents' levels of **importance** for 10 of the comparable 37 services and facilities provided by Council, These were:

	2017	2016
Being open & accountable to the community	4.52	4.72
Removal of illegally dumped rubbish	4.50	4.65
Safety of playgrounds	4.41	4.56
Adequate stormwater drainage	4.38	4.61
Council provide value for money for the rates paid	4.32	4.58
Condition of local streets	4.31	4.44
Supporting business and industry development	4.31	4.45
Managing growth and major urban developments	4.19	4.42
Communication of Council's strategies and plans	4.03	4.27
Condition of rural roads	3.86	4.19

There were no significant increases in residents' levels of importance.

Key Satisfaction Trends

There were no significant differences for satisfaction across the comparable 37 services and facilities.

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 39 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 'extremely 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, 'planning for the future' was given an importance score of 4.54, which indicates that it is considered an area of 'extremely high' importance by residents. At the same time it was given a satisfaction score of 3.55, 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' (3.71 importance vs. 4.03 satisfaction), we can identify that the facility/service has '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 2016	Ranking 2017	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	1	Council provide value for money for the rates paid	4.32	2.98	1.34
3	2	Removal of illegally dumped rubbish	4.50	3.17	1.33
5	3	Condition of footpaths	4.20	2.98	1.22
7	4	Condition of local streets	4.31	3.14	1.17
2	5	Being open & accountable to the community	4.52	3.36	1.16
4	6	Community input to Council decision-making	4.32	3.25	1.07
6	7	Adequate stormwater drainage	4.38	3.37	1.01
N/A	7	Providing training and employment opportunities	4.34	3.33	1.01
8	9	Planning for the future	4.54	3.55	0.99
9	10	Representation by Elected Members	4.05	3.14	0.91
13	11	Supporting business and industry development	4.31	3.48	0.83
15	11	Presentation of street verges	3.86	3.03	0.83
12	13	Communication of Council's strategies and plans	4.03	3.21	0.82
14	14	Public health & safety	4.65	3.87	0.78
17	15	Enforcement of local laws	4.50	3.74	0.76
22	15	Condition of street kerbs	3.93	3.17	0.76
9	17	Condition of rural roads	3.86	3.12	0.74
11	18	Managing growth and major urban developments	4.19	3.51	0.68
16	19	Rapid response service	4.47	3.80	0.67
19	20	Removal of graffiti	4.22	3.56	0.66
20	21	Presentation of parks and reserves	4.47	3.82	0.65
23	22	Protecting & improving native vegetation and biodiversity	4.27	3.66	0.61
21	23	Health initiatives	4.34	3.80	0.54
28	24	Presentation of street trees	3.86	3.35	0.51
18	25	Safety of playgrounds	4.41	3.92	0.49
29	26	Kerbside waste collection	4.67	4.19	0.48
27	27	Hard waste collection	4.40	3.96	0.44
24	28	Supporting local community development	4.16	3.73	0.43
25	29	Planning and building advice & assessment	3.93	3.54	0.39
26	30	Availability of community services	4.24	3.88	0.36
30	31	Support for volunteer programs	4.15	3.85	0.30
34	32	Presentation of ovals and sports grounds	4.14	3.98	0.16
32	33	Access to community venues	4.05	3.92	0.13
31	34	Immunisation service	4.35	4.31	0.04
33	35	Providing support & facilities for sporting clubs	3.89	3.90	-0.01
N/A	35	Wi-Fi within Council facilities and parks	3.37	3.38	-0.01
36	37	Condition of bicycle paths	3.14	3.27	-0.13
35	38	Library service	4.00	4.16	-0.16
37	39	Council events	3.71	4.03	-0.32

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

Key Findings

When we examine the 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 2.98 and 3.55, which indicates that their satisfaction for these measures is 'moderately low' to 'moderate'.

Ranking	Service/ Facility	Importance Mean	Satisfaction Mean	Performance Gap
1	Council provide value for money for the rates paid	4.32	2.98	1.34
2	Removal of illegally dumped rubbish	4.50	3.17	1.33
3	Condition of footpaths	4.20	2.98	1.22
4	Condition of local streets	4.31	3.14	1.17
5	Being open & accountable to the community	4.52	3.36	1.16
6	Community input to Council decision-making	4.32	3.25	1.07
7	Adequate stormwater drainage	4.38	3.37	1.01
7	Providing training and employment opportunities	4.34	3.33	1.01
9	Planning for the future	4.54	3.55	0.99
10	Representation by Elected Members	4.05	3.14	0.91

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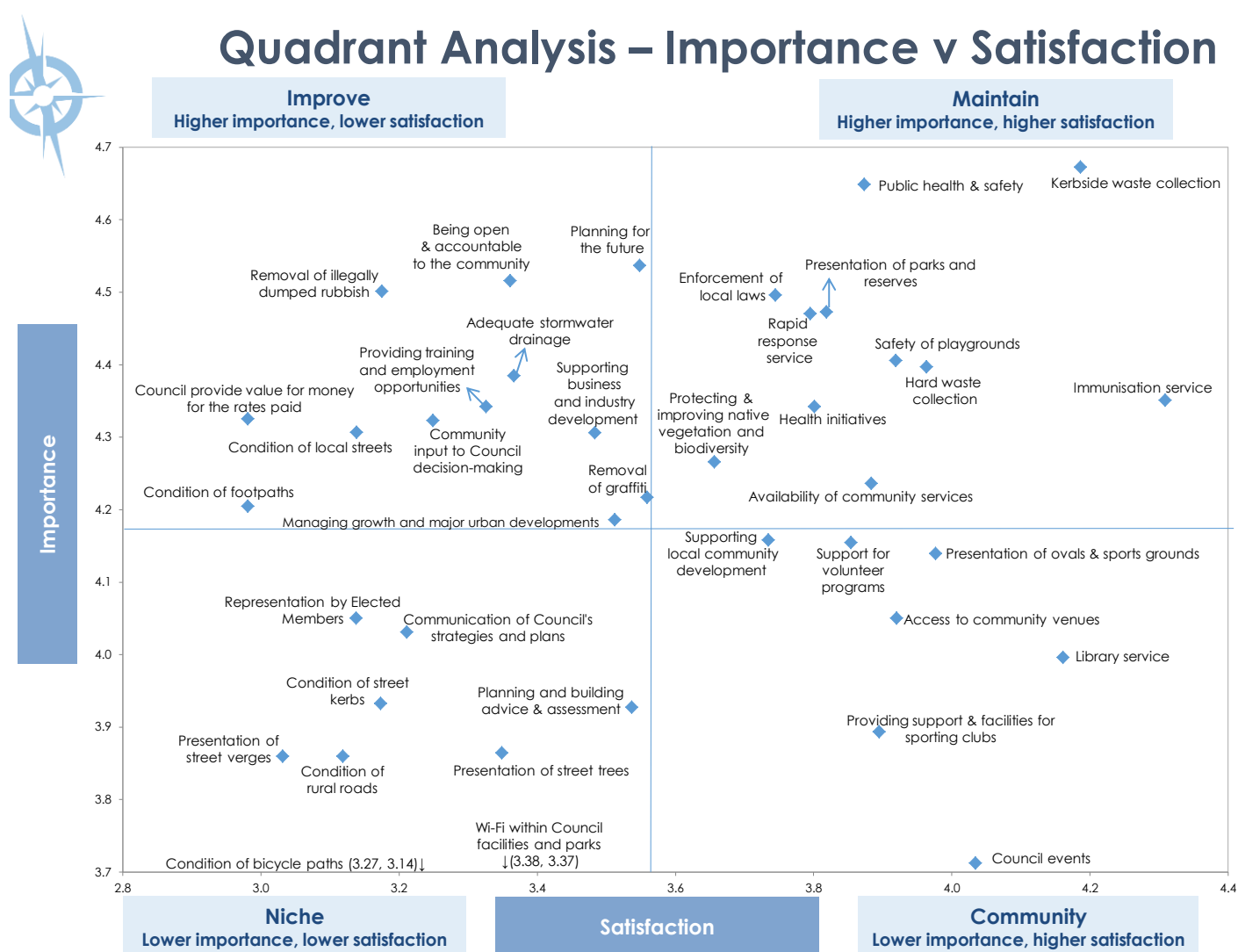
Key Findings

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 4.18 and the average rated satisfaction score was 3.57. Therefore, any facility or service that received a mean stated importance score of ≥ 4.18 would be plotted in the higher importance section and, conversely, any that scored < 4.18 would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 3.57. 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 'planning for the future' 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 'condition of bicycle paths', 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 Previous Quadrant Analysis

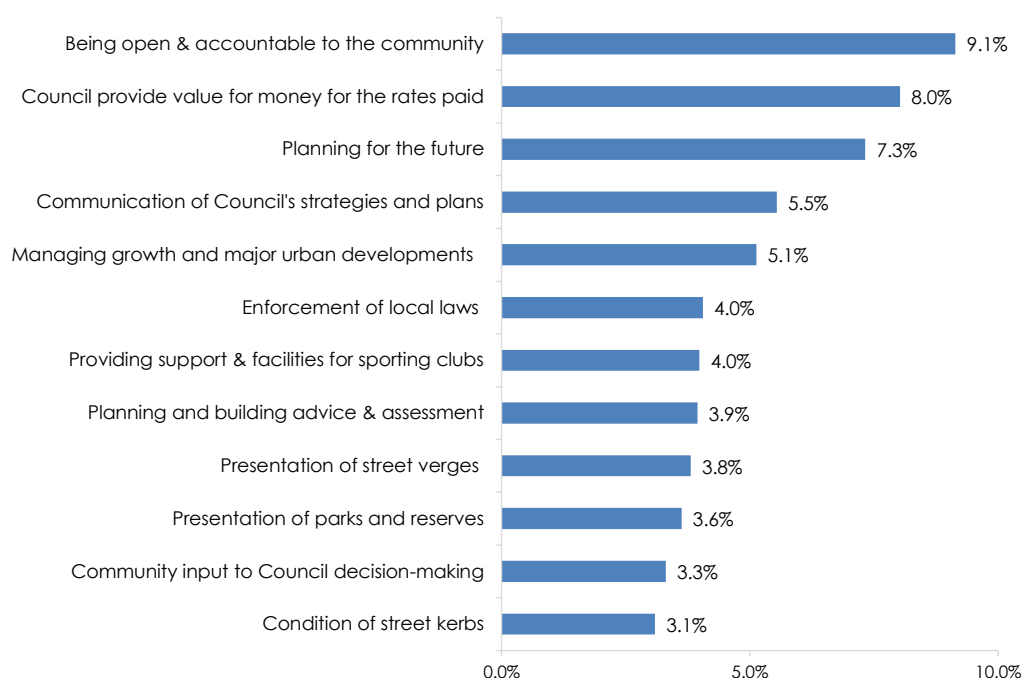| Service/ Facility	2017 Quadrant	2016 Quadrant	2015 Quadrant
Adequate stormwater drainage	Improve	Improve	Maintain
Being open & accountable to the community	Improve	Improve	Improve
Community input to Council decision-making	Improve	Improve	Improve
Condition of footpaths	Improve	Niche	Improve
Condition of local streets	Improve	Improve	Improve
Council provides value for money for the rates paid	Improve	Improve	Improve
Managing growth and major urban developments	Improve	Improve	Improve
Planning for the future	Improve	Improve	Improve
Removal of graffiti	Improve	Community	Community
Removal of illegally dumped rubbish	Improve	Improve	Improve
Supporting business and industry development	Improve	Improve	Improve
Availability of community services	Maintain	Community	Maintain
Enforcement of local laws	Maintain	Maintain	Maintain
Hard waste collection	Maintain	Maintain	Maintain
Health initiatives	Maintain	Maintain	Maintain
Immunisation service	Maintain	Maintain	Maintain
Kerbside waste collection	Maintain	Maintain	Maintain
Presentation of parks and reserves	Maintain	Maintain	Maintain
Protecting & improving native vegetation and biodiversity	Maintain	Maintain	Maintain
Public health & safety	Maintain	Maintain	Maintain
Rapid response service	Maintain	Maintain	Maintain
Safety of playgrounds	Maintain	Maintain	Maintain
Communication on Council's strategies and plans	Niche	Niche	Niche
Condition of bicycle paths	Niche	Niche	Niche
Condition of rural roads	Niche	Niche	Niche
Condition of street kerbs	Niche	Niche	Niche
Planning and building advice & assessment	Niche	Niche	Community
Presentation of street trees	Niche	Niche	Niche
Presentation of street verges	Niche	Niche	Niche
Representation by Elected Members	Niche	Niche	Niche
Access to community venues	Community	Community	Community
Council events	Community	Community	Community
Library service	Community	Community	Community
Presentation of ovals and sports grounds	Community	Community	Community
Providing support & facilities for sporting clubs	Community	Community	Community
Support for volunteer programs	Community	Community	Maintain
Supporting local community development	Community	Community	Maintain

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 12 services/facilities account for over 60% of overall satisfaction with Council. This indicates that the remaining 27 attributes we obtained measures on have only a limited impact on the community's satisfaction with City of Playford's performance. Therefore, whilst all 39 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 12 Indicators Contribute to Over 60% of Overall Satisfaction with Council

Indicator	Percentage
Being open & accountable to the community	9.1%
Council provide value for money for the rates paid	8.0%
Planning for the future	7.3%
Communication of Council's strategies and plans	5.5%
Managing growth and major urban developments	5.1%
Enforcement of local laws	4.0%
Providing support & facilities for sporting clubs	4.0%
Planning and building advice & assessment	3.9%
Presentation of street verges	3.8%
Presentation of parks and reserves	3.6%
Community input to Council decision-making	3.3%
Condition of street kerbs	3.1%

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

These 12 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, 'condition of street kerbs' contributes 3.1% towards overall satisfaction, while 'being open & accountable to the community' (9.1%) is a far stronger driver, contributing to nearly three times as much to overall satisfaction with Council.

Key Findings

Key Drivers of Satisfaction with City of Playford: Comparison to Previous Years

9 of the 12 key drivers have displayed an increase compared to 2016, with 'being open & accountable to the community' increasing by 4 times as much. 'Planning for the future', 'communication of Council's strategies and plans', 'managing growth and major urban developments', 'enforcement of local laws' and 'condition of street kerbs' have all experienced upward trends since 2015.

3 key drivers had a reduction in contribution in 2017, these were: 'presentation of street verges', 'presentation of parks and reserves' and 'community input to Council decision-making'.

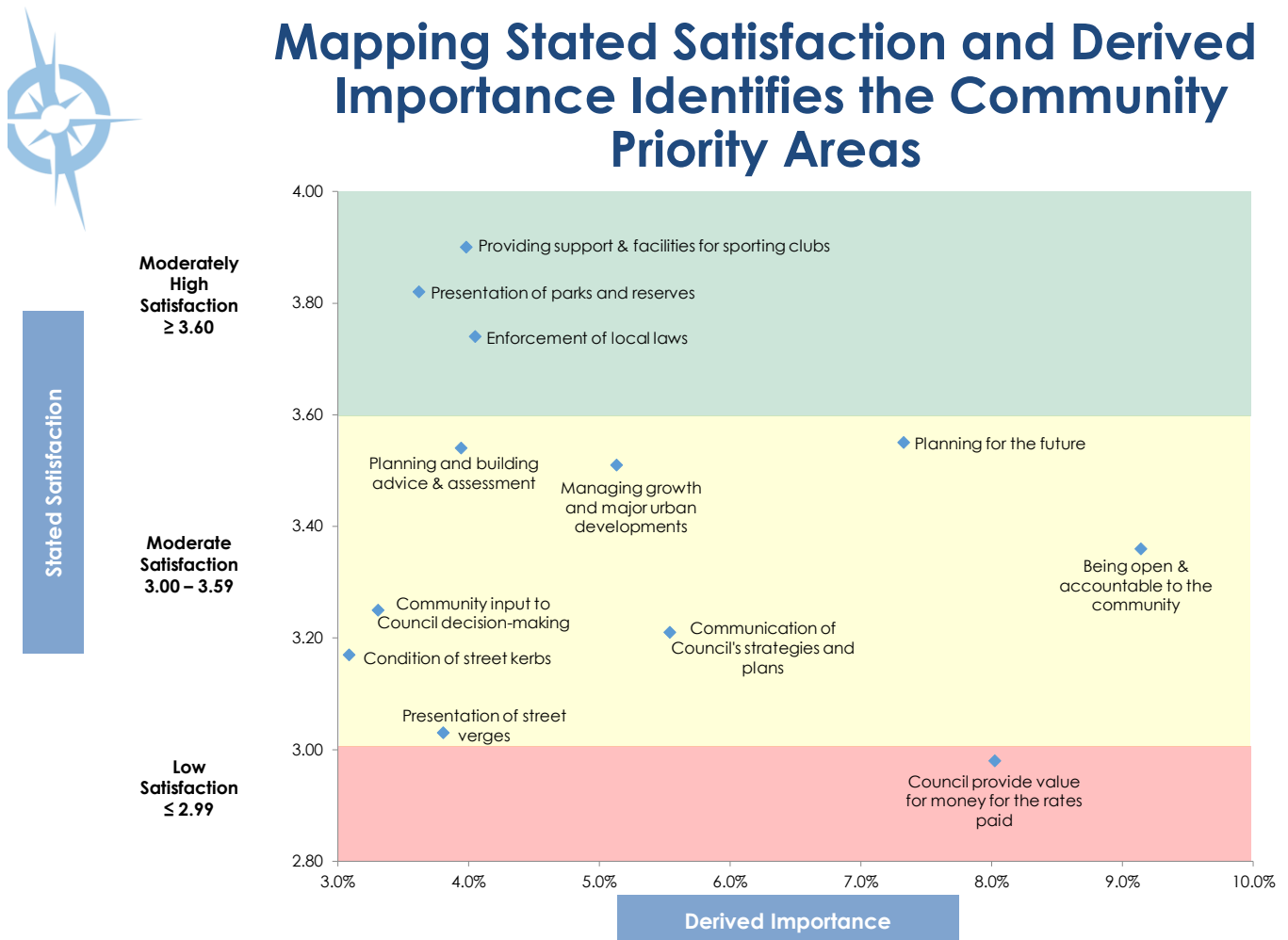| Measure	2017	2016	2015
Being open & accountable to the community	9.1%	2.3%	6.1%
Council provide value for money for the rates paid	8.0%	4.1%	5.2%
Planning for the future	7.3%	3.8%	3.6%
Communication of Council's strategies and plans	5.5%	4.2%	2.7%
Managing growth and major urban developments	5.1%	4.5%	2.1%
Enforcement of local laws	4.0%	2.4%	0.9%
Providing support & facilities for sporting clubs	4.0%	0.8%	1.5%
Planning and building advice & assessment	3.9%	0.8%	1.5%
Presentation of street verges	3.8%	5.8%	3.2%
Presentation of parks and reserves	3.6%	6.6%	4.6%
Community input to Council decision-making	3.3%	5.2%	5.6%
Condition of street kerbs	3.1%	1.5%	1.1%

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. 'providing support & facilities for sporting clubs', 'presentation of parks and reserves', and 'enforcement of local laws'. 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 areas such as 'planning and building advice & assessment', 'planning for the future', 'managing growth and major urban developments', 'being open & accountable to the community', community input to Council decision-making', 'communication of Council's strategies and plans', 'condition of street kerbs' and 'presentation of street verges' could possibly be targeted for optimisation.

Furthermore, areas such as 'Council provide value for money for the rates paid' 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.
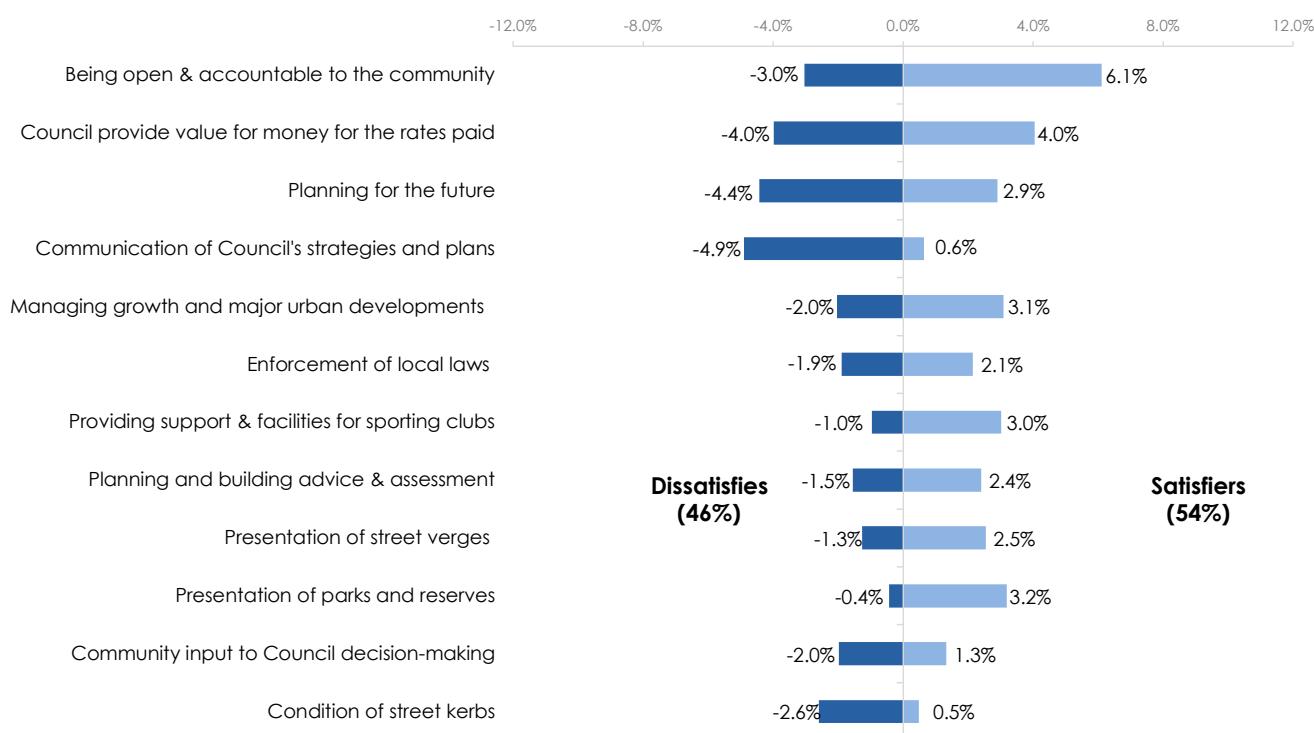
Key Findings

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	Dissatisfies (46%)	Satisfiers (54%)
Being open & accountable to the community	-3.0%	6.1%
Council provide value for money for the rates paid	-4.0%	4.0%
Planning for the future	-4.4%	2.9%
Communication of Council's strategies and plans	-4.9%	0.6%
Managing growth and major urban developments	-2.0%	3.1%
Enforcement of local laws	-1.9%	2.1%
Providing support & facilities for sporting clubs	-1.0%	3.0%
Planning and building advice & assessment	-1.5%	2.4%
Presentation of street verges	-1.3%	2.5%
Presentation of parks and reserves	-0.4%	3.2%
Community input to Council decision-making	-2.0%	1.3%
Condition of street kerbs	-2.6%	0.5%

Different levers address the different levels of satisfaction across the community

Key Findings

Comparison to LGA Benchmarks

8 of the 18 comparable measures were rated above benchmark threshold of 0.15, these were 'planning for the future', 'public health & safety', 'condition of local streets', 'condition of rural roads', 'supporting business and industry development', 'community input to Council decision-making', 'access to community venues' and 'presentation of ovals and sports grounds'.

Service/Facility	City of Playford Satisfaction Scores	Benchmark Variances
Planning for the future	3.55	0.48▲
Public health & safety	3.87	0.40▲
Condition of local streets	3.14	0.34▲
Condition of rural roads	3.12	0.32▲
Supporting business and industry development	3.48	0.31▲
Community input to Council decision-making	3.25	0.27▲
Access to community venues	3.92	0.26▲
Presentation of ovals and sports grounds	3.98	0.24▲
Protecting & improving native vegetation and biodiversity	3.66	0.10
Kerbside waste collection	4.19	0.10
Presentation of parks and reserves	3.82	0.08
Condition of bicycle paths	3.27	0.06
Adequate stormwater drainage	3.37	0.06
Library service	4.16	0.02
Condition of footpaths	2.98	-0.06
Council provide value for money for the rates paid	2.98	-0.12
Communication of Council's strategies and plans	3.21	-0.12
Hard waste collection	3.96	-0.13

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
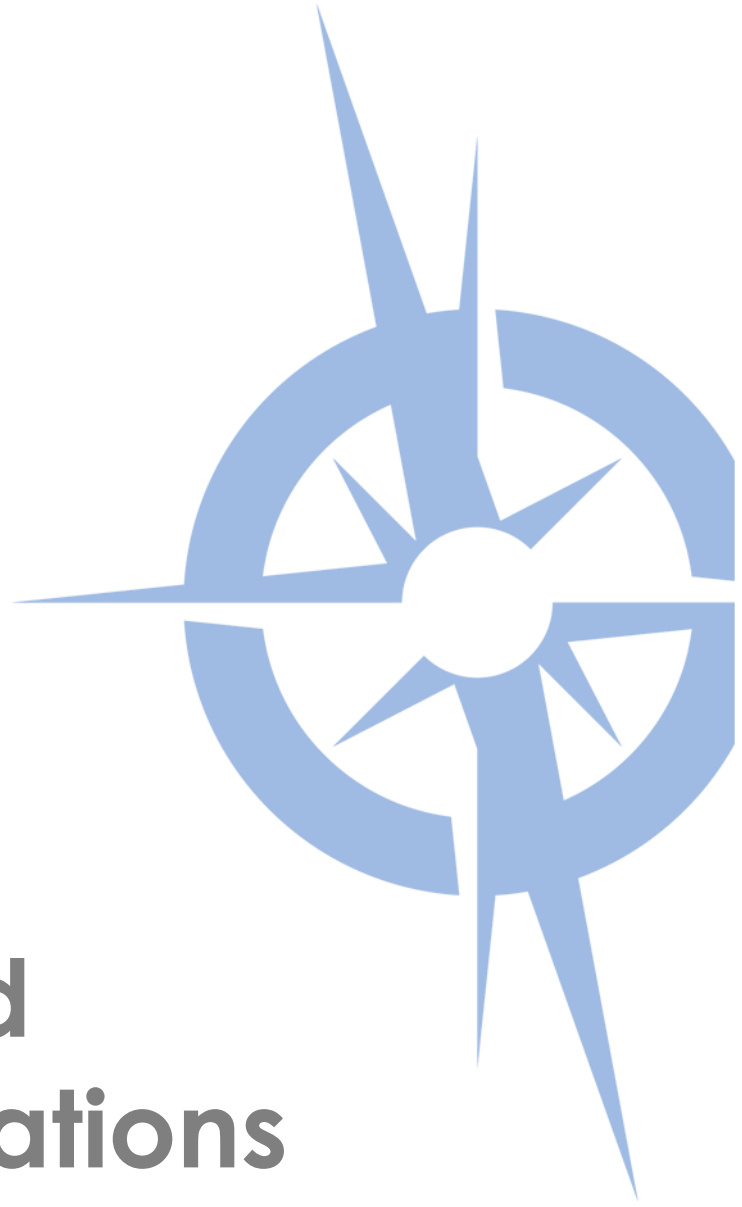
Summary and Recommendations

Summary and Recommendations

Summary

94% of residents are at least somewhat satisfied with overall performance of Council. This is well above the Micromex LGA Benchmarks.

The top contributors to overall satisfaction revolve around transparency, value for money, planning and development for the future, and communications. If Council can improve community perception in these areas it will have a positive impact in driving overall satisfaction with Council performance.

- Satisfaction levels across all key performance indicators and services and facilities have remained consistent with the results received in 2016.

- Only 2 of the 39 services received an average satisfaction rating of less than 3 out of 5 (somewhat satisfied). These areas of low satisfaction were the condition of footpaths and the 'Council provided value for money for the rates paid'.

While the community is supportive of all key priorities, the 'development of the Lyell McEwin Health Precinct' continues to remain the strategic priority most supported by residents.

Recommendations

Based on the findings from this research, City of Playford Council should look to the following:

Strategically

- Review the efficiency of accountability, advocacy and management within Council, particularly being open & accountable to the community and ensuring residents believe they receive value for money for the rates paid. These are critical to addressing any potential declines in satisfaction across key measures

→ ***Based on the outcomes of the review look to develop a platform for community engagement to effectively communicate Council's strategies and plans for future of the area, whilst allowing community input and consultation***

Tactically

- Explore the community's needs and expectations regarding planning for the future and managing growth and development of the City of Playford

- Clarify community expectations and understanding of providing value for money for the rates paid
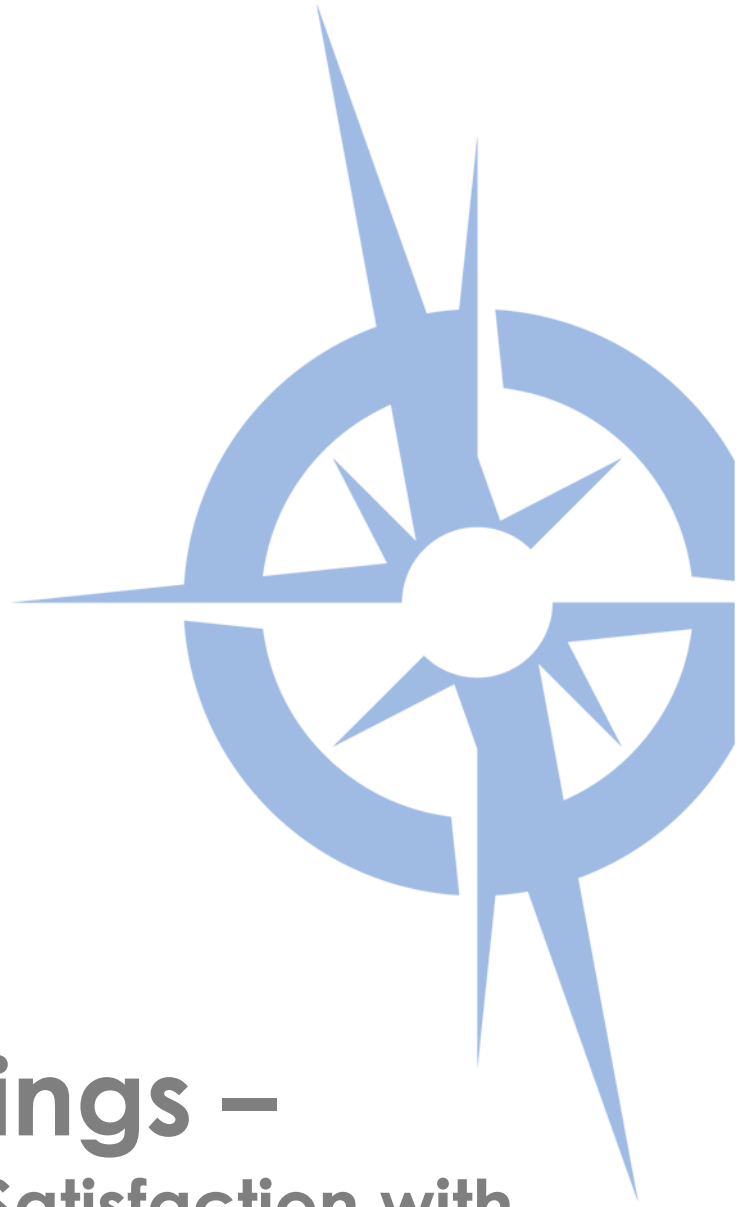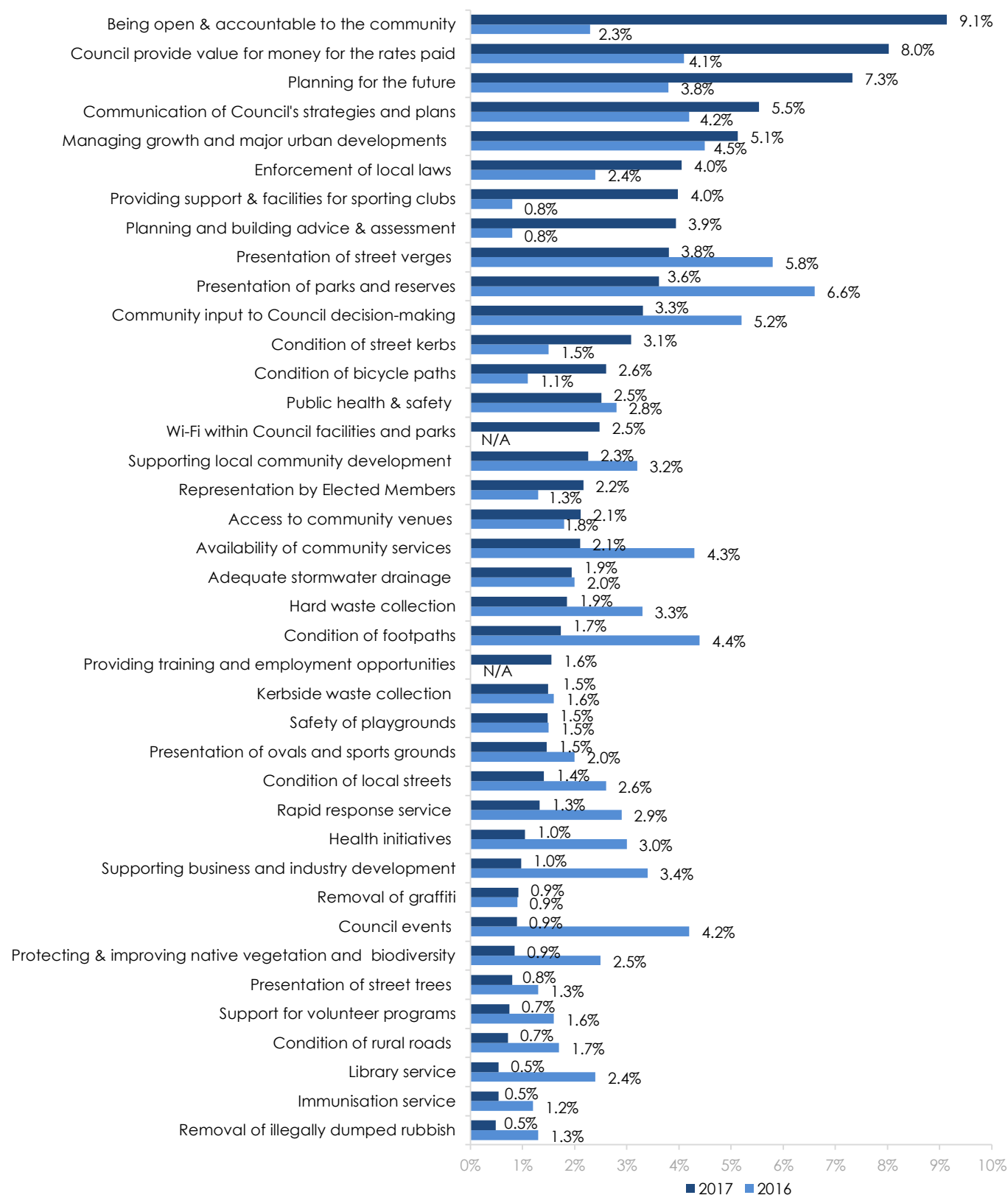
Detailed Findings –

Importance of, and Satisfaction with, Council Services & Facilities

Influence on Overall Satisfaction

A core element of this community survey was the rating of 39 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 39 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	2017	2016
Being open & accountable to the community	9.1%	2.3%
Council provide value for money for the rates paid	8.0%	4.1%
Planning for the future	7.3%	3.8%
Communication of Council's strategies and plans	5.5%	4.2%
Managing growth and major urban developments	5.1%	4.5%
Enforcement of local laws	4.0%	2.4%
Providing support & facilities for sporting clubs	4.0%	0.8%
Planning and building advice & assessment	3.9%	0.8%
Presentation of street verges	3.8%	5.8%
Presentation of parks and reserves	3.6%	6.6%
Community input to Council decision-making	3.3%	5.2%
Condition of street kerbs	3.1%	1.5%
Condition of bicycle paths	2.6%	1.1%
Public health & safety	2.5%	2.8%
Wi-Fi within Council facilities and parks	2.5%	N/A
Supporting local community development	2.3%	3.2%
Representation by Elected Members	2.2%	1.3%
Access to community venues	2.1%	1.8%
Availability of community services	2.1%	4.3%
Adequate stormwater drainage	1.9%	2.0%
Hard waste collection	1.9%	3.3%
Condition of footpaths	1.7%	4.4%
Providing training and employment opportunities	1.6%	N/A
Kerbside waste collection	1.5%	1.6%
Safety of playgrounds	1.5%	1.5%
Presentation of ovals and sports grounds	1.5%	2.0%
Condition of local streets	1.4%	2.6%
Rapid response service	1.3%	2.9%
Health initiatives	1.0%	3.0%
Supporting business and industry development	1.0%	3.4%
Removal of graffiti	0.9%	0.9%
Council events	0.9%	4.2%
Protecting & improving native vegetation and biodiversity	0.9%	2.5%
Presentation of street trees	0.8%	1.3%
Support for volunteer programs	0.7%	1.6%
Condition of rural roads	0.7%	1.7%
Library service	0.5%	2.4%
Immunisation service	0.5%	1.2%
Removal of illegally dumped rubbish	0.5%	1.3%

■ 2017 ■ 2016

Service Areas

Each of the 39 facilities/services were grouped into service areas as detailed below

We Explored Resident Response to 39 Service Areas

City Maintenance & Presentation

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 roads

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

Health, Environment & Regulatory Services

Public health & safety

Immunisation service

Enforcement of local laws

Kerbside waste collection

Hard waste collection

Protecting & improving native vegetation and biodiversity

Community Services

Support for volunteer programs

Supporting business and industry development

Planning and building advice & assessment

Access to community venues

Council events

Library service

Providing support & facilities for sporting clubs

Availability of community services

Supporting local community development

Health initiatives

Providing training and employment opportunities

Wi-Fi within Council facilities and parks

Accountability, Advocacy & Management

Planning for the future

Managing growth and major urban developments

Being open & accountable to the community

Community input to Council decision-making

Council provide value for money for the rates paid

Communication of Council's strategies and plans

Representation by Elected Members

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.
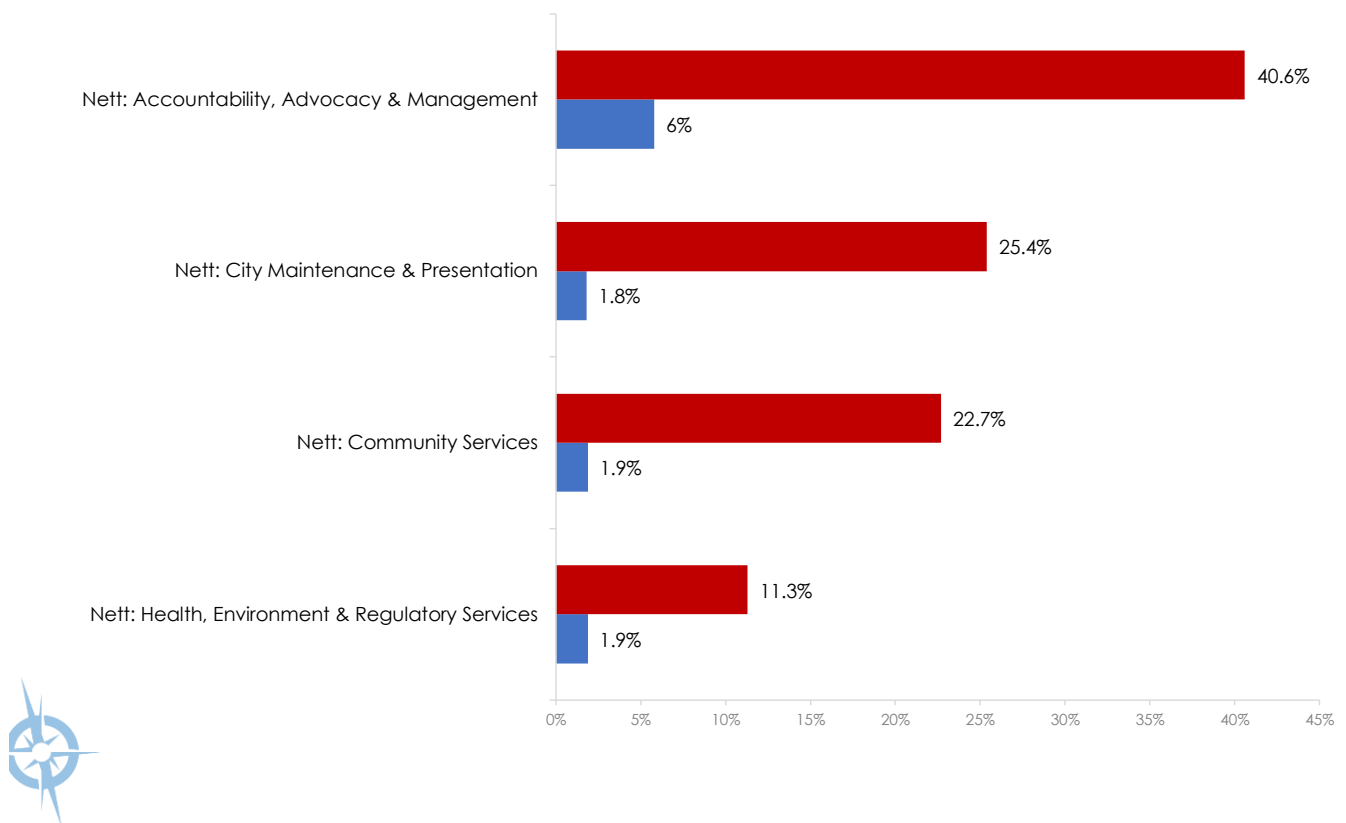
Satisfaction

For the stated satisfaction ratings, residents were asked to rate how satisfied they were with each of the criteria, on a scale of 1 to 5.

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.

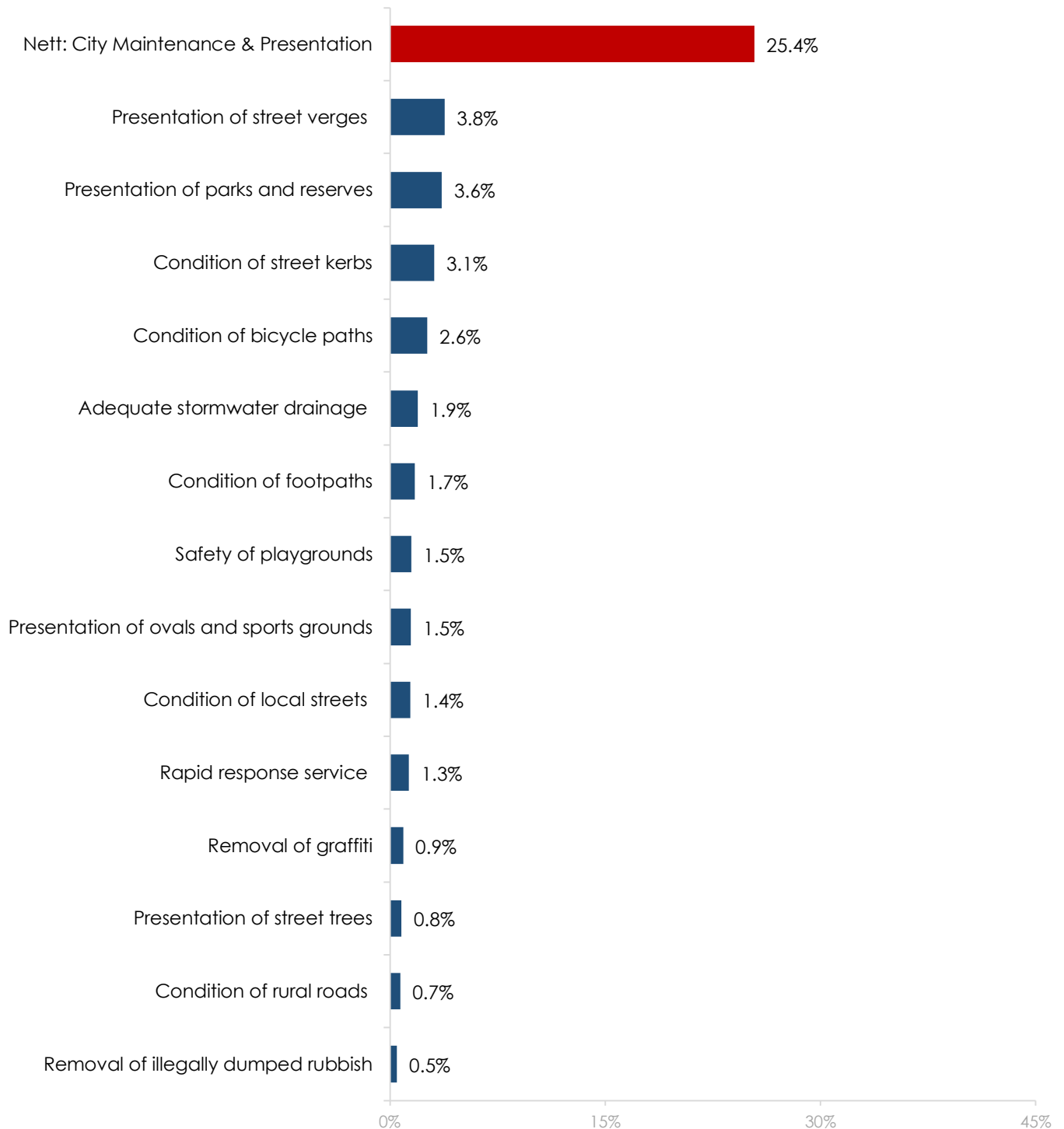## Contribution to Overall Satisfaction with Council's Performance

'Accountability, Advocacy & Management' (40.6%) is the key contributor toward overall satisfaction with Council's performance, with each of the services/facilities grouped under this area averaging 6%.

Service Area 1: City Maintenance & Presentation

Shapley Regression

Contributes to Over 25% of Overall Satisfaction with Council

Category	Value
Nett: City Maintenance & Presentation	25.4%
Presentation of street verges	3.8%
Presentation of parks and reserves	3.6%
Condition of street kerbs	3.1%
Condition of bicycle paths	2.6%
Adequate stormwater drainage	1.9%
Condition of footpaths	1.7%
Safety of playgrounds	1.5%
Presentation of ovals and sports grounds	1.5%
Condition of local streets	1.4%
Rapid response service	1.3%
Removal of graffiti	0.9%
Presentation of street trees	0.8%
Condition of rural roads	0.7%
Removal of illegally dumped rubbish	0.5%

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

Importance – by gender

Females rated 'condition of footpaths', 'presentation of street trees', 'condition of rural roads' and 'rapid response service' as significantly higher in importance.

Importance – by age

Residents aged 65+ gave a significantly higher level of importance for 'presentation of street trees', 'removal of illegally dumped rubbish', 'removal of graffiti' and 'presentation of street verges'.

Importance – by ward

Residents located in Ward 1 gave a significantly higher level of importance for 'condition of bicycle paths' and 'condition of rural roads'. Those within Ward 2 rated 'condition of street kerbs' as significantly more important.

Residents from ward 5 rated 'condition of footpaths', 'presentation of street verges' and 'removal of graffiti' as significantly higher in importance. Those in Ward 6 rated 'condition of street kerbs' significantly higher in importance and 'condition of bicycle paths' significantly lower.

Residents in Ward 3 gave a significantly lower level of importance for 'condition of street kerbs' and those within Ward 4 rated 'condition of local streets' significantly lower.

Importance – by ratepayer status

Ratepayers rated 'adequate stormwater drainage' as significantly higher in importance.

Importance – by year

Residents rated 'condition of local streets', 'adequate stormwater drainage', 'condition of rural roads', 'removal of illegally dumped rubbish' and 'safety of playgrounds' as significantly lower in importance in 2017.

Service Area 1: City Maintenance & Presentation

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Condition of footpaths	4.20	3.94	4.46	4.28	4.28	4.02	4.20
Condition of bicycle paths	3.14	3.09	3.19	3.54	3.30	2.81	2.49
Presentation of street verges	3.86	3.76	3.96	3.71	3.91	3.85	4.11
Condition of street kerbs	3.93	3.83	4.03	3.90	3.89	3.92	4.07
Presentation of street trees	3.86	3.68	4.04	3.84	3.78	3.84	4.07
Condition of local streets	4.31	4.23	4.38	4.24	4.40	4.25	4.37
Adequate stormwater drainage	4.38	4.45	4.32	4.24	4.53	4.37	4.49
Condition of rural roads	3.86	3.69	4.02	3.69	3.91	4.02	3.92
Removal of illegally dumped rubbish	4.50	4.48	4.52	4.40	4.49	4.57	4.64
Removal of graffiti	4.22	4.25	4.19	4.12	4.16	4.24	4.47
Presentation of parks and reserves	4.47	4.40	4.54	4.44	4.45	4.48	4.57
Safety of playgrounds	4.41	4.30	4.51	4.52	4.46	4.24	4.32
Presentation of ovals and sports grounds	4.14	4.10	4.18	4.14	4.01	4.19	4.25
Rapid response service	4.47	4.36	4.58	4.48	4.43	4.47	4.50

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

Significantly higher/lower level of importance (by group)

Service Area 1: City Maintenance & Presentation

Importance Mean Scores by Key Demographics

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Condition of footpaths	4.15	4.33	4.16	4.26	3.96	4.18	4.49	4.31
Condition of bicycle paths	3.05	3.34	3.42	3.19	3.09	2.90	2.97	2.79
Presentation of street verges	3.93	3.69	3.72	3.96	3.81	3.78	4.20	3.97
Condition of street kerbs	3.96	3.88	3.89	4.13	3.47	3.88	4.00	4.17
Presentation of street trees	3.84	3.91	3.78	3.92	3.73	3.89	4.13	3.91
Condition of local streets	4.37	4.17	4.38	4.40	4.28	3.93	4.44	4.35
Adequate stormwater drainage	4.47	4.20	4.42	4.39	4.37	4.37	4.24	4.41
Condition of rural roads	3.82	3.95	4.08	3.73	3.86	3.53	4.06	3.80
Removal of illegally dumped rubbish	4.54	4.42	4.48	4.51	4.47	4.54	4.66	4.44
Removal of graffiti	4.29	4.06	4.10	4.36	3.96	4.25	4.51	4.32
Presentation of parks and reserves	4.53	4.35	4.50	4.41	4.53	4.35	4.62	4.51
Safety of playgrounds	4.38	4.45	4.46	4.51	4.16	4.33	4.61	4.33
Presentation of ovals and sports grounds	4.10	4.22	4.14	4.21	4.03	4.23	4.37	3.92
Rapid response service	4.50	4.41	4.51	4.40	4.50	4.32	4.51	4.60

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

Significantly higher/lower level of importance (by group)

Service Area 1: City Maintenance & Presentation

Importance Mean Scores by Key Demographics

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of footpaths	5%	2%	15%	22%	55%	601
Condition of bicycle paths	25%	10%	18%	20%	27%	601
Presentation of street verges	3%	7%	26%	27%	37%	601
Condition of street kerbs	4%	5%	24%	28%	39%	601
Presentation of street trees	5%	7%	24%	25%	39%	601
Condition of local streets	2%	2%	16%	25%	56%	601
Adequate stormwater drainage	4%	3%	9%	19%	65%	601
Condition of rural roads	8%	10%	15%	23%	44%	601
Removal of illegally dumped rubbish	2%	3%	8%	19%	69%	601
Removal of graffiti	3%	4%	17%	21%	55%	601
Presentation of parks and reserves	1%	2%	8%	27%	62%	601
Safety of playgrounds	4%	5%	8%	11%	72%	601
Presentation of ovals and sports grounds	4%	5%	14%	26%	51%	601
Rapid response service	2%	3%	9%	19%	68%	601

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 service response
Moderate	Removal of graffiti
	Adequate stormwater drainage
	Presentation of street trees
	Condition of bicycle paths
	Removal of illegally dumped rubbish
	Condition of street kerbs
	Condition of local streets
	Condition of rural roads
	Presentation of street verges
Moderately low	Condition of footpaths

Satisfaction – by gender

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

Satisfaction – by age

Residents aged 18-34 expressed significantly higher levels of satisfaction for 'rapid response service', whilst those aged 35-49 were significantly less satisfied. Those aged 35-49 were also significantly less satisfied with 'condition of local streets' and 'adequate stormwater drainage'.

Residents aged 65+ were significantly more satisfied with 'presentation of street verges', 'condition of street kerbs', 'condition of local streets', 'presentation of parks and reserves', 'safety of playgrounds' and 'presentation of ovals and sports grounds'.

Satisfaction – by ward

Residents from Ward 1 were significantly more satisfied with 'presentation of street verges' and 'rapid response service', whilst those from Ward 3 expressed significantly lower levels of satisfaction for 'condition of footpaths' and 'condition of rural roads'.

Satisfaction – by ratepayer status

Non-ratepayers expressed significantly higher levels of satisfaction for 'condition of footpaths', 'condition of bicycle paths', 'removal of graffiti' and 'rapid response service'.

Satisfaction – by year

There were no significant differences by year.

Service Area 1: City Maintenance & Presentation

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Condition of footpaths	2.98	2.98	2.98	3.05	2.90	2.91	3.04
Condition of bicycle paths	3.27	3.30	3.24	3.39	3.10	3.19	3.30
Presentation of street verges	3.03	2.99	3.07	3.11	2.86	2.92	3.27
Condition of street kerbs	3.17	3.00	3.32	3.29	2.95	3.02	3.44
Presentation of street trees	3.35	3.27	3.41	3.52	3.18	3.11	3.54
Condition of local streets	3.14	3.09	3.19	3.29	2.90	3.02	3.34
Adequate stormwater drainage	3.37	3.39	3.34	3.53	3.10	3.33	3.50
Condition of rural roads	3.12	3.06	3.17	3.31	2.88	3.11	3.13
Removal of illegally dumped rubbish	3.17	3.13	3.21	3.11	3.15	3.15	3.36
Removal of graffiti	3.56	3.48	3.64	3.49	3.52	3.60	3.69
Presentation of parks and reserves	3.82	3.69	3.94	3.65	3.82	3.79	4.19
Safety of playgrounds	3.92	3.87	3.97	3.83	3.91	3.93	4.14
Presentation of ovals and sports grounds	3.98	3.90	4.05	3.93	3.88	3.95	4.24
Rapid response service	3.80	3.70	3.88	4.05	3.45	3.75	3.83

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

Significantly higher/lower level of satisfaction (by group)

Service Area 1: City Maintenance & Presentation
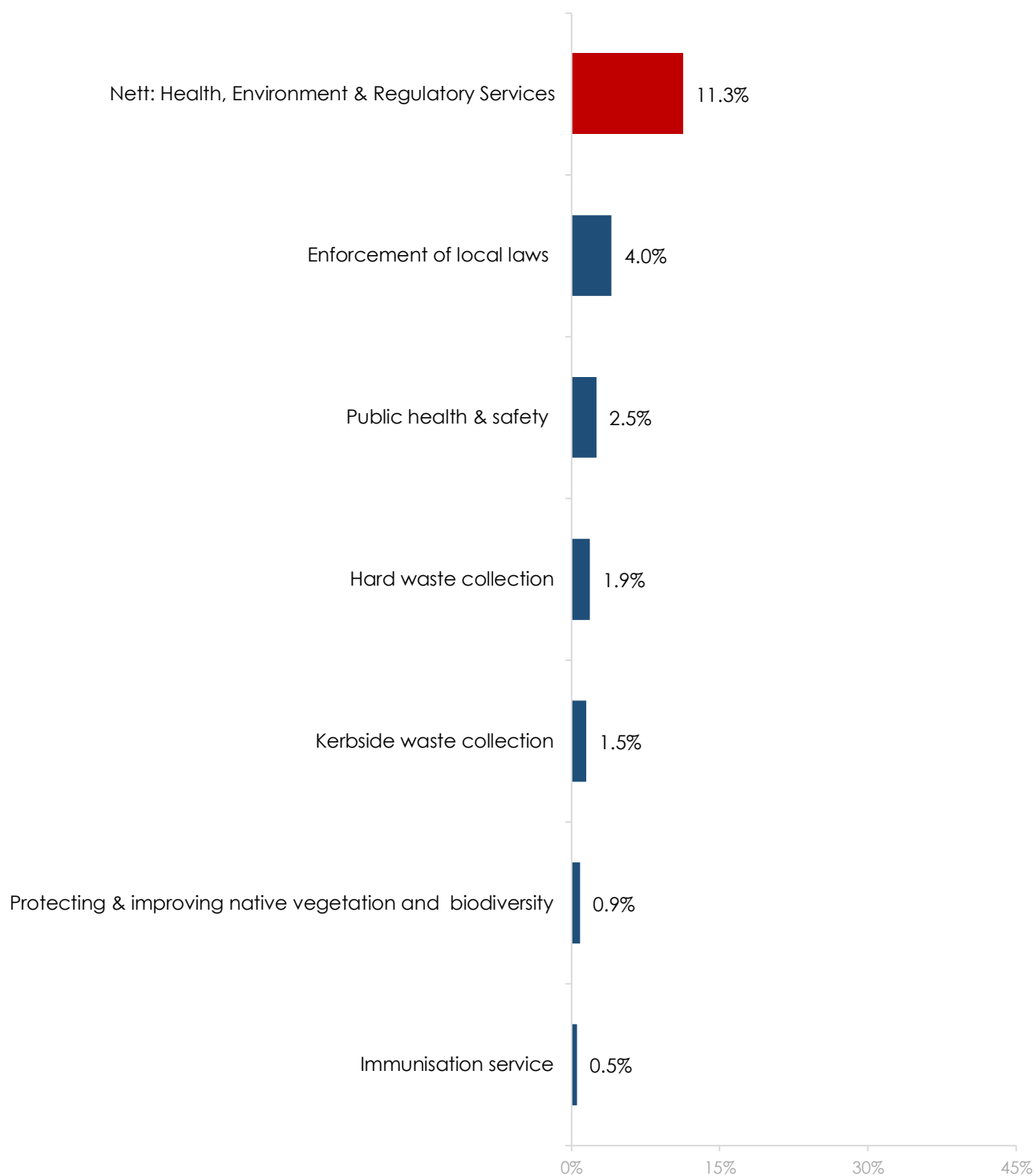
Satisfaction Mean Scores by Key Demographics

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Condition of footpaths	2.87	3.21	3.02	3.12	2.65	2.98	2.72	3.13
Condition of bicycle paths	3.05	3.63	3.29	3.57	2.78	3.32	3.36	2.99
Presentation of street verges	2.96	3.21	3.26	2.88	2.79	3.16	2.86	2.94
Condition of street kerbs	3.10	3.36	3.27	3.17	2.92	3.17	2.84	3.32
Presentation of street trees	3.24	3.58	3.55	3.29	3.17	3.19	3.40	3.30
Condition of local streets	3.06	3.32	3.20	3.26	3.06	2.85	3.16	3.10
Adequate stormwater drainage	3.31	3.51	3.49	3.30	3.13	3.36	3.47	3.32
Condition of rural roads	3.01	3.34	3.15	3.20	2.77	2.99	3.28	3.23
Removal of illegally dumped rubbish	3.11	3.33	3.34	2.97	3.13	3.02	3.08	3.36
Removal of graffiti	3.45	3.85	3.65	3.60	3.51	3.30	3.85	3.45
Presentation of parks and reserves	3.84	3.77	3.78	3.56	3.90	4.01	3.98	3.91
Safety of playgrounds	3.90	3.96	4.03	3.74	4.07	3.87	3.82	3.89
Presentation of ovals and sports grounds	3.96	4.01	3.91	4.06	3.91	3.89	4.11	4.07
Rapid response service	3.71	3.99	4.02	3.56	3.73	3.65	3.69	3.87

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

Significantly higher/lower level of satisfaction (by group)

Service Area 1: City Maintenance & Presentation

Satisfaction Mean Scores by Key Demographics

Detailed Overall Response for Satisfaction

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of footpaths	16%	14%	38%	20%	12%	466
Condition of bicycle paths	14%	14%	23%	30%	19%	277
Presentation of street verges	11%	19%	35%	24%	11%	383
Condition of street kerbs	12%	14%	33%	26%	15%	405
Presentation of street trees	11%	10%	29%	31%	18%	387
Condition of local streets	9%	13%	41%	27%	9%	484
Adequate stormwater drainage	10%	14%	23%	32%	20%	499
Condition of rural roads	11%	14%	38%	27%	10%	399
Removal of illegally dumped rubbish	10%	23%	22%	29%	16%	525
Removal of graffiti	9%	8%	27%	31%	25%	456
Presentation of parks and reserves	4%	5%	20%	46%	24%	533
Safety of playgrounds	3%	4%	22%	39%	31%	493
Presentation of ovals and sports grounds	2%	4%	18%	45%	31%	465
Rapid response service	3%	8%	23%	37%	28%	491

Service Area 2: Health, Environment & Regulatory Services

Shapley Regression

Contributes to Over 11% of Overall Satisfaction with Council

Category	Value
Nett: Health, Environment & Regulatory Services	11.3%
Enforcement of local laws	4.0%
Public health & safety	2.5%
Hard waste collection	1.9%
Kerbside waste collection	1.5%
Protecting & improving native vegetation and biodiversity	0.9%
Immunisation service	0.5%

0%   15%   30%   45%

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

Importance – by gender

Females rated 'immunisation service', 'enforcement of local laws' and 'hard waste collection' as significantly higher in importance.

Importance – by age

Residents aged 65+ gave a significantly higher levels of importance for 'kerbside waste collection', 'hard waste collection' and 'protecting & improving native vegetation and biodiversity', whilst those aged 18-34 rated 'kerbside waste collection' and 'hard waste collection' significantly lower in importance.

Importance – by ward

Residents in Ward 1 rated 'protecting & improving native vegetation and biodiversity' as significantly higher in importance, whilst those located in Ward 4 gave it a significantly lower level of importance.

Residents in ward 5 gave significantly higher levels of importance for all services, with the exception of 'public health & safety'. Those from ward 4 rated 'protecting & improving vegetation and biodiversity' significantly lower in importance.

Importance – by ratepayer status

Ratepayers rated 'kerbside waste collection' significantly higher in importance.

Importance – by year

There were no significant differences by year.

Service Area 2: Health, Environment & Regulatory Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Public health & safety	4.65	4.59	4.70	4.69	4.62	4.55	4.74
Immunisation service	4.35	4.17	4.53	4.50	4.22	4.21	4.41
Enforcement of local laws	4.50	4.39	4.60	4.60	4.40	4.39	4.57
Kerbside waste collection	4.67	4.61	4.74	4.54	4.66	4.75	4.85
Hard waste collection	4.40	4.23	4.56	4.21	4.39	4.53	4.61
Protecting & improving native vegetation and biodiversity	4.27	4.21	4.32	4.27	4.16	4.24	4.45

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health & safety	4.68	4.57	4.68	4.64	4.55	4.53	4.80	4.72
Immunisation service	4.32	4.41	4.49	4.15	4.00	4.36	4.60	4.52
Enforcement of local laws	4.49	4.52	4.53	4.55	4.45	4.27	4.72	4.48
Kerbside waste collection	4.75	4.49	4.62	4.61	4.73	4.75	4.90	4.61
Hard waste collection	4.45	4.28	4.40	4.35	4.15	4.48	4.64	4.46
Protecting & improving native vegetation and biodiversity	4.31	4.16	4.42	4.25	4.17	3.92	4.49	4.25

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

Significantly higher/lower level of importance (by group)

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Public health & safety	1%	1%	7%	14%	77%	601
Immunisation service	6%	3%	10%	12%	69%	600
Enforcement of local laws	2%	3%	9%	17%	69%	601
Kerbside waste collection	1%	1%	5%	18%	76%	601
Hard waste collection	2%	2%	13%	20%	63%	601
Protecting & improving native vegetation and biodiversity	2%	3%	17%	23%	55%	601

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

Satisfaction – by gender

Females expressed significantly higher levels of satisfaction with 'enforcement of local laws' and 'protecting & improving native vegetation and biodiversity'.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'enforcement of local laws', whilst those aged 35-49 were significantly less satisfied.

Residents aged 50+ were significantly more satisfied with 'kerbside waste collection', whilst those aged 18-34 were significantly less satisfied. Those aged 65+ expressed significantly higher levels of satisfaction for 'hard waste collection'.

Satisfaction – by ward

Residents located in Ward 1 expressed significantly higher levels of satisfaction for 'enforcement of local laws'. Residents from Ward 5 were significantly more satisfied with 'kerbside waste collection' and those located in Wards 5 and 6 were significantly more satisfied with 'hard waste collection'.

Satisfaction – by ratepayer status

Ratepayers were significantly more satisfied with 'kerbside waste collection' and non-ratepayers were significantly more satisfied with 'enforcement of local laws'.

Satisfaction – by year

There were no significant differences by year.

Service Area 2: Health, Environment & Regulatory Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Public health & safety	3.87	3.86	3.88	3.99	3.72	3.76	3.99
Immunisation service	4.31	4.23	4.37	4.38	4.22	4.25	4.35
Enforcement of local laws	3.74	3.61	3.87	3.94	3.49	3.65	3.79
Kerbside waste collection	4.19	4.18	4.19	3.88	4.11	4.40	4.60
Hard waste collection	3.96	3.91	4.01	3.82	3.91	4.06	4.15
Protecting & improving native vegetation and biodiversity	3.66	3.52	3.78	3.44	3.68	3.83	3.81

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Public health & safety	3.81	4.01	3.96	3.95	3.67	3.77	3.86	3.85
Immunisation service	4.28	4.37	4.43	4.11	4.22	4.31	4.51	4.25
Enforcement of local laws	3.62	4.03	3.99	3.65	3.49	3.61	3.81	3.62
Kerbside waste collection	4.26	4.00	4.19	4.06	4.12	4.08	4.68	4.25
Hard waste collection	3.95	4.00	3.92	3.93	3.67	3.87	4.32	4.24
Protecting & improving native vegetation and biodiversity	3.58	3.83	3.70	3.57	3.45	3.66	3.88	3.71

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

Significantly higher/lower level of satisfaction (by group)

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Public health & safety	1%	5%	26%	41%	27%	538
Immunisation service	2%	2%	12%	31%	53%	471
Enforcement of local laws	5%	8%	22%	36%	28%	519
Kerbside waste collection	2%	4%	16%	29%	49%	563
Hard waste collection	3%	7%	23%	26%	42%	495
Protecting & improving native vegetation and biodiversity	3%	10%	28%	39%	21%	466

Service Area 3: Community Services

Shapley Regression

Contributes to Over 22% of Overall Satisfaction with Council
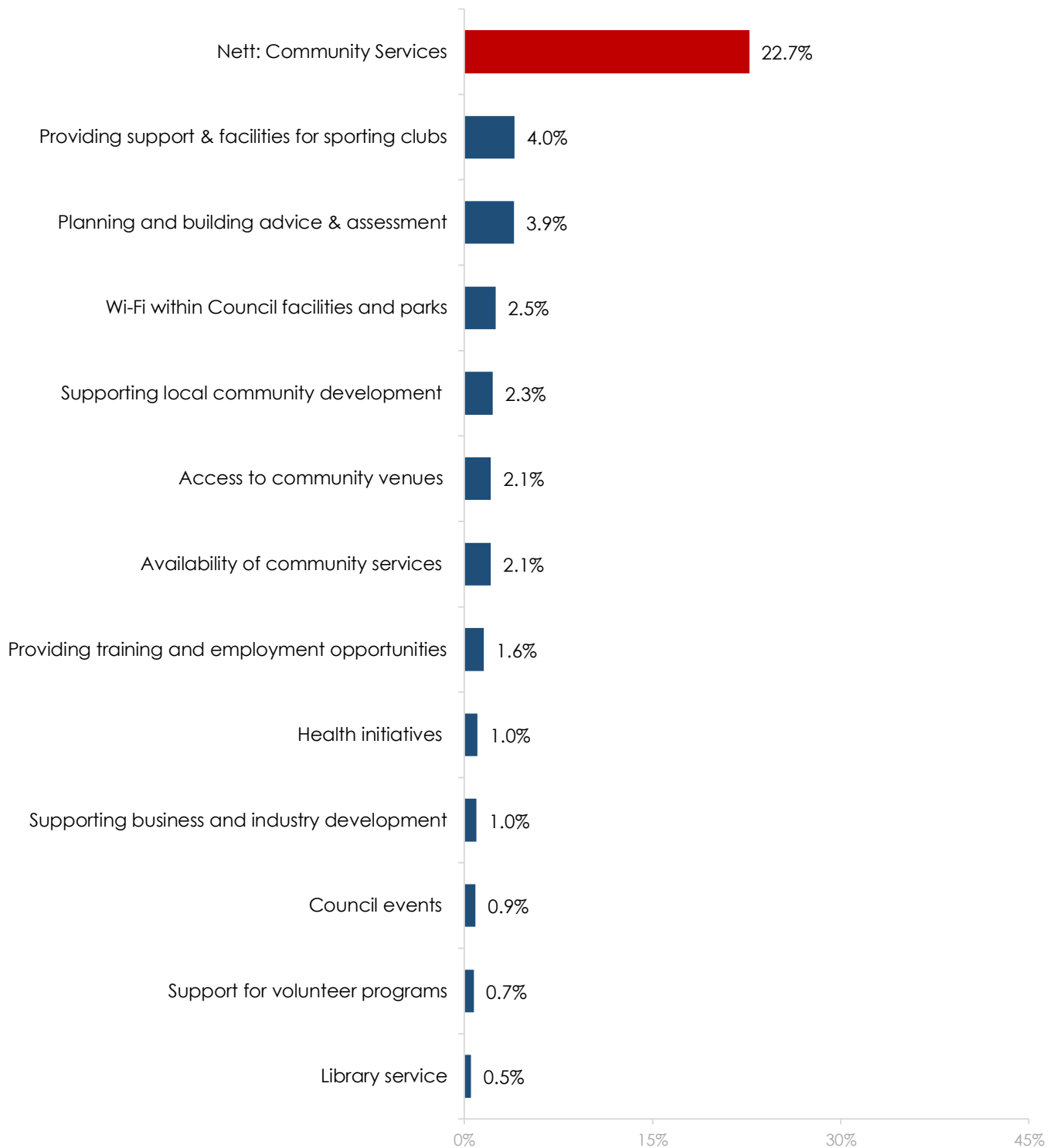
Category	Value
Nett: Community Services	22.7%
Providing support & facilities for sporting clubs	4.0%
Planning and building advice & assessment	3.9%
Wi-Fi within Council facilities and parks	2.5%
Supporting local community development	2.3%
Access to community venues	2.1%
Availability of community services	2.1%
Providing training and employment opportunities	1.6%
Health initiatives	1.0%
Supporting business and industry development	1.0%
Council events	0.9%
Support for volunteer programs	0.7%
Library service	0.5%

Service Area 3: Community Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

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

Importance – by gender

Females gave significantly higher levels of importance for the following services:
- Support for volunteer programs
- Access to community venues
- Council events
- Library service
- Availability of community services
- Health initiatives

Importance – by age

Residents aged 18-34 rated 'providing training and employment opportunities' as significantly higher in importance, whilst those aged 50-64 rated it significantly less. Residents aged 50-64 also gave a significantly lower level of importance for 'library service'.

Residents aged 65+ rated the following services significantly higher in importance:
- Support for volunteer programs
- Supporting business and industry development
- Access to community venues
- Council events
- Library service
- Providing support & facilities for sporting clubs
- Availability of community services
- Health initiatives

Importance – by ward

Residents located in Ward 5 expressed significantly higher levels of importance for 'support for volunteer programs', 'access to community venues', 'Council events', 'library service' and 'availability of community services'. Those in Ward 6 rated 'supporting business and industry development' significantly higher in importance.

Residents in Ward 2 rated 'support for volunteer programs' as significantly lower in importance, and those in Ward 3 expressed significantly lower levels of importance for 'availability of community services' and 'health initiatives'.

Service Area 3: Community Services

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – by ratepayer status

Ratepayers rated 'supporting business and industry development' as significantly more important.

Importance – by year

Residents rated 'supporting business and industry development' significantly lower in 2017.

Service Area 3: Community Services

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Support for volunteer programs	4.15	3.99	4.31	4.11	4.05	4.16	4.39
Supporting business and industry development	4.31	4.28	4.33	4.18	4.30	4.40	4.46
Planning and building advice & assessment	3.93	3.99	3.86	3.80	3.89	4.09	4.04
Access to community venues	4.05	3.88	4.22	3.92	3.93	4.15	4.38
Council events	3.71	3.56	3.86	3.64	3.56	3.81	3.96
Library service	4.00	3.85	4.14	4.10	3.85	3.76	4.31
Providing support & facilities for sporting clubs	3.89	3.88	3.91	3.76	3.94	3.91	4.09
Availability of community services	4.24	4.11	4.35	4.17	4.07	4.28	4.56
Supporting local community development	4.16	4.10	4.22	4.23	4.01	4.11	4.28
Health initiatives	4.34	4.20	4.48	4.44	4.18	4.22	4.54
Providing training and employment opportunities	4.34	4.29	4.39	4.54	4.35	4.10	4.23
Wi-Fi within Council facilities and parks	3.37	3.24	3.50	3.43	3.34	3.38	3.31

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Support for volunteer programs	4.21	4.02	4.25	3.87	4.12	4.05	4.51	4.31
Supporting business and industry development	4.39	4.12	4.28	4.28	4.13	4.15	4.50	4.62
Planning and building advice & assessment	3.96	3.86	3.92	3.97	3.77	3.80	4.06	4.07
Access to community venues	3.99	4.18	3.91	4.15	3.98	3.96	4.50	4.15
Council events	3.64	3.88	3.60	3.65	3.54	3.98	4.10	3.72
Library service	3.96	4.08	4.02	4.10	3.69	3.71	4.43	4.13
Providing support & facilities for sporting clubs	3.89	3.90	3.91	3.91	3.71	3.89	4.10	3.89
Availability of community services	4.24	4.24	4.27	4.15	3.90	4.33	4.55	4.31
Supporting local community development	4.14	4.20	4.17	4.20	4.08	4.16	4.26	4.08
Health initiatives	4.30	4.44	4.42	4.33	3.96	4.37	4.45	4.44
Providing training and employment opportunities	4.27	4.49	4.48	4.31	4.02	4.23	4.39	4.44
Wi-Fi within Council facilities and parks	3.29	3.56	3.49	3.41	3.07	3.27	3.40	3.44

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

Significantly higher/lower level of importance (by group)

Service Area 3: Community Services

Importance Mean Scores by Key Demographics

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Support for volunteer programs	2%	6%	15%	26%	50%	601
Supporting business and industry development	2%	3%	14%	23%	58%	601
Planning and building advice & assessment	5%	6%	21%	25%	42%	601
Access to community venues	3%	6%	21%	25%	46%	601
Council events	6%	8%	29%	24%	33%	601
Library service	7%	6%	18%	19%	50%	601
Providing support & facilities for sporting clubs	7%	8%	19%	22%	45%	601
Availability of community services	3%	3%	16%	25%	53%	601
Supporting local community development	3%	2%	20%	25%	50%	601
Health initiatives	3%	2%	14%	19%	62%	601
Providing training and employment opportunities	4%	5%	10%	15%	66%	601
Wi-Fi within Council facilities and parks	12%	15%	27%	15%	31%	601

Service Area 3: Community Services

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	Availability of community services
	Support for volunteer programs
	Health initiatives
	Supporting local community development
Moderate	Planning and building advice & assessment
	Supporting business and industry development
	Wi-Fi within Council facilities and parks
	Providing training and employment opportunities

Satisfaction – by gender

There were no significant differences by gender.

Satisfaction – by age

Residents aged 65+ were significantly more satisfied with services with the exception of 'planning and building advice & assessment' and 'supporting local community development'.

Residents aged 35-49 expressed significantly lower levels of satisfaction for 'supporting business and industry development', 'planning and building advice & assessment', 'access to community venues', 'availability of community services', 'supporting local community development' and 'health initiatives'.

Satisfaction – by ward

Residents in Ward 4 were significantly more satisfied with 'library service' and 'Wi-Fi within Council facilities and parks'.

Residents located in Ward 5 expressed significantly higher levels of satisfaction for 'support for volunteer programs', 'Council events' and 'Wi-Fi within Council facilities and parks'.

Residents in Ward 2 were significantly less satisfied with 'library service', and those within Ward 3 were significantly less satisfied with 'support for volunteer programs', and 'access to community venues'.

Satisfaction – by ratepayer status

Non-ratepayers expresses significantly higher levels of satisfaction for the following services:
- Supporting business and industry development
- Planning and building advice & assessment
- Access to community venues
- Availability of community services
- Supporting local community development
- Wi-Fi with Council facilities and parks

Satisfaction – by year

There were no significant differences by year.

Service Area 3: Community Services

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Support for volunteer programs	3.85	3.78	3.92	3.73	3.79	3.92	4.10
Supporting business and industry development	3.48	3.43	3.54	3.56	3.22	3.50	3.68
Planning and building advice & assessment	3.54	3.43	3.65	3.70	3.32	3.43	3.68
Access to community venues	3.92	3.93	3.91	4.07	3.60	3.89	4.10
Council events	4.03	4.07	4.01	3.94	3.88	4.08	4.31
Library service	4.16	4.08	4.23	4.13	4.19	3.96	4.41
Providing support & facilities for sporting clubs	3.90	3.88	3.91	3.98	3.71	3.80	4.12
Availability of community services	3.88	3.90	3.87	3.98	3.71	3.78	4.03
Supporting local community development	3.73	3.71	3.75	3.89	3.40	3.73	3.84
Health initiatives	3.80	3.81	3.79	3.84	3.59	3.75	4.04
Providing training and employment opportunities	3.33	3.29	3.36	3.23	3.27	3.40	3.56
Wi-Fi within Council facilities and parks	3.38	3.29	3.44	3.25	3.14	3.52	3.76

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Support for volunteer programs	3.78	4.02	3.73	4.04	3.57	3.86	4.24	3.94
Supporting business and industry development	3.37	3.76	3.52	3.31	3.41	3.42	3.80	3.59
Planning and building advice & assessment	3.37	3.92	3.63	3.56	3.44	3.23	3.76	3.51
Access to community venues	3.82	4.12	3.99	3.89	3.58	4.03	4.12	3.82
Council events	4.03	4.05	3.90	4.15	3.78	4.12	4.30	4.15
Library service	4.12	4.25	4.21	3.81	3.97	4.61	4.44	4.15
Providing support & facilities for sporting clubs	3.81	4.08	3.81	3.80	3.77	4.08	4.16	3.98
Availability of community services	3.79	4.10	3.81	3.93	3.82	4.00	3.95	3.89
Supporting local community development	3.62	4.00	3.72	3.76	3.56	3.87	3.98	3.60
Health initiatives	3.78	3.86	3.84	3.66	3.59	3.90	3.92	3.89
Providing training and employment opportunities	3.25	3.48	3.24	3.33	3.24	3.33	3.66	3.42
Wi-Fi within Council facilities and parks	3.18	3.71	3.30	3.05	2.91	3.97	4.24	3.35

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

Significantly higher/lower level of satisfaction (by group)

Service Area 3: Community Services

Satisfaction Mean Scores by Key Demographics

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Support for volunteer programs	2%	5%	25%	41%	27%	441
Supporting business and industry development	5%	7%	42%	27%	20%	479
Planning and building advice & assessment	3%	10%	35%	36%	17%	400
Access to community venues	3%	4%	24%	38%	32%	421
Council events	1%	5%	19%	39%	36%	343
Library service	3%	5%	12%	31%	49%	414
Providing support & facilities for sporting clubs	2%	6%	20%	42%	29%	397
Availability of community services	1%	4%	26%	43%	26%	469
Supporting local community development	2%	6%	31%	39%	23%	447
Health initiatives	1%	6%	31%	36%	26%	477
Providing training and employment opportunities	5%	11%	43%	25%	15%	482
Wi-Fi within Council facilities and parks	10%	12%	33%	24%	22%	275

Service Area 4: Accountability, Advocacy & Management

Shapley Regression

Contributes to Over 40% of Overall Satisfaction with Council

Category	Percentage
Nett: Accountability, Advocacy & Management	40.6%
Being open & accountable to the community	9.1%
Council provide value for money for the rates paid	8.0%
Planning for the future	7.3%
Communication of Council's strategies and plans	5.5%
Managing growth and major urban developments	5.1%
Community input to Council decision-making	3.3%
Representation by Elected Members	2.2%
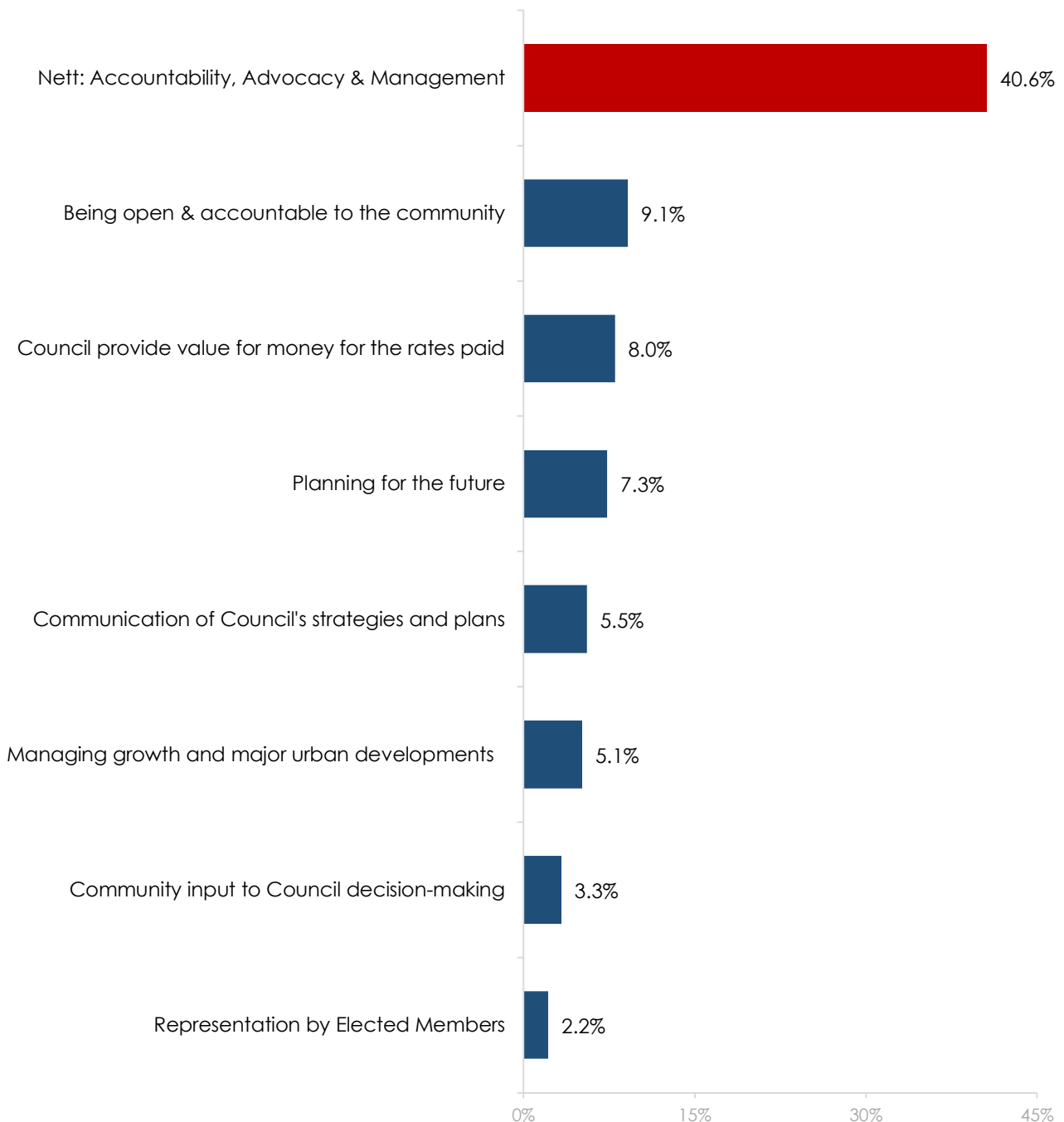
Service Area 4: Accountability, Advocacy & Management

Overview of Importance Rating Scores by Key Demographics

Residents were asked to rate the importance of each criteria.

Importance – overall

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

Importance – by gender

There were no significant differences by gender.

Importance – by age

Residents aged 50+ rated 'being open & accountable to the community', 'communication of Council's strategies and plans' and 'representation by Elected Members' significantly higher in importance. Those aged 50-64 additionally expressed significantly higher levels of importance for 'managing growth and major urban developments' and 'Council provide value for money for the rates paid'. Those aged 65+ additionally rated 'community input to Council decision-making' significantly higher in importance.

Residents aged 18-34 gave significantly lower levels of importance to 'being open & accountable to the community', and those aged 35-49 rated 'representation by Elected Members' significantly lower in importance.

Importance – by ward

Residents in Ward 5 rated 'being open & accountable to the community' and 'representation by Elected Members' significantly higher in importance.

Residents from Ward 6 rated 'planning for the future' and 'being open & accountable to the community' as significantly more important.

Residents in Ward 4 rated 'representation by Elected Members' as significantly less important.

Importance – by ratepayer status

Ratepayers rated 'community input to Council decision-making', 'Council provide value for money for the rates paid' and 'communication of Council's strategies and plans' significantly more important.

Importance – by year

Residents expressed significantly lower levels of importance for 'managing growth and major urban developments', 'being open & accountable to the community', 'Council provide value for money for the rates paid' and 'communication of Council's strategies and plans' in 2017.

Service Area 4: Accountability, Advocacy & Management

Importance Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Planning for the future	4.54	4.45	4.62	4.48	4.53	4.65	4.50
Managing growth and major urban developments	4.19	4.14	4.23	4.01	4.17	4.37	4.32
Being open & accountable to the community	4.52	4.45	4.58	4.33	4.51	4.70	4.67
Community input to Council decision-making	4.32	4.26	4.38	4.23	4.25	4.44	4.47
Council provide value for money for the rates paid	4.32	4.36	4.29	4.12	4.38	4.52	4.41
Communication of Council's strategies and plans	4.03	4.06	4.00	3.83	3.96	4.26	4.24
Representation by Elected Members	4.05	4.06	4.04	3.92	3.84	4.27	4.34

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Planning for the future	4.58	4.44	4.40	4.51	4.54	4.68	4.55	4.72
Managing growth and major urban developments	4.22	4.12	4.14	4.36	4.01	3.97	4.39	4.29
Being open & accountable to the community	4.58	4.38	4.52	4.48	4.43	4.32	4.74	4.72
Community input to Council decision-making	4.43	4.08	4.38	4.32	4.21	4.12	4.46	4.45
Council provide value for money for the rates paid	4.50	3.94	4.34	4.39	4.45	4.15	4.46	4.21
Communication of Council's strategies and plans	4.14	3.79	4.09	4.19	3.96	3.69	4.17	4.00
Representation by Elected Members	4.08	3.99	4.14	4.20	3.92	3.68	4.41	3.93

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

Significantly higher/lower level of importance (by group)

Service Area 4: Accountability, Advocacy & Management

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Planning for the future	1%	1%	10%	18%	70%	601
Managing growth and major urban developments	3%	2%	19%	25%	51%	601
Being open & accountable to the community	3%	1%	8%	20%	69%	601
Community input to Council decision-making	3%	3%	12%	24%	58%	601
Council provide value for money for the rates paid	6%	4%	10%	14%	67%	601
Communication of Council's strategies and plans	4%	5%	21%	25%	45%	601
Representation by Elected Members	4%	4%	22%	24%	47%	601

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 development
	Being open & accountable to the community
	Community input to Council decision-making
	Communication of Council's strategies and plans
	Representation by Elected Members
Moderately low	Council provide value for money for the rates paid

Satisfaction – by gender

Females were significantly more satisfied with 'representation by Elected Members'.

Satisfaction – by age

Residents aged 18-34 were significantly more satisfied with 'planning for the future', 'being open & accountable to the community' and 'Council provide value for money for the rates paid'.

Residents aged 35-49 expressed significantly lower levels of satisfaction with 'planning for the future', 'managing growth and major urban developments', 'community input to Council decision-making' and 'Council provide value for money for the rates paid'.

Residents aged 50-64 were significantly less satisfied with 'being open & accountable to the community', 'Council provide value for money for the rates paid' and 'Communication of Council's strategies and plans'.

Satisfaction – by ward

Residents located in Ward 5 were significantly more satisfied with 'planning for the future' and 'managing growth and major urban developments', whilst those in Ward 3 were significantly less satisfied with 'planning for the future', 'being open & accountable to the community' and 'communication of Council's strategies and plans'.

Satisfaction – by ratepayer status

Non-ratepayers were significantly more satisfied with all services.

Satisfaction – by year

There were no significant differences by year.

Service Area 4: Accountability, Advocacy & Management

Satisfaction Mean Scores by Key Demographics

	Overall	Male	Female	18-34	35-49	50-64	65+
Planning for the future	3.55	3.44	3.65	3.79	3.27	3.40	3.69
Managing growth and major urban developments	3.51	3.49	3.53	3.70	3.26	3.45	3.61
Being open & accountable to the community	3.36	3.26	3.46	3.73	3.17	3.07	3.31
Community input to Council decision-making	3.25	3.20	3.30	3.48	3.02	3.17	3.24
Council provide value for money for the rates paid	2.98	2.93	3.04	3.37	2.64	2.73	3.09
Communication of Council's strategies and plans	3.21	3.11	3.31	3.40	3.11	2.96	3.36
Representation by Elected Members	3.14	2.97	3.30	3.19	3.01	3.08	3.26

	Ratepayer	Non-Ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Planning for the future	3.41	3.90	3.49	3.59	3.08	3.70	4.05	3.62
Managing growth and major urban developments	3.40	3.79	3.38	3.63	3.23	3.62	3.95	3.50
Being open & accountable to the community	3.18	3.80	3.44	3.54	2.80	3.32	3.54	3.34
Community input to Council decision-making	3.10	3.63	3.29	3.20	3.08	3.28	3.57	3.19
Council provide value for money for the rates paid	2.73	3.65	2.99	3.17	2.78	2.92	3.20	2.79
Communication of Council's strategies and plans	3.06	3.61	3.12	3.38	2.86	3.33	3.41	3.23
Representation by Elected Members	3.02	3.41	3.25	2.93	3.15	3.12	3.10	3.25

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

Significantly higher/lower level of satisfaction (by group)

Service Area 4: Accountability, Advocacy & Management

Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Planning for the future	4%	13%	29%	32%	22%	525
Managing growth and major urban developments	5%	13%	30%	30%	22%	457
Being open & accountable to the community	8%	14%	30%	29%	19%	531
Community input to Council decision-making	10%	12%	35%	28%	15%	491
Council provide value for money for the rates paid	12%	22%	33%	23%	10%	486
Communication of Council's strategies and plans	7%	16%	39%	25%	13%	423
Representation by Elected Members	10%	21%	27%	27%	15%	424
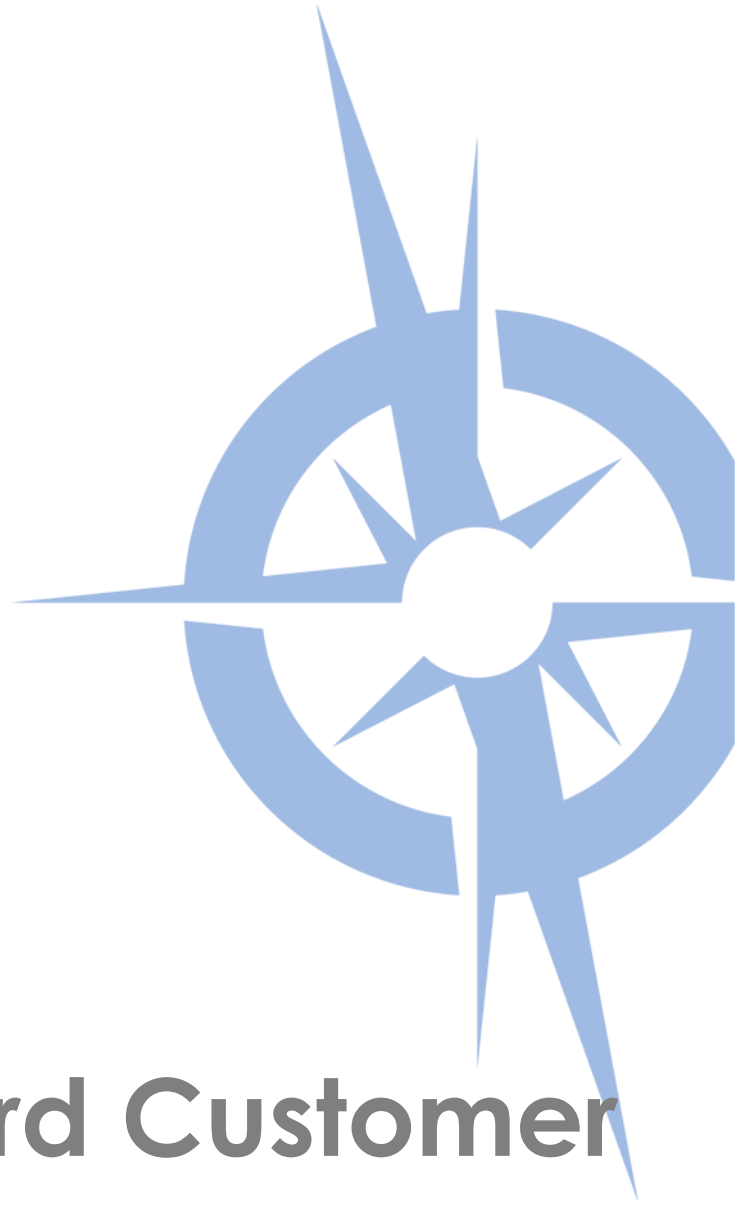
Section A – City of Playford Customer Service

Contact with Council

Summary

31% of residents had made contact with Council within the last 12 months, this is significantly lower than those that contacted in 2016. Females, residents aged 50+ and ratepayers were significantly more likely to have contacted Council

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

	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	31%▼	39%	26%	36%▲	16%▼	37%	41%▲	42%▲	35%▲	22%
No	69%	61%	74%	64%	84%	63%	59%	58%	65%	78%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	33%	26%	30%	29%	38%	33%
No	67%	74%	70%	71%	62%	67%

▲▼ = A significantly higher/lower percentage

Yes
31%

No
69%
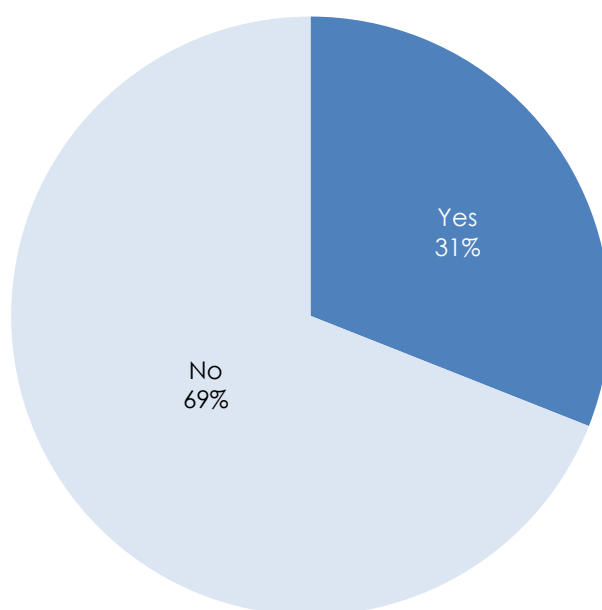
Base: N = 601

Base: 2017 N = 601, 2016 N = 605

Method of Contact with Council

Summary

'Phone' (62%) continues to be the primary method of contact between Playford residents and Council.

Males and those aged 35-49 are significantly more likely to contact via email.

Residents aged 18-34, non-ratepayers and those located in Ward 3 were significantly more likely to contact via mail. 18-34 year olds were additionally significantly more likely to make contact 'in person at different Council location'.

Residents located in Ward 1 and those aged 50-64 were significantly more likely to contact via the Council website, whilst those aged 65+ were significantly more likely to make direct contact with an elected member.

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

Phone — 62% (2017), 63% (2016)
In person at the Customer Service Centre — 19% (2017), 19% (2016)
Email — 8% (2017), 8% (2016)
In person at a different Council location — 6% (2017), 6% (2016)
Mail — 2% (2017), 2% (2016)
Council Website — 1% (2017), 0% (2016)
Elected Member — 1% (2017), <1% (2016)
Social media — 1% (2017), 0% (2016)

■ 2017 N = 188   ■ 2016 N = 236
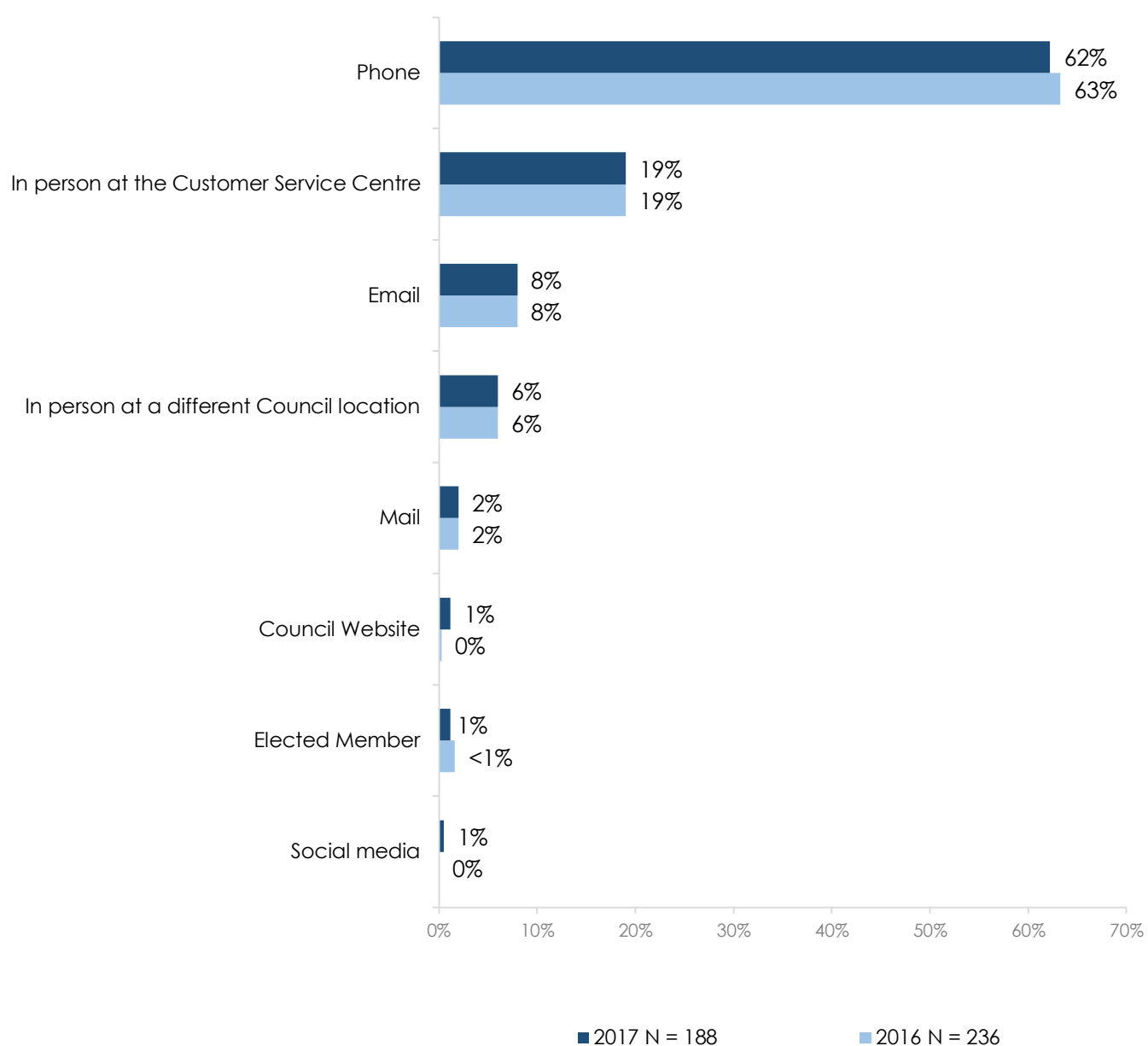
Please find breakdown of analysis in Appendix A

Nature of Resident Enquiries

Summary

'Animal management' (16%) and 'roads/footpaths/drains/trees' (14%) continue to be the leading reasons for residents contacting Council staff. Enquiries revolving around 'environmental issues' had significantly increased from 2016, 14% cf. 6%.

Females were significantly more likely to contact Council in regards to 'animal management' and 'rates/fees and charges', whilst males were significantly more likely to contact in regards to 'environmental issues'.

Residents aged 18-34 were significantly more likely to contact in regards to 'animal management', whilst those aged 65+ were significantly less likely, but significantly more likely to contact Council regarding 'community events and services'.

Residents aged 50-64 were significantly more likely to contact regarding 'roads/footpaths/drains/trees' and 'kerbside waste', whilst those aged 35-49 were significantly less likely to contact regarding 'kerbside waste'. Those aged 35-49 contact Council significantly more in regards to 'environmental issues', whilst those aged 18-34 were significantly less likely.

Ratepayers contacted Council significantly more in regards to 'rates/fees and charges' and 'community events and services', and non-ratepayers contacted significantly more in regards to 'animal management'.

Q1c.   How would you describe the nature of your enquiry?
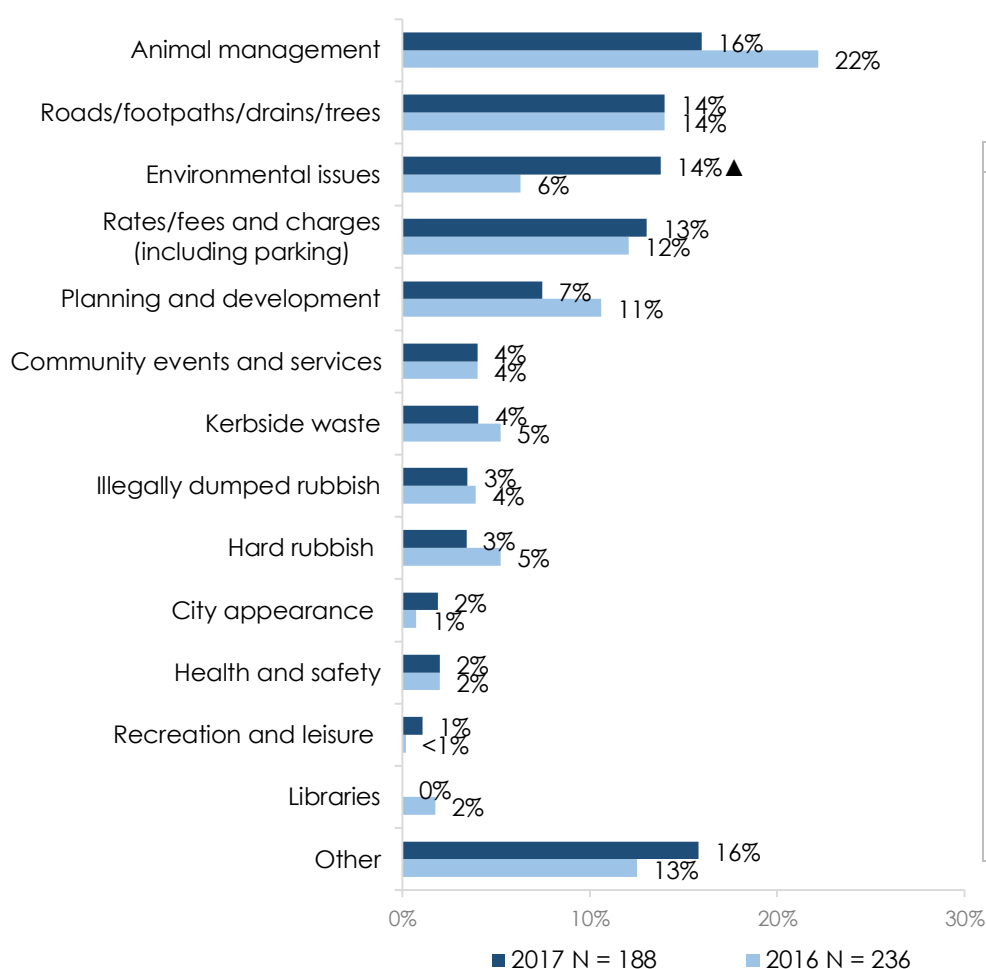
Other specified	Count
Reporting an issue/complaint	14
Burning permit/licensing	2
Dangerous hazard	2
Aged pension	1
Air pollution	1
Anzac Day	1
Boundary fencing	1
Certificate for volunteering	1
Driving program (Wheels In Motion)	1
Faulty equipment	1
Home assistance	1
Mowing a public space	1
Transport	1
VFS Equipment requirements	1
Zoning	1

▲▼ = significantly higher/lower percentage (by year)
Please find breakdown of analysis in Appendix A

Customer Service

Summary

Nearly half of the residents (≥48%) selected 'completely agree' for each of the statements.

Residents aged 65+ were significantly more likely to agree with all statements.

Non-ratepayers were significantly more likely to agree with 'staff provided me with all I needed to know in relation to my enquiry'.

Residents located in Ward 4 were significantly more likely to agree with 'City of Playford was easy to do business with', whilst those in Ward 5 were significantly more likely to agree with 'I was satisfied with the amount of time it took to get service'.

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

Mean ratings

2017

Statement	Completely disagree	Disagree	Agree	Completely agree	Mean
Staff are knowledgeable, helpful and competent	8%	5%	19%	50%	4.00
Staff provided me with all I needed to know in relation to my enquiry	6%	9%	18%	52%	3.98
Staff followed through on my request/enquiry	6%	11%	14%	54%	3.94
City of Playford was easy to do business with	6%	12%	17%	49%	3.87
I was satisfied with the amount of time it took to get service	7%	10%	20%	48%	3.87

-25%   0%   25%   50%   75%

■ Completely disagree ■ Disagree ■ Agree ■ Completely agree

Base: N = 188

Scale: 1 = completely disagree, 5 = completely agree
Note: due to a change in the questionnaire, results are not comparable to previous years
Please find breakdown of analysis in Appendix A

Customer Service

Q1d.   *Taking into account your enquiry, to what extent do you agree or disagree with the following statements? (If rated disagree or completely disagree, why?)*

Staff are knowledgeable, helpful and competent (13% disagree or completely disagree)	Count
Staff were unable to answer questions	7
Staff were unhelpful	5
Staff were rude	3
Council unresponsive to community feedback	2
Difficult to reach correct staff member	2
Council provided false information	1
Council were slow to respond/return call	1
Dissatisfied with Council's response/outcome	1
Lengthy process	1
Council ignored enquiry/yet to respond	1
Unresolved issue	1
Staff provided me with all I needed to know in relation to my enquiry (15% disagree or completely disagree)	
Staff were unable to answer questions	9
Council ignored enquiry/yet to respond	6
Staff were unhelpful	4
Council differed problem elsewhere	2
Unresolved issue	2
Council were slow to respond/return call	1
Difficult to reach correct staff member	1
Had to contact Council multiple times	1
Lengthy process	1
Staff were careless	1
Staff were not truthful	1
Staff were rude	1
Staff followed through on my request/enquiry (17% disagree or completely disagree)	
Unresolved issue	14
Council ignored enquiry/yet to respond	11
Lengthy process	3
Council were slow to respond/return call	2
Dissatisfied with Council's response/outcome	2
Had to contact Council multiple times	2
Difficult to reach correct staff member	1
Staff were rude	1
Staff were unhelpful	1
Unclear what department to approach	1

Customer Service

Q1d. *Taking into account your enquiry, to what extent do you agree or disagree with the following statements? (If rated disagree or completely disagree, why?)*

City of Playford was easy to do business with (17% disagree or completely disagree)	Count
Council ignored enquiry/yet to respond	7
Staff were unhelpful	4
Lengthy process	3
Staff were rude	3
Council deferred problem elsewhere	2
Council provided false information	2
Dissatisfied with Council's response/outcome	2
Unresolved issue	2
Too many regulations	2
Could not resolve problem over the phone	1
Council were difficult	1
Had to re-explain	1
Lack of confidence in staff	1
Poor communication from Council with community	1
Staff were ill informed	1
I was satisfied with the amount of time it took to get service (17% disagree or completely disagree)	
Lengthy process	10
Council were slow to respond/return call	6
Unresolved issue	5
Had to contact Council multiple times	3
Council ignored enquiry/yet to respond	2
Difficult to reach correct staff member	2
Poor customer service	2
Too many regulations	2
Council unresponsive to community feedback	1
Staff were unable to answer questions	1

Overall Satisfaction with Customer Service

Summary

Of those residents that have had contact with Council in the last 12 months, overall satisfaction levels are moderately high, with 85% of residents stating that they are at least 'somewhat satisfied'.

Females, residents aged 65+, non-ratepayers and residents of Ward 4 all expressed significantly higher levels of satisfaction.

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

	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.83	3.95	3.48	4.08▲	4.00	3.68	3.68	4.11▲	3.69	4.34▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.64	3.63	3.67	4.34▲	4.06	4.01

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

- Very satisfied: 35% (2017), 39% (2016)
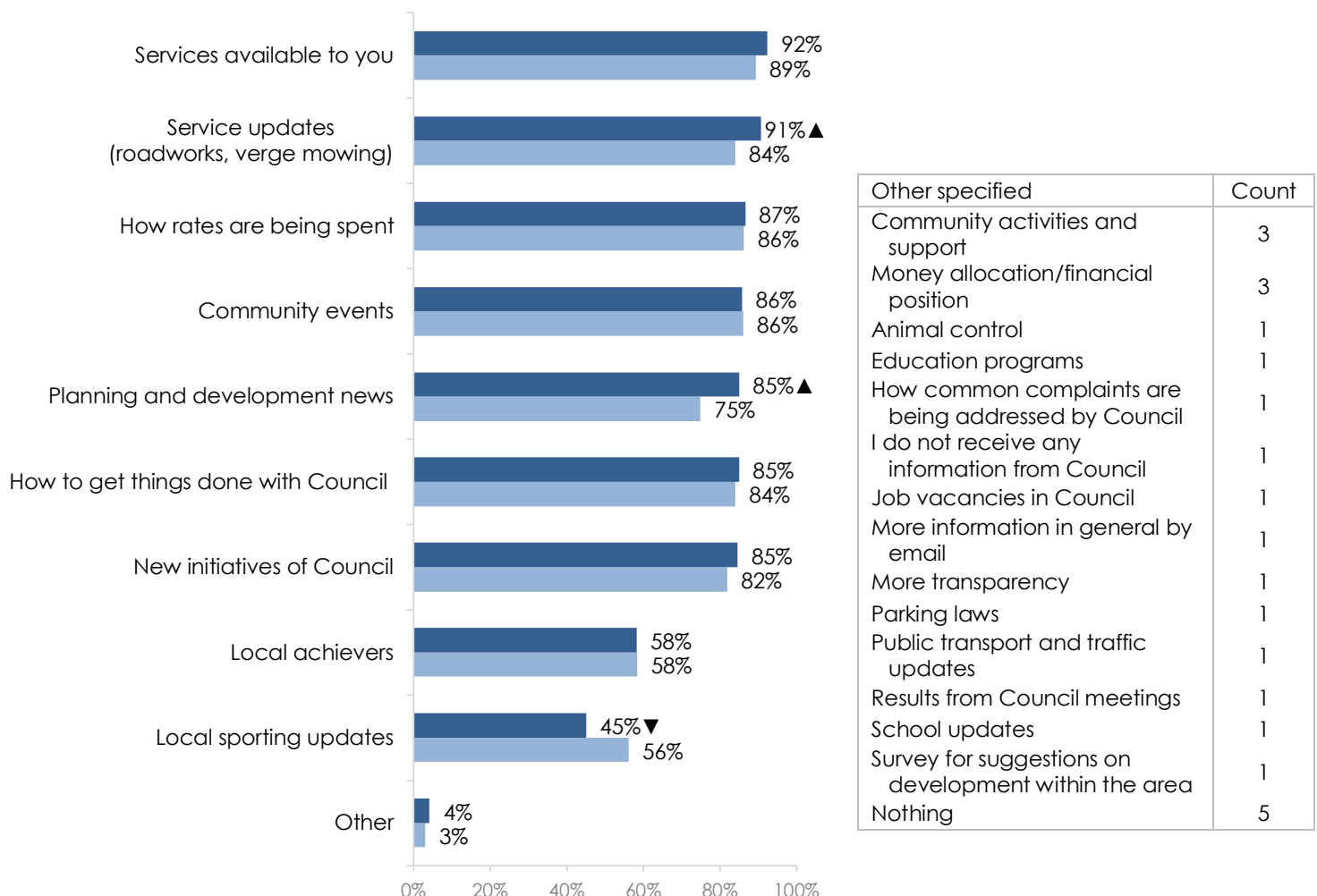- Satisfied: 34% (2017), 34% (2016)
- Somewhat satisfied: 16% (2017), 14% (2016)
- Not very satisfied: 10% (2017), 7% (2016)
- Not at all satisfied: 5% (2017), 6% (2016)

■ 2017 N = 188   ■ 2016 N = 236
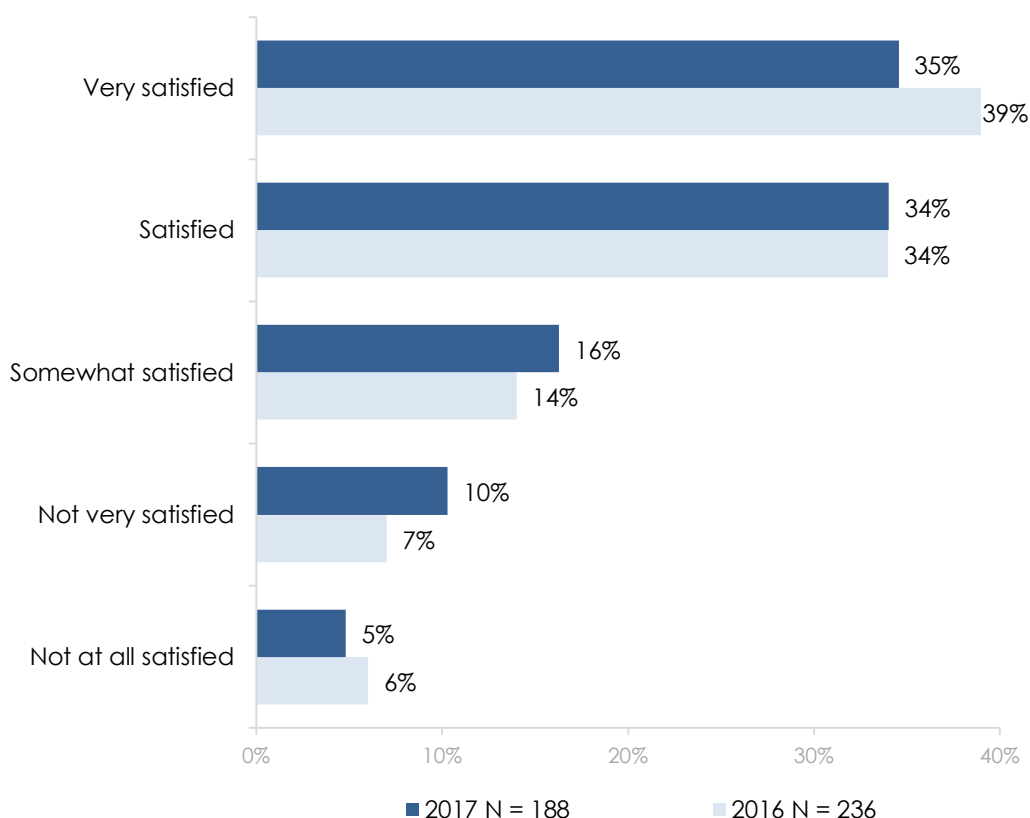
Preferred Method of Contacting Council

Summary

Residents most preferred method to contact Council continues to be via 'phone', with 70% of respondents selecting this option, however, this method has experienced a significant decline from 2016. Contact methods such as: 'at the counter', 'online – online chat/self-service', 'via an Elected Member' and 'in writing' have all significantly decreased from 2016.

Residents aged 18-34 were significantly more likely to prefer contact via 'email', 'SMS' and online methods, whilst those aged 50-64 were significantly less likely to prefer these options. Additionally, those aged 50-64 were significantly more likely to prefer contact 'by phone', but 18-34 year olds were significantly less likely.

Residents aged 65+ preferred all methods significantly less, with the exceptions of 'phone' and 'at the counter'.

Q1f.   Which of the following would be your preferred method of contacting Council?

Method	2017	2016
By phone	70%▼	83%
At the counter	40%▼	55%
By email	39%	39%
Online - online chat/self-service	26%▼	41%
Via an Elected Member	18%▼	27%
Online - social media	18%	12%
In writing	16%▼	29%
By SMS	12%	0%
Other	0%	1%

■ 2017 N = 601   ■ 2016 N = 605
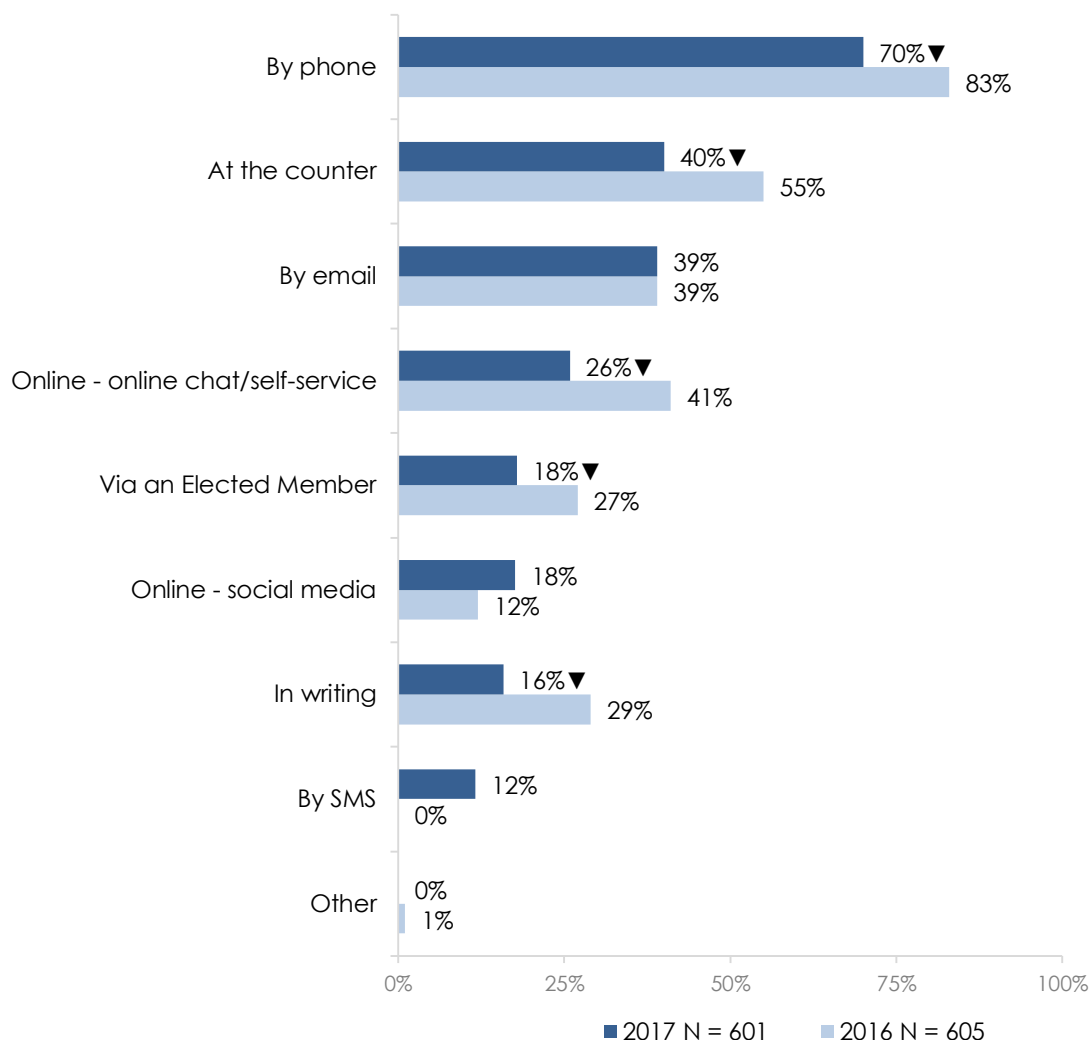
▲▼ = significantly higher/lower level of preference (by year)
Please note: 'online – self-service' and 'online chat with a customer service representative' data has been merged since 2016.
'By Facebook or other social media platform' in 2016 has been reworded to 'online – social media' in 2017.
Please see Appendix A for results by demographics

Online Tasks

Summary

The most common online Council task that residents like to do was 'make a payment' (65%). The proportion of residents that like to 'give feedback on council initiatives and plans' online has significantly decreased from 2016.

Females selected 'I don't have access/know how to use the internet' significantly more.

Residents aged 18-34 were significantly more likely to state they like to do all online tasks, whilst those aged 50+ were significantly less likely. Those aged 35-49 were significantly more likely to 'make a payment' and 'make a general enquiry' online.

Non-ratepayers were significantly more likely to 'request a service' and 'make a general enquiry' online.

Q1g.   Which tasks do you like to do online?
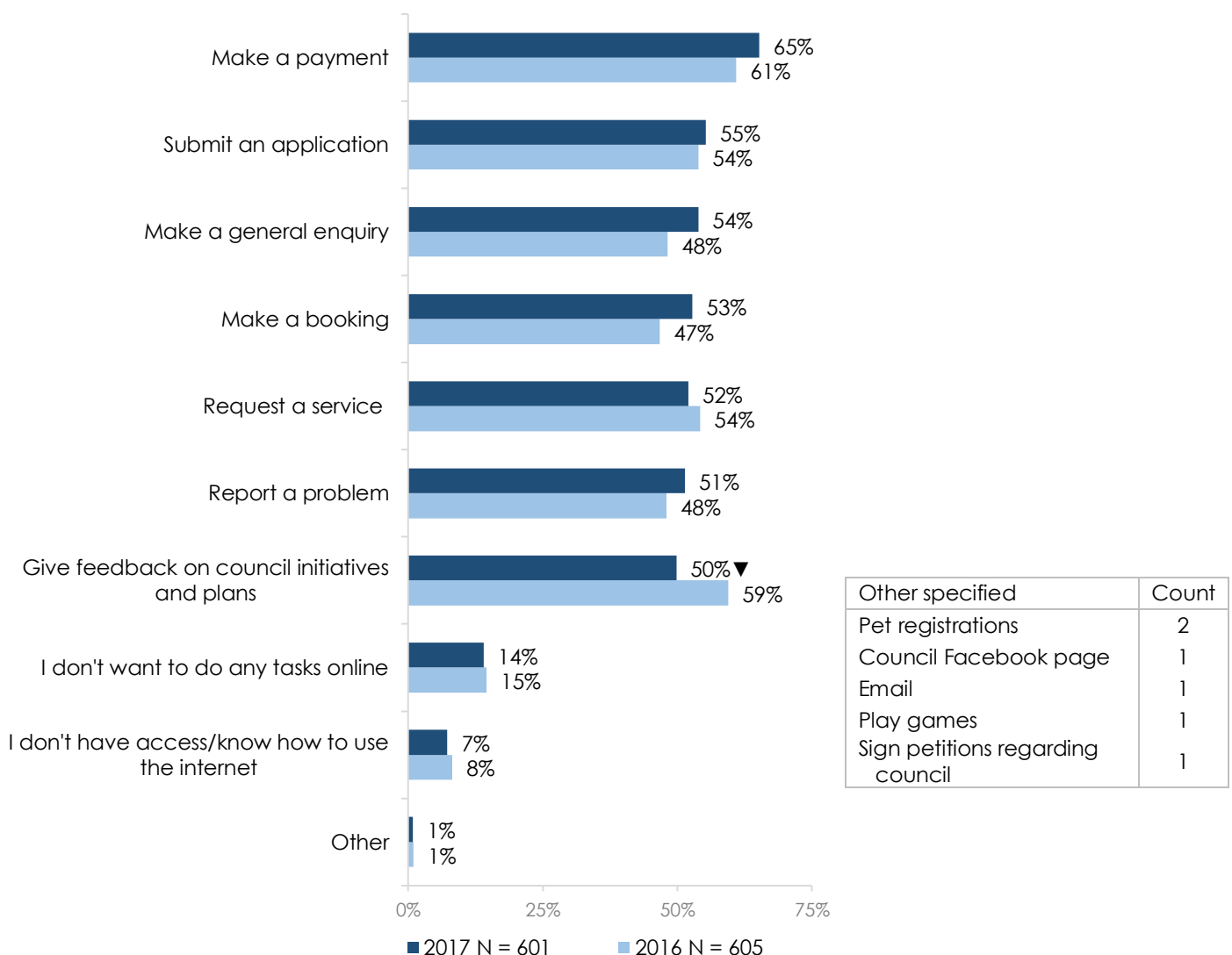
Other specified	Count
Pet registrations	2
Council Facebook page	1
Email	1
Play games	1
Sign petitions regarding council	1

Chart data:

Task	2017 N = 601	2016 N = 605
Make a payment	65%	61%
Submit an application	55%	54%
Make a general enquiry	54%	48%
Make a booking	53%	47%
Request a service	52%	54%
Report a problem	51%	48%
Give feedback on council initiatives and plans	50%▼	59%
I don't want to do any tasks online	14%	15%
I don't have access/know how to use the internet	7%	8%
Other	1%	1%

▲▼ = significantly higher/lower percentage (by year)
Please see Appendix A for results by demographics

Section B – City of Playford Communication

Awareness of Programs, Events and Initiatives

Summary

'Brochures/flyers/signage' remains the leading platform, with 73% of residents identifying this as a method they hear about Council activities. Awareness has remained similar across most platforms, with the exception of 'letters' which has significantly increased from 2016.

Females were significantly more likely to hear about Council activities via 'social media' and 'Elected Members' and males were significantly more likely to read from the 'local press'.

Residents aged 18-34 were significantly more likely to become aware through 'Council website', 'social media' and 'word of mouth', whilst those aged 65+ were significantly less likely.

Those aged 50+ were significantly more likely to gain awareness through 'council publication 'Playford News'' and 'local press', whilst those aged 18-34 were significantly less likely. Additionally, those aged 50-64 were significantly less likely to hear about Council activities via 'social media'.

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

	2017 N = 601	2016 N = 605
Brochures/Flyers/Signage	73%	66%
Letters	70%▲	62%
Word of mouth	66%	66%
Council publication 'Playford News' (previously known as 'North Is Up')	59%	58%
Local press (Messenger & Bunyip)	57%	63%
Social media	43%	36%
Council website	29%	30%
Elected Members	20%	18%
Council staff	17%	18%
Other	3%	6%
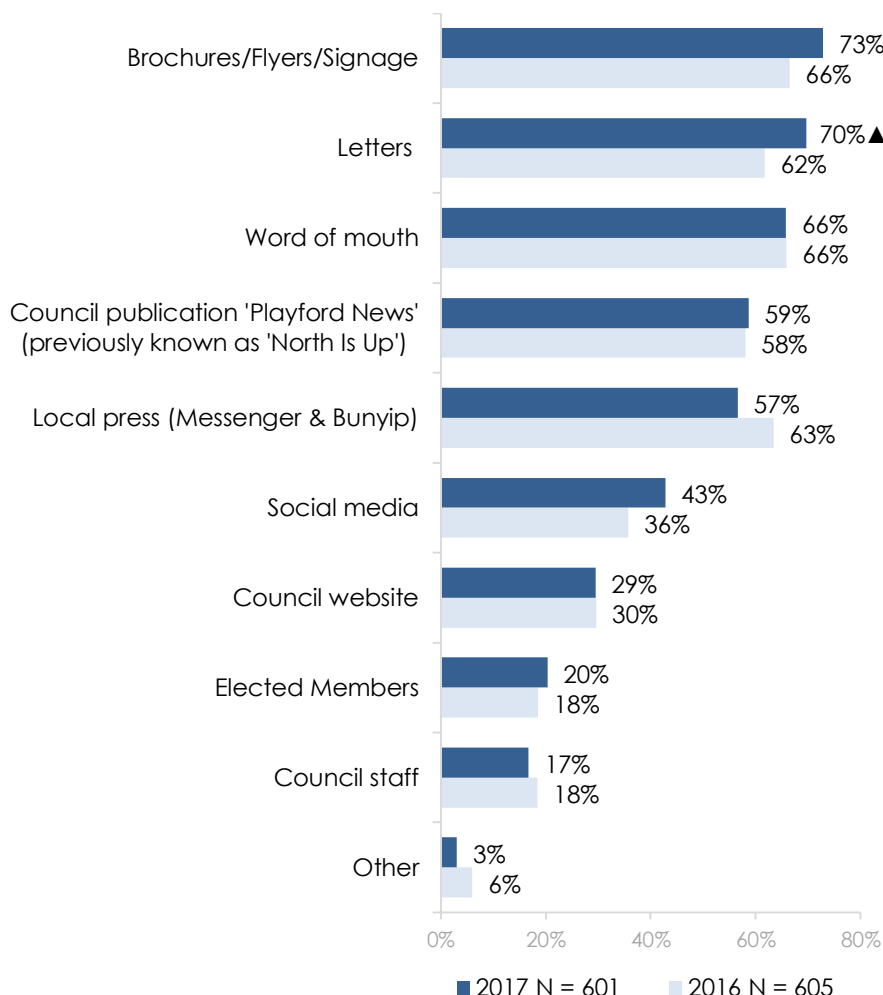
Other specified	Count
I do not hear anything	4
One Tree Hill Grapevine newsletter	4
Grenville Centre	3
Television	3
Noticing improvements/developments	2
Radio	2
Schools	1
Through work	1
Don't know/nothing	1

▲▼ = significantly higher/lower percentage (by year)
Please see Appendix A for results by demographics

Overall Satisfaction with Level of Communication

Summary

Residents' satisfaction with the level of communication from Council continues to remain steady, with 86% of residents being at least 'somewhat satisfied'.

Those aged 18-34, non-ratepayers and residents of Wards 4 and 5 were significantly more satisfied with the level of communication, whilst those aged 50-64 and residents of Ward 1 were significantly less satisfied.

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

	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.55	3.52	3.48	3.61	3.71▲	3.43	3.38▼	3.60	3.46	3.73▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.35▼	3.55	3.60	3.77▲	3.83▲	3.54

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

Very satisfied: 13% (2017), 11% (2016)
Satisfied: 47% (2017), 49% (2016)
Somewhat satisfied: 26% (2017), 26% (2016)
Not very satisfied: 10% (2017), 9% (2016)
Not at all satisfied: 4% (2017), 5% (2016)

■ 2017 N = 601   ■ 2016 N = 605
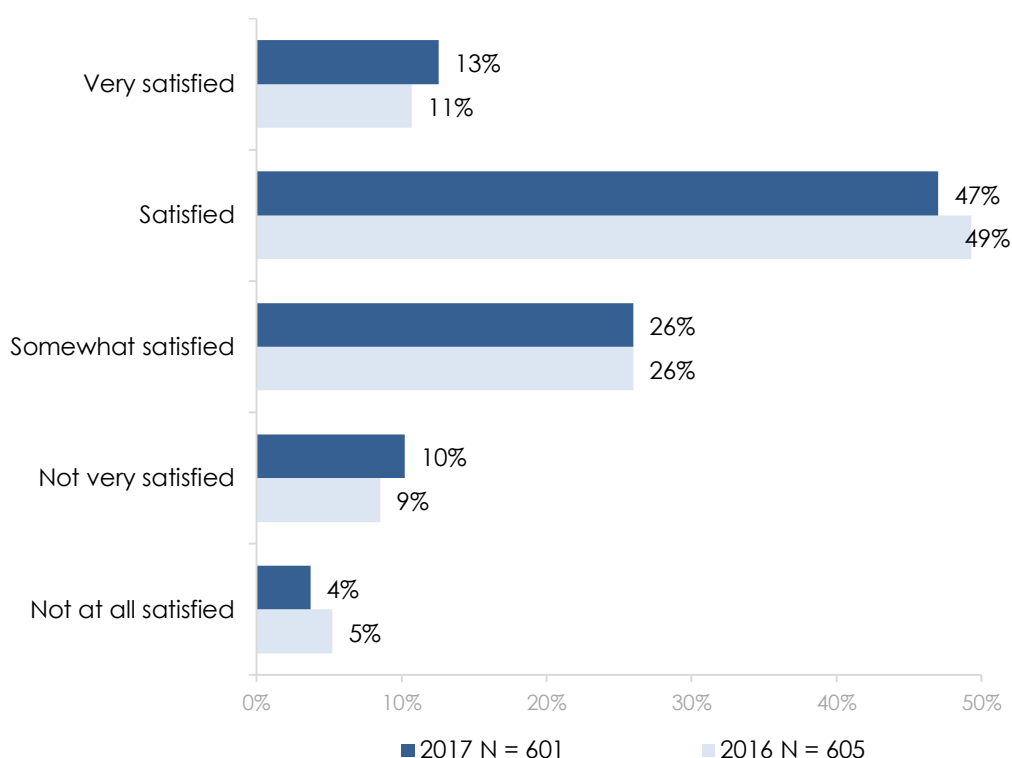
Information for Residents

Summary

The most popular topics of interest that the Playford community would like to receive information on was 'services available to you' (92%) and 'service updates' (91%). Interest in 'service updates' and 'planning and development news' (85%) has significantly increased in 2017, whilst 'local sporting updates' (45%) has significantly decreased.

Females expressed they would like to receive information on 'community events' and 'local achievers' significantly more.

Residents aged 35-49 stated they would like to receive information on 'service updates' significantly more, whilst those aged 65+ wished to receive information significantly less on 'community events', 'new initiatives', 'local sporting updates', 'service updates', 'planning and development news' and 'how to get things done with Council'.

Ratepayers stated they would like to receive information on 'how rates are being spent' and 'how to get things done with Council' significantly more.

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

	Services available to you	Service updates (roadworks, verge mowing)	How rates are being spent	Community events	Planning and development news	How to get things done with Council	New initiatives of Council	Local achievers	Local sporting updates	Other
(dark)	92%	91%▲	87%	86%	85%▲	85%	85%	58%	45%▼	4%
(light)	89%	84%	86%	86%	75%	84%	82%	58%	56%	3%

Other specified	Count
Community activities and support	3
Money allocation/financial position	3
Animal control	1
Education programs	1
How common complaints are being addressed by Council	1
I do not receive any information from Council	1
Job vacancies in Council	1
More information in general by email	1
More transparency	1
Parking laws	1
Public transport and traffic updates	1
Results from Council meetings	1
School updates	1
Survey for suggestions on development within the area	1
Nothing	5

▲▼= significantly higher/lower level of preference (by year)
Please see Appendix A for results by demographics

Section C –
City of Playford Facilities

Overall Satisfaction with Presentation of the City of Playford

Summary

Residents satisfaction levels with the presentation of the City of Playford has remained steady since 2015, with 92% expressing they were at least 'somewhat satisfied'.

Residents aged 65+, non-ratepayers and those located within Ward 5 were significantly more satisfied.

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

	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.56	3.64	3.53	3.60	3.56	3.47	3.48	3.83▲	3.48	3.75▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.60	3.51	3.43	3.64	3.76▲	3.52

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

Very satisfied: 10% (2017), 15% (2016)
Satisfied: 45% (2017), 46% (2016)
Somewhat satisfied: 37% (2017), 30% (2016)
Not very satisfied: 7% (2017), 6% (2016)
Not at all satisfied: 1%▼ (2017), 3% (2016)

■ 2017 N = 601   ■ 2016 N = 605
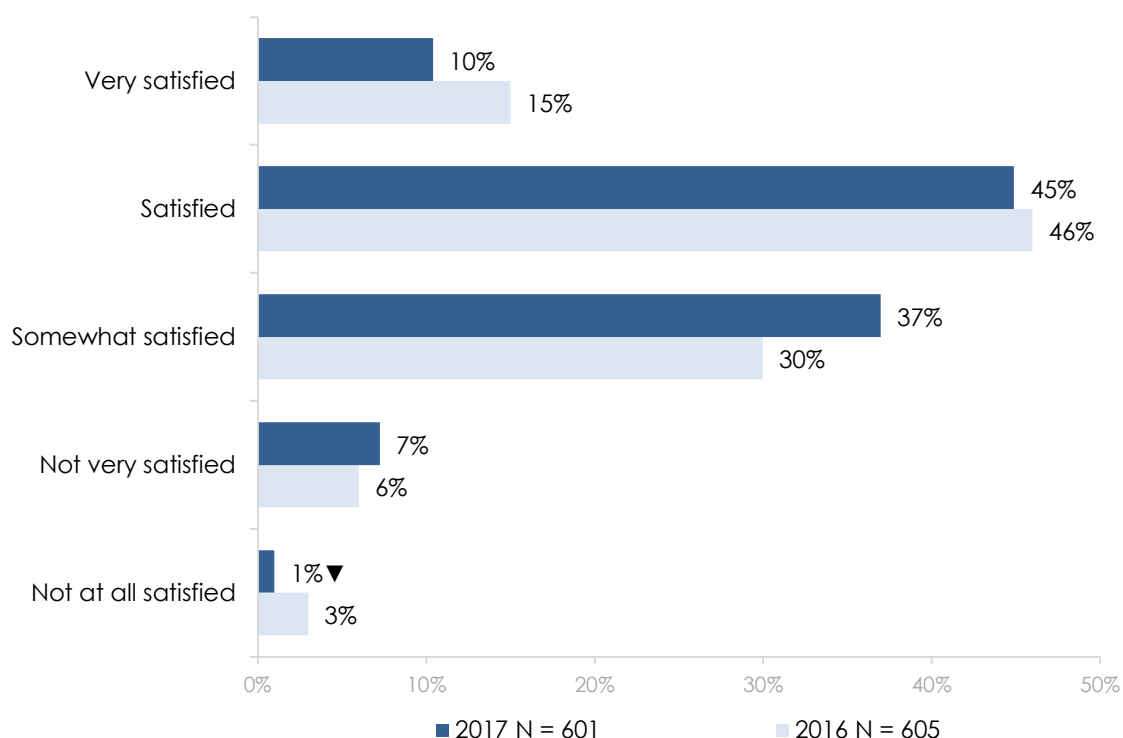
Facilities Visited

Summary

'Parks, reserves & playgrounds' remains to be the most popular facilities, with 82% of residents visiting within the last 12 months. 'Playford libraries' (50%) has experienced a significant decline in visits by residents in 2017.

Females were significantly more likely to visit 'Playford libraries'.

Residents aged 18-34 visited 'parks, reserves & playgrounds', 'skate parks', 'Stretton Centre', 'Elizabeth Aquadome', 'John McVeity Centre', 'Northern Sound System' and 'Playford Food Co-Operative' significantly more.

Those aged 35-49 were significantly more likely to have visited 'sportsgrounds & ovals' and 'Elizabeth Aquadome', and significantly less likely to visit 'Grenville Community Hub'.

Residents aged 50-64 were significantly less likely to visit facilities, with the exceptions of 'Elizabeth Rise Community Centre', Grenville Community Hub' and 'John McVeity Centre'. Residents aged 65+ were significantly more likely to visit 'Grenville Community Hub' and significantly less likely to visit 'sportsground and ovals', parks, reserves & playgrounds', 'skate parks', Elizabeth Aquadome', 'John McVeity Centre', 'Northern Sound System' and 'Playford Food Co-Operative'.

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

Facility	2017	2016
Parks, reserves & playgrounds	82%	82%
Sportsgrounds and ovals	60%	61%
Playford Libraries	50% ▼	60%
Playford Civic Centre/Shedley Theatre	48%	49%
Elizabeth Aquadome	36%	39%
Stretton Centre	25%	26%
John McVeity Centre	20%	19%
Skate parks	18%	18%
Playford Food Co-Operative	17%	18%
Northern Sound System	15%	14%
Grenville Community Hub	13%	14%
Elizabeth Rise Community Centre	6%	5%
None of these	6%	5%

■ 2017 N = 601   ■ 2016 N = 605
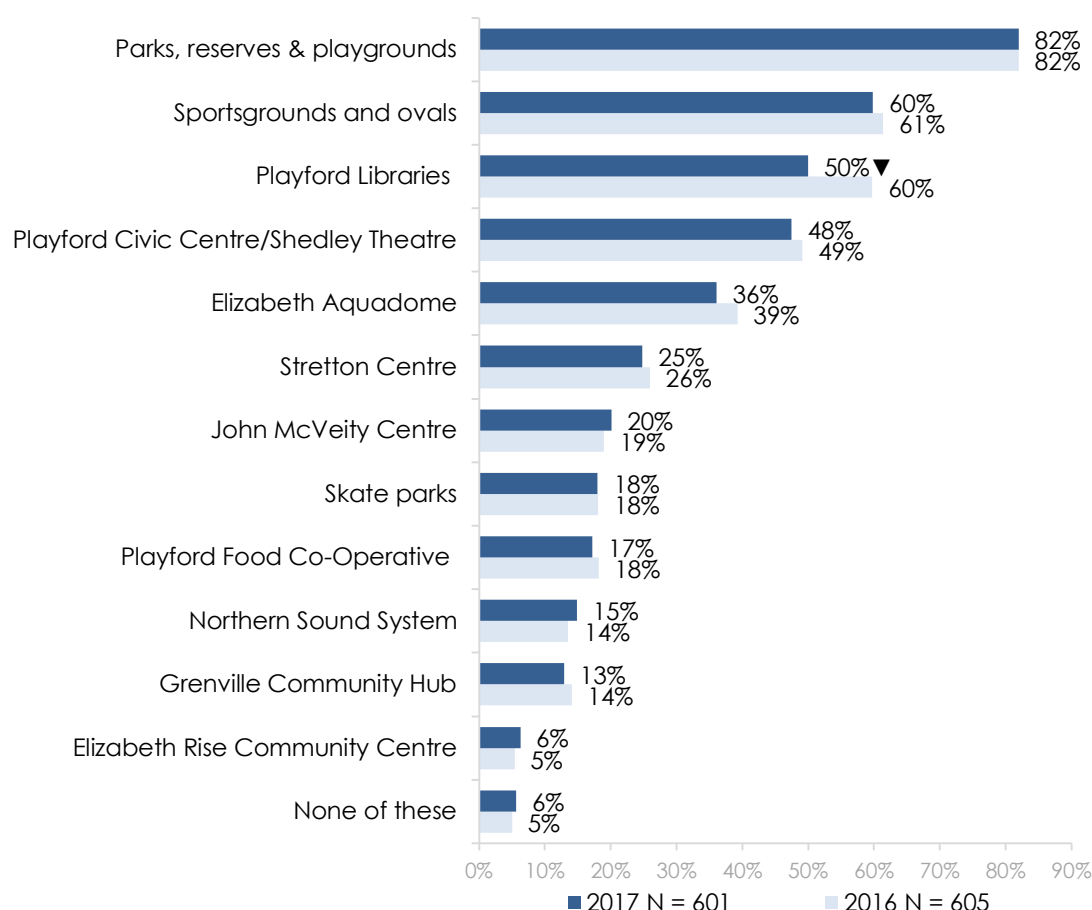
▲ ▼ = significantly higher/lower percentage (by year)
Please see Appendix A for results by demographics

Section D –
Strategic Priorities
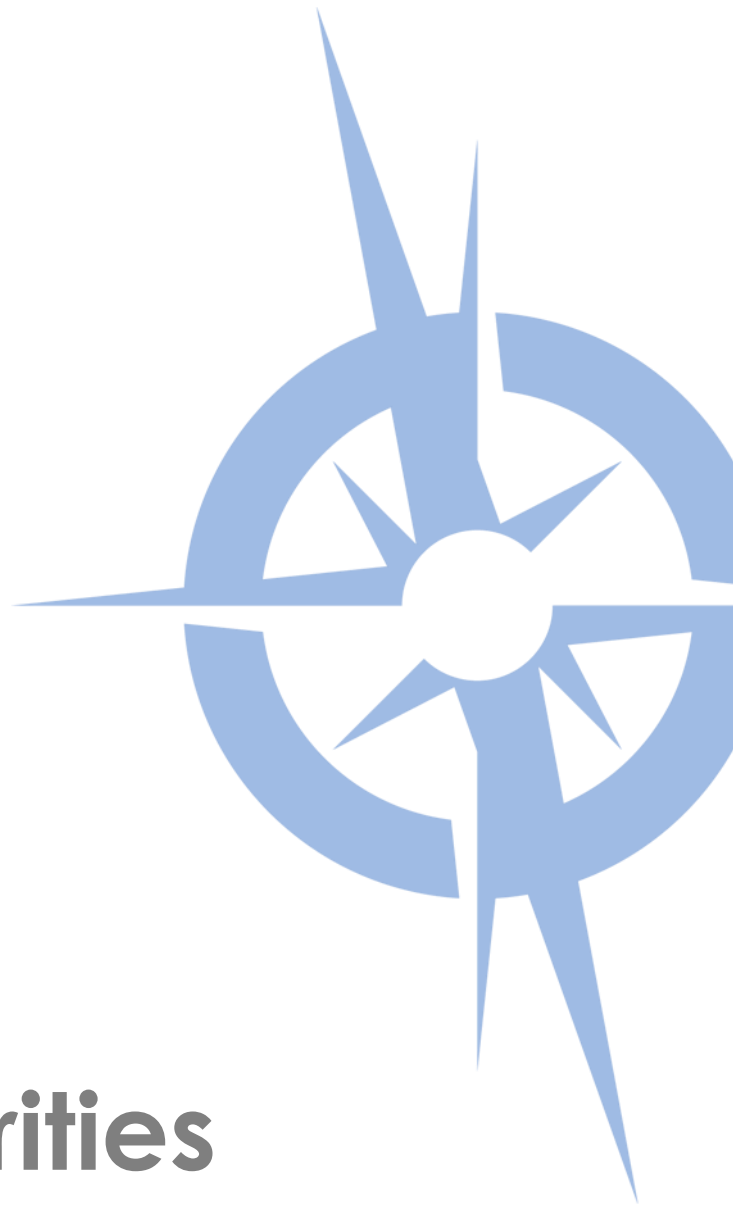
Strategic Priorities

Summary

At a macro level, the community remains supportive of all the key priorities.

The 'development of the Lyell McEwin Health Precinct' has remained the strategic priority with the highest level of support, with 92% being 'supportive' or 'completely supportive' with this being a 2017 strategic priority.

Females displayed significantly higher levels of support for all strategic priorities, with the exception of 'sustaining & establishing an advanced manufacturing industry'.

Residents aged 50+ were significantly more supportive of 'reducing Council rates for businesses', whilst those aged 35-49 were significantly less supportive.

Ratepayers expressed significantly higher levels of support for 'sustaining & establishing an advanced manufacturing industry'. Residents in Ward 5 were significantly more supportive of the 'development of Elizabeth CBD', whilst residents in Ward 1 were significantly less supportive. Additionally, residents in Ward 1 were also significantly less supportive of the 'city presentation and appearance'.

Q6.   *Council would like to know your level of support for the following 6 strategic priorities to make sure they align with community need.*

Strategic priority	Not at all supportive	Not very supportive	Somewhat supportive	Supportive	Completely supportive	Mean 2017	Mean 2016
Development of the Lyell McEwin Health Precinct	1%	2%	5%	17%	75%	4.63	4.66
Sustaining & establishing an advanced manufacturing industry		1%	4% / 12%	24%	59%	4.35 ▼	4.52
City presentation and appearance		1%	4% / 13%	35%	47%	4.21 ▼	4.36
Development of Elizabeth CBD		2%	3% / 18%	29%	48%	4.17	4.20
Reducing Council rates for businesses	7%	7%	20%	22%	44%	3.88	3.83
Development of Playford Sports Precinct	5%	7%	25%	28%	35%	3.80	3.87

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

Scale: 1 = not at all supportive, 5 = completely supportive
▲ ▼ = significantly higher/lower level of support (by year)
Please see Appendix A for results by demographics

Smart and Connected Community

Summary

Residents' responses revolved around technology, access, growth and maintenance as the leading concepts, with 18% of residents stating that a smart and connected community means 'embracing new technology/innovative/modern and progressive'.

Q6a.   Council is working to transform Playford into a Smart City, Connected Community. What does a smart and connected community mean to you?

Word Frequency Tagging

Verbatim responses for this question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.
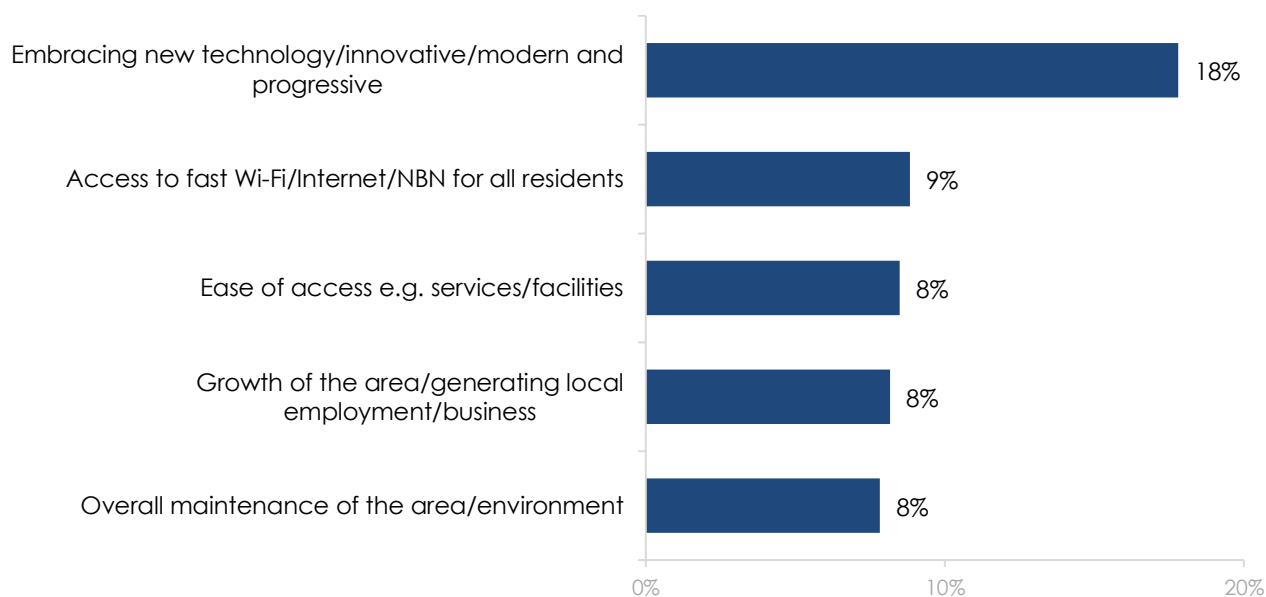
Base: N = 601

Please see Appendix A for results fewer than 8%
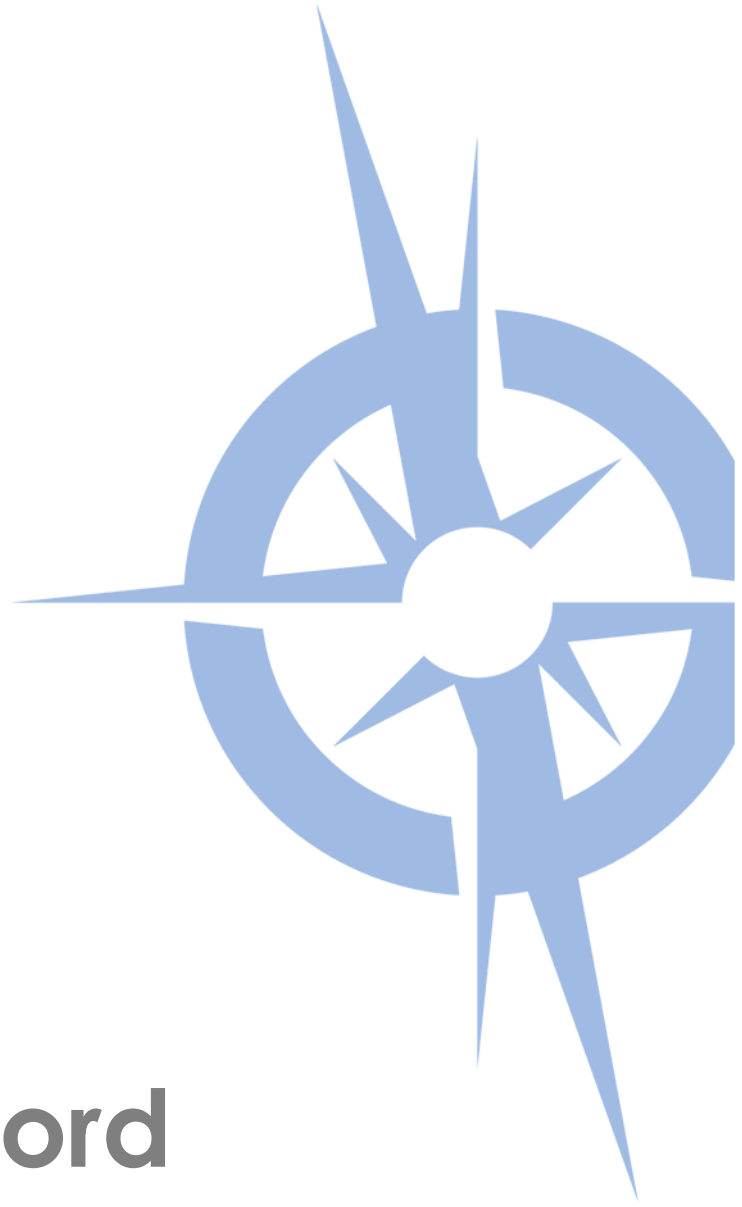
Section E –
Living in Playford

Playford Pride

Summary

Agreement with the statement 'I am proud to live in the City of Playford' is high, with 67% of residents' stating they 'agree' or 'completely agree'.

Those aged 65+, non-ratepayers and residents located in Ward 5 expressed significantly higher levels of agreement, whilst those aged 35-49 and within Ward 1 expressed significantly lower levels.

Q7a.   To what extent do you agree with: I am proud to live in the City of Playford?

	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.98	4.05	3.88	4.07	3.86	3.78▼	4.04	4.44▲	3.90	4.15▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.80▼	4.10	3.87	4.08	4.32▲	4.02

Scale: 1 = completely disagree, 5 = completely agree
▲▼ = significantly higher/lower level of support (by group)
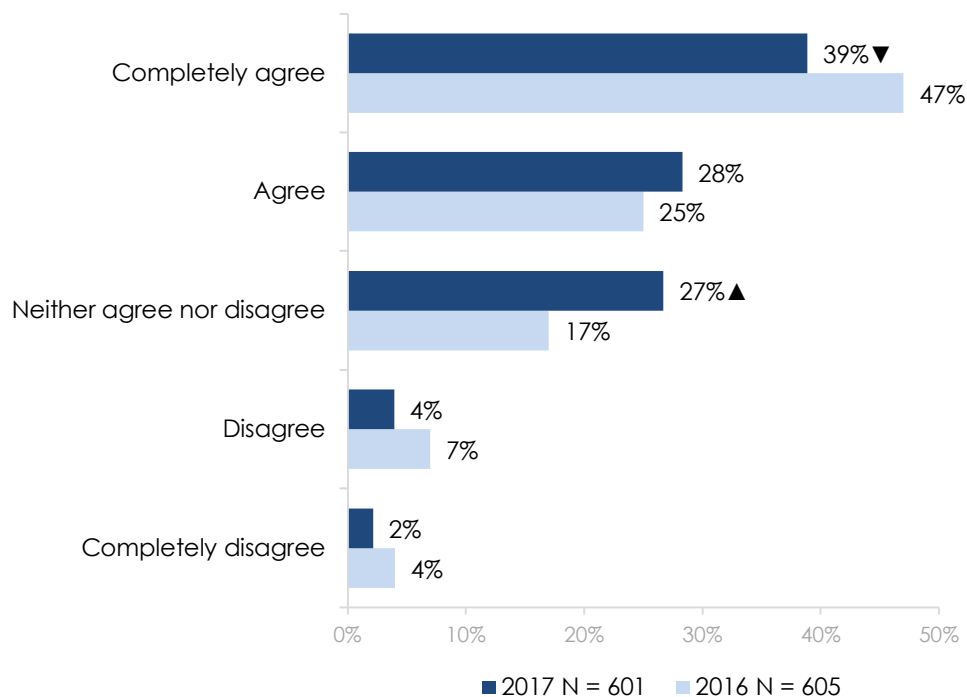
Continued Residence in the City of Playford

Summary

Results have remained similar to those received in 2016, with 81% of residents planning to continue living in the City of Playford for the next 5 years.

Residents aged 65+ and those located in Ward 3 were significantly more likely to remain in the area over the 5 year period, whilst those aged 18-34 were significantly less likely.

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

	Overall 2017	Overall 2016	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Yes	81%	86%	78%	83%	69%▼	83%	85%	96%▲	84%	74%
No	16%▲	7%	20%	12%	28%▲	12%	10%	4%▼	13%	22%
Don't know	3%▼	7%	2%	5%	3%	6%	5%	0%	3%	4%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Yes	77%	76%	90%▲	82%	88%	83%
No	19%	20%	7%▼	15%	8%	16%
Don't know	4%	4%	3%	3%	4%	1%

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

No
16%

Don't know
3%

Yes
81%
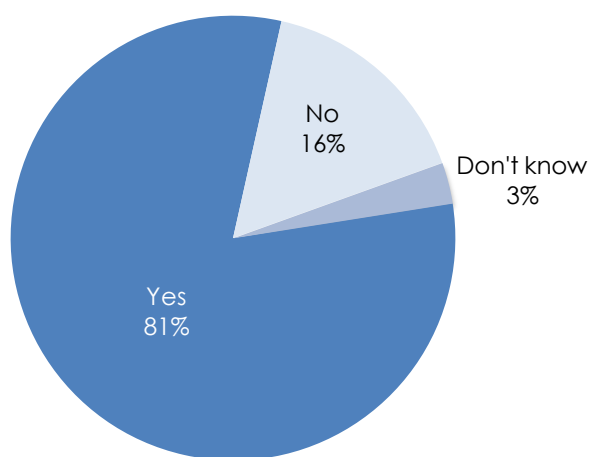
Base: N = 601

Continued Residence in the City of Playford

Q7b.   *Do you intend to continue to live in the City of Playford for the next 5 years? (please specify why)*

Yes – reason (81%)	% N=481
Playford is home/I own a house here/I have lived in the area a long time	39%
Nice/likeable/quiet area	16%
Happy/comfortable/ideal lifestyle	13%
Convenient location/central to services and facilities	13%
Proximity to family and friends	12%
Playford is affordable/cannot afford to move	12%
Old age/retirement	11%
Friendly community/safe neighbourhood	8%
No desire/reason to leave the area	6%
Enjoy the open space/country feel	5%
Quality services/facilities that meet our needs	3%
Children are settled at school	2%
Employment/business opportunities	2%

No – reason (16%)	% N=96
Career opportunities/work commitments	8%
Need to downsize	6%
Too far from the city	6%
Expensive/rates are too high	5%
Overcrowded/busy	5%
High crime rates/unsafe	4%
Moving elsewhere to retire	4%
Moving interstate	4%
Need a change	3%
Need more space for growing family	3%
Planning to relocate	3%
Area is ugly/unkempt	2%
Dissatisfied with Council	2%
Personal reasons	2%
Poor services/infrastructure	2%

Please see Appendix A for responses fewer than 2%

Overall Satisfaction with City of Playford

Overall Satisfaction with the Performance of Council

Summary

Overall satisfaction is 'moderately high', with 94% of residents being at least 'somewhat satisfied'. Satisfaction with the performance of Council is significantly higher for City of Playford compared to 'metro' and 'all other councils' LGA Brand Scores.
Residents aged 18-34 and non-ratepayers were significantly more satisfied, whilst those aged 50-64 were significantly less satisfied.

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 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Mean ratings	3.68	3.69	3.68	3.82▲	3.58	3.50▼	3.78	3.57	3.93▲

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Mean ratings	3.66	3.72	3.60	3.78	3.89	3.54

LGA Brand Scores	City of Playford	Metro	All Councils
Mean ratings	3.68▲	3.45	3.31

	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	3.68	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)
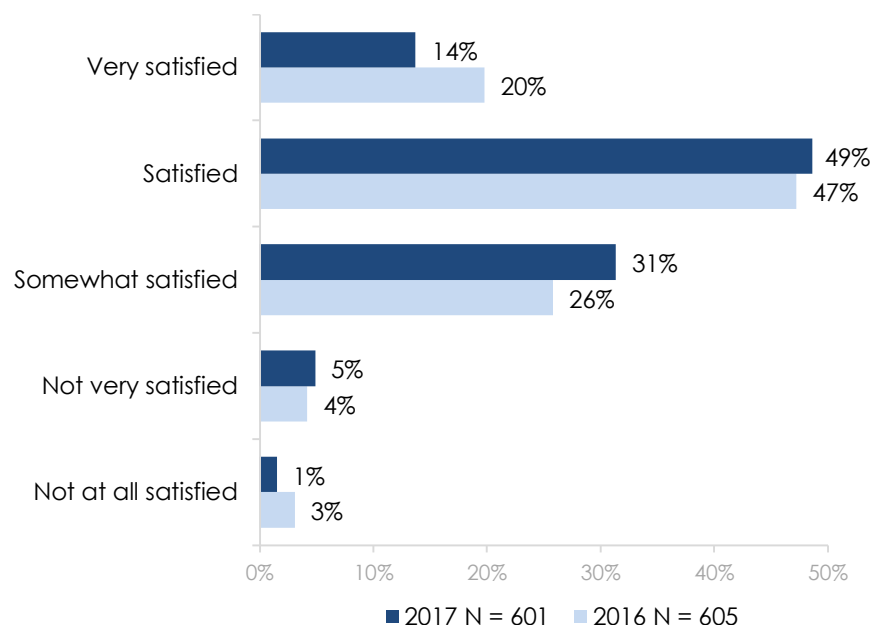
Comparison to Previous Research

Service/ Facility	Importance		Satisfaction	
	2017	2016	2017	2016
Condition of footpaths	4.20	4.25	2.98	2.97
Condition of bicycle paths	3.14	3.18	3.27	3.26
Presentation of street verges	3.86	3.94	3.03	3.15
Condition of street kerbs	3.93	3.93	3.17	3.36
Presentation of street trees	3.86	3.90	3.35	3.49
Condition of local streets	4.31▼	4.44	3.14	3.27
Adequate stormwater drainage	4.38▼	4.61	3.37	3.37
Condition of rural roads	3.86▼	4.19	3.12	3.16
Removal of illegally dumped rubbish	4.50▼	4.65	3.17	3.20
Removal of graffiti	4.22	4.25	3.56	3.66
Presentation of parks and reserves	4.47	4.47	3.82	3.88
Safety of playgrounds	4.41▼	4.56	3.92	3.93
Presentation of ovals and sports grounds	4.14	4.17	3.98	4.12
Rapid response service	4.47	4.56	3.80	3.78
Public health & safety	4.65	4.74	3.87	3.84
Immunisation service	4.35	4.49	4.31	4.28
Enforcement of local laws	4.50	4.52	3.74	3.77
Kerbside waste collection	4.67	4.71	4.19	4.32
Hard waste collection	4.40	4.45	3.96	4.01
Protecting & improving native vegetation and biodiversity	4.27	4.35	3.66	3.79
Support for volunteer programs	4.15	4.25	3.85	3.87
Supporting business and industry development	4.31▼	4.45	3.48	3.54
Planning and building advice & assessment	3.93	4.01	3.54	3.54
Access to community venues	4.05	4.14	3.92	3.98
Council events	3.71	3.84	4.03	4.14
Library service	4.00	4.11	4.16	4.14
Providing support & facilities for sporting clubs	3.89	4.05	3.90	3.96
Availability of community services	4.24	4.28	3.88	3.82
Supporting local community development	4.16	4.26	3.73	3.76
Health initiatives	4.34	4.44	3.80	3.86
Providing training and employment opportunities	4.34	N/A	3.33	N/A
Wi-Fi within Council facilities and parks	3.37	N/A	3.38	N/A
Planning for the future	4.54	4.61	3.55	3.56
Managing growth and major urban developments	4.19▼	4.42	3.51	3.44
Being open & accountable to the community	4.52▼	4.72	3.36	3.25
Community input to Council decision-making	4.32	4.45	3.25	3.16
Council provide value for money for the rates paid	4.32▼	4.58	2.98	2.94
Communication of Council's strategies and plans	4.03▼	4.27	3.21	3.31
Representation by Elected Members	4.05	4.17	3.14	3.14

▲▼ = A significantly higher level of importance/satisfaction (by year)
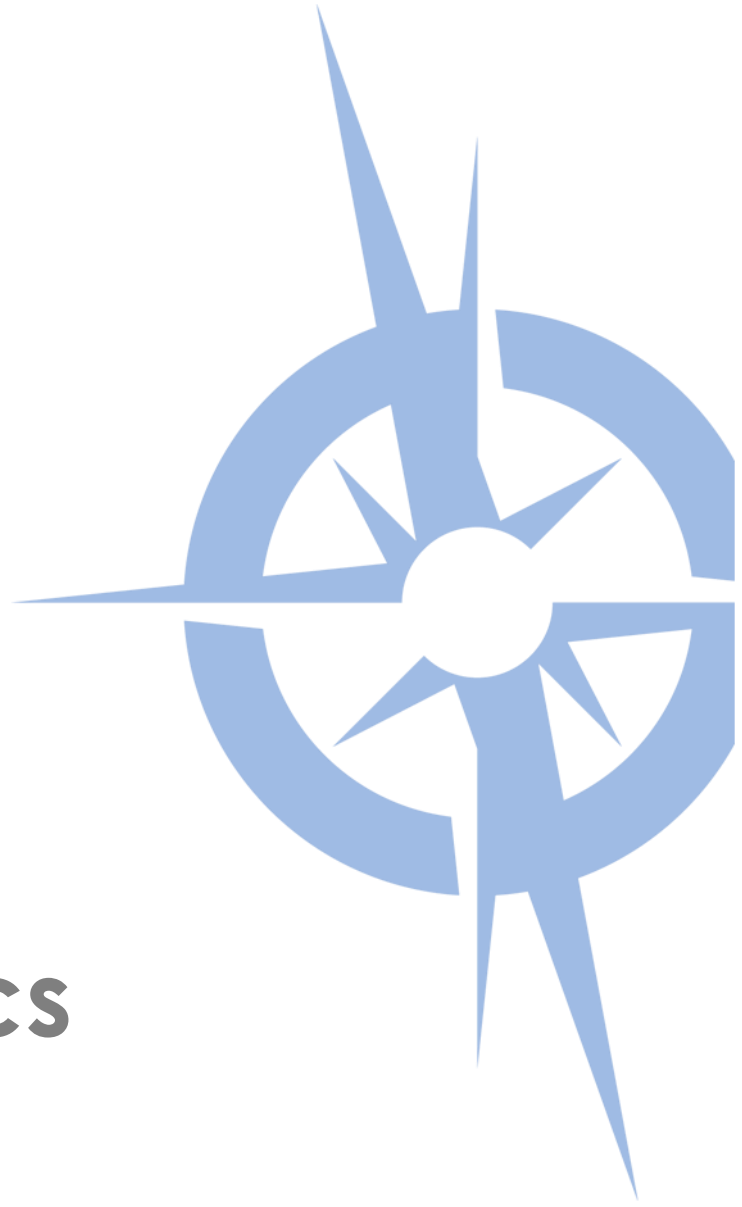
Demographics

Demographics

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

	%
18-34	35%
35-49	25%
50-64	23%
65 years and overs	17%

Base: N = 601

Q10. *Which country were you born in?*

	%
Australia	77%
Other	23%

Base: N = 601

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

	%
I/We own/are currently buying this property	69%
I/We currently rent this property	31%

Base: N = 601

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

	%
Living at home with parents	13%
Single with no children	13%
Single parent with children	9%
Married/de facto with no children	22%
Married/de facto with children	37%
Group household	3%
Extended family household (multiple generations)	3%

Base: N = 601

Demographics

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

	%
Less than 2 years	4%
2 – 5 years	13%
6 – 10 years	15%
11 – 20 years	25%
More than 20 years	43%

Base: N = 601

Q14.   Gender.

	%
Male	49%
Female	51%

Base: N = 601

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.
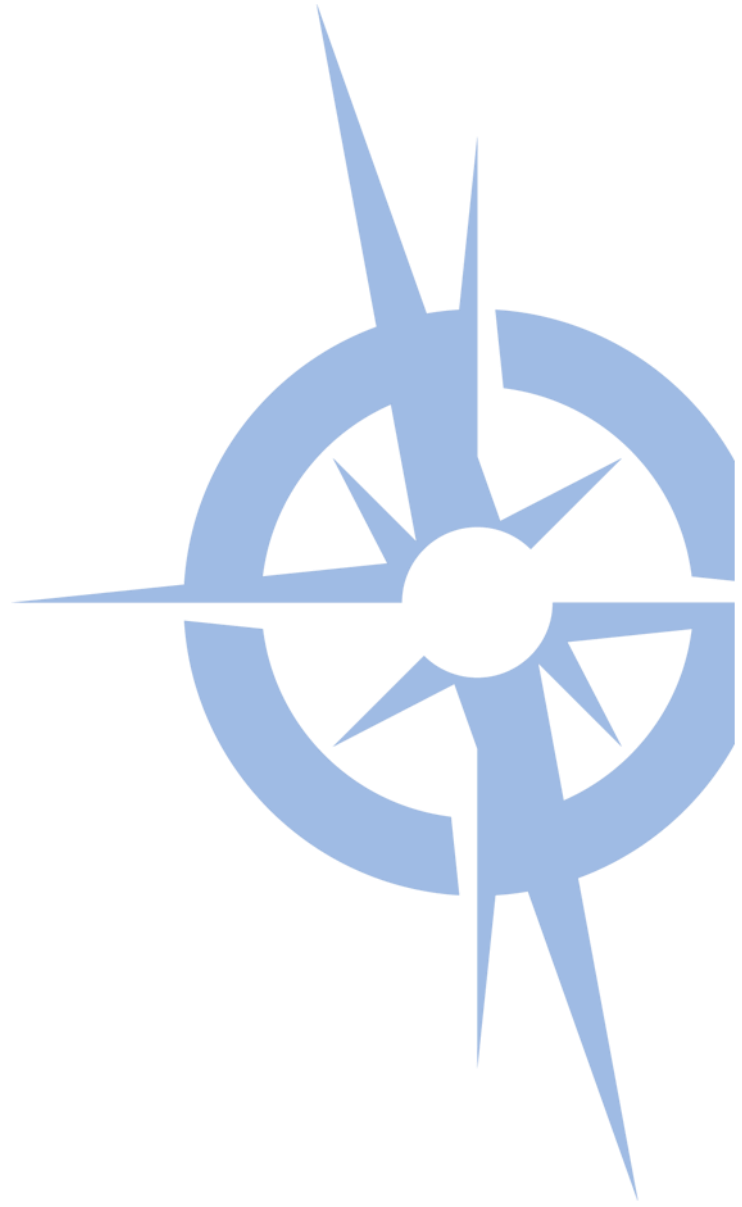
Appendix A

Method of Contact with Council

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

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Phone	62%	58%	65%	58%	63%	64%	62%	64%	55%
In person at the Customer Service Centre	19%	17%	20%	17%	21%	16%	22%	17%	27%
Email	8%	16%	3%	0%	16%	8%	6%	10%	2%
In person at a different Council location	6%	4%	8%	17%	0%	8%	3%	5%	9%
Mail	2%	0%	3%	8%	0%	0%	1%	0%	7%
Council Website	1%	2%	1%	0%	0%	3%	1%	2%	0%
Elected Member	1%	2%	1%	0%	0%	0%	5%	2%	0%
Social media	1%	1%	0%	0%	0%	2%	0%	1%	0%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Phone	61%	63%	55%	67%	76%	58%
In person at the Customer Service Centre	16%	25%	12%	14%	17%	30%
Email	7%	9%	17%	12%	2%	4%
In person at a different Council location	11%	0%	4%	5%	2%	6%
Mail	1%	0%	12%	0%	0%	0%
Council Website	3%	0%	0%	0%	0%	2%
Elected Member	1%	2%	0%	2%	2%	0%
Social media	2%	0%	0%	0%	0%	0%

Significantly higher/lower percentage (by group)

Nature of Resident Enquiries

Q1c. How would you describe the nature of your enquiry?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Animal management	16%	5%	23%	42%	14%	10%	7%	8%	43%
Roads/footpaths/drains/trees	14%	17%	12%	8%	8%	26%	12%	14%	13%
Environmental issues	14%	21%	9%	0%	25%	11%	13%	15%	9%
Rates/fees and charges	13%	6%	18%	17%	7%	17%	14%	17%	1%
Planning and development	7%	11%	5%	0%	11%	8%	8%	10%	0%
Community events and services	4%	3%	5%	0%	5%	0%	11%	5%	1%
Kerbside waste	4%	5%	3%	0%	0%	10%	5%	4%	3%
Illegally dumped rubbish	3%	5%	2%	0%	3%	3%	7%	4%	2%
Hard rubbish	3%	3%	4%	8%	3%	1%	2%	2%	7%
City appearance	2%	2%	2%	0%	3%	1%	2%	2%	0%
Health and safety	2%	3%	1%	0%	3%	0%	4%	1%	4%
Recreation and leisure	1%	1%	1%	0%	0%	1%	3%	1%	1%
Libraries	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	16%	17%	15%	25%	17%	11%	12%	15%	17%

Significantly higher/lower percentage (by group)

Nature of Resident Enquiries

Q1c.   How would you describe the nature of your enquiry?

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Animal management	16%	13%	32%	19%	4%	12%
Roads/footpaths/drains/trees	17%	27%	4%	17%	9%	1%
Environmental issues	11%	18%	5%	15%	13%	24%
Rates/fees and charges	19%	10%	4%	11%	7%	17%
Planning and development	9%	3%	8%	8%	10%	5%
Community events and services	2%	4%	9%	9%	2%	3%
Kerbside waste	1%	4%	11%	7%	5%	4%
Illegally dumped rubbish	1%	3%	0%	4%	12%	8%
Hard rubbish	5%	6%	4%	2%	2%	0%
City appearance	1%	1%	11%	0%	0%	0%
Health and safety	4%	0%	0%	0%	2%	3%
Recreation and leisure	1%	0%	0%	2%	4%	0%
Libraries	0%	0%	0%	0%	0%	0%
Other	14%	12%	13%	7%	31%	25%

Significantly higher/lower percentage (by group)

Customer Service

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

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
City of Playford was easy to do business with	3.87	3.79	3.93	3.83	3.66	3.80	4.29	3.81	4.09
Staff are knowledgeable, helpful and competent	4.00	3.95	4.04	3.75	3.91	3.97	4.38	3.98	4.09
I was satisfied with the amount of time it took to get service	3.87	3.71	3.99	3.58	3.86	3.77	4.26	3.79	4.16
Staff followed through on my request/enquiry	3.94	3.79	4.05	3.75	3.76	3.95	4.32	3.89	4.11
Staff provided me with all I needed to know in relation to my enquiry	3.98	3.84	4.07	3.75	3.86	3.91	4.40	3.87	4.36

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
City of Playford was easy to do business with	3.64	3.75	3.65	4.43	3.96	4.16
Staff are knowledgeable, helpful and competent	3.98	3.95	3.93	4.34	3.81	4.00
I was satisfied with the amount of time it took to get service	3.69	4.02	3.62	4.06	4.34	3.88
Staff followed through on my request/enquiry	3.93	4.16	4.05	3.80	3.99	3.72
Staff provided me with all I needed to know in relation to my enquiry	4.05	4.05	3.72	4.04	4.16	3.77

Significantly higher/lower agreement (by group)

Preferred Method of Contacting Council

Q1f.   Which of the following would be your preferred method of contacting Council?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
By phone	70%	66%	74%	61%	72%	78%	74%	71%	69%
At the counter	40%	39%	41%	42%	36%	39%	43%	36%	50%
By email	39%	41%	37%	57%	45%	24%	15%	39%	39%
Online - online chat/self-service	26%	30%	22%	41%	30%	14%	6%	22%	35%
Via an Elected Member	18%	22%	14%	22%	21%	14%	11%	16%	21%
Online - social media	18%	20%	15%	36%	15%	3%	2%	13%	28%
In writing	16%	16%	15%	18%	20%	12%	10%	13%	22%
By SMS	12%	13%	10%	21%	10%	5%	3%	8%	19%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
By phone	75%	64%	66%	72%	72%	67%
At the counter	42%	43%	24%	50%	48%	31%
By email	38%	42%	46%	49%	14%	36%
Online - online chat/self-service	30%	28%	19%	32%	11%	20%
Via an Elected Member	23%	21%	9%	21%	11%	10%
Online - social media	20%	22%	9%	23%	9%	12%
In writing	17%	24%	9%	19%	19%	2%
By SMS	18%	16%	6%	1%	14%	4%

Significantly higher/lower percentage (by group)

Online Tasks

Q1g.   Which tasks do you like to do online?

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Make a payment	65%	65%	66%	79%	78%	57%	29%	68%	60%
Submit an application	55%	57%	54%	82%	61%	36%	17%	52%	63%
Make a general enquiry	54%	56%	52%	74%	64%	34%	24%	50%	63%
Make a booking	53%	58%	48%	78%	58%	33%	19%	50%	60%
Request a service	52%	55%	49%	80%	51%	32%	22%	48%	61%
Report a problem	51%	52%	51%	80%	49%	31%	23%	48%	60%
Give feedback on council initiatives and plans	50%	49%	51%	70%	54%	36%	20%	48%	54%
I don't want to do any tasks online	14%	17%	12%	4%	10%	21%	32%	14%	13%
I don't have access/know how to use the internet	7%	5%	10%	1%	3%	7%	26%	7%	8%
Other	1%	1%	1%	0%	2%	1%	1%	1%	1%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Make a payment	74%	67%	69%	60%	35%	62%
Submit an application	67%	55%	54%	55%	23%	47%
Make a general enquiry	54%	62%	60%	62%	23%	44%
Make a booking	58%	59%	45%	56%	22%	51%
Request a service	59%	59%	47%	59%	21%	40%
Report a problem	59%	50%	44%	62%	26%	46%
Give feedback on council initiatives and plans	57%	53%	48%	48%	23%	47%
I don't want to do any tasks online	10%	13%	15%	14%	26%	18%
I don't have access/know how to use the internet	3%	5%	3%	8%	29%	11%
Other	0%	0%	0%	2%	0%	3%

Significantly higher/lower percentage (by group)

Awareness of Programs, Events and Initiatives

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

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Brochures/Flyers/ Signage	73%	71%	74%	73%	79%	70%	68%	68%	84%
Letters (including rates notice)	70%	66%	73%	67%	76%	68%	68%	71%	66%
Word of mouth	66%	62%	69%	77%	65%	59%	52%	62%	74%
Council publication 'Playford News' (previously known as 'North Is Up')	59%	57%	60%	43%	57%	67%	83%	63%	49%
Local press (Messenger & Bunyip)	57%	63%	50%	40%	59%	66%	75%	58%	54%
Social media	43%	34%	52%	70%	40%	22%	18%	38%	53%
Council website	29%	30%	29%	38%	35%	23%	12%	29%	30%
Elected Members	20%	16%	25%	22%	15%	20%	25%	18%	24%
Council staff	17%	14%	19%	20%	12%	14%	21%	14%	22%
Other	3%	4%	2%	2%	4%	4%	3%	3%	3%

Significantly higher/lower percentage (by group)

Awareness of Programs, Events and Initiatives

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

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Brochures/Flyers/Signage	66%	85%	67%	86%	72%	61%
Letters (including rates notice)	62%	75%	67%	82%	75%	66%
Word of mouth	71%	64%	59%	66%	70%	60%
Council publication 'Playford News' (previously known as 'North Is Up')	46%	54%	63%	72%	82%	64%
Local press (Messenger & Bunyip)	50%	48%	61%	53%	75%	73%
Social media	48%	44%	37%	49%	20%	38%
Council website	36%	33%	26%	33%	16%	17%
Elected Members	18%	25%	25%	16%	26%	15%
Council staff	15%	20%	13%	18%	19%	18%
Other	3%	4%	7%	0%	1%	2%

Significantly higher/lower percentage (by group)

Information for Residents

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

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Services available to you	92%	90%	95%	94%	94%	89%	90%	92%	92%
Service updates (roadworks, verge mowing)	91%	90%	91%	90%	98%	89%	83%	92%	87%
How rates are being spent	87%	90%	84%	86%	88%	90%	82%	92%	74%
Community events	86%	82%	90%	89%	88%	84%	78%	85%	88%
Planning and development news	85%	85%	85%	91%	89%	83%	70%	86%	82%
How to get things done with Council	85%	83%	86%	88%	84%	85%	79%	88%	79%
New initiatives of Council	85%	84%	85%	87%	87%	85%	77%	86%	82%
Local achievers	58%	53%	64%	61%	58%	53%	59%	55%	66%
Local sporting updates	45%	42%	48%	52%	45%	40%	37%	42%	51%
Other	4%	6%	3%	2%	8%	4%	4%	3%	6%

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Services available to you	92%	95%	84%	98%	93%	91%
Service updates (roadworks, verge mowing)	88%	97%	87%	90%	88%	94%
How rates are being spent	82%	89%	93%	81%	92%	92%
Community events	80%	91%	83%	85%	91%	90%
Planning and development news	86%	90%	85%	80%	82%	83%
How to get things done with Council	83%	85%	88%	87%	87%	84%
New initiatives of Council	84%	89%	84%	81%	84%	84%
Local achievers	60%	66%	61%	52%	57%	47%
Local sporting updates	46%	50%	26%	54%	48%	40%
Other	4%	5%	2%	3%	3%	6%

Significantly higher/lower percentage (by group)

Facilities Visited

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

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Parks, reserves & playgrounds	82%	85%	80%	94%	88%	71%	65%	80%	88%
Sportsgrounds and ovals	60%	61%	58%	68%	71%	51%	38%	58%	64%
Playford Libraries	50%	44%	56%	53%	52%	40%	54%	47%	57%
Playford Civic Centre/Shedley Theatre	48%	42%	53%	48%	53%	40%	50%	47%	49%
Elizabeth Aquadome	36%	33%	39%	44%	48%	26%	16%	35%	39%
Stretton Centre	25%	24%	25%	33%	25%	16%	19%	28%	18%
John McVeity Centre	20%	18%	22%	29%	18%	14%	13%	16%	29%
Skate parks	18%	17%	19%	27%	19%	10%	7%	17%	20%
Playford Food Co-Operative	17%	14%	20%	24%	18%	10%	10%	12%	28%
Northern Sound System	15%	16%	14%	27%	9%	9%	4%	11%	24%
Grenville Community Hub	13%	11%	15%	11%	4%	12%	30%	12%	16%
Elizabeth Rise Community Centre	6%	6%	6%	7%	6%	3%	8%	6%	7%
None of these	6%	5%	6%	2%	4%	12%	8%	6%	4%

Significantly higher/lower percentage (by group)

Facilities Visited

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

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Parks, reserves & playgrounds	85%	92%	82%	81%	69%	71%
Sportsgrounds and ovals	65%	64%	58%	61%	59%	43%
Playford Libraries	53%	48%	51%	52%	51%	41%
Playford Civic Centre/Shedley Theatre	42%	48%	39%	60%	52%	53%
Elizabeth Aquadome	37%	43%	48%	31%	27%	23%
Stretton Centre	33%	26%	28%	18%	17%	12%
John McVeity Centre	22%	25%	13%	28%	10%	13%
Skate parks	29%	16%	11%	17%	14%	7%
Playford Food Co-Operative	21%	15%	9%	25%	17%	10%
Northern Sound System	16%	20%	13%	13%	9%	11%
Grenville Community Hub	13%	12%	9%	11%	25%	13%
Elizabeth Rise Community Centre	8%	8%	2%	6%	5%	5%
None of these	5%	3%	7%	4%	7%	10%

Significantly higher/lower percentage (by group)

Strategic Priorities

Q6.   *Council would like to know your level of support for the following 6 strategic priorities to make sure they align with community need.*

	Overall 2017	Male	Female	18-34	35-49	50-64	65+	Ratepayer	Non-ratepayer
Development of the Lyell McEwin Health Precinct	4.63	4.53	4.72	4.58	4.73	4.48	4.77	4.64	4.59
Development of Elizabeth CBD	4.17	4.05	4.28	4.26	4.12	4.05	4.21	4.11	4.31
Development of Playford Sports Precinct	3.80	3.66	3.94	3.84	3.69	3.78	3.92	3.74	3.94
City presentation and appearance	4.21	4.07	4.34	4.10	4.26	4.25	4.30	4.22	4.19
Sustaining & establishing an advanced manufacturing industry	4.35	4.34	4.37	4.24	4.28	4.46	4.56	4.43	4.17
Reducing Council rates for businesses	3.88	3.73	4.03	3.80	3.64	4.11	4.09	3.88	3.89

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6
Development of the Lyell McEwin Health Precinct	4.63	4.65	4.56	4.59	4.61	4.69
Development of Elizabeth CBD	3.99	4.28	4.12	4.16	4.41	4.36
Development of Playford Sports Precinct	3.79	3.82	3.48	3.92	3.84	3.95
City presentation and appearance	4.02	4.34	4.18	4.22	4.40	4.34
Sustaining & establishing an advanced manufacturing industry	4.30	4.47	4.29	4.23	4.42	4.46
Reducing Council rates for businesses	4.00	3.83	3.60	3.81	4.06	3.93

Scale: 1 = not at all supportive, 5 = completely supportive
Significantly higher/lower level of support (by group)

Smart and Connected Community

Q6a.   *Council is working to transform Playford into a Smart City, Connected Community. What does a smart and connected community mean to you?*

Response	%
Council is meeting specific local needs/responsive to feedback	5%
Emphasis on education/training	4%
New and improved services/facilities	4%
A positive/important action making the future better	3%
Community pride and connectedness	3%
Well planned development/infrastructure	3%
A safer environment	2%
Better management of funds/reduced rates	2%
Better transport system	2%
Environmental awareness	2%
Improved Council efficiencies	2%
More social events/spaces	2%
Support for youth	2%
Adequate roads	1%
Equality for all people/towns within Playford	1%
Happy/vibrant/helpful community	1%
Housing availability/affordability	1%
Improved reputation/image of the area	1%
Inclusive/accepting community	1%
Nice area to live	1%
Easy lifestyle	<1%
A better balance of society and community	<1%
Accountability	<1%
Adaptability	<1%
Better use of batteries in houses	<1%
Booklets for new residents detailing local services	<1%
Family friendly	<1%
Having a variety of choices	<1%
Improved health of residents	<1%
Managing population growth	<1%
More control over people	<1%
Support for volunteers	<1%
Don't know/nothing	20%

Continued Residence in the City of Playford

Q7b.   Do you intend to continue to live in the City of Playford for the next 5 years? (please specify why)

Yes – reason (81%)	Count
Anticipating growth/changes to the area	5
Recently moved to the area	4
Partner will not move	3
Climate/air quality	2
Don't like moving	2
Innovative/efficient Council	2
Children involved with sport	1
City layout is good	1
Intend to eventually move	1
Looking to downsize in the area	1
No other housing options around	1
Not physically capable of moving due to disability	1
Sense of ownership over the area	1
Signed a lease	1
Study commitments	1
Don't know	3

No – reason (16%)	Count
Dissatisfied with schools in the area	1
Feel disconnected from community	1
Moving back to where I came from	1
Moving for family	1
Old age/will not be around in 5 years	1

Appendix B -
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
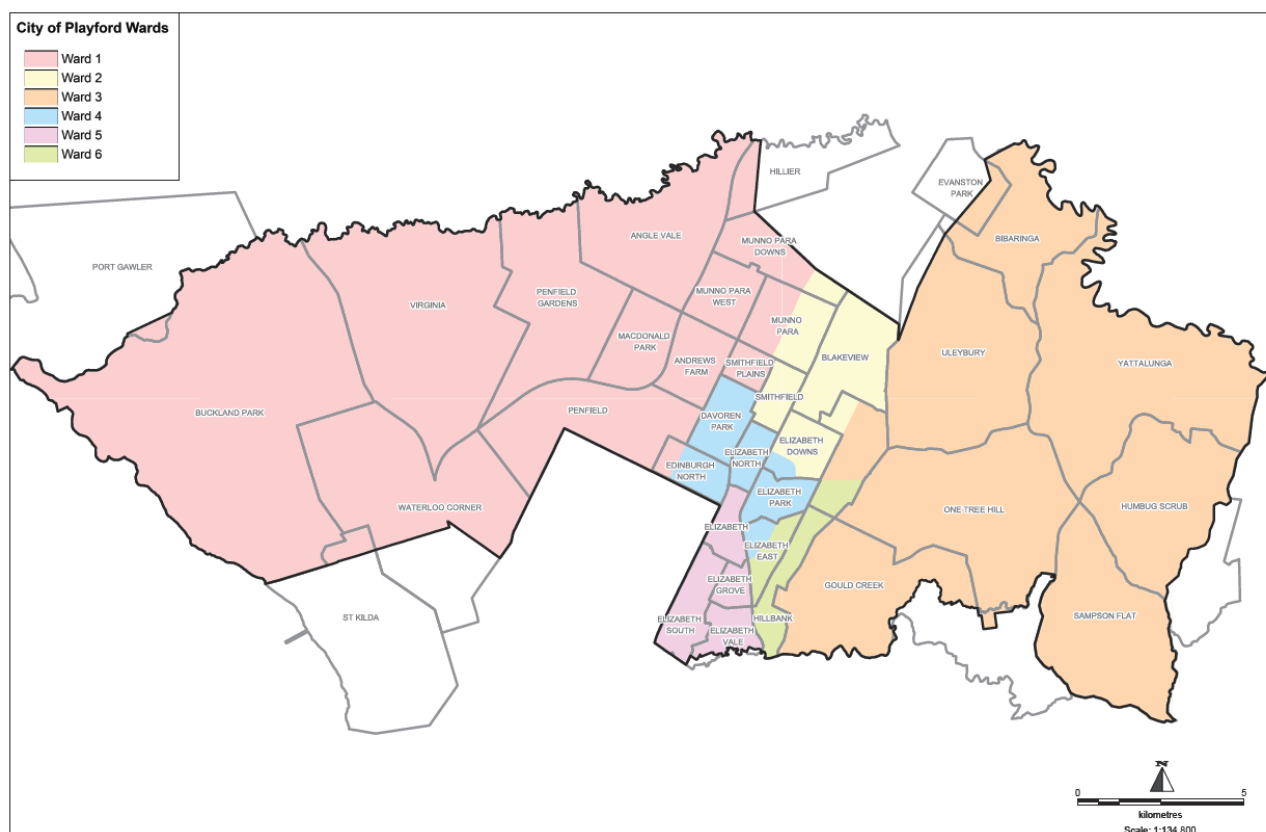
Appendix C - Questionnaire

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 made contact with City of Playford staff was it by: *Prompt*

- O 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*

	Completely Disagree				Completely agree	(If rated 1 or 2) May I ask why?
	1	2	3	4	5	
City of Playford was easy to do business with	O	O	O	O	O	………………
Staff are knowledgeable, helpful and competent	O	O	O	O	O	………………
I was satisfied with the amount of time it took to get service	O	O	O	O	O	………………
Staff followed through on my request/enquiry	O	O	O	O	O	………………
Staff provided me with all I needed to know in relation to my enquiry	O	O	O	O	O	………………

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

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

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

- ○ By phone
- ○ By email
- ○ By SMS
- ○ In writing
- ○ At the counter
- ○ Online – online chat/self-service
- ○ Online - social media
- ○ Via an Elected Member
- ○ Other (please specify)…………………………………..

Q1g. **What tasks do you like to do online? Please answer yes or no as I read each one.** *Prompt*

- ○ Make a payment
- ○ Make a booking
- ○ Submit an application
- ○ Request a service (e.g. new bin, change details)
- ○ Report a problem
- ○ Make a general enquiry
- ○ Give feedback on council initiatives and plans
- ○ I don't want to do any tasks online
- ○ I don't have access/know how to use the internet
- ○ 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*

- ○ Council publication 'Playford News' (previously known as 'North Is Up')
- ○ Council website
- ○ Social media
- ○ Local press (Messenger & Bunyip)
- ○ Letters (including rates notice)
- ○ Council staff
- ○ Elected Members
- ○ Brochures/Flyers/Signage
- ○ Word of mouth
- ○ Other (please specify)…………………………………..

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

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

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

- How rates are being spent
- Community events
- New initiatives of Council
- Local achievers
- Local sporting updates
- Service updates (roadworks, verge mowing)
- Services available to you
- Planning and development news
- How to get things done with Council – i.e. hard waste collection, noisy dogs etc.
- 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 **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **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 **1**	**2**	**3**	**4**	**High** **5**	**Low** **1**	**2**	**3**	**4**	**High** **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, Carols, 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 & healthy lifestyle programs)	O	O	O	O	O	O	O	O	O	O	O
Providing training and employment opportunities	O	O	O	O	O	O	O	O	O	O	O
Wi-Fi within Council facilities and parks	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 of Council's strategies and plans	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

Presentation of the City of Playford

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   None of these

Section D - City of Playford Strategic Priorities

Q6. **Council would like to know your level of support for the following 6 strategic priorities to make sure they align with community need. Please indicate how supportive you are of 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

Q6a. **In July 2016, the City of Playford updated its Strategic Plan to become more agile, capable and better at prioritising the changing needs of the community. Council knows they must be open to new ideas and innovations, and in response, Council is working to transform Playford into a Smart City, Connected Community.**
What does a smart and connected community mean to you?

……

Section E - Living in Playford

Q7a. **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.**
I am proud to live in the City of Playford

- O   5 - Completely agree
- O   4
- O   3
- O   2
- O   1 - Completely disagree

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

- O   Yes   (please specify why)………………………………………………………………
- O   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.

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

Q10.   Which country were you born in?

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

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

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

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

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

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

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

Q14.   Gender (determine by voice):

- ○   Male
- ○   Female

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

- ○   Yes
- ○   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.