City of Playford

2019 Resident Satisfaction Survey

Prepared by: Micromex Research
Date: August 2019

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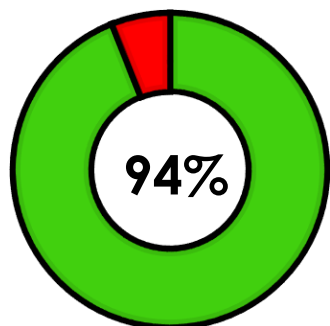
Summary and Recommendations

Summary of Results – Quick Stats

94% of residents are at least 'somewhat satisfied' with the overall performance of Council over the last 12 months

Residents are at least moderately satisfied with

39 out of 40

Council services/facilities

91% of residents are at least 'somewhat satisfied' with the presentation of the City of Playford

70% of respondents 'completely agree'/'agree' with the statement 'I am proud to live in the City of Playford'

81% of residents plan to continue living in the City of Playford in the next 5 years

63% of residents at least 'somewhat satisfied with the 'value for money for the rates paid'

Key Drivers of Overall Satisfaction with Council

Being open & accountable to the community
14.5%

Council provide value for money for the rates paid
12.2%

Community input to Council decision-making
6.2%

Representation by Elected Members
4.8%

Managing growth and major urban developments
4.8%

Contact with Council

86% of those who contacted Council were at least somewhat satisfied with Council's level of customer service

Residents prefer to contact Council via…

58% Phone   21% Email

82% of residents are at least 'somewhat satisfied' with the level of communication Council has with the community

Residents prefer Council to communicate via…

45% Post   33% Email

Summary and Recommendations

Summary

Residents of the City of Playford are proud and connected to where they live, with strong intentions of continuing to live in the area.

Residents are satisfied with the performance of Council over the last 12 months, with 94% of residents at least 'somewhat satisfied' with Council, overall.

Residents expressed at least moderate levels of satisfaction with Council's delivery on 39 of the 40 rated services and facilities. Of the 28 comparable services and facilities, Council performed favourably against the Micromex LGA Benchmark, with only one service area scoring 10% below the normative data.

Despite a softening in satisfaction levels with the key performance indicators; 'overall satisfaction with Council', 'overall satisfaction with Council's level of customer service' and 'presentation of the City', the results have remained strong and in line with the 2017 findings.

The key drivers of overall satisfaction with Council are very heavily centred on Council's management and communication with the community. The services and facilities within the 'Accountability, Advocacy and Management' service area account for over 50% of residents' overall satisfaction with Council. The top 2 drivers of satisfaction, 'being open & accountable to the community' and 'Council provide value for money for the rates paid' have both increased in contribution in 2019 and are key barriers influencing current satisfaction levels.

Residents in 2019 expressed significantly lower satisfaction with the level of communication Council has with the community and lower levels of trust that 'Council is doing its best for the City of Playford'. These findings are further supportive of residents' key drivers of overall satisfaction and likely the product of the recent rate variation in the LGA.

Recommendations

The results have shown that City of Playford should look to address resident expectations and/or more actively inform residents of Council's position in the following areas:

- Further investigate the community's expectations regarding communication and consultation. Specifically, identify the type and frequency of communication residents most desire
- Widely provide and promote opportunities for community consultation
- Continue to promote and communicate Council's engagement principles/practices to the community
- Encourage transparency by communicating with residents how Council decisions are made and the way in which the community's feedback/input has been incorporated into decision making
- Clearly outline and communicate to the community current plans and strategies for the local area, particularly in regards to how revenue raised from the recent rate variation will be used to benefit the LGA

Background and Methodology

Background and Methodology

City of Playford 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 the community's level of agreement with prompted statements surrounding community pride/connectedness
- Identifying methods of communication and engagement with Council
- Comparing results to research conducted in 2018 in order to identify changes/trends

To facilitate this, Micromex Research updated the 2018 survey template, enabling 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 C.

Data collection

The survey was conducted during the period 6th July – 13th July 2019 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Survey area

City of Playford Local Government Area.

Sample selection and error

A total of 600 resident interviews was completed.

467 of the 600 respondents were selected by means of a computer based random selection process using the Electronic White Pages and SamplePages. The remaining 133 respondents were 'number harvested' via face-to-face intercept at a number of areas around the City of Playford LGA, i.e. Elizabeth Train Station, Smithfield Train Station, Blakes Crossing Shopping Centre, Angle Vale Shopping Centre and Farmers Markets.

A sample size of 600 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=600 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.

Significance difference testing is a statistical test performed to evaluate the difference between two measurements. 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.

Within the report, ▲▼ and blue and red font colours are used to identify statistically significant differences between groups, i.e., gender, age, ratepayer status and Ward.

Ratings questions

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

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

Note: Only respondents who rated services/facilities a 4 or 5 in importance were asked to rate their satisfaction with that service/facility.

Top Box Scores

References to top box scores (T2B/T3B) have been used to analyse ratings questions. Following is an explanation:

Importance – Top 2 Box (Very important/Important)
Satisfaction – Top 3 Box (Very satisfied/Satisfied/Somewhat satisfied)

Percentages

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

Micromex LGA Benchmark

Micromex has worked for over 90 LGAs in the last 10 years and conducted over 70 community satisfaction surveys since 2016. We have compared City of Playford results against those of the developed Council Benchmarks based on over 30,000 interviews.

Sample Profile

Sample Profile

Gender

Male 49%   Female 51%

Age

35%   25%   23%   17%

■ 18-34   ■ 35-49   ■ 50-64   ■ 65+
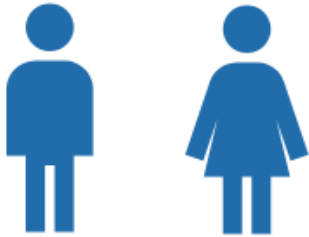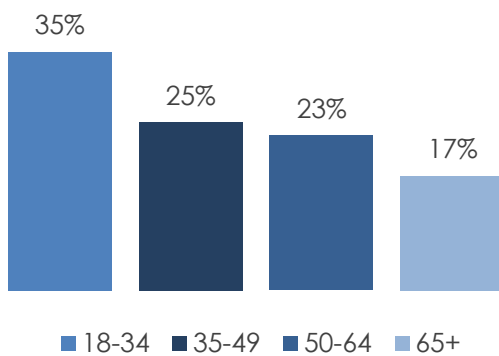
Country of birth

Overseas 22%   Australia 78%

Time Lived in the Area

6%   9%   19%   24%   42%

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

Household Status

Married/de facto with children	41%
Married/de facto with no children	21%
Single with no children	14%
Living at home with parents	10%
Single parent with children	8%
Group household	3%
Extended family household (multiple generations)	3%
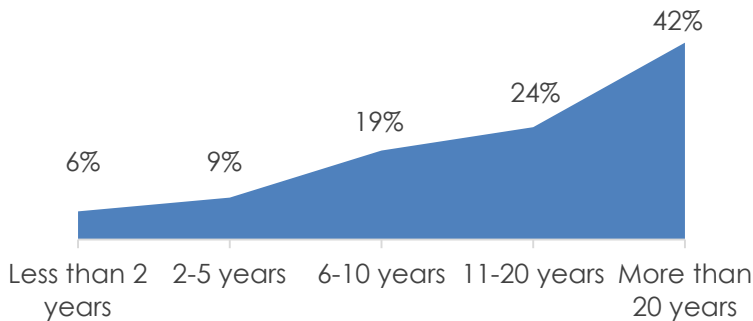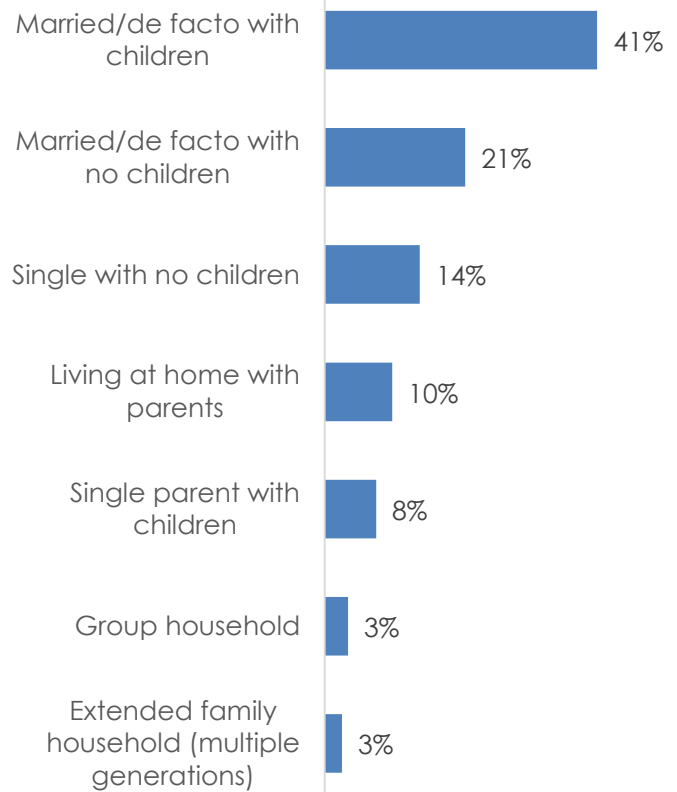
Ratepayer status

Ratepayer 72%

Lease   Non-ratepayer 28%

A sample size of 600 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

Residents expressed a high degree of satisfaction with the performance of the City of Playford, with 94% of residents at least 'somewhat satisfied' with Council overall.

The results have remained on par with the 2018 research and higher than the Micromex LGA Benchmark normative data.

Q9.   *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?*

T3B Satisfaction Scores

	2019	2018	2017	2016
	94%	95%	94%	93%
Mean ratings	3.72	3.81	3.68	3.76
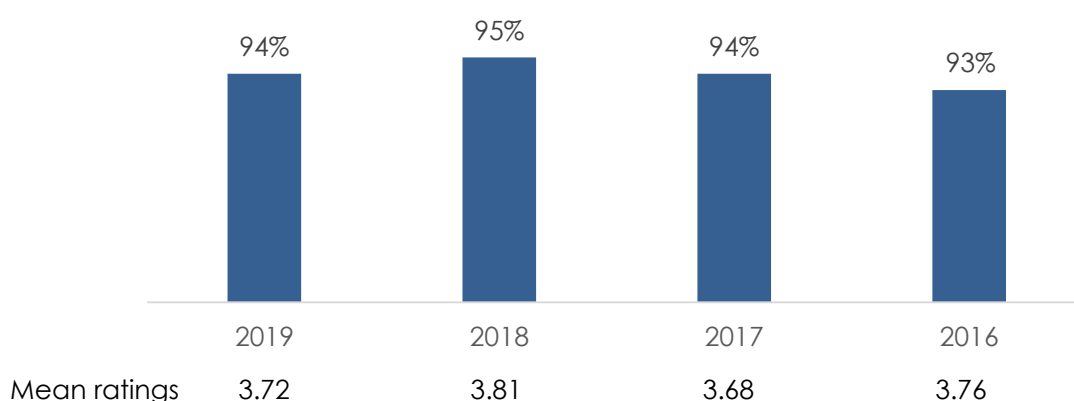
Micromex LGA Benchmark	City of Playford	Metro Benchmark	Regional Benchmark
Mean ratings	3.72▲	3.54▼	3.37▼
T3B Satisfaction	94%	89%	84%

Scale: 1 = not at all satisfied, 5 = very satisfied
▲▼ = A significantly higher/lower level of satisfaction (compared to the Benchmark)

	2019 N=600	Micromex LGA Benchmark - Metro N=13,897
Very satisfied	13%	11%
Satisfied	54%	46%
Somewhat satisfied	27%	32%
Not very satisfied	4%	8%
Not at all satisfied	2%	3%
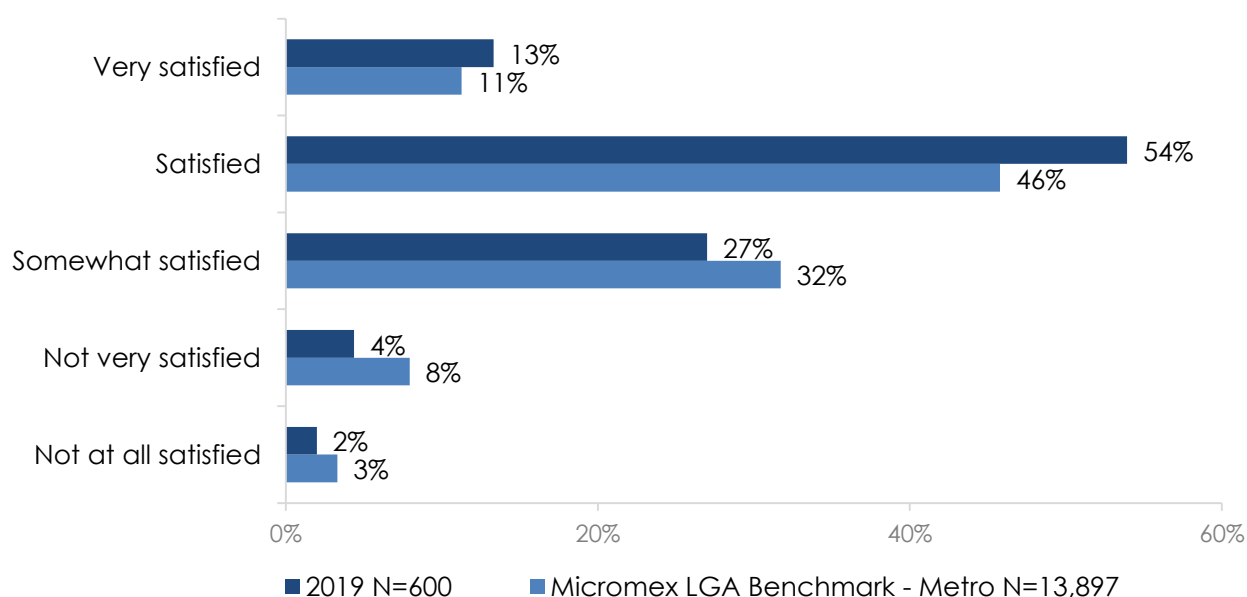
Key Findings

Overview (Overall satisfaction Cont'd)

	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Satisfaction mean ratings	3.72	3.81	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%	74%	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
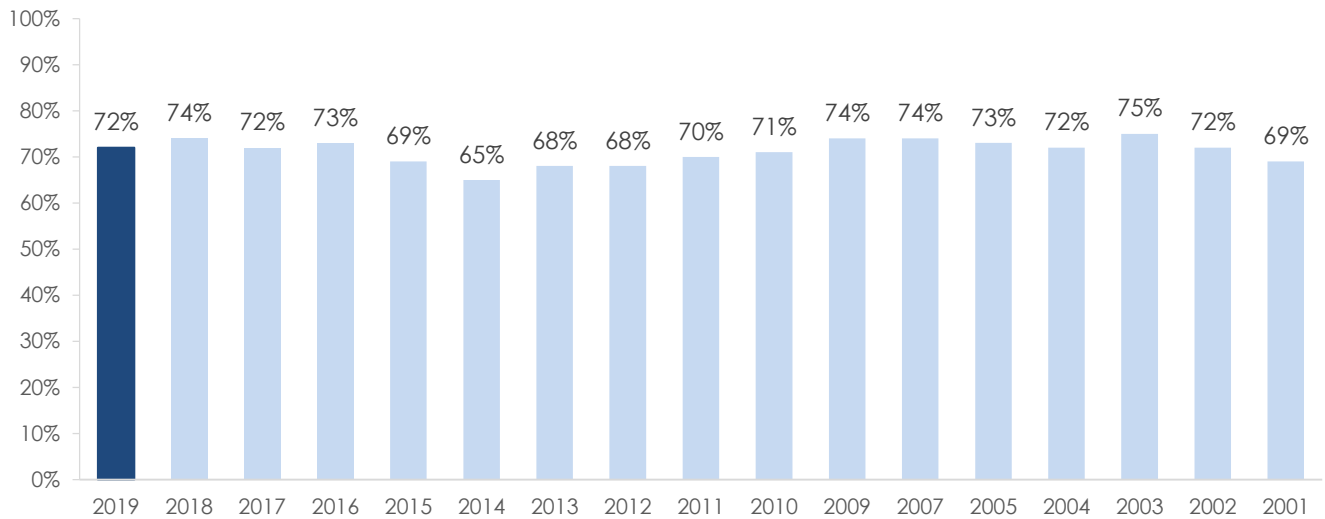
Key Findings

Key Performance Indicators – Year-on-Year Change

Summary

In 2019 resident satisfaction with Council overall, 'Council's level of customer service', the 'presentation of the City' and 'planning for the future' was in the range moderate to moderately high.

Despite a softening in satisfaction levels in 2019, the 7 key performance indicators remain relatively on par with the 2018 and 2017 results.

Whilst still high, residents' overall satisfaction with 'Council's level of customer service' decreased significantly in 2019.

Measure	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Overall satisfaction with Council	3.72	3.81	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	3.89▼	4.18	3.83	3.95	3.76	3.90	3.90	4.00	3.80	3.60
Presentation of the City	3.61	3.67	3.56	3.64	3.57	3.50	3.45	3.45	3.35	N/A
Planning for the future	3.66	3.65	3.55	3.56	3.55	3.30	3.45	3.45	3.50	2.90
Being open and accountable to the community	3.22	3.38	3.36	3.25	3.32	3.00	3.25	3.20	3.30	2.85
Community input to Council decision-making	3.16	3.30	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	2.97	3.11	2.98	2.94	3.00	2.60	2.85	2.65	2.80	2.85

	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2007	2005	2004	2003	2002	2001
Overall satisfaction with Council	3.72	3.81	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 year)

Note: Due to a change in methodology, mean scores taken from 2014 and earlier were recalculated to fit a 5-point scale in order to make comparisons.

Key Findings

Overview (Strategic Priorities)

Summary

Residents' support for all 6 strategic priorities is high, with more than 87% of respondents at least 'somewhat supportive' of all priority areas.

Support was strongest for 'development of the Lyell McEwin Health Precinct' and 'supporting opportunities for new industries and jobs', with 97% of residents at least 'somewhat supportive'.

Whilst in 2019 support remained high, residents indicated a lower level of support for all strategic priorities, particularly 'supporting opportunities for new industries and job', 'development of the Elizabeth CBD' and 'development of Playford sports precinct'.

Q6b.   Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs. 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.

Priority	Distribution	2019	2018
Development of the Lyell McEwin Health Precinct	1% / 2% / 4% / 15% / 78%	4.67 N=598	4.75 N=598
Supporting opportunities for new industries and jobs	1% / 1% / 8% / 17% / 72%	4.58▼ N=596	4.68 N=598
City presentation and appearance	2% / 1% / 14% / 32% / 51%	4.28 N=597	4.38 N=599
Development of Elizabeth CBD	4% / 4% / 20% / 24% / 48%	4.08▼ N=595	4.33 N=598
Reducing council rates for businesses	7% / 6% / 19% / 22% / 46%	3.94 N=593	4.03 N=598
Development of Playford Sports Precinct	5% / 8% / 24% / 29% / 34%	3.80▼ N=591	3.98 N=596

Legend: ☐ Not at all supportive   ☐ Not very supportive   ☐ Somewhat supportive   ☐ Supportive   ☐ Completely supportive
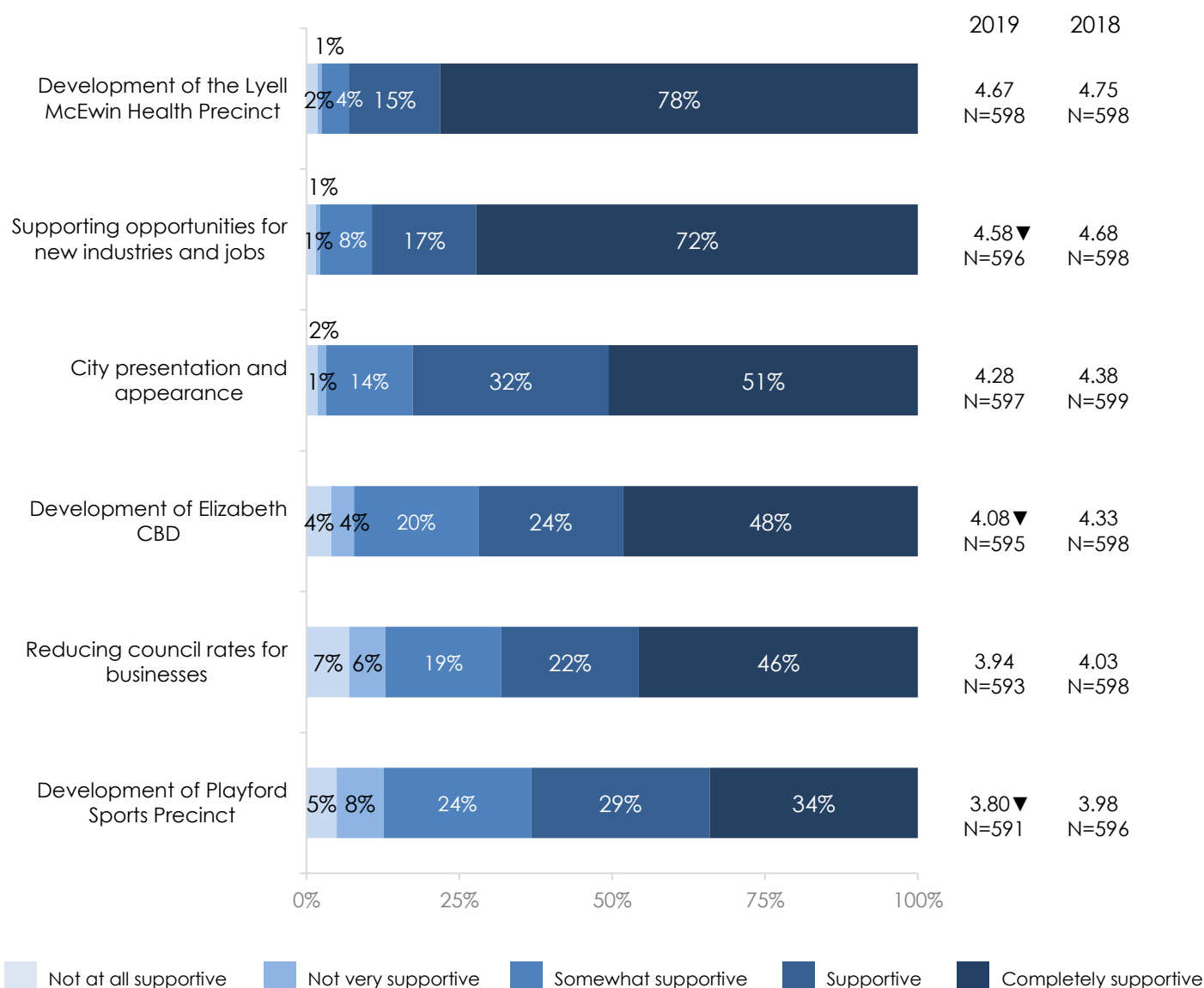
Scale: 1 = not at all supportive, 5 = completely supportive
▲▼ = significantly higher/lower level of support (by year)

Key Findings

Overview (Overall Satisfaction with Council's Level of Customer Service)

Summary

86% of residents who had contacted Council in the last 12 months were at least 'somewhat satisfied' with the customer service received.

Whilst the results have shown a decline compared to 2018, residents' satisfaction remains high and in line with the results recorded in 2017.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.89▼	4.18	3.83	3.67	4.10▲	3.77	3.90	3.98	3.90

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.86	4.01	3.81	4.00	3.76	4.18	3.69

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

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

Key Findings

Overview (Satisfaction with Level of Communication Council has with the Community)

Summary

82% of residents are at least 'somewhat satisfied' with the level of communication City of Playford has with the community.

Comparisons with the 2018 results have seen a decline in residents' satisfaction with the level of communication Council has with the community.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.40▼	3.55	3.55	3.35	3.44	3.43	3.37	3.35	3.43

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.35	3.54	3.33	3.44	3.30	3.45	3.46

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

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

	2019 N=600	2018 N=601
Very satisfied	11%	12%
Satisfied	43%	46%
Somewhat satisfied	28%	32%
Not very satisfied	10% ▲	6%
Not at all satisfied	8% ▲	4%

Key Findings

Overview (Satisfaction with the Presentation of City of Playford)

Summary

Overall satisfaction with the presentation of the City remains on a par with the 2018 results, with 91% of residents at least 'somewhat satisfied' with Council's delivery on this measure.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.61	3.67	3.56	3.67	3.54	3.45▼	3.75	3.65	3.68

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.55	3.76▲	3.45▼	3.56	3.60	3.72	3.83▲

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

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

Key Findings

Overview (Level of Trust that Council is doing its best for City of Playford)

Summary

83% of residents hold a degree of trust that Council is doing its best for City of Playford.

Residents' level of trust in Council has declined in 2019, with the results seeing a greater proportion of residents selecting 'not at all trustworthy' compared to in 2018 (7% cf. 3%)

Q7a. *To what degree do you trust Council is doing its best for the City of Playford? Please answer on a scale of 1 to 5, where 1 means not at all trustworthy and 5 means completely trustworthy.*

	Overall 2019	Overall 2018	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.37▼	3.55	3.30	3.44	3.38	3.30	3.29	3.59▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.26▼	3.71	3.20	3.30	3.27	3.56	3.65▲

Scale: 1 = not at all trustworthy, 5 = completely trust

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

Key Findings

Overview (Agreement with the statement 'I am proud to live in the City of Playford')

Summary

Residents of the City of Playford continue to be proud to live in the LGA, with 70% of residents stating that they 'completely agree' or 'agree' and only 7% disagreeing with the statement.

Q8a.   To what extent do you agree or disagree with the following? 'I am proud to live in the City of Playford'

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.99	4.06	3.98	3.96	4.02	3.77▼	3.93	4.07	4.40▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.96	4.07	3.81▼	4.02	4.02	4.00	4.19▲

Scale: 1 = completely disagree, 5 = completely agree

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

Completely agree: 2019 37%, 2018 43%
Agree: 2019 33%, 2018 31%
Neither agree nor disagree: 2019 23%, 2018 19%
Disagree: 2019 5%, 2018 4%
Completely disagree: 2019 2%, 2018 3%

■ 2019 N=600   ■ 2018 N=601

Key Findings

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. The following analysis identifies the key importance and satisfaction trends when compared to the 2018 research.

Key Importance Trends

Compared to the previous research conducted in 2018, there were significant **decreases** in residents' levels of **importance** for 21 of the comparable 39 services and facilities provided by Council, these were:

	2019	2018
Planning for the future	4.66	4.76
Rapid response service	4.60	4.71
Removal of illegally dumped rubbish	4.60	4.74
Adequate stormwater drainage	4.55	4.68
Council provide value for money for the rates paid	4.55	4.67
Presentation of parks and reserves	4.48	4.66
Enforcement of local laws	4.48	4.63
Condition of local streets	4.48	4.59
Health initiatives	4.46	4.59
Providing training and employment opportunities	4.45	4.69
Hard waste collection	4.44	4.58
Managing growth and major urban developments	4.39	4.53
Supporting business and industry development	4.37	4.57
Availability of community services	4.35	4.51
Removal of graffiti	4.26	4.45
Presentation of ovals and sports grounds	4.24	4.39
Access to community venues	4.19	4.33
Condition of footpaths	4.18	4.37
Providing support & facilities for sporting clubs	4.15	4.31
Representation by Elected Members	4.12	4.30
Planning and building advice & assessment	4.08	4.23

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

Key Satisfaction Trends

Over the same period there was a decline in residents' levels of **satisfaction** across 3 of the comparable 39 services and facilities provided by Council, these were:

	2019	2018
Supporting local community development	3.72	3.86
Supporting business and industry development	3.58	3.74
Adequate stormwater drainage	3.47	3.65

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

Key Findings

Importance

The following services/facilities received the highest importance ratings:

Top 5 for Importance	
Public health & safety	4.75
Being open & accountable to the community	4.70
Kerbside waste collection	4.69
Planning for the future	4.66
Safety of playgrounds	4.62

The following services/facilities received the lowest importance ratings:

Bottom 5 for Importance	
Condition of bicycle paths	3.33
Wi-Fi within Council facilities and parks	3.43
Council events	3.87
Presentation of landscapes verges	3.94
Presentation of street verges	4.01

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

Satisfaction

The following services/facilities received the highest satisfaction ratings:

Top 5 for Satisfaction	
Kerbside waste collection	4.36
Immunisation service	4.35
Library service	4.33
Presentation of ovals and sports grounds	4.14
Council events	4.11

The following services/facilities received the lowest satisfaction ratings:

Bottom 5 for Satisfaction	
Council provide value for money for the rates paid	2.97
Condition of rural roads	3.15
Community input to Council decision-making	3.16
Condition of local streets	3.17
Condition of footpaths	3.17
Removal of illegally dumped rubbish	3.17

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

Key Findings

Comparison to Previous Research – All services/facilities

Service/Facility	Importance		Satisfaction	
	2019	2018	2019	2018
Condition of footpaths	4.18▼	4.37	3.17	3.28
Condition of bicycle paths	3.33	3.39	3.42	3.50
Presentation of street verges	4.01	4.13	3.20	3.25
Presentation of landscapes verges	3.94		3.29	
Condition of street kerbs	4.10	4.19	3.37	3.45
Presentation of street trees	4.10	4.12	3.50	3.43
Condition of local streets	4.48▼	4.59	3.17	3.24
Adequate stormwater drainage	4.55▼	4.68	3.47▼	3.65
Condition of rural roads	4.24	4.33	3.15	3.28
Removal of illegally dumped rubbish	4.60▼	4.74	3.17	3.14
Removal of graffiti	4.26▼	4.45	3.68	3.54
Presentation of parks and reserves	4.48▼	4.66	3.93	3.92
Safety of playgrounds	4.62	4.71	3.95	3.93
Presentation of ovals and sports grounds	4.24▼	4.39	4.14	4.06
Rapid response service	4.60▼	4.71	3.85	3.87
Public health & safety	4.75	4.80	3.82	3.82
Immunisation service	4.53	4.58	4.35	4.27
Enforcement of local laws	4.48▼	4.63	3.66	3.65
Kerbside waste collection	4.69	4.75	4.36	4.35
Hard waste collection	4.44▼	4.58	4.10	4.12
Protecting & improving native vegetation and biodiversity	4.33	4.40	3.81	3.77
Support for volunteer programs	4.28	4.38	3.91	3.98
Supporting business and industry development	4.37▼	4.57	3.58▼	3.74
Planning and building advice & assessment	4.08▼	4.23	3.62	3.69
Access to community venues	4.19▼	4.33	4.02	4.02
Council events	3.87	3.99	4.11	4.04
Library service	4.14	4.23	4.33	4.27
Providing support & facilities for sporting clubs	4.15▼	4.31	3.94	3.99
Availability of community services	4.35▼	4.51	3.76	3.83
Supporting local community development	4.35	4.42	3.72▼	3.86
Health initiatives	4.46▼	4.59	3.86	3.87
Providing training and employment opportunities	4.45▼	4.69	3.34	3.36
Wi-Fi within Council facilities and parks	3.43	3.52	3.69	3.62
Planning for the future	4.66▼	4.76	3.66	3.65
Managing growth and major urban developments	4.39▼	4.53	3.49	3.62
Being open & accountable to the community	4.70	4.77	3.22	3.38
Community input to Council decision-making	4.49	4.58	3.16	3.30
Council provide value for money for the rates paid	4.55▼	4.67	2.97	3.11
Communication on Council's strategies and plans	4.23	4.31	3.22	3.30
Representation by Elected Members	4.12▼	4.30	3.33	3.30

Scale: 1 = not at all important/not at all satisfied, 5 = very important/very satisfied
▲▼= A significantly higher level of importance/satisfaction (by year)

Key Findings

The following table shows the hierarchy of the 40 services/facilities ranked by the top 2 box importance ratings, as well as residents' corresponding top 3 box satisfaction ratings. The service/facility ranked most important by residents is public health & safety, with a top 2 box importance score of 96%. For the most part, the majority of services/facilities provided by Council are deemed highly important, with only 8 measures falling below a 75% T2B rating. This is why further analysis is needed to determine the services/facilities that *actually drive* overall satisfaction with Council.

Service/Facility (Ranked by importance)	Importance T2B	Satisfaction T3B
Public health & safety	96%	91%
Kerbside waste collection	94%	94%
Planning for the future	93%	87%
Removal of illegally dumped rubbish	93%	69%
Being open & accountable to the community	92%	71%
Adequate stormwater drainage	91%	77%
Safety of playgrounds	91%	92%
Presentation of parks and reserves	90%	92%
Rapid response service	90%	91%
Condition of local streets	89%	73%
Council provide value for money for the rates paid	89%	63%
Community input to Council decision-making	88%	75%
Hard waste collection	87%	93%
Health initiatives	87%	91%
Immunisation service	87%	95%
Enforcement of local laws	85%	85%
Providing training and employment opportunities	85%	78%
Supporting local community development	84%	88%
Availability of community services	83%	90%
Managing growth and major urban developments	83%	81%
Protecting & improving native vegetation & biodiversity	83%	90%
Supporting business and industry development	83%	87%
Communication on Council's strategies and plans	81%	76%
Condition of rural roads	80%	71%
Presentation of ovals and sports grounds	80%	94%
Removal of graffiti	80%	84%
Support for volunteer programs	80%	93%
Access to community venues	78%	95%
Providing support & facilities for sporting clubs	77%	94%
Condition of footpaths	76%	71%
Library service	76%	96%
Presentation of street trees	76%	80%
Representation by Elected Members	74%	74%
Condition of street kerbs	73%	78%
Planning and building advice & assessment	73%	86%
Presentation of street verges	72%	72%
Presentation of landscapes verges	68%	73%
Council events	64%	96%
Condition of bicycle paths	51%	76%
Wi-Fi within Council facilities and parks	50%	85%

Comparison to the Micromex LGA Benchmark

By charting residents' top 2 importance scores against the LGA Benchmark scores we can see, for the most part, that the majority of service/facilities provided by City of Playford are deemed equal to, if not more important than Benchmark norms.

Importance T2B – City of Playford Vs Micromex LGA Benchmark – Metro
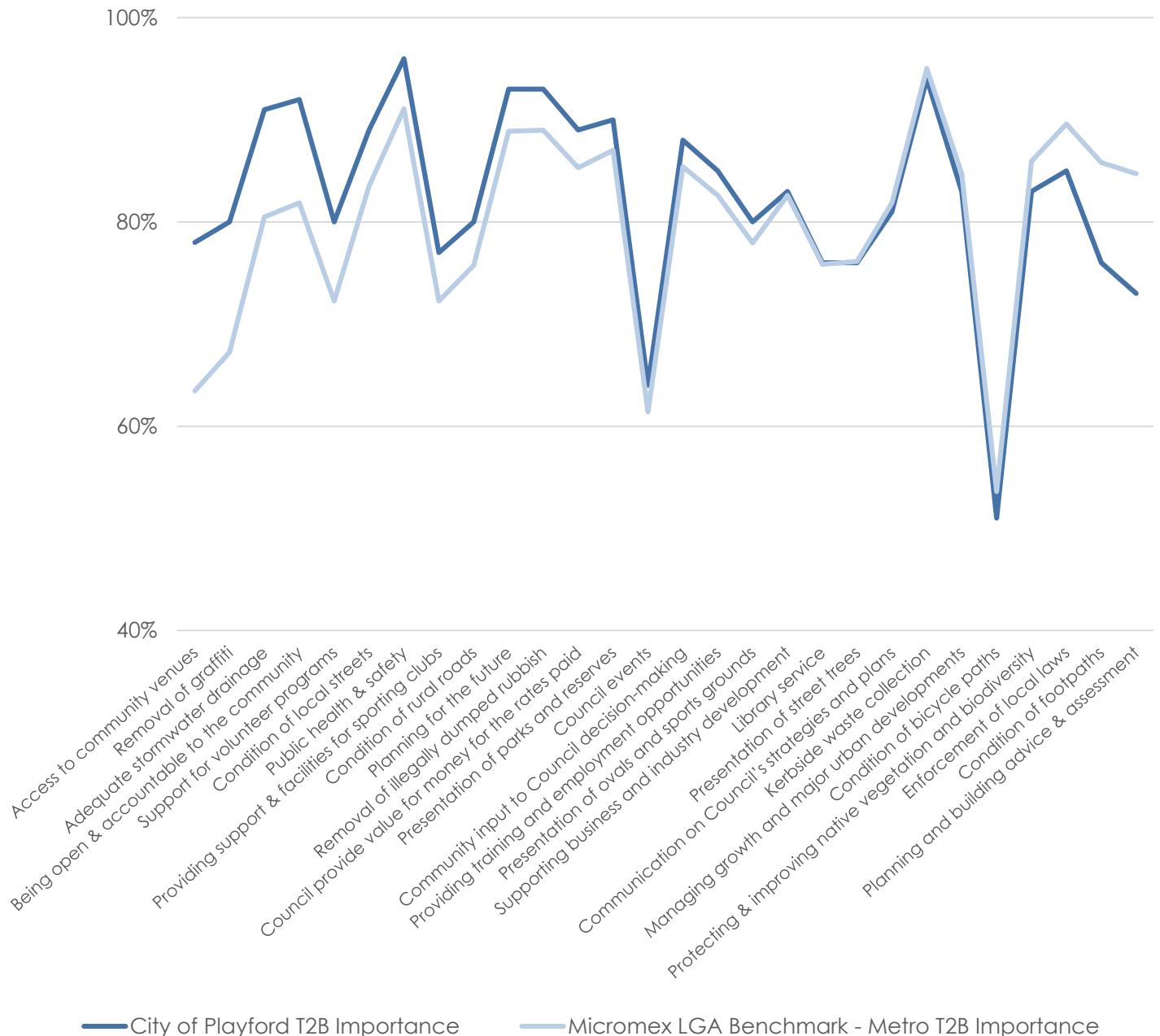
Legend:
— City of Playford T2B Importance
— Micromex LGA Benchmark - Metro T2B Importance

Comparison to the Micromex LGA Benchmark

When viewing the results of the top 3 box satisfaction scores, City of Playford is performing equal to or above the LGA Benchmark for the majority of services/facilities. The table on the following page further analyses the variance between City of Playford T3B satisfaction scores and Benchmark norms.

Satisfaction T3B – City of Playford Vs Micromex LGA Benchmark – Metro

— City of Playford T3B Satisfaction   — Micromex LGA Benchmark - Metro T3B Satisfaction
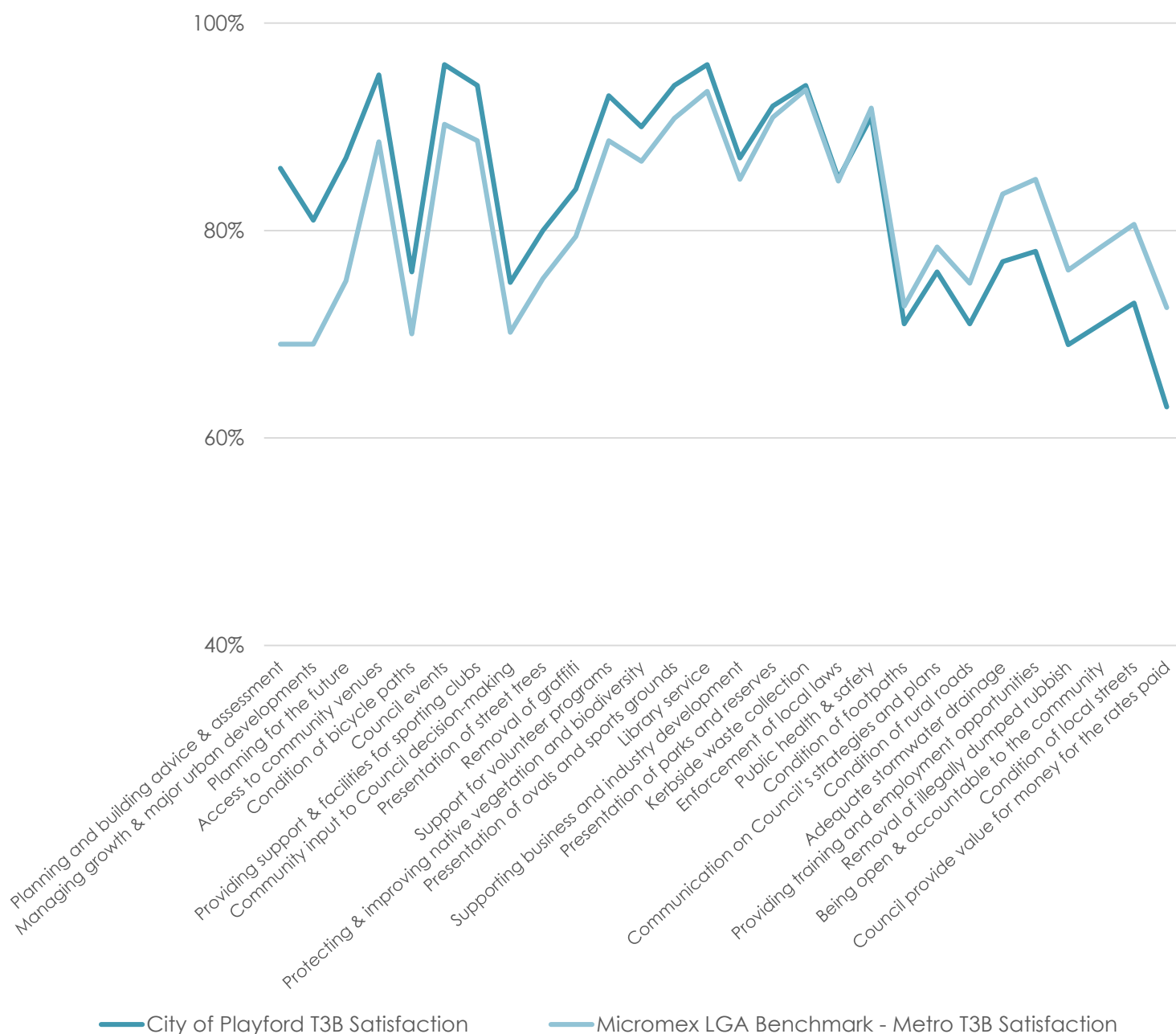
*Providing training and employment opportunities

Comparison to the Micromex LGA Benchmark

The table below shows the variance between City of Playford's top 3 box satisfaction scores and the Micromex LGA Benchmark. We can see that for 18 of the comparable services/facilities, residents' top 3 box scores are higher than, or equal to the Benchmark score. For those that are lower than Benchmark norms, only 1 service, 'Council provide value for money for the rates paid', experienced a variance of ≥10%.

Service/Facility	City of Playford T3B Satisfaction Scores	Micromex LGA Benchmark – Metro T3B Satisfaction Scores	Variance
Planning and building advice & assessment	86%	69%	17%
Planning for the future	87%	75%	12%
Managing growth and major urban developments	81%	69%	12%
Council events	96%	90%	6%
Access to community venues	95%	89%	6%
Condition of bicycle paths	76%	70%	6%
Providing support & facilities for sporting clubs	94%	89%	5%
Removal of graffiti	84%	79%	5%
Presentation of street trees	80%	75%	5%
Community input to Council decision-making	75%	70%	5%
Support for volunteer programs	93%	89%	4%
Library service	96%	93%	3%
Presentation of ovals and sports grounds	94%	91%	3%
Protecting & improving native vegetation and biodiversity	90%	87%	3%
Supporting business and industry development	87%	85%	2%
Presentation of parks and reserves	92%	91%	1%
Kerbside waste collection	94%	94%	0%
Enforcement of local laws	85%	85%	0%
Public health & safety	91%	92%	-1%
Communication on Council's strategies and plans	76%	78%	-2%
Condition of footpaths	71%	73%	-2%
Condition of rural roads	71%	75%	-4%
Providing training and employment opportunities	78%	85%	-7%
Adequate stormwater drainage	77%	84%	-7%
Being open & accountable to the community	71%	78%	-7%
Removal of illegally dumped rubbish	69%	76%	-7%
Condition of local streets	73%	81%	-8%
Council provide value for money for the rates paid	63%	73%	-10%

Key Findings

Identifying Priorities via Specialised Analysis

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 these approaches to analysis, we have been able to:

- Identify and understand the hierarchy of community priorities

- Inform the deployment of Council resources in line with community aspirations

Performance Gap Analysis

Quadrant Analysis

Shapley Regression Analysis

Determine the services/facilities that drive overall satisfaction with Council
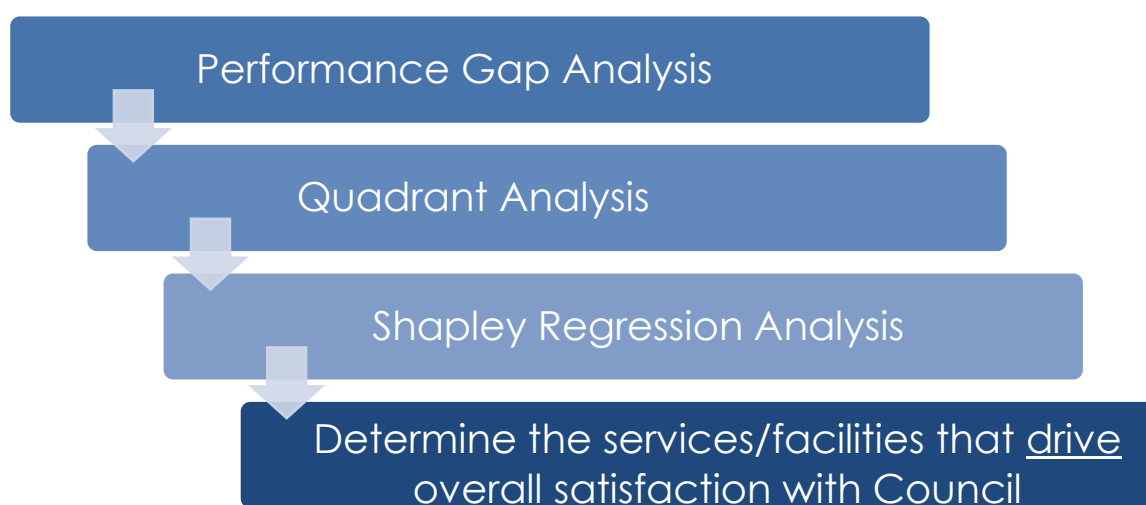
Step 1.   Performance Gap Analysis (PGA)

PGA establishes the gap between importance and satisfaction. This is calculated by subtracting the top 3 satisfaction score from the top 2 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 40 services and facilities that residents rated by importance and then by satisfaction.

When analysing the performance gaps, it is expected that there will be some gaps in terms of resident satisfaction. Those services/facilities that have achieved a performance gap of greater than 25% may be indicative of areas requiring future optimisation.

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	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance-Satisfaction)
1	Council provide value for money for the rates paid	89%	63%	26%
2	Removal of illegally dumped rubbish	93%	69%	24%
3	Being open & accountable to the community	92%	71%	21%
4	Condition of local streets	89%	73%	16%
5	Adequate stormwater drainage	91%	77%	14%
6	Community input to Council decision-making	88%	75%	13%
7	Condition of rural roads	80%	71%	9%
8	Providing training and employment opportunities	85%	78%	7%
9	Planning for the future	93%	87%	6%
10	Public health & safety	96%	91%	5%
10	Communication on Council's strategies and plans	81%	76%	5%
10	Condition of footpaths	76%	71%	5%
13	Managing growth and major urban developments	83%	81%	2%
14	Kerbside waste collection	94%	94%	0%
14	Enforcement of local laws	85%	85%	0%
14	Representation by Elected Members	74%	74%	0%
14	Presentation of street verges	72%	72%	0%
18	Safety of playgrounds	91%	92%	-1%
18	Rapid response service	90%	91%	-1%
20	Presentation of parks and reserves	90%	92%	-2%
21	Health initiatives	87%	91%	-4%
21	Supporting local community development	84%	88%	-4%
21	Supporting business and industry development	83%	87%	-4%
21	Removal of graffiti	80%	84%	-4%
21	Presentation of street trees	76%	80%	-4%
26	Condition of street kerbs	73%	78%	-5%
26	Presentation of landscapes verges	68%	73%	-5%
28	Hard waste collection	87%	93%	-6%
29	Protecting & improving native vegetation and biodiversity	83%	90%	-7%
29	Availability of community services	83%	90%	-7%
31	Immunisation service	87%	95%	-8%
32	Support for volunteer programs	80%	93%	-13%
32	Planning and building advice & assessment	73%	86%	-13%
34	Presentation of ovals and sports grounds	80%	94%	-14%
35	Access to community venues	78%	95%	-17%
35	Providing support & facilities for sporting clubs	77%	94%	-17%
37	Library service	76%	96%	-20%
38	Condition of bicycle paths	51%	76%	-25%
39	Council events	64%	96%	-32%
40	Wi-Fi within Council facilities and parks	50%	85%	-35%

Key Findings

When we examine the largest performance gaps, we can identify that all of the services or facilities have been rated as very to extremely high in importance.

Ranking	Service/Facility	Importance T2 Box	Satisfaction T3 Box	Performance Gap (Importance-Satisfaction)
1	Council provide value for money for the rates paid	89%	63%	26%
2	Removal of illegally dumped rubbish	93%	69%	24%
3	Being open & accountable to the community	92%	71%	21%
4	Condition of local streets	89%	73%	16%
5	Adequate stormwater drainage	91%	77%	14%
6	Community input to Council decision-making	88%	75%	13%
7	Condition of rural roads	80%	71%	9%
8	Providing training and employment opportunities	85%	78%	7%
9	Planning for the future	93%	87%	6%
10	Public health & safety	96%	91%	5%
	Communication on Council's strategies and plans	81%	76%	5%
	Condition of footpaths	76%	71%	5%

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' and the 'removal of illegally dumped rubbish' are the areas 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

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 top 2 box importance scores and top 3 satisfaction scores for stated importance and rated satisfaction to identify where the facility or service should be plotted. For these criteria, the average stated top 2 box importance score was 81% and the average rated satisfaction score was 84%. Therefore, any facility or service that received a mean stated importance score of ≥ 81% would be plotted in the higher importance section and, conversely, any that scored < 81% would be plotted into the lower importance section. The same exercise is undertaken with the satisfaction ratings above, equal to or below 84%. 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 T2B Vs Satisfaction T3B
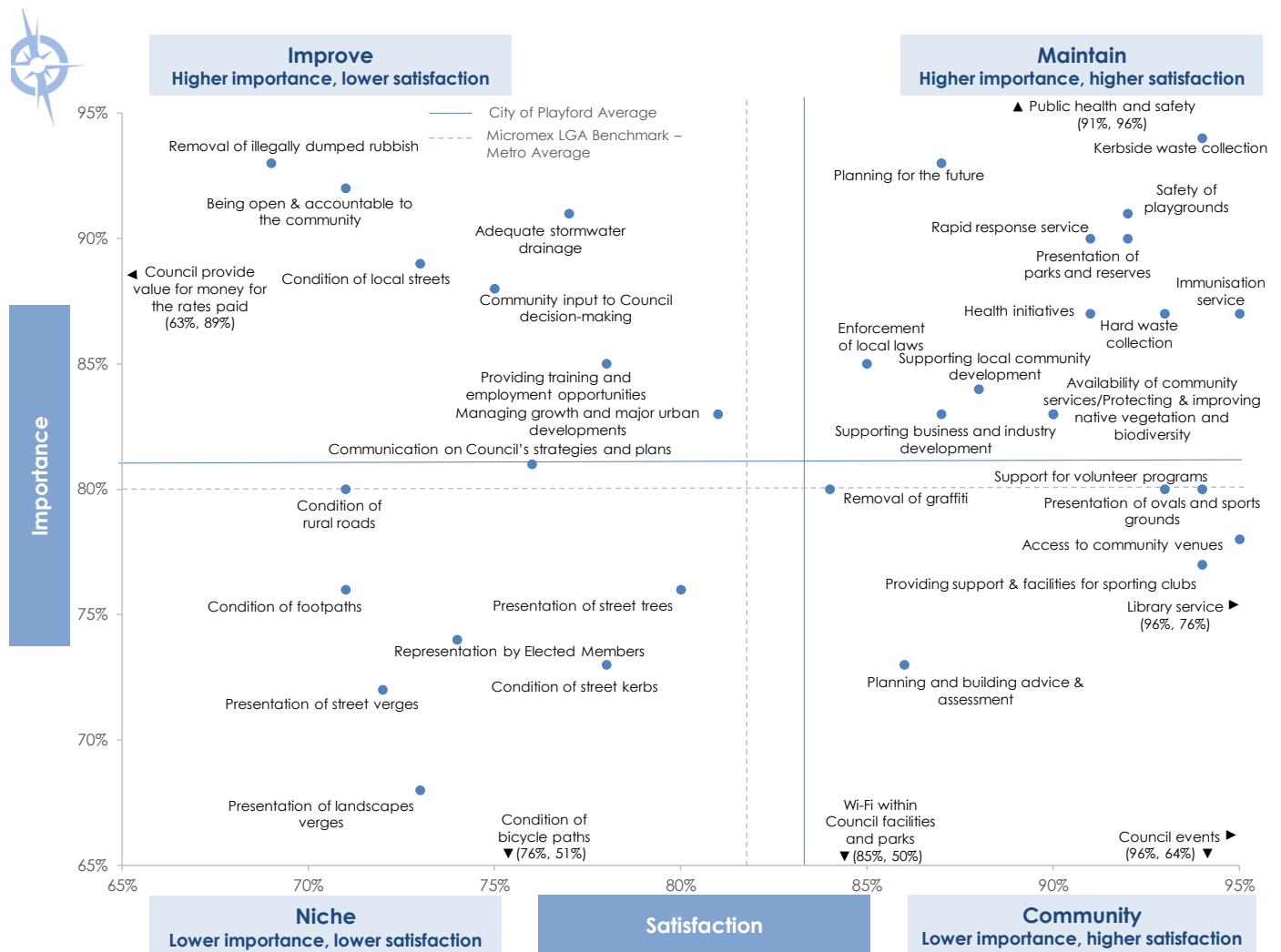
Key Findings

Explaining the 4 quadrants

Attributes in the top right quadrant, **MAINTAIN,** such as 'public health and safety', 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 'removal of illegally dumped rubbish' 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 pathways', 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' and 'library services', 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 'local roads', it will often be found in the **IMPROVE** quadrant. This is because, perceptually, the condition of local roads 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.

Key Findings

Step 3. The Shapley Value Regression

Explanation

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'.

Identify top services/facilities that will drive overall satisfaction with Council

Map stated satisfaction and derived importance to identify community priority areas

Determine 'optimisers' that will lift overall satisfaction with Council

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 <u>key drivers of community satisfaction</u>.

The top 10 services/facilities account for almost 62% of overall satisfaction with Council. As such, the remaining 30 attributes comparatively, have only a lesser impact on the community's satisfaction. So, while all 40 service/facility areas are important, only a number of them are significant drivers of the community's overall satisfaction with Council.

These Top 10 Indicators Contribute to Almost 62% of Overall Satisfaction with Council

Indicator	Percentage
Being open & accountable to the community	14.5%
Council provide value for money for the rates paid	12.2%
Community input to Council decision-making	6.2%
Representation by Elected Members	4.8%
Managing growth and major urban developments	4.8%
Planning for the future	4.6%
Adequate stormwater drainage	4.2%
Condition of footpaths	3.9%
Presentation of street trees	3.3%
Communication on Council's strategies and plans	3.2%

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

These 10 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, 'communication on Council's strategies and plans' contributes 3.2% towards overall satisfaction, while 'being open and accountable to the community' (14.5%) is a far stronger driver, contributing more than four times as much to overall satisfaction with Council.

Key Findings

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

Compared to the 2018 results, 8 of the 10 key drivers reported an increase, with 'being open & accountable to the community' contributing over three times as much to overall satisfaction this year.

'Planning for the future' and 'communication on Council's strategies and plans' were the only key drivers that experienced a decline in contribution to overall satisfaction.

	2019	2018	2017	2016	2015
Being open & accountable to the community	14.5%	4.6%	9.1%	2.3%	6.1%
Council provide value for money for the rates paid	12.2%	7.0%	8.0%	4.1%	5.2%
Community input to Council decision-making	6.2%	4.3%	3.3%	5.2%	5.6%
Representation by Elected Members	4.8%	3.5%	2.2%	1.3%	4.6%
Managing growth and major urban developments	4.8%	2.6%	5.1%	4.5%	2.2%
Planning for the future	4.6%	5.1%	7.3%	3.8%	3.6%
Adequate stormwater drainage	4.2%	2.9%	1.9%	2.0%	1.3%
Condition of footpaths	3.9%	2.5%	1.7%	4.4%	1.1%
Presentation of street trees	3.3%	2.8%	0.8%	1.3%	4.5%
Communication on Council's strategies and plans	3.2%	4.9%	5.5%	4.2%	2.7%

Key Findings

Clarifying Priorities

By mapping satisfaction against derived importance, it is 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
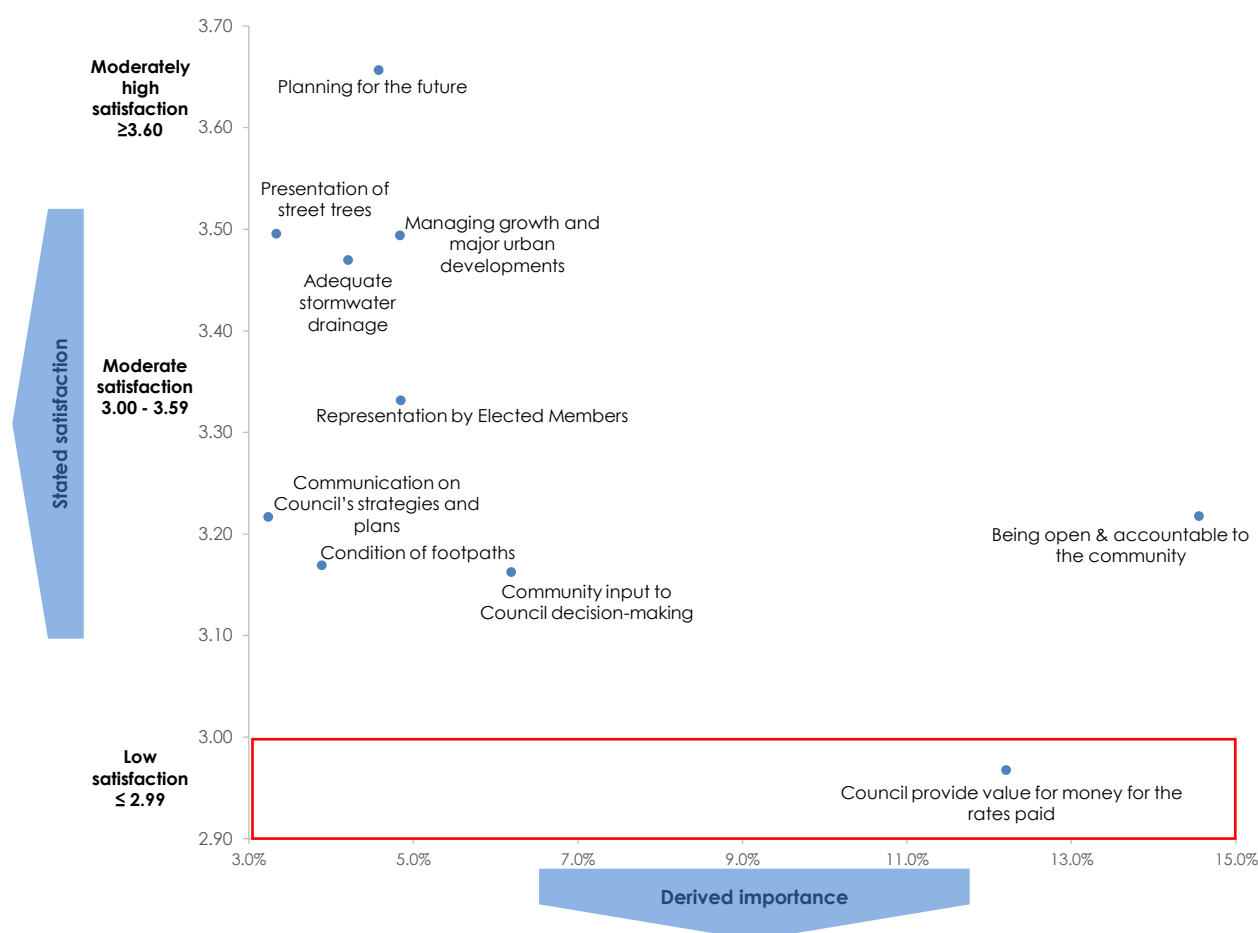
This analysis indicates that areas such as 'planning for the future', 'presentation of street trees', 'managing growth and major urban developments', 'adequate stormwater drainage', 'representation by Elected Members', 'communication on Council's strategies and plans', condition of footpaths, 'being open & accountable to the community' and 'community input to Council decision-making' could possibly be targeted for optimisation.

Furthermore, areas such as 'Council provide value for money for the rates paid' is an issue Council should be looking to understand resident expectations and/or more actively inform/engage residents of Council's involvement in this area.

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	Barriers (58%)	Optimisers (42%)
Being open & accountable to the community	-9.6%	5.0%
Council provide value for money for the rates paid	-10.6%	1.6%
Community input to Council decision-making	-4.6%	1.6%
Representation by Elected Members	-2.8%	2.1%
Managing growth and major urban developments	-2.8%	2.0%
Planning for the future	-2.2%	2.3%
Adequate stormwater drainage	-2.0%	2.2%
Condition of footpaths	-1.1%	2.8%
Presentation of street trees	-1.7%	1.6%
Communication on Council's strategies and plans	-1.9%	1.4%

Different levers address the different levels of satisfaction across the community
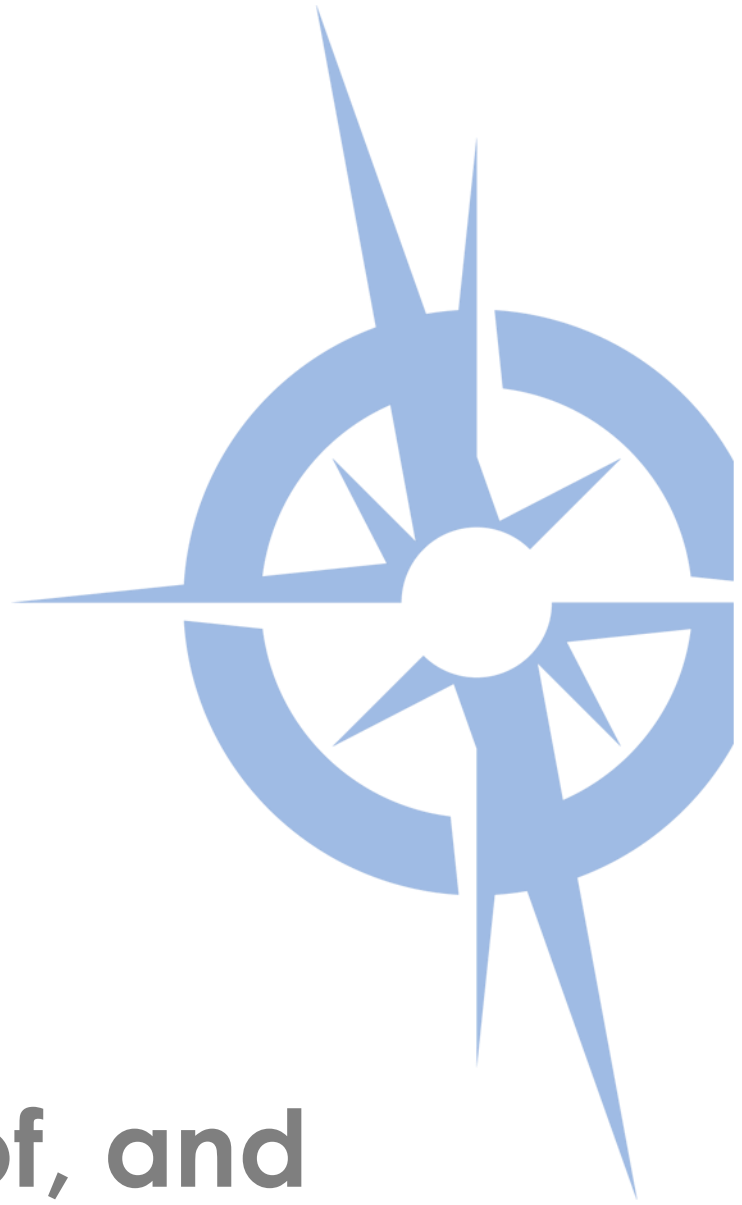
Section A – Importance of, and Satisfaction with, Council Services & Facilities

Service Areas

A core element of this community survey was the rating of 40 facilities/services in terms of Importance and Satisfaction. Each of the 40 facilities/services were grouped into service areas as detailed below:

City Maintenance & Presentation

Condition of footpaths

Condition of bicycle paths

Presentation of street verges

Presentation of landscapes 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 on Council's strategies and plans

Representation by Elected Members

An Explanation

The following pages detail the Shapley findings for each service area, make comparisons to the Micromex LGA Benchmark and identify the stated importance and satisfaction ratings by key demographics.

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

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

Influence on Overall Satisfaction

The chart below summarises the influence of the 40 facilities/services on overall satisfaction with Council's performance, based on the Shapley Regression:

Facility/Service	Influence
Being open & accountable to the community	14.5%
Council provide value for money for the rates paid	12.2%
Community input to Council decision-making	6.2%
Representation by Elected Members	4.8%
Managing growth and major urban developments	4.8%
Planning for the future	4.6%
Adequate stormwater drainage	4.2%
Condition of footpaths	3.9%
Presentation of street trees	3.3%
Communication on Council's strategies and plans	3.2%
Condition of local streets	2.8%
Providing training and employment opportunities	2.4%
Presentation of landscapes verges	2.0%
Condition of street kerbs	1.9%
Supporting business and industry development	1.9%
Planning and building advice & assessment	1.9%
Council events	1.8%
Presentation of street verges	1.7%
Supporting local community development	1.7%
Enforcement of local laws	1.6%
Presentation of parks and reserves	1.6%
Hard waste collection	1.5%
Rapid response service	1.5%
Health initiatives	1.3%
Protecting & improving native vegetation & biodiversity	1.1%
Safety of playgrounds	1.1%
Support for volunteer programs	1.1%
Availability of community services	1.0%
Kerbside waste collection	0.9%
Condition of rural roads	0.9%
Public health & safety	0.8%
Removal of graffiti	0.8%
Removal of illegally dumped rubbish	0.8%
Wi-Fi within Council facilities and parks	0.6%
Immunisation service	0.6%
Library service	0.6%
Condition of bicycle paths	0.6%
Presentation of ovals and sports grounds	0.5%
Access to community venues	0.5%
Providing support & facilities for sporting clubs	0.5%

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.
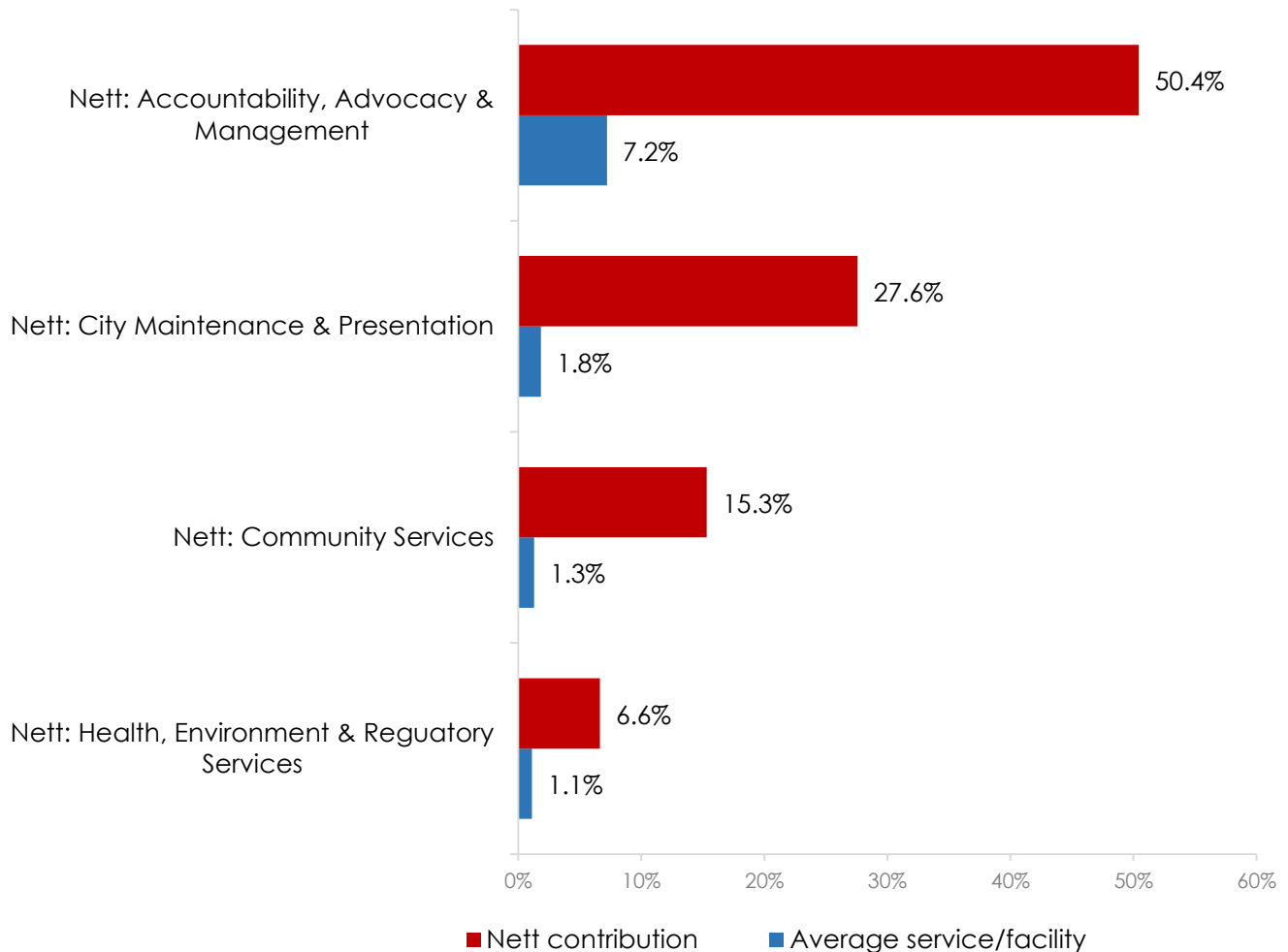
'Accountability, Advocacy & Management' (50%) is the overwhelming contributor toward overall satisfaction with Council's performance, with the services grouped under this area averaging 7% contribution.

Service Area 1: City Maintenance & Presentation

Shapley Regression

Contributes to Over 27% of Overall Satisfaction with Council

Category	Percentage
Nett: City Maintenance & Presentation	27.6%
Adequate stormwater drainage	4.2%
Condition of footpaths	3.9%
Presentation of street trees	3.3%
Condition of local streets	2.8%
Presentation of landscapes verges	2.0%
Condition of street kerbs	1.9%
Presentation of street verges	1.7%
Presentation of parks and reserves	1.6%
Rapid response service	1.5%
Safety of playgrounds	1.1%
Condition of rural roads	0.9%
Removal of graffiti	0.8%
Removal of illegally dumped rubbish	0.8%
Condition of bicycle paths	0.6%
Presentation of ovals and sports grounds	0.5%

Service Area 1: City Maintenance & Presentation

Hierarchy of Services/Facilities – Importance

Within the 'City Maintenance & Presentation' service area, in terms of importance, 'Removal of illegally dumped rubbish' is rated the most important, whilst the 'condition of bicycle paths' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Removal of illegally dumped rubbish	93%	89%
Adequate stormwater drainage	91%	81%
Safety of playgrounds	91%	N/A
Presentation of parks and reserves	90%	87%
Rapid response service	90%	N/A
Condition of local streets	89%	84%
Condition of rural roads	80%	76%
Presentation of ovals and sports grounds	80%	78%
Removal of graffiti	80%	67%
Condition of footpaths	76%	86%
Presentation of street trees	76%	76%
Condition of street kerbs	73%	N/A
Presentation of street verges	72%	N/A
Presentation of landscapes verges	68%	N/A
Condition of bicycle paths	51%	54%

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	4.18	4.04	4.31	4.14	4.28	4.17	4.14
Condition of bicycle paths	3.33	3.31	3.36	3.38	3.49	3.23	3.14
Presentation of street verges	4.01	3.90	4.13	3.97	3.97	4.08	4.09
Presentation of landscapes verges	3.94	3.84	4.04	3.89	3.96	3.95	4.02
Condition of street kerbs	4.10	4.06	4.13	3.91	4.20	4.21	4.19
Presentation of street trees	4.10	3.99	4.20	4.15	4.06	4.07	4.08
Condition of local streets	4.48	4.40	4.55	4.51	4.47	4.54	4.33
Adequate stormwater drainage	4.55	4.51	4.59	4.43	4.68	4.63	4.51
Condition of rural roads	4.24	4.20	4.27	4.19	4.42	4.16	4.17
Removal of illegally dumped rubbish	4.60	4.59	4.62	4.52	4.63	4.64	4.69
Removal of graffiti	4.26	4.27	4.26	4.09	4.21	4.38	4.56
Presentation of parks and reserves	4.48	4.42	4.55	4.48	4.39	4.48	4.62
Safety of playgrounds	4.62	4.57	4.67	4.71	4.67	4.40	4.66
Presentation of ovals and sports grounds	4.24	4.19	4.29	4.20	4.21	4.18	4.46
Rapid response service	4.60	4.53	4.67	4.71	4.66	4.41	4.56

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Condition of footpaths	4.08	4.29	3.81	4.34	4.35	4.19	4.17
Condition of bicycle paths	3.56	3.37	3.03	3.35	3.16	3.35	3.30
Presentation of street verges	4.09	3.89	3.89	4.20	3.98	4.08	3.84
Presentation of landscapes verges	4.11	3.80	3.77	4.00	3.96	4.06	3.65
Condition of street kerbs	4.19	4.06	3.77	4.28	4.08	4.15	3.97
Presentation of street trees	3.94	4.19	3.88	4.36	4.13	4.12	4.06
Condition of local streets	4.52	4.45	4.20	4.65	4.50	4.48	4.47
Adequate stormwater drainage	4.62	4.52	4.50	4.58	4.50	4.63	4.35
Condition of rural roads	4.39	4.23	4.08	4.08	4.30	4.26	4.17
Removal of illegally dumped rubbish	4.59	4.60	4.50	4.72	4.59	4.63	4.52
Removal of graffiti	4.20	4.35	4.08	4.34	4.31	4.33	4.08
Presentation of parks and reserves	4.37	4.49	4.41	4.60	4.60	4.45	4.56
Safety of playgrounds	4.56	4.70	4.51	4.66	4.66	4.58	4.72
Presentation of ovals and sports grounds	4.36	4.15	4.04	4.30	4.27	4.31	4.09
Rapid response service	4.61	4.61	4.51	4.71	4.54	4.60	4.61

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

Significantly higher/lower level of importance (by group)

Service Area 1: City Maintenance & Presentation

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Condition of footpaths	4%	3%	17%	23%	53%	600
Condition of bicycle paths	18%	12%	19%	20%	31%	600
Presentation of street verges	4%	6%	19%	29%	43%	600
Presentation of landscapes verges	3%	5%	24%	30%	38%	600
Condition of street kerbs	3%	5%	18%	27%	46%	600
Presentation of street trees	4%	3%	17%	31%	45%	600
Condition of local streets	1%	2%	8%	27%	62%	600
Adequate stormwater drainage	3%	1%	6%	20%	71%	600
Condition of rural roads	4%	4%	12%	23%	57%	600
Removal of illegally dumped rubbish	1%	1%	6%	21%	72%	600
Removal of graffiti	3%	4%	13%	22%	58%	600
Presentation of parks and reserves	2%	1%	8%	27%	63%	600
Safety of playgrounds	2%	2%	6%	13%	78%	600
Presentation of ovals and sports grounds	3%	2%	15%	27%	53%	600
Rapid response service	2%	1%	7%	16%	74%	600

Service Area 1: City Maintenance & Presentation

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with the 'presentation of ovals and sports grounds' and least satisfied with the 'removal of illegally dumped rubbish' within the 'City Maintenance & Presentation' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Presentation of ovals and sports grounds	94%	91%
Presentation of parks and reserves	92%	91%
Safety of playgrounds	92%	N/A
Rapid response service	91%	N/A
Removal of graffiti	84%	79%
Presentation of street trees	80%	75%
Condition of street kerbs	78%	N/A
Adequate stormwater drainage	77%	84%
Condition of bicycle paths	76%	70%
Presentation of landscapes verges	73%	N/A
Condition of local streets	73%	81%
Presentation of street verges	72%	N/A
Condition of footpaths	71%	73%
Condition of rural roads	71%	75%
Removal of illegally dumped rubbish	69%	76%

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	3.17	3.29	3.07	3.25	3.12	2.97	3.36
Condition of bicycle paths	3.42	3.35	3.48	3.47	3.14	3.45	3.77
Presentation of street verges	3.20	3.30	3.11	3.03	3.26	3.21	3.43
Presentation of landscapes verges	3.29	3.30	3.28	3.14	3.40	3.23	3.52
Condition of street kerbs	3.37	3.45	3.29	3.25	3.46	3.24	3.63
Presentation of street trees	3.50	3.56	3.43	3.45	3.51	3.43	3.68
Condition of local streets	3.17	3.31	3.04	3.07	3.15	3.11	3.53
Adequate stormwater drainage	3.47	3.54	3.40	3.56	3.41	3.24	3.72
Condition of rural roads	3.15	3.16	3.14	3.04	3.11	3.18	3.48
Removal of illegally dumped rubbish	3.17	3.24	3.11	2.96	3.23	3.19	3.49
Removal of graffiti	3.68	3.64	3.71	3.50	3.78	3.64	3.91
Presentation of parks and reserves	3.93	3.85	4.00	3.74	3.94	3.95	4.28
Presentation of ovals and sports grounds	4.14	4.09	4.20	4.06	4.08	4.19	4.33
Safety of playgrounds	3.95	4.00	3.89	3.74	4.03	3.93	4.31
Rapid response service	3.85	3.84	3.85	3.84	3.91	3.67	4.01

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Condition of footpaths	2.79	3.44	3.45	3.28	2.99	3.04	3.49
Condition of bicycle paths	3.03	3.58	3.71	3.59	3.50	3.35	3.61
Presentation of street verges	2.97	3.04	3.47	3.45	3.32	3.13	3.43
Presentation of landscapes verges	3.05	3.17	3.49	3.38	3.65	3.22	3.54
Condition of street kerbs	3.00	3.62	3.49	3.44	3.49	3.28	3.62
Presentation of street trees	3.29	3.40	3.64	3.74	3.55	3.39	3.81
Condition of local streets	2.94	3.11	3.55	3.16	3.36	3.14	3.25
Adequate stormwater drainage	2.89	3.68	3.87	3.60	3.65	3.44	3.55
Condition of rural roads	2.72	3.13	3.38	3.60	3.30	3.09	3.31
Removal of illegally dumped rubbish	3.00	3.19	3.24	3.27	3.27	3.16	3.22
Removal of graffiti	3.44	3.89	3.83	3.65	3.68	3.65	3.81
Presentation of parks and reserves	3.76	3.85	3.97	4.11	4.04	3.89	4.01
Presentation of ovals and sports grounds	4.09	4.05	4.10	4.32	4.20	4.13	4.17
Safety of playgrounds	3.89	3.79	4.18	3.95	4.07	3.96	3.91
Rapid response service	3.73	3.89	4.05	3.75	3.92	3.84	3.85

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

Significantly higher/lower level of satisfaction (by group)

Service Area 1: City Maintenance & Presentation

Detailed Overall Response for Satisfaction

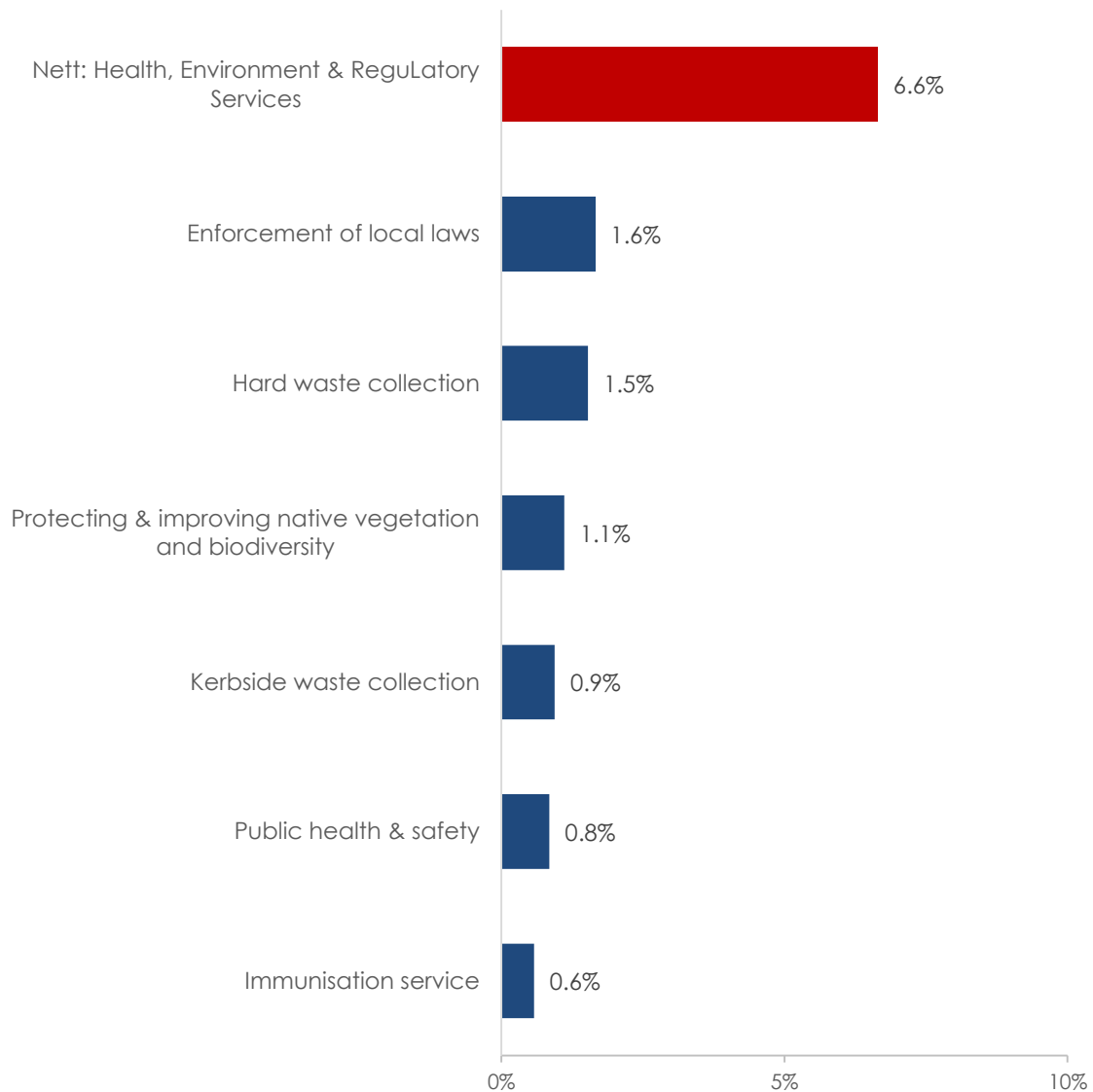|	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Condition of footpaths	15%	15%	27%	26%	18%	449
Condition of bicycle paths	12%	12%	21%	30%	25%	292
Presentation of street verges	13%	15%	30%	25%	17%	428
Presentation of landscapes verges	10%	16%	25%	32%	16%	405
Condition of street kerbs	9%	12%	29%	31%	18%	439
Presentation of street trees	7%	14%	23%	36%	21%	450
Condition of local streets	12%	15%	33%	24%	16%	535
Adequate stormwater drainage	11%	11%	23%	27%	27%	537
Condition of rural roads	11%	17%	31%	27%	13%	466
Removal of illegally dumped rubbish	12%	19%	27%	24%	18%	548
Removal of graffiti	5%	11%	22%	34%	28%	475
Presentation of parks and reserves	1%	7%	20%	40%	32%	534
Presentation of ovals and sports grounds	2%	4%	14%	38%	42%	470
Safety of playgrounds	2%	6%	23%	34%	35%	525
Rapid response service	4%	5%	23%	37%	31%	481

Service Area 2: Health, Environment & Regulatory Services

Shapley Regression

Contributes to Over 6% of Overall Satisfaction with Council

Category	Value
Nett: Health, Environment & ReguLatory Services	6.6%
Enforcement of local laws	1.6%
Hard waste collection	1.5%
Protecting & improving native vegetation and biodiversity	1.1%
Kerbside waste collection	0.9%
Public health & safety	0.8%
Immunisation service	0.6%

Service Area 2: Health, Environment & Regulatory Services

Hierarchy of Services/Facilities – Importance

Within the 'Health, Environment & Regulatory Services' service area, in terms of importance, 'Public health & safety' is rated the most important, whilst still high in importance, 'protecting & improving native vegetation and biodiversity' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Public health & safety	96%	91%
Kerbside waste collection	94%	95%
Hard waste collection	87%	N/A
Immunisation service	87%	N/A
Enforcement of local laws	85%	90%
Protecting & improving native vegetation and biodiversity	83%	86%

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	4.75	4.68	4.82	4.78	4.81	4.63	4.75
Immunisation service	4.53	4.39	4.66	4.64	4.57	4.30	4.54
Enforcement of local laws	4.48	4.33	4.62	4.58	4.37	4.40	4.52
Kerbside waste collection	4.69	4.65	4.73	4.58	4.75	4.70	4.81
Hard waste collection	4.44	4.27	4.60	4.26	4.48	4.52	4.62
Protecting & improving native vegetation and biodiversity	4.33	4.29	4.36	4.16	4.43	4.37	4.47

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Public health & safety	4.71	4.78	4.75	4.81	4.70	4.74	4.77
Immunisation service	4.61	4.61	4.45	4.43	4.46	4.52	4.63
Enforcement of local laws	4.49	4.44	4.30	4.62	4.51	4.44	4.58
Kerbside waste collection	4.67	4.70	4.66	4.74	4.67	4.72	4.59
Hard waste collection	4.37	4.40	4.32	4.58	4.53	4.44	4.41
Protecting & improving native vegetation and biodiversity	4.24	4.38	4.24	4.40	4.40	4.33	4.34

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%	0%	3%	15%	81%	600
Immunisation service	3%	3%	7%	12%	75%	600
Enforcement of local laws	2%	2%	11%	18%	67%	600
Kerbside waste collection	1%	1%	4%	18%	76%	600
Hard waste collection	1%	2%	11%	25%	62%	600
Protecting & improving native vegetation and biodiversity	2%	3%	12%	27%	56%	600

Service Area 2: Health, Environment & Regulatory Services

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with the 'immunisation service' and least satisfied with the 'enforcement of local law' within the 'Health, Environment & Regulatory Services' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Immunisation service	95%	N/A
Kerbside waste collection	94%	94%
Hard waste collection	93%	N/A
Public health & safety	91%	92%
Protecting & improving native vegetation and biodiversity	90%	87%
Enforcement of local laws	85%	85%

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	3.82	3.92	3.74	3.74	3.83	3.78	4.07
Immunisation service	4.35	4.32	4.37	4.33	4.36	4.28	4.48
Enforcement of local laws	3.66	3.60	3.71	3.55	3.79	3.56	3.85
Kerbside waste collection	4.36	4.40	4.33	4.20	4.34	4.43	4.65
Hard waste collection	4.10	4.00	4.19	3.89	4.11	4.23	4.28
Protecting & improving native vegetation and biodiversity	3.81	3.86	3.75	3.70	3.89	3.81	3.87

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Public health & safety	3.74	3.79	3.98	3.77	3.93	3.82	3.84
Immunisation service	4.31	4.33	4.54	4.23	4.42	4.39	4.26
Enforcement of local laws	3.61	3.56	3.85	3.69	3.70	3.62	3.75
Kerbside waste collection	4.28	4.25	4.58	4.47	4.37	4.40	4.26
Hard waste collection	4.06	4.14	4.22	4.06	4.06	4.12	4.08
Protecting & improving native vegetation and biodiversity	3.81	3.70	3.80	3.80	3.98	3.81	3.79

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

Significantly higher/lower level of satisfaction (by group)

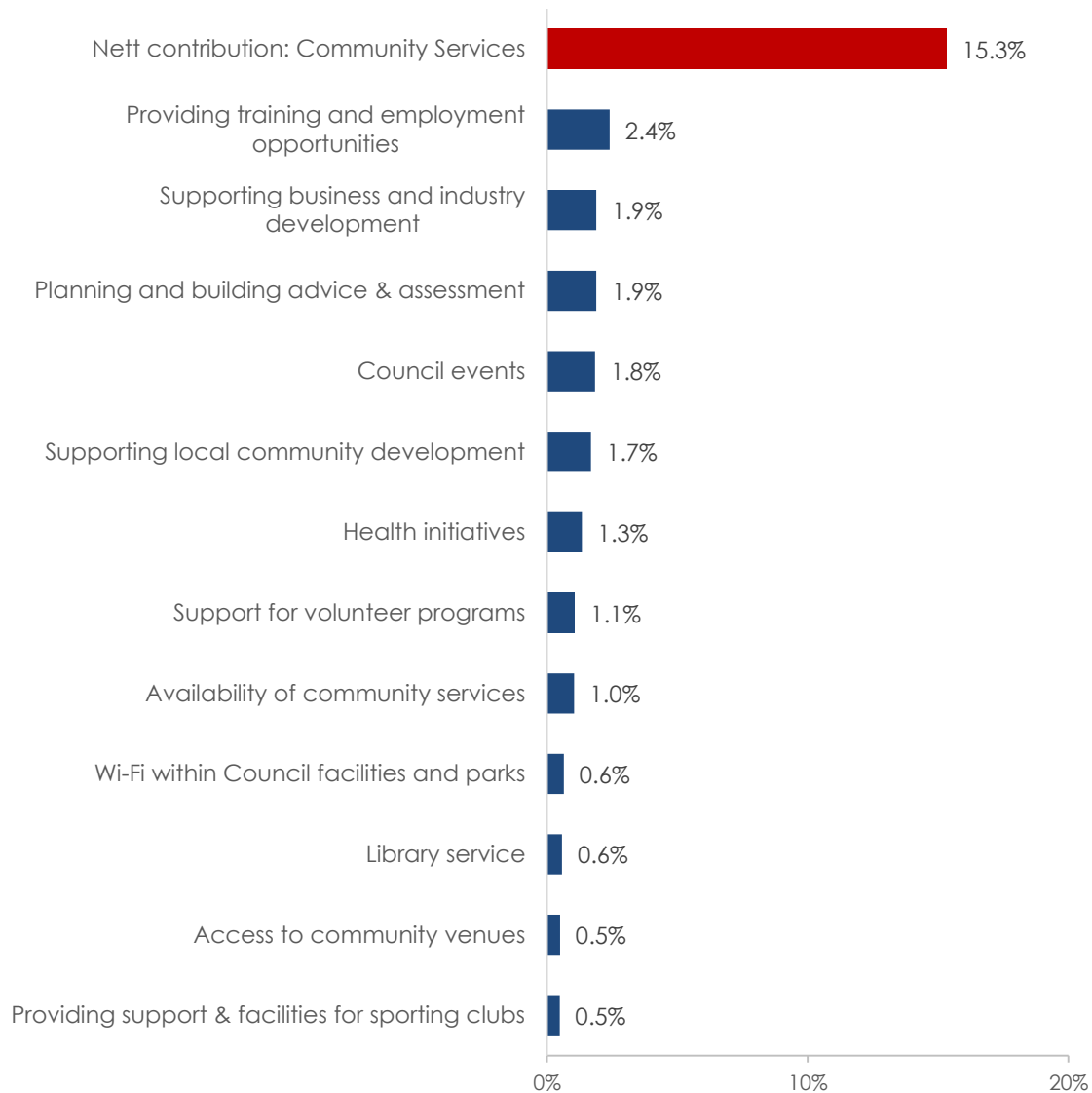## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Public health & safety	1%	8%	27%	35%	29%	550
Immunisation service	1%	4%	11%	28%	56%	490
Enforcement of local laws	5%	10%	26%	32%	27%	492
Kerbside waste collection	1%	4%	10%	26%	58%	567
Hard waste collection	1%	7%	20%	27%	46%	507
Protecting & improving native vegetation and biodiversity	3%	6%	26%	37%	27%	476

Service Area 3: Community Services

Shapley Regression

Contributes to Over 15% of Overall Satisfaction with Council

Category	Value
Nett contribution: Community Services	15.3%
Providing training and employment opportunities	2.4%
Supporting business and industry development	1.9%
Planning and building advice & assessment	1.9%
Council events	1.8%
Supporting local community development	1.7%
Health initiatives	1.3%
Support for volunteer programs	1.1%
Availability of community services	1.0%
Wi-Fi within Council facilities and parks	0.6%
Library service	0.6%
Access to community venues	0.5%
Providing support & facilities for sporting clubs	0.5%

Service Area 3: Community Services

Hierarchy of Services/Facilities – Importance

Within the 'Community Services' service area, in terms of importance, 'health initiatives' is rated the most important, whilst 'Wi-Fi within Council facilities and parks' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Health initiatives	87%	N/A
Providing training and employment opportunities	85%	83%
Supporting local community development	84%	N/A
Availability of community services	83%	N/A
Supporting business and industry development	83%	83%
Support for volunteer programs	80%	72%
Access to community venues	78%	63%
Providing support & facilities for sporting clubs	77%	72%
Library service	76%	76%
Planning and building advice & assessment	73%	85%
Council events	64%	61%
Wi-Fi within Council facilities and parks	50%	N/A

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	4.28	4.23	4.34	4.15	4.17	4.38	4.61
Supporting business and industry development	4.37	4.36	4.38	4.37	4.35	4.31	4.48
Planning and building advice & assessment	4.08	4.05	4.11	3.95	4.17	4.05	4.27
Access to community venues	4.19	4.13	4.25	4.20	4.06	4.17	4.40
Council events	3.87	3.73	4.00	3.97	3.65	3.80	4.08
Library service	4.14	3.99	4.29	4.13	4.14	3.99	4.38
Providing support & facilities for sporting clubs	4.15	4.15	4.15	4.12	4.11	4.15	4.28
Availability of community services	4.35	4.21	4.49	4.24	4.41	4.30	4.58
Supporting local community development	4.35	4.27	4.42	4.39	4.34	4.24	4.42
Health initiatives	4.46	4.38	4.53	4.53	4.43	4.30	4.57
Providing training and employment opportunities	4.45	4.32	4.57	4.52	4.53	4.23	4.49
Wi-Fi within Council facilities and parks	3.43	3.31	3.56	3.29	3.42	3.43	3.76

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Support for volunteer programs	4.10	4.23	4.20	4.56	4.45	4.28	4.29
Supporting business and industry development	4.33	4.42	4.21	4.48	4.39	4.41	4.30
Planning and building advice & assessment	4.22	4.10	3.67	4.31	3.94	4.16	3.89
Access to community venues	4.10	4.26	3.79	4.38	4.39	4.20	4.14
Council events	3.85	3.87	3.54	3.94	4.12	3.86	3.88
Library service	4.01	4.37	3.78	4.29	4.19	4.09	4.29
Providing support & facilities for sporting clubs	4.21	4.08	3.98	4.36	4.08	4.21	4.01
Availability of community services	4.36	4.29	4.00	4.59	4.48	4.39	4.28
Supporting local community development	4.31	4.30	4.20	4.58	4.36	4.39	4.25
Health initiatives	4.37	4.46	4.33	4.67	4.48	4.44	4.51
Providing training and employment opportunities	4.42	4.40	4.32	4.58	4.53	4.38	4.64
Wi-Fi within Council facilities and parks	3.55	3.37	2.93	3.55	3.65	3.37	3.62

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

Significantly higher/lower level of importance (by group)

Service Area 3: Community Services

Detailed Overall Response for Importance

	Not at all important	Not very important	Somewhat important	Important	Very important	Base
Support for volunteer programs	2%	3%	15%	25%	55%	600
Supporting business and industry development	2%	3%	12%	22%	61%	600
Planning and building advice & assessment	2%	5%	19%	28%	45%	600
Access to community venues	1%	3%	18%	30%	48%	600
Council events	4%	6%	25%	26%	38%	600
Library service	5%	6%	13%	22%	54%	600
Providing support & facilities for sporting clubs	4%	4%	15%	27%	50%	600
Availability of community services	2%	3%	13%	24%	59%	600
Supporting local community development	2%	1%	13%	29%	55%	600
Health initiatives	2%	2%	9%	22%	65%	600
Providing training and employment opportunities	4%	2%	9%	17%	68%	600
Wi-Fi within Council facilities and parks	14%	13%	23%	16%	34%	600

Service Area 3: Community Services

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'library services' and 'Council events' and least satisfied with 'providing training and employment opportunities' within the 'Community Services' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Library service	96%	93%
Council events	96%	90%
Access to community venues	95%	89%
Providing support & facilities for sporting clubs	94%	89%
Support for volunteer programs	93%	89%
Health initiatives	91%	N/A
Availability of community services	90%	N/A
Supporting local community development	88%	N/A
Supporting business and industry development	87%	85%
Planning and building advice & assessment	86%	69%
Wi-Fi within Council facilities and parks	85%	N/A
Providing training and employment opportunities	78%	85%

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	3.91	3.95	3.88	3.82	3.74	3.97	4.23
Supporting business and industry development	3.58	3.58	3.59	3.47	3.56	3.56	3.91
Planning and building advice & assessment	3.62	3.71	3.55	3.62	3.57	3.59	3.76
Access to community venues	4.02	4.06	3.99	4.06	3.99	3.89	4.14
Council events	4.11	4.13	4.10	4.09	4.08	4.09	4.23
Library service	4.33	4.29	4.36	4.30	4.34	4.32	4.38
Providing support & facilities for sporting clubs	3.94	4.00	3.87	3.79	3.95	4.03	4.14
Providing training and employment opportunities	3.34	3.40	3.28	3.10	3.20	3.52	3.90
Availability of community services	3.76	3.82	3.71	3.73	3.68	3.69	4.02
Supporting local community development	3.72	3.83	3.63	3.67	3.70	3.66	3.97
Health initiatives	3.86	3.90	3.82	3.75	3.86	3.87	4.10
Wi-Fi within Council facilities and parks	3.69	3.73	3.66	3.41	3.68	3.83	3.99

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Support for volunteer programs	3.78	3.90	3.97	3.98	4.00	3.95	3.84
Supporting business and industry development	3.43	3.55	3.69	3.71	3.65	3.55	3.65
Planning and building advice & assessment	3.39	3.70	3.62	3.63	3.97	3.60	3.69
Access to community venues	3.99	3.94	4.10	4.06	4.10	4.01	4.08
Council events	4.04	4.18	4.15	4.06	4.17	4.16	4.02
Library service	4.16	4.41	4.35	4.42	4.32	4.30	4.39
Providing support & facilities for sporting clubs	3.95	3.87	3.90	3.97	4.01	3.96	3.88
Providing training and employment opportunities	3.33	3.31	3.23	3.25	3.55	3.37	3.28
Availability of community services	3.73	3.69	3.80	3.77	3.87	3.76	3.77
Supporting local community development	3.67	3.75	3.83	3.64	3.79	3.70	3.81
Health initiatives	3.87	3.87	3.90	3.71	3.96	3.88	3.83
Wi-Fi within Council facilities and parks	3.74	3.77	3.39	3.48	3.89	3.70	3.67

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

Significantly higher/lower level of satisfaction (by group)

Service Area 3: Community Services

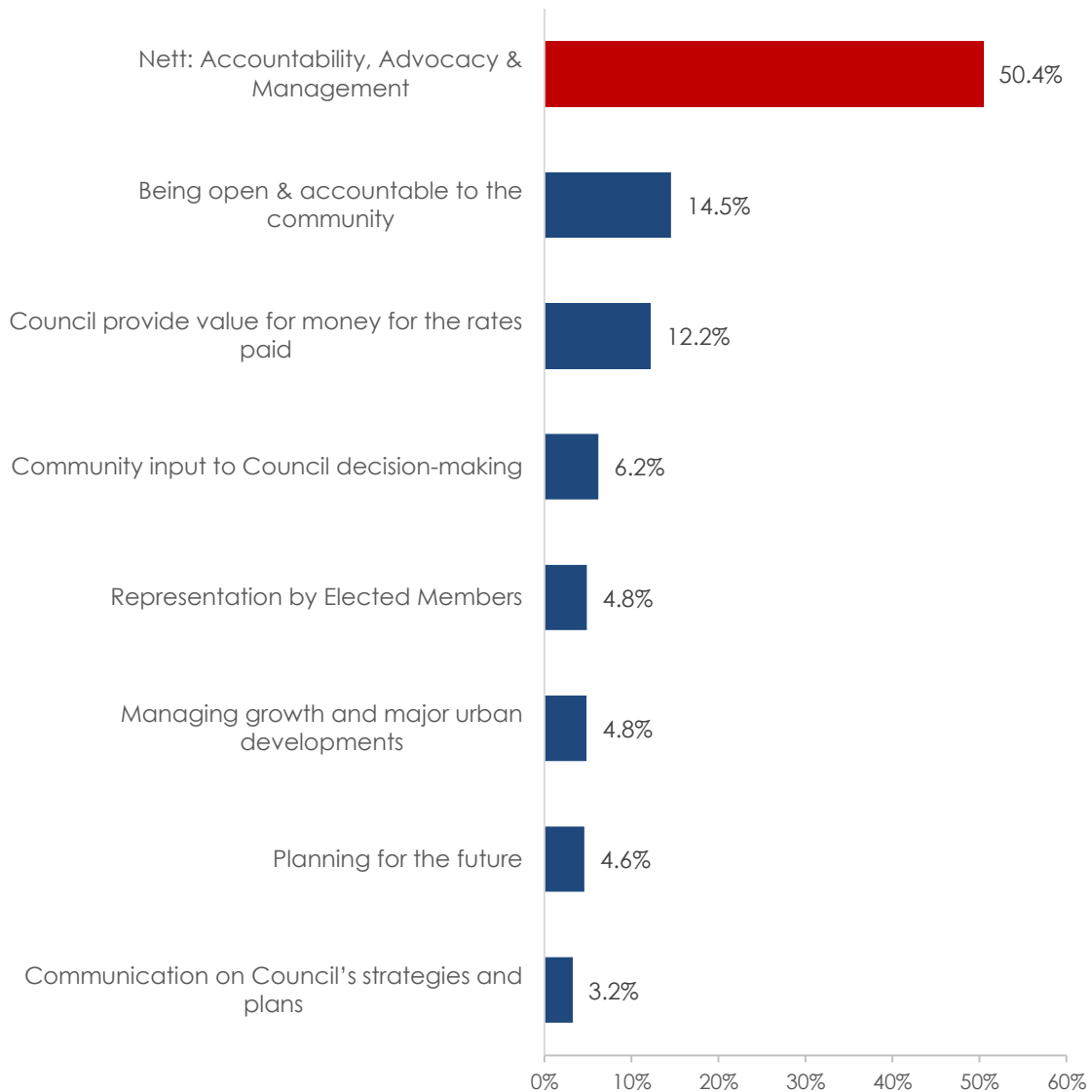## Detailed Overall Response for Satisfaction

	Not at all satisfied	Not very satisfied	Somewhat satisfied	Satisfied	Very satisfied	Base
Support for volunteer programs	2%	5%	25%	36%	32%	438
Supporting business and industry development	4%	10%	33%	31%	23%	456
Planning and building advice & assessment	6%	8%	28%	33%	25%	413
Access to community venues	0%	4%	22%	39%	34%	454
Council events	1%	3%	19%	38%	39%	380
Library service	2%	3%	9%	34%	53%	449
Providing support & facilities for sporting clubs	0%	6%	23%	41%	30%	439
Providing training and employment opportunities	6%	16%	34%	25%	19%	469
Availability of community services	2%	8%	26%	41%	23%	466
Supporting local community development	2%	10%	25%	41%	22%	472
Health initiatives	1%	8%	26%	36%	29%	498
Wi-Fi within Council facilities and parks	5%	11%	21%	38%	26%	283

Service Area 4: Accountability, Advocacy & Management

Shapley Regression

Contributes to Over 50% of Overall Satisfaction with Council

Category	Percentage
Nett: Accountability, Advocacy & Management	50.4%
Being open & accountable to the community	14.5%
Council provide value for money for the rates paid	12.2%
Community input to Council decision-making	6.2%
Representation by Elected Members	4.8%
Managing growth and major urban developments	4.8%
Planning for the future	4.6%
Communication on Council's strategies and plans	3.2%

Service Area 4: Accountability, Advocacy & Management

Hierarchy of Services/Facilities – Importance

Within the 'Accountability, Advocacy & Management' service area, in terms of importance, 'planning for the future' is rated the most important, whilst the 'representation by Elected Members' is the facility of least relative importance.

Service/Facility (Ranked high – low)	Importance T2B	LGA Benchmark T2B
Planning for the future	93%	89%
Being open & accountable to the community	92%	82%
Council provide value for money for the rates paid	89%	85%
Community input to Council decision-making	88%	85%
Managing growth and major urban developments	83%	85%
Communication on Council's strategies and plans	81%	82%
Representation by Elected Members	74%	N/A

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	4.66	4.57	4.75	4.72	4.59	4.64	4.68
Managing growth and major urban developments	4.39	4.34	4.44	4.35	4.41	4.39	4.44
Being open & accountable to the community	4.70	4.63	4.76	4.62	4.84	4.67	4.70
Community input to Council decision-making	4.49	4.49	4.50	4.43	4.52	4.49	4.60
Council provide value for money for the rates paid	4.55	4.50	4.59	4.52	4.65	4.52	4.48
Communication on Council's strategies and plans	4.23	4.25	4.21	4.19	4.27	4.21	4.28
Representation by Elected Members	4.12	4.16	4.09	4.05	4.02	4.18	4.35

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Planning for the future	4.67	4.65	4.51	4.76	4.70	4.65	4.69
Managing growth and major urban developments	4.45	4.42	4.13	4.44	4.43	4.42	4.35
Being open & accountable to the community	4.63	4.75	4.76	4.69	4.69	4.75	4.56
Community input to Council decision-making	4.46	4.53	4.50	4.55	4.43	4.53	4.39
Council provide value for money for the rates paid	4.62	4.53	4.65	4.51	4.39	4.66	4.25
Communication on Council's strategies and plans	4.21	4.26	4.09	4.41	4.14	4.27	4.13
Representation by Elected Members	4.21	4.10	3.77	4.42	4.01	4.14	4.06

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%	6%	18%	75%	600
Managing growth and major urban developments	1%	1%	15%	25%	58%	600
Being open & accountable to the community	1%	1%	5%	11%	81%	600
Community input to Council decision-making	1%	2%	9%	21%	67%	600
Council provide value for money for the rates paid	2%	2%	7%	16%	73%	600
Communication on Council's strategies and plans	2%	3%	14%	31%	50%	600
Representation by Elected Members	4%	4%	17%	22%	52%	600

Service Area 4: Accountability, Advocacy & Management

Hierarchy of Services/Facilities – Satisfaction

In terms of satisfaction, residents are most satisfied with 'planning for the future' and least satisfied with 'Council provide value for money for the rates paid' within the 'Accountability, Advocacy & Management' service area.

Service/Facility (Ranked high – low)	Satisfaction T3B	LGA Benchmark T3B
Planning for the future	87%	75%
Managing growth and major urban developments	81%	69%
Communication on Council's strategies and plans	76%	78%
Community input to Council decision-making	75%	70%
Representation by Elected Members	74%	N/A
Being open & accountable to the community	71%	78%
Council provide value for money for the rates paid	63%	73%

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	3.66	3.61	3.70	3.67	3.60	3.53	3.89
Managing growth and major urban developments	3.49	3.58	3.41	3.50	3.40	3.42	3.72
Being open & accountable to the community	3.22	3.21	3.23	3.43	3.01	2.97	3.46
Community input to Council decision-making	3.16	3.07	3.25	3.20	3.03	3.08	3.41
Council provide value for money for the rates paid	2.97	3.04	2.90	3.10	2.83	2.72	3.21
Communication on Council's strategies and plans	3.22	3.23	3.20	3.21	3.21	3.11	3.39
Representation by Elected Members	3.33	3.13	3.54	3.39	3.35	3.17	3.40

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ratepayer	Non-Ratepayer
Planning for the future	3.40	3.64	3.73	3.75	3.92	3.55	3.94
Managing growth and major urban developments	3.27	3.27	3.61	3.72	3.86	3.40	3.73
Being open & accountable to the community	2.98	3.12	3.23	3.42	3.51	3.08	3.63
Community input to Council decision-making	2.90	3.11	3.26	3.36	3.37	3.02	3.55
Council provide value for money for the rates paid	2.66	2.76	3.06	3.31	3.35	2.85	3.37
Communication on Council's strategies and plans	3.02	3.21	3.30	3.26	3.44	3.16	3.42
Representation by Elected Members	3.08	3.28	3.41	3.55	3.51	3.25	3.58

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	5%	10%	29%	30%	28%	541
Managing growth and major urban developments	8%	11%	27%	32%	22%	490
Being open & accountable to the community	12%	18%	26%	26%	19%	545
Community input to Council decision-making	12%	12%	37%	23%	15%	510
Council provide value for money for the rates paid	17%	19%	27%	23%	13%	523
Communication on Council's strategies and plans	9%	14%	37%	24%	15%	470
Representation by Elected Members	9%	16%	27%	27%	20%	432

Section B –
City of Playford
Customer Service

Contact with Council

Summary

40% of residents had contacted Council in the previous 12 months. Residents aged 35-49 and ratepayers were more likely to have contacted Council.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Yes	40%	43%	31%	41%	40%	31%▼	49%▲	47%	38%
No	60%	57%	69%	59%	60%	69%	51%	53%	62%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes	45%▲	29%	45%	38%	40%	37%	39%
No	55%	71%	55%	62%	60%	63%	61%

▲▼ = A significantly higher percentage (by group)
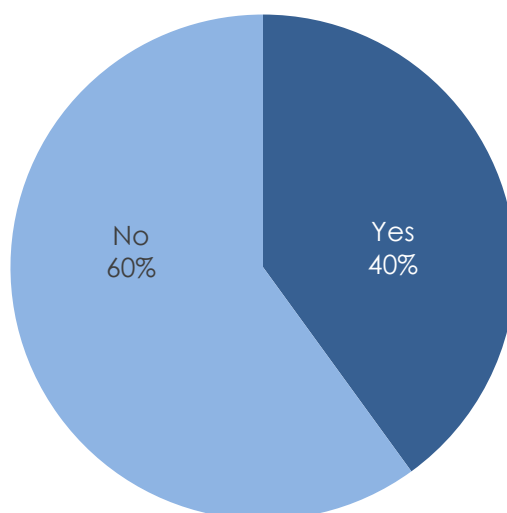
Base: N=600

Method of Contact with Council

Summary

Phone remains the key mode in which residents contacted Council. 67% of residents had phoned Council, while 15% had made contact in person at the customer service centre and 12% had sent an email.

Residents aged 18-34 were more likely to have made contact via email, whilst those aged 65+ were less likely to have emailed Council but more likely to have made contact in person at the Customer Service Centre, by mail or via an Elected Member.

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

Phone — 67% / 69%

In person at the Customer Service Centre — 15% / 16%

Email — 12% / 8%

Council website — 3% / 2%

In person at a different Council location — 2% / 3%

Social media — 1% / 1%

Mail — <1% / 1%

Elected Member — <1% / <1%

■ 2019 N=242   ■ 2018 N=258
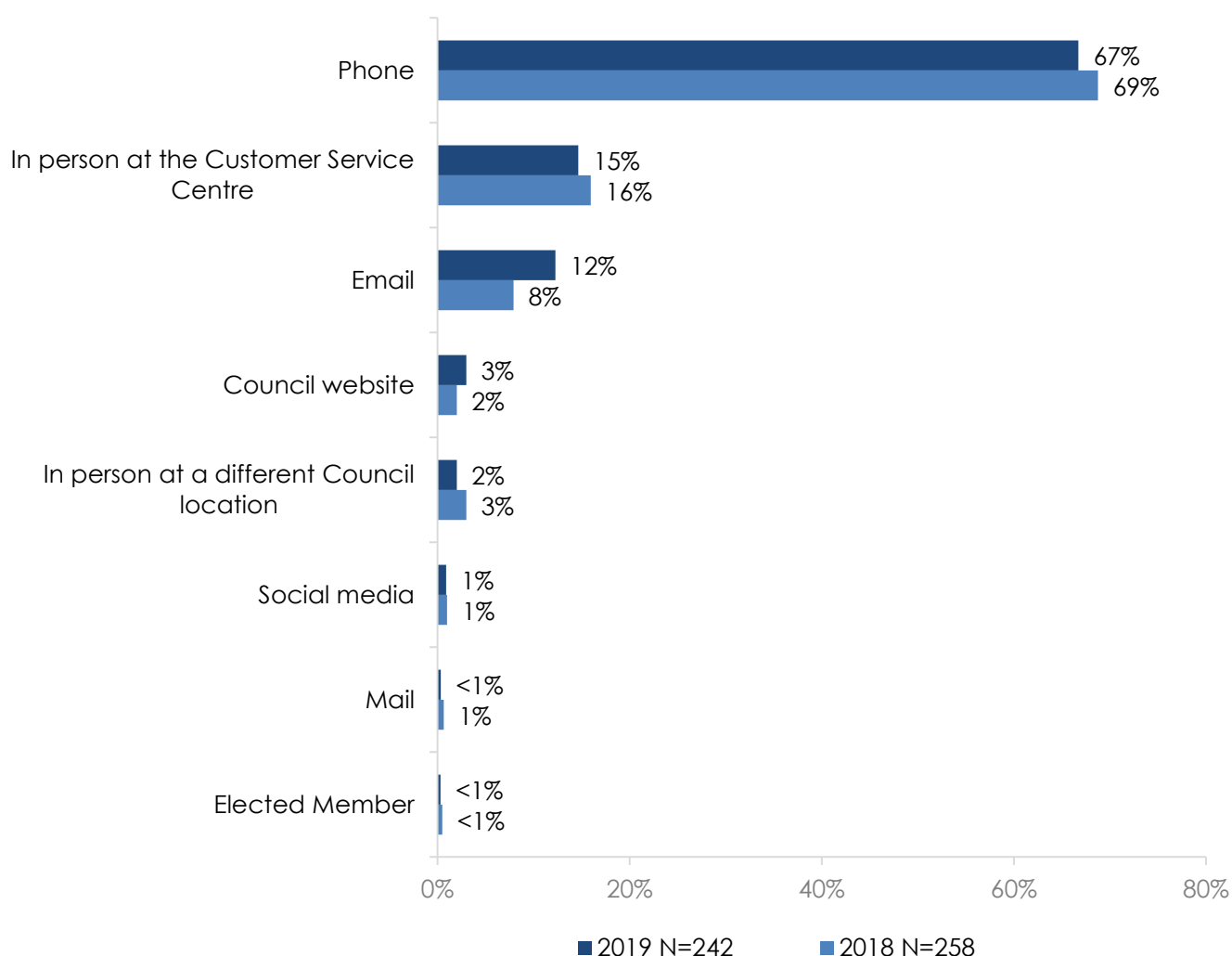
Method of Contact with Council

Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Phone	66%	67%	66%	70%	68%	59%
In person at the Customer Service Centre	15%	14%	7%	11%	21%	25%▲
Email	11%	13%	24%▲	12%	5%	5%▼
Council website	3%	2%	3%	3%	3%	1%
In person at a different Council location	2%	2%	0%	2%	3%	5%
Social media	2%	<1%	0%	3%▲	0%	1%
Mail	1%	0%	0%	0%	0%	2%▲
Elected Member	<1%	<1%	0%	0%	0%	2%▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Phone	63%	83%▲	64%	65%	61%	72%	74%
In person at the Customer Service Centre	17%▲	5%	10%	16%	12%	18%	21%
Email	13%	9%	19%	12%	13%	7%	5%
Council website	3%	0%	2%	4%	8%	0%	0%
In person at a different Council location	2%	2%	3%	2%	4%	2%	0%
Social media	1%	0%	3%▲	0%	1%	0%	0%
Mail	0%	0%	1%	0%	1%	0%	0%
Elected Member	0%	0%	0%	1%	0%	1%	0%

▲▼ = A significantly higher percentage (by group)

Nature of Resident Enquiries

Summary

The nature of resident enquiries was varied, with 'roads/footpaths/drains/trees' most prominent (18%).

Compared to the 2018 results, a greater proportion of enquiries related to roads/footpaths/drains/trees and fewer enquiries related to animal management.

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

Enquiry type	2019 N=242	2018 N=258
Roads/footpaths/drains/trees	18%	12%
Animal management (e.g. dog registrations)	14%	21%
Rates/fees and charges (including parking)	13%	11%
Planning and development	10%	7%
Kerbside waste (e.g. general, recycling, green organics)	5%	9%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	4%	8%
Illegally dumped rubbish	4%	2%
Environmental issues	3%	6%
Community events and services	3%	4%
City appearance (e.g. litter/graffiti)	2%	3%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	1%	1%
Health and safety	1%	2%
Libraries	<1%	0%
Other	21%	14%

Nature of Resident Enquiries

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

Other (specified)	N=242
Complaint	4%
Fire permit	3%
General enquiry	3%
Copy of documentation	1%
Fixing lights	1%
Home assist	1%
Parking	1%
Dog registration	<1%
Enquiry of the health precinct	<1%
Food licence	<1%
Noise complaint	<1%
Renew a contract	<1%
Report a dog attack	<1%
Trail bikes in a reserve	<1%
Transport services	<1%
Volunteer work for Council	<1%
Weed spraying	<1%
Refused	<1%

Nature of Resident Enquiries
Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Roads/footpaths/drains/trees	18%	17%	13%	11%	20%	34%▲
Animal management (e.g. dog registrations)	7%	20%▲	20%	10%	15%	6%▼
Planning and development	10%	9%	11%	13%	8%	3%▼
Rates/fees and charges (including parking)	15%	11%	10%	16%	15%	7%
Kerbside waste (e.g. general, recycling, green organics)	3%	7%	7%	6%	3%	4%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	4%	5%	3%	5%	5%	4%
Illegally dumped rubbish	5%	4%	3%	3%	5%	7%
Community events and services	5%	2%	3%	5%	1%	4%
Environmental issues	5%	2%	0%	5%	3%	8%
City appearance (e.g. litter/graffiti)	2%	2%	3%	0%	1%	4%
Health and safety	0%	1%	0%	2%	0%	1%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	1%	2%	0%	2%	3%	0%
Libraries	0%	<1%	0%	0%	0%	1%▲
Other	26%	16%	26%	21%	19%	16%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Roads/footpaths/drains/trees	18%	16%	19%	20%	15%	17%	16%
Animal management (e.g. dog registrations)	9%	31%▲	4%▼	9%	18%	28%▲	19%
Planning and development	12%▲	0%	24%▲	3%	5%	3%	3%
Rates/fees and charges (including parking)	14%	8%	15%	14%	12%	6%	17%
Kerbside waste (e.g. general, recycling, green organics)	3%	15%▲	2%	9%	4%	2%	10%
Hard rubbish (e.g. fridges, dryers, mattresses, bikes)	4%	5%	1%	6%	6%	5%	7%
Illegally dumped rubbish	4%	4%	3%	7%	1%	3%	7%
Community events and services	2%	10%▲	1%▼	1%▼	7%	12%▲	1%
Environmental issues	4%	1%	6%	2%	4%	3%	1%
City appearance (e.g. litter/graffiti)	1%	4%	0%	5%	5%	1%	0%
Health and safety	1%	0%	0%	3%▲	0%	0%	1%
Recreation and leisure (e.g. pools, parks, sportsgrounds)	1%	3%	1%	0%	0%	0%	6%▲
Libraries	0%	1%	0%	0%	0%	1%▲	0%
Other	26%	2%	24%	23%	22%	18%	12%

▲▼= A significantly higher percentage (by group)

Customer Service

Summary

Agreement with Council's delivery on all customer service measures was high (≥69% completely agree/agree).

Whilst still high, comparisons with the 2018 research show a decline in residents' agreement with the statements 'staff provided me with all I needed to know', 'City of Playford was easy to do business with 'and 'staff followed through on my request/enquiry'.

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.

	2019	2018
Staff are knowledgeable, helpful and pleasant	4.18	4.38
Staff provided me with all I needed to know in relation to my enquiry	4.01▼	4.35
I was satisfied with the amount of time it took to get service	3.96	4.13
City of Playford was easy to do business with	3.91▼	4.26
Staff followed through on my request/enquiry	3.87▼	4.24

Legend:
- Completely disagree
- Disagree
- Completely agree
- Agree
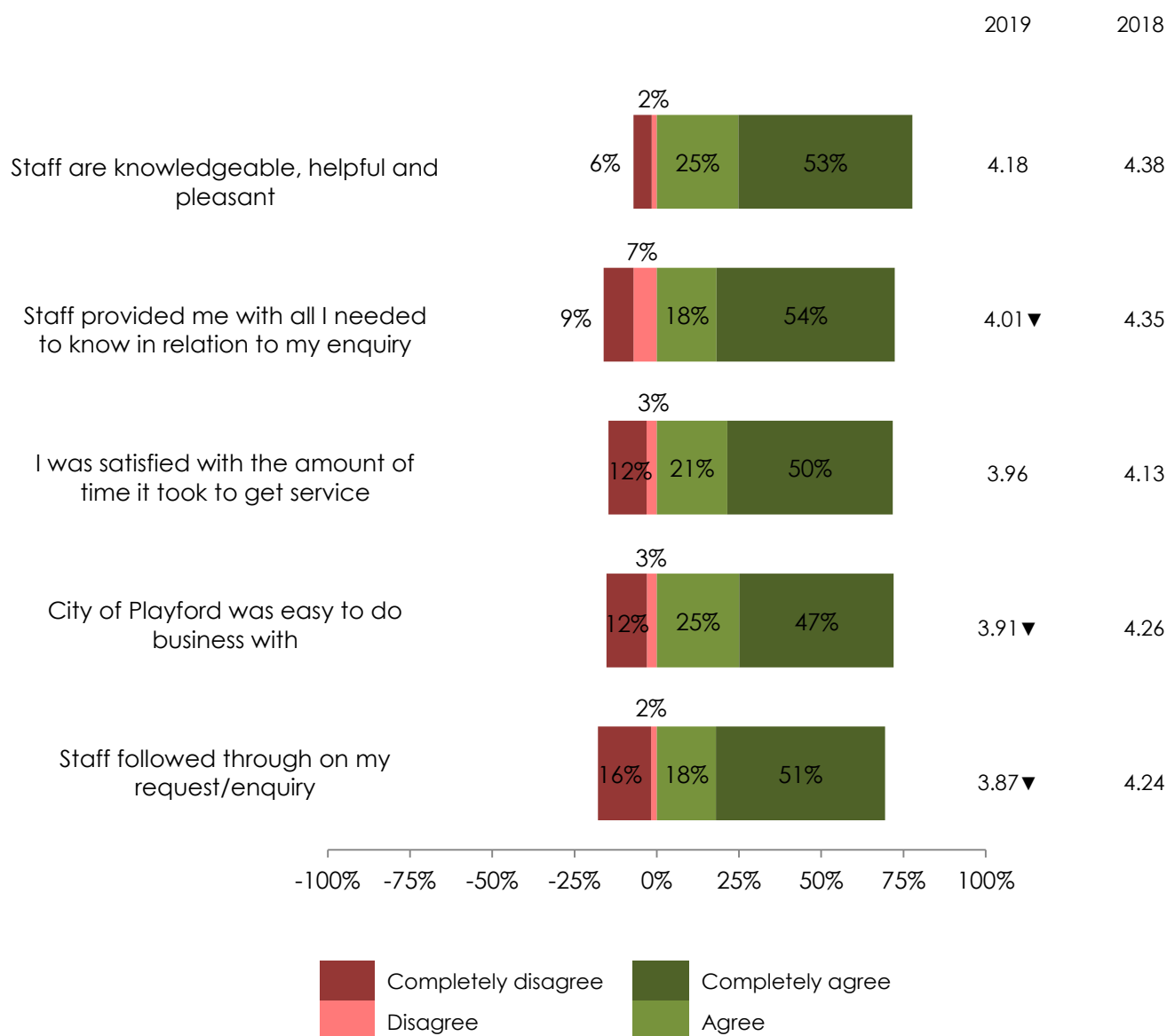
Scale: 1 = completely disagree, 5 = completely agree
▲▼ = A significantly higher/lower level of agreement (by year)

Customer Service
Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Staff are knowledgeable, helpful and pleasant	4.02	4.33	3.97	4.13	4.37	4.33
Staff provided me with all I needed to know in relation to my enquiry	3.84	4.18	4.04	3.89	4.09	4.09
I was satisfied with the amount of time it took to get service	3.73	4.18▲	4.05	3.68	4.06	4.15
City of Playford was easy to do business with	3.73	4.09	3.82	3.80	4.02	4.12
Staff followed through on my request/enquiry	3.66	4.07	3.79	3.77	3.99	3.98

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Staff are knowledgeable, helpful and pleasant	4.15	4.32	3.95	4.18	4.23	4.22	4.53▲
Staff provided me with all I needed to know in relation to my enquiry	3.90	4.45▲	3.70	4.22	4.02	4.20	4.10
I was satisfied with the amount of time it took to get service	3.86	4.35▲	3.76	3.91	3.91	4.22	4.17
City of Playford was easy to do business with	3.90	3.98	3.86	3.99	3.97	3.69	4.08
Staff followed through on my request/enquiry	3.81	4.10	3.67	3.91	3.98	3.79	4.16

Scale: 1 = completely disagree, 5 = completely agree

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

Customer Service

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.

Q1d.   (If completely disagree/disagree), may I ask why?

City of Playford was easy to do business with	Count
My issue has not yet been addressed/fixed	11
Council have not yet responded to my enquiry	6
Staff did not seem to care/want to help	5
Slow response times	4
Staff were unhelpful	4
Difficult to reach the correct staff member	3
Staff were not knowledgeable/unable to answer questions	3
Was provided with inconsistent information	2
Staff were difficult to work with	1
Staff are knowledgeable, helpful and pleasant	**Count**
Was provided with unclear information	5
Staff were not knowledgeable	4
Staff were unhelpful	3
Staff did not seem to care/want to help	2
Staff were rude	2
They forgot about my appointment	2
Took a while to be in contact	2
Council are yet to respond to my enquiry	1
Difficult to deal with	1
Had to contact Council multiple times	1
My issue had not been addressed/fixed	1
Staff disagreed on how the issue should be handled	1
They did try to help	1
I was satisfied with the amount of time it took to get service	**Count**
Took too long/lengthy process	11
My issue had not been addressed/fixed	8
Council is yet to respond to my enquiry	7
Had to contact Council multiple times	5
Staff were unhelpful	4
Staff did not seem to care/want to help	2
Difficult to reach the correct staff member	1
Don't know/unsure	1

Customer Service

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.*

Q1d.   *(If completely disagree/disagree), may I ask why?*

Staff followed through on my request/enquiry	Count
My issue has not been rectified	21
Council is yet to respond to my enquiry	9
Dissatisfied with Council's response/outcome	3
Had to contact Council multiple times	3
Staff did not seem to care/want to help	3
Took too long to be actioned	3
There was nothing they could do	1
I had no idea what was going on	1
Staff were unhelpful	1
Don't know/unsure	2
Staff provided me with all I needed to know in relation to my enquiry	**Count**
Council have not yet responded to my enquiry	8
Staff were unhelpful/Did not have the information required	7
Council provided incorrect information	6
Different staff members had different answers to my enquiry	5
I had to employ someone to argue the point with Council	3
It was difficult to find the correct staff member to speak with	2
My enquiry was directed to the wrong department	2
Staff did not appear to care about the issue	2
The issue has not been rectified	2
Council follow up with enquiries, but do not seem to have the expertise to fix the issue correctly	1
No further information was required	1
Staff passed my complaint to others without rectifying the issue	1

Overall Satisfaction with Customer Service

Summary

86% of residents who had contacted Council in the last 12 months were at least 'somewhat satisfied' with the customer service received.

Whilst the results have shown a decline compared to 2018, residents' satisfaction remains high and in line with the results recorded in 2017.

Female residents were more satisfied with Council's level of customer service.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.89▼	4.18	3.83	3.67	4.10▲	3.77	3.90	3.98	3.90

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.86	4.01	3.81	4.00	3.76	4.18	3.69

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

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

Very satisfied: 40% (2019), 47% (2018)
Satisfied: 31% (2019), 32% (2018)
Somewhat satisfied: 15% (2019), 15% (2018)
Not very satisfied: 5% (2019), 5% (2018)
Not at all satisfied: 9%▲ (2019), 2% (2018)

■ 2019 N=242   ■ 2018 N=258

Preferred Method of Contacting Council

Summary

Phone remains the preferred method for contacting Council (58%), followed by email (21%).

Residents aged 18-34 were more likely to prefer contact via email, whilst those aged 65+ were more likely to prefer phone and face to face contact at the counter.

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

By phone — 58% / 63%
By email — 21%▲ / 13%
At the counter — 13% / 15%
Online – online chat/self-service — 5% / 4%
Via an Elected Member — 1% / 1%
By SMS — 1% / 1%
In writing — 1% / 1%
Online – social media — 0% / 1%
Other — 1% / <1%

■2019 N=600   ■2018 N=601
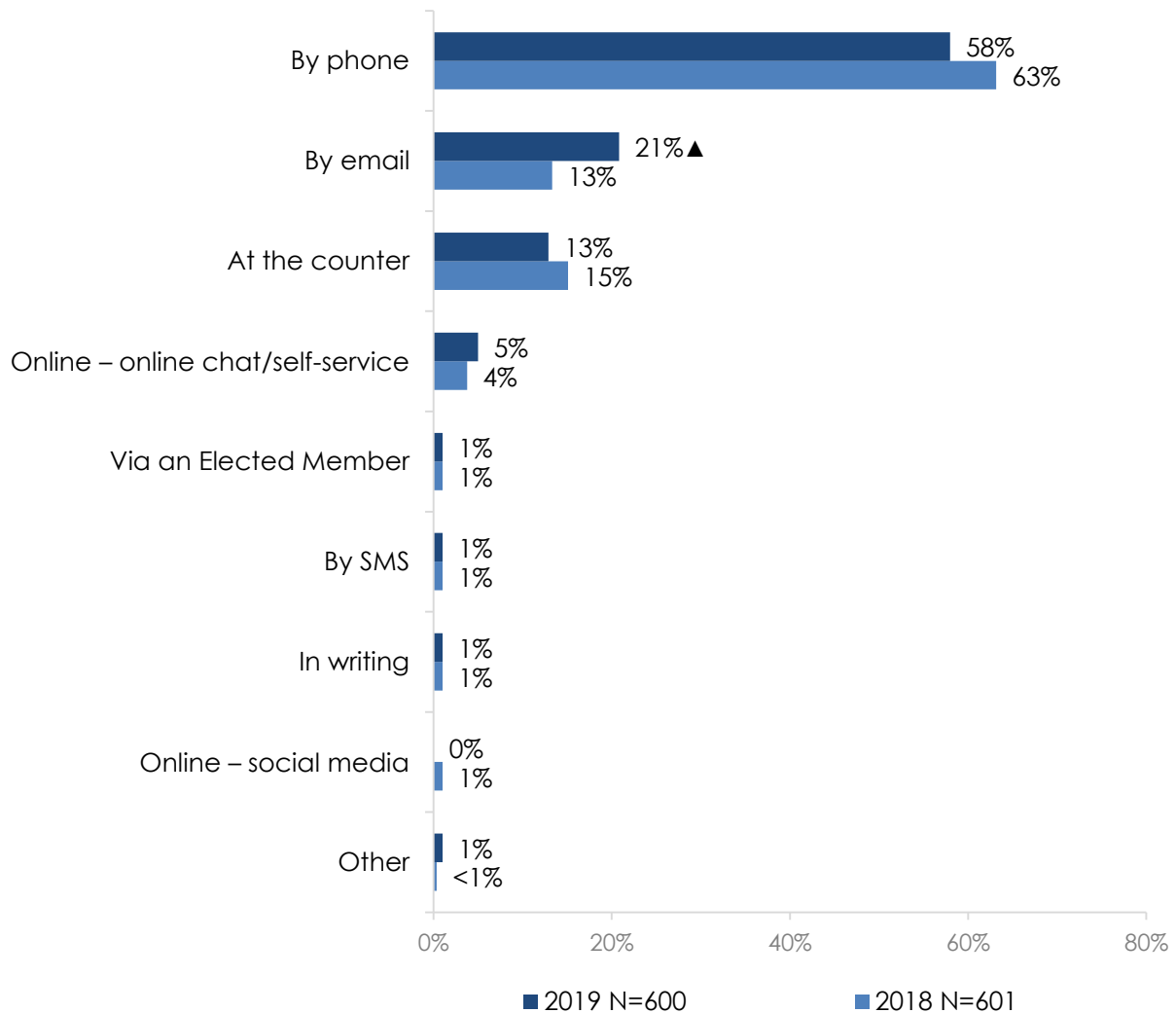
▲▼ = significantly higher/lower percentage (by group)

Other (Specified)	Count
It would depend on the issue	4

Preferred Method of Contacting Council

Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
By phone	56%	60%	47%▼	65%	62%	66%▲
By email	22%	19%	35%▲	14%	15%	8%▼
At the counter	15%	11%	8%	11%	15%	23%▲
Online – online chat/self-service	2%	8%▲	6%	8%	3%	0%▼
By SMS	2%	0%	2%▲	0%	1%	0%
In writing	1%	0%	0%	1%	1%	1%
Via an Elected Member	1%	1%	0%▼	0%	2%▲	3%▲
Online – social media	0%	0%	0%	0%	0%	0%
Other	1%	0%	1%	0%	1%	0%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
By phone	58%	56%	61%	60%	54%	59%	52%
By email	20%	23%	26%	19%	22%	15%	21%
At the counter	14%	9%	8%▼	10%	17%	15%	19%
Online – online chat/self-service	5%	5%	4%	5%	6%	7%	4%
By SMS	1%	2%	0%	4%▲	0%	0%	0%
In writing	0%	2%▲	0%	1%	0%	0%	2%
Via an Elected Member	1%	0%	1%	1%	0%	2%	1%
Online – social media	0%	0%	0%	0%	0%	0%	0%
Other	0%	2%	0%	0%	1%	2%▲	0%

▲▼= A significantly higher percentage (by group)

Online Tasks

Summary

Only 18% of residents are not interested in undertaking any tasks online.

Residents aged 18-34 indicated a higher likelihood of undertaking all tasks online, whilst those aged 50+ were significantly less likely.

Compared to the 2018 results, residents were less likely to 'give feedback on Council initiatives and plans' as well as 'make a general enquiry'. Residents in 2019 were more likely to not want to undertake any tasks online (12% cf. 18%).

Q1g.   What tasks do you like to do online?

Task	2019	2018
Make a payment	65%	68%
Submit an application	53%	58%
Make a booking	49%	53%
Request a service (e.g. new bin, change details)	48%	54%
Report a problem	47%	48%
Make a general enquiry	44%▼	51%
Give feedback on Council initiatives and plans	43%▼	52%
Other	1%	1%
I don't want to do any tasks online	18%▲	12%
I don't have access/know how to use the internet	6%	5%

■ 2019 N=600   ■ 2018 N=601
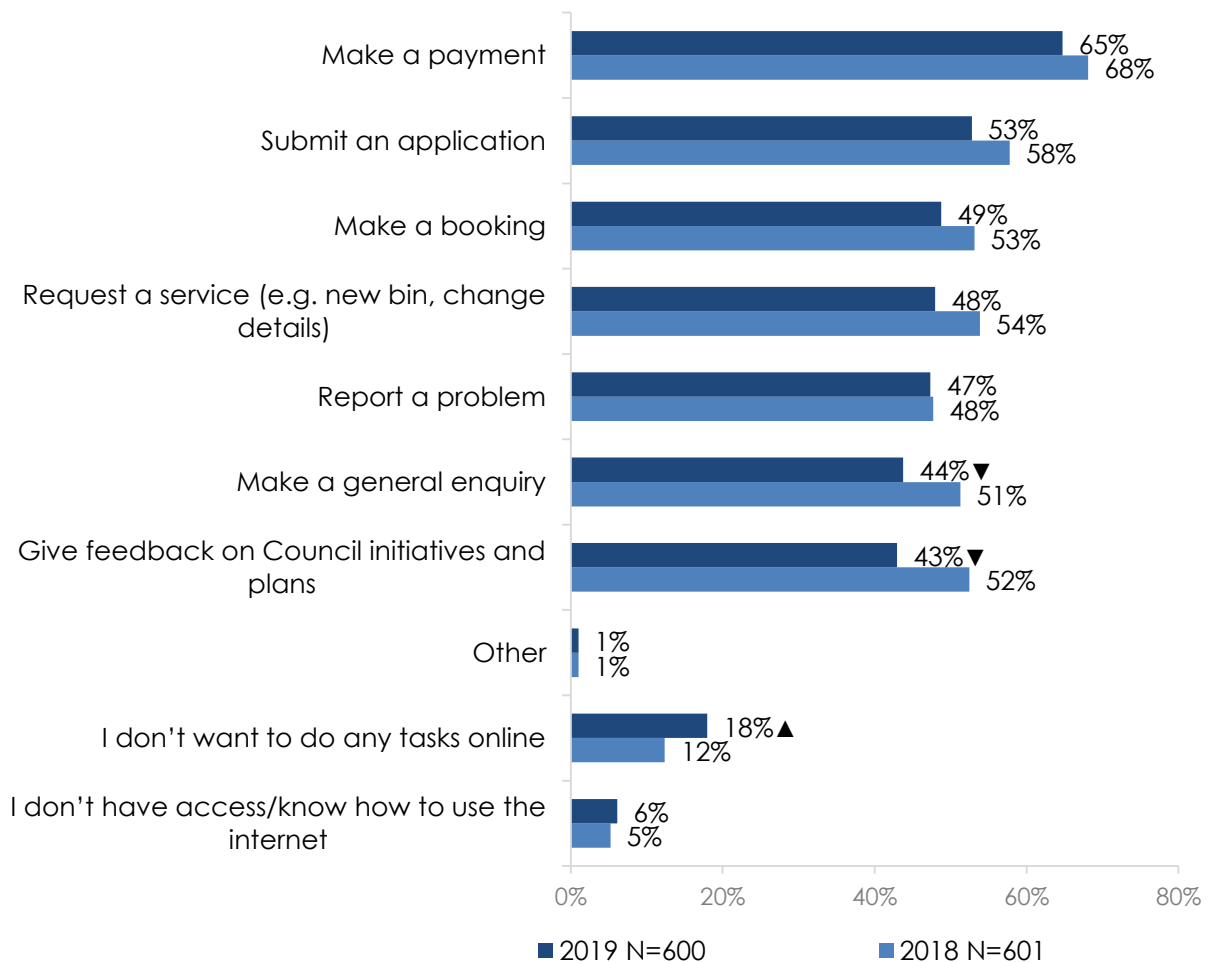
▲▼ = A significantly higher percentage (by group)

Other (Specified)	Count
I was not aware of Council's online services	3
Feedback on Council events	2
Check updates	1
Library requests	1
Research the Council area	1
Register a dog	1

Online Tasks

Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Make a payment	64%	65%	80%▲	77%▲	53%▼	30%▼
Submit an application	52%	53%	77%▲	64%▲	31%▼	15%▼
Make a booking	49%	48%	68%▲	56%	33%▼	18%▼
Request a service (e.g. new bin, change details)	49%	47%	66%▲	56%	34%▼	17%▼
Report a problem	47%	48%	60%▲	54%	43%	16%▼
Make a general enquiry	40%	47%	59%▲	50%	31%▼	19%▼
Give feedback on Council initiatives and plans	38%	48%	65%▲	49%	26%▼	10%▼
Other	1%	1%	2%	0%	1%	1%
I don't want to do any tasks online	18%	18%	9%▼	12%	26%▲	36%▲
I don't have access/know how to use the internet	6%	6%	0%▼	1%▼	7%	26%▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Make a payment	66%	62%	73%▲	70%	76%▲	54%▼	44%▼
Submit an application	50%	60%	58%	56%	61%	50%	35%▼
Make a booking	46%	56%	54%	50%	58%	44%	35%▼
Request a service (e.g. new bin, change details)	47%	52%	55%	54%	47%	43%	34%▼
Report a problem	47%	50%	53%	54%	51%	39%	33%▼
Make a general enquiry	38%	60%▲	48%	44%	37%	42%	43%
Give feedback on Council initiatives and plans	37%	59%▲	45%	43%	45%	39%	42%
Other	1%	0%	2%	2%	0%	0%	0%
I don't want to do any tasks online	17%	19%	13%	18%	11%	20%	32%▲
I don't have access/know how to use the internet	7%	5%	3%▼	3%▼	6%	13%▲	7%

▲▼ = A significantly higher percentage (by group)

Preferred Means of Being Contacted by Council

Summary

45% of residents prefer to be contacted by post and 33% prefer email.

Residents aged 50+ are more likely to prefer contact via post, whilst those aged 18-34 are less likely. Residents aged 18-34 are also more likely to prefer contact via SMS, whilst older residents are less likely.

Q1h.   Which would be your preferred method you would like to be contacted by Council?
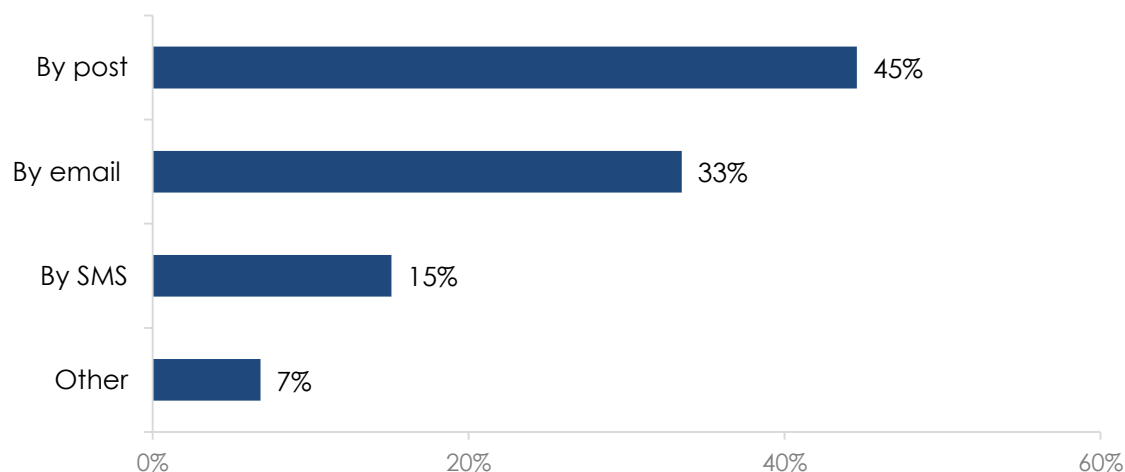
Base: N=600

Other (specified)	N=600
Over the phone	6%
In person	1%
All of the above	<1%
Verbally	<1%

Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
By post	46%	43%	34%▼	37%	52%▲	69%▲
By email	32%	35%	36%	38%	36%	17%▼
By SMS	12%	18%	23%▲	18%	6%▼	6%▼
Other	10%	4%▼	7%	7%	6%	8%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
By post	45%	41%	43%	43%	40%	46%	52%
By email	34%	32%	35%	40%	36%	25%	29%
By SMS	13%	22%▲	16%	14%	14%	17%	15%
Other	8%	4%	6%	3%▼	10%	12%	5%

▲▼ = A significantly higher percentage (by group)
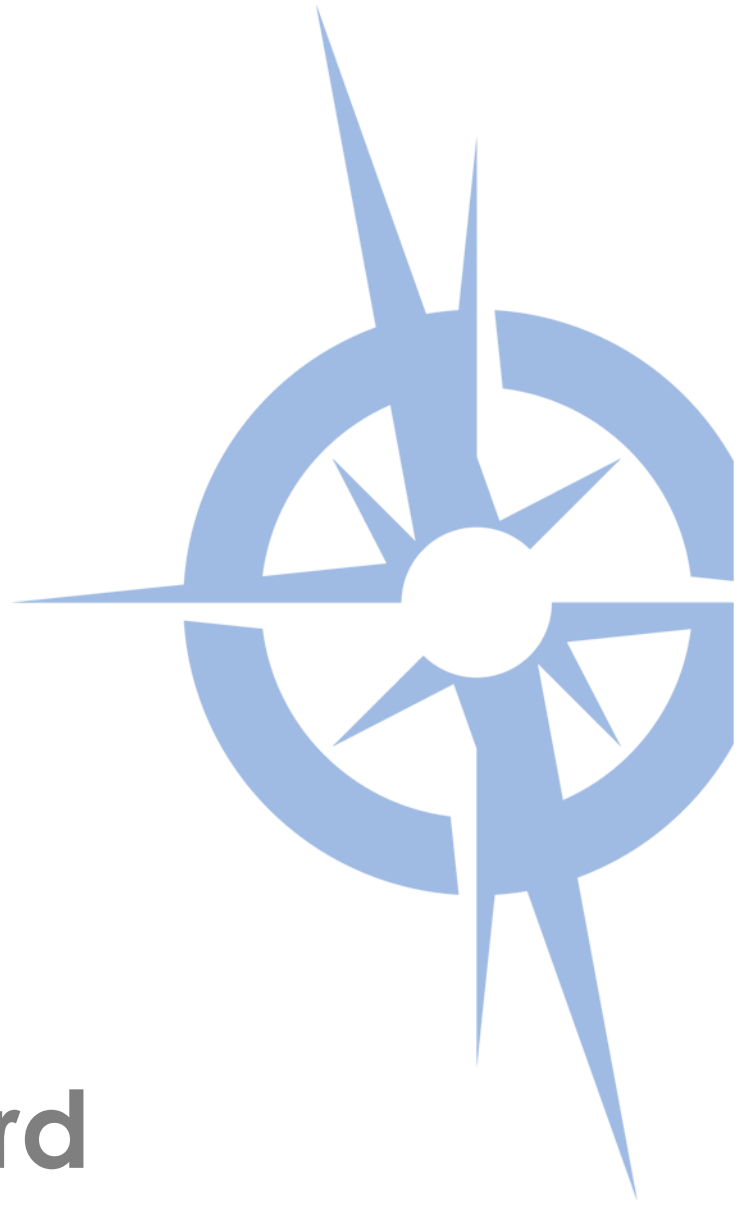
Section C –
City of Playford
Communication

Awareness of Programs, Events and Initiatives

Summary

Direct mail including brochures/flyers (64%) and letters (63%) are the primary means residents are made aware of Council programs, events and initiatives.

Comparisons with the 2018 results have seen a decline in the importance of 'word of mouth' (57% cf. 63%) as a means of hearing about Council's work, programs, events and initiatives.

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

	2019 N=600	2018 N=601
Brochures/flyers	64%	
Letters (including rates notice)	63%	62%
Word of mouth	57%▼	63%
Council publication 'Playford News'	49%	54%
Nett: Social media	49%	46%
Social media – General (Advertised, Adelaide Now)	43%	
Social media – Playford Council pages	29%	
Local Press (Messenger & Bunyip)	46%	53%
Billboards (Main North Road & Philip Highway)	41%	
Council website	28%	24%
Elected Members	20%	18%
Council staff	15%	18%
Other	5%	6%
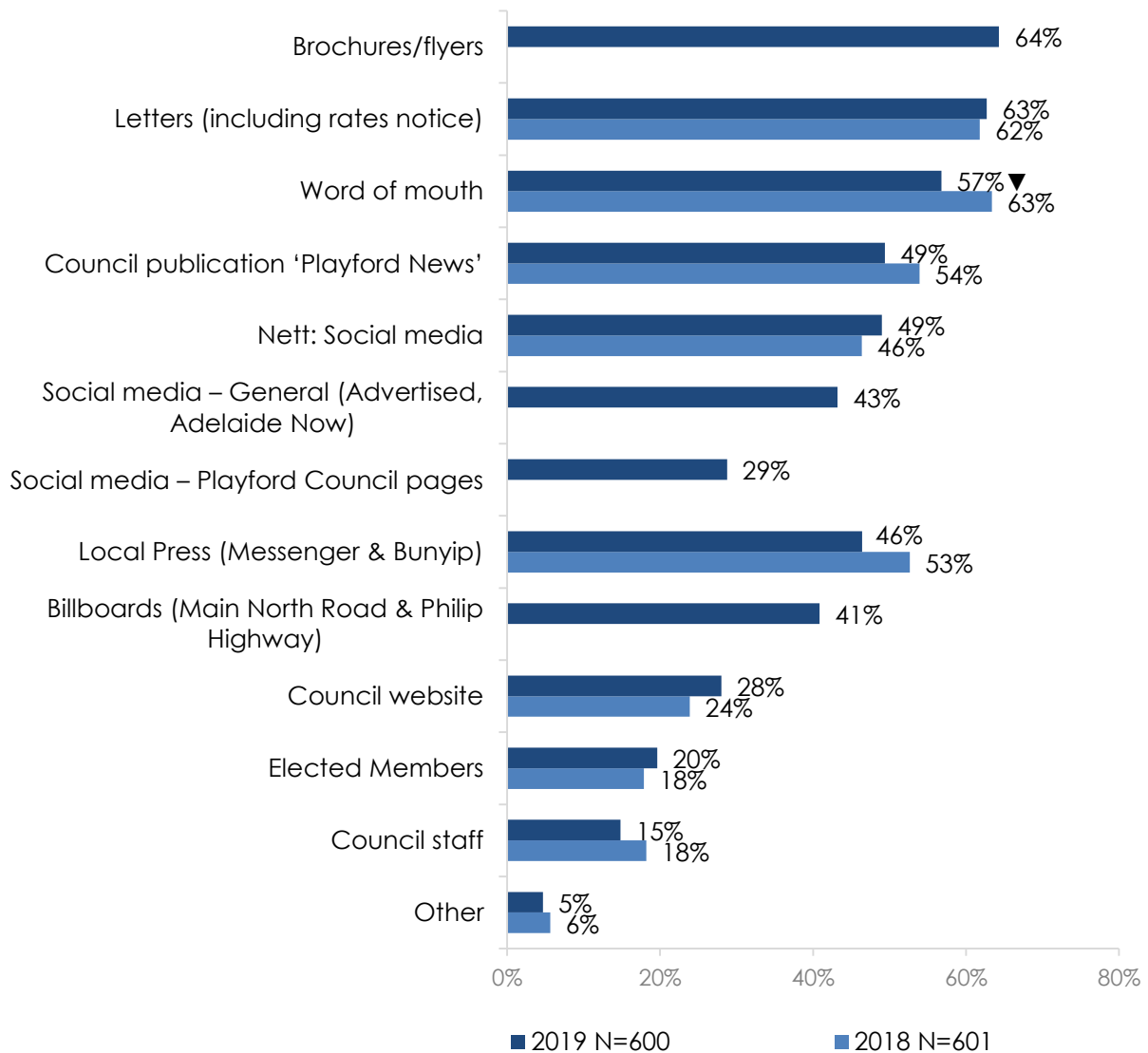
▲▼ = A significantly higher percentage (by year)

Awareness of Programs, Events and Initiatives

Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Brochures/flyers	61%	67%	64%	68%	61%	63%
Letters (including rates notice)	61%	64%	55%▼	71%▲	65%	63%
Word of mouth	52%	61%	63%	54%	50%	56%
Council publication 'Playford News'	44%	55%▲	31%▼	50%	60%▲	73%▲
Local Press (Messenger & Bunyip)	48%	45%	38%▼	48%	47%	63%▲
Social media – General (Advertised, Adelaide Now)	42%	45%	63%▲	41%	35%▼	16%▼
Billboards (Main North Road & Philip Highway)	43%	39%	49%▲	38%	38%	32%▼
Social media – Playford Council pages	25%	32%	48%▲	24%	18%▼	9%▼
Council website	29%	27%	38%▲	29%	22%	14%▼
Elected Members	20%	20%	20%	23%	14%	21%
Council staff	14%	15%	15%	12%	15%	20%
Other	7%	3%	7%	5%	2%	4%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Brochures/flyers	63%	67%	62%	64%	68%	67%	63%
Letters (including rates notice)	68%▲	51%	68%	61%	65%	54%	64%
Word of mouth	56%	59%	62%	49%	58%	61%	53%
Council publication 'Playford News'	53%	41%	56%	43%	40%	46%	60%▲
Local Press (Messenger & Bunyip)	49%	41%	49%	40%	54%	43%	48%
Social media – General (Advertised, Adelaide Now)	37%	59%▲	43%	42%	36%	49%	44%
Billboards (Main North Road & Philip Highway)	41%	42%	42%	37%	53%▲	33%	42%
Social media – Playford Council pages	24%	43%▲	32%	30%	15%▼	45%▲	16%▼
Council website	27%	32%	31%	27%	21%	24%	35%
Elected Members	19%	21%	22%	14%	18%	24%	21%
Council staff	14%	18%	10%	12%	13%	20%	23%▲
Other	4%	6%	3%	6%	2%	10%	2%

▲▼= A significantly higher percentage (by group)

Satisfaction with the Level of Communication City of Playford has with the Community

Summary

82% of residents are at least 'somewhat satisfied' with the level of communication City of Playford has with the community.

Comparisons with the 2018 results have seen a decline in residents' satisfaction with the level of communication Council has with the community.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.40▼	3.55	3.55	3.35	3.44	3.43	3.37	3.35	3.43

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.35	3.54	3.33	3.44	3.30	3.45	3.46

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

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

Very satisfied: 2019 11%, 2018 12%
Satisfied: 2019 43%, 2018 46%
Somewhat satisfied: 2019 28%, 2018 32%
Not very satisfied: 2019 10%▼, 2018 6%
Not at all satisfied: 2019 8%▲, 2018 4%

■2019 N=600   ■2018 N=601

Satisfaction with the Level of Communication City of Playford has with the Community

Q2b.   How satisfied are you with the level of communication City of Playford currently has with the community?
Q2c.   Why do you say that?

Not very satisfied/not at all satisfied	N=600
Poor or little communication/do not hear from Council at all	7%
Not informed of things happening in the area e.g., events/developments	3%
Council do not consult/listen to residents' concerns	2%
Council do not follow up/respond/give feedback	1%
Do not like letters/can find information online	1%
Information is difficult to access/not accessible to everyone	1%
Rarely receive newsletters/don't receive the local paper at all	1%
Rates have increased/do not get enough services for rates paid	1%
Requests are not followed through/things are not getting done	1%
Based on my experiences	<1%
Current processes are inefficient/ineffective	<1%
Do not trust online services/prefer speaking to someone	<1%
Don't trust what I hear/Council make excuses	<1%
Make information simple to understand	<1%
They talk like politicians rather than common people	<1%
Upcoming information is provided	<1%
Don't know/nothing	<1%

Information for Residents

Summary

There is a high level of interest in receiving information from Council on a range of topic areas. Residents are most interested in receiving information about 'services available' (87%), 'service updates' (86%), 'community events' (82%), 'how to get things done with Council' (81%) and 'how rates are being spent' (81%).

Whilst still high, comparisons with the 2018 results have shown a decline in the proportion of residents interested in receiving information about the 'services available', 'community events' and 'how to get things done'.

Q2d. *What type of information would you like to receive from City of Playford?*

Services available to you — 87%▼ / 95%
Service updates (roadworks, verge mowing) — 86% / 90%
Community events — 82%▼ / 89%
How to get things done with Council – i.e. hard waste collection, noisy dogs etc. — 81%▼ / 88%
How rates are being spent — 81% / 82%
New initiatives of Council — 77% / 82%
Planning and development news — 77% / 80%
Education and information on animal management, fire prevention, dumping and rural weed spread — 72%
How to get involved and informed about local decision making — 57%
Local achievers — 52% / 57%
Local sporting updates — 46% / 51%
Other — 3% / 2%

■ 2019 N=600   ■ 2018 N=601

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

Other (specified)	N=600
None/don't want information	2%
Better ways to recycle	<1%
Information about who the current councillors are	<1%
Supporting the disabled	<1%
Updates on current projects	<1%

Information for Residents
Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Services available to you	83%	91%▲	85%	91%	86%	84%
Service updates	83%	88%	86%	92%▲	80%	81%
Community events	76%	87%▲	82%	94%▲	77%	70%▼
How to get things done with Council	80%	82%	85%	86%	78%	72%▼
How rates are being spent	81%	81%	80%	87%	78%	77%
New initiatives of Council	79%	75%	79%	80%	74%	71%▼
Planning and development news	76%	77%	83%	79%	72%	66%▼
Education and information on animal management, fire prevention, dumping and rural weed spread	69%	75%	82%▲	72%	66%	61%▼
How to get involved and informed about local decision making	60%	55%	66%▲	60%	52%	42%▼
Local achievers	49%	55%	55%	54%	42%▼	57%
Local sporting updates	43%	48%	50%	50%	40%	37%▼
Other	4%	2%	3%	1%	3%	3%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Services available to you	87%	86%	87%	85%	81%	89%	91%
Service updates	86%	84%	89%	81%	80%	91%	87%
Community events	80%	87%	82%	81%	75%	86%	84%
How to get things done with Council.	81%	81%	83%	79%	87%	80%	78%
How rates are being spent	86%▲	66%	86%	80%	86%	81%	69%▼
New initiatives of Council	78%	74%	85%▲	71%	76%	80%	71%
Planning and development news	79%	70%	86%▲	74%	75%	82%	61%▼
Education and information on animal management, fire prevention, dumping and rural weed spread	69%	82%▲	72%	73%	65%	78%	71%
How to get involved and informed about local decision making	56%	60%	63%	61%	44%▼	56%	57%
Local achievers	53%	51%	57%	55%	56%	54%	35%▼
Local sporting updates	46%	45%	55%▲	42%	41%	49%	36%▼
Other	2%	5%	0%▼	5%	5%	1%	2%

▲▼= A significantly higher percentage (by group)

Preferred Means of Receiving Rates Notices/Invoices from Council

Summary

63% of residents prefer to receive the rates notice/invoices via post, whilst 30% are interested in receiving correspondence via email.

Residents aged 18-34 are more likely to prefer email as a mode of delivery, whilst those aged 50+ are more likely to prefer post.

Q2e.   What is your preferred method of delivery of invoices and rates notices?

Other (specified)	N=600
None/don't pay rates	2%
In person with Council	<1%
Online	<1%

Base: N=599
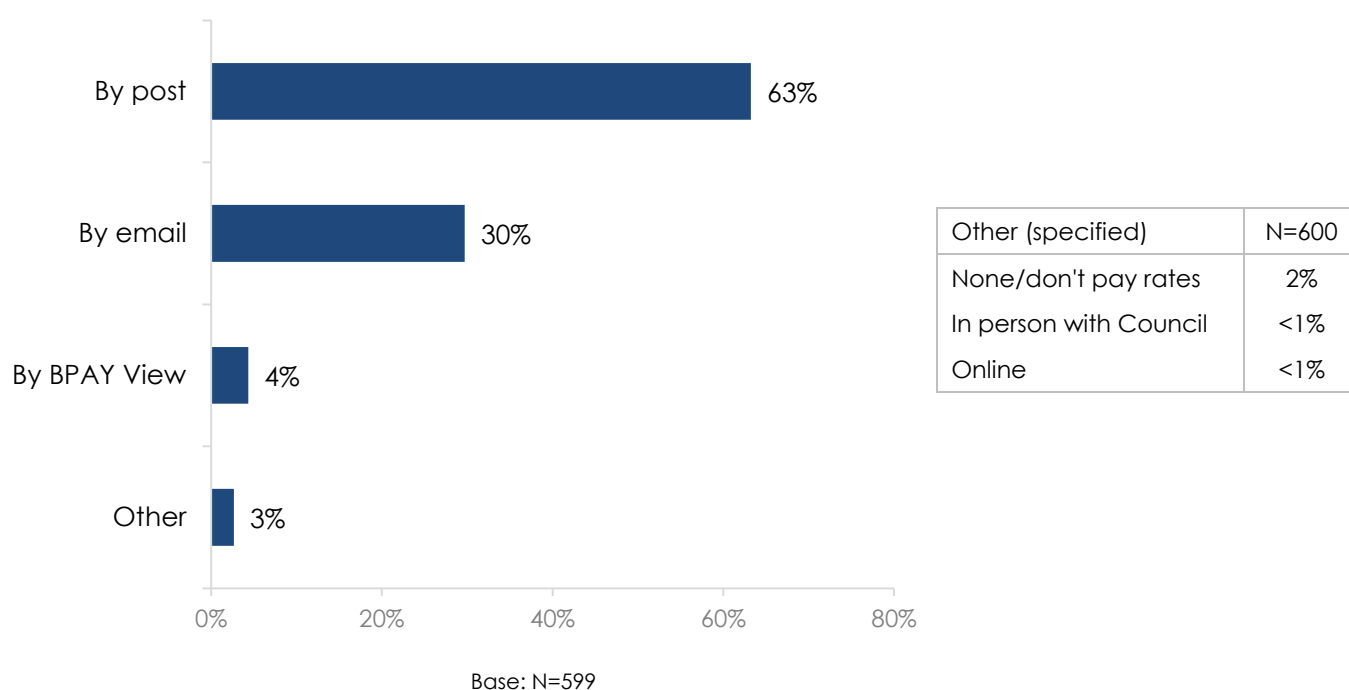
Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
By post	64%	63%	45%▼	61%	76%▲	88%▲
By email	31%	29%	47%▲	30%	18%▼	10%▼
By BPAY View	3%	5%	5%	7%	3%	1%▼
Other	3%	3%	3%	2%	3%	1%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
By post	66%	56%	66%	51%▼	66%	61%	76%▲
By email	28%	34%	27%	38%▲	29%	32%	20%
By BPAY View	5%	1%	3%	6%	4%	4%	3%
Other	0%	8%▲	4%	4%	0%	3%	1%

▲▼ = A significantly higher percentage (by group)

Preferred Rates Payment Option

Summary

Almost half of residents (46%) prefer to pay rates/invoices via BPAY.

Residents aged 35-49 were more likely to prefer payment via 'BPAY', whilst those aged 65+ were less likely. Residents aged 65+ were more likely to prefer payment via 'Australia Post', 'cash' and 'direct debit'.

Ratepayers were significantly more likely to prefer BPAY as a payment option.

Q2f.   What are your preferred payment options?

Other (specified)	N=599
EFTPOS	<1%
In person by credit card	<1%
Online	<1%
Over the phone	<1%
PayPal	<1%
No preference	<1%
Don't know/not applicable	2%

Base: N=599
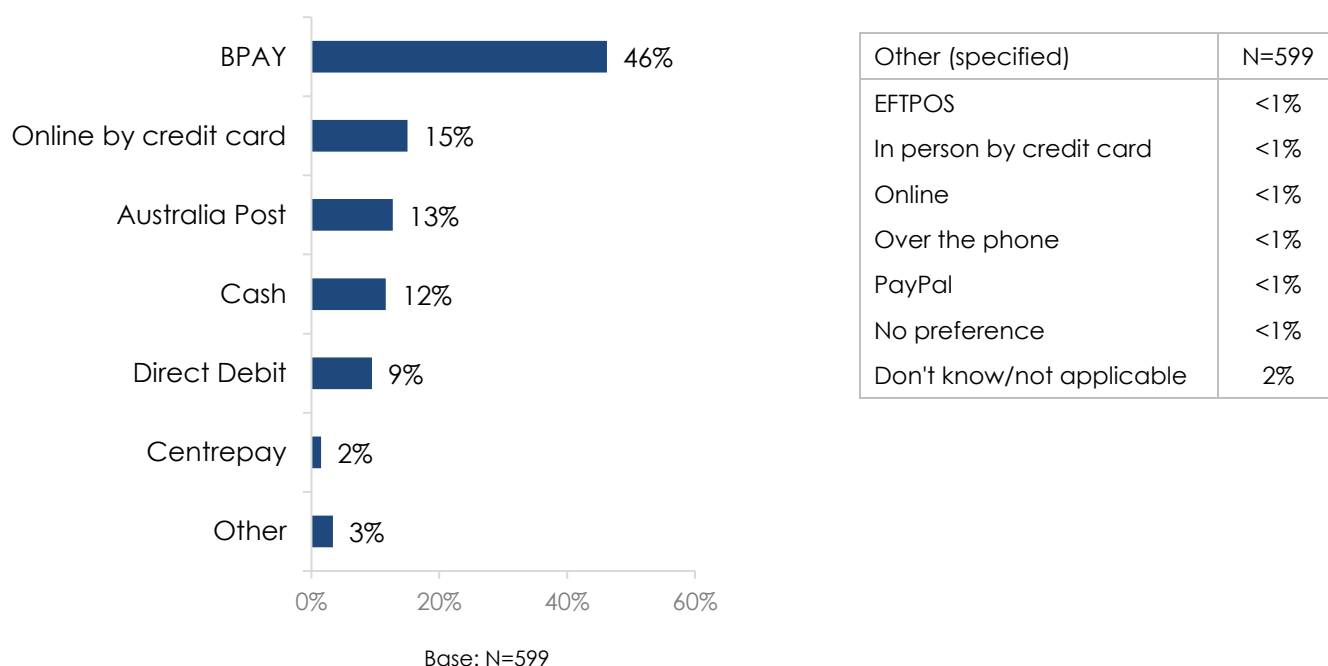
Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
BPAY	43%	49%	46%	57%▲	52%	23%▼
Online by credit card	18%	12%	22%▲	16%	8%▼	8%▼
Australia Post	13%	13%	7%▼	12%	12%	28%▲
Cash	12%	11%	8%	8%	15%	20%▲
Direct Debit	10%	9%	12%	4%	8%	14%▲
Centrepay	0%	3%▲	1%	2%	1%	2%
Other	4%	3%	4%	1%	4%	4%

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
BPAY	53%▲	30%	48%	60%▲	48%	30%▼	38%
Online by credit card	14%	18%	17%	6%▼	19%	16%	20%
Australia Post	12%	13%	12%	9%	12%	17%	16%
Cash	9%	19%▲	11%	8%	5%	19%▲	15%
Direct Debit	9%	10%	7%	11%	15%	10%	6%
Centrepay	1%	3%	0%▼	1%	1%	4%▲	3%
Other	2%	7%▲	4%	4%	1%▼	4%	3%

▲▼= A significantly higher percentage (by group)

Section D – City of Playford Facilities

Facilities Visited in the City of Playford

Summary

Visitation of community facilities in the City of Playford is high, with only 5% of residents having not visited any of the prompted facilities.

Comparisons with the 2018 results have shown a decline in visitation of the 'Healthy Food Co', 'Grenville Community Hub' and 'Playford City Tennis Centre'.

The 2019 results continued to find younger residents were generally more likely to have visited facilities in the City of Playford, whilst older residents (65+) were less likely.

Non-ratepayers were significantly more likely to have visited the 'Playford Libraries (Civic Centre/Stretton Centre)', 'skate parks', 'Healthy Food Co (Elizabeth Downs and Smithfield Plains)' and 'Elizabeth Rise Community Centre'.

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

Facility	2019	2018
Parks, reserves, nature reserves & playgrounds	82%	83%
Sportsgrounds and ovals	60%	65%
Playford Libraries	59%	56%
Playford Civic Centre/Shedley Theatre	47%	51%
Elizabeth Aquadome	40%	45%
Elizabeth Oval (X Convenience Oval)	32%	
Dog Friendly Park	30%	
Stretton Centre	28%	23%
John McVeity Centre	21%	24%
Skate parks	17%	21%
Immunisation Clinic	17%	
Prince George Plaza	15%	17%
Healthy Food Co	14% ▼	19%
Grenville Community Hub	13% ▼	18%
Precinct on Coventry Road	11%	
Northern Sound System	11%	15%
Uley Road Hall	10%	
Playford City Tennis Centre	10% ▼	17%
Playford Bowling Club	9%	11%
Elizabeth Rise Community Centre	8%	9%
Spruance Road Hall	2%	
None of these	5%	5%

■ 2019 N=601   ■ 2018 N=600

Facilities Visited in the City of Playford
Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Parks, reserves, nature reserves & playgrounds	79%	85%	90%▲	91%▲	72%▼	65%▼
Sportsgrounds and ovals	62%	59%	67%	69%	57%	38%▼
Playford Libraries	54%	64%▲	64%	68%▲	44%▼	55%
Playford Civic Centre/Shedley Theatre	50%	44%	51%	41%	45%	50%
Elizabeth Aquadome	38%	43%	48%▲	50%▲	34%	18%▼
Elizabeth Oval (X Convenience Oval)	36%▲	27%	29%	36%	35%	27%
Dog Friendly Park	28%	32%	43%▲	25%	26%	17%▼
Stretton Centre	30%	26%	28%	34%	23%	24%
John McVeity Centre	20%	23%	27%	26%	14%▼	12%▼
Skate parks	16%	18%	23%▲	21%	10%▼	9%▼
Immunisation Clinic	14%	20%	21%	18%	16%	9%▼
Prince George Plaza	10%	21%▲	10%	17%	17%	23%▲
Healthy Food Co (Elizabeth Downs and Smithfield Plains)	10%	17%	20%▲	11%	9%	10%
Grenville Community Hub	14%	12%	10%	8%	13%	25%▲
Precinct on Coventry Road	9%	13%	13%	14%	8%	7%
Northern Sound System	11%	11%	16%▲	14%	5%▼	3%▼
Uley Road Hall	9%	11%	7%	12%	12%	12%
Playford City Tennis Centre	8%	11%	5%▼	15%	9%	13%
Playford Bowling Club	12%▲	6%	9%	11%	8%	9%
Elizabeth Rise Community Centre	7%	8%	10%	8%	6%	6%
Spruance Road Hall	3%	1%	1%	2%	3%	3%
None of these	5%	6%	2%▼	2%	10%	12%▲

▲▼ = A significantly higher percentage (by group)

Facilities Visited in the City of Playford

Results by Key Demographics

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Parks, reserves, nature reserves & playgrounds	80%	85%	85%	87%	78%	75%	79%
Sportsgrounds and ovals	63%	55%	70%▲	61%	56%	54%	54%
Playford Libraries (Civic Centre/Stretton Centre)	55%	68%▲	59%	65%	44%▼	56%	64%
Playford Civic Centre/Shedley Theatre	46%	50%	45%	42%	34%▼	49%	66%▲
Elizabeth Aquadome	39%	43%	38%	32%	38%	50%	49%
Elizabeth Oval (X Convenience Oval)	31%	33%	33%	28%	32%	33%	33%
Dog Friendly Park	27%	37%	27%	30%	36%	33%	28%
Stretton Centre	27%	30%	34%	36%▲	10%▼	27%	20%
John McVeity Centre	21%	23%	28%	25%	4%▼	23%	18%
Skate parks	13%	27%▲	19%	20%	11%	12%	18%
Immunisation Clinic	15%	23%	17%	18%	11%	26%▲	11%
Prince George Plaza	16%	14%	8%▼	17%	15%	18%	21%
Healthy Food Co (Elizabeth Downs and Smithfield Plains)	11%	21%▲	10%	13%	4%▼	25%▲	16%
Grenville Community Hub	11%	14%	8%	12%	8%	21%▲	15%
Precinct on Coventry Road	11%	13%	10%	15%	4%	16%	9%
Northern Sound System	10%	15%	6%	10%	11%	19%▲	13%
Uley Road Hall	10%	11%	5%▼	16%▲	6%	8%	18%▲
Playford City Tennis Centre	9%	12%	8%	7%	7%	16%	13%
Playford Bowling Club	9%	7%	11%	5%	8%	12%	9%
Elizabeth Rise Community Centre	5%	14%▲	4%	8%	5%	12%	10%
Spruance Road Hall	3%	2%	0%	1%	2%	3%	7%▲
None of these	6%	5%	3%▼	5%	10%▲	7%	6%

▲▼= A significantly higher percentage (by group)

Satisfaction with the Presentation of the City of Playford

Summary

Overall satisfaction with the presentation of the City remains on a par with the 2018 results, with 91% of residents at least 'somewhat satisfied' with Council's delivery on this measure.

Residents from Ward 5 and non-ratepayers were more satisfied with the presentation of the City of Playford, whilst those aged 18-34 and those from Ward 1 were less satisfied.

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

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.61	3.67	3.56	3.67	3.54	3.45▼	3.75	3.65	3.68

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.55	3.76▲	3.45▼	3.56	3.60	3.72	3.83▲

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

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

Section E –
City of Playford
Strategic Priorities

Priorities for Council

Summary

Residents provided a range of priorities for Council to address, with key themes centring on improving road maintenance and infrastructure (20%), cleanliness of the area (10%) and footpaths (8%).

Q6a.   What do you think should be a priority for Council?

Priority	%
Road maintenance and infrastructure	20%
Cleanliness of the area	10%
Improve and provide more footpaths	8%
Ensuring the area is safe and secure	6%
Employment opportunities/supporting local industry	6%
Improve communication/provide information to the community	6%
Maintenance of nature and greenery i.e. reserves/trees/verges/parks	5%
Improve financial management	5%
Reduce rates/make affordable	5%
Maintaining services, facilities and the general area	5%
Council to be transparent and accountable	5%
Traffic management	5%
Presentation of the area/upgrade/modernise the area	4%
More value for rates paid/providing services equally across the LGA	4%
Don't know/nothing	7%

Base: N=600

Note: Please see Appendix A for a detailed list, including responses <4%

Strategic Priorities

Summary

Residents' support for all 6 strategic priorities is high, with more than 87% of respondents at least 'somewhat supportive' of all priority areas.

Support was strongest for 'development of the Lyell McEwin Health Precinct' and 'supporting opportunities for new industries and jobs', with 97% of residents at least 'somewhat supportive'.

Whilst in 2019 support remained high, residents indicated a lower level of support for all strategic priorities, particularly 'supporting opportunities for new industries and job', 'development of the Elizabeth CBD' and 'development of Playford sports precinct'.

Comparisons by Ward indicate those from Ward 4 were significantly more supportive of 5 of the 6 prompted strategic priorities, 'development of the Lyell McEwin Health Precinct', 'supporting opportunities for new industries and jobs', 'city presentation and appearance', 'development of Elizabeth CBD', 'development of Playford Sports Precinct', 'development of the Lyell McEwin Health Precinct' and 'supporting opportunities for new industries and jobs'.

Q6b.   Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs. 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.

	2019	2018
Development of the Lyell McEwin Health Precinct 1% / 2% / 4% / 15% / 78%	4.67 N=598	4.75 N=598
Supporting opportunities for new industries and jobs 1% / 1% / 8% / 17% / 72%	4.58▼ N=596	4.68 N=598
City presentation and appearance 2% / 1% / 14% / 32% / 51%	4.28 N=597	4.38 N=599
Development of Elizabeth CBD 4% / 4% / 20% / 24% / 48%	4.08▼ N=595	4.33 N=598
Reducing council rates for businesses 7% / 6% / 19% / 22% / 46%	3.94 N=593	4.03 N=598
Development of Playford Sports Precinct 5% / 8% / 24% / 29% / 34%	3.80▼ N=591	3.98 N=596

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)

Strategic Priorities

Results by Key Demographics

	Male	Female	18-34	35-49	50-64	65+
Development of the Lyell McEwin Health Precinct	4.63	4.71	4.68	4.67	4.59	4.77
Supporting opportunities for new industries and jobs	4.57	4.58	4.68	4.54	4.43▼	4.63
City presentation and appearance	4.21	4.36	4.26	4.19	4.32	4.42▲
Development of Elizabeth CBD	3.93	4.23▲	4.08	3.96	4.13	4.20
Reducing council rates for businesses	3.96	3.92	3.94	4.00	3.67▼	4.21▲
Development of Playford Sports Precinct	3.75	3.85	3.80	3.79	3.74	3.89

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Development of the Lyell McEwin Health Precinct	4.64	4.73	4.67	4.69	4.54	4.80▲	4.62
Supporting opportunities for new industries and jobs	4.50	4.76▲	4.47	4.68	4.30▼	4.79▲	4.61
City presentation and appearance	4.23	4.40	4.19	4.30	3.98▼	4.54▲	4.39
Development of Elizabeth CBD	4.00	4.36▲	3.85▼	4.05	3.99	4.41▲	4.24
Reducing council rates for businesses	3.92	3.98	3.92	4.00	3.70	4.11	3.92
Development of Playford Sports Precinct	3.81	3.81	3.75	3.64	3.74	4.14▲	3.79

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

Trust in Council

Summary

83% of residents hold a degree of trust that Council is doing its best for City of Playford.

Residents' level of trust in Council has declined in 2019, with a greater proportion of residents selecting 'not at all trustworthy' compared to in 2018 (7% cf. 3%).

Residents aged 65+ and those from Ward 5 indicated a higher level of trust in Council, whilst ratepayers expressed a lower level of trust.

Q7a. To what degree do you trust Council is doing its best for the City of Playford? Please answer on a scale of 1 to 5, where 1 means not at all trustworthy and 5 means completely trustworthy.

	Overall 2019	Overall 2018	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.37▼	3.55	3.30	3.44	3.38	3.30	3.29	3.59▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.26▼	3.71	3.20	3.30	3.27	3.56	3.65▲

Scale: 1 = not at all trustworthy, 5 = completely trust

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

Rating	2019 N=592	2018 N=600
5 – Completely trust	11%▼	16%
4	39%	38%
3	33%	33%
2	10%	10%
1 – Not at all trustworthy	7%▲	3%

■ 2019 N=592   ■ 2018 N=600

Trust in Council

Q7a.   To what degree do you trust Council is doing its best for the City of Playford?
Q7b.   (If rated 1-3), may I ask why?

Somewhat trust	N=592
Lack of communication/consultation/provision of information	5%
Don't have a reason to trust or not to trust Council	5%
Council are not transparent in their dealings/don't know what Council does	4%
Council does not tell the truth/fulfil promises	4%
Lack of maintenance/effort/poor prioritisation	3%
Poor allocation of funds/rates are too high with little in return	3%
Always room for improvement	2%
From experience or recent legal case	2%
General lack of trust	2%
Too focused on their own interests/agenda	2%
Council are not performing well/disorganised	1%
Council is trying/performing well	1%
Distrust of Council members/CEO issues/change in dynamics	1%
Projects take too long/poorly managed	1%
Too much development/unnecessary development	<1%
Don't know/nothing	2%
Not very/not at all trustworthy	
Poor allocation of funds/rates are too high with little in return	5%
Too focused on their own interests/agenda	3%
Council are not performing well/disorganised	2%
Lack of communication/consultation/provision of information	2%
Lack of maintenance/effort/poor prioritisation	2%
Council are not transparent in their dealings/don't know what Council does	1%
Council does not tell the truth/fulfil promises	1%
From experience or stories	1%
General lack of trust	1%
Council is corrupt/should be audited	<1%
Greedy/unnecessary fines and fees	<1%
Lack of accountability	<1%
Lack of Council presence	<1%
Lack of safety	<1%
My property was rezoned	<1%
Too much development/unnecessary development	<1%
Don't know/nothing	1%

Section F –
Living in Playford

Playford Pride

Summary

Residents of the City of Playford continue to be proud to live in the LGA, with 70% of residents stating that they 'completely agree' or 'agree' and only 7% disagreeing with the statement.

Residents aged 65+ and those from Ward 5 expressed a higher degree of pride in living in the City of Playford, whilst still high those aged 18-34 and those from Ward 1 expressed lower levels of pride.

Q8a.   To what extent do you agree or disagree with the following? 'I am proud to live in the City of Playford'

	Overall 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.99	4.06	3.98	3.96	4.02	3.77▼	3.93	4.07	4.40▲

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.96	4.07	3.81▼	4.02	4.02	4.00	4.19▲

Scale: 1 = completely disagree, 5 = completely agree

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

Continued Residence in the City of Playford

Summary

81% of residents plan to continue living in the City of Playford for the next 5 years. Primary reasons for continued residence include 'Playford is home/I own a house here/I have lived in the area a long time' (31%), it is a 'nice/likeable/quiet area' (14%) and 'proximity to family and friends' (10%).

Residents aged 65+, male respondents, ratepayers and those from Ward 1 were more likely to believe they will continue living in the City of Playford.

Residents aged 18-34 and those from Ward 2 were less likely to plan to continue living in the LGA in the next 5 years.

Q8b.   Do you intend to continue to live in the City of Playford for the next 5 years?
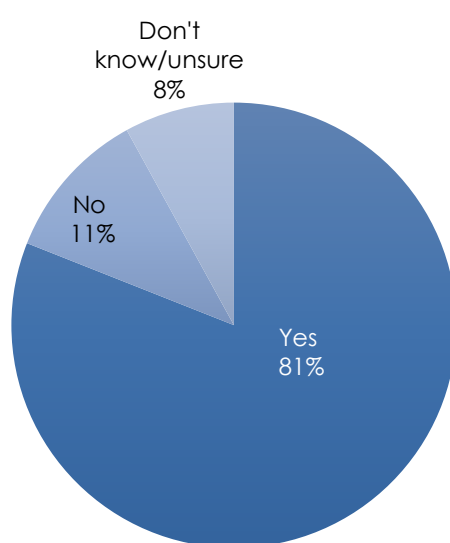
Base: N=600

	Overall 2019	Overall 2018	Male	Female	18-34	35-49	50-64	65+
Yes	81%	83%	86%▲	75%	72%▼	83%	81%	93%▲
No	11%	10%	9%	14%	16%	11%	11%	5%▼
Don't know/Unsure	8%	7%	4%	11%▲	11%	6%	8%	2%▼

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Yes	84%▲	72%	88%▲	73%▼	80%	79%	83%
No	9%	18%▲	6%	20%	11%	12%	9%
Don't know/Unsure	7%	11%	6%	7%	9%	10%	8%

▲▼= A significantly higher percentage (by group)

Continued Residence in the City of Playford

Q8b. *Do you intend to continue to live in the City of Playford for the next 5 years?*

Q8c. *May I ask why?*

Intend to live in Playford for the next 5 years	Base N=600
Playford is home/I own a house here/I have lived in the area a long time	31%
Nice/likeable/quiet area	14%
Proximity to family and friends	10%
Convenient location/central to services and facilities	8%
No desire/reason to leave the area	7%
Playford is affordable/cannot afford to move	6%
Friendly/supportive community/safe neighbourhood	5%
Happy/comfortable/ideal lifestyle	5%
Employment/business opportunities	4%
Do not intend to live in Playford for the next 5 years	
Want to downsize/move to larger property	2%
Planning to relocate	2%
Career opportunities/work commitments elsewhere	1%
Dislike the area/don't want to live here	1%
Dislike the local community	1%
High crime rates/unsafe	1%
Moving elsewhere to retire	1%
Moving interstate	1%
Moving overseas	1%
Unsure about where I will be living in the next 5 years	
Career opportunities/work commitments	1%
Expensive/rates are too high	1%
High crime rates/unsafe	1%
Planning to relocate	1%
Don't know	1%

Note: Please see Appendix A for a complete list

Section G –
Overall Satisfaction with
Council

Overall Satisfaction with the City of Playford

Summary

Residents expressed a high degree of satisfaction with the performance of the City of Playford, with 94% of residents at least 'somewhat satisfied' with Council overall.

Non-ratepayers expressed a higher level of satisfaction with the performance of Council, overall.

Q9. *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 2019	Overall 2018	Overall 2017	Male	Female	18-34	35-49	50-64	65+
Mean ratings	3.72	3.81	3.68	3.70	3.74	3.75	3.75	3.65	3.73

	Ratepayer	Non-ratepayer	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5
Mean ratings	3.63	3.98▲	3.59	3.69	3.73	3.87	3.82

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

Very satisfied: 13% (2019), 17% (2018)
Satisfied: 54% (2019), 54% (2018)
Somewhat satisfied: 27% (2019), 24% (2018)
Not very satisfied: 4% (2019), 4% (2018)
Not at all satisfied: 2% (2019), 1% (2018)

■ 2019 N=600 ■ 2018 N=601
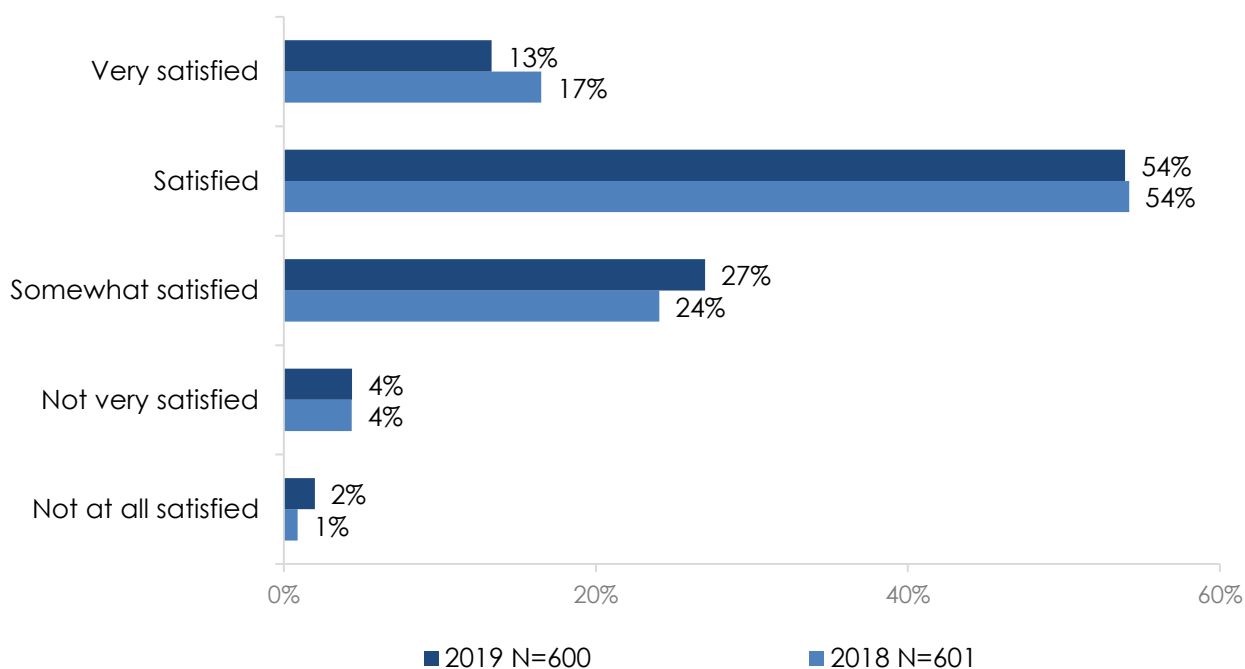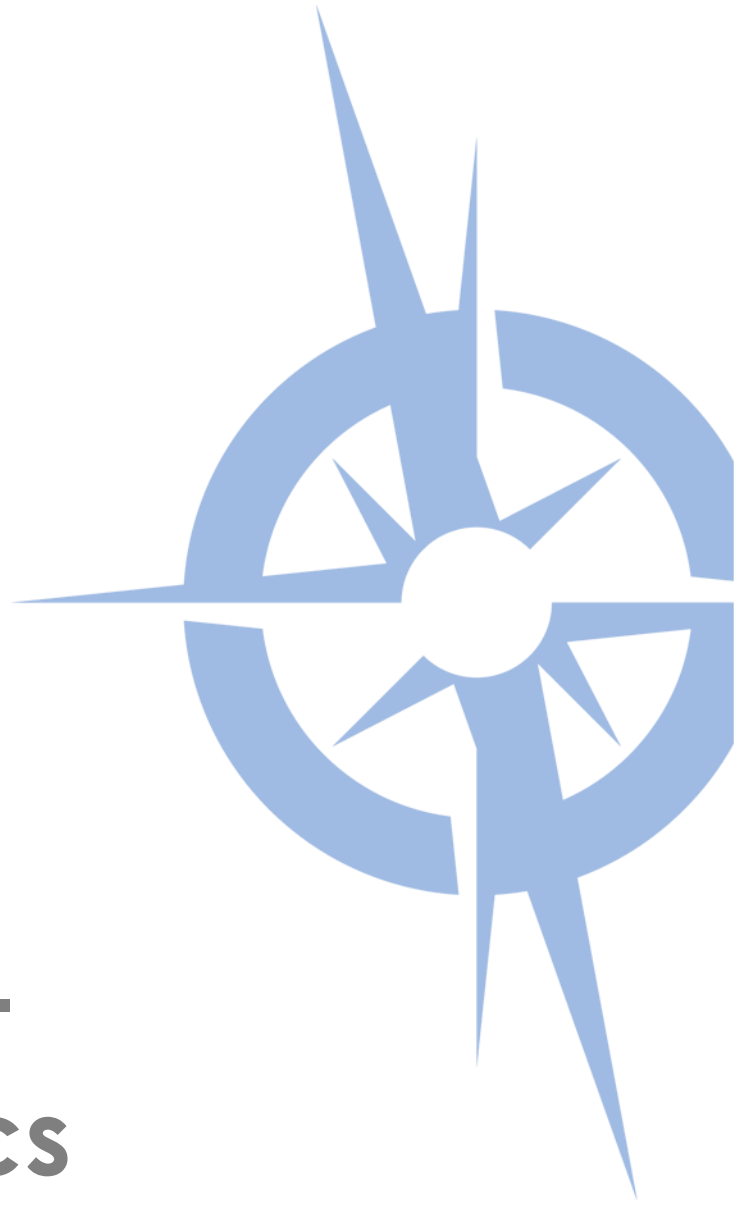
Appendix A – Demographics

Demographics

Q10. *Which country were you born in?*

	%
Australia	78%
United Kingdom	14%
India	1%
Papua New Guinea	1%
South Africa	1%
Belgium	<1%
Chile	<1%
China	<1%
Congo	<1%
Ex-Yugoslavia	<1%
Finland	<1%
France	<1%
Germany	<1%
Greece	<1%
Indonesia	<1%
Italy	<1%
Kenya	<1%
Malaysia	<1%
Malta	<1%
Netherlands	<1%
New Zealand	<1%
Northern Ireland	<1%
Paraguay	<1%
Philippines	<1%
Romania	<1%
Sudan	<1%
Uganda	<1%
Unites States	<1%

Base: N = 597

Demographics

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

	%
I/We own/are currently buying this property	72%
I/We currently rent this property	28%

Base: N = 597

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

	%
Married/de facto with children	41%
Married/de facto with no children	21%
Single with no children	14%
Living at home with parents	10%
Single parent with children	8%
Group household	3%
Extended family household (multiple generations)	3%

Base: N = 596

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

	%
Less than 2 years	6%
2 - 5 years	9%
6 - 10 years	19%
11 - 20 years	24%
More than 20 years	42%

Base: N = 600

Demographics

Q14. *Gender.*

	%
Male	49%
Female	51%

Base: N = 600

QA1. *Please stop me when I read out your age group.*

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

Base: N = 600

Demographics

QA2.   *In which suburb do you live?*

	%
Blakeview	10%
Angle Vale	9%
Craigmore	9%
Elizabeth Downs	8%
Andrews Farm	7%
Davoren Park	7%
Munno Para West	5%
Elizabeth North	4%
Hillbank	4%
Munno Para	4%
Smithfield	4%
Elizabeth East	3%
Elizabeth Park	3%
Elizabeth Vale	3%
Smithfield Plains	3%
Elizabeth South	2%
MacDonald Park	2%
Virginia	2%
Waterloo Corner	2%
Elizabeth	1%
Elizabeth Grove	1%
Evanston Park	1%
Hillier	1%
One Tree Hill	1%
Penfield	1%
Penfield Gardens	1%
Bibaringa	<1%
Buckland Park	<1%
Eyre	<1%
Gould Creek	<1%
Humbug Scrub	<1%
Munno Para Downs	<1%
Sampson Flat	<1%
Uleybury	<1%
Yattalunga	<1%

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 B – Additional Analysis

Priorities for Council

Q6a.   *What do you think should be a priority for Council?*

	Base N=600
Road maintenance and infrastructure	20%
Cleanliness of the area	10%
Improve and provide more footpaths	8%
Employment opportunities/supporting local industry	6%
Ensuring the area is safe and secure	6%
Improve communication/provide information to the community	6%
Council to be transparent and accountable	5%
Improve financial management	5%
Maintaining services, facilities and the general area	5%
Maintenance of nature and greenery i.e. reserves/trees/verges/parks	5%
Reduce rates/make affordable	5%
Traffic management	5%
More value for rates paid/providing services equally across the LGA	4%
Presentation of the area/upgrade/modernise the area	4%
Community consultation/listen to community concerns	3%
Drainage/kerb and guttering	3%
Improve public transport	3%
Improve the health of the area/health facilities i.e. immunisation initiatives	3%
Waste management	3%
Accommodating/maintaining the growing population	2%
Consideration for the elderly/aged care facilities	2%
Improving street lighting	2%
Planning - development control/overdevelopment	2%
Provide and maintain infrastructure	2%
Provide free carparking	2%
Provide more recreational activities/venues	2%
Satisfied with Council/continue what you are doing	2%
Accessibility for disabled and elderly	1%
Animal and pest control	1%
Bike paths	1%
Community organisations/community centres	1%
Council presence within the community	1%
Disaster planning i.e. bushfire	1%
Focus on education	1%
Improve customer service/responsiveness	1%

Priorities for Council

Q6a. *What do you think should be a priority for Council? (Cont'd)*

	Base N=600
Improve youth/children's facilities	1%
Looking after the community	1%
More dog parks	1%
Planning for the future	1%
Policing of the area i.e. noise pollution/no smoking areas	1%
Provide shade/BBQ areas/seats at parks	1%
Better sporting facilities	<1%
Housing affordability/availability	<1%
Improve the NBN	<1%
Library services	<1%
More advocates for different issues	<1%
One Tree Hill	<1%
Reducing smog near the main roads	<1%
Remove the skating rink/carpark	<1%
Return of The Elizabeth Celebrations	<1%
Don't know/nothing	7%

Continued Residence in the City of Playford

Q8b.   *Do you intend to continue to live in the City of Playford for the next 5 years?*

Q8c.   *May I ask why?*

Intend to live in Playford for the next 5 years	Base N=600
Playford is home/I own a house here/I have lived in the area a long time	31%
Nice/likeable/quiet area	14%
Proximity to family and friends	10%
Convenient location/central to services and facilities	8%
No desire/reason to leave the area	7%
Playford is affordable/cannot afford to move	6%
Friendly/supportive community/safe neighbourhood	5%
Happy/comfortable/ideal lifestyle	5%
Employment/business opportunities	4%
Children are settled at school	3%
Enjoy the open space/country/rural feel	2%
No opportunity to move/expand	2%
Old age/retirement	2%
Quiet/relaxing place to live	2%
Available/secure housing	1%
Family commitments	1%
Has everything we need	1%
Like the parks/environment/native aspects	1%
Playford is developing/adapting	1%
Quality services/facilities that meet our needs	1%
To support my family/keep kids happy	1%
Beautiful scenery/views	<1%
Can't move due to disability/illness/unable to sell house	<1%
Clean place to live	<1%
Familiar to me	<1%
Good climate	<1%
Happy with Council services/efforts	<1%
If it stays the same, I am happy to stay here	<1%
Involved in community groups/clubs/activities	<1%
Not built up	<1%
Quality infrastructure	<1%
Quality schools	<1%
Sentimental value	<1%
Studying in the area	<1%
Don't know	<1%

Continued Residence in the City of Playford

Q8b.   *Do you intend to continue to live in the City of Playford for the next 5 years?*

Q8c.   *May I ask why?*

Do not intend to live in Playford for the next 5 years	Base N=600
Want to downsize/move to larger property	2%
Planning to relocate	2%
Career opportunities/work commitments elsewhere	1%
Dislike the area/don't want to live here	1%
Dislike the local community	1%
High crime rates/unsafe	1%
Moving elsewhere to retire	1%
Moving interstate	1%
Moving overseas	1%
Area is too crowded	<1%
Area is ugly/unkempt	<1%
Better opportunities for my child elsewhere	<1%
Burn off causes too much smoke	<1%
Dissatisfied with Council	<1%
Expensive/rates are too high	<1%
House value is declining	<1%
Looking to buy/sell	<1%
Moving closer to friends/family/partner	<1%
Moving closer to the beach	<1%
Moving to a rural area	<1%
My house if being demolished	<1%
Need a change	<1%
Personal reasons	<1%
Poor services/infrastructure	<1%
There is nothing to do in Playford	<1%
Too far from the city	<1%
Unsatisfied with development in Playford/poor planning	<1%

Continued Residence in the City of Playford

Q8b.   Do you intend to continue to live in the City of Playford for the next 5 years?

Q8c.   May I ask why?

Unsure where I will be living in the next 5 years	Base N=600
Career opportunities/work commitments	1%
Expensive/rates are too high	1%
High crime rates/unsafe	1%
Planning to relocate	1%
Better opportunities for my child elsewhere	<1%
Family commitments	<1%
Houses too close/streets too narrow	<1%
I am renting, so moving is a possibility	<1%
If zoning changes I will move	<1%
Lack of parking enforcement	<1%
Looking to travel	<1%
Moving closer to friends/family/partner	<1%
Moving interstate	<1%
Moving to a larger property	<1%
Moving would be too disruptive	<1%
Need a change	<1%
Need to downsize	<1%
Nice/likeable/quiet area	<1%
Old age/retirement	<1%
Too much noise	<1%
Unsure of next location	<1%
Don't know	1%
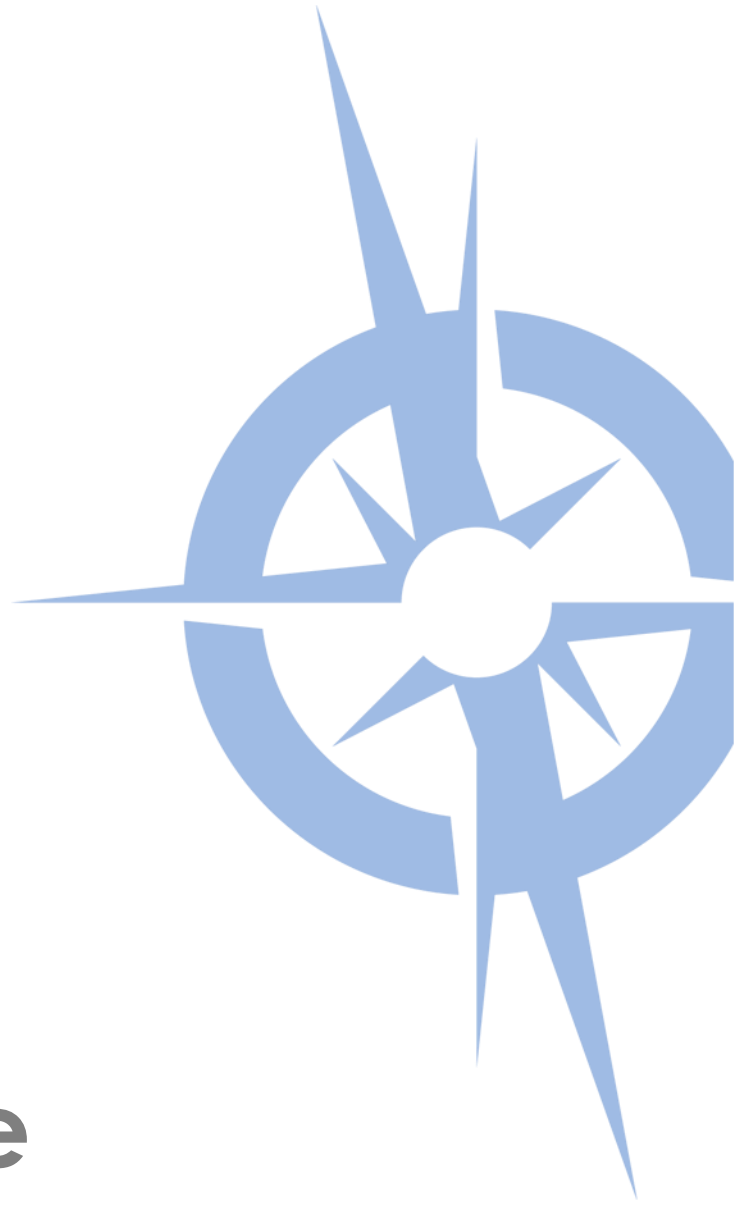
Appendix C
Questionnaire

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.

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

○   Yes   **(terminate survey)**
○   No

QA1.   Please stop me when I read out your age group. – (Terminate if refuses to answer)

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

QA2.   In which suburb do you live?

Ward 1

○   Andrews Farm   ○   Penfield
○   Angle Vale   ○   Penfield Gardens
○   Buckland Park   ○   Smithfield Plains
○   Eyre   ○   Virginia
○   MacDonald Park   ○   Waterloo Corner (Part)

Ward 2

○   Blakeview   ○   Munno Para Downs
○   Hillier (Part)   ○   Munno Para West
○   Munno Para   ○   Smithfield

Ward 3

○   Bibaringa   ○   Humbug Scrub (Part)
○   Craigmore (Part)   ○   One Tree Hill
○   Evanston Park (Part)   ○   Sampson Flat
○   Gould Creek   ○   Uleybury
○   Hillbank   ○   Yattalunga

Ward 4

○   Davoren Park   ○   Elizabeth North
○   Edinburgh North   ○   Elizabeth South
○   Elizabeth   ○   Elizabeth Vale

Ward 5

○   Elizabeth Downs   ○   Elizabeth Park
○   Elizabeth East   ○   Craigmore (Part)
○   Elizabeth Grove

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   **(Go to Q1f)**

Q1b.   When you last 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 1	2	3	4	Completely agree 5	(If rated 1 or 2) May I ask why?
City of Playford was easy to do business with	O	O	O	O	O	………………………
Staff are knowledgeable, helpful and pleasant	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*

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

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

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

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

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

Q1h. **Which would be your preferred method you would like to be contacted by Council?** *Prompt*

- O   By post
- O   By email
- O   By SMS
- O   Other (please specify)…………………………………..

Section B – City of Playford Communication

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

- O   Council publication 'Playford News'
- O   Council website
- O   Social media – Playford Council pages
- O   Social media – General (Advertised, Adelaide Now)
- O   Local Press (Messenger & Bunyip)
- O   Letters (including rates notice)
- O   Council staff
- O   Elected Members
- O   Brochures/flyers
- O   Billboards (Main North Road & Philip Highway)
- O   Word of mouth
- O   Other (please specify)…………………………………..

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

    O   Very satisfied   **(Go to Q2d)**
    O   Satisfied   **(Go to Q2d)**
    O   Somewhat satisfied   **(Go to Q2d)**
    O   Not very satisfied
    O   Not at all satisfied

Q2c. Why do you say that?

………...

Q2d. What type of information would you like to receive from City of Playford? *Prompt*

    O   How rates are being spent
    O   Community events
    O   New initiatives of Council
    O   Local achievers
    O   Local sporting updates
    O   Service updates (roadworks, verge mowing)
    O   Services available to you
    O   Planning and development news
    O   How to get things done with Council – i.e. hard waste collection, noisy dogs etc.
    O   Education and information on animal management, fire prevention, dumping and rural weed spread
    O   How to get involved and informed about local decision making
    O   Other (please specify)…………………………………..

Q2e. What is your preferred method of delivery of invoices and rates notices? *Prompt*

    O   By post
    O   By BPAY View
    O   By email
    O   Other (please specify)…………………………………..

Q2f. What is your preferred payment options? *Prompt*

    O   BPAY
    O   Online by credit card
    O   Direct Debit
    O   Centrepay
    O   Australia Post
    O   Cash
    O   Other (please specify)…………………………………..

Section C - Importance & Satisfaction with City of Playford Services

Still thinking specifically about City of Playford…

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

Q3a. **City Maintenance and 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, tidy appearance)	O	O	O	O	O	O	O	O	O	O	O
Presentation of landscaped verges (e.g. free from weeds, well maintained)	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 general maintenance)	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 (e.g. mowed regularly, free from weeds, tidy appearance)	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 Low 1	2	3	4	High 5	Satisfaction 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 Low 1	2	3	4	High 5	Satisfaction 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. community centres, community programs and Men's Shed)	O	O	O	O	O	O	O	O	O	O	
Health initiatives (e.g. Healthy food Co and health and active 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. <u>**Accountability, Advocacy & Management**</u>

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

<u>**Presentation of the City of Playford**</u>

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

<u>**City of Playford Facilities**</u>

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, nature 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 Healthy Food Co (Elizabeth Downs and Smithfield Plains)
- O Prince George Plaza
- O Playford City Tennis Centre
- O Playford Bowling Club
- O Elizabeth Oval (X Convenience Oval)
- O Dog Friendly Park
- O Immunisation Clinic
- O Precinct on Conventry Road
- O Spruance Road Hall
- O Uley Road Hall
- O None of these

Section D - City of Playford Strategic Priorities

Q6a. **What do you think should be a priority for Council?**

…….……

Q6b. **Council would like to know your level of support on the following 6 strategic priorities to make sure they align with community needs. 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			N/A
	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
Supporting opportunities for new industries and jobs	O	O	O	O	O	O
Reducing Council rates for businesses	O	O	O	O	O	O

Q7a. **To what degree do you trust Council is doing its best for the City of Playford? Please answer on a scale of 1 to 5, where 1 means not at all trustworthy and 5 means completely trustworthy.**

O   5 – Completely trustworthy
O   4
O   3
O   2
O   1 – Not at all trustworthy
O   N/A

Q7b. **(If rated 1-3 on Q7a) May I ask why?**

…….……

Section E - Living in Playford

Q8a. **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

Q8b. **Do you intend to continue to live in the City of Playford for the next 5 years?**

O   Yes
O   No
O   Don't know/Unsure

Q8c. **May I ask why?**

…….……

Overall Satisfaction with City of Playford

Q9. **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

Q10. **Which country were you born in?**

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

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

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

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

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

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

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

Q14. **Gender (determine by voice):**

- O Male
- O Female

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

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

R2. **What are your contact details?**

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

Thank you for your time and assistance. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (1800 639 599) on behalf of City of Playford.