

TOWN OF WALKERVILLE COMMUNITY SURVEY

January 2016

Prepared for Town of Walkerville

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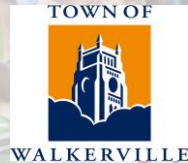


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Executive summary

This Community Survey 2015, was commissioned to provide a benchmark measure and assist Council in its strategic planning in regard to understanding community satisfaction with customer service, assessing community perceptions towards Council communications, measuring the importance and satisfaction of key attributes of the Township amongst residents, and identifying community perceptions towards key current Strategic Plan Themes.

The research canvassed the views of 375 residents. A separate survey was provided for staff (n=20) and elected members (n=3) of their perceptions as a basis of comparison and assessment of the alignment between internal and external views. (note response rates from Elected members (n=3) were too small to allow detailed analysis)

Community research

Research found that residents are highly satisfied with “Walkerville as a place to live” (95%) but have less satisfaction in relation to “Walkerville Terrace as a retail precinct” (61%) or a “Place to do business” (57%).

Residents placed high importance and were most satisfied on those aspects of the township that impact them directly – such as “Visual presentation of township” (97% importance and 68% satisfied), “Range of public open spaces” (96%, 76%) and “Ease of travelling and moving within” (95%, 70%) than they do on “Social and cultural events” (66%, 45%) – yet this remained important to 2:3 residents.

Research suggests that residents are a high contact - high demand population where “Customer service” was deemed important by 91% of residents and where residents were found to be quite active in engaging with Council - 61% having had contact with Council in the past 12 months. Of those having had contact, Council achieved a good/very good satisfaction rating of 71% with “Helpfulness of staff” achieving a satisfaction rating of 74%. Engagement with Council is not limited to service events with 1:3 residents found to have participated in at least one of the community consultations presented - with the most often participated being “Walkerville Oval Precinct Masterplan” (18%), followed by “Town Centre Development Plan” (15%).

Residents rated “Council communications” at 64% satisfied/very satisfied, with “Quality of communications” achieving a satisfaction of 67%. Investigation of suitability of different channels of communication amongst residents found that traditional print based methods were likely to reach the largest number of residents – (ie flyers 83% suitable 41% most suitable and newsletters 74%, 32% respectively), but with evidence provided re adoption of digital and social media being suitable for 41% of residents and preferred by 17% - especially amongst but not limited to younger residents.

Executive summary

The Civic and Community Centre has had strong visitation with 73% of residents visiting in the past 12 months. Whilst residents are aware of the Library and hold it in high regard (78% good/excellent), awareness and ratings of meetings rooms and Town Hall as venues were less so – suggesting this may limit their utilisation.

Resident satisfaction in Council's overall performance was rated at a reasonable level of 58% with the key driver to performance being "Customer Service" and in turn the key driver of Customer Service being the "Helpfulness and knowledge of staff". This being the case staff have a clear and critical role in determining overall satisfaction of residents with Council's performance.

In relation to the three current strategic planning themes, "Sensitive environments and development" was deemed most important (89%), followed by "An economically successful community" (85%) and "A lively culture" (77%). These along with prior findings suggest residents place a somewhat higher importance on factors that impact them and their immediate environments than they do on "Social and cultural events" – though this does not imply that these are not important in the overall experience and enjoyment of one's life in a community.

Staff survey

Staff were found to be very satisfied working for Council (80% satisfied/very satisfied), with none of those responding being dissatisfied. "Car parking" (85%), "Work spaces" (70%) and "Staff room" (60%) were the areas staff were most satisfied in – and with "Quality of quiet spaces" and "Technology provided" (each 30% satisfied) being least.

Staff were quite satisfied on how "Council communicated with them" (65% satisfied/very satisfied), where being "Kept informed on Council meeting outcomes" (85%), "Departmental meetings to be kept up to date" (75%) and being "Informed on operational matters" (70%) achieved high ratings.

When considering staff perceptions of their service quality vs what residents believe, it was found that overall staff had a higher level of assessment on their service delivery – with the exception of one trait – "Response times" where staff scored much lower (42% excellent/good) than residents (71% satisfied/very satisfied). This may indicate staff seeking speed over quality which may in turn impact overall resident service experience.

Staff also had a much higher assessment of Council's communications than residents – the impact of which may be over-presuming the level of information residents may actually have about the city or council matters.

SECTION 1

Research Overview



About the research

Background

In October 2015, **newfocus** was commissioned by the Town of Walkerville to undertake research of the community, to assist Council in:

- understanding community satisfaction with the customer service provided and with drivers of satisfaction
- assess community perceptions towards Council communications
- measure the importance of key attributes of the Township to residents and their satisfaction with Council's performance in their delivery
- identify community perceptions towards key current Strategic Plan Themes

The research was sought to:

- provide a baseline measure of service quality and to inform development of a service enhancement program
- provide input to Council's strategic planning

The research also canvassed staff and elected member perceptions as a basis of comparison and assessment of the alignment between internal and external views.

As part of the research program **newfocus** was invited to facilitate a preliminary workshop with staff to provide feedback on some top-line service findings and to commence discussion and consideration of issues to enhance service delivery. This was to provide a basis to commence dialogue with staff towards Council's renewed focus on service quality and its planned service enhancement program.

This report presents the outcomes and conclusions from all stages in the research along with recommendations for Council's consideration.

Overview

Research Objectives

Primary Objectives

Establishing a benchmark to measure community service satisfaction covering:

- community awareness of Council services and initiatives
- adoption / interaction / participation with Council's services and initiatives
- perceptions of Council's performance on services provided
- identifying areas for improvement, service gaps and service level adjustments needed

Establish a measure of staff and elected members' perceptions of and satisfaction with:

- Council's customer service
- Facilities provided for staff (staff only)
- As a place to work (staff only)

Secondary Objectives

Establish community perceptions of themes to inform Council's future strategic planning process

Assess community perceptions on the key themes underpinning Council's current strategic plan

- a lively, local culture
- an economically successful community
- sensitive environments and development

Workshop with staff

Facilitate workshop with staff to:

- Inform staff of top-line survey outcomes
- Commence discussion and engagement with staff on service quality as strategic intent
- Identify salient perceptions of staff re Council service quality

Research Methodology & Sample

A quantitative research approach was conducted utilising three different methods to achieve the desired data collection outcome. The methods are outlined below:

**Computer Assisted Telephone Interview (CATI)
(Community)**



Total sample community (n=375)

- CATI - n= 283
- Online promoted through Council – n=61
- Paper based - n=31
(paper based at Civic and Community Centre, shopping centre and household drop to residents of Watson development)

Total sample staff - n=20

Total elected members - n=3

**Online
(Community, staff, elected members)**



Incentives

Community survey respondents included in a draw to win one of four \$200 Walkerville Shopping Centre Christmas Vouchers

**Paper Based
(Community only – mail-out & face-to-face intercepts)**



Dates of survey

Community survey 9th Nov–11th Dec 2015
Staff & Elected Members online survey
7th–15th Dec 2015

Staff Workshop



Date of workshop

18th December 2015

Community Sample Profile

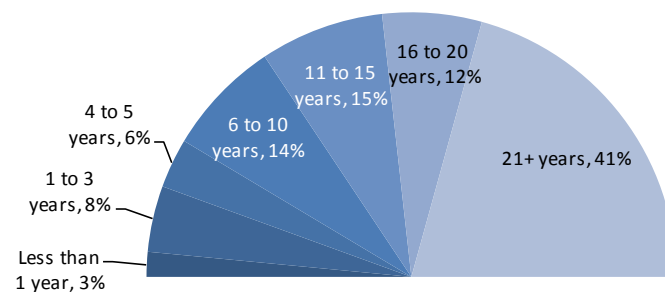
All suburbs represented

Male 48% and female 52%

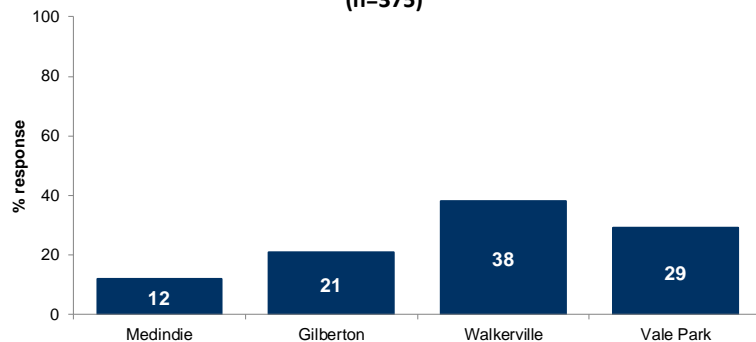
Long standing residents

Tend to be older – 60 years plus

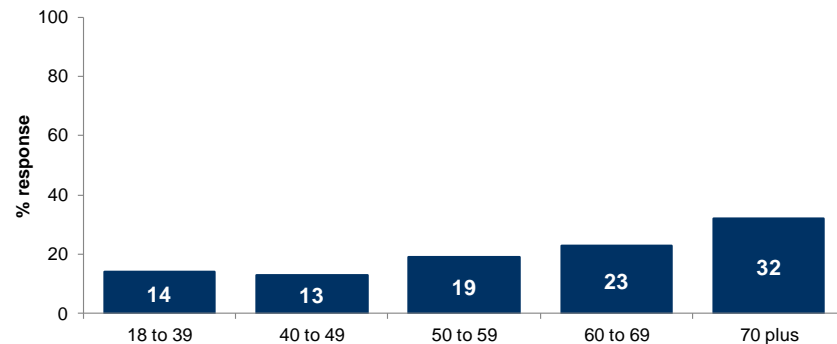
**Years Living in Walkerville
(n=375)**



**Suburb
(n=375)**



**Age
(n=372)**



Community Sample Statistical Confidence

Surveys undertaken with residents involved a combination of CATI, online, and paper based surveys.

The total sample achieved was 375.

Population	Total sample	Accuracy at one point in time (at 95% confidence level) ¹	Accuracy over time (at 95% confidence level) ²
5,696*	375	±4.90%	±6.93%

Notes:

* Population estimate for Town of Walkerville area according to ABS, 2011

1 – Accuracy at one point in time refers to the accuracy of results should you take a sample of the population now compared to if you had results for every single member of the population. Calculation of the level of accuracy is based on the size of the population that your sample is drawn from. The level of accuracy increases as the size of the sample approaches the size of the population. For example, if the level of accuracy at one point in time is quoted at ±4.90% this means that the measurement of items in the study accurately represent the measurement of these same items in the population, within a range of ±4.90%.

2 – The calculation of accuracy over time is based on the sample size taken at each point in time. This accuracy level tells the percentage difference between the samples at each point in time that is required, before a statistically significant difference will be found, with the sample size obtained. For example, if you have a tracking survey where the sample at each point in time is 375 and you are quoted an accuracy over time of ±6.93%, this means that there must be a difference of 6.93% between the results achieved in each survey for a statistically significant difference at the .05 level to be found.

The research was carried out in compliance with International Standard AS ISO 20252.

SECTION 2



Summary of Key Results



Residents - high satisfaction with living in Walkerville

Opportunities to enhance retail and business

Summary of key results

Walkerville as a place to live



95% - Satisfied (T2B)
4% - Neutral
1% - Dissatisfied (B2B)

Walkerville Terrace as a retail precinct



61% - Satisfied (T2B)
26% - Neutral
13% - Dissatisfied (B2B)

Walkerville as a place to do business



57% - Satisfied (T2B)
33% - Neutral
9% - Dissatisfied (B2B)

Implications

Walkerville is seen more as a quality residential area - not a centre for retail, entertainment or business. This may influence how residents respond to possible changes in residential/retail/commercial mix.

Customer service is important to residents and Council performs quite well

Summary of key results

The importance of service to

93% - High importance (rating 4-5 - T2B)
 6% - 3 ranking
 1% - Low importance (rating 1-2 - B2B)



Have had contact with Council
in past 12 months



Of contact that was phone or face-to-face

Satisfaction with service by residents

71% - High satisfaction (rating 4-5 - T2B)
 12% - 3 ranking
 17% - Low satisfaction (rating 1-2 - B2B)

Satisfaction / performance with service	RESIDENTS % indicates very satisfied/satisfied	STAFF % indicates excellent/good
Helpfulness & knowledge of staff	74%	90%
The response times	71%	42%
Getting the information wanted	67%	85%

Implications

Walkerville residents are high contact high demand which may result in higher expectations of service levels.

Whilst Council performs quite well on service, staff may perceive undue time pressure which may impact service delivery quality.

Council communications are relatively well received

But to a lesser extent than perceived by staff

Summary of key results

Residents



Staff



Elected Members



Communications (publications, flyers, advertisements, newsletters, websites, letters)	RESIDENTS % very satisfied/ satisfied	STAFF % excellent/ good	ELECTED MEMBERS % excellent / good
Quality of communications	67%	95%	67%
Keeping residents up to date of what Council is doing	66%	90%	100%
The frequency of communications to residents	63%	85%	67%
Keeping residents informed on social & health programs or upcoming community events	63%	75%	67%

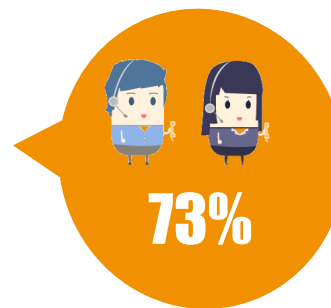
Implications

Walkerville communications to residents are positive – but not as good as staff perceive. This may influence staff to believe residents are more informed than they may actually be.

Civic & Community Centre – library is well regarded

Summary of key results

Residents who visited Civic and Community Centre in past 12 months



Library



78% - Excellent/good (T2B)
16% - Neutral
5% - Poor/very poor (B2B)

Meeting Rooms (as a venue)



69% - Excellent/good (T2B)
22% - Neutral
8% - Poor/very poor (B2B)

Town Hall (as a venue)



64% - Excellent/good (T2B)
26% - Neutral
10% - Poor/very poor (B2B)

Implications

Residents are aware of, frequent and have high regard for the new Civic and Community Centre, but there is low awareness of Town Hall and meeting rooms as venues.

This may be reducing the possible utilisation of the available spaces within the Civic and Community Centre.

Visual presentation, open spaces, ease of travelling and customer service are most important to residents

Chart displays the percentage of residents that placed importance on the attribute and the percentage of residents who were satisfied with Council's performance on the attribute. Ratings are based on a 5 point scale

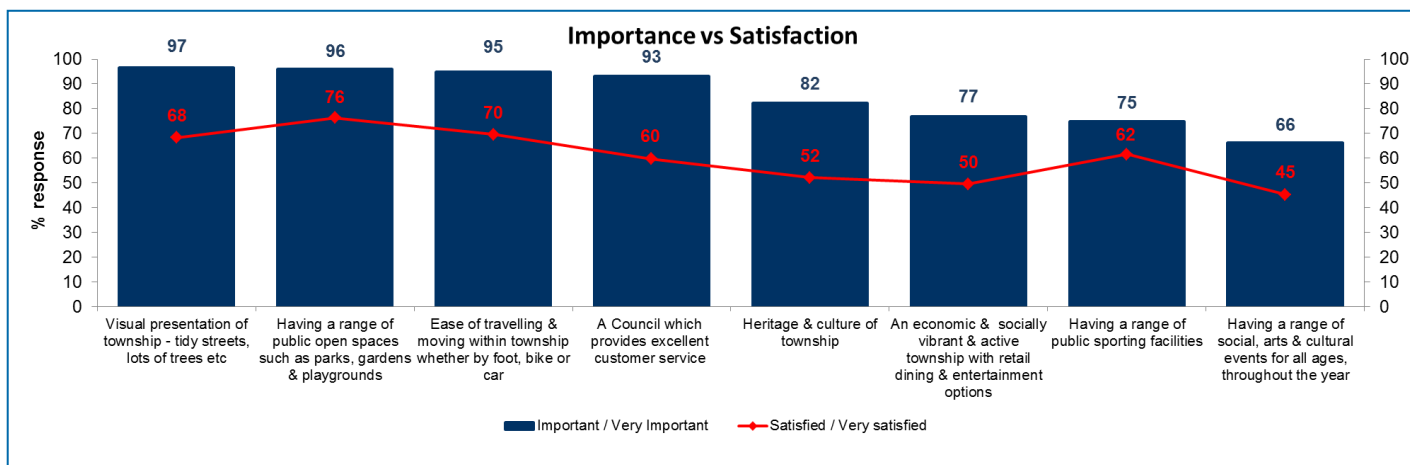
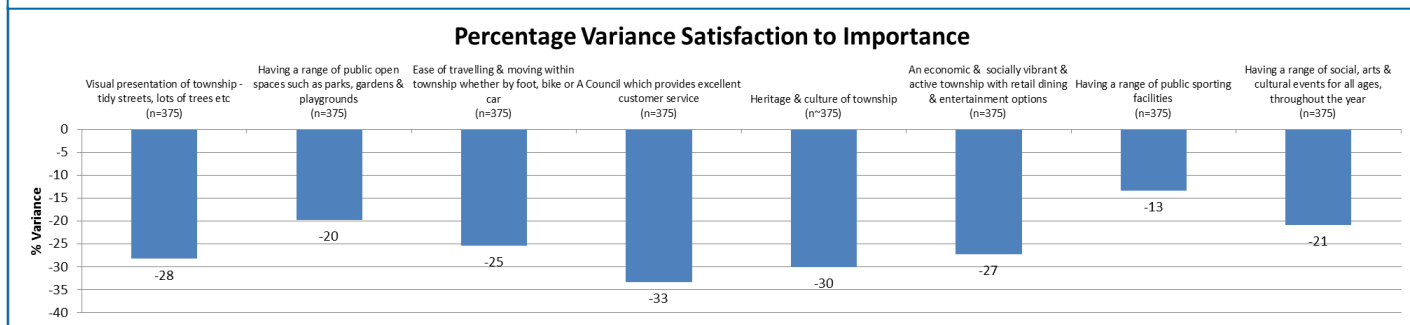


Chart displays the variance between importance and satisfaction

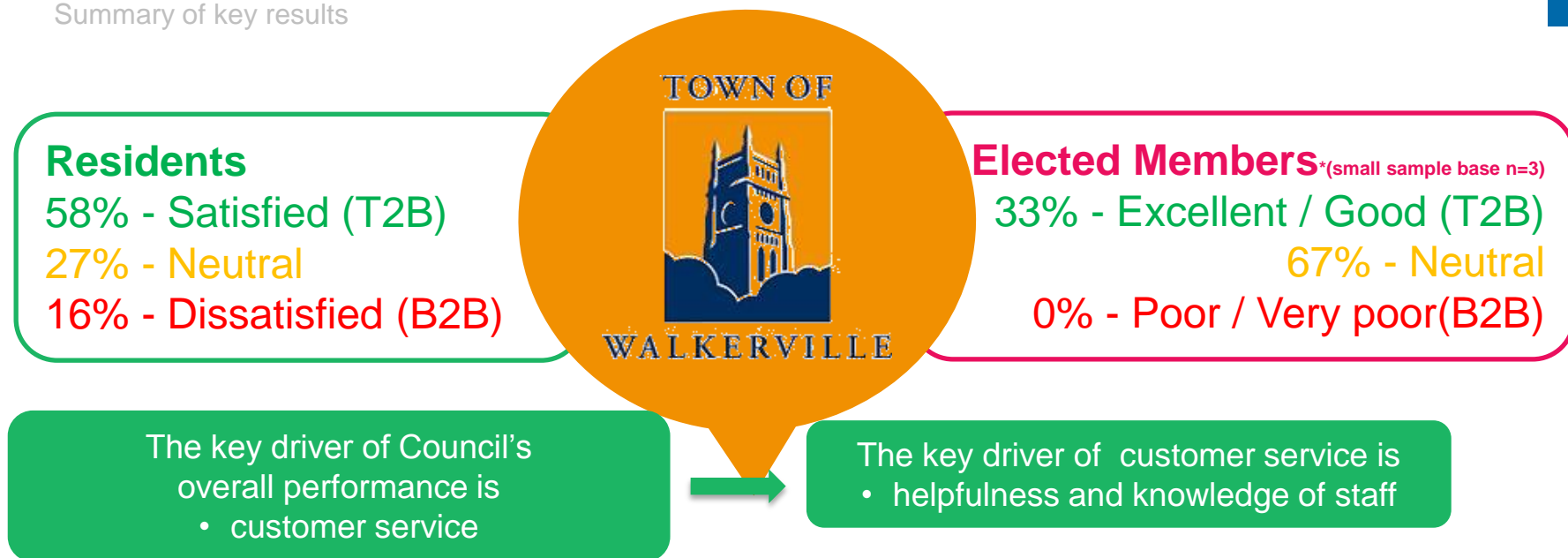


Implications

Residents place high importance on those aspects that impact them on a day to day basis – the presentation, the spaces and ease of travelling – than they do on less involved pursuits such as social, cultural and sporting activities. This does not mean that these are not important – but they are not as important to as many people. Of positive note is that Council is seen to perform best on those attributes deemed more important by most residents. The variance between importance and satisfaction suggests scope to lessen the gap between expectation and experience across all attributes.

Satisfaction with Council performance is reasonable and driven by service quality. Service quality is driven by staff

Summary of key results



Implications

- Residents are reasonably satisfied with Council service delivery but with a high percentage (almost 1:3) being 'neutral'. High neutral may be a result of: variable service experience (sometimes good sometimes less so); a satisfactory but basic experience (not standing out or memorable); or an indifference by residents to the service event (ie routine or low involvement interactions). Future tracking could investigate this further and consider the nature and importance of the interaction to residents.
- Resident satisfaction with Council's overall performance appears to be entwined with service quality which in turn is driven by staff. Staff then may be the central piece in determining Council's performance.

Residents are engaged and actively involved in community planning

Summary of key results



33% of residents involved in some aspect of Council's consultation programs

Programs with most involvement from residents:

- Walkerville Oval Precinct Masterplan – 18%
- Town Centre Development Plan – 15%
- Open space strategy – 10%

Programs with least involvement from residents:

- Annual Business Plan and budget – 4%

Implications

Residents appear quite active in council planning consultation programs – especially those that impact them directly.

Ranking of importance of the current strategic themes



In an ordinal sense the ranking of importance of current strategic themes

- Sensitive environments and development 89%
- An economically successful community 85%
- A lively local culture 77%

Medindie residents placed highest importance on

- an economically successful community – 91%

Implications

Residents appear to place more importance on factors impacting the environment and development than they do on having a lively culture.

It must be noted that the scope and context of this question was on the three existing strategic themes only and as such needs to be interpreted accordingly.

Staff are satisfied working for Council

Summary of key results

Staff are satisfied working for Council

Satisfied

Dissatisfied



80%



0%

Staff rate Council best on: (% Good / Excellent)

- Car parking (85%)
- Working space (70%)
- Staff room (60%)

Staff rate Council lowest on:

- Quality of quiet spaces (30%)
- Technology provided (30%)

Council communicate quite well with staff

Satisfied

Dissatisfied



65%



5%

Staff rate Council best on: (% Good / Excellent)

- Being kept informed of Council meeting/outcomes (85%)
- Departmental meetings to be kept up to date (75%)
- Being kept informed on operational matters (70%)

Staff rate Council lowest on:

- The intranet as a means of being kept up to date (60%)

Implications

Staff appear very satisfied working at Council and generally satisfied in how they are communicated with. Areas for possible investigation are technology related – for use by and communication with staff.

Summary of differences between resident segments

Summary of key results

Green denotes highest and Red denotes lowest where at least 10% pts difference separate highest to lowest within each segment											
Attribute	Suburb				Gender		Age				
	Medindie	Gilberton	Walkerville	Vale Park	Male	Female	18 to 39	40 to 49	50 to 59	60 to 69	70 plus
Contact with Council in past 12 months	60%	58%	62%	64%	61%	62%	37%	68%	57%	65%	69%
Service satisfaction at last contact	78%	77%	62%	74%	73%	68%	62%	62%	74%	70%	77%
Satisfaction in communications	51%	66%	63%	71%	68%	61%	67%	51%	61%	70%	68%
Satisfaction with attributes of Walkerville											
The visual presentation of the township - tidy streets, lots of trees etc	58%	71%	70%	68%	74%	63%	77%	55%	66%	64%	75%
Having a range of public open spaces such as parks, gardens and playgrounds	73%	77%	79%	73%	80%	73%	67%	64%	77%	80%	83%
Ease of travelling and moving within the township whether by foot, bike or car	64%	73%	68%	71%	69%	70%	71%	62%	77%	62%	73%
The heritage and culture of the township	57%	56%	49%	52%	57%	48%	52%	30%	52%	46%	64%
An economic and socially vibrant and active township with retail dining and entertainment options	49%	49%	53%	46%	46%	53%	42%	51%	45%	43%	59%
Having a range of public sporting facilities	60%	57%	65%	61%	67%	57%	58%	57%	65%	61%	64%
Having a range of social, arts and cultural events for all ages, throughout the year	36%	44%	45%	50%	43%	48%	44%	40%	42%	40%	53%
Involved in any community consultation	42%	28%	37%	29%	38%	29%	17%	34%	35%	45%	30%
Walkerville - as a place to live	100%	95%	94%	96%	98%	93%	98%	98%	94%	93%	96%
Walkerville Terrace as retail precinct	47%	63%	65%	61%	60%	63%	58%	60%	57%	61%	66%
As a place to do business	38%	57%	67%	52%	61%	54%	59%	47%	55%	53%	66%
Overall performance of the Walkerville Council	48%	60%	57%	61%	58%	57%	58%	46%	51%	58%	68%
Future themes – importance											
A lively, local culture	73%	77%	80%	76%	76%	79%	73%	85%	82%	76%	74%
An economically successful community	91%	78%	87%	85%	83%	87%	85%	85%	90%	81%	86%
Sensitive environments and developments	86%	84%	92%	92%	88%	91%	87%	89%	93%	88%	90%

Implications

Residents across suburbs, gender and age groups appear to share many beliefs about Walkerville. Some differences:

- Walkerville residents appear somewhat more positively disposed to *Walkerville Tce as a retail precinct and as a place to do business* - but also least satisfied on heritage and culture – suggesting these may present opposing forces
- Medindie – less positively disposed across various measures – including ‘Walkerville Terrace retail’ and ‘Walkerville as a place to do business’
- Females – somewhat less satisfied than males across a range of measures
- Satisfaction tends to increase with age – and with 40-49 years) being least satisfied

The causes of these would benefit from a more qualitative perspective.

Key workshop outcomes

Summary of key results

Staff appeared to have felt under considerable internal scrutiny and criticism of their service quality and in some ways seemed “punch-drunk”.

It was like a breath of fresh air for staff to learn their service was not as bad as they may have been led to believe.

Key areas where staff believe they have improved service included:

- team work; communications with residents; innovated/tried new things and introduced new service options (ie auto response mechanisms, new payment options); becoming more aware and cognisant of service

Key areas where staff believe they can further improve service included:

- processes and procedures; communications and team work; consistency; collaboration internally and externally; staffing levels; planned targeted service enhancement interventions

Implications

- Feedback is a critical component of any service quality program and it needs to be appropriate and balanced encompassing both positive and, where needed, negative ‘constructive’ feedback. Over-dominance of the negative can stifle morale, motivation and innovation – all of which are vital for service enhancement
- Staff appeared open and courageous enough to have implemented some initiatives to improve service. The survey results were taken as positive reinforcement of their efforts but such feedback should not be limited to surveys only
- Staff appear cognisant of the mix of initiatives needed to enhance service quality and of the need to have effective systems and processes in place to do so

All of the above will be important attributes to nurture and leverage in further progressing Council’s service quality program.

SECTION 3



Results and Discussion



Customer Service and Service Interactions

Service is important to all residents

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you; ... "A Council which provides excellent customer service" - . Very important = 5 Important = 4 Neither important or unimportant = 3 Not important = 2 Not at all important = 1

Residents of all suburbs, gender and age group place high importance on customer service (93%)

Though not statistically significant, in an ordinal sense, higher importance was placed on customer service by:

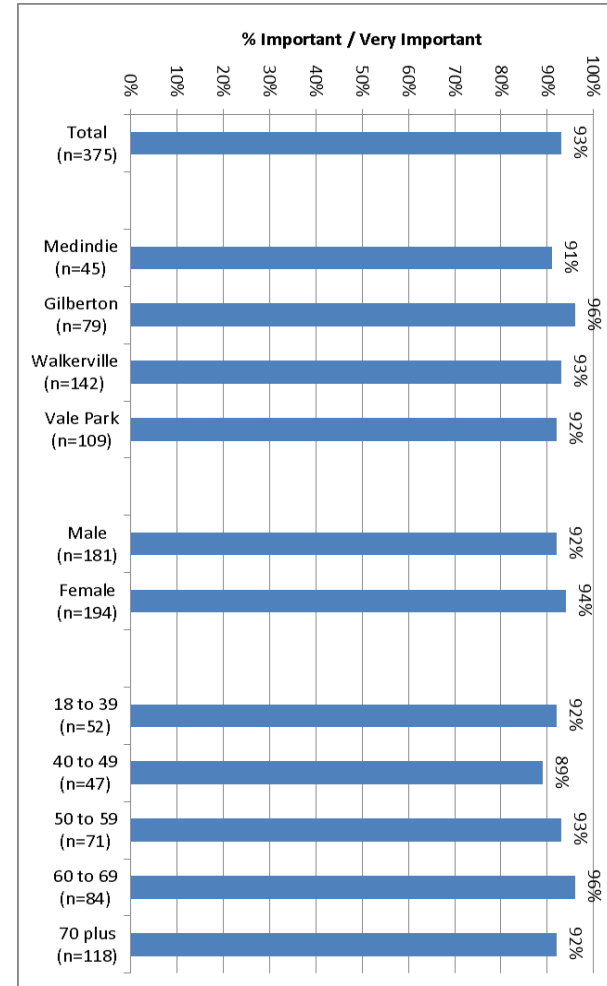
- Gilberton residents (96%)
- Females (94%)
- Those aged 60-69 years (96%)

Lowest importance (but still high)

- by those aged 40-49 years (89%).

Service appears to be a key component in residents' expected deliverables from Council – regardless of where they live, their age or gender.

A Council which provides excellent customer service

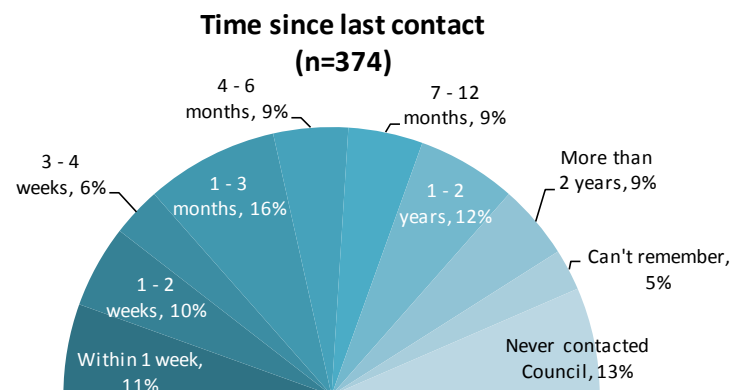


Residents actively interact with Council

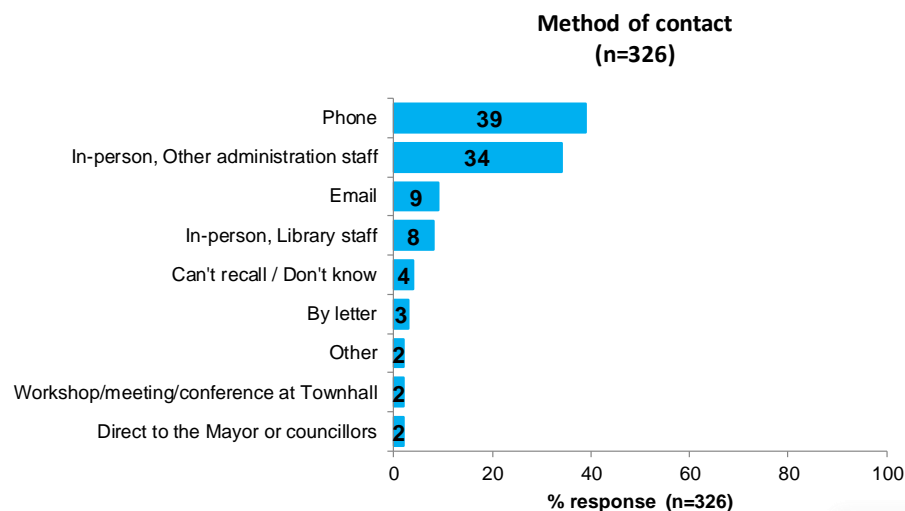
When was the last time you contacted the Council?

How did you contact Council?

Residents appear to have high degree of interaction with Council with over 61% having had contact in past 12 months



Residents tend to adopt direct modes of contact – predominantly via phone and face to face



Residents appear engaged with Council matters and seek immediate response modes in dealing with Council – to speak to someone directly. This places high importance on interactions with staff and may also impact residents adoption of alternative modes of interaction.

Residents quite satisfied with most recent contact

Thinking about the last time you contacted Council and using a scale of 5 = very satisfied to 1 = very dissatisfied, how satisfied or dissatisfied were you with...?

Residents are quite satisfied with last customer service experience (71% satisfied/very satisfied)

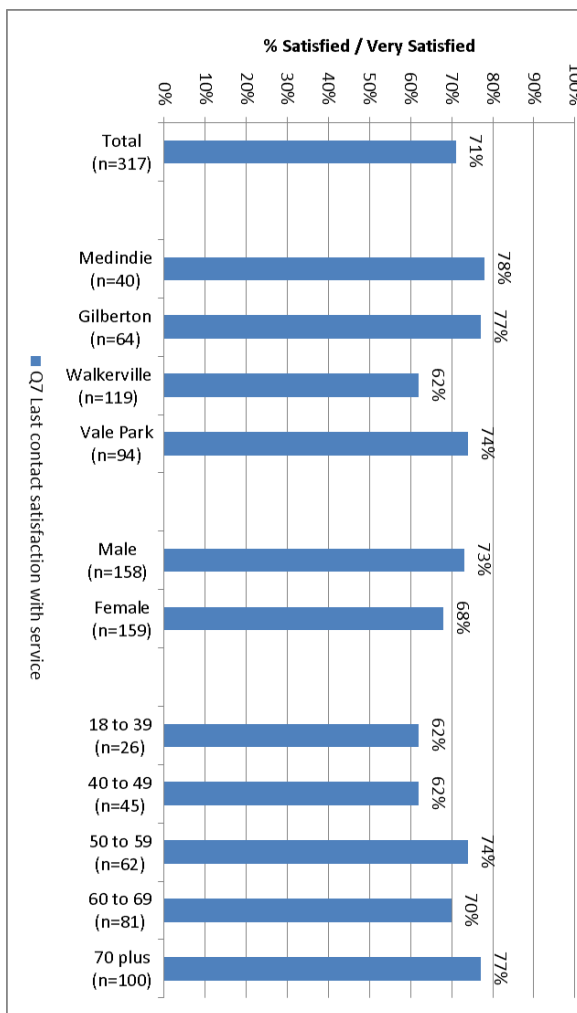
Walkerville residents were least satisfied (62%)

Males were somewhat more satisfied (73%) than females (68%)

Satisfaction higher amongst those 50 years and over (70% plus) compared to those younger (62%)

There are service experience differences between demographic segments – especially younger residents

Satisfaction with last contact



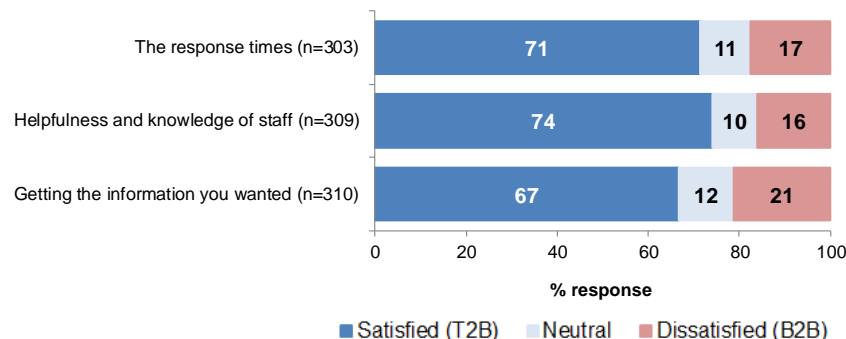
Getting the information needed is area for review

Thinking about the last time you contacted Council and using a scale of 5 = very satisfied to 1 = very dissatisfied, how satisfied or dissatisfied were you with...?

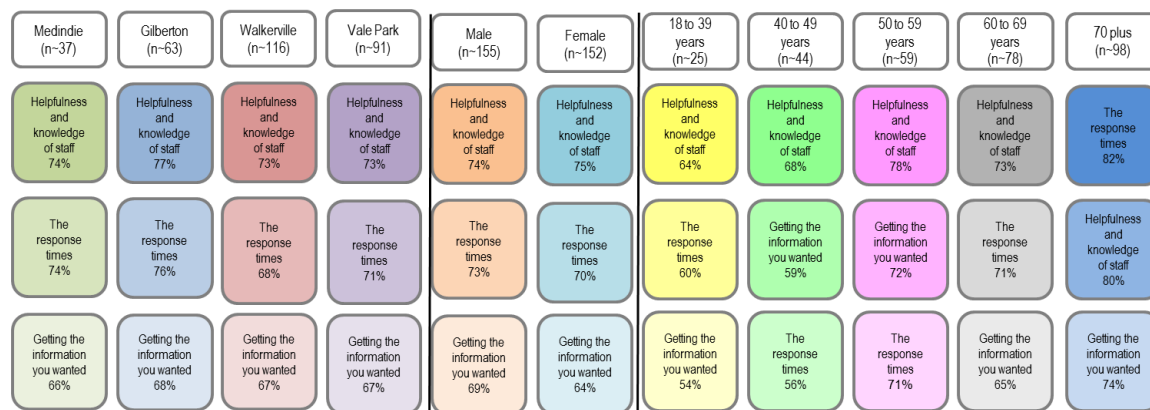
Residents are most satisfied with

- Helpfulness and knowledge of staff (74%) and
- They are accepting of the response times involved (71%)

Whilst in most cases they receive the information sought (67%) some dissatisfaction exists (21%)



These trends tend be evidenced across all suburbs, gender and age groups, though the order shifts the older one gets and Response time increase with age to become the top ranking factor for those 70years plus



Staff may be sacrificing quality (getting information needed) for speed – a sacrifice that may be detrimental to overall service experience

Council Communications

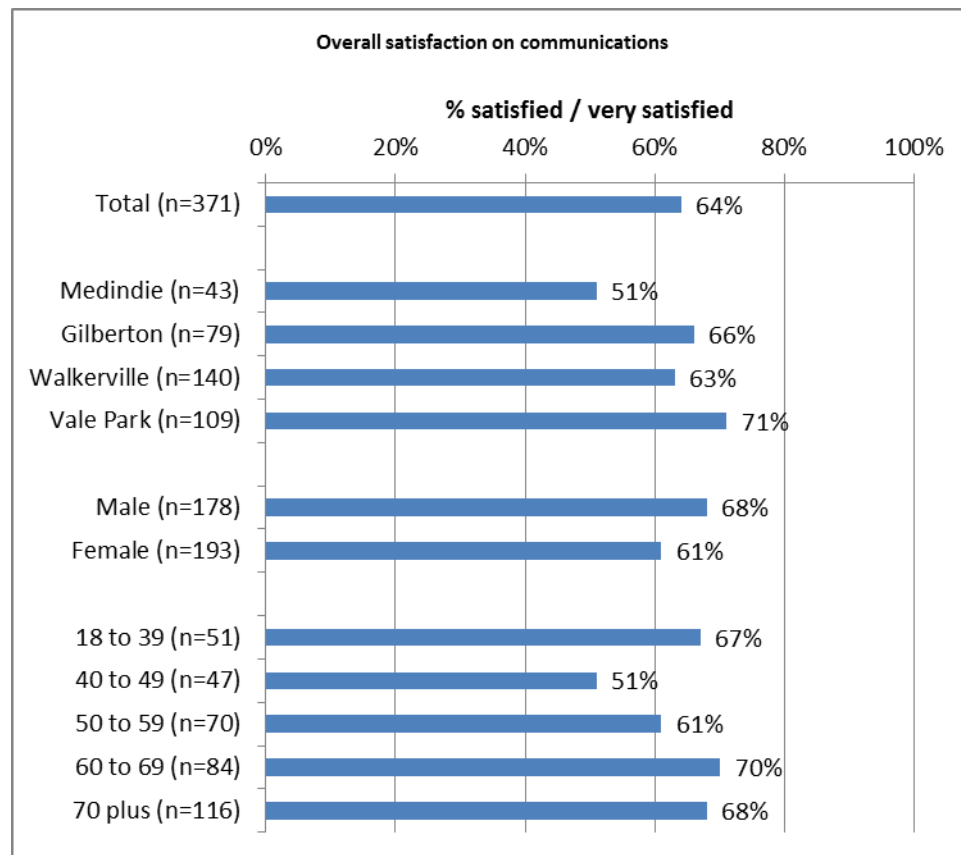
Residents are generally satisfied with Council communications

Council keeps residents informed on its activities in a variety of ways - newsletters, flyers, advertisements, letters, online and social media. Overall how satisfied or dissatisfied are you with the Council's performance in regard to.....:

Residents are reasonably satisfied with Council's communications (64%).

In an ordinal sense:

- Vale Park residents most satisfied (71%)
- Gilberton residents (66%)
- Walkerville residents (63%)
- Medindie residents least satisfied (51%)
- Males tend to be more satisfied (68%) than females (61%)
- 60-69 years most satisfied (70%)
- 70 years plus (68%)
- 18-39 years (67%)
- 50-59 years (61%)
- 40-49 year olds least satisfied (51%)

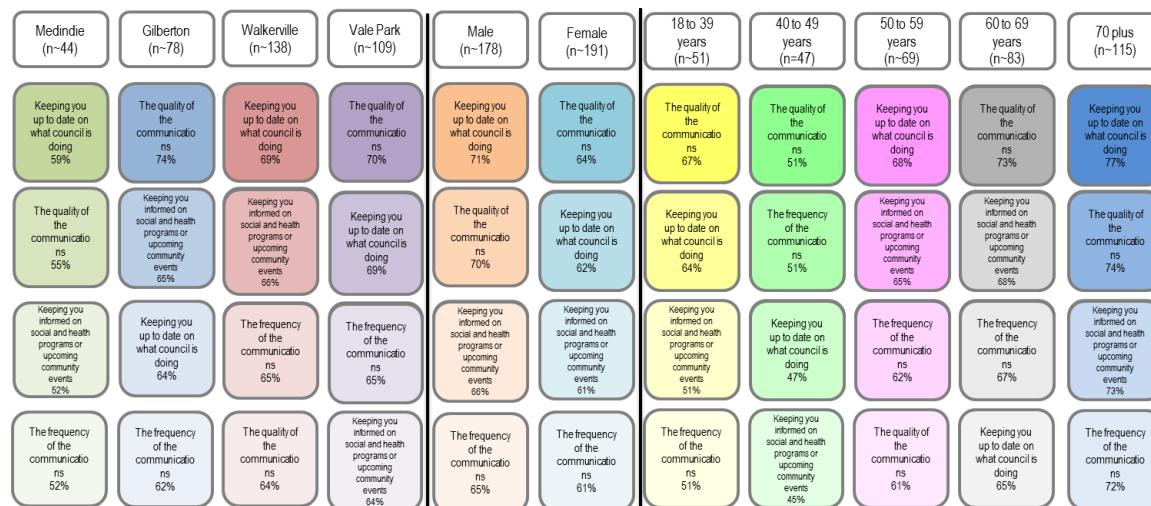
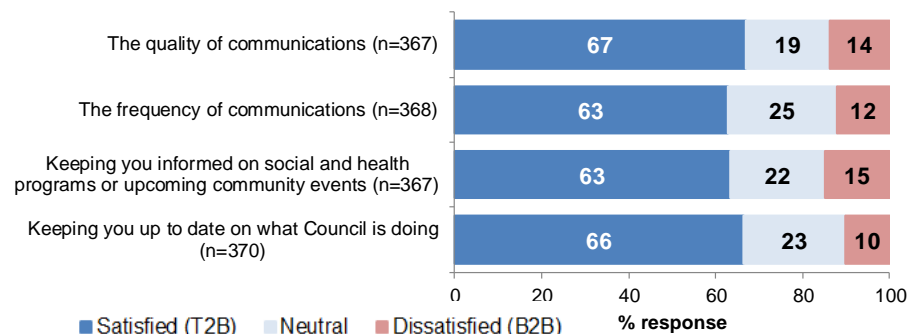


Resident satisfaction with Council communications

Council keeps residents informed on its activities in a variety of ways - newsletters, flyers, advertisements, letters, online and social media. Overall how satisfied or dissatisfied are you with the Council's performance in regard to.....

Residents are most satisfied with:

- Quality of communications and
- Being kept up to date on what Council is doing
- By suburb
 - Medindie residents tended to rate Council's communications lower on all aspects than residents of other suburbs
- By Gender
 - Males tended to be more satisfied than females especially on being kept up to date
- By Age
 - 40-49 years who tended to be least satisfied overall perhaps as a consequence of a busy lifestyle



Whilst the community is reasonably satisfied with communications, the somewhat lower satisfaction amongst younger age groups (especially 40-49 years) may reflect a change in media consumption. This may also subsequently impact Council's ability to engage and mode of engagement adopted.

Traditional print communications have a key role to play – but not for all residents

Thinking about the different ways Council provides information, which of the following are suitable for you? Overall, which communication method is MOST suitable for you?

For most residents traditional means of print based communications are most widely considered as suitable those deemed as 'most suitable' to residents:

- flyers in letterbox; and
- About Town newsletter

Followed by:

- banners & outdoor signage
- website & social media

However differences exist between segments...

Older residents – appear to prefer traditional print communication

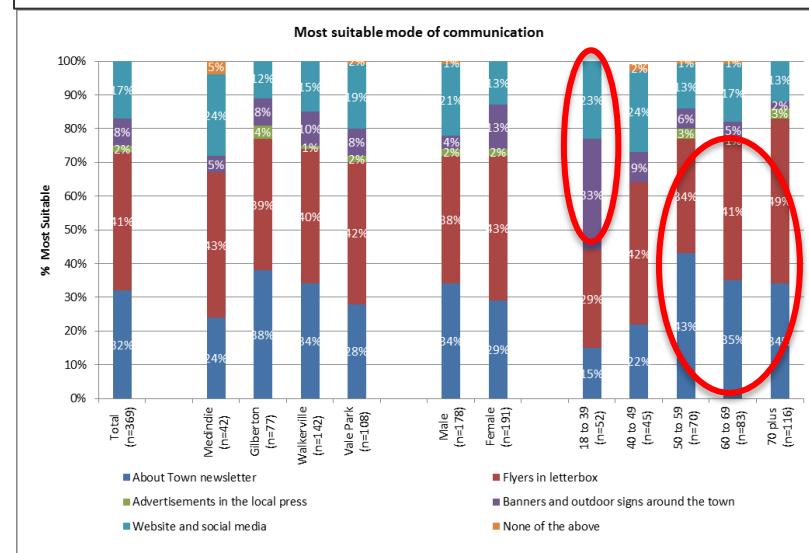
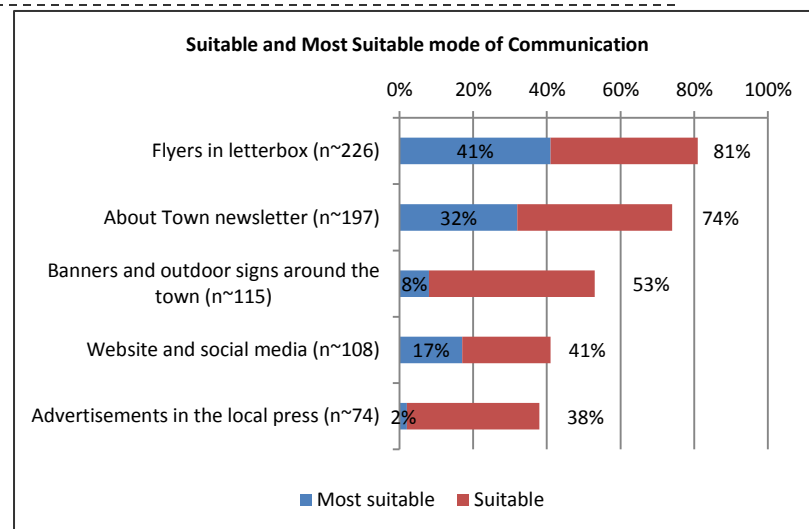
- Newsletters; flyers in letterbox; ads in local papers

Younger residents preferences, (especially those under 40 years) are split across:

- Digital/social media; banners & outdoor signs; and some elements of print (flyers in letterbox)

At the moment traditional Council-produced print communications remain the most widely accepted and most suitable method of communication to reach the larger portion of the resident population.

Website and social media appears suitable to reach some 40% of residents and is strongest amongst the younger 18-39 years.



Involvement in Community Planning

Community most engaged in direct impact programs

*Over the past 12-18 months the Council has sought community feedback on a number of planning programs; which of the following programs were you aware that the Council has sought feedback on?
Did you participate in the community feedback program for.....?*

Residents are aware of Council's planning programs

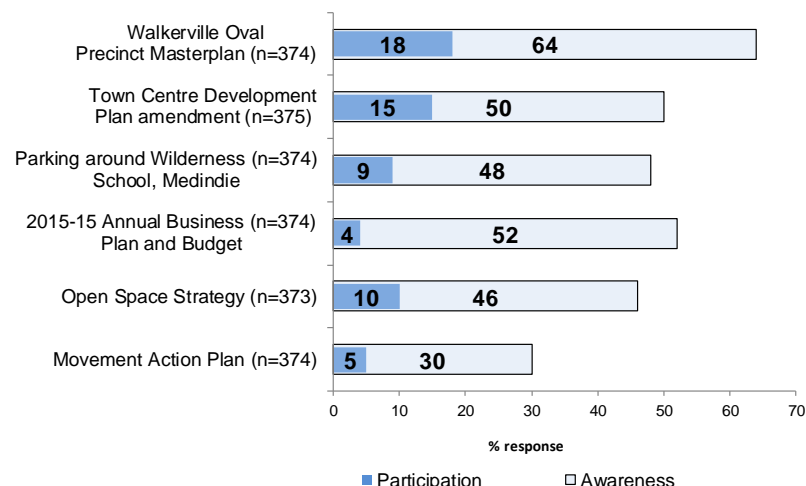
- highest awareness on Walkerville Oval Precinct (64%)
- lowest awareness on Movement Action Plan (30%)

Residents state a relatively high degree of participation in planning programs

- highest involvement in Walkerville Oval Precinct MasterPlan (18%)
- lowest involvement in Annual Business Plan & Budget (4%)

Note: Walkerville Oval also most used facility.

Community awareness of & participation in feedback programs



It appears to be the strategic planning programs that 'impact residents directly' that encourage them to be involved in Council's planning consultation.

If this is the case then the lower level of involvement in Annual Business Plan consultation may reflect a lower level of perceived importance for residents to be personally involved.

Community involvement in planning

*Over the past 12-18 months the Council has sought community feedback on a number of planning programs; which of the following programs were you aware that the Council has sought feedback on?
Did you participate in the community feedback program for.....?*

Medindie residents were most aware and most participatory in:

- *parking around Wilderness School*

Walkerville residents were most aware and higher participators in:

- *Walkerville Oval Precinct Masterplan*

Males tended to be more aware and more participatory in all consultations (except parking around Wilderness school).

Awareness and participation were lowest amongst the 18-39 year olds with both awareness and participation increasing with age to 60-69 years – but then declining somewhat amongst 70 plus age group

See tables for Awareness and Participation on the following pages

This being the case, current consultations may not be canvassing the views of all sectors of the community as widely as they possibly could be, and 'gaps' may exist in the views held by some sectors – especially amongst females and the younger and older sectors of the community.

Community involvement in planning....continued

Over the past 12-18 months the Council has sought community feedback on a number of planning programs; which of the following programs were you aware that the Council has sought feedback on?
Did you participate in the community feedback program for.....?

Percentage aware of Program										
Medindie (n=45)	Gilberton (n=79)	Walkerville (n=141)	Vale Park (n=109)	Male (n=181)	Female (n=193)	18 to 39 years (n=52)	40 to 49 years (n=46)	50 to 59 years (n=71)	60 to 69 years (n=84)	70 plus (n=118)
Parking around Wilderness School, Medindie 78%	Open Space Strategy 59%	Walkerville Oval Precinct Masterplan 67%	Walkerville Oval Precinct Masterplan 67%	Walkerville Oval Precinct Masterplan 68%	Walkerville Oval Precinct Masterplan 60%	Walkerville Oval Precinct Masterplan 38%	Walkerville Oval Precinct Masterplan 63%	Walkerville Oval Precinct Masterplan 61%	Walkerville Oval Precinct Masterplan 75%	Walkerville Oval Precinct Masterplan 68%
Annual business Plan and budget 58%	Walkerville Oval Precinct Masterplan 59%	Town centre Development Plan amendment 51%	Annual business Plan and budget 59%	Annual business Plan and budget 61%	Parking around Wilderness School, Medindie 48%	Town centre Development Plan amendment 33%	Annual business Plan and budget 54%	Open Space Strategy 49%	Annual business Plan and budget 61%	Annual business Plan and budget 59%
Open Space Strategy 51%	Parking around Wilderness School, Medindie 54%	Annual business Plan and budget 45%	Town centre Development Plan amendment 52%	Town centre Development Plan amendment 55%	Town centre Development Plan amendment 46%	Annual business Plan and budget 25%	Town centre Development Plan amendment 51%	Annual business Plan and budget 48%	Town centre Development Plan amendment 58%	Parking around Wilderness School, Medindie 59%
Walkerville Oval Precinct Masterplan 51%	Annual business Plan and budget 51%	Open Space Strategy 44%	Parking around Wilderness School, Medindie 44%	Open Space Strategy 52%	Annual business Plan and budget 43%	Open Space Strategy 25%	Parking around Wilderness School, Medindie 43%	Town centre Development Plan amendment 44%	Open Space Strategy 56%	Town centre Development Plan amendment 55%
Town centre Development Plan amendment 44%	Town centre Development Plan amendment 48%	Parking around Wilderness School, Medindie 37%	Open Space Strategy 38%	Parking around Wilderness School, Medindie 48%	Open Space Strategy 41%	Parking around Wilderness School, Medindie 23%	Open Space Strategy 39%	Parking around Wilderness School, Medindie 42%	Parking around Wilderness School, Medindie 54%	Open Space Strategy 50%
Movement Action Plan 27%	Movement Action Plan 37%	Movement Action Plan 30%	Movement Action Plan 28%	Movement Action Plan 37%	Movement Action Plan 24%	Movement Action Plan 15%	Movement Action Plan 22%	Movement Action Plan 30%	Movement Action Plan 42%	Movement Action Plan 34%

Community involvement in planning....continued

Over the past 12-18 months the Council has sought community feedback on a number of planning programs; which of the following programs were you aware that the Council has sought feedback on?

Did you participate in the community feedback program for.....?

Percentage who participated in Program

Medindie (n=45)	Gilberton (n=79)	Walkerville (n=141)	Vale Park (n=109)	Male (n=181)	Female (n=193)	18 to 39 years (n=52)	40 to 49 years (n=46)	50 to 59 years (n=71)	60 to 69 years (n=84)	70 plus (n=118)
Parking around Wilderness School, Medindie 38%	Parking around Wilderness School, Medindie 15%	Walkerville Oval Precinct Masterplan 26%	Town centre Development Plan amendment 17%	Walkerville Oval Precinct Masterplan 23%	Walkerville Oval Precinct Masterplan 14%	Walkerville Oval Precinct Masterplan 8%	Walkerville Oval Precinct Masterplan 13%	Walkerville Oval Precinct Masterplan 23%	Walkerville Oval Precinct Masterplan 29%	Walkerville Oval Precinct Masterplan 14%
Open Space Strategy 9%	Walkerville Oval Precinct Masterplan 15%	Town centre Development Plan amendment 18%	Walkerville Oval Precinct Masterplan 15%	Town centre Development Plan amendment 19%	Town centre Development Plan amendment 11%	Town centre Development Plan amendment 6%	Town centre Development Plan amendment 13%	Open Space Strategy 15%	Town centre Development Plan amendment 21%	Town centre Development Plan amendment 14%
Walkerville Oval Precinct Masterplan 9%	Town centre Development Plan amendment 13%	Open Space Strategy 11%	Open Space Strategy 9%	Open Space Strategy 12%	Parking around Wilderness School, Medindie 10%	Parking around Wilderness School, Medindie 6%	Parking around Wilderness School, Medindie 9%	Town centre Development Plan amendment 14%	Open Space Strategy 14%	Open Space Strategy 9%
Movement Action Plan 4%	Open Space Strategy 9%	Movement Action Plan 4%	Annual business Plan and budget 7%	Movement Action Plan 8%	Open Space Strategy 8%	Open Space Strategy 4%	Movement Action Plan 7%	Parking around Wilderness School, Medindie 8%	Parking around Wilderness School, Medindie 12%	Parking around Wilderness School, Medindie 8%
Annual business Plan and budget 4%	Annual business Plan and budget 6%	Parking around Wilderness School, Medindie 1%	Movement Action Plan 6%	Parking around Wilderness School, Medindie 8%	Movement Action Plan 3%	Annual business Plan and budget 4%	Open Space Strategy 4%	Movement Action Plan 6%	Movement Action Plan 6%	Movement Action Plan 6%
Town centre Development Plan amendment 4%	Movement Action Plan 5%	Annual business Plan and budget 1%	Parking around Wilderness School, Medindie 2%	Annual business Plan and budget 7%	Annual business Plan and budget 2%	Movement Action Plan -	Annual business Plan and budget 4%	Annual business Plan and budget 4%	Annual business Plan and budget 5%	Annual business Plan and budget 4%

Civic and Community Centre

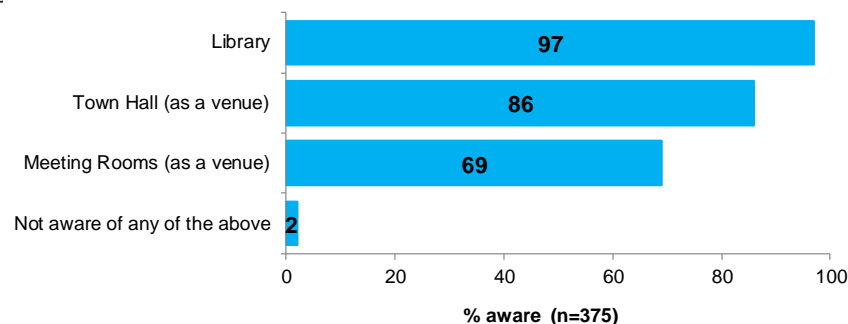
Residents aware of the Library but less so other aspects of the Civic & Community Centre

Are you aware that the Civic and Community Centre has

Residents are aware of the new Civic and Community Centre – especially the Library.

They are less aware of the availability of Town Hall and meeting rooms as potential venues

Awareness of meeting rooms as potential venues was lowest across all suburbs, genders and most age groups, with awareness of these increasing with age.



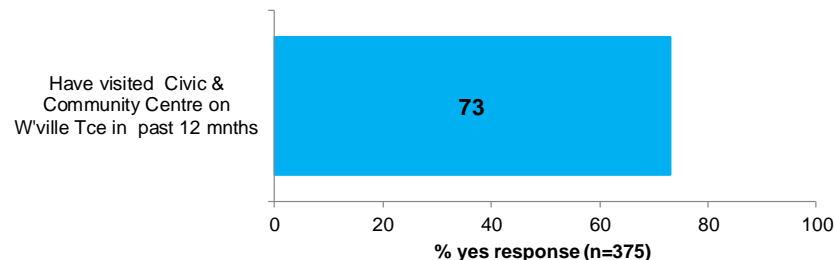
The lower levels of awareness of the facilities other than Library available to residents in the Civic and Community Centre may be limiting their utilisation as communal places.

Medindie (n=45)	Gilberton (n=79)	Walkerville (n=142)	Vale Park (n=109)	Male (n=181)	Female (n=194)	18 to 39 years (n=52)	40 to 49 years (n=47)	50 to 59 years (n=71)	60 to 69 years (n=84)	70 plus (n=118)
Library 98%	Library 97%	Library 99%	Library 94%	Library 97%	Library 97%	Library 94%	Library 100%	Library 96%	Library 98%	Library 98%
Town Hall (as a venue) 82%	Town Hall (as a venue) 92%	Town Hall (as a venue) 82%	Town Hall (as a venue) 87%	Town Hall (as a venue) 87%	Town Hall (as a venue) 85%	Town Hall (as a venue) 77%	Town Hall (as a venue) 79%	Town Hall (as a venue) 86%	Town Hall (as a venue) 90%	Town Hall (as a venue) 90%
Meeting Rooms (as a venue) 64%	Meeting Rooms (as a venue) 80%	Meeting Rooms (as a venue) 58%	Meeting Rooms (as a venue) 77%	Meeting Rooms (as a venue) 76%	Meeting Rooms (as a venue) 62%	Meeting Rooms (as a venue) 46%	Meeting Rooms (as a venue) 53%	Meeting Rooms (as a venue) 65%	Meeting Rooms (as a venue) 82%	Meeting Rooms (as a venue) 80%

Almost 3 in 4 residents have visited the Civic and Community Centre

Have you visited the Civic and Community Centre on Walkerville Terrace in the past 12 months

73% of residents have visited the Civic and Community Centre in past 12 months.



By suburb:

- highest visitation - Gilberton residents (80%)
- lowest visitation - Vale Park (66%)

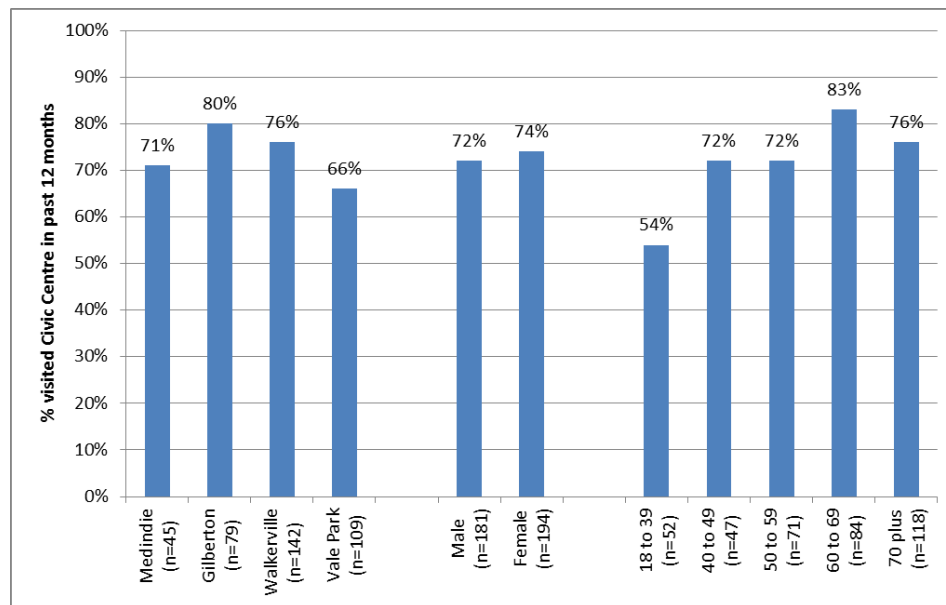
By age:

- highest visitation - 60-69 years olds (83%)
- lowest visitation - 18-39 years (54%)

The Civic and Community Centre appears to have been widely 'experienced' by a high proportion of residents (73%).

Whilst visitation was lowest amongst younger residents (18-39 years), visitation was still some 54%.

This may be due to lower awareness of some aspect of the Centre beyond Library or a lower motive to visit the Centre as a possible shift to online catalogues.



Library is well regarded

The following question relates to the new Civic and Community Centre.
Using the scale 5= Excellent to 1= Very poor, how would you rate the...

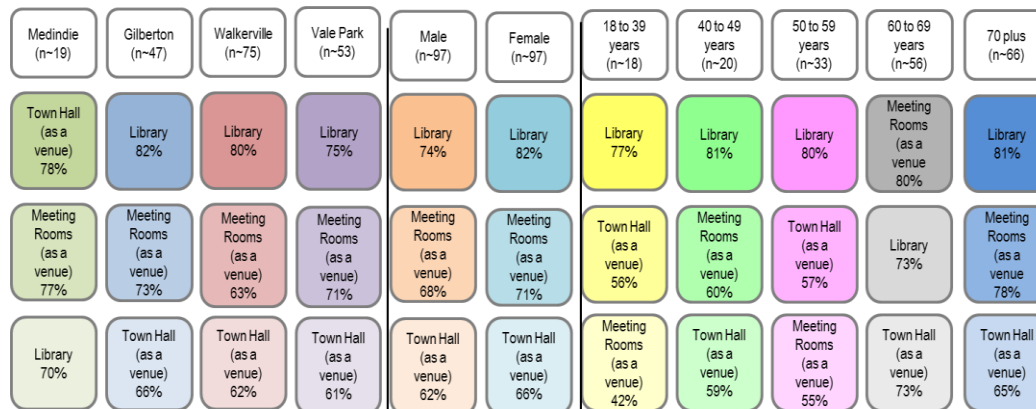
Overall the Library is the best regarded facility with 78% of residents who are aware rating it as excellent / good.

This was largely consistent across most suburbs (except Medindie), genders and age groups (except 60-69 years) .

Ratings of Town Hall and meeting rooms as venues were higher amongst 60 years of age and older.

Note: small samples apply where n<30

Whilst the Library is well regarded amongst all sectors – the facilities of meeting rooms and Town Hall as venues may be more suitable for the needs of older members of the communities rather than younger members – which may also be limiting their potential utilisation.



Use of Other Council Facilities

Ovals and tennis courts most used facilities

How often would you use the following facilities located in the town of Walkerville?

Walkerville oval and sports clubs most often used facility (30% use at least annually)

- followed by tennis courts (22%)
- YMCA (15%)

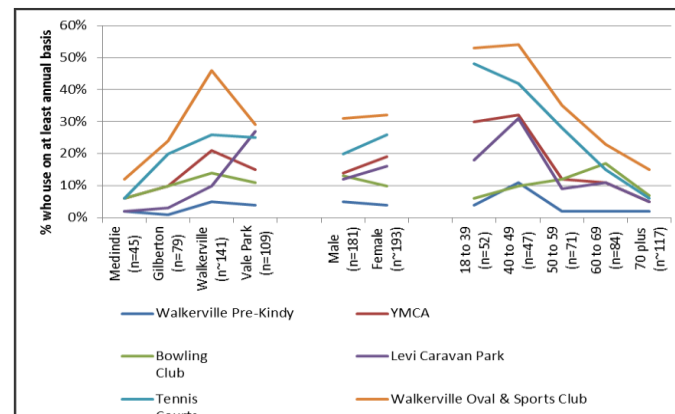
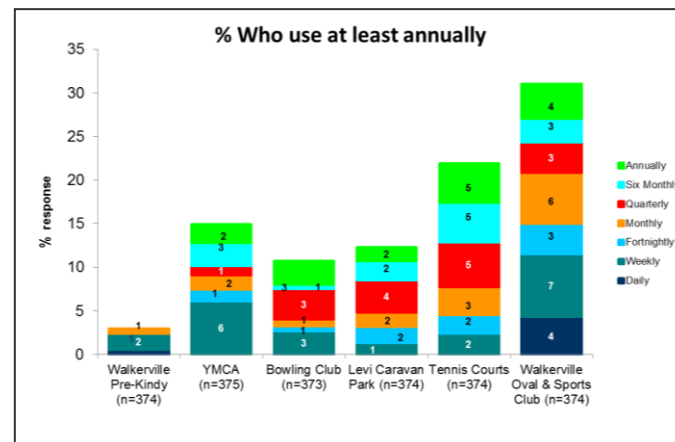
Walkerville pre-kindy least used – 4%

Differences in use of facilities by segments exist...

- all facilities used most by Walkerville residents with exception of Levi Caravan Park (Vale Park residents)
- residents under 49 yrs more likely users of most facilities (except bowling club - used most by 60-69 yrs)
- females tend to be more regular users of Tennis courts and YMCA than males

The higher use of sporting facilities by younger residents suggests that sports and physical activity is an important construct to them. Given this, there may be opportunities to expand sporting related services or to leverage their sporting networks to communicate to, engage and involve younger residents in other aspects of Council life.

The lower use of Walkerville Oval and Sports Clubs by residents other than those in Walkerville suggests there may be geographic or perceptual barriers to their use.



See table of use of facilities by suburb, gender and age on the following page

Ovals and tennis courts most used facilities..... continued

How often would you use the following facilities located in the town of Walkerville?

% who use on at least an annual basis

Medindie (n=45)	Gilberton (n=79)	Walkerville (n=141)	Vale Park (n=109)	Male (n=181)	Female (n=191)	18 to 39 years (n=52)	40 to 49 years (n=47)	50 to 59 years (n=71)	60 to 69 years (n=84)	70 plus (n=117)
Walkerville Oval & Sports Club 13%	Walkerville Oval & Sports Club 23%	Walkerville Oval & Sports Club 44%	Walkerville Oval & Sports Club 28%	Walkerville Oval & Sports Club 31%	Walkerville Oval & Sports Club 31%	Walkerville Oval & Sports Club 52%	Walkerville Oval & Sports Club 55%	Walkerville Oval & Sports Club 35%	Walkerville Oval & Sports Club 23%	Walkerville Oval & Sports Club 15%
YMCA 7%	Tennis Court 20%	Tennis Courts 26%	Tennis Courts 26%	Tennis Courts 19%	Tennis Courts 25%	Tennis Courts 46%	Tennis Courts 43%	Tennis Courts 28%	Bowling Club 18%	Bowling Club 7%
Bowling Club 7%	YMCA 10%	YMCA 22%	Levi Caravan Park 25%	YMCA 13%	YMCA 18%	YMCA 29%	YMCA 32%	YMCA 13%	Tennis Courts 15%	Tennis Courts 5%
Tennis Court 7%	Bowling Club 10%	Bowling Club 14%	YMCA 14%	Bowling Club 13%	Levi Caravan Park 13%	Levi Caravan Park 17%	Levi Caravan Park 32%	Bowling Club 13%	YMCA 12%	YMCA 5%
Walkerville Pre-Kindy 2%	Levi caravan Park 4%	Levi Caravan Park 11%	Bowling Club 10%	Levi Caravan Park 11%	Bowling Club 9%	Bowling Club 6%	Bowling Club 11%	Levi Caravan Park 10%	Levi Caravan Park 12%	Levi Caravan Park 4%
Levi Caravan Park 2%	Walkerville Pre-Kindy 1%	Walkerville Pre-Kindy 5%	Walkerville Pre-Kindy 4%	Walkerville Pre-Kindy 4%	Walkerville Pre-Kindy 3%	Walkerville Pre-Kindy 4%	Walkerville Pre-Kindy 11%	Walkerville Pre-Kindy 3%	Walkerville Pre-Kindy 2%	Walkerville Pre-Kindy 2%

Attributes of Walkerville Importance and Satisfaction

Resident liveability – themes and satisfaction

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you; and how satisfied or dissatisfied you are with the Council's contribution and performance for each aspect.

IMPORTANCE: Very important = 5, Important = 4, Neither important nor unimportant = 3, Not important = 2, Not at all important = 1

SATISFACTION: Very satisfied = 5, Satisfied = 4, Neither satisfied nor dissatisfied = 3, Dissatisfied = 2, Very dissatisfied = 1

Residents hold dearest:

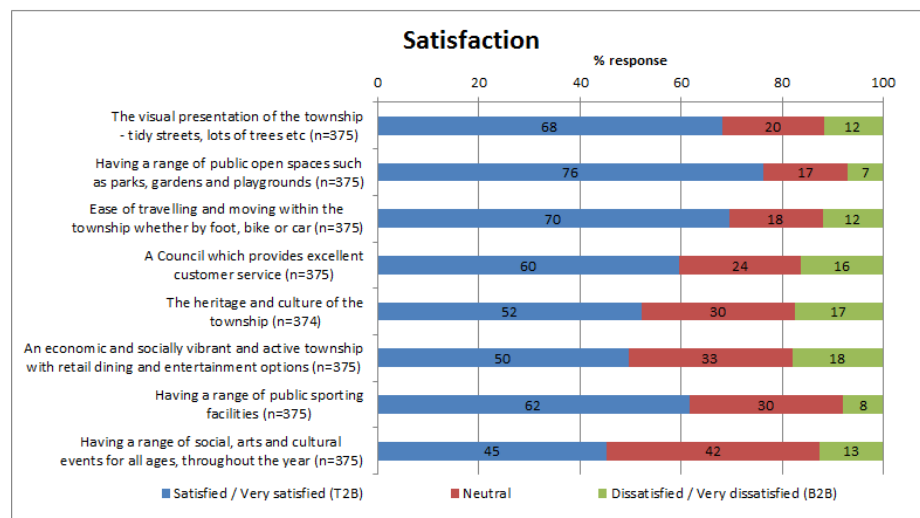
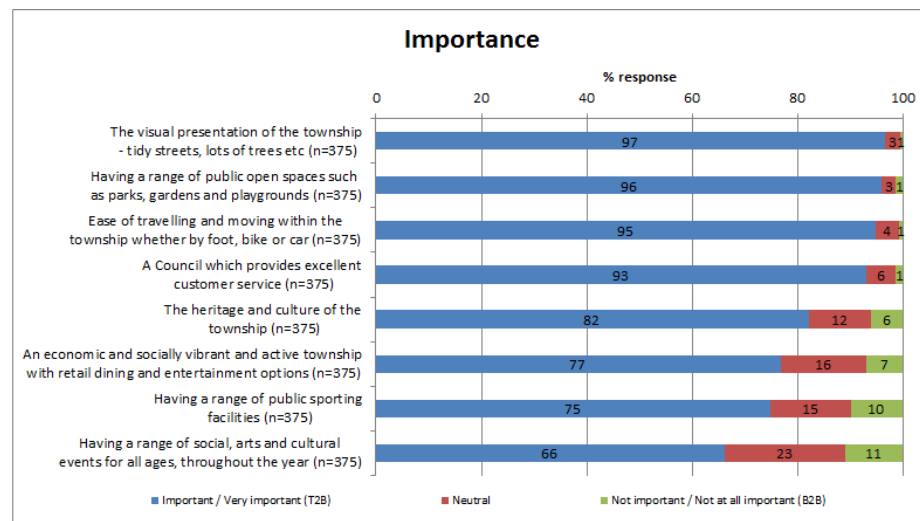
- the visual presentation of Walkerville (97%)
- having open spaces (96%); and
- ease of travelling and moving around (95%)

These are three of the areas that Council is seen to perform best on.

However, there exists a substantial proportion of residents who are neutral (~20%-30%), and some who or negative (~10%-15%) about their satisfaction with Council's performance, with lowest satisfaction in areas of:

- range of social arts and cultural events (45%)
- economically and socially vibrant and active township with retail dining and entertainment options (50%)
- heritage and culture of township (52%)

Walkerville is predominantly seen as a place to live and with this, visual appearance, open spaces and ease of travelling are the most widely accepted as important aspects and those the community is most satisfied with. But for many (~3:4), other aspects such as heritage, culture, retail and dining are just as important. It is in these aspects that satisfaction at a collective level is less widely accepted.



Liveability – themes and satisfaction - by suburb

continued

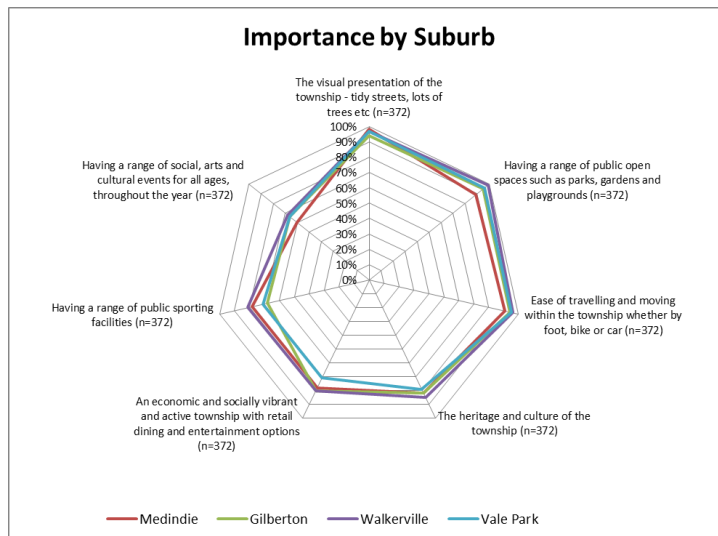
Importance and satisfaction of themes are similar across suburbs, with key differences:

Importance:

- Medindie residents place less importance on public spaces and range of social events than residents in other suburbs
- Vale Park residents place less importance on economic and social vibrancy

Satisfaction:

- Medindie residents are somewhat less satisfied with:
 - visual presentation
 - range of social and cultural events



Medindie (n=45)	Gilberton (n=79)	Walkerville (n=142)	Vale Park (n=109)
Having a range of public open spaces such as parks, gardens and playgrounds 73%	Having a range of public open spaces such as parks, gardens and playgrounds 77%	Having a range of public open spaces such as parks, gardens and playgrounds 79%	Having a range of public open spaces such as parks, gardens and playgrounds 73%
Ease of traveling and moving within the township whether by foot, bike or car 64%	Ease of traveling and moving within the township whether by foot, bike or car 73%	The visual presentation of the township - tidy streets, lots of trees etc. 70%	Ease of traveling and moving within the township whether by foot, bike or car 71%
Having a range of public sporting facilities 60%	The visual presentation of the township - tidy streets, lots of trees etc. 71%	Ease of traveling and moving within the township whether by foot, bike or car 68%	The visual presentation of the township - tidy streets, lots of trees etc. 68%
The visual presentation of the township - tidy streets, lots of trees etc. 58%	Having a range of public sporting facilities 57%	Having a range of public sporting facilities 65%	Having a range of public sporting facilities 61%
The heritage and culture of the township 57%	The heritage and culture of the township 56%	An economic and socially vibrant and active township with retail dining and entertainment options 53%	The heritage and culture of the township 52%
An economic and socially vibrant and active township with retail dining and entertainment options 49%	An economic and socially vibrant and active township with retail dining and entertainment options 49%	The heritage and culture of the township 49%	Having a range of social, arts and cultural events for all ages, throughout the year 50%
Having a range of social, arts and cultural events for all ages, throughout the year 36%	Having a range of social, arts and cultural events for all ages, throughout the year 44%	Having a range of social, arts and cultural events for all ages, throughout the year 45%	An economic and socially vibrant and active township with retail dining and entertainment options 46%

With Walkerville residents being somewhat more satisfied than residents in other suburbs on aspects of economic, retail and vibrancy, they were less satisfied with heritage and culture, suggesting these aspects may present opposing forces.

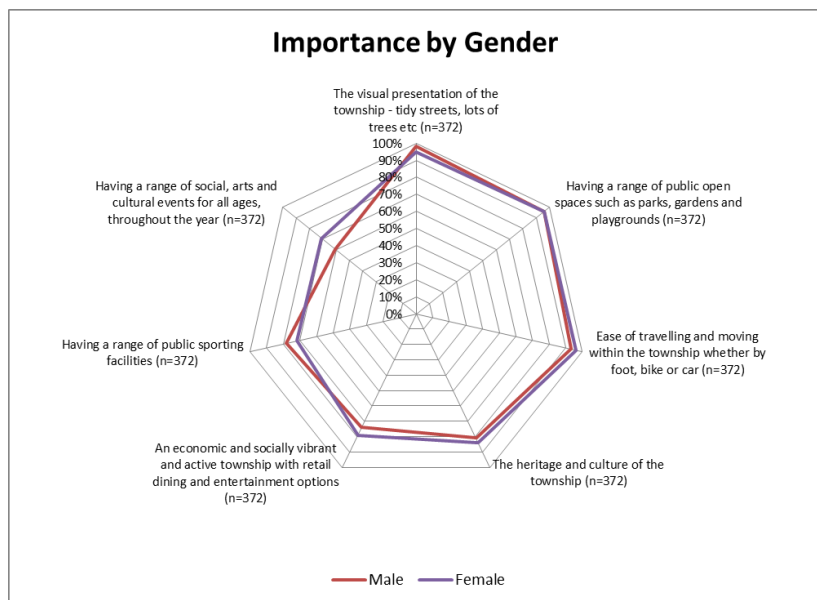
Liveability – themes and satisfaction - by gender

continued

Importance of themes are similar across genders but some variance in satisfaction exist:

Importance:

- Females placed greater importance on having range of social and cultural events and somewhat more on economic and socially vibrant township than males
- Males placed greater importance on range of sporting facilities than females



Satisfaction:

- Males tended to be more satisfied than females, except on economic and social vibrancy

Male (n=181)	Female (n=194)
Having a range of public open spaces such as parks, gardens and playgrounds 80%	Having a range of public open spaces such as parks, gardens and playgrounds 73%
The visual presentation of the township - tidy streets, lots of trees etc. 74%	Ease of traveling and moving within the township whether by foot, bike or car 70%
Ease of traveling and moving within the township whether by foot, bike or car 69%	The visual presentation of the township - tidy streets, lots of trees etc. 63%
Having a range of public sporting facilities 67%	Having a range of public sporting facilities 57%
The heritage and culture of the township 57%	An economic and socially vibrant and active township with retail dining and entertainment options 53%
An economic and socially vibrant and active township with retail dining and entertainment options 46%	The heritage and culture of the township 48%
Having a range of social, arts and cultural events for all ages, throughout the year 43%	Having a range of social, arts and cultural events for all ages, throughout the year 48%

Liveability – themes and satisfaction - by age

continued

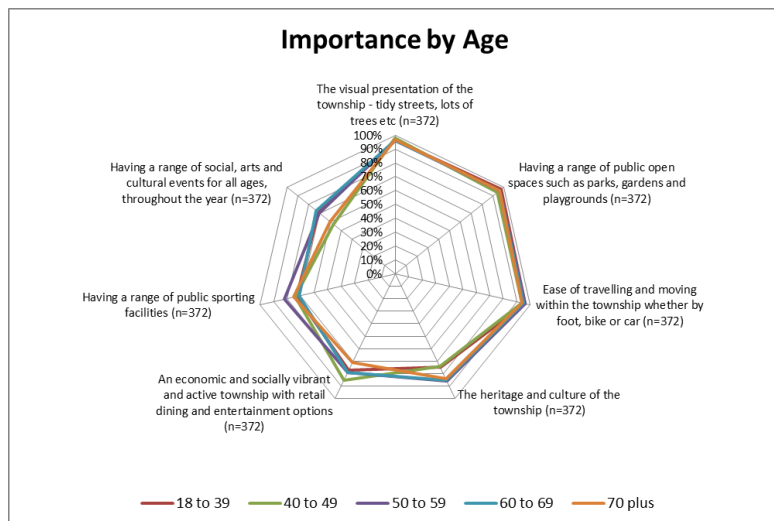
Variability in importance and satisfaction across age groups:

Importance:

- 40-49 years placed somewhat more importance on economic and social activity than other age groups
- 40-49 and 70 years plus placed lesser importance on range of social arts and cultural events

Satisfaction:

- 18-39 years placed higher order ranking of satisfaction on Visual presentation
- Other age groups ranked Open spaces highest
- Ease of travelling within the township has ranked 2nd or 3rd by all age groups
- 70 yrs plus tended to have higher satisfaction levels



18 to 39 years (n=52)	40 to 49 years (n=47)	50 to 59 years (n=71)	60 to 69 years (n=84)	70 plus (n=118)
The visual presentation of the township - tidy streets, lots of trees etc. 77%	Having a range of public open spaces such as parks, gardens and playgrounds 64%	Having a range of public open spaces such as parks, gardens and playgrounds 77%	Having a range of public open spaces such as parks, gardens and playgrounds 80%	Having a range of public open spaces such as parks, gardens and playgrounds 83%
Ease of traveling and moving within the township whether by foot, bike or car 71%	Ease of traveling and moving within the township whether by foot, bike or car 62%	Ease of traveling and moving within the township whether by foot, bike or car 77%	The visual presentation of the township - tidy streets, lots of trees etc. 64%	The visual presentation of the township - tidy streets, lots of trees etc. 75%
Having a range of public open spaces such as parks, gardens and playgrounds 67%	Having a range of public sporting facilities 57%	The visual presentation of the township - tidy streets, lots of trees etc. 66%	Ease of traveling and moving within the township whether by foot, bike or car 62%	Ease of traveling and moving within the township whether by foot, bike or car 73%
Having a range of public sporting facilities 58%	The visual presentation of the township - tidy streets, lots of trees etc. 55%	Having a range of public sporting facilities 65%	Having a range of public sporting facilities 61%	Having a range of public sporting facilities 64%
The heritage and culture of the township 52%	An economic and socially vibrant and active township with retail dining and entertainment options 51%	The heritage and culture of the township 52%	The heritage and culture of the township 46%	The heritage and culture of the township 64%
Having a range of social, arts and cultural events for all ages, throughout the year 44%	Having a range of social, arts and cultural events for all ages, throughout the year 40%	An economic and socially vibrant and active township with retail dining and entertainment options 45%	An economic and socially vibrant and active township with retail dining and entertainment options 43%	An economic and socially vibrant and active township with retail dining and entertainment options 59%
An economic and socially vibrant and active township with retail dining and entertainment options 42%	The heritage and culture of the township 30%	Having a range of social, arts and cultural events for all ages, throughout the year 42%	Having a range of social, arts and cultural events for all ages, throughout the year 40%	Having a range of social, arts and cultural events for all ages, throughout the year 53%

Walkerville – a place to live

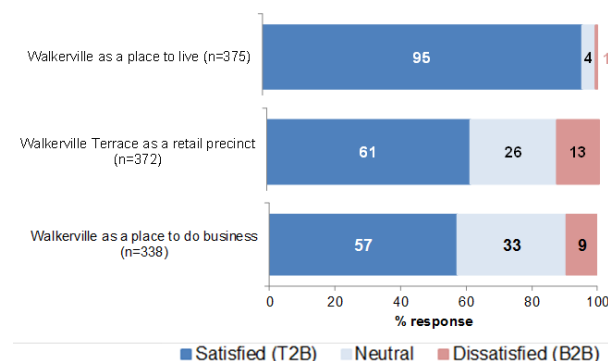
Overall, how satisfied or dissatisfied are you with Walkerville as a place to live?

Overall, how satisfied or dissatisfied are you with Walkerville Terrace as a retail precinct?

Overall, how satisfied or dissatisfied are you with the Town of Walkerville as a place to do business?

Walkerville is seen as more of a place to live than a place to do business. Residents:

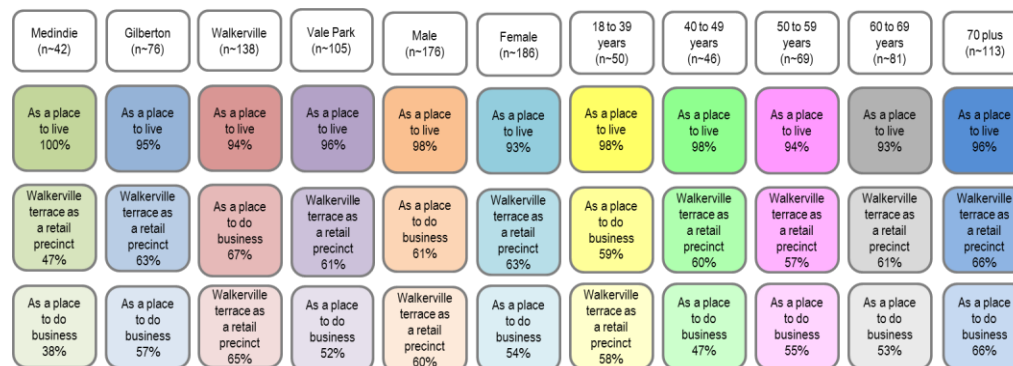
- love living in Walkerville – 95% satisfied
- reasonably satisfied with Walkerville Terrace as a retail precinct (61%) but with 13% (1:8) being dissatisfied
- Walkerville is not seen strongly as a place to do business (57% satisfied and 9% dissatisfied)



All demographics rated Walkerville highly as a place to live.

Key differences by demographics:

- Walkerville residents
 - most satisfied with Walkerville Terrace as retail precinct and Walkerville as a place to do business
- Medindie residents
 - least satisfied on both retail and place for business
- Older residents
 - tend to be more satisfied than younger residents with retail and place to do business



To further understand the defining attributes of *retailing* and a *place to do business*, and what residents desire or are concerned about in each, requires further qualitative exploration that goes beyond the scope of this research.

Overall Satisfaction with Council Performance

Overall satisfaction with Council performance impacted by over 1:4 being neutral

All things considered, how satisfied are you with the performance of the Walkerville Council?

Overall satisfaction with Council performance 58%:

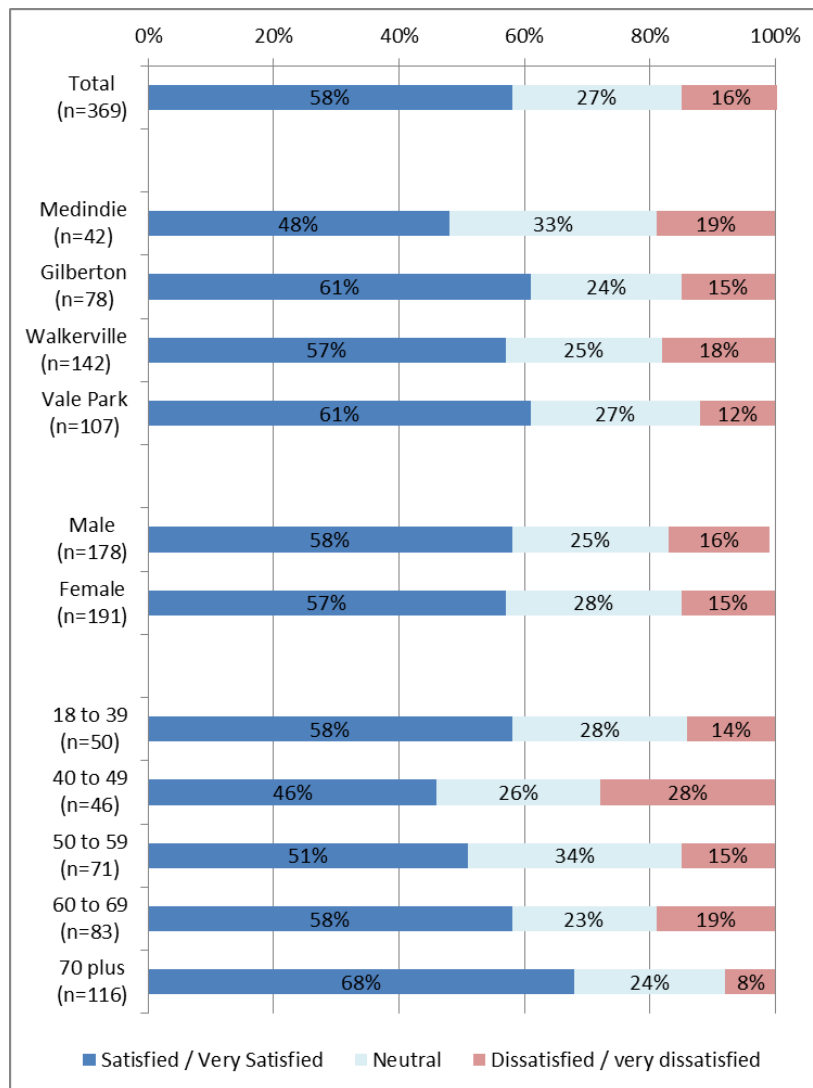
- 27% neutral
- 16% dissatisfied

Satisfaction highest:

- amongst Gilberton residents (61%)
- 70 years plus (68%)

Satisfaction lowest:

- amongst Medindie residents (48%)
- 40-49 years (46%) – with 28% dissatisfied



Service drives overall performance

Staff drive overall service

Regression analysis

The key driver of Council's overall performance is

- customer service



The key driver of customer service is

- helpfulness and knowledge of staff

Key drivers in overall satisfaction with Council performance:

Regression analysis coefficients:

- A Council which provides **excellent customer service** (0.852)
- Importance of having a range of social, arts and cultural events for all ages throughout the year (0.277)
- Use of tennis courts (0.230)
- Satisfaction in having a range of public open spaces such as parks, gardens and playgrounds (0.225)

Key drivers in overall satisfaction with the Council's Customer service:

Regression analysis coefficients:

- Helpfulness and knowledge of staff (0.373)
- Response times (0.330)
- Getting the information you wanted (0.260)

Future Themes

Walkerville – future themes

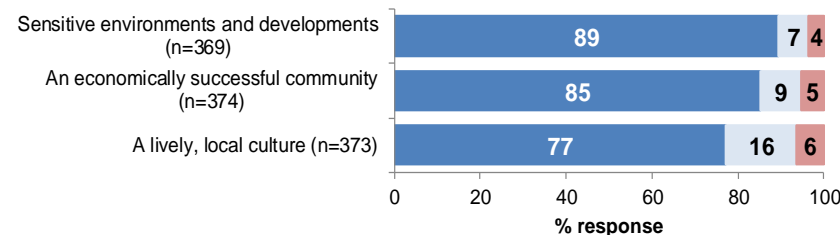
The council's current strategic plan is based around three key themes. Using the scale from 5= very important to 1= not at all important, how important to you are the following themes for Council to set a framework for future planning for the Town of Walkerville.

Residents placed greatest importance on future theme of:

- sensitive environments and developments (89%)

Followed by

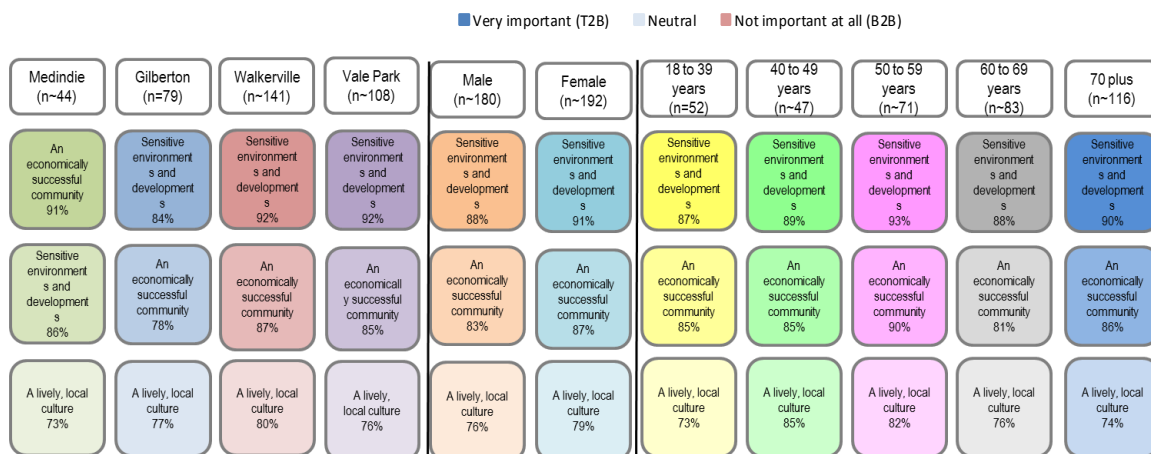
- an economically successful community (85%)
- a lively, local culture (77%)



The relative order of these were largely consistent across segments with the following exception:

Medindie residents:

- placed an economically successful community highest (which tends to align with their view of the township not being strong on business)



Within the context of the three current strategic themes, *sensitive environments and developments* was most widely considered as important to residents (~9:10) and more widely viewed as important than was a *lively local culture*.

However, Lively Culture was still an area of interest to a large sector of the community (~3:4)

Suggestions to focus on future planning

What other areas do you believe Council should be focusing on in their future planning?

Across the township, other suggested areas of focus for future planning related mostly to:

- traffic, congestion and control
- parks and open spaces
- building development – low density
- visual presentation
- economic – retail options

Key variances by sub segment were relatively minor and small sample bases limit further analysis

	Total	Medindie	Gilberton	Walkerville	Vale Park	Male	Female		18 to 39	40 to 49	50 to 59	60 to 69	70 plus
Total	371	45	79	138	109	180	191		48	47	71	84	118
Travelling/motor congestion/speeding control/traffic management	14%	13%	10%	16%	14%	12%	16%		6%	13%	14%	19%	13%
Parks and open spaces /more park facilities/maintain/keep safe	11%	7%	16%	11%	9%	9%	13%		10%	9%	14%	13%	9%
Building development/single level/not high rise/density	11%	11%	9%	12%	11%	9%	13%		4%	17%	10%	12%	12%
Protect heritage/identity	10%	9%	10%	9%	10%	9%	10%		13%	13%	10%	10%	7%
Visual presentation/ streets /paths/ verges/ maintain	10%	16%	4%	10%	12%	6%	14%		6%	6%	10%	14%	8%
Economic/range of retail available	10%	9%	9%	9%	12%	9%	11%		15%	17%	17%	6%	4%
Footpaths/maintenance/suitable for walkers/gophers	7%	7%	8%	5%	8%	7%	7%		2%	4%	6%	5%	11%
Entertainment/cafes/restaurant/range	6%	7%	8%	6%	5%	6%	6%		8%	11%	10%	5%	2%
Communications/feedback/responsiveness	6%	13%	8%	4%	4%	5%	7%		4%	13%	6%	2%	7%
Limit expenditure/rates	6%	16%	6%	4%	4%	9%	3%		2%	9%	6%	7%	6%
Roads/maintenance	5%	7%	4%	4%	7%	7%	4%		4%	2%	10%	4%	5%
Car parking	4%	9%		3%	5%	4%	3%		2%		6%	5%	3%
Art/culture events/options	3%	2%	4%	5%	1%	2%	5%		6%	4%	6%	1%	2%
Customer service/access to council/after-hours	3%	4%	5%	3%	2%	2%	4%		4%	2%	6%	4%	2%
Elderly friendly ramps/lower step in community bus	2%	4%	1%	2%	1%	1%	3%			2%		4%	3%
Elderly services/clubs	1%			2%	1%	1%	2%				3%		1%
Sustainable energy resources	1%		1%	1%	1%	1%	1%		4%		3%		
Other	6%	7%	5%	4%	7%	8%	4%		8%	2%	3%	7%	7%
None/nothing/don't know	20%	11%	25%	20%	21%	22%	19%		27%	13%	17%	14%	28%

Consider exploring further:

What themes mean to residents qualitatively, and how these could be demonstrably delivered by Council.

Staff and Elected Members Perspectives

The following outlines the results from the staff and elected members survey, drawing comparisons to related questions from the community survey.

Note: sample bases are small, with $n=20$ for staff and $n=3$ for elected members. As such caution is needed in interpreting results.

Whilst some *inference* may be made in relation to staff the same can not confidently be applied with elected members.

Comments in relation to elected members can only be construed as applying to the three responses received and NOT to elected members as a whole.

Staff may be foregoing quality for speed

Residents - Thinking about the last time you contacted the Council and using a scale of 5 = very satisfied to 1 = very dissatisfied, how satisfied or dissatisfied were you with...?

Staff / Elected members - Thinking of when residents contact Council and the service they receive and using a scale of 5 = Excellent to 1 = Very poor, overall how would you rate the Council as an organisation in relation to.....

Staff views of the quality of service are:

Higher than those of residents in relation to:

- helpfulness and knowledge of staff;
- getting residents the information needed

Well below those of residents in relation to:

- response times

Whilst response times are important staff may be seeking speed over quality and thoroughness. This may be adversely impacting service delivery and residents' overall service experience.

	RESIDENTS	STAFF
N=	n~310	n~20
	Satisfied / Very Satisfied	Excellent / Good
Helpfulness & knowledge of staff	74%	90%
The response times	71%	42%
Getting the information wanted	67%	85%
Overall on Council's Customer service	71%	85%

Staff very positive towards Council's communications to residents – perhaps overly so

Residents - The Council keeps residents informed on its activities in a variety of ways - newsletters, flyers, advertisements, letters, online and social media. Overall how satisfied or dissatisfied are you with the Council's performance in regard to:
Staff / Elected members - The Council keeps residents informed on its activities in a variety of ways - newsletters, flyers, advertisements, letters, online and social media. Overall how would you rate the Council's communications to residents in relation to each of the following using the scale shown:

Staff views of Council's communications are:

- considerably higher compared to those of residents across all aspects of communications tested

Responding **Elected members'** views of Council's communications are generally in line with those of residents except:

- higher in relation to keeping residents up to date on what Council is doing

The higher assessment of Council's communications by staff may influence them by presuming residents are more informed on matters affecting them, Council and the township than residents may actually be.

	RESIDENTS	STAFF	Elected Members
	n~369	n=20	n=3
	Satisfied / Very Satisfied	Excellent / Good	Excellent / Good
Quality of communications	67%	95%	67%
Keeping residents up to date of what Council is doing	66%	90%	100%
The frequency of communications to residents	63%	85%	67%
Keeping residents informed on social & health programs or upcoming community events	63%	75%	67%
Overall on Council's Communications to residents	64%	90%	67%

Staff reasonably satisfied with internal communications

Thinking about the internal communications by Council to staff, how would you rate the following using the scale shown?

Staff are reasonably satisfied (65%) in how they are communicated with by Council, with strongest performing aspects:

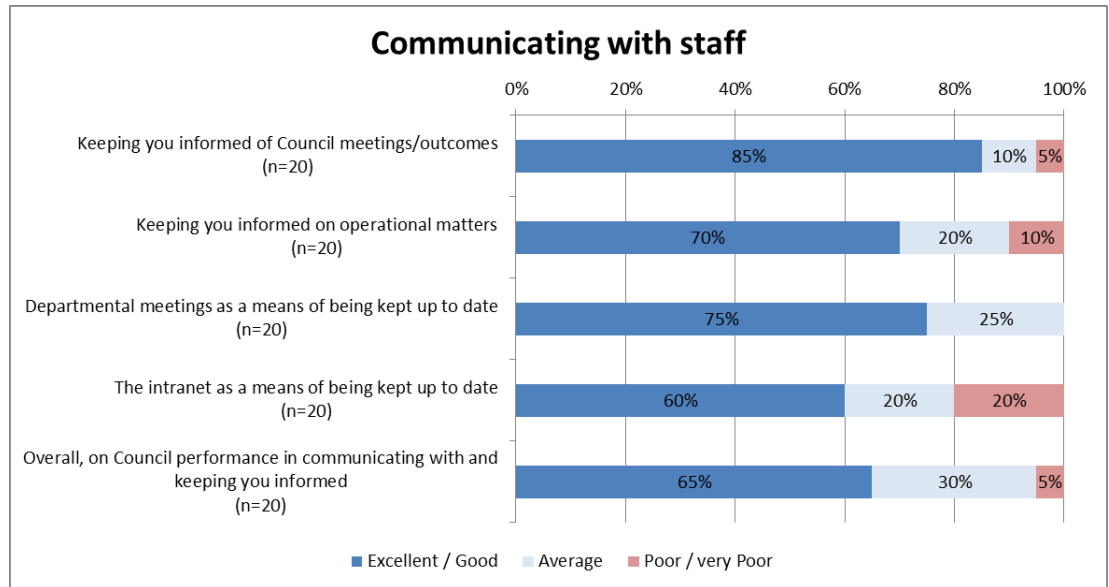
- being kept informed of Council meetings and outcome
- departmental meetings as a means of being kept informed

Lowest performing aspects:

- intranet as means of being kept up to date.

The majority of staff appear satisfied with the communications they receive – especially on outcomes of Council meetings and operational matters and where staff team meetings are keeping staff up to date.

The findings also suggest that for some staff (~1:5) the intranet may not be meeting their requirements for being kept up to date.

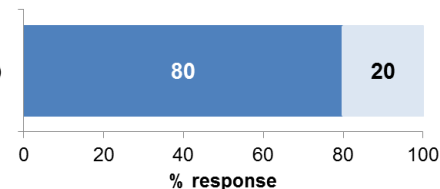


Staff satisfied working at Council but not across all aspects of the workplace

*Thinking about the facilities available for staff, how would you rate the following...
All things considered, how would you rate Walkerville Council as a place to work?*

Staff are satisfied with Walkerville Council as a place to work (80%) – with no poor / very poor assessments provided

Walkerville Council as a place to work (n=20)



■ Satisfied (T2B) ■ Neutral ■ Dissatisfied (B2B)

Staff were most positive with:

- car parking provided (85%), followed by
- working spaces (70%)

With moderate assessment of:

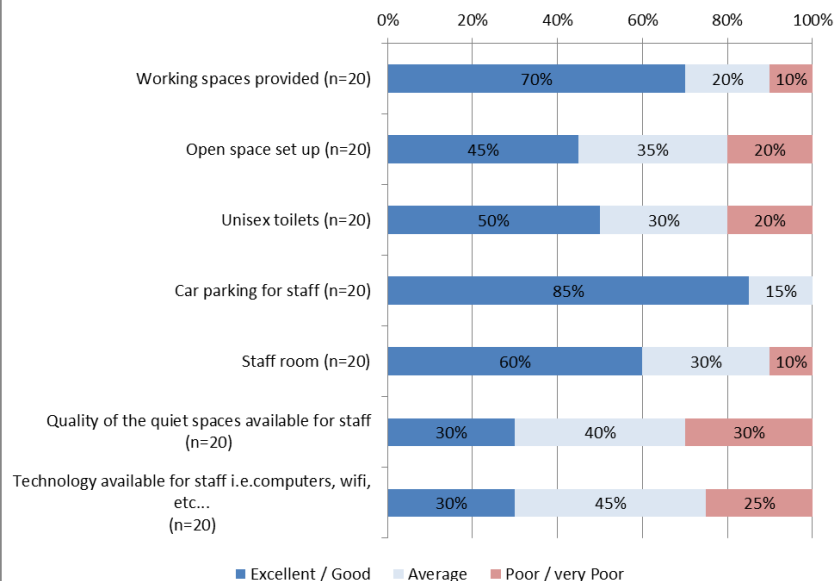
- open space set up (45%)
- unisex toilets (50%)

But – low ratings on :

- technology provided (30%)
- quality of quiet spaces (30%)

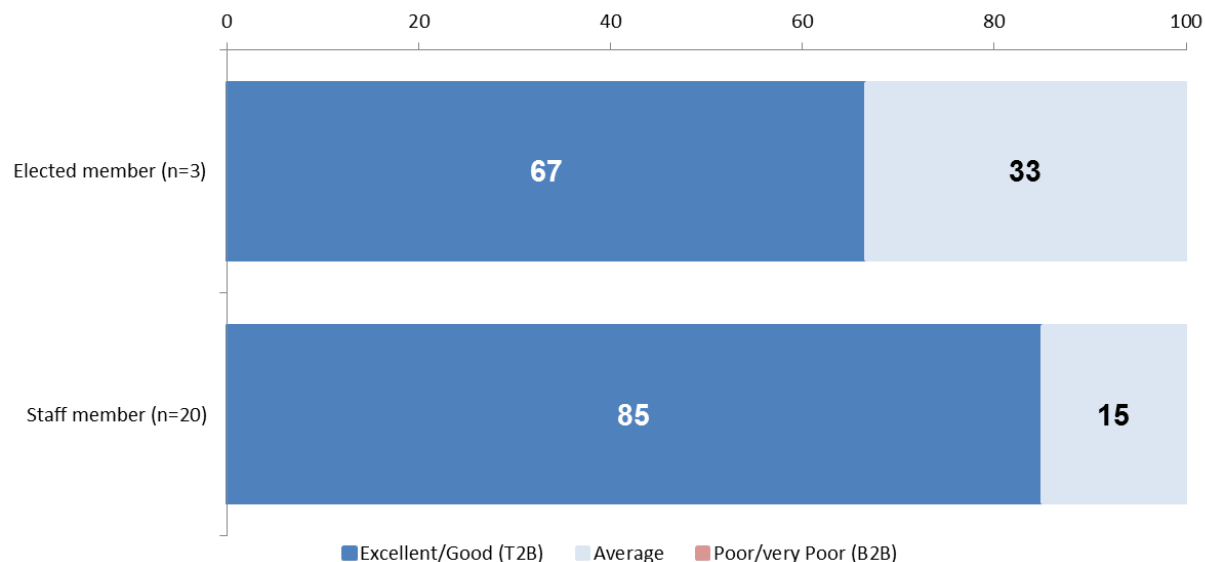
Whilst most staff are satisfied working in Council and with car parking, their respective work spaces, technology available to staff and quiet work areas had the least positive support - with approximately only 1:3 staff rating these as good/excellent. These along with 1:4 staff who were negative to open space set-up and to unisex toilets may be diluting overall staff contentment.

Staff facilities



Staff and elected member perceive Council performs well on seeking community feedback

Over the past 12 - 18 months Council has sought community feedback on a number of planning programs - including Open Space Strategy; Movement Action Plan 2015-16; Annual business plan and budget; Parking around Wilderness School, Medindie; Walkerville Oval Precinct Masterplan; and Town Centre Development Plan amendment. Overall, how would you rate Council's performance on seeking community feedback on proposed planning programs?



Staff perceive facilities at Civic and Community Centre strongly – but more so than residents

The following question relates to the new Civic and Community Centre. Using the scale 5= Excellent to 1= Very poor, how would you rate the...

Staff views of Civic and Community Centre are strong indicating they are meeting staff expectations, however these are well above views of residents.

Staff have a much more positive assessment of Civic and Community Centre facilities than residents. This may otherwise hinder staff exploring opportunities to further enhance the facilities for residents.

	RESIDENTS	STAFF	Elected Members
	By those aware (n~194)	n~19	n=3
	Excellent / Good	Excellent / Good	Excellent / Good
Library	78%	95%	67%
Town hall (as a venue)	64%	84%	67%
Meeting rooms (as a venue)	69%	89%	67%

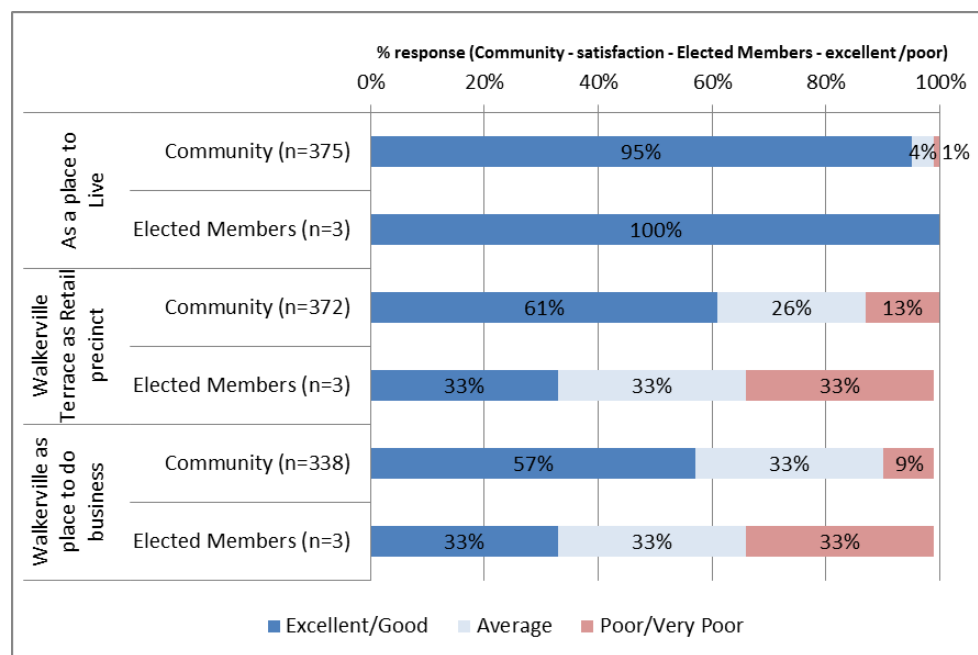
Responding elected members shared the love of Walkerville as a place to live with residents – but not so other aspects

Overall, how would you rate Walkerville as a place for people to live?
Overall, how would you rate Walkerville Terrace as a retail precinct?
Overall, how would you rate the Town of Walkerville as a place to do business?

Responding elected members shared the same love of Walkerville as a place to live.

However, they appeared to be less positive on:

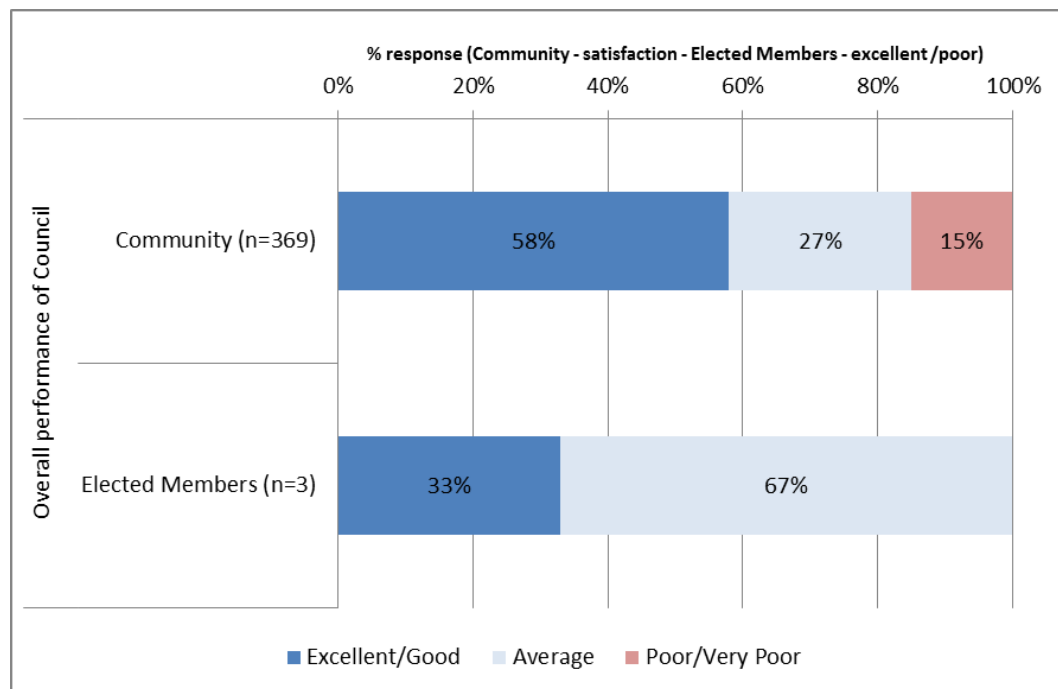
- Walkerville Terrace as a retail precinct, and
- Walkerville as a place to do business



Responding elected members were less positive about Council's performance than were residents

All things considered, how would you rate the performance of the Walkerville Council?

Responding elected members appeared less positive about Council's overall performance than residents with 1:3 being positive, compared to almost 2:3 residents.



Customer service is main other theme for future focus amongst staff

What other areas do you believe Council should be focusing on in their future planning?

Amongst staff – customer service/access to service was main ‘other’ area suggested for focus in future planning.

Responding Elected members shared views similar to those of residents for future planning – which encompassed a mix of different themes.

	Community	Staff	Elected Members
Total	n=371	n=14	n=3
Travelling/motor congestion/speeding control/traffic management	14%	-	33%
Parks and open spaces /more park facilities/maintain/keep safe	11%	7%	67%
Building development/single level/not high rise/density	11%	-	-
Protect heritage/identity	10%	-	33%
Visual presentation/ streets /paths/ verges/ maintain	10%	-	-
Economic/range of retail available	10%	-	-
Footpaths/maintenance/suitable for walkers/gophers	7%	-	33%
Entertainment/cafes/restaurant/range	6%	-	-
Communications/feedback/responsiveness	6%	7%	-
Limit expenditure/rates	6%	7%	-
Roads/maintenance	5%	-	33%
Car parking	4%	-	-
Art/culture events/options	3%	14%	-
Customer service/access to council/after-hours	3%	29%	-
Elderly friendly ramps/lower step in community bus	2%	-	-
Elderly services/clubs	1%	-	-
Sustainable energy resources	1%	-	-
Other	6%	29%	-
None/nothing/don't know	20%	7%	-

Feedback seen as key means of improving customer service

In what ways do you believe Council could improve on the quality of service it provides to residents?

Amongst staff and responding Elected members, providing feedback on complaints and requests seen as important to improve customer service.

Other considerations:

- amongst staff – included - staffing levels, access to services, communications and IT support
- amongst responding Elected Members – staff training

	Staff	Elected Members
Total	n=18	n=3
Feedback on complaints and requests	22%	67%
We provide good services already	17%	-
Staffing/increasing field officers	17%	-
Customer service/availability and ease of access	11%	-
Communication/of available services	11%	-
Feedback on consultation	11%	-
Improving internal IT and IT programs	11%	-
Staff training	6%	33%
Increasing budgets	6%	-

SECTION 5



Workshop Outcomes



Staff perceive to be under negative stress to deliver service quality

*How important is customer service to residents and how do staff believe residents would rate Council on service quality?
Initial thoughts and reactions to the results.*

Staff recognise and share perceptions of the importance of service quality to residents.
But staff perceptions of how residents assess quality are very varied and skewed negative.

And staff were very surprised that residents assessed service satisfaction as positively as they did.

Initial response to survey findings (by Workshop Teams)

Staff perceptions of importance of service to and satisfaction by residents	
Importance	Satisfaction
90%	60%
95%	20%
85%	45%
100%	50%
90%	70%
	20%
92% (average)	44% (average)

Green Team	Blue Team	Purple Team	Yellow Team	Burgundy Team
<ul style="list-style-type: none"> surprise that satisfaction was high,- don't understand "why" negative feedback received on the frontline – "perception is we aren't meeting expectations" not as surprised that community are happy with library – somewhere they want to come our team balancing scheduled/reactive works with minimal staff 	<ul style="list-style-type: none"> excellent surprising – given disgruntled customers we have introduced more ways to pay more electronic options to pay spending more time with people lodging an application 	<ul style="list-style-type: none"> surprised at high % for satisfaction surprised at low response % from staff (reflective of what EMs have been saying) 	<ul style="list-style-type: none"> surprised – our perception out in the field is that we don't meet expectations surprised at high % - and low % perceptions of EMs 	<ul style="list-style-type: none"> a lot better than expected timelines to responding is not as much a problem – admin perceptions quite low public realm is really important to community but satisfaction level could be better

Staff appeared to have felt under considerable internal scrutiny and criticism of their service quality based on the feedback they had been receiving. It was like a breath of fresh air for staff to learn their service was perceived by residents to be much better than they had been led to believe.

Team work, communications and new service initiatives are seen to have enhanced service experience

What has your team done well that has impacted satisfaction?

Key areas where staff believe they have improved service included:

Team work; communications with residents; innovated/tried new things and introduced new service options (ie auto response mechanisms, new payment options); becoming more aware and cognisant of service

Green Team	Blue Team	Purple Team	Yellow Team	Burgundy Team
<ul style="list-style-type: none"> • adapted – staff changes / lost knowledge • bridging gap • work well as a team • good community programs • new payment methods/ BPay • spend more time with residents • checklists to help inform communication – more face to face/direct • more careful on how we respond • email / auto response • supportive team environment 	<ul style="list-style-type: none"> • na 	<ul style="list-style-type: none"> • more careful of how we treat and respond to requests • auto response – good (email) • response is quick compared with some other councils • supportive team environment in Shared Services 	<ul style="list-style-type: none"> • we are becoming more sensitive in our responses • automatic 	<ul style="list-style-type: none"> • face to face communications • built on relationships • developed different methods of communications

Staff appeared to have been open and courageous to implement initiatives to improve service and the survey results were taken as positive reinforcement of their efforts.

Collaboration; communication; processes and consistency are a key part of enhancing service

What can be done to better improve satisfaction

Key areas where staff believe they can further improve service included:

Processes and procedures; communications and team work; consistency; collaboration internally and externally; staffing levels; planned targeted interventions

Green Team	Blue Team	Purple Team	Yellow Team	Burgundy Team	Other
<ul style="list-style-type: none"> streamline processes to allow feet on ground for results with more feet to get 68% to 90% 	<ul style="list-style-type: none"> structured way of dealing with complaints people should be more equitable 	<ul style="list-style-type: none"> communication - more face to face partnerships/collaborative stakeholders & council communicating amongst ourselves consistency/up to date information new procedures to improve look at demographic of % that are not happy – design a strategy library – 17% neutral is an opportunity to improve experts in their own fields to improve service delivery 	<ul style="list-style-type: none"> streamlining process more people on the ground more consistency of information developing new procedures 	<ul style="list-style-type: none"> collaboration with community effective use of limited resources, ie partnerships clearer longer term strategy communicate better internal/external 	<ul style="list-style-type: none"> share training / share staff / expert staff complaint handing to be structured across board partnerships/alliance with other councils open transparent communications focus on neutral

Staff appear cognisant of the mix of initiatives needed to enhance service quality and of the need to have effective systems and processes to do so

APPENDIX

Survey instruments



Version 2

4681_Walkerville_Sat_CATI

Last modified:14/12/2015 12:20:30 PM

QP1. Good afternoon/evening. My name is.... from newfocus research, national research company. We are conducting a survey on behalf of Walkerville Council on how satisfied residents are on the services provided and the future direction of theCouncil and we would appreciate your comments. Can I please speak to a person in the householdaged 18or over? The survey should take about 10 minutes. You have beenselected randomly. The information you provide will be used for research purposes only and will remain completely confidential in compliance with the Australian Privacy Principles. By completing the survey you can go into a draw to winone of four \$200 Christmas shopping vouchers from Walkerville Shopping Centre

QScree1. Are you willing to participate?

Yes	1	
No	2	End

QScree1
1

QScree2. Which Council area do you live in?

Walkerville	1	
Other	2	End

QScree2
2

Q1. What suburb do you live in?

Medindie	1
Gilberton	2
Walkerville	3
Vale Park	4

Q1

Q2. Record Gender

Male	1
Female	2

Q2

Q3. Which age group do you fall into?

18 to 24	1
25 to 34	2
35 to 39	3
40 to 49	4
50 to 59	5
60 to 69	6
70 plus	7
Prefer not to say	888

Q3

Q4. How long have you lived in the Town of Walkerville Council area?

Less than 1 year	1
1 to 3 years	2
4 to 5 years	3
6 to 10 years	4
11 to 15 years	5
16 to 20 years	6
21 years or more	7

Q4

Q5. When was the last time YOU contacted the council?

[Unprompted - clarify for best fit]

Within the past week	1
1 - 2 weeks ago	2
3 - 4 weeks ago	3
1 - 3 months ago	4
4 - 6 months ago	5
7 - 12 months ago	6
1 - 2 years ago	7
More than 2 years ago	8
Can't remember	9
Never contacted council	10

Q5

Q6. How did you contact the council?

Do not answer If Attribute "Never contacted council" from Q5 is SELECTED

[Unprompted - clarify for best fit]

Phone	1
Email	2
By letter	3
In-person, Library staff	4
In-person, Other administration staff	5
Direct to the Mayor or Councillors	6
Can't recall / Don't know	7

Q6

Q7. Thinking about the last time you contacted the Council and using a scale of 5 = very satisfied to 1 = very dissatisfied, how satisfied or dissatisfied were you with...?

Do not answer If Attribute "Never contacted council" from Q5 is SELECTED

	Very satisfied	Satisfied	Neither satisfied nor dissatisfi ed	Dissatisfi ed	Very dissatisfi ed	Don't know	
Getting the information you wanted	5	4	3	2	1	999	Q7_1
Helpfulness and knowledge of staff	5	4	3	2	1	999	Q7_2
The response times	5	4	3	2	1	999	Q7_3
Overall satisfaction with the Council's customer service	5	4	3	2	1	999	Q7_4

Q8. The Council keeps residents informed on its activities in a variety of ways - newsletters, flyers, advertisements, letters, online and social media.Overall how satisfied or dissatisfied are you with the Council's performance in regard to:

	Very satisfied	Satisfied	Neither satisfied nor dissatisfi ed	Dissatisfi ed	Very dissatisfi ed	Don't know	
Keeping you up to date on what Council is doing	5	4	3	2	1	999	Q8_1
Keeping you informed on social and health programs or upcoming community events	5	4	3	2	1	999	Q8_2
The frequency of communications	5	4	3	2	1	999	Q8_3
The quality of communications	5	4	3	2	1	999	Q8_4
Council's overall performance on communications - includes publications, flyers, advertisements, newsletters, websites and letters	5	4	3	2	1	999	Q8_5

Q9. Thinking about the different ways the Council provides information, which of the following are suitable for you?

Read out

About Town newsletter	1	Q9_1
Flyers in letterbox	2	Q9_2
Advertisements in the local press	3	Q9_3
Banners and outdoor signs around the town	4	Q9_4
Website and social media	5	Q9_5
None of the above	6	Q9_6

Q10. Overall, which communication method is MOST suitable for you?

Do not answer If Attribute "None of the above" from Q9 is SELECTED

Read out

About Town newsletter	1	
<i>Answer If Attribute "About Town newsletter" from Q9 is SELECTED</i>		
Flyers in letterbox	2	
<i>Answer If Attribute "Flyers in letterbox" from Q9 is SELECTED</i>		
Advertisements in the local press	3	
<i>Answer If Attribute "Advertisements in the local press" from Q9 is SELECTED</i>		
Banners and outdoor signs around the town	4	Q10
<i>Answer If Attribute "Banners and outdoor signs around the town" from Q9 is SELECTED</i>		
Website and social media	5	
<i>Answer If Attribute "Website and social media" from Q9 is SELECTED</i>		
None of the above	6	

Q11. Over the past 12-18 months the Council has sought community feedback on a number of planning programs.Were you aware that the Council had sought feedback on the:

	Yes	No	
Open Space Strategy	1	2	Q11_1
Movement Action Plan	1	2	Q11_2
2015-16 Annual Business Plan and budget	1	2	Q11_3
Parking around Wilderness School, Medindie	1	2	Q11_4
Walkerville Oval Precinct	1	2	Q11_5
Town centre development Plan amendment	1	2	Q11_6

Q12. Did you participate in the community feedback process for the following programs?

Do not answer If Attribute "Open Space Strategy" from Q11 is No AND
Do not answer If Attribute "Movement Action Plan" from Q11 is No AND
Do not answer If Attribute "2015-16 Annual Business Plan and budget" from Q11 is No AND
Do not answer If Attribute "Parking around Wilderness School, Medindie" from Q11 is No AND
Do not answer If Attribute "Walkerville Oval Precinct" from Q11 is No AND
Do not answer If Attribute "Town centre development Plan amendment" from Q11 is No

	Yes	No	
Answer If Attribute "Open Space Strategy" from Q11 is Yes			
Open Space Strategy	1	2	Q12_1
Answer If Attribute "Movement Action Plan" from Q11 is Yes			
Movement Action Plan	1	2	Q12_2
Answer If Attribute "2015-16 Annual Business Plan and budget" from Q11 is Yes			
2015-16 Annual Business Plan and budget	1	2	Q12_3
Answer If Attribute "Parking around Wilderness School, Medindie" from Q11 is Yes			
Parking around Wilderness School, Medindie	1	2	Q12_4
Answer If Attribute "Walkerville Oval Precinct" from Q11 is Yes			
Walkerville Oval Precinct	1	2	Q12_5
Answer If Attribute "Town centre development Plan amendment" from Q11 is Yes			
Town centre development Plan amendment	1	2	Q12_6

Q13. Have you visited the Civic and Community Centre on Walkerville Terrace in the past 12 months

Yes	1	
No	2	Q13
Don't know	999	

Q14. Are you aware that the Civic and Community Centre has a:

Read out

Library	1	Q14_1
Town Hall (as a venue)	2	Q14_2
Meeting Rooms (as a venue)	3	Q14_3
Not aware of any of the above	4	Q14_4

Q15. Using the scale 5= Excellent to 1= Very poor, how would you rate the following?

Answer If Attribute "Yes" from Q13 is SELECTED

	Excellent	Good	Average	Poor	Very poor	Don't know	
Library	5	4	3	2	1	999	Q15_1
Town Hall (as a venue)	5	4	3	2	1	999	Q15_2
Meeting Rooms (as a venue)	5	4	3	2	1	999	Q15_3

Q16. How often would you use the following facilities located in the town of Walkerville?

Unprompted - clarify best fit

	Daily	Weekly	Fortnightly	Monthly	Quarterly	Six Monthly	Annually	Rarely	Never	
Walkerville Pre-Kindy	1	2	3	4	5	6	7	8	9	Q16_1
YMCA	1	2	3	4	5	6	7	8	9	Q16_2
Bowling Club	1	2	3	4	5	6	7	8	9	Q16_3
Levi Caravan Park	1	2	3	4	5	6	7	8	9	Q16_4
Tennis Courts	1	2	3	4	5	6	7	8	9	Q16_5
Walkerville Oval & Sports Club	1	2	3	4	5	6	7	8	9	Q16_6

Q17. There are a number of different aspects to living in Walkerville, please indicate how important each aspect is to you; and how satisfied or dissatisfied you are with the council's contribution and performance. With 5 = very high importance or satisfaction; and 1 = very low importance or satisfaction

5 = very important/very satisfied, 4 = important/satisfied, 3 = neither important nor unimportant, 2 = not important/dissatisfied, 1 = not important at all/very dissatisfied

	Importance					Satisfaction				
	5	4	3	2	1	5	4	3	2	1
The heritage and culture of the township	5	4	3	2	1	5	4	3	2	1
The visual presentation of the township - tidy streets, lots of trees etc	5	4	3	2	1	5	4	3	2	1
Having a range of public open spaces such as parks, gardens and playgrounds	5	4	3	2	1	5	4	3	2	1
Having a range of public sporting facilities	5	4	3	2	1	5	4	3	2	1
An economic and socially vibrant and active township with retail dining and entertainment options	5	4	3	2	1	5	4	3	2	1
Ease of travelling and moving within the township whether by foot, bike or car	5	4	3	2	1	5	4	3	2	1
A council which provides excellent customer service	5	4	3	2	1	5	4	3	2	1
Having a range of social, arts and cultural events for all ages, throughout the year	5	4	3	2	1	5	4	3	2	1

Q17_1_1 Q17_2_1

Q17_1_2 Q17_2_2

Q17_1_3 Q17_2_3

Q17_1_4 Q17_2_4

Q17_1_5 Q17_2_5

Q17_1_6 Q17_2_6

Q17_1_7 Q17_2_7

Q17_1_8 Q17_2_8

Q18. Overall, how satisfied or dissatisfied are you with Walkerville as a place to live?

Very satisfied	5
Satisfied	4
Neither satisfied nor dissatisfied	3
Dissatisfied	2
Very dissatisfied	1
Don't know	999

Q18

Q19. Overall, how satisfied or dissatisfied are you with Walkerville Terrace as a retail precinct?

Very satisfied	5
Satisfied	4
Neither satisfied nor dissatisfied	3
Dissatisfied	2
Very dissatisfied	1
Don't know	999

Q19

Q20. Overall, how satisfied or dissatisfied are you with the Town of Walkerville as a place to do business?

Very satisfied	5
Satisfied	4
Neither satisfied nor dissatisfied	3
Dissatisfied	2
Very dissatisfied	1
Don't know	999

Q20

Q21. All things considered, how satisfied or dissatisfied are you with the performance of the Walkerville Council?

Very satisfied	5
Satisfied	4
Neither satisfied nor dissatisfied	3
Dissatisfied	2
Very dissatisfied	1
Don't know	999

Q21

Q22. The Council's current strategic plan is based around three key themes. Using the scale from 5= very important to 1= not at all important, how important to you are the following themes for Council to set a framework for future planning for the Town of Walkerville.

	Very importan t	Importan t	Neither importan t nor unimport ant	Not importan t	Not at all importan t	Don't know
A lively, local culture	5	4	3	2	1	999
An economically successful community	5	4	3	2	1	999
Sensitive environments and developments	5	4	3	2	1	999

Q22_1

Q22_2

Q22_3

Q23. In what other areas do you believe Council should be focusing on in their future planning?

Q23

Q24. Would you like to go into the draw to win one of four \$200 Christmas shopping vouchers from Walkerville Shopping Centre?

Yes	1
No	2

Q24

Q25. Please provide your name and best contact details to notify you if you win.

Answer If Attribute "Yes" from Q24 is SELECTED

Name	1
Contact number	2
Email	3

Q25_1_1

Q25_1_2

Q25_1_3

Q26. Thank you for your time. In case you missed it, my name is..... from newfocus. As part of our quality standards, my supervisor validates 10% of our interviews so you may get a quick call to validate this survey. If you have any questions about this research you can telephone our office on 1800 010 310.

Version 1

4681_WalkervilleCouncil_Staff

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QP1. newfocus research, a national research company, is conducting a survey on behalf of Walkerville Council on how satisfied residents are with Council's service and to obtain feedback from residents on the future direction of the Council. As part of this research we invite staff and elected members to participate and provide their opinions. The survey should take about 5 minutes. The information you provide will be used for research purposes only and will remain completely confidential in compliance with the Australian Privacy Principles. The survey closes at 5pm on the 11th of December 2015.

Q35. Firstly, about you. Are you a staff member or an elected member of the Town of Walkerville?

Staff member	1
Elected member	2
Prefer not to say	3

Q35

Q7a. Thinking of when residents contact Council and the service they receive and using a scale of 5 = Excellent to 1 = Very poor, overall how would you rate the Council as an organisation in relation to.....

	Excellent	Good	Average	Poor	Very poor	Don't know
Giving residents the information they want	5	4	3	2	1	999
Helpfulness and knowledge of staff	5	4	3	2	1	999
The response times to residents	5	4	3	2	1	999
Council's overall customer service	5	4	3	2	1	999

Q7a_1

Q7a_2

Q7a_3

Q7a_4

Q8a. The Council keeps residents informed on its activities in a variety of ways - newsletters, flyers, advertisements, letters, online and social media. Overall how would you rate the Council's communications to residents in relation to each of the following using the scale shown:

	Excellent	Good	Average	Poor	Very poor	Don't know	
Keeping residents up to date on what Council is doing	5	4	3	2	1	999	Q8a_1
Keeping residents informed on social and health programs or upcoming community events	5	4	3	2	1	999	Q8a_2
The frequency of communications to residents	5	4	3	2	1	999	Q8a_3
The quality of communications	5	4	3	2	1	999	Q8a_4
Overall Council's performance on communication - includes publications, flyers, advertisements, newsletters, websites and letters	5	4	3	2	1	999	Q8a_5

Q8b. Thinking about the internal communications by Council to staff, how would you rate the following using the scale shown?

Answer If Attribute "Staff member" from Q35 is SELECTED

	Excellent	Good	Average	Poor	Very poor	Don't know	
Keeping you informed of Council meetings/outcomes	5	4	3	2	1	999	Q8b_1
Keeping you informed on operational matters	5	4	3	2	1	999	Q8b_2
Departmental meetings as a means of being kept up to date	5	4	3	2	1	999	Q8b_3
The intranet as a means of being kept up to date	5	4	3	2	1	999	Q8b_4
Overall, on Council performance in communicating with and keeping you informed	5	4	3	2	1	999	Q8b_5

Q12a. Over the past 12 - 18 months Council has sought community feedback on a number of planning programs - including Open Space Strategy; Movement Action Plan 2015-16; Annual business plan and budget; Parking around Wilderness School, Medindie; Walkerville Oval Precinct Masterplan; and Town Centre Development Plan amendment. Overall, how would you rate Council's performance on seeking community feedback on proposed planning programs?

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	999

Q12a

Q15. The following question relates to the new Civic and Community Centre. Using the scale 5= Excellent to 1= Very poor, how would you rate the...

	Excellent	Good	Average	Poor	Very poor	Don't know
Library	5	4	3	2	1	999
Town Hall (as a venue)	5	4	3	2	1	999
Meeting Rooms (as a venue)	5	4	3	2	1	999

Q15_1

Q15_2

Q15_3

Q15b. Thinking about the facilities available for staff, how would you rate the following...

Answer If Attribute "Staff member" from Q35 is SELECTED

	Excellent	Good	Average	Poor	Very poor	Don't know
Working spaces provided	5	4	3	2	1	999
Open space set up	5	4	3	2	1	999
Unisex toilets	5	4	3	2	1	999
Car parking for staff	5	4	3	2	1	999
Staff room	5	4	3	2	1	999
Quality of the quiet spaces available for staff	5	4	3	2	1	999
Technology available for staff i.e.computers, wifi, etc...	5	4	3	2	1	999

Q15b_1

Q15b_2

Q15b_3

Q15b_4

Q15b_5

Q15b_6

Q15b_7

Q18a. Overall, how would you rate Walkerville as a place for people to live?

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	999

Q18a

Q19a. Overall, how would you rate Walkerville Terrace as a retail precinct?

Answer If Attribute "Elected member" from Q35 is SELECTED

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	999

Q19a

Q20a. Overall, how would you rate the Town of Walkerville as a place to do business?

Answer If Attribute "Elected member" from Q35 is SELECTED

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	999

Q20a

Q21a. All things considered, how would you rate the performance of the Walkerville Council?

Answer If Attribute "Elected member" from Q35 is SELECTED

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	999

Q21a

Q21b. All things considered, how would you rate Walkerville Council as a place to work?

Answer If Attribute "Staff member" from Q35 is SELECTED

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know	999

Q21b

Q23. What other areas do you believe Council should be focusing on in their future planning?

Q23

Q34. In what ways do you believe Council could improve on the quality of service it provides to residents?

Q34

Q26. Thank you for your time. If you have any questions about this research you can telephone newfocus research at our office on 1800 010 310.

THANK YOU



T 1800 807 535
F 1800 812 319
www.newfocus.com.au
admin@newfocus.com.au

L5 Edgecliff Centre
203-233 New South Head Rd
Edgecliff NSW 2027

Melbourne Central Executive Suites
222 Latrobe St
Melbourne Vic 3000

2/28 Lower Portrush Rd
Marden SA 5070

