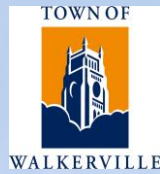


# TOWN OF WALKERVILLE COMMUNITY SURVEY

March 2018



nf:8927-el/am



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# Executive summary

## An overview of results

- Satisfaction with Walkerville as a place to live remains very high, with 91% rating satisfied or very satisfied. Older residents (98%) and those who live in Medindie (98%) are generally happiest, while Gilberton residents are least satisfied (85%).
- Satisfaction with Walkerville Terrace as a retail precinct has seen some improvement over the last 12 months; 63% are satisfied or very satisfied. Those from Medindie are less satisfied (53% rating satisfied/very satisfied) as well as those aged 45-54 (50% satisfaction). However, 25-34 year olds are generally more content (71% very satisfied/satisfied), as are those from Vale Park (70% very satisfied/satisfied).
- Council performance saw a slight decrease in satisfaction this year (58% satisfied or very satisfied, down from 62% in 2017), with a shift back towards neutral sentiment from residents (28% neutral).
- Areas of highest satisfaction from residents were those rated of most importance in 2017: having a range of open spaces (81% satisfied/very satisfied), visual presentation of the township (80% satisfied/very satisfied), and ease of travelling within the area (78% satisfied/very satisfied).
- Council has seen some decline in satisfaction with customer service – 68% compared with 70% satisfied or very satisfied in 2017.
- Satisfaction with Council communications remains moderate, with some decline in ratings compared to last year, and an increase in 'neutral' ratings; 57% of residents were satisfied or very satisfied, compared to 62% last year:
  - Phone, face-to-face and email are the most utilised forms of contacting Council
  - While About Town remains an important communication tool, especially for older residents, younger residents show a preference for electronic communications. They also feel that they receive less information from Council and are not as likely to initiate contact, suggesting that if Council wants to engage them, it will need to be by active effort on their part
- Developing parks and open spaces and enhancing the range of retail/ improving economic aspects continued to be the most mentioned upgrades and developments that residents would like to see in the area (18% for each). However 31% of residents report that there is nothing else that they require from Council – the most mentioned response.

# SECTION 1

## Research Overview



# About the research

## Background and objectives

### Background:

The Town of Walkerville is an inner metropolitan Council in South Australia and is home to almost 8,000 residents. The Council is the smallest in the inner Adelaide Metropolitan region, covering 3.5 square km.

In 2015, **newfocus** was commissioned to conduct research that would 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 satisfaction of key attributes of the Township amongst residents, and identifying community perceptions towards key current Strategic Plan Themes. The survey was carried out again in 2017.

In January 2018, the Town of Walkerville again engaged **newfocus** to undertake this community research.

### Objectives:

The aim of the annual research is to measure community perceptions of the Township and the performance of Council and its activities.

Primarily, the research aimed to provide comparisons of results over time and evidence based insights on:

- community awareness of Council services and initiatives
- adoption/interaction/participation with Council services and initiatives
- perceptions of Council performance on services provided
- identifying areas for improvement

Secondary objectives included:

- awareness and preferences around Council communications
- perceptions around future planning for traffic management
- establish a wish list for future desired projects/developments/amenities within Council area
  - measure unprompted – facilities/amenities/services/developments the community believes are needed in the Council area

# Research Methodology & Sample

A quantitative research approach was conducted utilising four different methods to achieve the desired data collection outcome. The data was collected from 30<sup>th</sup> January – 18<sup>th</sup> February 2018. The methods are outlined below:

**Total survey respondents (n=326)**

**Computer Assisted  
Telephone Interview (CATI)  
(Community & Elected  
Members)**



**Total sample CATI  
(n=181)**

**Online  
(Community)**



**Total online sample  
(n=18)**

**Online – Social Media  
(Community)**



**Total social media sample  
(n=121)**

**Paper Based  
(Community – available at  
the Civic & Community  
Centre)**



**Total paper sample  
(n=6)**

## **Incentives**

Community respondents who completed the survey through any mode were included in a draw to win one of six \$50 shopping vouchers for the Walkerville Shopping Centre.



## Research Methodology & Sampling (cont.)

This resident satisfaction research aims to measure and assist Council in 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 the community's thoughts on where future planning and development is needed.

The research canvassed the views of 326 members of the community. The data was weighted to be representative of the age and gender profile of the township.

### An evolving approach to sampling – social media

The environment for market and social research is changing. Traditional methods are becoming progressively less effective as audiences fragment, traditional communication channels decline and alternatives proliferate. Especially among the young, people increasingly do not have a landline connected to their residence. Historically, landline telephone was a reliable method of reaching people. Instead these people rely exclusively on mobile and online communications. According to the Sensis Social Media Report 2016±, 87% of Australians access the Internet daily, and 69% of Internet users are using social media sites.

The research conducted this year showed an increase in the number of young residents who would prefer to have contact with Council through social media: **66% (up from 59% in 2017) of Town of Walkerville residents aged 18-24 would prefer this method, and 69% of residents aged 25-34 (up from 54% in 2017) answered that they would prefer to communicate with Council through social media.**

Therefore, research needs to adapt accordingly and shift the focus to online and mobile communications to reach those who are no longer accessible via conventional methods. Social media in particular is a platform where many users tell the internet everything about themselves. This level of profiling reveals so much more about a person. The variety of information and depth of detail cannot be matched by traditional sources of research subjects such as panel providers.

This approach was tested in the 2017 community survey and resulted in rich insights from those in the community who would prefer to engage this way. In 2018, this methodology was again adopted.

# Demographic representation

## Community sampling

It was important to gain a demographically representative sample of the Township in order to provide the most accurate results. new**focus** set a target sample within the below age groups and gender, with a requirement to achieve at least 30 to allow for weighting of the data. The age and gender breakdowns were based on the profile as determined using ABS Census data.

## Weighting the data

The percentages in the column below represents the make-up of the Town of Walkerville population (based on the community profile of those aged 18+ as per the ABS ERP data 2016). Using these percentages, we could work out the ideal sample for each age group and each gender, to ensure that the results were representative. However given the range of methods utilised to collect the data and the nature of self complete surveys (paper and online – where we cannot control who completes the survey), exact target samples within each category were not achieved.

Therefore weighting was applied to the data based on age and gender to ensure that results were reflective of the demographic profile of the Town of Walkerville

## How does weighting work?

As an example, looking at the age group 65+ who make up 27.7% of the population, we were aiming to achieve 83 interviews. We actually had 94 surveys completed, meaning that this age group would be over-represented when looking at total results, possibly skewing results towards this age group's views. When we apply weighting, we ensure that of the 326 total interviews, those aged 65+ only accounts for 27.7% (as per the population breakdown). That is why the weighted sample for this age group has reduced to 90 (which is 27.7% of the total sample of 326).

Age groups	Actual proportions of ToW population	Sample aimed for (to be representative of ToW population)	Actual sample achieved	Final weighted sample
18 to 24	11.9%	36	39	39
25 to 34	13.3%	40	42	43
35 to 44	13.7%	41	39	45
45 to 54	16.6%	50	55	54
55 to 64	16.9%	51	57	55
65+	27.7%	83	94	90
		<b>300</b>	<b>326</b>	<b>326</b>

Gender	Actual proportions of ToW population	Sample aimed for (to be representative of ToW population)	Actual sample achieved	Final weighted sample
Males	48.7%	146	158	159
Females	51.4%	154	168	167
		<b>300</b>	<b>326</b>	<b>326</b>



# Community Sample Statistical Confidence

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

The total unweighted sample achieved was 326.

Population (aged 18+)	Total unweighted sample	Accuracy at one point in time (at 95% confidence level) <sup>1</sup>	Accuracy over time (at 95% confidence level) <sup>2</sup>
<b>6,122</b>	<b>326</b>	<b>±5.29%</b>	<b>±7.48%</b>

## Notes:

- Population estimate for Town of Walkerville area according to ABS ERP for LGA 2016 (based on aged 18+)

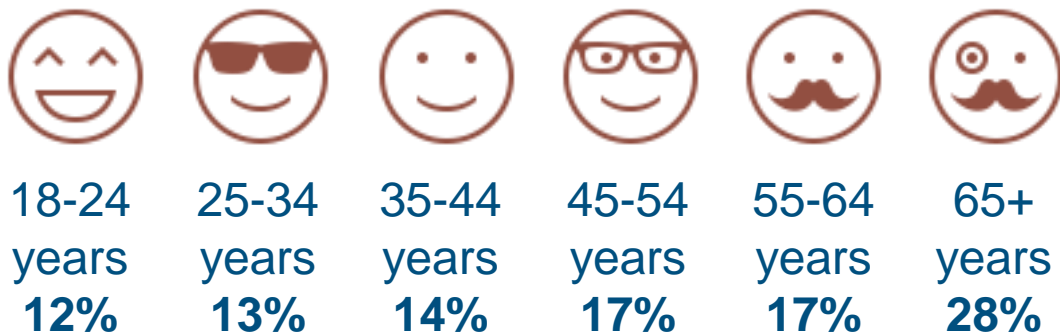
1 – Accuracy at one point in time refers to the accuracy of results should you take a sample of the population now compared to if you had results for every single member of the population. Calculation of the level of accuracy is based on the size of the population that your sample is drawn from. The 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 ±5.29% 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 ±5.29%.

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 326 and you are quoted an accuracy over time of ±7.48%, this means that there must be a difference of 7.48% between the results achieved in each survey for a statistically significant difference at the .05 level to be found.

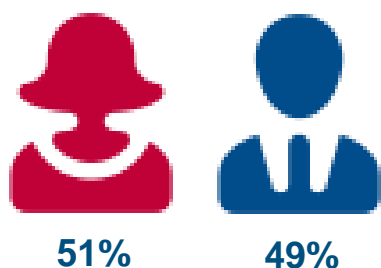
The research was carried out in compliance with International Standard AS ISO 20252.

# Community Sample Profile

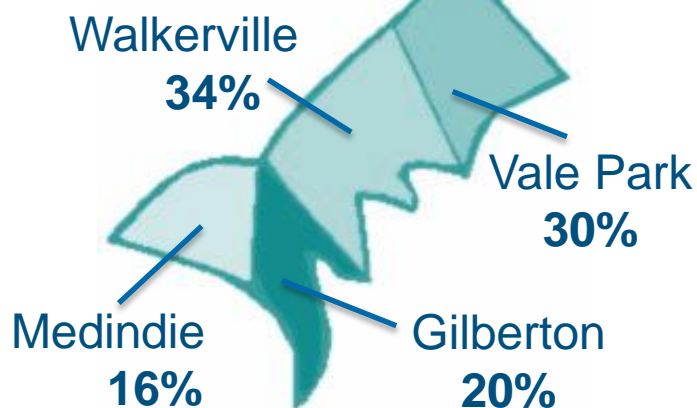
## Age



## Gender



## Suburb



## Residency length



\*Weighted demographics

# SECTION 2

## Summary of Results



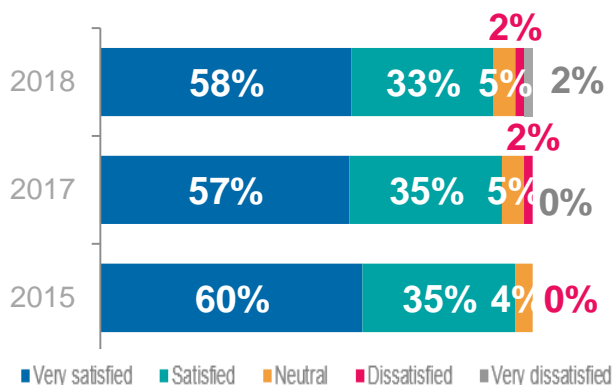


# Majority of residents remain very satisfied with Walkerville as place to live

Resident satisfaction with Town of Walkerville as a place to live and performance of Council

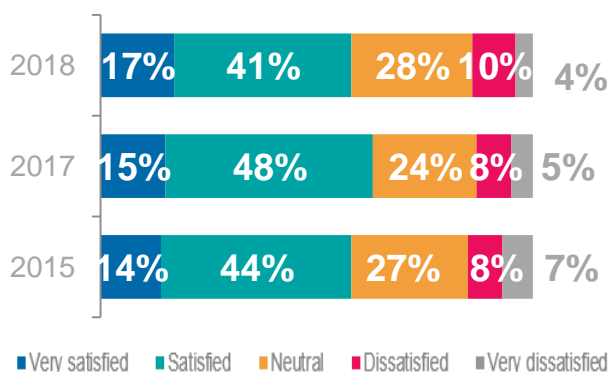
## Satisfaction with the Town of Walkerville as a place to live

Satisfaction with living in the Council area remains high, at more than 9 in 10 respondents. 58% of residents were very satisfied. Dissatisfaction has increased slightly but remains low at 4%.



## Satisfaction with the performance of Council

58% of residents were satisfied with the performance of Council. The majority of the rest of respondents were neutral (28%) on Council performance, with only 13% rating themselves as 'dissatisfied' or 'very dissatisfied'.



Most satisfied with place to live:

- Medindie residents
- Mid-term (4-6 year) and long-term (20+ year) residents
  - Those 65+

Those 45-54 years were least satisfied with Council performance (44%).

## Implications

Many residents remain neutral on Council performance, suggesting that there is still a need for increased engagement with the community. Medindie residents have seen decreases again in satisfaction with performance, with a corresponding increase in 'neutral' responses. The movement towards neutral responses suggests that the Council is still performing well but may need to review engagement strategies.

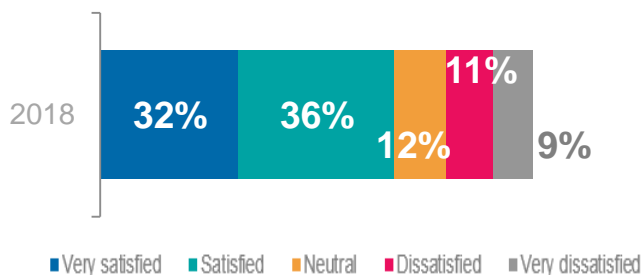
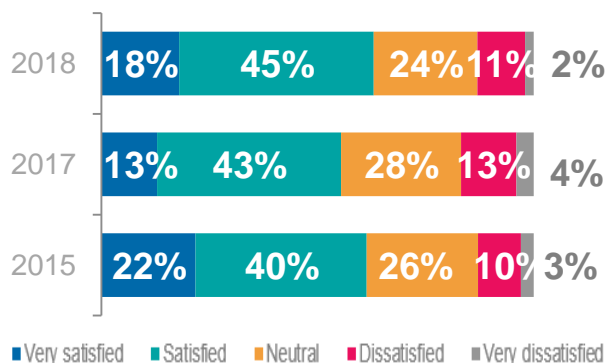
\*0% represent n=2 or less

# Increasing satisfaction with retail precinct

Resident satisfaction with Town of Walkerville

## Satisfaction with Walkerville Terrace as a retail precinct

More residents were satisfied with the Walkerville Tce retail precinct this year – 63% compared to 56% surveyed in 2017.



## NEW – Satisfaction with on-street parking

A new question was added to gauge satisfaction with the availability of on-street parking. 68% were satisfied or very satisfied, while 20% were dissatisfied in some way with the availability of parking.

## NEW

74%

rate their access to the Linear Park Trail as good or very good

45-54 year olds and Medindie residents continue to be least satisfied with retail precinct

Gilberton residents were least satisfied with on-street parking while Vale Park residents were most satisfied.

Gilberton residents were least likely to rate their access to Linear Park as good

## Implications

Satisfaction with the Walkerville retail precinct is increasing and suggests positive results of efforts to improve this area. The ability to provide more options for those closer to middle-age could help to further build satisfaction with this area.

On-street parking had mostly good sentiment from residents, suggesting targeting specific problem areas may be the best way to reduce dissatisfaction in this area, rather than any broad approach.

Improved access to the Linear Park Trail could focus on Gilberton area.

# Residents most satisfied with parks and visual presentation of Town of Walkerville

Satisfaction with aspects of living in the area

Approximately 8 in 10 residents are satisfied with the aspects that were rated highest priority in 2017



Having a range of public open spaces such as parks, gardens and playgrounds

81%



Other areas of high satisfaction included:



The visual presentation of the township - tidy streets, lots of trees etc.

80%

of residents surveyed were satisfied or very satisfied



Ease of travelling and moving within the township whether by foot, bike or car

78%

of residents surveyed were satisfied or very satisfied

18-24 year olds were the most satisfied with all these aspects

## Implications

Given the high importance of these aspects in previous years, it is encouraging to see that these items also have the best satisfaction from residents.

All items have had improvements in satisfaction compared to 2017 results.



# Improvements in satisfaction for most areas suggests that Council is closing the gaps

Satisfaction vs. Importance with aspects of living in the area

## Top 3 items for residents:

% of residents surveyed rated it as important or very important

% of residents surveyed were satisfied or very satisfied

Gap

Having a range of public open spaces such as parks, gardens and playgrounds

94%

81%

-13

The visual presentation of the township – tidy streets, lots of trees etc

95%

80%

-15

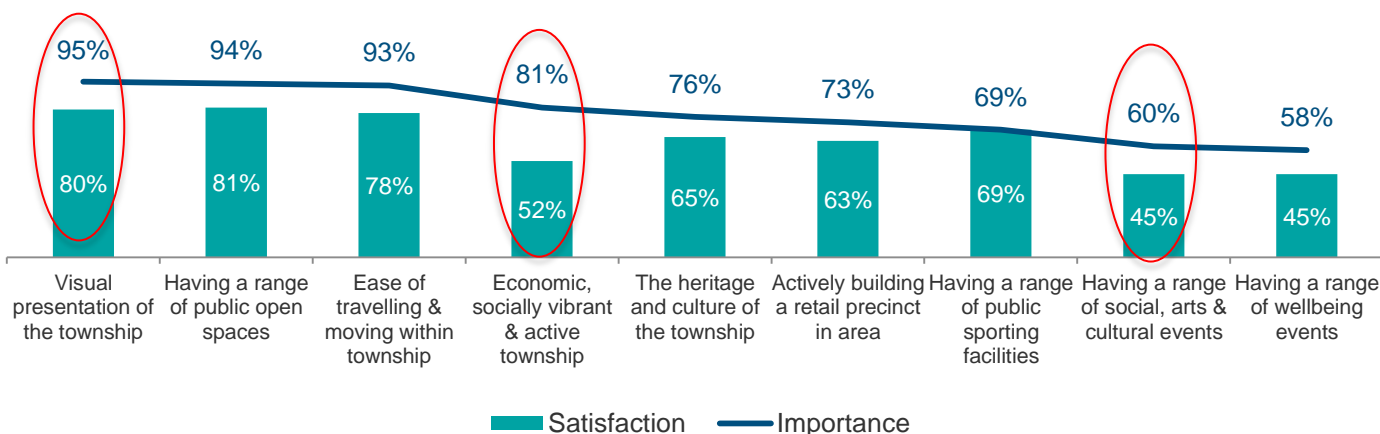
Ease of travelling and moving within the township whether by foot, bike or car

93%

78%

-15

## The gap between importance\* of each aspect and resident satisfaction with each:



## Implications

2018 surveying has seen increased satisfaction on most aspects of living in the Town of Walkerville. The most important aspects are also the ones with highest resident satisfaction, suggesting Council work in these areas is having a good impact.

Some work remains to be done with regard to creating an economic and socially vibrant township, with a large gap between satisfaction and importance still remaining.

# Customer service remains an area for improvement

Customer Service & Communications



A council which provides excellent customer service

% of residents surveyed rated it as important or very important in 2017

93%

% of residents who had contacted Council (2018) were satisfied or very satisfied

68%

Gap

-25

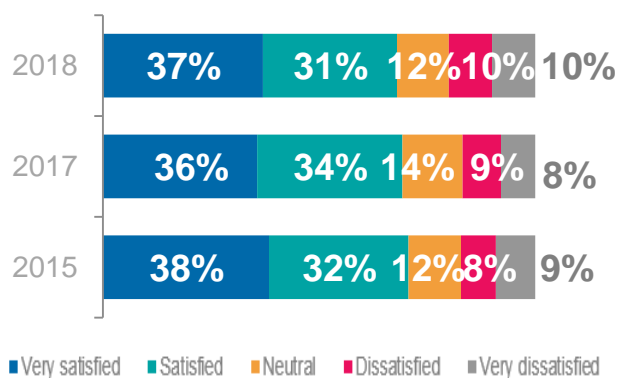
## Customer service rated well by 2 in 3 who have had contact

Overall satisfaction has seen a slight reduction since 2017. Specific measures of satisfaction attributes (helpfulness of staff, response times, information provided) have also seen reduced satisfaction over time, although ratings for information provided remain above 2015 levels.

This suggests that customer service remains an important area for focus.

*Note: 2018 measures only on those who had contact in past 12 months, where 2017 measures included total sample.*

## Overall customer service ratings



The most satisfied residents on all aspects were those from Vale Park

### Most correlated items were:

- Response times (64% satisfied/very satisfied)
- Getting the information you wanted (70% satisfied/very satisfied)

### Followed by:

- Helpfulness and knowledge of staff (67% satisfied/very satisfied)

# Satisfaction with communications remains at moderate levels

Council communication

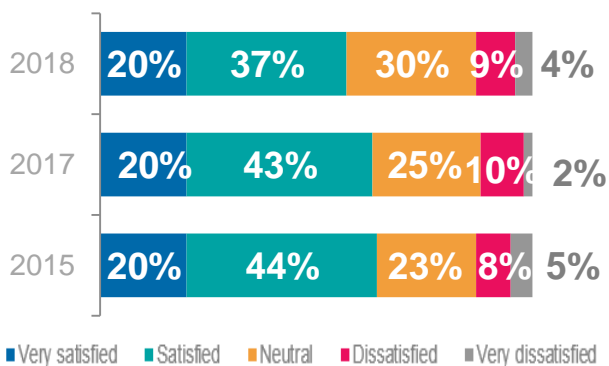
**57%**

of those surveyed were satisfied or very satisfied with Council's overall performance on communications

## Satisfaction with Council's overall performance on communications

Satisfaction with Council communications has declined, with a corresponding increase in those who are neutral on the topic.

This also suggests some increased disengagement with Council. Producing high quality communications and ensuring good targeting of all community members will need to be reviewed and could assist with overall satisfaction.



Vale Park residents were again most satisfied on all aspects.

Those 65+ were also significantly more satisfied on all communication aspects, while 18-24 year olds had low ratings on being kept up-to-date and informed on programs

## Regression analysis identified the key drivers in overall satisfaction with the Council's communications in order of importance:

- Quality of communications (62% satisfied/very satisfied)
- Frequency of communications (57% satisfied/very satisfied)
- Keeping you up-to-date with what Council is doing (64% satisfied/very satisfied)
- Keeping you informed on social and health programs or upcoming events (56% satisfied/very satisfied)

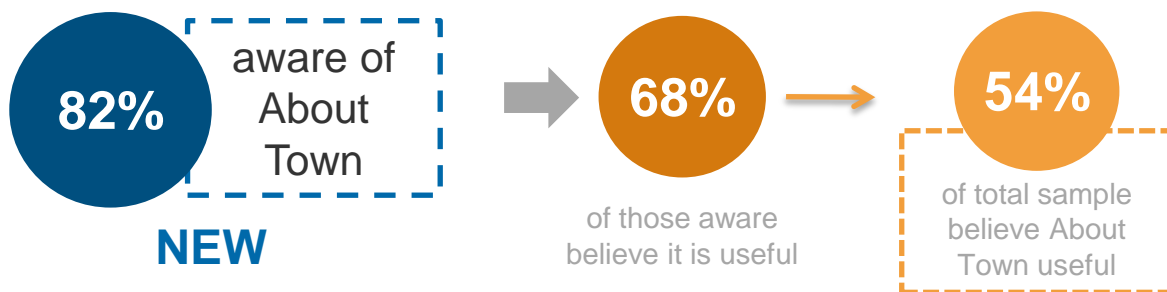


# Face-to-face and phone remain highest method of contact

Council communication



Those 65+ and males were most likely to have had face-to-face contact with the Council and least likely to have used phone contact.  
Those aged 18-24 were least aware of About Town – 38%. From 25 years and older awareness is at 3 in 4 or higher.



## Implications

When initiating contact, many residents are using direct face-to-face, phone and email. It is important that customer service via these methods is effective in the ways measured above.

About Town remains an important communication tool, particularly for older residents. Residents aged 25-54 gave lower ratings of its usefulness; a higher focus on including items of interest to this demographic (perhaps business, activities for children and teens, etc.) may assist in improving receptiveness to the publication.

# Electronic communications may help engage more residents

Council communication

## Preferred methods of contact:



54%

About Town  
(newsletter)



37%

Email



32%

Social media



21%

Council website

## NEW – Current methods of contact:



34%

Council website



33%

About Town  
(newsletter)



21%

Telephone



15%

Council office/  
front desk

- 18-24 year olds most likely to respond that they had received no information from Council, somewhat higher response from social media respondents
- 18-34 and social media respondents most prefer social media for Council communications
- Significantly more of those 55 years and older have a preference for About Town
- Email popular option for those under 65 years

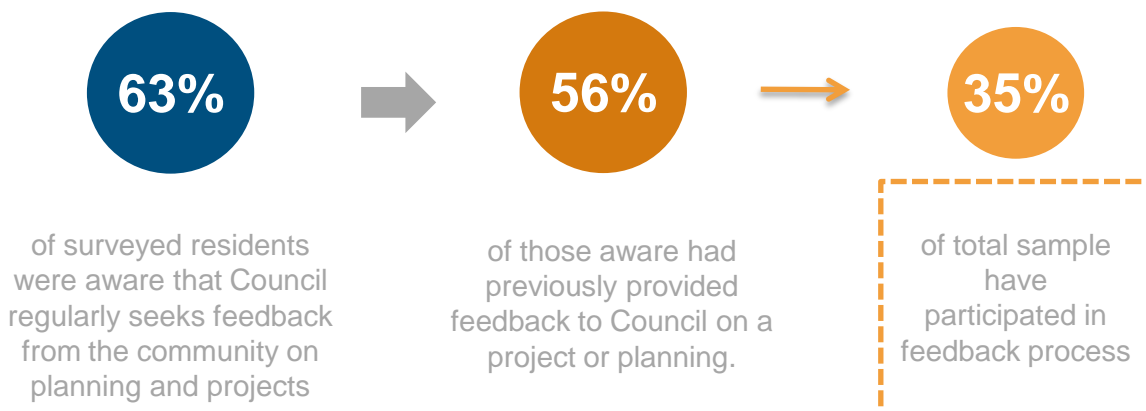
## Implications

Many are currently utilising the website and About Town in order to source information from Council. It is therefore important to make sure that these communications are of high quality and updated frequently, as per satisfaction findings.

Electronic contact methods are more highly preferred but many are still reliant on telephone or face-to-face contact, partly due to the people who prefer these methods being those most likely to initiate Council contact. While some of the findings regarding social media are likely due to sampling, focus on increasing options for email and social media communications may better engage younger community segments.

# Opportunity to improve engagement with younger residents

Awareness of and involvement with current Council initiatives



## 1 in 3 residents have participated in the feedback process overall

Over 60% of residents are aware of the Council's feedback process, with highest likelihood to be aware and take part by those 65+. The most likely group to be aware and not take part were those aged 45-54 years. The youngest age groups were the least aware but had high participation.

### Implications

Broader promotion of feedback processes may help with community engagement as well. Those aged 45-54 remain disengaged to a certain degree (potentially due to life stage resulting in a busy schedule).

Younger residents should be targeted to take part, possibly with electronic communications, as there was low awareness but high engagement from those who were aware. While this may be due to pre-disposition of those aware to be more actively involved, it could also be that increased targeting of this group will improve general sentiment towards Council.

# Suggested improvements remain consistent with 2017 results

Desired future projects, facilities and initiatives

## Top 5 requested developments:



1. Parks and open spaces



2. Economic and retail



3. Entertainment and dining



4. Traffic management



5. Car parking

### Many residents did not have other suggestions for improvement – 31%

Top suggestions for improvement remain consistent with previous years, with focus on improvements to parks and open areas (18%) and improvements to economic aspects such as increased retail (18%).

**79%**

of residents did not want to pay a nominal amount for parking

Those who had lived in Walkerville for longer were less willing to pay anything towards parking in the area. Vale Park residents were most receptive compared to other suburbs.

## Implications

Many requested improvements show lower levels than previous, suggesting Council efforts are starting to have some impact.

While residents would like improved parking and traffic management more generally, they are not overly willing to pay for parking in the area. Younger residents were more willing suggesting some room for change may be generational and changes could be slowly introduced over time. Nevertheless, this move could represent high risk for Council and would need to be carefully managed.



# SECTION 3

## The Results





## Customer Service and Service Interactions

# Satisfaction with Council contact remains stable since 2015

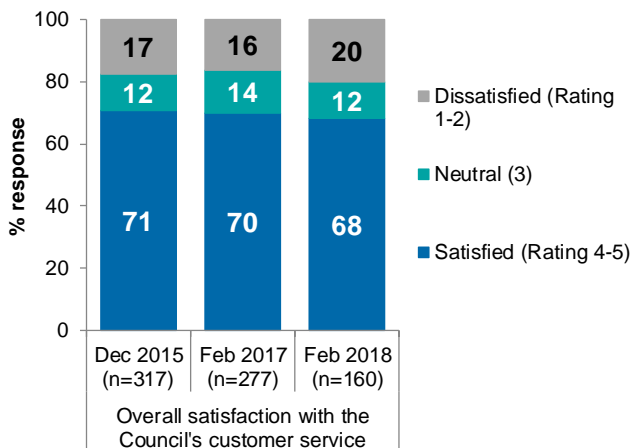
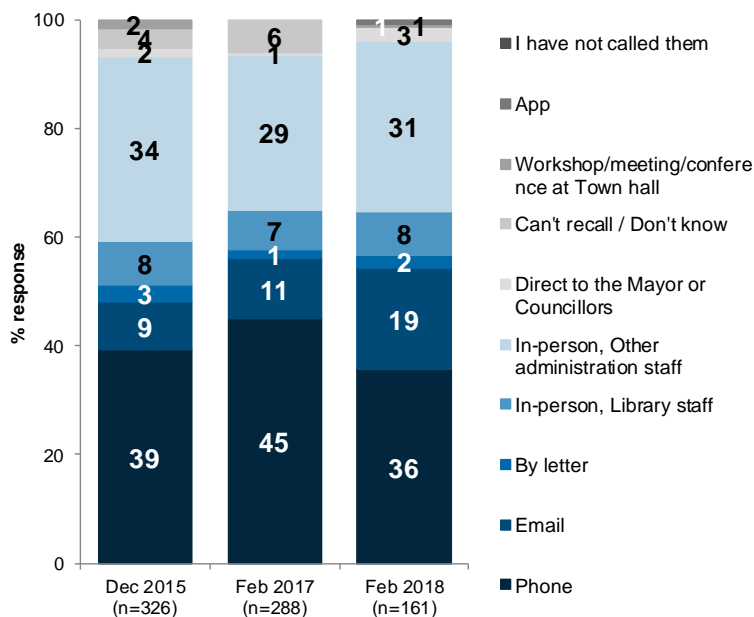
Have you contacted the Council within the last 12 months (Q1n18)  
How did you contact Council? (Q6)

## 50%

Had contacted the Council  
within the last 12 months

(n=321)

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 Council's customer service? (Q7\_4)

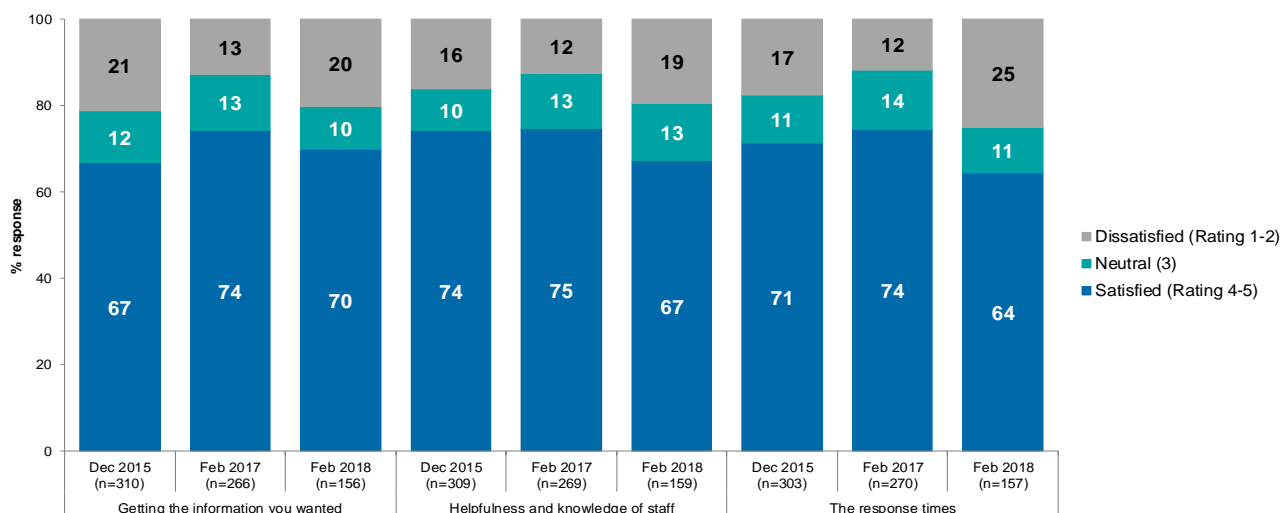


	Gender		Age					
	Male (n=67)	Female (n=93)	18 to 24 (n=7)	25 to 34 (n=13)	35 to 44 (n=25)	45 to 54 (n=32)	55 to 64 (n=36)	65+ (n=47)
Overall Satisfaction (T2B) (%)	65	71	85	70	54	66	73	71

(Q6 & Q7 Only asked of those who said they had contact with Council in the last 12 months)

# Some decline in specific satisfaction measures for customer service

*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...? (Q7\_1, Q7\_2, Q7\_3)*



T2B (%)	Gender		Age					
	Male (n~65)	Female (n~92)	18 to 24 (n~7)	25 to 34 (n~13)	35 to 44 (n~25)	45 to 54 (n~31)	55 to 64 (n~36)	65+ (n~45)
Getting the information you wanted	68	71	71	78	50	74	76	71
Helpfulness and knowledge of staff	68	67	85	70	50	67	68	73
The response times	65	64	85	54	46	69	69	68

T2B (%)	Suburb				Residency					
	Medindie (n~37)	Gilberton (n~30)	Walkerville (n~41)	Vale Park (n~50)	Less than 12 months (n~4)	1-3 years (n~14)	4-6 years (n~19)	7-10 years (n~11)	11-20 years (n~41)	More than 20 years (n~68)
Getting the information you wanted	64	60	68	82	78	78	61	53	65	76
Helpfulness and knowledge of staff	58	63	67	77	100	62	61	53	67	70
The response times	60	60	59	74	100	63	55	43	59	71

(Q7\_1, Q7\_2, Q7\_3)

Only asked of those who said they had contact with Council in the last 12 months



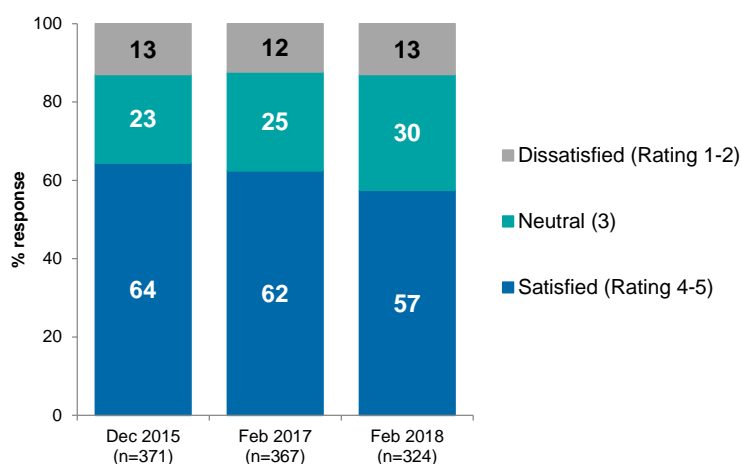


# Council Communications

# Overall satisfaction on communications also saw shift towards neutral sentiment

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 (Q8\_5)

## Council's overall performance on communications



Gender		Age					
Male (n=157)	Female (n=167)	18 to 24 (n=39)	25 to 34 (n=43)	35 to 44 (n=45)	45 to 54 (n=54)	55 to 64 (n=55)	65+ (n=88)

Council's overall performance on communications - (T2B) (%)

59	56	56	55	51	47	58	68
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Suburb				Residency					
Medindie (n=52)	Gilberton (n=64)	Walkerville (n=111)	Vale Park (n=97)	Less than 12 months (n=21)	1-3 years (n=38)	4-6 years (n=40)	7-10 years (n=33)	11-20 years (n=79)	More than 20 years (n=112)

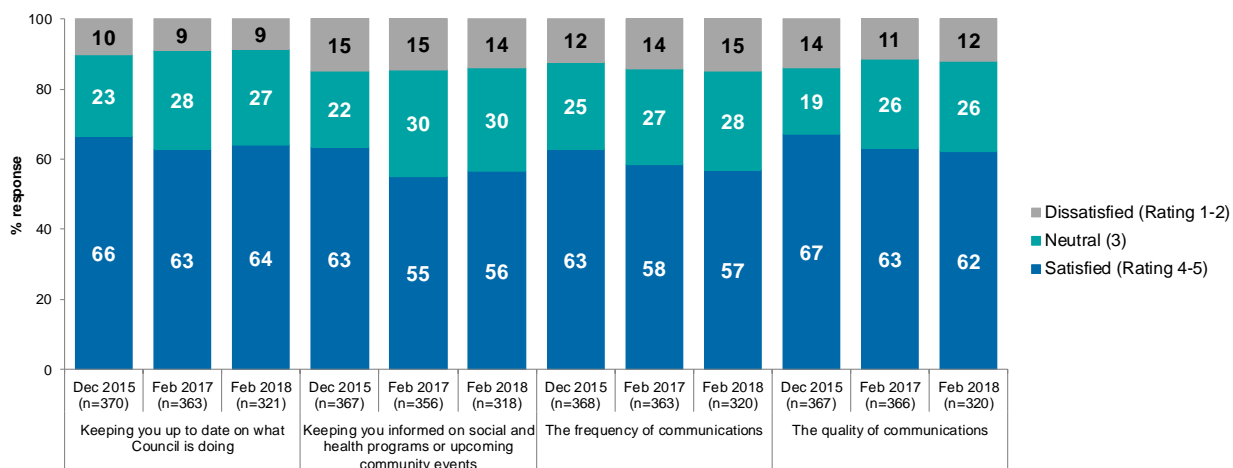
Council's overall performance on communications - (T2B) (%)

50	48	58	67	43	55	58	34	66	62
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\*Note: includes publications, flyers, advertisements, newsletters, websites and letters

# Similar results on specific communication aspects as in 2017

*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 (Q8)*



T2B (%)

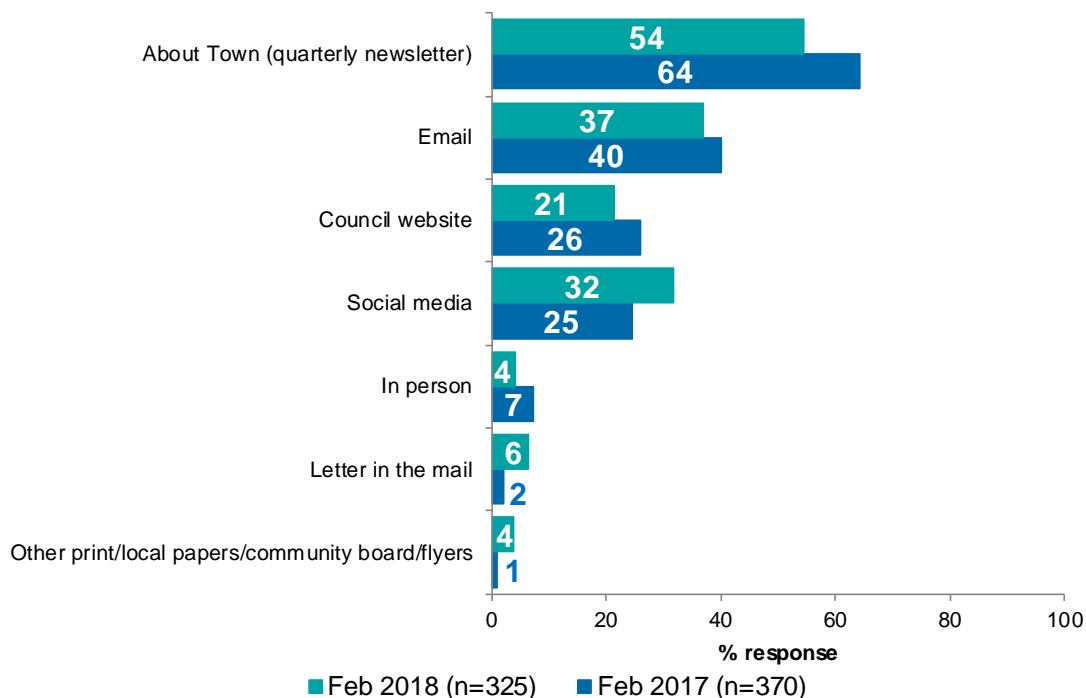
	Gender		Age					
	Male (n~155)	Female (n~165)	18 to 24 (n~39)	25 to 34 (n~43)	35 to 44 (n~44)	45 to 54 (n~53)	55 to 64 (n~55)	65+ (n~86)
Keeping you up to date on what Council is doing	63	64	48	59	57	65	61	78
Keeping you informed on social and health programs or upcoming community events	58	55	38	51	47	54	55	75
The frequency of communications	58	55	53	56	60	47	53	66
The quality of communications	65	60	53	50	63	61	60	73

T2B (%)

	Suburb				Residency					
	Medindie (n~51)	Gilberton (n~63)	Walkerville (n~110)	Vale Park (n~97)	Less than 12 months (n~20)	1-3 years (n~38)	4-6 years (n~40)	7-10 years (n~33)	11-20 years (n~78)	More than 20 years (n~111)
Keeping you up to date on what Council is doing	60	52	63	74	44	54	66	48	69	71
Keeping you informed on social and health programs or upcoming community events	55	35	58	70	32	46	61	32	64	65
The frequency of communications	46	49	58	66	43	55	56	41	63	61
The quality of communications	56	55	61	71	36	55	58	44	70	70

# Increased preference for social media communications, some increase in print and direct mail

*How would you prefer Council to keep you informed on its activities and news? (Q1N17)*



*Only showing response 3% and above for Feb 2018*



# About Town remains one of the most preferred methods of communication

*How would you prefer Council to keep you informed on its activities and news? (Q1N17)*

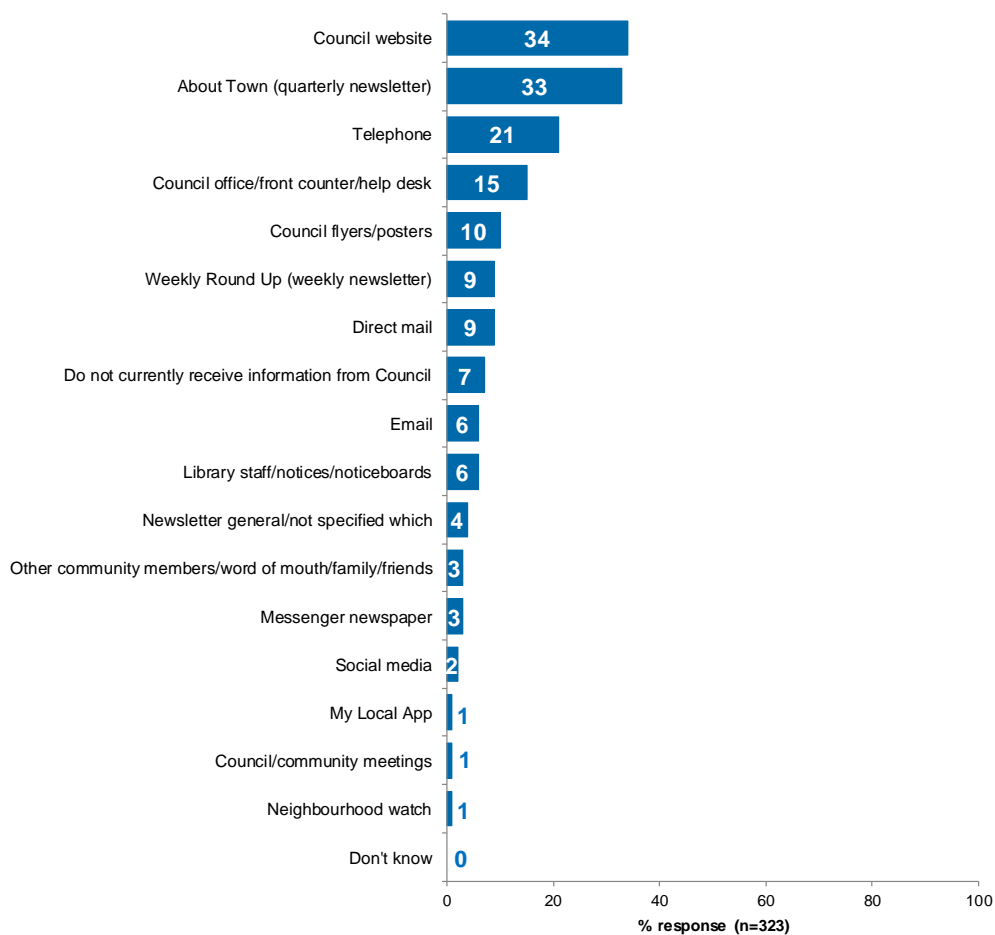
% Response	Gender		Age					
	Male (n=159)	Female (n=166)	18 to 24 (n=39)	25 to 34 (n=43)	35 to 44 (n=45)	45 to 54 (n=54)	55 to 64 (n=55)	65+ (n=88)
About Town (quarterly newsletter)	53	56	25	33	51	58	65	70
Email	33	40	42	36	37	42	49	25
Social media	30	34	66	69	42	27	18	5
Council website	22	20	18	24	8	36	26	16
In person	5	3	5	-	-	5	6	6
Letter in the mail	5	8	-	7	10	7	5	7
Other print	2	5	5	-	3	7	2	5
SMS	1	-	-	-	3	-	-	-
Depends on activity/news	1	-	-	-	-	-	-	1
Not concerned on being informed	1	-	-	-	-	-	-	1
My Local App	1	1	-	-	2	2	-	-

% Response	Suburb				Residency					
	Medindie (n=53)	Gilberton (n=65)	Walkerville (n=110)	Vale Park (n=97)	Less than 12 months (n=21)	1-3 years (n=38)	4-6 years (n=40)	7-10 years (n=32)	11-20 years (n=80)	More than 20 years (n=113)
About Town (quarterly newsletter)	58	47	49	63	44	38	34	36	62	69
Email	44	38	40	28	25	43	46	22	36	39
Social media	22	35	36	30	81	70	35	36	19	17
Council website	17	19	22	25	19	38	17	25	16	20
In person	6	3	3	5	-	-	3	7	4	7
Letter in the mail	6	11	5	6	-	3	10	16	4	7
Other print	4	1	6	3	-	-	2	-	10	3
Depends on activity/news	2	-	-	-	-	-	-	-	-	1
Not concerned on being informed	2	-	-	-	-	-	-	-	-	1
My Local App	-	2	-	1	-	3	-	-	1	-
SMS	-	2	-	-	-	-	-	4	-	-

*Only showing response 3% and above for Feb 2018 on the chart*

# 1 in 3 currently obtaining information from Council website, About Town newsletter

*In what ways do you currently obtain information from the Council? (Q4N18)*



0% represents n=1

# Use of About Town increasing with age cohort, website used most by 45-54 group. 18-24 yr olds least likely to receive information

*In what ways do you currently obtain information from the Council? (Q4N18)*

% Response	Gender		Age					
	Male (n=157)	Female (n=166)	18 to 24 (n=39)	25 to 34 (n=43)	35 to 44 (n=43)	45 to 54 (n=53)	55 to 64 (n=55)	65+ (n=89)
About Town	36	29	13	19	24	30	40	49
Council website	29	38	20	36	37	57	46	16
Council office/counter/help desk	17	13	3	2	13	16	17	26
Telephone	15	27	5	9	19	31	30	23
Council flyers/posters	11	9	5	7	-	11	14	14
Weekly Round Up	10	8	8	5	5	11	10	12
Do not currently receive information	9	5	26	14	8	2	2	1
Direct mail	7	10	10	12	21	2	9	4
Email	6	6	2	9	-	2	7	11
Newsletter (unspecified)	5	3	13	7	8	-	2	1
Library staff/notices etc.	5	6	5	5	5	6	7	6
Messenger newspaper	5	1	-	-	-	7	2	6
Word of mouth etc.	3	4	5	5	3	-	2	6
Social media	2	2	8	7	-	-	-	1
Council/community meetings	2	1	-	-	-	2	2	2
My Local App	1	2	-	2	2	2	-	1
Don't know	1	-	-	-	-	-	-	1
Neighbourhood watch	1	1	-	-	-	2	-	1

% Response	Suburb				Residency					
	Medindie (n=53)	Gilberton (n=64)	Walkerville (n=109)	Vale Park (n=97)	Less than 12 months (n=21)	1-3 years (n=38)	4-6 years (n=40)	7-10 years (n=31)	11-20 years (n=80)	More than 20 years (n=113)
Council website	37	29	34	36	24	41	45	33	39	26
Telephone	33	20	18	18	11	-	25	20	27	25
About Town	33	24	28	44	24	27	13	21	29	49
Council office/counter/help desk	12	16	19	12	4	3	14	10	10	27
Word of mouth etc.	10	3	4	-	5	3	3	-	5	4
Council flyers/posters	10	12	8	10	4	5	3	16	14	10
Do not currently receive information	7	8	8	5	33	11	11	6	4	2
Direct mail	4	16	8	7	10	17	13	6	5	7
Email	4	9	9	2	-	8	5	3	10	5
Weekly Round Up	4	6	9	13	9	8	7	7	11	9
Messenger newspaper	4	3	1	5	-	2	-	-	6	4
Social media	2	2	3	2	5	9	-	3	1	1
Library staff/notices etc.	2	7	5	7	5	8	12	7	3	4
Neighbourhood watch	2	-	-	1	-	-	-	-	-	2
My Local App	-	3	-	2	-	3	-	-	3	1
Newsletter (unspecified)	-	5	5	4	4	5	5	3	5	3
Council/community meetings	-	-	2	2	-	-	-	3	-	3
Don't know	-	-	-	1	-	-	-	-	-	1

# Over 8 in 10 aware of About Town publication – of these 7 in 10 rate as useful

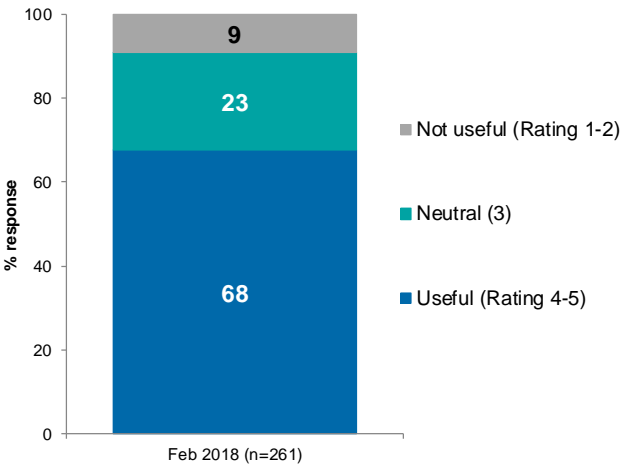
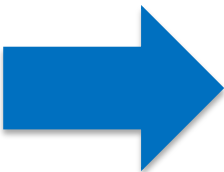
Are you aware of the Council's publication 'About Town', the quarterly newsletter with information on Council activities and what's happening in Walkerville (Q2N18)

How useful do you think About Town is in keeping the community up-to-date with Council activities and news? (Q3N18)

82%

Aware of About Town

(n=326)



T2B (%)	Gender		Age					
	Male (n=125)	Female (n=135)	18 to 24 (n=13)	25 to 34 (n=32)	35 to 44 (n=38)	45 to 54 (n=48)	55 to 64 (n=47)	65+ (n=83)
How useful do you think About Town is in keeping the community up-to-date with Council activities and news?	63	72	93	58	61	57	77	71

T2B (%)	Suburb				Residency					
	Medindie (n=43)	Gilberton (n=48)	Walkerville (n=86)	Vale Park (n=84)	Less than 12 months (n=10)	1-3 years (n=29)	4-6 years (n=28)	7-10 years (n=25)	11-20 years (n=67)	More than 20 years (n=101)
How useful do you think About Town is in keeping the community up-to-date with Council activities and news?	69	60	67	72	81	56	58	54	64	78

Q3n18 only asked of those who said they were aware of 'About Town'

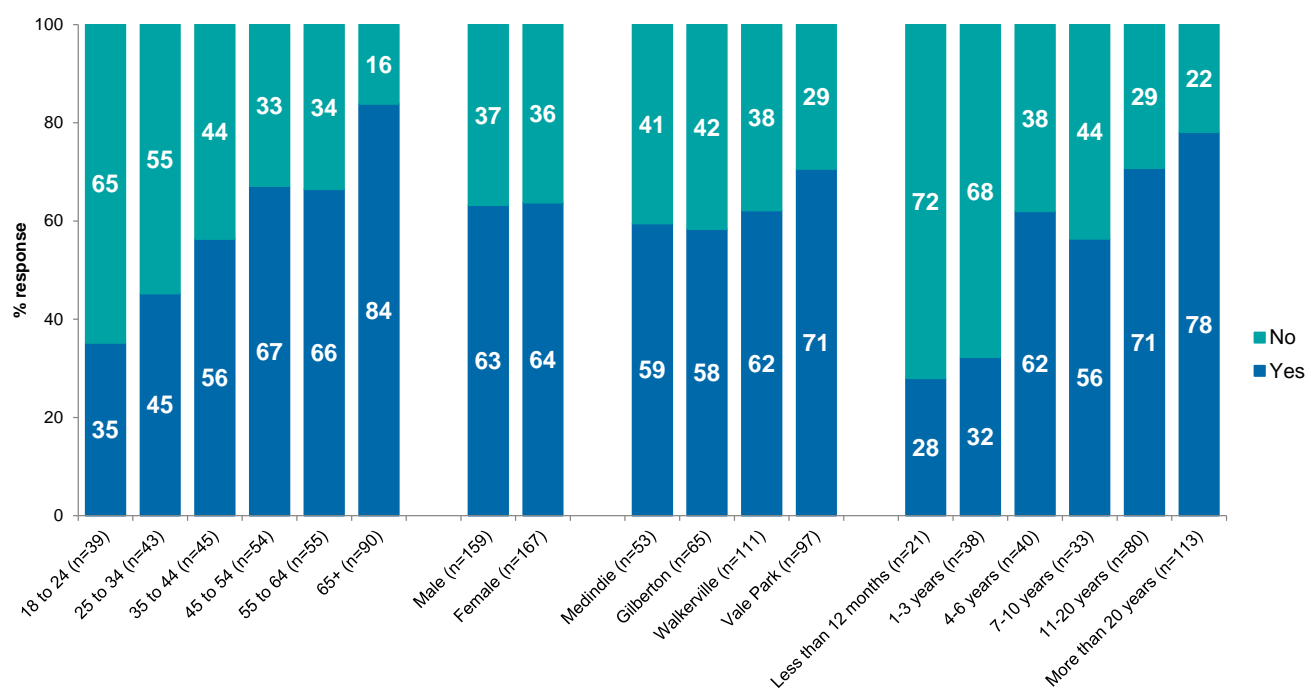
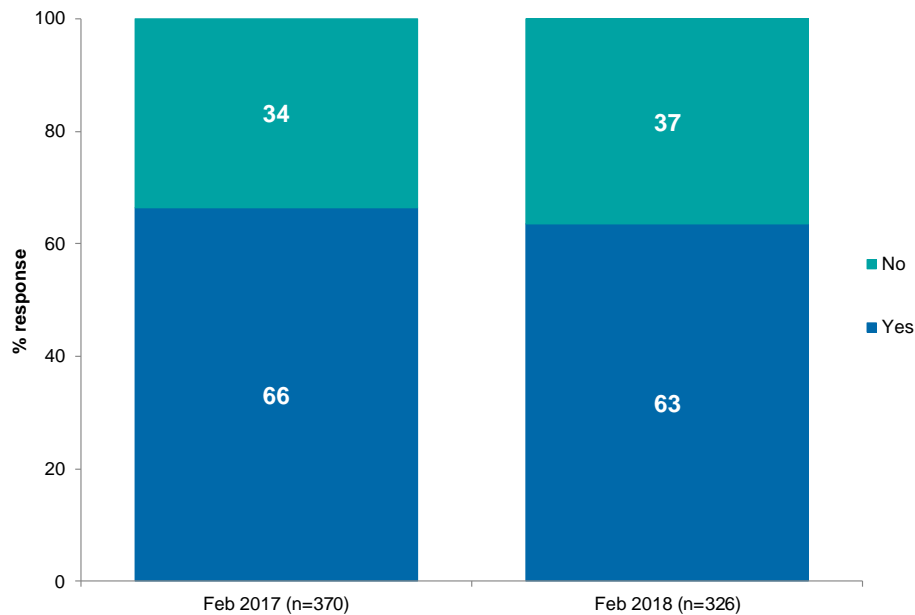


## Involvement in Community Planning



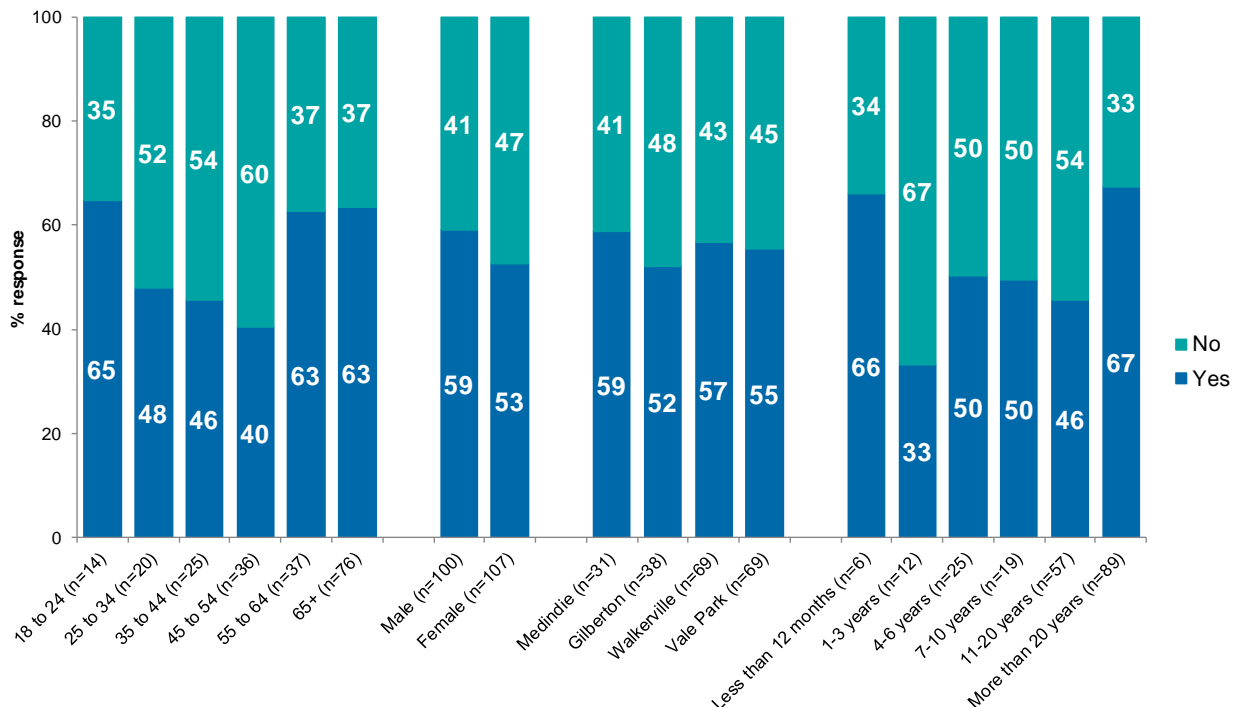
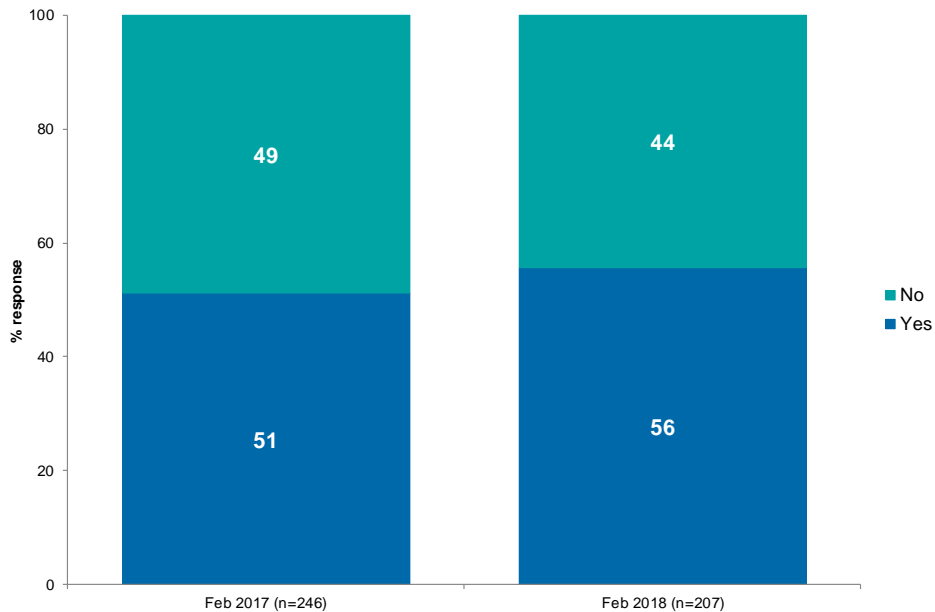
# Older residents and long term residents are the most aware of feedback programs and processes

Are you aware that Council regularly seeks feedback from the community regarding planning programs and projects? (Q5N17)



# Increased level of participation in 2018 from those who know about the feedback process

Have you ever participated by providing feedback to Council on planning programs and projects? (Q6N17)



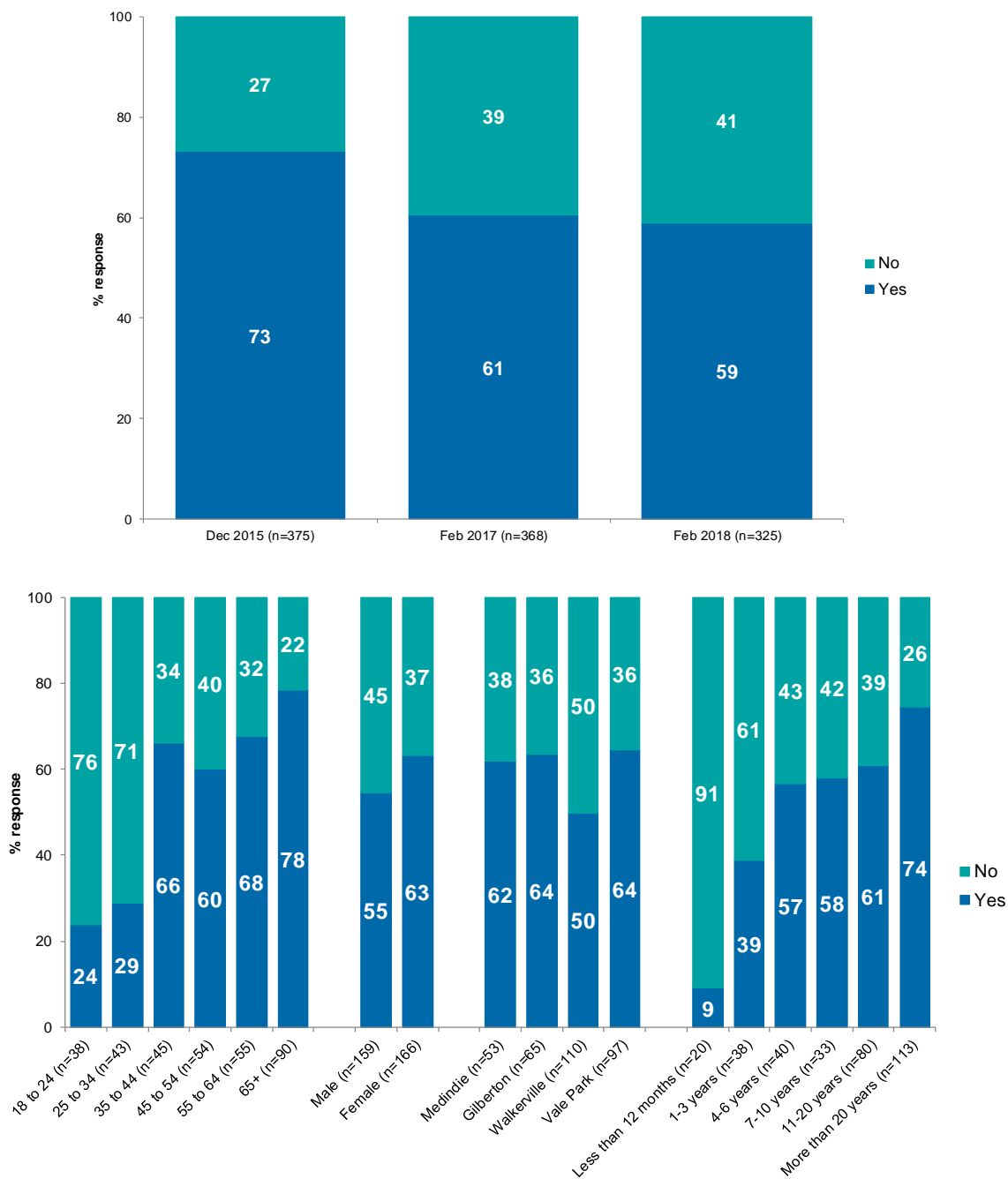
Only asked of those who are aware that Council regularly seeks feedback from the community regarding planning programs and projects



## Civic and Community Centre

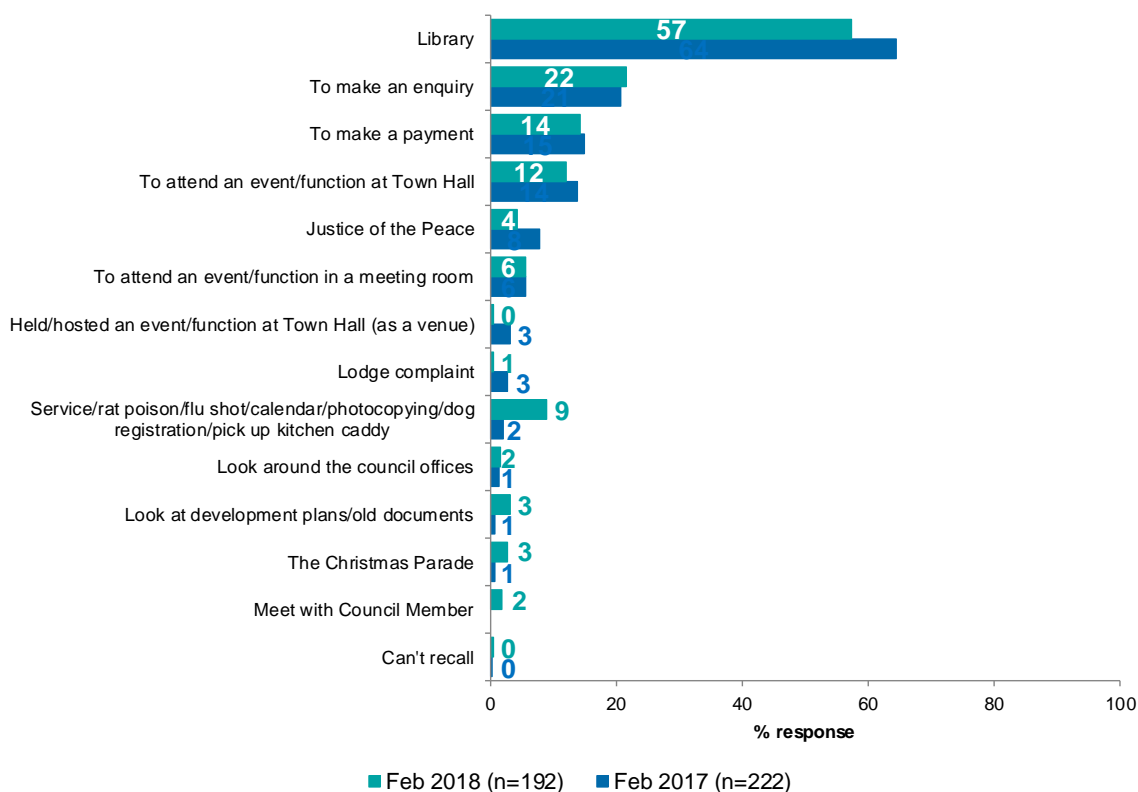
# Older age cohorts and long term residents also more likely to use Civic and Community Centre

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



# Library remains most used service

What did you use it for? (Q8N17)



Only asked of those who said they had Visited the Civic and Community Centre  
0% represents n=1



# Females more likely to use the library, older residents more likely to make enquiry

*What did you use it for? (Q8N17)*

% Response	Gender		Age					
	Male (n=87)	Female (n=105)	18 to 24 (n=9)	25 to 34 (n=13)	35 to 44 (n=29)	45 to 54 (n=32)	55 to 64 (n=37)	65+ (n=71)
Library	47	66	77	51	58	61	59	54
To make an enquiry	23	21	11	16	11	21	19	30
To make a payment	15	14	22	16	4	9	26	13
To attend an event/function at Town Hall	10	14	-	-	8	6	18	17
Justice of the Peace	6	3	12	8	4	6	5	1
Service/rat poison/flu shot/calendar/photocopying/dog registration/pick up kitchen caddy	6	11	-	24	16	6	10	5
To attend an event/function in a meeting room	6	5	-	-	-	3	8	9
Look around the council offices	3	-	-	8	-	3	-	1
Look at development plans/old documents	3	3	-	9	4	3	5	1
Meet with Council Member	3	1	-	-	-	6	3	1
To give feedback/make a suggestion	2	1	-	-	-	3	3	1
Lodge complaint	1	-	-	-	4	-	-	-
The Christmas Parade	1	4	-	-	8	3	3	1
Held/hosted an event/function at Town Hall (as a venue)	-	1	-	-	-	-	-	1
Toilets	-	1	-	-	-	-	2	-
Can't recall	-	1	-	-	-	-	-	1

Only asked of those who said they had Visited the Civic and Community Centre  
0% represents n=1

# Consistent usage across suburbs and age

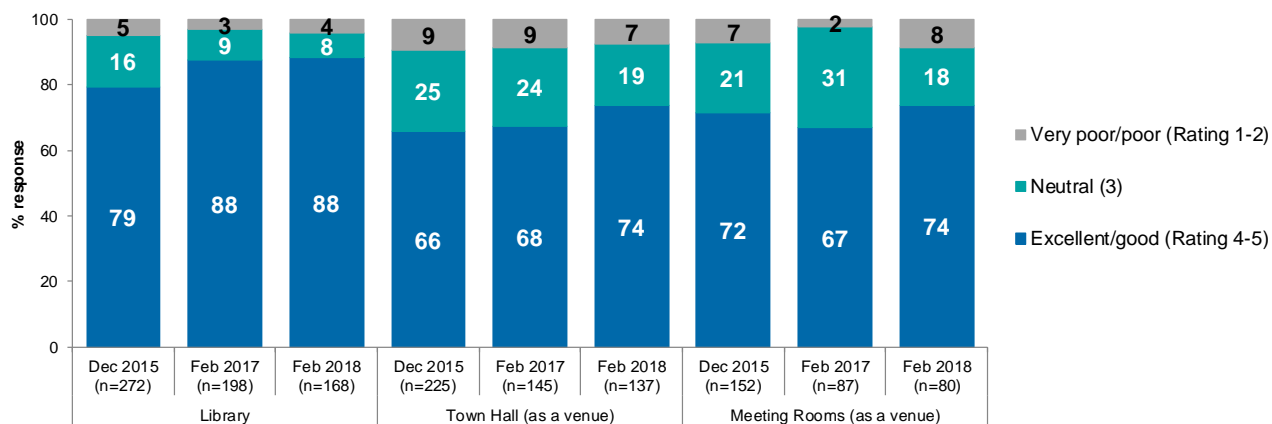
What did you use it for? (Q8N17)

% Response	Suburb				Residency					
	Medindie (n=33)	Gilberton (n=41)	Walkerville (n=55)	Vale Park (n=63)	Less than 12 months (n=2)	1-3 years (n=15)	4-6 years (n=23)	7-10 years (n=19)	11-20 years (n=49)	More than 20 years (n=84)
Library	60	55	58	56	51	57	73	61	60	51
To make an enquiry	39	18	23	14	49	-	22	22	20	26
To attend an event/function in a meeting room	13	2	10	-	-	-	-	-	5	9
To attend an event/function at Town Hall	13	16	10	11	-	7	13	6	6	18
Justice of the Peace	10	5	2	3	-	15	-	6	4	3
To make a payment	10	11	16	17	-	27	4	5	4	23
Look at development plans/old documents	4	3	3	3	-	8	-	6	4	2
The Christmas Parade	3	5	2	2	-	-	5	6	2	2
Attend a class	3	-	-	-	-	-	-	-	-	1
To give feedback/make a suggestion	-	-	-	5	-	-	-	-	2	2
Toilets	-	2	-	-	-	-	-	-	-	1
Lodge complaint	-	3	-	-	-	-	-	-	2	-
Can't recall	-	-	-	1	-	-	-	-	-	1
Service/rat poison/flu shot/calendar/photocopying/dog registration/pick up kitchen caddy	-	2	16	12	-	28	8	17	6	6
Held/hosted an event/function at Town Hall (as a venue)	-	-	2	-	-	-	-	-	-	1
Look around the council offices	-	2	2	2	-	-	-	-	4	1
Meet with Council Member	-	-	7	-	-	-	-	-	2	3

Only asked of those who said they had Visited the Civic and Community Centre  
 0% represents n=1  
 Caution: low sample numbers

# Improvements in ratings of all facilities since 2015

How would you rate the following? Scale: 5=Excellent, 1=Very poor (Q15)



T2B (%)

	Gender		Age					
	Male (n~60)	Female (n~69)	18 to 24 (n~7)	25 to 34 (n~6)	35 to 44 (n~20)	45 to 54 (n~20)	55 to 64 (n~26)	65+ (n~49)
Library	88	89	79	79	93	96	94	82
Town Hall (as a venue)	73	74	100	68	65	83	74	71
Meeting Rooms (as a venue)	70	78	100	68	80	100	69	63

T2B (%)

	Suburb				Residency					
	Medindie (n~23)	Gilberton (n~27)	Walkerville (n~34)	Vale Park (n~43)	Less than 12 months (n~2)	1-3 years (n~7)	4-6 years (n~14)	7-10 years (n~14)	11-20 years (n~32)	More than 20 years (n~60)
Library	85	81	89	95	100	83	86	94	89	88
Town Hall (as a venue)	73	70	72	78	100	69	71	66	74	76
Meeting Rooms (as a venue)	65	69	68	86	100	100	82	67	72	71

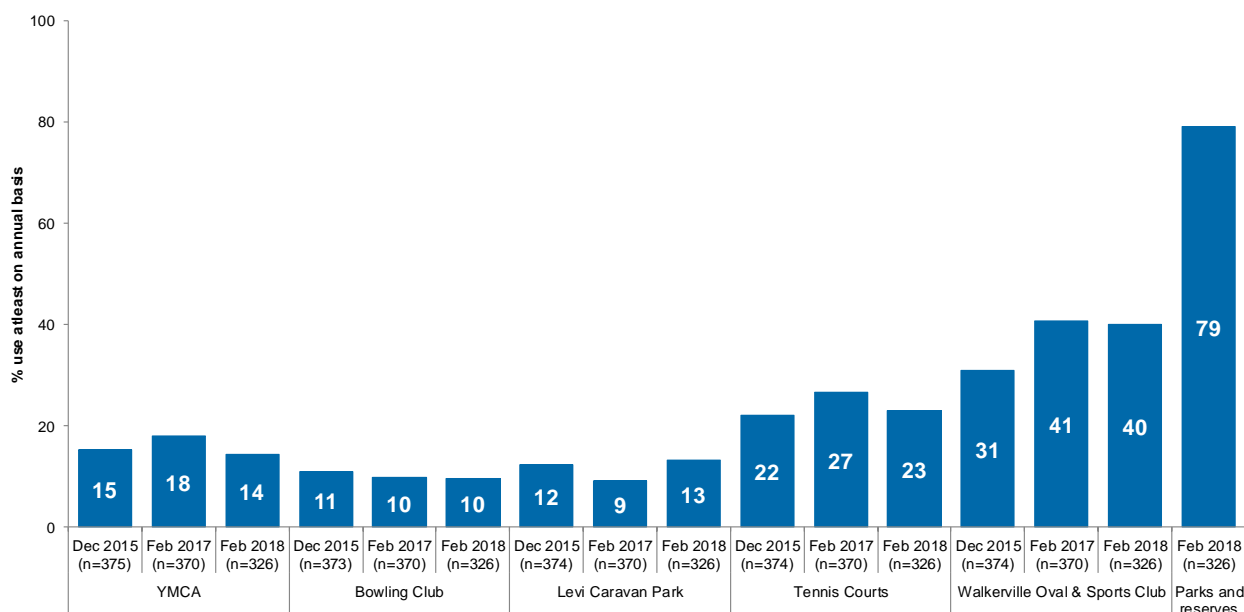
Only asked of those who said they had Visited the Civic and Community Centre



## Use of Other Council Facilities

# Parks and reserves most used of all facilities

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



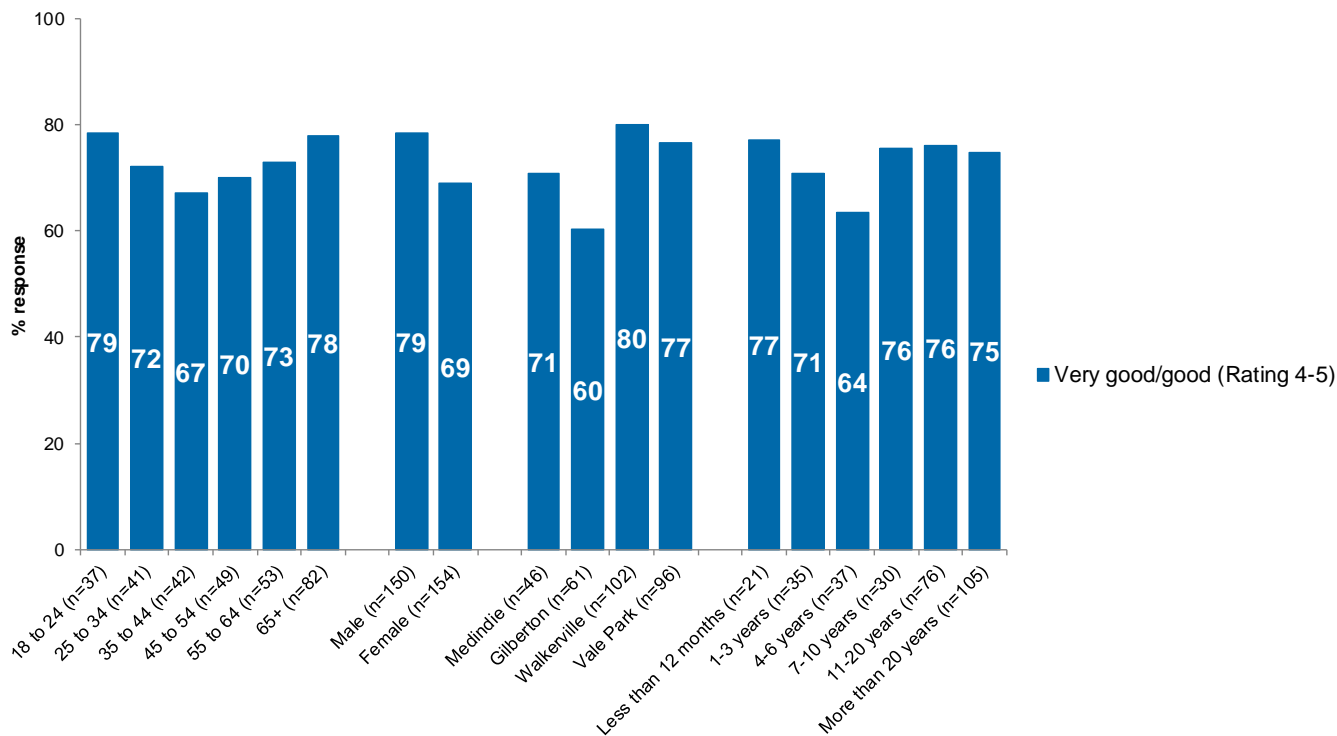
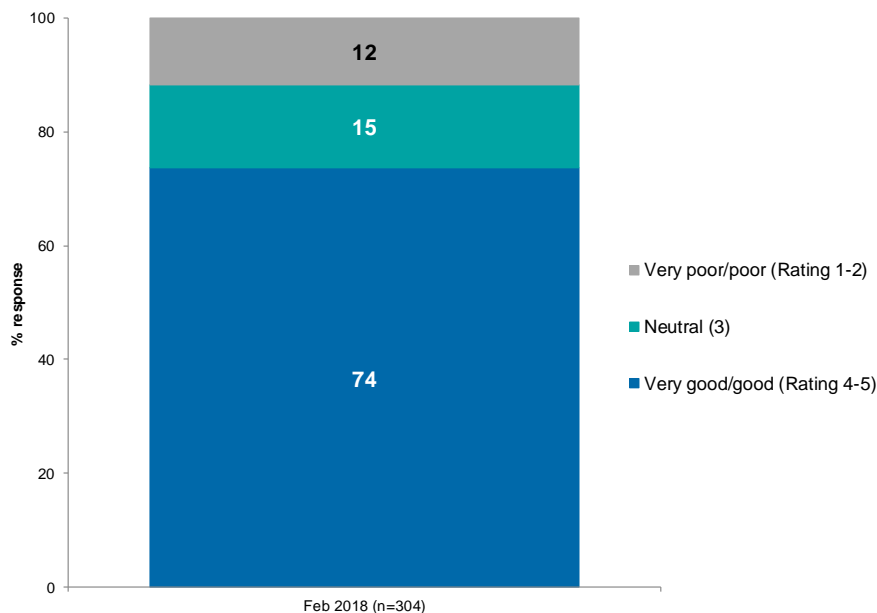
% use at least on an annual bass	Gender		Age					
	Male (n=159)	Female (n=167)	18 to 24 (n=39)	25 to 34 (n=43)	35 to 44 (n=45)	45 to 54 (n=54)	55 to 64 (n=55)	65+ (n=90)
Parks and reserves	78	80	85	88	87	87	84	61
Walkerville Oval & Sports Club	38	43	62	44	41	56	34	23
Tennis Courts	21	25	49	37	28	30	12	5
YMCA	11	18	13	12	30	16	10	10
Levi Caravan Park	11	16	18	12	13	16	9	13
Bowling Club	9	10	3	9	7	7	9	16

% use at least on an annual bass	Suburb				Residency					
	Medindie (n=53)	Gilberton (n=65)	Walkerville (n=111)	Vale Park (n=97)	Less than 12 months (n=21)	1-3 years (n=38)	4-6 years (n=40)	7-10 years (n=33)	11-20 years (n=80)	More than 20 years (n=113)
Parks and reserves	63	81	85	81	86	95	86	79	83	68
Walkerville Oval & Sports Club	29	37	64	20	72	37	51	38	40	32
Bowling Club	8	9	13	7	9	6	5	10	6	15
Levi Caravan Park	4	4	12	25	16	11	8	10	11	18
YMCA	4	11	22	14	18	8	21	29	16	8
Tennis Courts	4	26	31	22	46	24	36	32	21	13



# Access to linear park rated as good by 3 in 4 residents

*How would you rate your access to the Linear Park Trail for pedestrians and cyclists, including disability access? (Q5n18)*





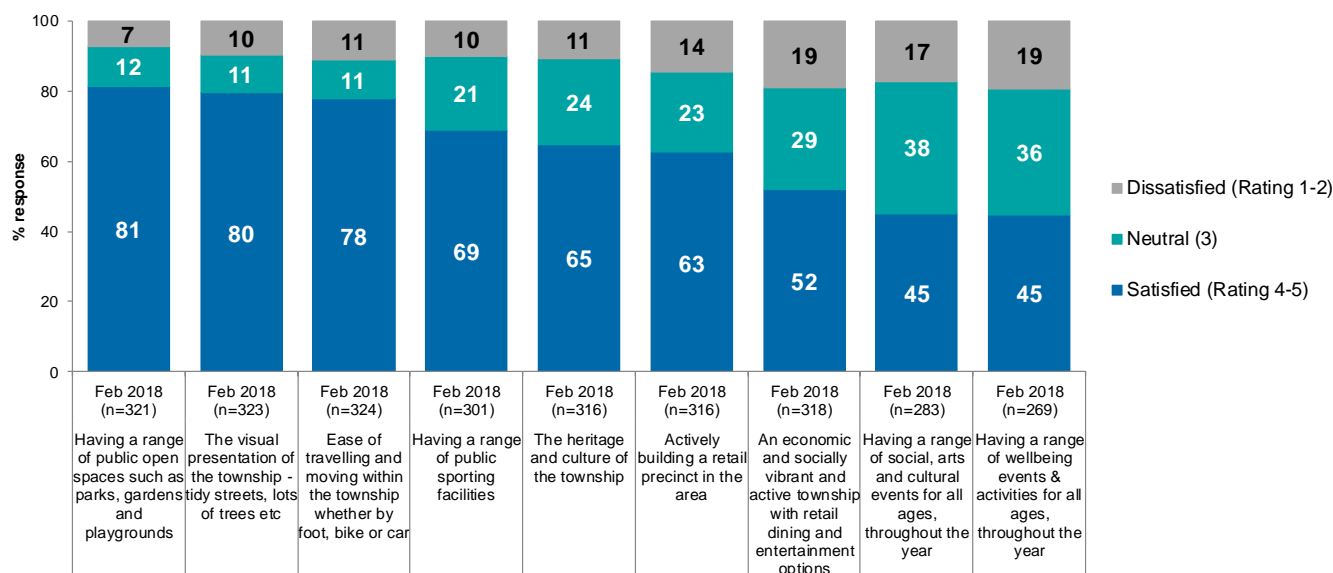
# Attributes of Walkerville

—satisfaction

# Lower satisfaction more generally from neutral ratings than dissatisfaction

*There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17n18)*

## Residents' satisfaction with Council's contribution and performance for each aspect



# Satisfaction increased on most aspects from last year

*There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17n18)*

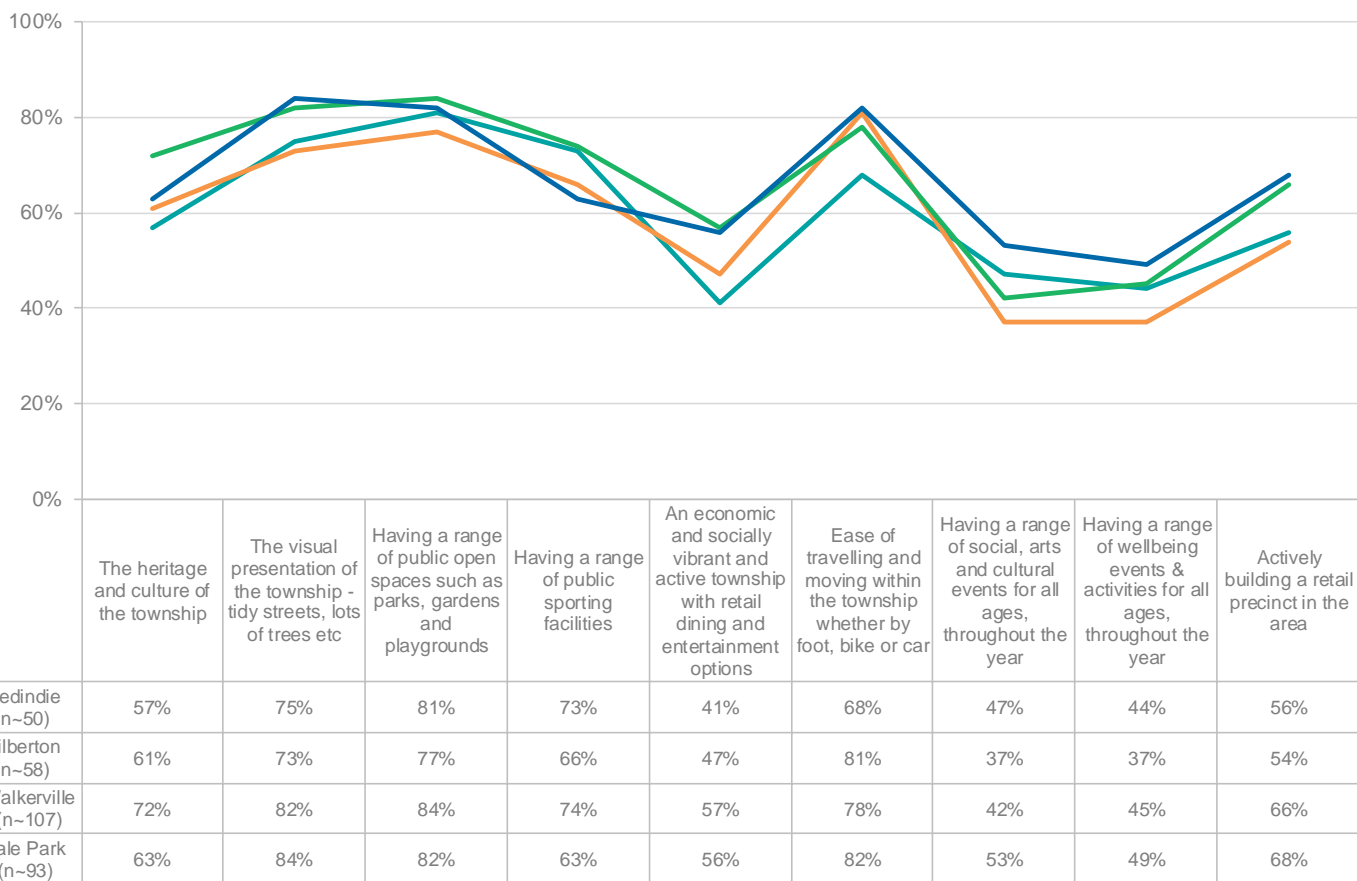
## Residents' satisfaction with Council's contribution and performance for each aspect - over time

% very satisfied/satisfied	Total		
	Dec 2015 (n=375)	Feb 2017 (n=370)	Feb 2018 (n=320)
Having a range of public open spaces such as parks, gardens and playgrounds	76	75	81
The visual presentation of the township - tidy streets, lots of trees etc	68	70	80
Ease of travelling and moving within the township whether by foot, bike or car	70	63	78
Having a range of public sporting facilities	62	59	69
The heritage and culture of the township	52	58	65
Actively building a retail precinct in the area	-	45	63
An economic and socially vibrant and active township with retail dining and entertainment options	50	44	52
Having a range of social, arts and cultural events for all ages, throughout the year	45	36	45
Having a range of wellbeing events & activities for all ages, throughout the year	-	35	45

# Vale Park residents tend to be more satisfied with liveability aspects

*There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17n18)*

## Residents' satisfaction with Council's contribution and performance for each aspect

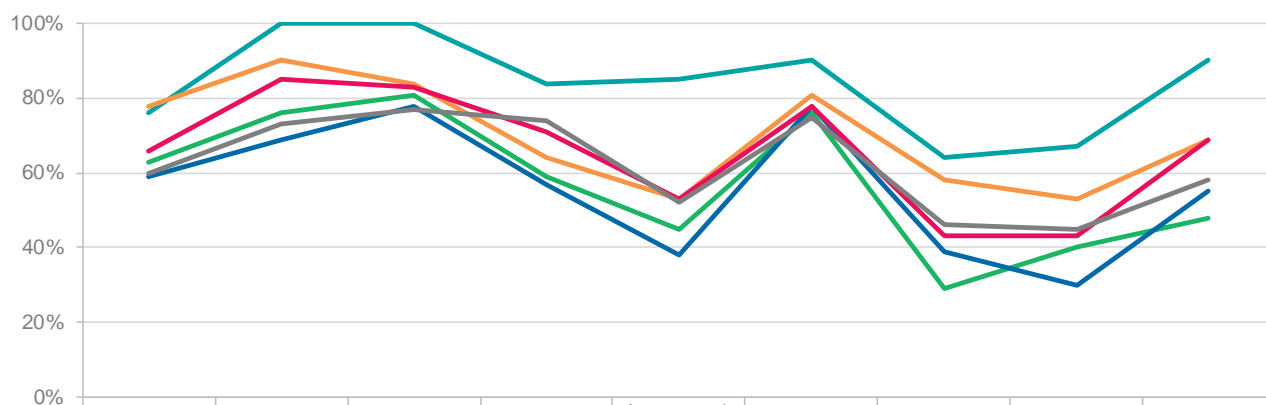




# New residents are the most satisfied with aspects of Walkerville

There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17n18)

## Residents' satisfaction with Council's contribution and performance for each aspect

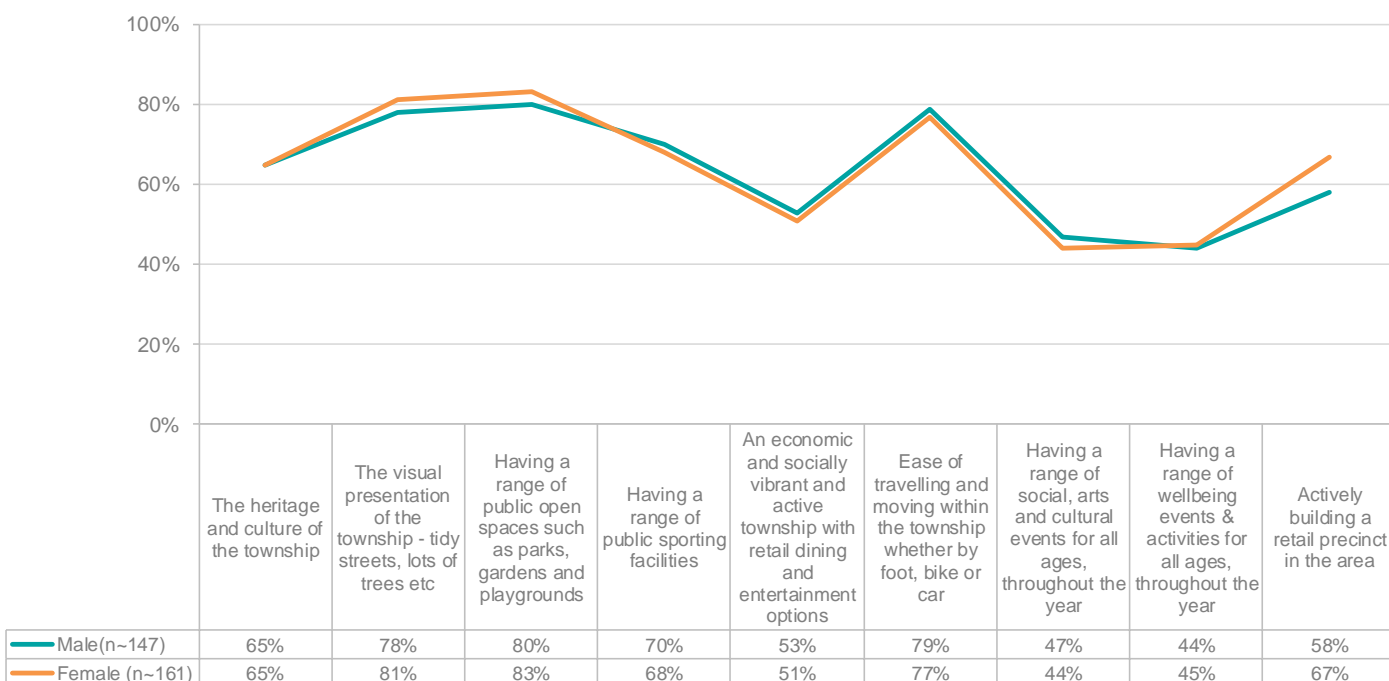


	The heritage and culture of the township	The visual presentation of the township - tidy streets, lots of trees etc	Having a range of public open spaces such as parks, gardens and playgrounds	Having a range of public sporting facilities	An economic and socially vibrant and active township with retail dining and entertainment options	Ease of travelling and moving within the township whether by foot, bike or car	Having a range of social, arts and cultural events for all ages, throughout the year	Having a range of wellbeing events & activities for all ages, throughout the year	Actively building a retail precinct in the area
Less than 12 months (n~20)	76%	100%	100%	84%	85%	90%	64%	67%	90%
1-3 years (n~37)	78%	90%	84%	64%	53%	81%	58%	53%	69%
4-6 years (n~38)	63%	76%	81%	59%	45%	76%	29%	40%	48%
7-10 years (n~32)	59%	69%	78%	57%	38%	78%	39%	30%	55%
11-20 years (n~75)	66%	85%	83%	71%	53%	78%	43%	43%	69%
More than 20 years (n~106)	60%	73%	77%	74%	52%	75%	46%	45%	58%

# Gender having little effect on satisfaction ratings, main difference on retail satisfaction

There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17n18)

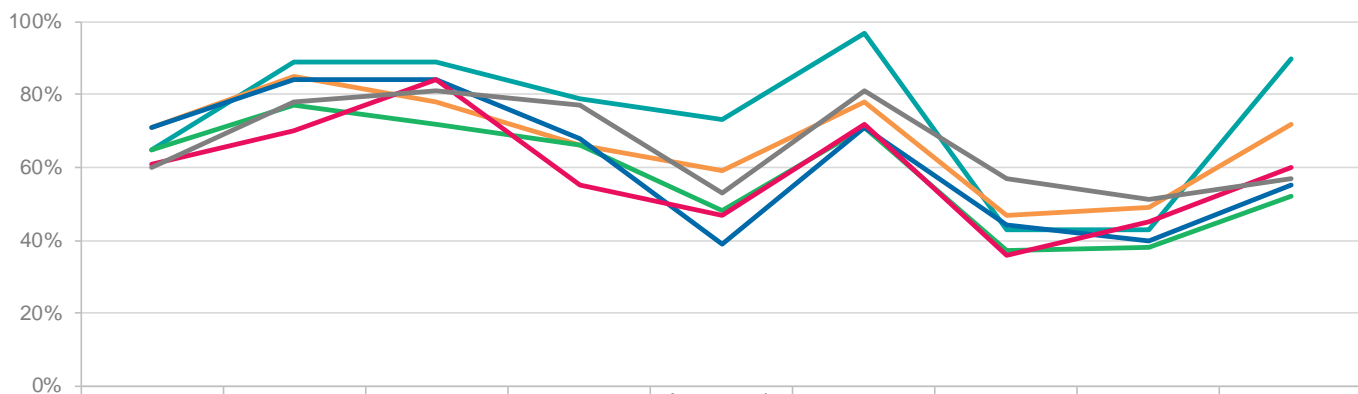
## Residents' satisfaction with Council's contribution and performance for each aspect



# Younger residents also tend to be most satisfied

There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17n18)

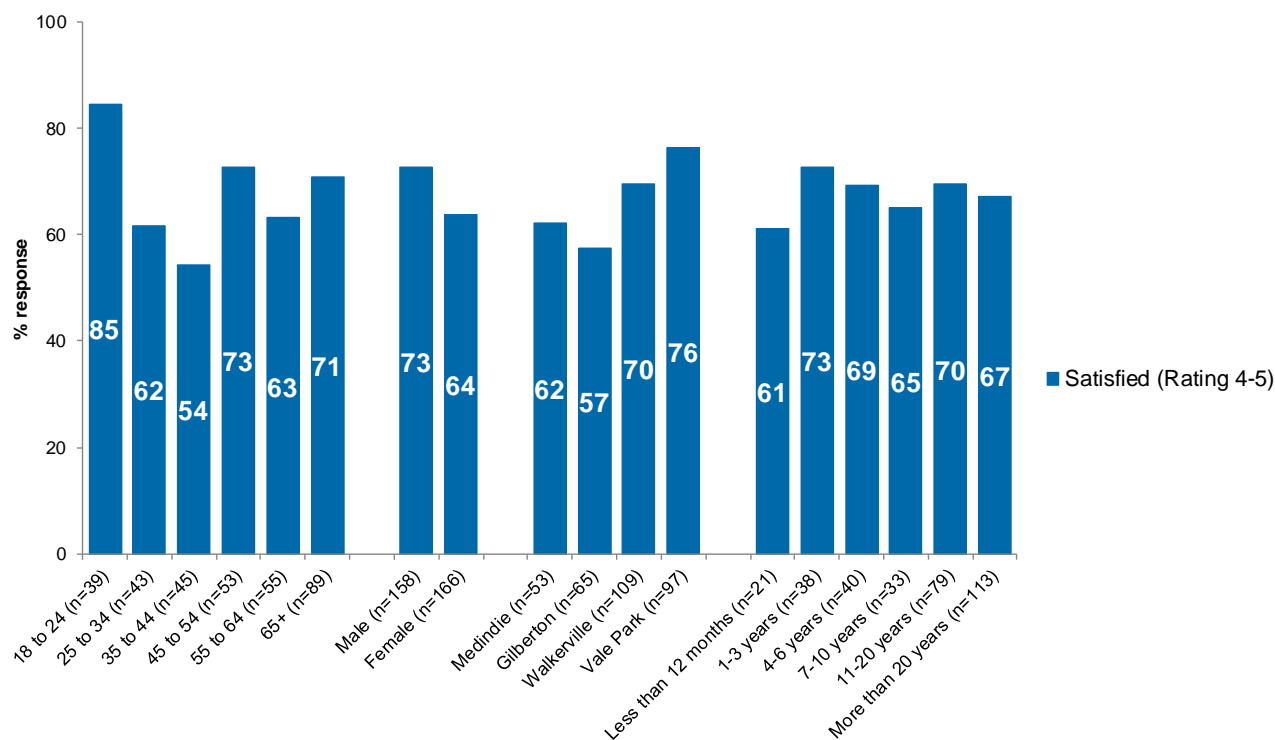
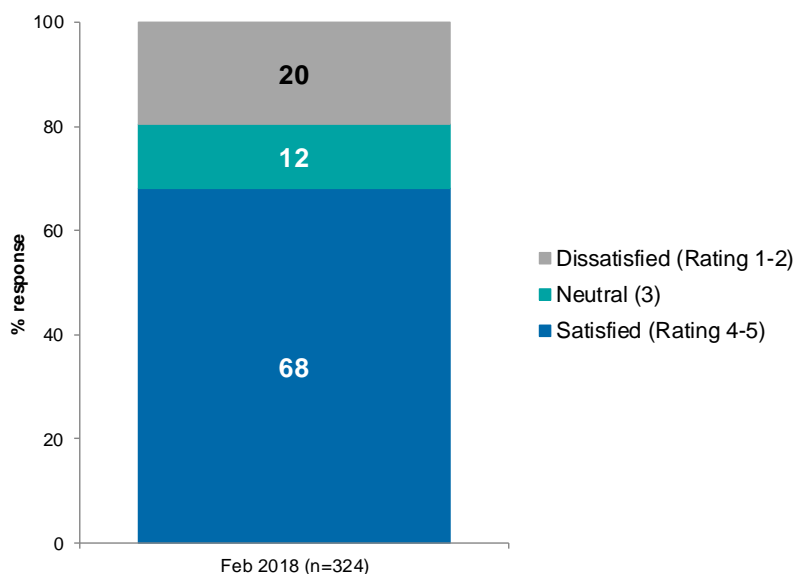
## Residents' satisfaction with Council's contribution and performance for each aspect



	The heritage and culture of the township	The visual presentation of the township - tidy streets, lots of trees etc	Having a range of public open spaces such as parks, gardens and playgrounds	Having a range of public sporting facilities	An economic and socially vibrant and active township with retail dining and entertainment options	Ease of travelling and moving within the township whether by foot, bike or car	Having a range of social, arts and cultural events for all ages, throughout the year	Having a range of wellbeing events & activities for all ages, throughout the year	Actively building a retail precinct in the area
18 to 24 (n~38)	65%	89%	89%	79%	73%	97%	43%	43%	90%
25 to 34 (n~41)	71%	85%	78%	66%	59%	78%	47%	49%	72%
35 to 44 (n~42)	65%	77%	72%	66%	48%	71%	37%	38%	52%
45 to 54 (n~52)	71%	84%	84%	68%	39%	71%	44%	40%	55%
55 to 64 (n~51)	61%	70%	84%	55%	47%	72%	36%	45%	60%
65+ (n~83)	60%	78%	81%	77%	53%	81%	57%	51%	57%

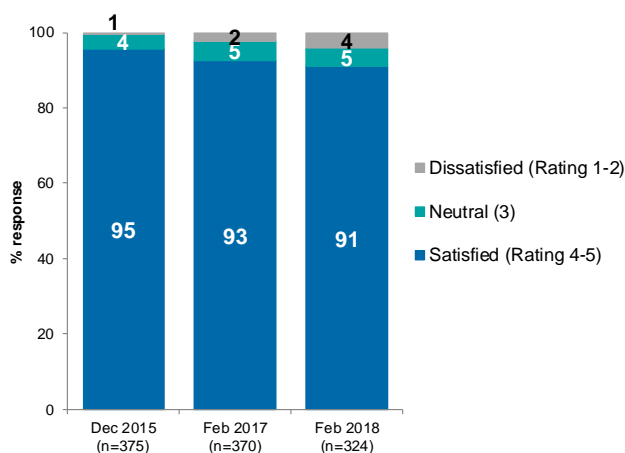
# Lowest levels of satisfaction with on-street parking in Gilberton

*How satisfied or dissatisfied are you with the availability of parking on your street? (Q6n18)*

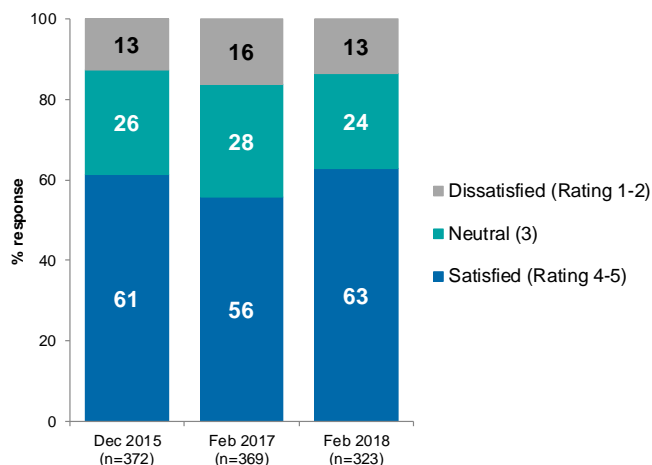


# Most residents are satisfied with life in Walkerville, some improvement on satisfaction with retail precinct

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



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



Overall how satisfied are you with... (T2B) (%)

	Gender		Age					
	Male (n~158)	Female (n~166)	18 to 24 (n=39)	25 to 34 (n=43)	35 to 44 (n=45)	45 to 54 (n=54)	55 to 64 (n=54)	65+ (n~89)
Walkerville as a place to live?	92	90	90	88	82	91	90	98
Walkerville Terrace as a retail precinct?	60	66	67	71	54	50	65	68

Overall how satisfied are you with... (T2B) (%)

	Suburb				Residency					
	Medindie (n=52)	Gilberton (n=64)	Walkerville (n=111)	Vale Park (n=97)	Less than 12 months (n=21)	1-3 years (n=38)	4-6 years (n=40)	7-10 years (n=33)	11-20 years (n~79)	More than 20 years (n=113)
Walkerville as a place to live?	98	85	91	91	87	84	98	81	91	95
Walkerville Terrace as a retail precinct?	53	62	62	70	71	67	53	50	66	65

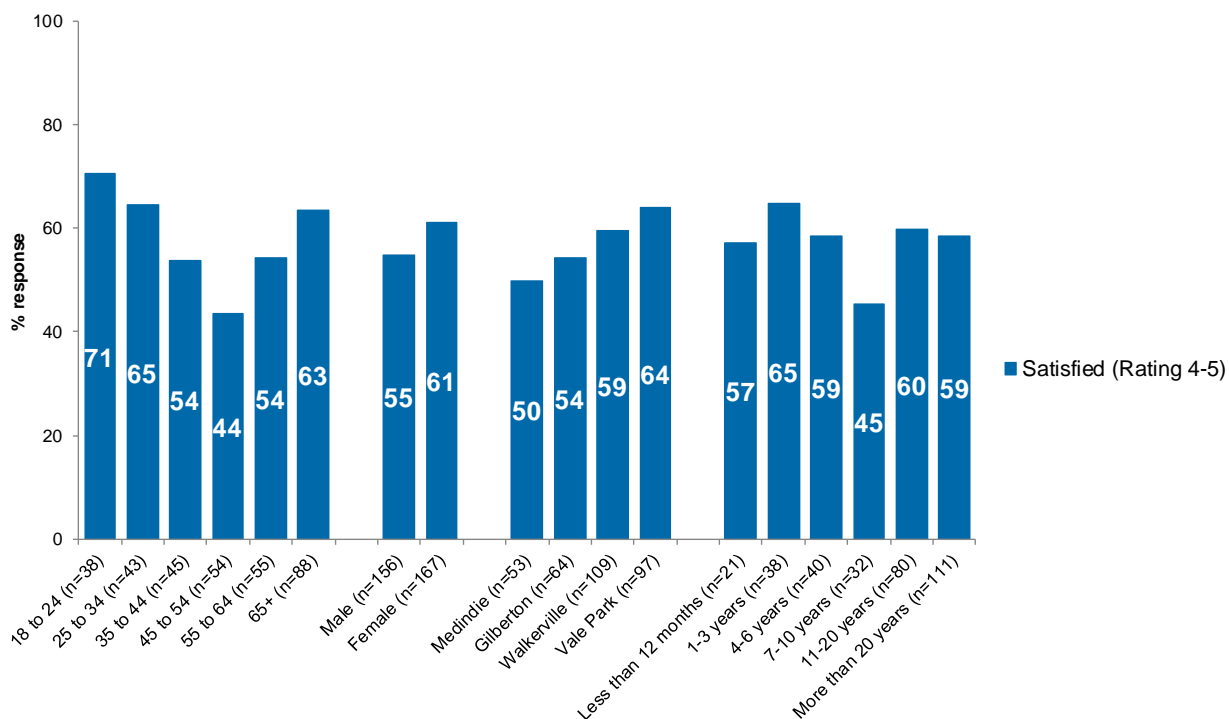
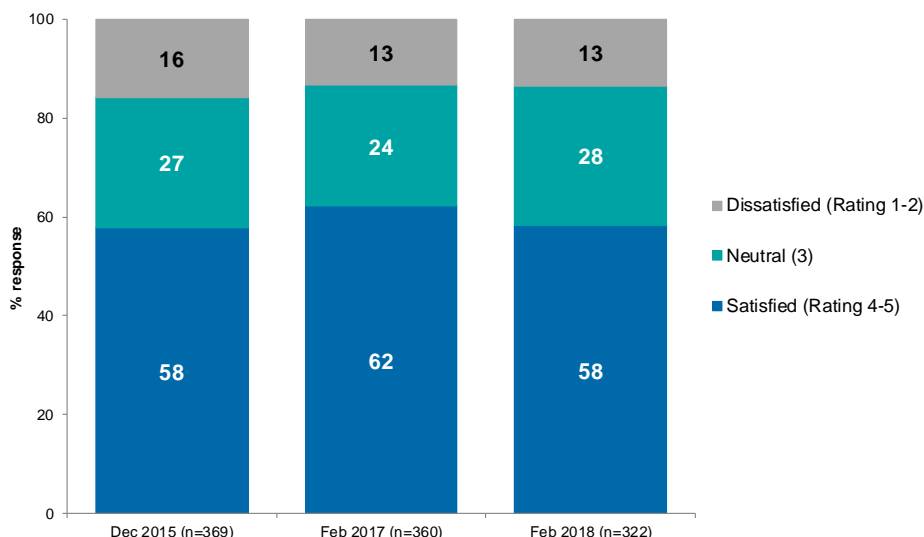




## Overall Satisfaction with Council Performance

# Slight shift back to neutral ratings on Council performance

*All things considered, how satisfied are you with the performance of the Walkerville Council? (Q21)*





## Future Themes



# Parks and open spaces have increased importance for upgrading

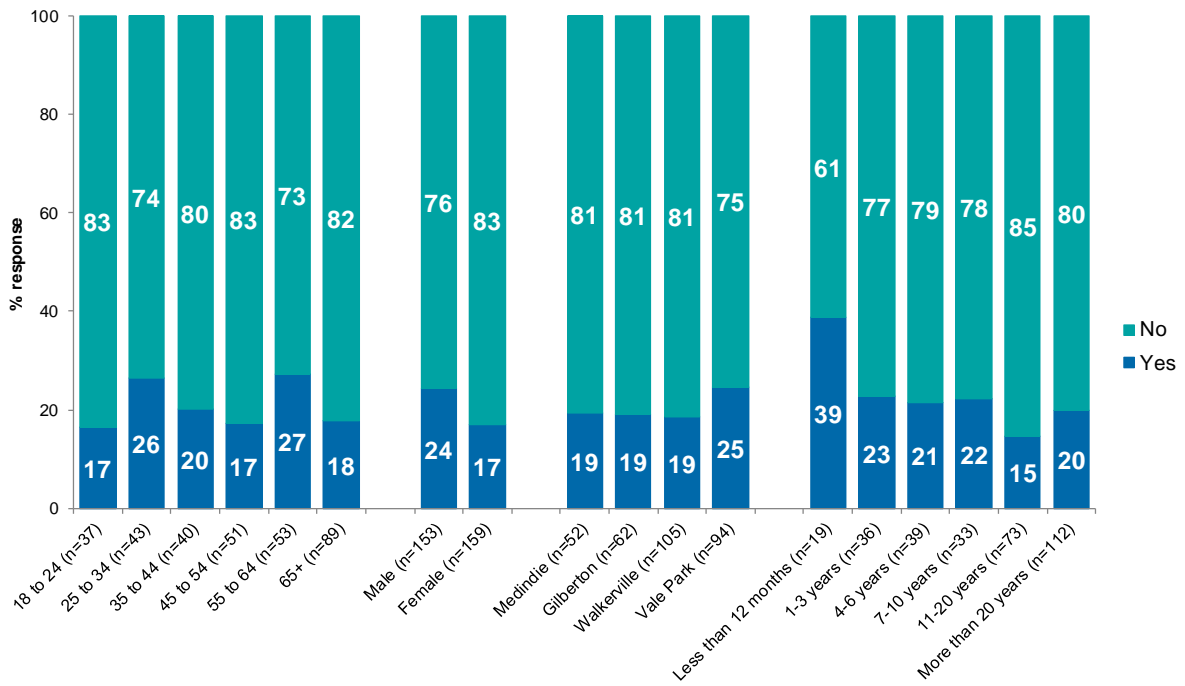
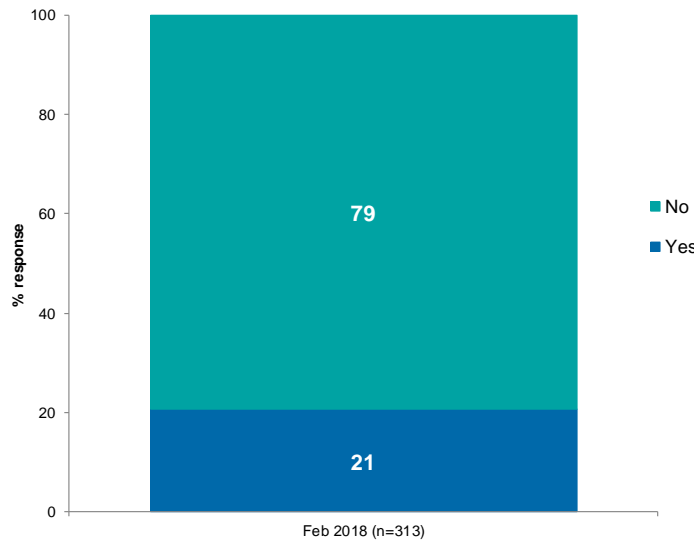
*What additional facilities/developments/amenities do you think are needed in the Walkerville Council area?*  
(Q23)

% Response	Total		
	Dec 2015 (n=388)	Feb 2017 (n=369)	Feb 2018 (n=320)
Parks and open spaces /more park facilities/maintain/keep safe/swimming pool/drinking fountains/better access/bbqs/off lead dog park	11	13	18
Economic/range of retail available/doctors/fresh grocer/longer opening hours	10	18	18
Entertainment/cafes/restaurant/range/fine dining	6	21	15
Travelling/motor congestion/speeding control/traffic management/speed limit for bicycle riders	13	6	5
Car parking/residential only near bus stops/more along Walkerville Terrace/Wilpena Ave	3	5	5
Playgrounds/skate park	-	5	5
Footpaths/maintenance/suitable for walkers/gophers/street lighting	7	4	4
Improvements of current sporting facilities	-	6	3
Maintenance/tennis courts/bridges/oval/buildings	-	4	2
Visual presentation/streets/paths/verges/maintain	10	5	2
Public toilets	-	1	2
Trees/maintenance/more shade	-	2	2
Bike/paths/lanes	-	5	2
Public facilities maintained/improved/Library/YMCA	-	2	2
Art/culture events/options/social activities/outdoor cinema/art gallery	4	5	1
Other	6	-	1
Roads/maintenance/gutters	5	4	1
Youth facilities/services/involvement in council	-	1	1
Elderly services/clubs/community bus/financial consultation	1	2	1
Building development/single level/not high rise/density/quality/no on the run	11	2	1
Community Hub/garden	-	-	1
Events/more publicity	-	-	1
Annual/flexible hard rubbish removal/public bins	-	1	1
Communications/feedback/responsiveness	6	1	1
Protect heritage/identity	9	1	1
Customer service/access to council/after-hours/one-on-one	4	-	1
Monitoring the housing trust homes/stop unwanted people coming in	-	-	1
Seating	-	0	1
Limit expenditure/rates	6	1	0
Facilities for disabled people/all areas accessible	-	-	0
Public transport/improve reliability/more volume	-	-	0
Ramping leading down to the catchment area	-	-	0
Update planning strategy	-	-	0
Pedestrian crossings	-	-	0
Vermin control/possums	-	-	0
Merge with another council	-	0	0
None/nothing/don't know	20	27	31



# Only 1 in 5 residents willing to pay for parking, even with money to go to programs

Would you pay a nominal amount, up to \$2 an hour for example, for car parking along Walkerville Terrace or other areas if the funds collected supported events and programs for residents?  
(Q7N18)





# Appendix

## The Questionnaire

