



TOWN OF WALKERVILLE COMMUNITY PERCEPTIONS & SATISFACTION

MAY 2023 | REF 11837

MCGREGOR **TAN**
RESEARCH. STRATEGY. SOLUTIONS.

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Methodology

This research was conducted by McGregor Tan from Monday 13 March to Friday 21 April 2023.



The aim of the study was to gauge the community's perspectives and contentment on various significant domains such as health and wellness, parks and reserves, roads, communication and engagement with the Council, along with evaluating the Council's performance and operations.



Market research has been conducted in accordance with ISO 20252.

A combination of online, paper-based, in-person, and telephonic methods were employed to survey respondents.

- Online 80% (n=308)
- In-person 8% (n=31)
- Paper-based 7% (n=25)
- Telephonic 5% (n=18)



A sample of 382 randomly selected Town of Walkerville residents were surveyed.

As per the Council's Community Engagement & Consultation Policy, respondent name and residential address was mandatory for feedback to be considered valid.

Surveys took, on average, 19 minutes to complete.

Results have been weighted to 2021 ABS.



Over the past 40 years, McGregor Tan has grown to be one of the largest independent market and social research companies in Australia.

We have achieved this through the vision of our researchers which is underpinned by a strong company ethos respecting tradition while driving innovation and new technologies.



EXECUTIVE SUMMARY

Executive summary



Customer service

The majority of respondents were satisfied with their recent contact experience with the Council, with 56% having contacted them within the last 12 months.

The primary points of contact were administrative and library staff, with in-person being the most common method.

Satisfaction with the helpfulness and knowledge of staff, response times and receiving the desired information were high. Overall, 67% of respondents expressed satisfaction with their contact experience.



Communications

The majority of residents are satisfied with the Council's communication efforts (70%). The highest levels of satisfaction with the Council's communication performance were reported in Gilberton (76%), followed by Vale Park (71%), Medindie (72%), and Walkerville (65%).

About Town (94%) was the most common and highly rated form of communication, with email (48%) and online channels (46%) being the most preferred methods of consultation.

The findings suggest that a range of communication channels may be required to ensure inclusive consultation processes. Additionally, 59% of residents believe they had sufficient chance to give feedback.



Council performance

Overall, the Council recorded moderately high satisfaction (59%): Vale Park (62%), Gilberton (60%), Walkerville (59%), Medindie (44%).

Well-maintained amenities, good communication, and services were the key factors for overall satisfaction. Waste collection (82%), parks (74%), and the library (68%) were highly satisfactory, while public lighting and local roads/ footpaths/ shared use paths recorded moderate satisfaction.

Residents with disabilities were mostly satisfied with local infrastructure and services.

Improving satisfaction in areas such as local roads/ footpaths/ shared use paths and providing a sense of belonging can lead to higher overall satisfaction with the Council.

Executive summary



Areas for improvements

Residents suggest improving community infrastructure, enhancing parks and playgrounds, and providing more amenities such as seating, bins, and toilets. There is also a desire for outdoor entertainment, family-friendly activities, community engagement, and arts and culture.

Street events, outdoor cinemas, and community picnics are the most preferred types of events, while markets, festivals, and large events received less interest.

Improvements in park maintenance, playground upgrades, and recreational facilities are also recommended.



Safety

Residents generally feel safe and secure in the Town of Walkerville (77%), with Vale Park ranking the highest in terms of perceived safety. However, concerns about safety were expressed by some residents, with issues such as home break-ins, car break-ins, and unsafe driving/speeding mentioned.










Future concerns

A significant majority of residents expressed worries or concerns about the future of their community (68%).

Top concerns included traffic and parking, population dense housing, and overdevelopment leading to a loss of the area's culture.

These concerns reflect the genuine desire of the residents to protect the essence and livability of the Town of Walkerville.

Recommendations

	Customer service	Continue providing excellent customer service, especially through in-person interactions with administrative and library staff.
	Communication channels	Use a range of communication channels to ensure inclusive consultation processes, such as About Town, email, and online channels.
	Amenities and services	Focus on maintaining well-maintained amenities, good communication, and services, especially for waste collection, parks, and libraries, to improve overall satisfaction with the Council.
	Infrastructure	Improve local infrastructure and services, including local roads/ footpaths/ shared use paths, to provide a sense of belonging and lead to higher overall satisfaction with the Council. Enhance community infrastructure, parks, and playgrounds, and provide more amenities such as seating, bins, and toilets.
	Entertainment and activities	Provide more outdoor entertainment, family-friendly activities, community engagement, and arts and culture events, such as street events, outdoor cinemas, and community picnics.
	Safety	Address safety concerns, especially issues related to home break-ins, car break-ins, and unsafe driving and speeding.
	Future concerns	Address future concerns related to traffic and parking, population dense housing, and overdevelopment leading to a loss of the area's culture.



Customer Service

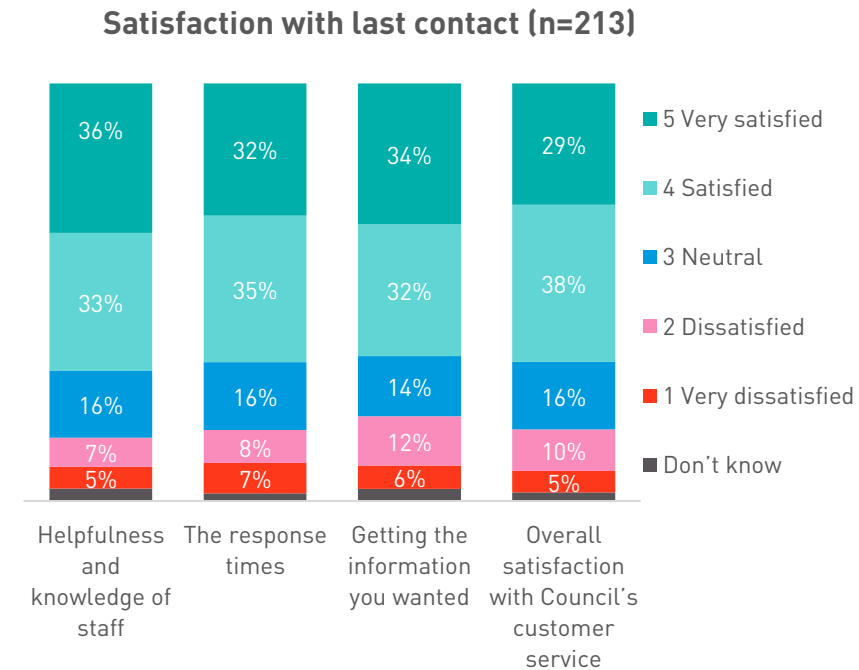
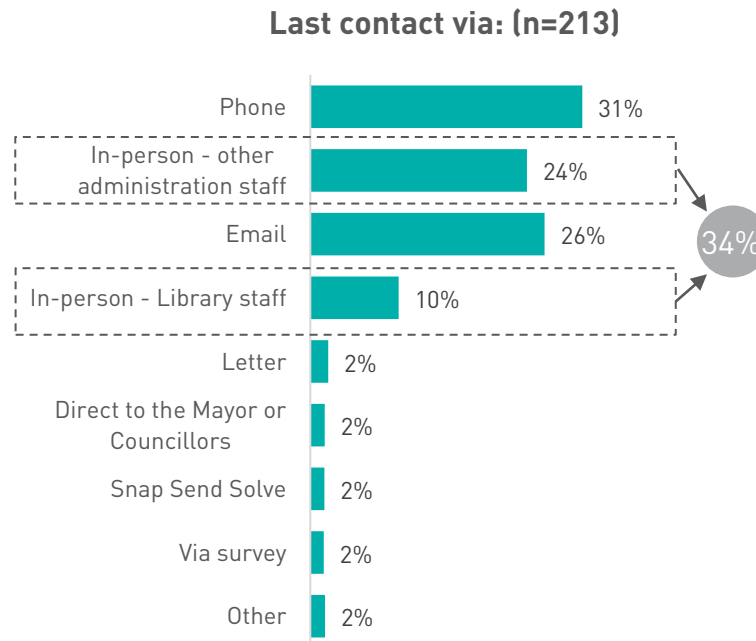
Majority satisfied with Council contact experience

Of the total respondents, 56% made contact with the council within the last 12 months. Among them, one-third (34%) did so in-person, with administrative staff (24%) and library staff (10%) being the primary points of contact. 31% used the phone, while 26% opted for email.

Over two thirds of those who contacted the council were satisfied with the helpfulness and knowledge of the staff (69%), while 67% were satisfied with response times. 65% of respondents felt they received the information they wanted.

Satisfaction with contact was moderately high, with 67% expressing satisfaction with their experience.

56%
Contacted
Council





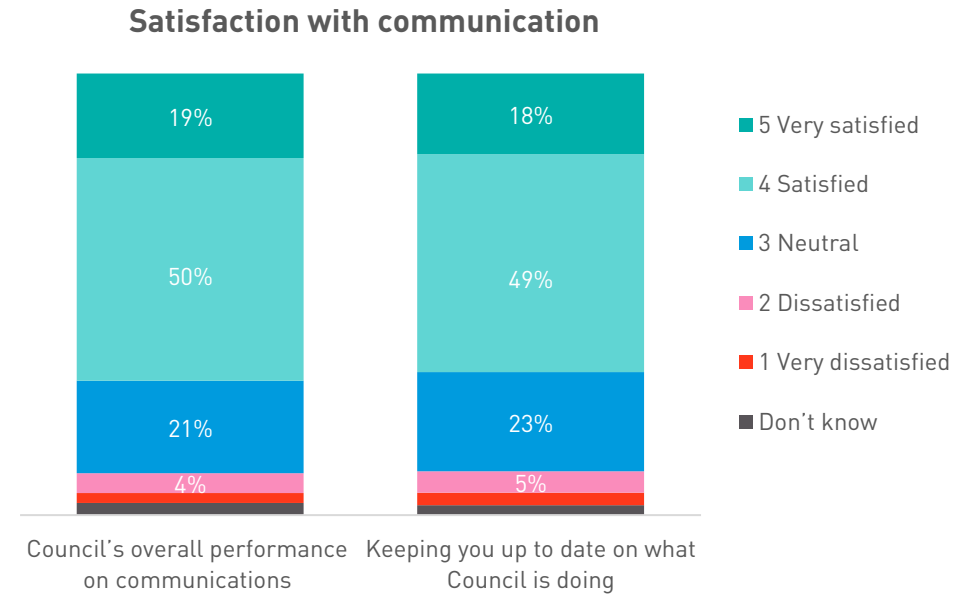
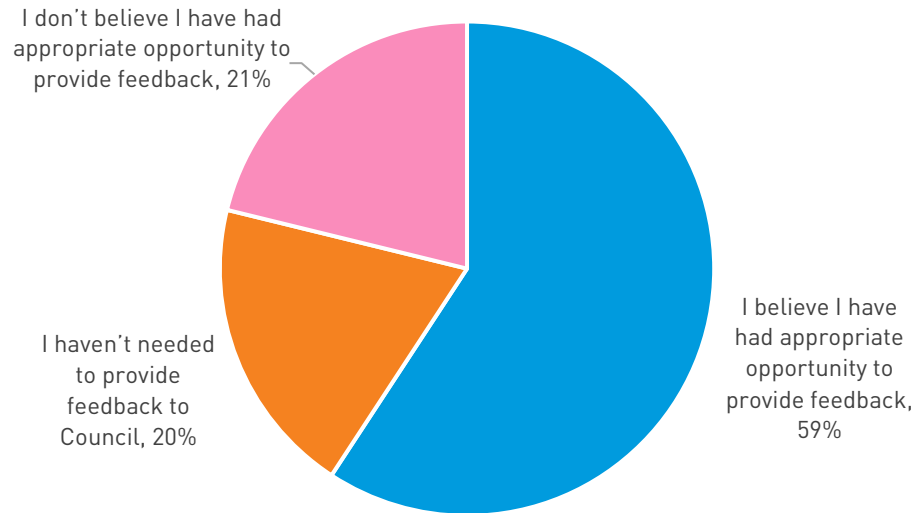
Communications

Council's communication receives moderately high satisfaction



Six in ten believe they had sufficient chance to give feedback (59%), while only 21% disagree. Overall, there is moderately high satisfaction with the Council's communication efforts. Residents are generally content with how the Council keeps them informed, with 70% satisfied with the Council's overall communication and 68% satisfied with its updates on its activities.

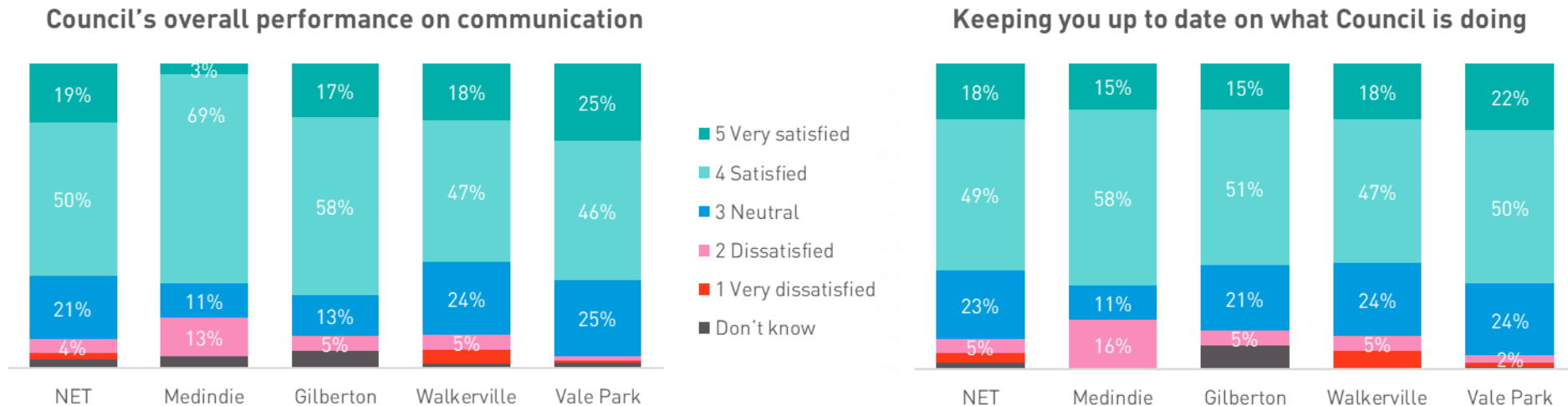
Females were more satisfied with the Council's overall communication (77% satisfied, mean score of 4.0) than males (61%, 3.6).



Residents satisfied with communication performance and keeping up to date

The highest levels of satisfaction with the Council's communication performance were reported in Gilberton (76% satisfied, mean of 3.9 out of 5), followed by Vale Park (71%, 3.9), Medindie (72%, 3.6), and Walkerville (65%, 3.7).

Residents of Vale Park (72% satisfied, mean of 3.9 out of 5), Gilberton (66%, 3.8) Medindie (73%, 3.7) and Walkerville (65%, 3.7) all reported a moderately high level of satisfaction with how the Council keeps them informed about its activities.



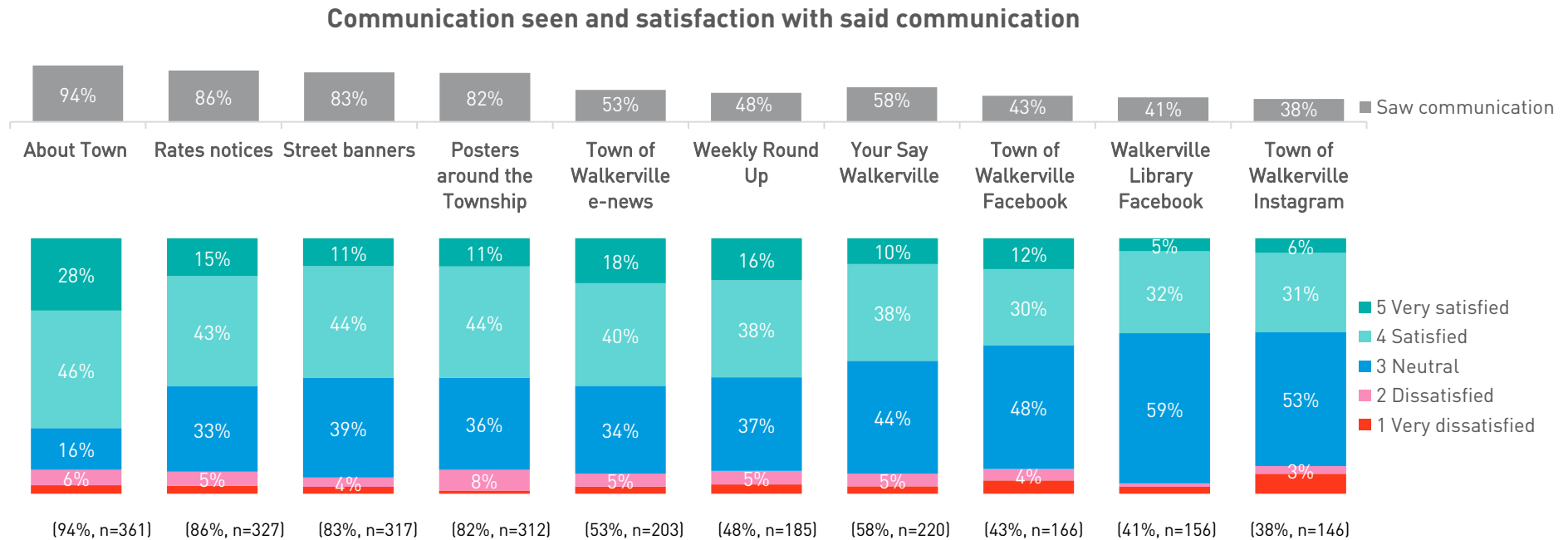
Moderate satisfaction levels recorded with most types of communications

Nearly all respondents (99%) recall receiving some form of communication from the Council. The most common communications observed were About Town (94%), rates notices (86%), street banners (83%), and posters in the township (82%).

The communication type with the highest satisfaction rating was About Town, with 74% expressing satisfaction and 28% indicating they were very satisfied.

Satisfaction with rates notices was higher among residents aged 65 or over (73%) than those under 65 (51%). Meanwhile, residents aged 18-44 showed higher satisfaction with the Instagram page (47%) than those aged 45 or older (17%).

No other differences were found among subgroups.

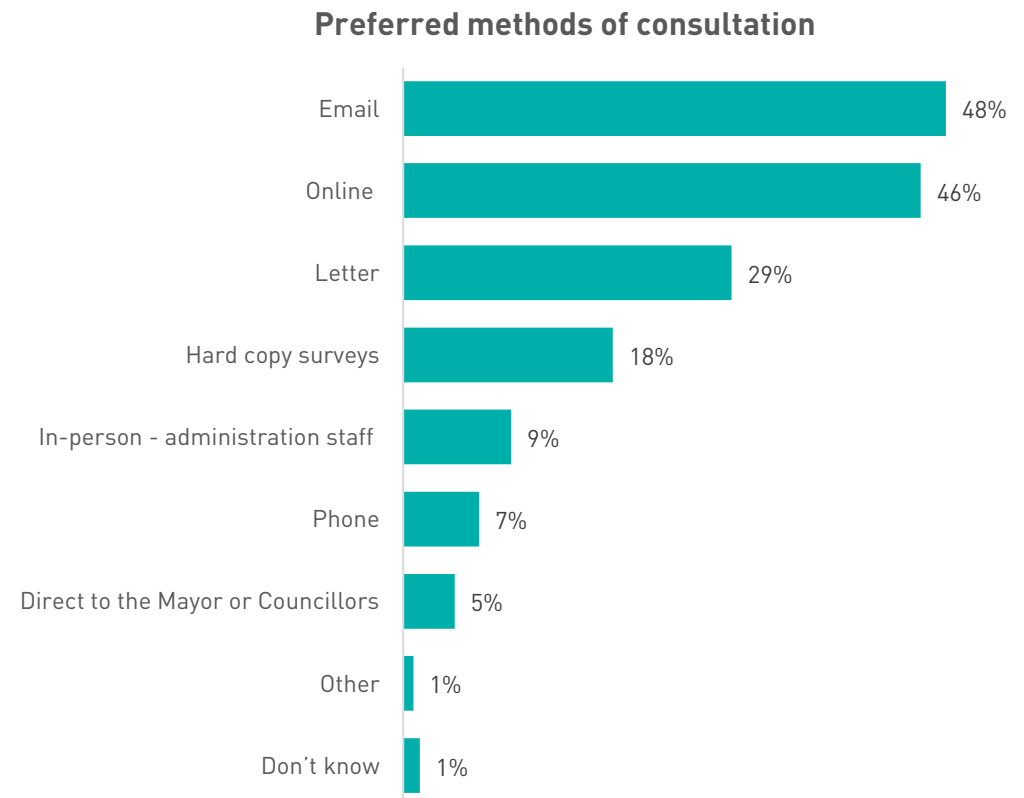


Diverse communication channels required to ensure inclusive consultation processes

Email and online channels were the most commonly preferred methods of consultation, with 48% and 46% of respondents respectively. Letters were the next preferred method at 29%. However, only a small percentage preferred hard copy surveys (18%), in-person communication with administration staff (9%), phone (7%), or direct communication with the mayor or councillors (5%).

There are differences in preferred methods of consultation among various age groups. Online methods (Councils Your Say website or online surveys etc.) were more preferred by those under 65 (51%) compared to those aged 65 and over (34%) on the other hand, those aged 65 and over had a higher preference for letters (35%) and hard copy surveys (32%) compared to younger age groups (26% and 13% respectively).

These findings suggest that the Council may need to use a range of communication channels to ensure that all demographics are adequately represented in the consultation process.





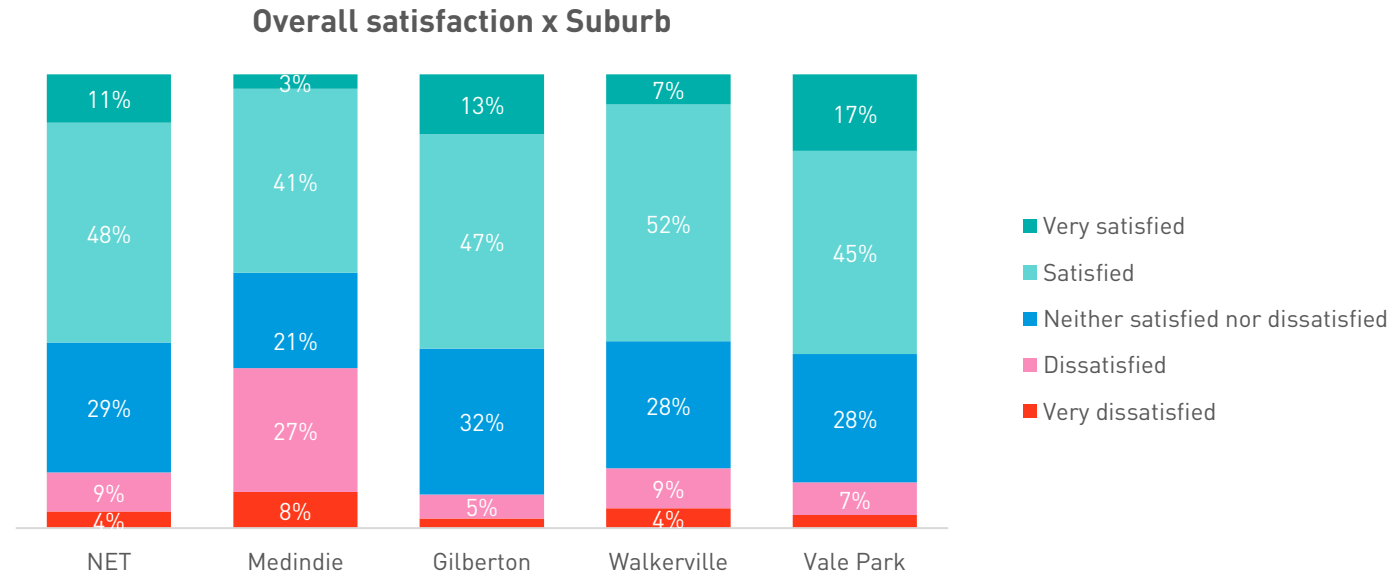
Council performance

Moderately high overall satisfaction with Council performance



Out of all the respondents, 59% (mean score of 3.5 out of 5) reported being satisfied overall with the Council. Among the different suburbs, Vale Park had the highest satisfaction rate at 62%, followed by Gilberton (60%) and Walkerville (59%). In contrast, residents in Medindie had the lowest satisfaction rate at 44%.

Few were dissatisfied (12%).



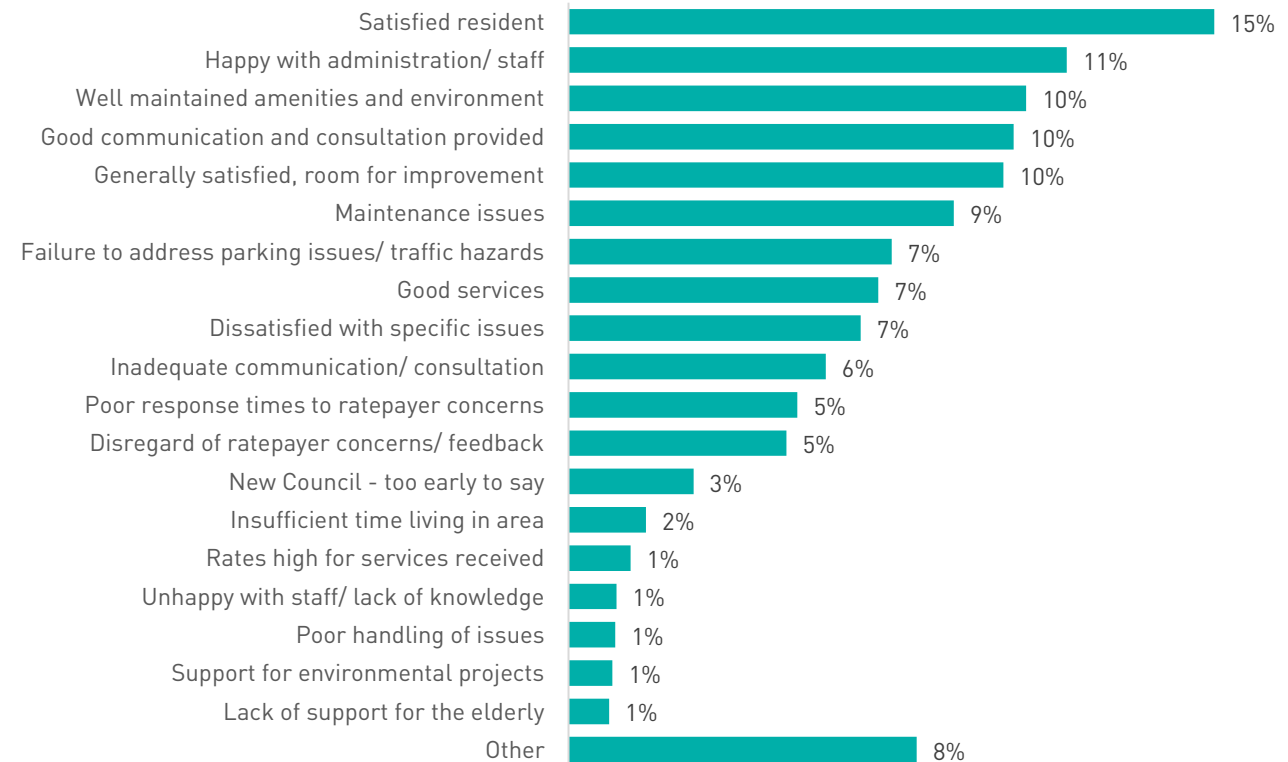
Well-maintained amenities, good communication and services among key factors for overall satisfaction

Approximately two in three provide a reason for their satisfaction (64%) while 36% declined to do so.

The top reasons for overall satisfaction among residents include being satisfied with the council (15%), happy with administration/ staff (11%), and well-maintained amenities and environment (10%). Good communication and consultation provided, along with being generally satisfied but room for improvement, also scored 10%. Good services (7%) were also mentioned.

Less positive reasons included: maintenance issues (9%), failure to address parking issues/ traffic hazards (7%), dissatisfaction relating to specific issues such as Vale Park boundary, YMCA closure, Oval etc. (7%), inadequate communication/ consultation (6%), poor response times to ratepayer concerns (5%), and disregard of ratepayer concerns/ feedback (5%).

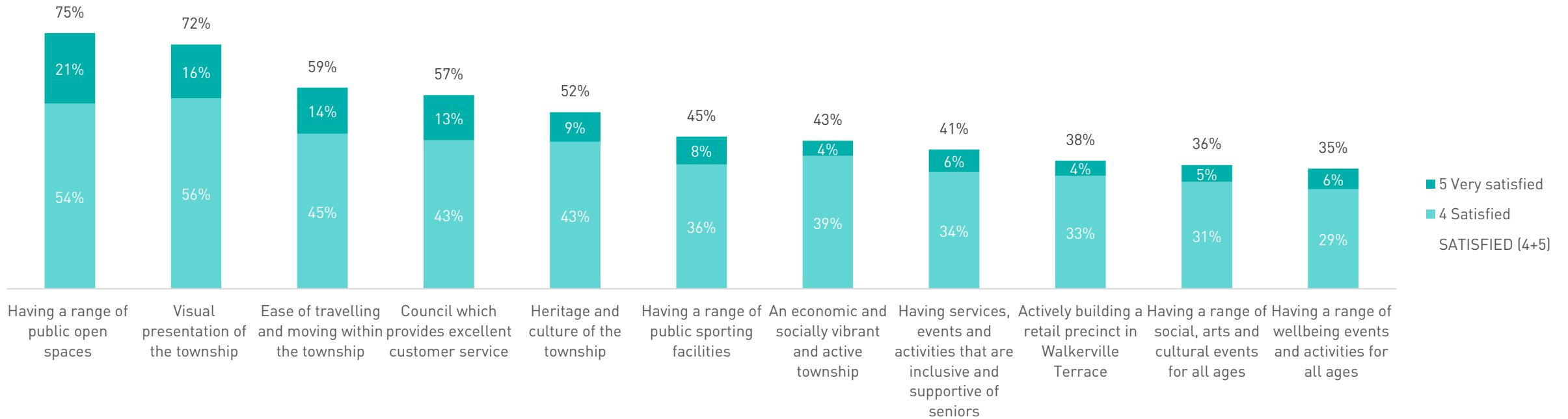
Reason for satisfaction (n=243)



Satisfaction ranged from 35% for providing a range of well being activities to 75% for open spaces

Over half were satisfied with the range of open space, visual presentation, ease of travel within the community, customer service and the heritage and culture. Together these factors emphasize the importance of thoughtful planning, community engagement, and a focus on residents' well-being in the development of a successful and livable township.

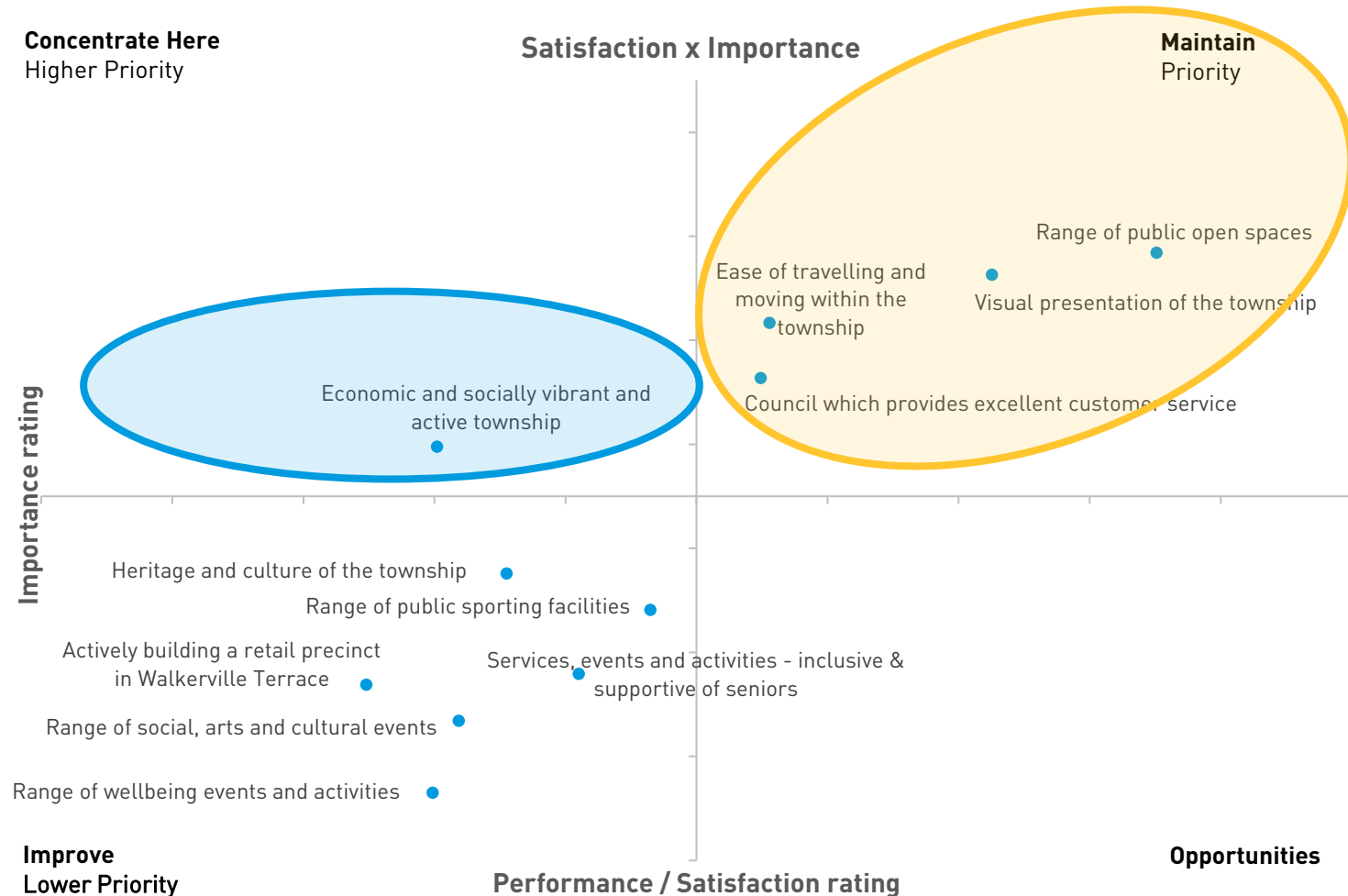
Satisfaction with Council's contribution and performance of:



Way forward

In order to drive higher satisfaction among residents, the Council should continue delivering on and driving focus on the following:

CONTINUE DELIVERING ON:	<ul style="list-style-type: none"> • Range of public open spaces • Visual presentation of the township • Ease of travelling and moving within the township • Council which provides excellent customer service
DRIVE EXTRA FOCUS ON:	<ul style="list-style-type: none"> • Economic and socially vibrant and active township
LOWER PRIORITY BUT IMPROVEMENT REQUIRED	<ul style="list-style-type: none"> • Heritage and culture of the township • Range of public sporting facilities • Services, events and activities - inclusive and supportive of seniors • Actively building a retail precinct in Walkerville Terrace • Range of social, arts and cultural events • Range of wellbeing events and activities



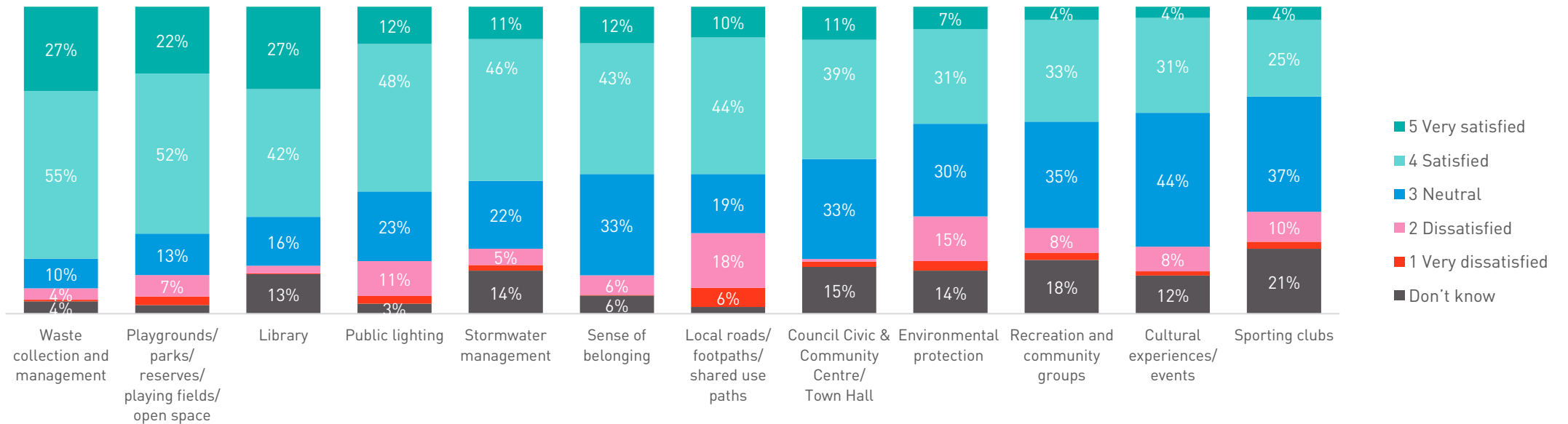
High satisfaction with waste collection, parks and the library

Overall, waste collection and management received the highest level of satisfaction, with 82% of respondents reporting satisfaction. Playgrounds/ parks/ reserves/ playing fields/ open space was the second-highest service in terms of satisfaction at 74% followed by the Library (68%).

Public lighting received 60% satisfaction but 14% of respondents were dissatisfied while Local roads/ footpaths/ shared use paths recorded 54% satisfaction with 24% of respondents being dissatisfied.

On the other hand, recreation and community groups, cultural experiences/events, environmental protection, and sporting clubs received the lowest levels of satisfaction, with less than 40% of respondents reporting satisfaction for each of these services.

Level of satisfaction with services



Multiple regression – Key drivers of services and derived importance

Respondents were asked to provide their overall satisfaction with the Council and then asked how satisfied they were with a number of statements about services.

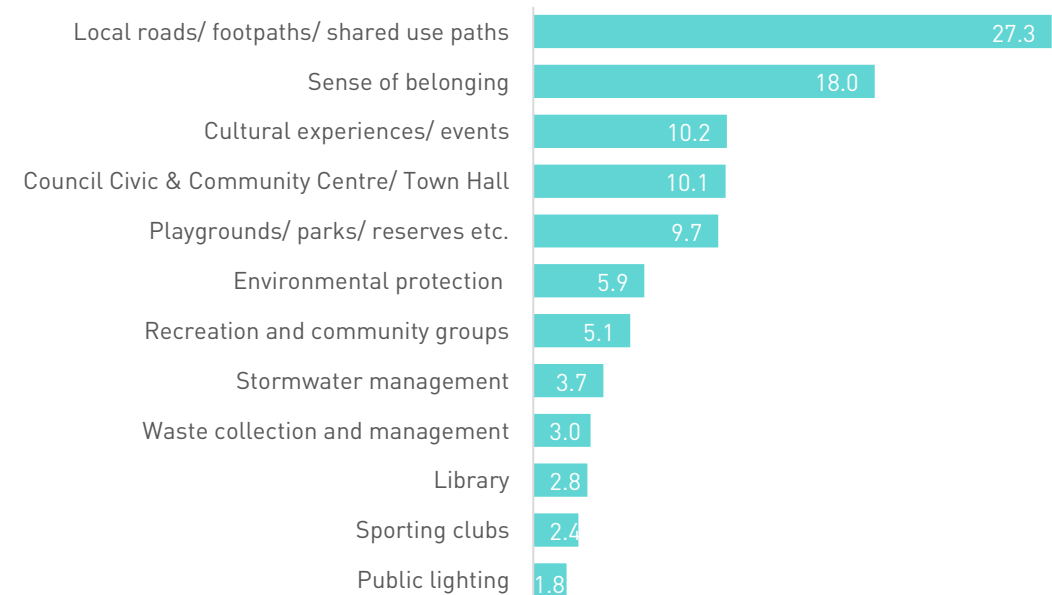
Improvement in the satisfaction of “Local roads, footpaths and shared use paths” and “providing a sense of belonging” may improve overall satisfaction for the Council.

R-squared in the context of satisfaction and derived importance provides an indication of how well the derived importance scores account for the variability observed in satisfaction ratings.

A high R-squared value (close to 1) indicates that a large portion of the variability in satisfaction can be explained by the derived importance scores. This suggests a strong relationship between the two variables, implying that the derived importance scores are effective in predicting or influencing satisfaction.

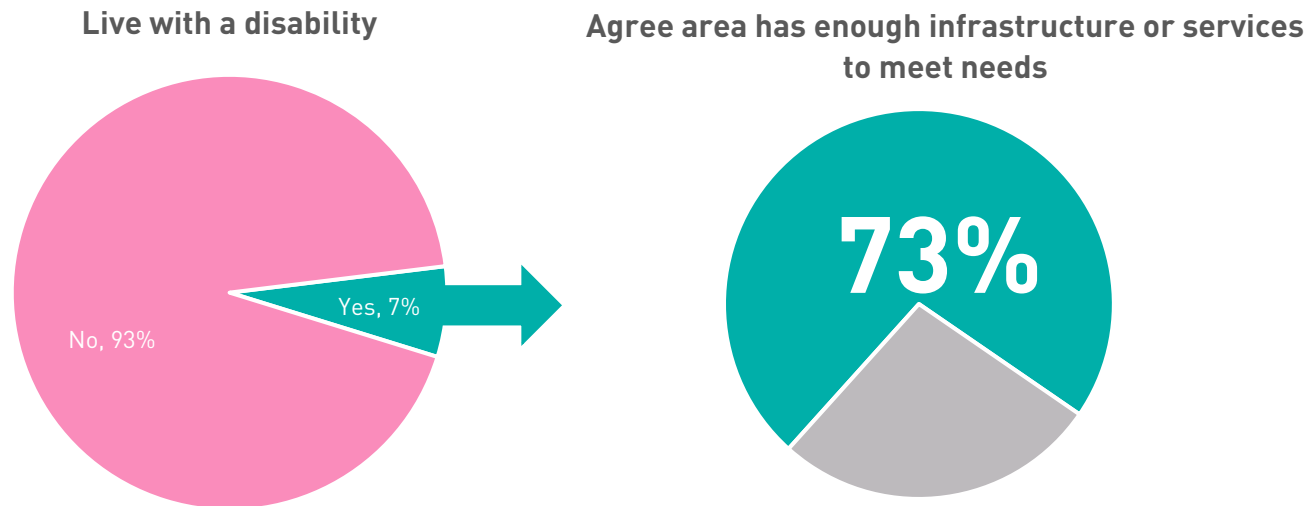
On the other hand, a low R-squared value (close to 0) indicates that the derived importance scores have little explanatory power over the variation in satisfaction. In such cases, other factors not captured by derived importance may be influencing satisfaction levels.

Drivers of Satisfaction - Services (R-Square 0.30)



Majority of residents with disabilities satisfied with local infrastructure and services

Few residents indicated they live with a disability (7%, n=26), of this small group, 73% indicated the area has enough infrastructure or services to meet their needs.



Be careful when interpreting these figures, as they reflect a small starting point (n=26).



Improvements

Residents suggest improving community infrastructure and facilities and enhancing parks and playgrounds

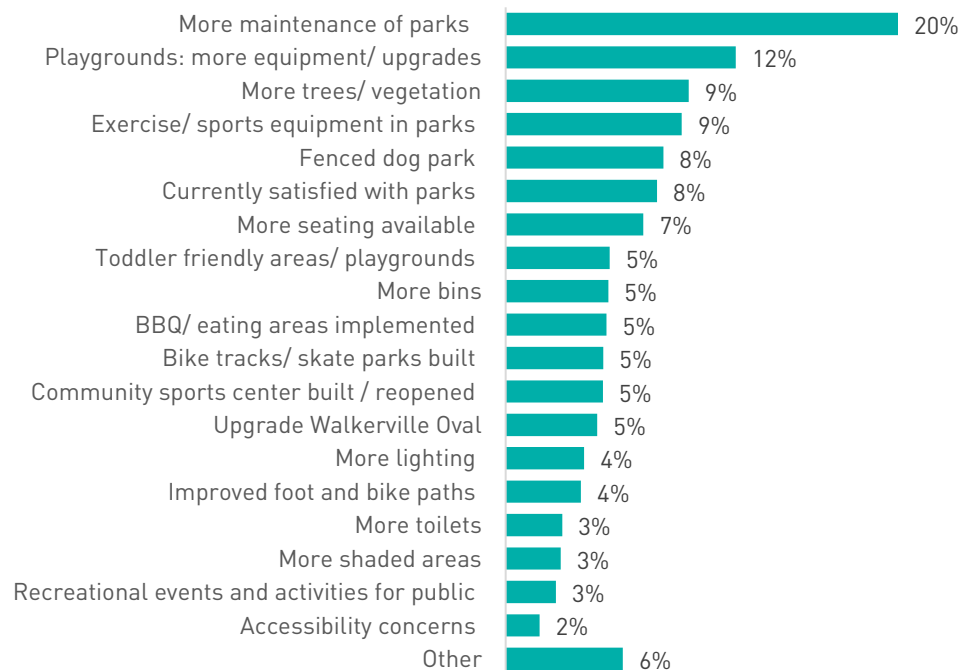
Approximately half (52%) provided a suggestion for improvements.

Broad themes for improvements are park maintenance and improvements, playground upgrades and equipment, amenities such as seating, bins and toilets and recreational facilities and activities.

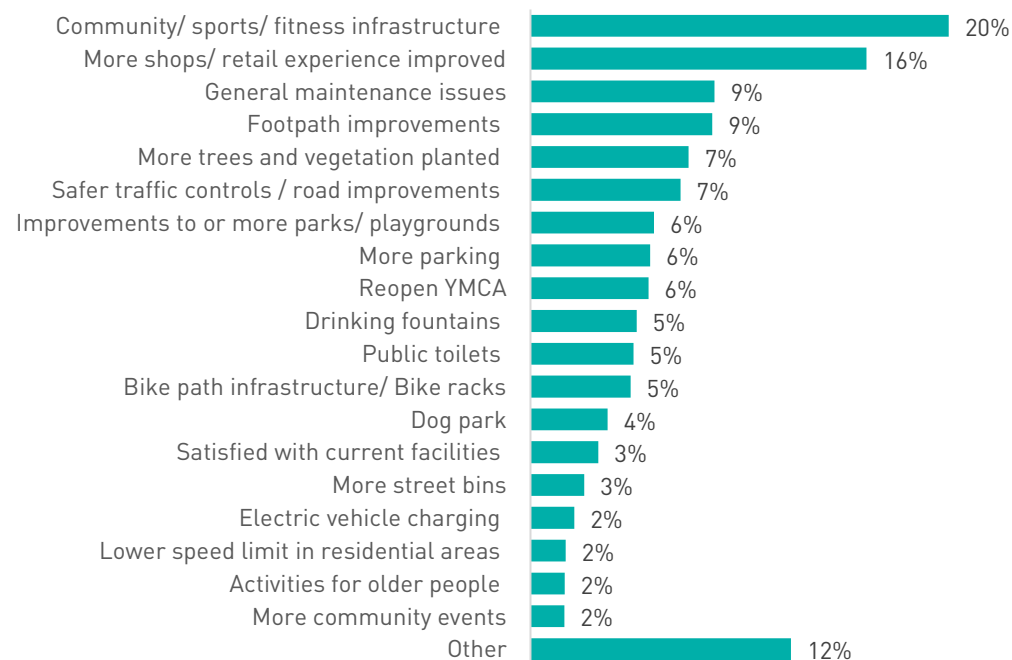
Over half provided suggestions for additional facilities, development or amenities. (63%).

Broad themes for additional facilities / development and amenities are community infrastructure and facilities, retail and commercial improvements, general maintenance and footpath improvements, traffic and road safety improvements and parks and playground enhancements.

Improvements suggested (n=200)



Facilities / development / amenities suggested (n=241)



Community infrastructure & facilities

More undercover seating near public transport hubs.

More barbecue facilities plus tables and chairs in Vale park - Hamilton Reserve.

More shade at Walkerville Oval Playground. More bins around the streets and along Linear Park for dog poo. The council absolutely need to implement a toilet in the Walkerville Oval Playground area.

More toilets along Linear Park.

Better lighting in all parks.

More drinking fountains, especially in parks that include a dog bowl at the base.

Remove the brick area at the Walkerville Oval Playground area and replace it with a new undercover barbeque seated area with a toilet so toddlers don't have to race across the oval to the disgusting toilet at the football club.

Webster Reserve - more public facilities e.g. covered tables and benches for picnics, gas BBQ, consider small children's play area.

Enhancing parks & playgrounds

Playground near Walkerville Oval (Warwick St? Alfred St) needs to be looked after or more playgrounds. Oval - would like to see improvement.

Levi Park - The existing kids playground is quite old, and in my opinion should be replaced with a newer and more "adventure" style playground, similar to the playground on the other side of Vale Park.

Crawford Reserve - the path around this reserve should really have been fixed at the time of renovations last year, and instead of taking up half of the grassed area with a silly garden bed, perhaps a small playground (even just with swings) would have been more useful in this patch for the surrounding community.

Hamilton Reserve has not enough playground equipment for preschoolers. There is no other playground in Vale Park. Hamilton Reserve activities only good for older children and adults. One swing is not enough. No suitable climbing equipment for preschoolers no slides and no infant swings.

Improvements to maintenance & footpaths

Better footpaths and lighting along the Linear Park.

Linear Park - making the pathway safer for pedestrians. Currently cyclists/e-bikes etc. are not speed limited and often don't give enough warning and space to pedestrians.

Stop wasting money upgrading things that don't need upgrading, or over-servicing over-engineering on upgrades. Fix things that desperately need fixing that are a massive hazard. i.e. the path to the river at the end of Victoria St/Howie Reserve. The stairs up from the river near the Watson are appalling too and were sooooo expensive.

Footpath maintenance is an issue for me with a mobility disability. Tree maintenance and garden overhangs make walking difficult on footpaths. Greening and beautification of median on Ascott Avenue. Street drainage needs repair to stop water pooling at bus stop 14a on Ilford Street both sides. Stepping off bus into water is not the best, especially with a walking stick.

Gutter maintenance and of Council building roofs and street gutter repairs.

Traffic & road safety

Queen St, road needs upgrade

Sometimes cars park alongside the pavement right near corners, making turning in narrow streets treacherous. Perhaps demarcating the free park zones to prevent people parking too close to intersections?

Street parking and traffic management is becoming a significant issue. I believe the root cause is urban consolidation. Many dwellings are being knocked down and replaced with multi unit developments. Each new occupant will usually have more than one vehicle, very often with parking space for only one.

On street parking is becoming a huge problem as more subdivision of house blocks occurs. Through traffic is impossible near building sites around Vale Park.

Measures to reduce traffic congestion particularly along Harris Road, Lansdowne Terrace and Angus Ave and to avoid people cutting across Vale Park to access main thoroughfares. Also, there is a need for upkeep of verge lawns and branches protruding from residents' homes into footpath areas.

Retail & commercial improvements

More diversity in shopping.

Between Walkerville Shopping Centre and The Sussex Hotel, create a restaurants & cafes Street with al fresco dining street-side as they have done on King William Road in Unley. Would be a game changer. The area has a shortage of options as it is.

More evening/night dining options along Walkerville Terrace. It is bustling during the day but dead at night as not enough places open after 5pm.

More retail and dining venue on Walkerville Terrace.

More trendy options in terms of retail/eateries (to bring it closer to Norwood Parade). Some "destinations" for families to enjoy together - gelato cafe or cafe with play area. Upliftment of Vale Park in terms of visual appeal especially at the intersection of Harris & A17.

Recreational facilities & activities

Community water park/swimming pool. YMCA.

I think a place for MTB riders to ride, such as a dirt jumps facility.

More tennis courts and indoor community sports facilities, say for basketball, volleyball, badminton, table tennis.

Love to see exercise equipment in some parks, like they have on Mackinnon Parade North Adelaide.

The Walkerville Sports club development.

The upgrade of the YMCA building for youth activities.

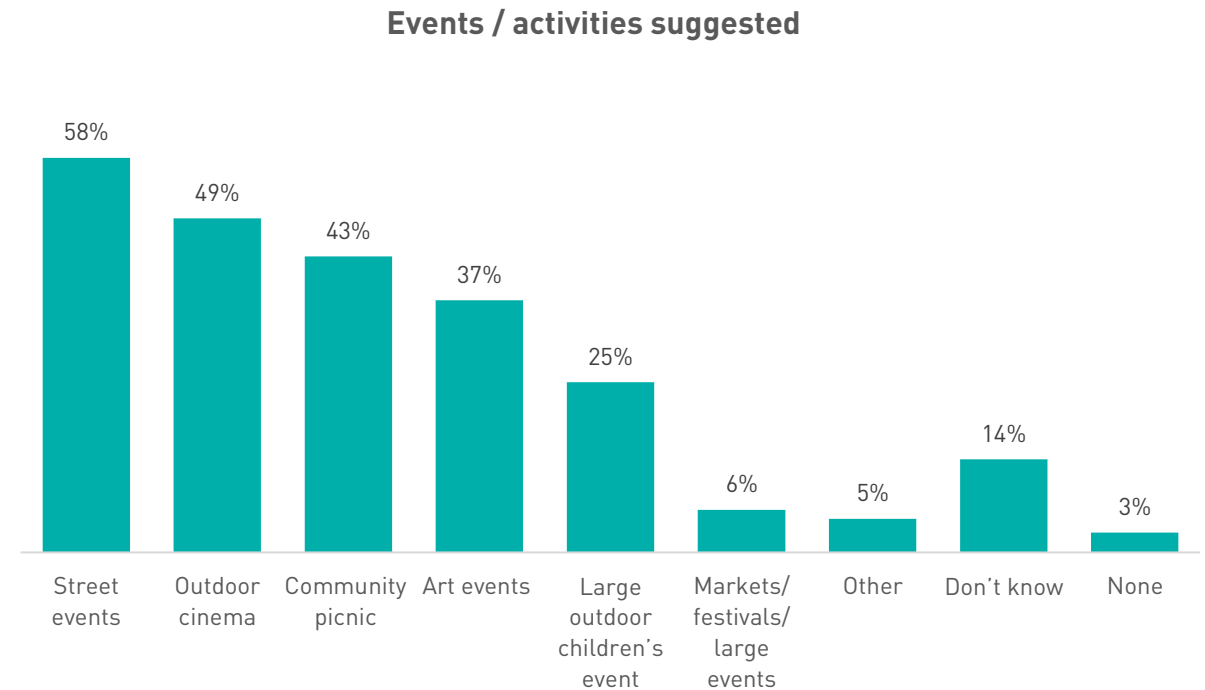
Walkerville Oval and related facilities - don't try to turn it into a function centre.

Try to re open the Y for the community.

Residents have expressed a desire for outdoor entertainment, family-friendly activities, community engagement, and arts and culture

Street events, outdoor cinemas, and community picnics are the most preferred types of events among respondents. Art events and large outdoor children's events also received considerable interest. However, only a minority of respondents (6%) expressed interest in markets, festivals, and large events.

Females and those under 45 were more likely to nominate outdoor cinema as their preferred event (59% and 62%, respectively), while those under 65 were more likely to nominate community picnics. Art events were more popular with females (45%) compared to males (28%).



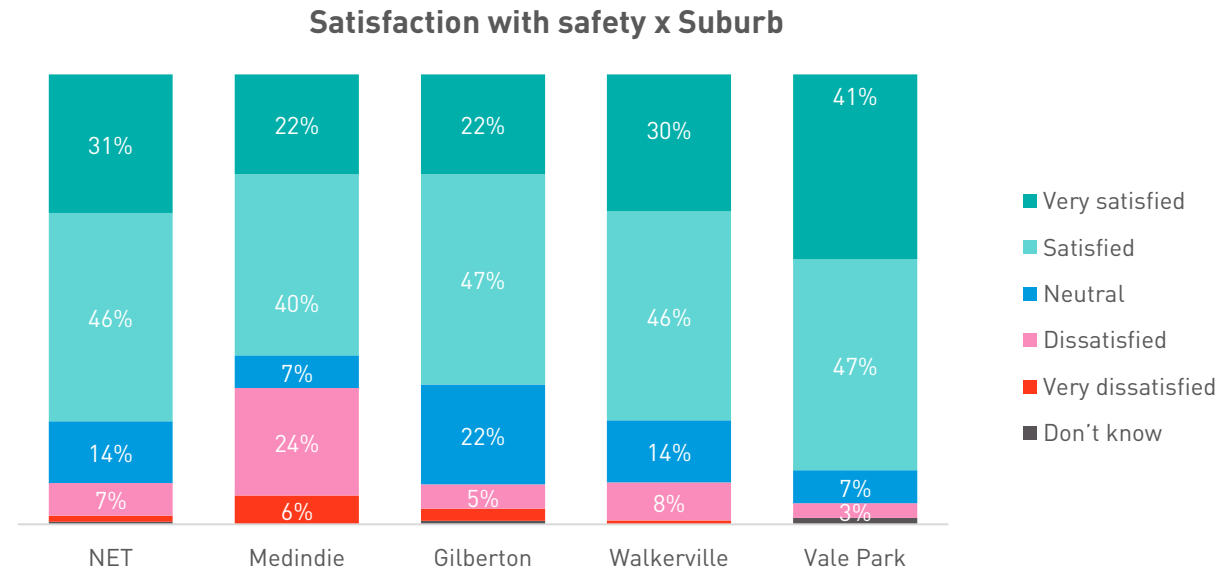


Safety

Residents feel safe with Vale Park ranking highest

The majority of residents perceive the Town of Walkerville as a safe and secure place to reside (77%, average mean of 4.0 out of 5).

Among the suburbs, Vale Park had the highest percentage of residents who felt secure (88%), followed by Walkerville (77%), Gilberton (69%), and Medindie (62%). Furthermore, residents who have lived in the area for three years or less had a higher average feeling of safe and secure (4.3) compared to the overall average of 4.0.



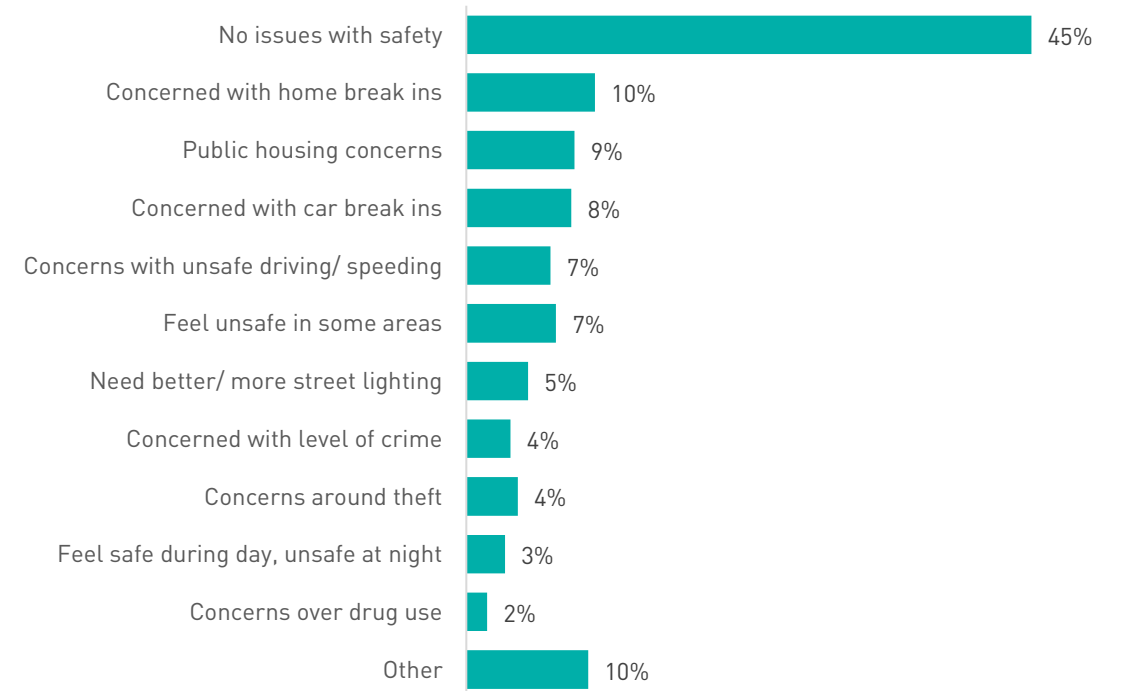
Most have no issues with safety

Over half provide a reason (59%) for how satisfied they are that Town of Walkerville is a safe and secure area to live in while 41% declined to do so.

Of those who provided a reason for their rating, 45% reported feeling safe and had no issues with safety, while others were concerned about home break-ins, car break-ins, and unsafe driving/speeding. There were also concerns about public housing and theft, with some residents feeling unsafe in certain areas. A small percentage of residents reported feeling unsafe at night and expressed the need for better street lighting. Crime and drug use were also mentioned as concerns.

Compared to other suburbs, Gilberton had a significantly higher proportion of residents expressing concerns about public housing, with 25% of respondents indicating this issue.

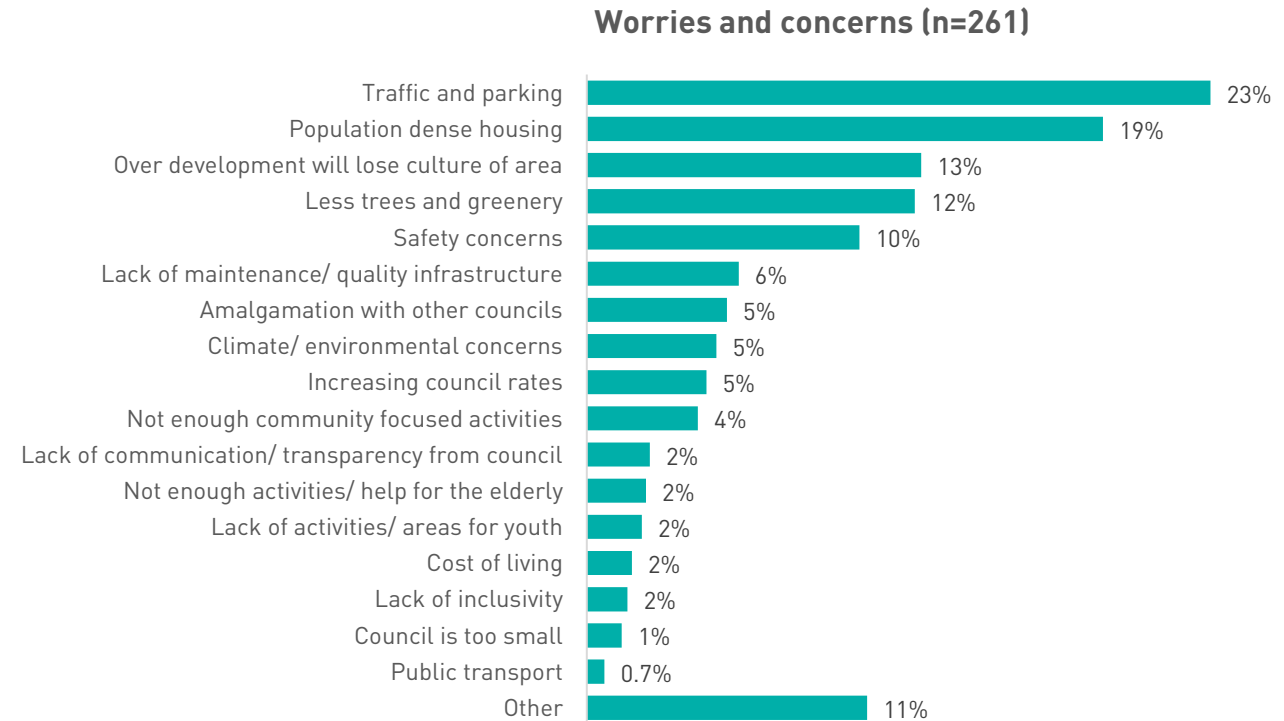
Concerns about safety and security (n=244)



Top concerns are traffic and parking, population dense housing, and over development

Approximately two in three (68%) had worries or concerns regarding the future of the Town of Walkerville while 32% provided a response of don't know or no concerns.

Various worries and concerns regarding the future of the area were expressed with most common concern relating to traffic and parking (23%), followed by population dense housing (19%) and overdevelopment leading to a loss of the area's culture (13%). Other worries include the loss of greenery and trees, safety concerns, and lack of maintenance and quality infrastructure. Some residents are also concerned about amalgamation with other councils, climate and environmental issues.















Council Benchmarking

On average, Walkerville outperforms peers in overall satisfaction ratings

Walkerville's overall satisfaction rating of 3.5 out of 5 is slightly higher than the average mean of 3.3 for other councils listed in the table, indicating that it is performing slightly better than the average of the other councils.

	Walkerville	Average Mean of Councils A-F	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E	COUNCIL F
	Mean		Mean	Mean	Mean	Mean	Mean	Mean
Overall satisfaction	3.5	3.3	3.8	2.7	3.6	3.0	3.7	3.2

Walkerville performed better than most other councils in the “Satisfaction of Services” category

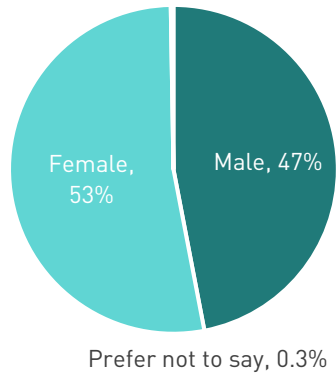
Satisfaction with Services	Walkerville	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E	COUNCIL E
	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Cultural programs and events	3.3	3.8		3.0	3.5	3.8	
Community centres	3.7				3.8		
Community engagement and consultation	 3.8	3.6	2.4	2.9		3.5	
Sense of belonging	3.6						
Customer service	 3.8		2.9				
Economic Development	3.3				3.4		
Environmental protection	3.3						
Library services	4.1		3.4	3.4	4.3		4.3
Ovals / sporting facilities	 3.4		3.2				
Parks / reserves /playgrounds	 3.9	3.9	3.1				3.8
Heritage	 3.5	3.3					
Public lighting	 3.6		2.8	3.0			
Recreation and community groups	3.4						
Local roads / footpaths/ shared use paths	 3.4	3.3	2.3	2.8	3.1	3.4	
Safe and secure area	4.0						
Services for the aged	 3.4				3.4		
Sporting clubs	3.2						
Stormwater management	 3.7			3.1			
Visual presentation of the area	3.7	3.9	3.0			3.6	
Traffic management (ease of travelling and moving around area)	 3.6	3.3		2.5		3.3	3.4
Economic and active area	3.3						
Waste collection / recycling services	4.1	4.2	2.7	3.2	3.8		

A glowing lightbulb is the central focus, resting on a dark wooden surface. Another unlit lightbulb is visible in the foreground, slightly out of focus. The background is a blurred wooden surface. The image is framed by a white diagonal line that separates it from a white area containing text. The overall design includes teal and red geometric shapes on the left and right sides respectively.

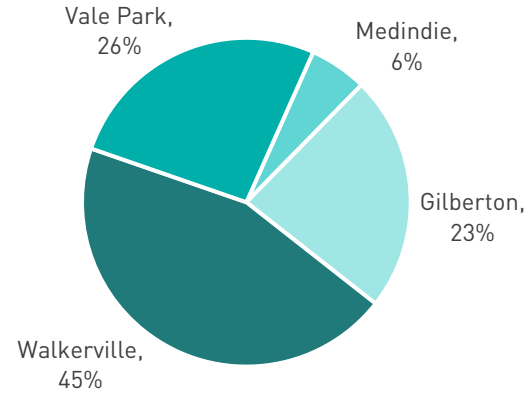
APPENDIX 1: RESPONDENT PROFILE

Respondent profile

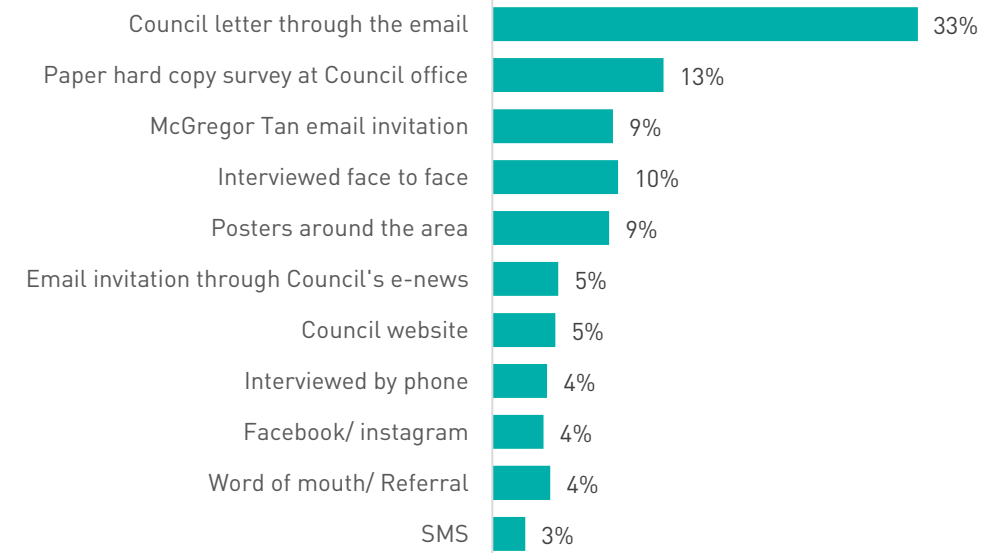
Gender



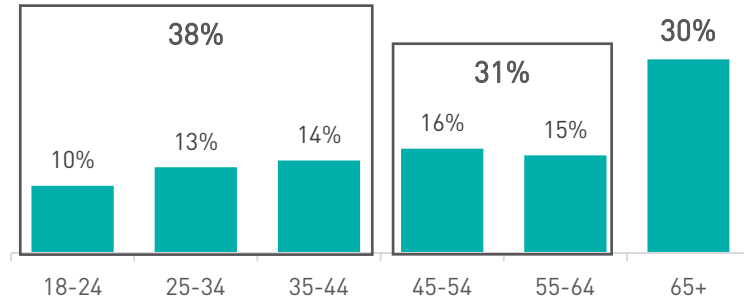
Suburb



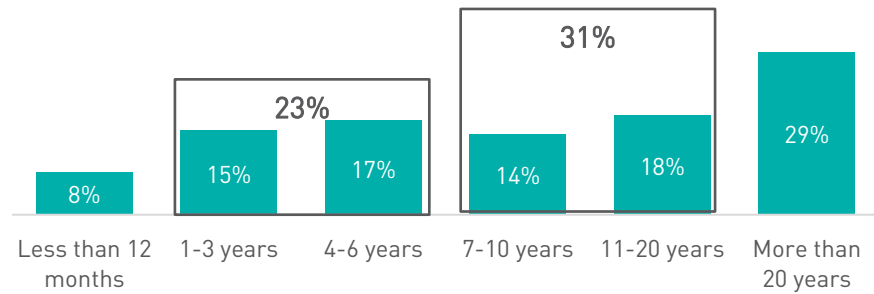
First heard about survey via:



Age groups



Time lived in area





APPENDIX 2: ADDITIONAL COMMENTS

Additional comments

Additional comments can provide a richness to the open-ended questions, but in this report, where possible, comments have all been coded to quantify the responses.

This section lists a selection of responses, made by individual interviewees, which did not fit within the coded responses. These comments are included for completeness, but always remember they are minor responses, negligible in relation to the main, coded data. In other words, remember that these are generally isolated comments, providing flavour but not constituting the main ingredients.

To retain the colour and authenticity of the verbatim comments, they have been left largely unedited except for minimal spell checking.

Q6 If you contacted Council in the last 12 months, how did you last make contact? Other

Workshop booking and attendance.

Mediation class.

Activities organised by the Council.

Justice of the peace.

Q11 In what ways do you most prefer to be consulted on Council matters? Other

Social media.

Don't want to be contacted.

Council appears to spend a lot of money with surveys. With no action. Or have already decided what they are going to do. E.g. Walkerville Oval And introduce 40km speed limits.

Q13 Please provide a reason for your answer: Other

I didn't know about their Facebook and Instagram channels, they don't promote this well.

Because the walkerville council destroyed the iconic walkerville dirt jumps.

Have not needed to contact council about a matter. Would like Walkerville to have more of a 'village' community vibe.

Spending on unnecessary programme.

The puzzle books offered to seniors are an insult and waste of money. The last council was keen to let renters know that we don't count and are not as important as rate payers - ignoring the fact that renters pay the investors mortgages and customise the local shops and businesses.

Council appears to project a level of grandeur inconsistent with its smallness.

No comment.

Not a lot happening. Parks and gardens updates good. Walkerville Tce needs entertainment not one resident opposing things at the detriment of all. Approval of developments at the cost of history needs review. Changing the makeup of the whole area.

Haven't been involved much.

Not proactive.

Strategic intent is not clear.

Project management needs significant improvement.

Council staff turn over disturbing e.g. library customer service managers.

I believe that the Council is well behind the times in its attitude to indigenous peoples. It only added an acknowledgement of country to its website in the past year or so and it is just a small footnote that is easily missed. It only began meetings with an acknowledgement of country recently too. It looks like it is ticking a box not actually caring. I have overheard disgracefully racist remarks in and around Walkerville and I would like the Council to set a better example. E.g. There is a glass window with a map of the council area in the reception of the Council offices, but nothing about the original inhabitants. There is no indigenous art in this area. The heritage walks are all about the buildings. Walkerville has been white-washed. I am not indigenous but I recognise the lack here and see other Councils do a lot better.

I honestly haven't had a lot of need for contact which I guess is a good thing.

Q19 What improvements would you like to see in parks and reserves in your area? Other

A revamp of the area in Elm court Vale park to beautify. It's a small open space but could be made usable in some way. Many new houses with small gardens in the area and no open space in this part of vale park.

No more playgrounds.

Curb transitions for wheelchairs and footpath readiness.

Water features.

Would like the improvement planned for the entrance to Levi Park to commence.

Better usage (Disc golf?) Of area near Linear Park area around old highways department.

Cresswell Park and Riverbank - more signs advising Do on Leach.

Embrace and have public electric car charger as the move to the future of renewable energy.

Improvements to Linear park east of Ascot Street bridge.

Habitat for lizards and small birds included in design plans please.

Improve the River Torrens Park area particularly by swing bridge.

Memorial garden Church Tce: vegetation is largely at end of life. Remove the scruffy western border, scruffy arbours, to allow greater access for ceremonies. Roses need regenerative prune and removal of those past regeneration. Garden often full of weeds. The garden could be opened out to greater use as a nice park, which would give homage to the fallen, and the freedom for which they gave their lives. Area behind the sports club is scruffy and dead trees.

Consultation with people who use the facility by making a personal visit by talking to people.

Q20 What additional facilities/ developments/ amenities do you think are needed in the Walkerville Council area? Other

No additional retail. The centre is too busy compared to 10 years ago. Some elements of the streetscape near Woolworth look tacky. Needs greening up more.

More hard rubbish collections. Weekly recycling collection.

Purchase Scotty's motel and turn that into a garden as an entrance to North Adelaide.

If Walkerville really needs more shops and they are going to be built, let's have some architecture with character rather than the mundane concrete box and glass. The Woolies complex is a miserable place to shop and I try to avoid it. Walkerville was definitely degraded when that ghastly monopoly came to town and put our wonderful IGA store out of business and made the chemist move from its characterful premises to the nasty place it is housed today! Come on Walkerville Council, can't you stop following the herd and make a beautiful statement by what you allow and don't allow!.

We don't know when events are conducted, would like to get more updates.

Uplighting on library all fixed.

Water features in the park areas.

Really keen to see the development of the footy oval area. Confused as to why it's gone all quiet. And please do not change all roads to 40k speed limit. Easy and well priced lunch options. EV charging Buses to run later to the area. Public transport should be quick and convenient when living so close to the city but it's generally not good. Always late in the mornings and very crowded.

As per previous comments.

A community orchard.

Better communication for neighbours regarding development applications in their street or for adjoining properties.

ATM facilities.

As above on the old council yard.

Seats table Shelter at tennis courts on Gilbert St Gilberton.

Public housing on park terrace Gilberton can be really messy and concerning for children walking to school.

I think that we need to open up our town for development and not sit behind decades old heritage protections that only serve the interests of wealthy members of our community (including councillors). We are one suburb from the heart of a capital city and we have huge blocks and there is almost nothing over two stories. That is crazy during a housing crisis. People's right to have somewhere to live should trump bogus heritage protections.

I would like Council to have a "cleaner air policy". Which outlaws the running of motors of vehicles parked on road sides, car parks, and especially in enclosed car parks such as the Woolworths shopping centre.

Replacement of stairs (ripped out in 2022 with no consultation with residents) from Soldiers Memorial Reserve/Linear Park next to Gilberton Swing Bridge.

Open the library for longer e.g. Sunday.

1-Public pool in the suburb would not be a bad idea if possible ; 2-Creating quarterly markets within the suburb to promote local business and sense of community amongst local residents.

More safety measures like cameras.

Cheaper rent.

Update the community on what is happening in the future, egg the sports club and the YMCA, personally walk the footpaths to note areas of concern for elderly residents.

Q21 What events/ activities would you like to see implemented or made available by the Council? Other

A youth facility asap!!!

Need table and chairs in parks and reserves.

Community bus that travels to other shopping centres.

Something to satisfy mountain bikers, as the mountain biking population in walkerville is huge.

Indigenous multicultural activities including the promotion of arts/ languages.

Educational and health talks.

Native plant swap.

Community garden - place to grow fruit n veg monthly markets on the oval - Friday nights.

Education courses at library - also payment by cash allowed if not free.

Fitness trail.

More stuff on weekends in the afternoon.

Water slides during summer winter fair / ice arena etc.

Sports events.

Q23 Please provide a reason for your answer: Other

Sometimes I feel unsafe both day and night - reckless drivers and abusive strangers.

Feel safe in our area although there have been some incidents.

Council needs put other suburbs as same as Walkerville areas. As you know they all under the umbrella of Walkerville council. But you could see clearly other suburbs fall behind comparison to appearance of suburb of Walkerville.

I feel safe to walk along linear park in morning or around the block early evening. Though a few more police patrols might be a good idea.

Because of the culture of people that live in the area. If there are more Indians/Chinese I would not feel safe.

Mixed community naturally has people with different attitudes to law abiding. Not just a local problem of course.

No experience to comment.

Fife Street is full of cars of people who don't live here.

I have an excellent relationship with my immediate neighbour which is great as I live alone. Whilst I am very independent it provides a sense of security. Maybe council could initiate & support some annual local neighbourhood events?.

Good community, there is the occasional news article about abductions though.

We didn't get bad somethings in this town.

Should investigate the possibility of CCTV cameras in the business area of Walkerville Tce.

Policing issues more than council matters.

As a rate payer since 1983 I have generally been happy with most aspects of living in Walkerville. On two specific occasions I have had instances of questionable development decisions that were disappointing.

We find out all is well liked with the Linear Park and surrounds.

Being disabled, we do not use the Terrace except to visit the library and occasionally going to "Hear Clear" for batteries.

It seems there is less crime activities in the neighbourhood but we do not receive the Crime newsletter any more.

Nice place to live. Dead at night, we need 1 or 2 nice restaurants. Maybe 1 more nice coffee shop. Artwork displays at the weekend. Don't ruin it with a shopping precinct.

Despite homeless people sleeping rough - poor buggers.

Should have more police presence.

Sometimes it was rare but I did not feel secure due to strangers lurking around.

Q24 Thinking about the future of the Town of Walkerville area, what are your main worries or concerns? Other

That community services become unavailable.

I think that Walkerville should stop interfering with the dirt jumps.

The seemingly arbitrary border on Lansdowne Terrace which has resulted in an education department error and my children in two different schools.

Lack of direction and vision for future.

The oval, 39 smith street.

Wasteful with their budget.

That the proposed boundary realignment will not go ahead, I would like to see it go ahead.

Linear park.

Loud noise of the trucks at night time.

The Scotty's motel area.

Too much borrowings by council; lack of sufficient empathy and understanding of residents and ratepayers by council staff including leaders; loss of existing public real estate; inability to be financially sustainable given our small size.

The failure of the vale park boundary realignment.

The ability to be able to maintain the current standards.

Need a good fruit and vegetable store. Current one not suitable.

Mellor court.

Dealing with ex-car yards on main north road. Safety concerns due to Mellor Court and Scotty's motel residents.

Security, safety, and retail opportunities.

As mentioned earlier in the survey, there is too much heritage protection. It's time to build up and grow our vibrancy.

Not vibrant enough and minimal retail opportunities.

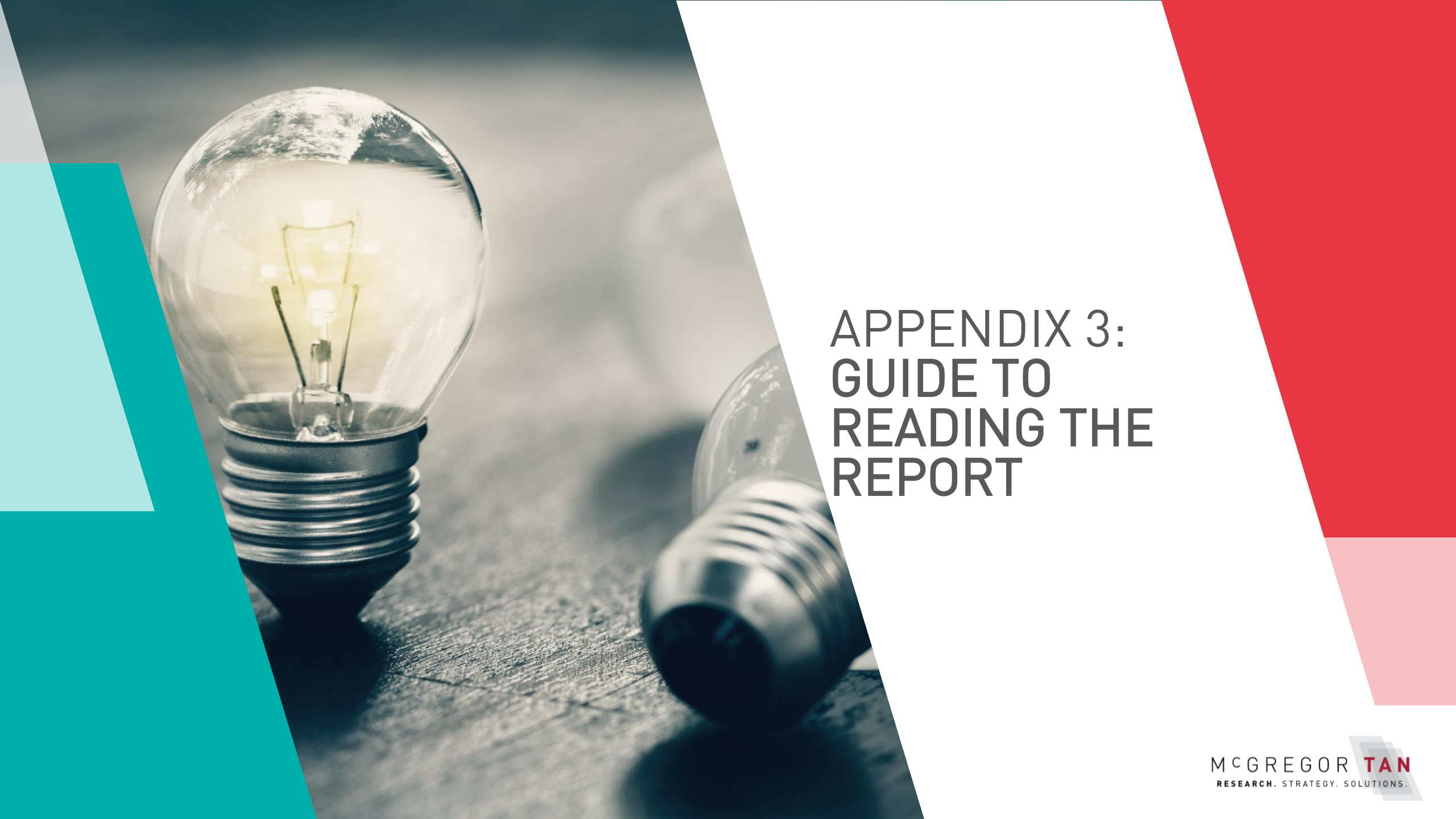
Improvement of sporting facilities.

This remains an attractive place to live in.

Vale park getting neglected from Walkerville.

The development of the sports club and listening to the people that use it. It isn't a function centre. Please build a grand stand.

The oval ends to be actioned immediately.



APPENDIX 3: GUIDE TO READING THE REPORT

Guide to reading the report

The core report is typically analysed in order of the questions asked in the survey. Relevant statistically significant findings as well as other observations of interest are analysed in this report.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.



APPENDIX 4: SAMPLING TOLERANCE

Sampling tolerance

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance.

That is, where a of 400 sample is used to represent the population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus 5% on a 50:50 response (see sampling tolerance table) i.e. if a response is 55% yes and 45% no – the Yes has a variance between 60%-50% and the No would have a variance between 50%-40% (+ or – 5 percentage points from the mid point).

Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2



APPENDIX 5: SURVEY TOOL

Project No: 11837

2023 Community Survey
COMMERCIAL IN CONFIDENCE

FINAL

Sample: n=300 to 400	Town of Walkerville
Mixed methodology	Online / FTF
Other information	2021 ABS aligned
Representative of Gender and Age 18+	
Approximate length of survey 10-11 minutes depending on answers	
Total questions: 25	

Introduction:

McGregor Tan is conducting this Community Survey on behalf of the Town of Walkerville. We are interested in getting resident feedback on services provided and the future direction of Council and would appreciate your comments. The survey should take about 11 minutes to complete.

All completed surveys go into a draw for a chance to win \$200 at the end of the autumn.

Please note: In order to take part in this survey, residency in the Walkerville Council area is required and each resident is only allowed to complete the survey once.

Participation in the survey is voluntary. McGregor Tan is an independent social and market research company and complies with the Privacy Act 1988. The concepts and the discussions in this survey represent Confidential Information. By completing the survey, you agree to maintain

the confidentiality of information disclosed during the survey and not disclose any of the contents to a third party. We can assure you that all information given will remain confidential and we do not sell, promote or endorse any product or service, there are no right or wrong answers. Your details will only be used for research purposes and will not be sold to any third party.

The first few questions are so we can achieve a good demographic spread of respondents.

As per the Council's Community Engagement & Consultation Policy, providing your name and residential address is mandatory for your feedback to be considered valid. Your personal information will only be used for validation purposes and will not be disclosed to the Council. We guarantee the confidentiality of all information provided. Are you willing to provide your name and address?

1.	Yes	
2.	No	terminate

1. [Ask all:](#) Name:

2. [Ask all:](#) Street address:

3. [Ask all:](#) What suburb do you live in?

1.	Medindie	5081
2.	Gilberton	5081
3.	Walkerville	5081
4.	Vale Park	5081
5.	None of these	terminate

4. **Ask all:** Do you identify as... [Select one](#)

1.	Male
2.	Female
3.	Non-binary / Gender fluid / Differently identify
4.	Prefer not to say

5. **Ask all:** What year were you born? [Enter a number \(optional\)](#)

Hidden: Automatic recode into the following age groups		
1.	18 to 24	1999 to 2005
2.	25 to 34	1989 to 1998
3.	35 to 44	1979 to 1988
4.	45 to 54	1969 to 1978
5.	55 to 64	1959 to 1968
6.	65+	1923 to 1958

[Customer Service](#)

6. **Ask all:** If you contacted Council in the last 12 months, how did you last make contact? [Select one](#)

1.	Have not contacted in past 12 months	Go to Q8
2.	Phone	
3.	Email	
4.	Letter	
5.	In-person - Library staff	

6.	In-person - other administration staff	
7.	Direct to the Mayor or Councillors	
8.	Other (specify)	
9.	Can't recall / don't know	Go to Q8

7. **If contacted Council in the last 12 months (codes 2-8 in Q6):** Thinking about the last time you contacted Council, how satisfied or dissatisfied were you with the following:
 Scale of 1 to 5, where 1 = very dissatisfied and 5 = very satisfied. [Select one per line](#)

Rotate	1 Very dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Very satisfied	Don't know
Getting the information you wanted	1	2	3	4	5	6
Helpfulness and knowledge of staff	1	2	3	4	5	6
The response times	1	2	3	4	5	6
Overall satisfaction with Council's customer service	1	2	3	4	5	6

Communications

8. Ask all: 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 Council’s performance in regard to each of the following: [Select one per line](#)

	1 Very dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Very satisfied	Don't know
Keeping you up to date on what Council is doing	1	2	3	4	5	6
Council’s overall performance on communications – includes publications, flyers, advertisements, newsletters, websites and letters	1	2	3	4	5	6

9. [Ask all](#): How satisfied are you with the different types of communication from Council? [Select one per line](#)

Rotate	1 Very dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Very satisfied	Don't recall receiving/ seeing in the past 12 months
About Town (Council’s quarterly hard copy newsletter delivered to your house)	1	2	3	4	5	6
Weekly Round Up (Council’s weekly electronic newsletter)	1	2	3	4	5	6
Town of Walkerville e-news	1	2	3	4	5	6
Your Say Walkerville (Council’s consultation website)	1	2	3	4	5	6

Rates notices	1	2	3	4	5	6
Street banners	1	2	3	4	5	6
Posters around the Township	1	2	3	4	5	6
Town of Walkerville Facebook page	1	2	3	4	5	6
Town of Walkerville Instagram page	1	2	3	4	5	6
Walkerville Library Facebook page	1	2	3	4	5	6

10. **Ask all:** Council is committed to obtaining community feedback on many important issues (such as budgets, traffic management and park/playground upgrades, etc). To what extent do you believe you have had appropriate opportunity to provide feedback to Council on these significant issues? [Select one](#)

1.	I believe I have had appropriate opportunity to provide feedback
2.	I don't believe I have had appropriate opportunity to provide feedback
3.	I haven't needed to provide feedback to Council

11. **Ask all:** In what ways do you most prefer to be consulted on Council matters? [Select all that apply](#)

1.	Online (e.g. Council's Your Say website or online surveys)
2.	Hard copy surveys
3.	Phone
4.	Email
5.	Letter
6.	In-person - administration staff (e.g. drop-in sessions or information forums)
7.	Direct to the Mayor or Councillors

8.	Other (specify)
9.	Don't know

[About living in Walkerville and Council Performance](#)

12. **Ask all:** How do you rate your overall level of satisfaction with the Walkerville Council?

1.	Very dissatisfied
2.	Dissatisfied
3.	Neither satisfied nor dissatisfied
4.	Satisfied
5.	Very satisfied

13. **Ask all:** Please provide a reason for your answer:

(Insert text box)	
99.	No reason / prefer not to answer

There are a number of different aspects to living in the Town of Walkerville. Please indicate for each aspect listed:

- 14. [Ask all](#): How important each aspect is to you, and [Prompted/read out \(rotated\)](#)
- 15. [Ask all](#): How satisfied are you with Council’s contribution and performance on each aspect? [Prompted/read out \(rotated\)](#)

Rotated	<u>Q14.</u>	<u>Q15.</u>
	1 Not at all important 2 Not very important 3 Neutral 4 Important 5 Very important	1 Very dissatisfied 2 Dissatisfied 3 Neutral 4 Satisfied 5 Very satisfied
	Importance to you	Satisfaction with Council’s contribution and performance
The heritage and culture of the township	1 2 3 4 5	1 2 3 4 5
The visual presentation of the township – tidy streets, lots of trees etc.	1 2 3 4 5	1 2 3 4 5
Having a range of public open spaces such as parks, gardens and playgrounds	1 2 3 4 5	1 2 3 4 5
Having a range of public sporting facilities	1 2 3 4 5	1 2 3 4 5
An economic and socially vibrant and active township with retail, dining and entertainment options	1 2 3 4 5	1 2 3 4 5
Ease of travelling and moving within the township whether by foot, bike or car	1 2 3 4 5	1 2 3 4 5

A Council which provides excellent customer service	1 2 3 4 5	1 2 3 4 5
Having a range of social, arts and cultural events for all ages throughout the year	1 2 3 4 5	1 2 3 4 5
Having a range of wellbeing events and activities for all ages throughout the year	1 2 3 4 5	1 2 3 4 5
Actively building a retail precinct in Walkerville Terrace	1 2 3 4 5	1 2 3 4 5
Having services, events and activities that are inclusive and supportive of seniors, as well as their family and carers	1 2 3 4 5	1 2 3 4 5

16. **Ask all:** How would you rate your level of satisfaction with the following Council services provided by the Town of Walkerville? [Select one per line](#)

Rotate	1 Very dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Very satisfied	Don't know
Library	1	2	3	4	5	6
Council Civic & Community Centre/ Town Hall	1	2	3	4	5	6
Sense of belonging	1	2	3	4	5	6
Sporting clubs	1	2	3	4	5	6
Cultural experiences/ events	1	2	3	4	5	6
Playgrounds/ parks/ reserves/ playing fields/ open space	1	2	3	4	5	6
Recreation and community groups	1	2	3	4	5	6

Local roads/ footpaths/ shared use paths	1	2	3	4	5	6
Public lighting	1	2	3	4	5	6
Environmental protection (reducing carbon emissions, increasing tree canopy, etc.)	1	2	3	4	5	6
Waste collection and management	1	2	3	4	5	6
Stormwater management	1	2	3	4	5	6

17. **Ask all:** Do you live with disability?

1.	Yes
2.	No (Go to Q19)

18. **Live with a disability (code 1 in Q17):** Do you feel the Walkerville Council area has enough infrastructure or services to meet your needs?

1.	Yes
2.	No

Improvements

19. **Ask all:** What improvements would you like to see in parks and reserves in your area? Please include the name of the reserve.

(Insert text box)	
99.	Don't know

20. **Ask all:** What additional facilities/ developments/ amenities do you think are needed in the Walkerville Council area? Please specify what and where they are needed.

(Insert text box)	
99.	Don't know

21. **Ask all:** What events/ activities would you like to see implemented or made available by the Council? **Select all that apply**

1.	Street events
2.	Outdoor cinema
3.	Large outdoor children's event (e.g. touch-a-truck, meet the machines, muddy hands)
4.	Community picnic (e.g. food trucks, giant outdoor games)
5.	Art events (e.g. Brighton Jetty Sculptures)
6.	Other (specify)
7.	Don't know

22. **Ask all:** Overall, how satisfied are you that the Town of Walkerville is a safe and secure area to live in?

	1 Very dissatisfied	2 Dissatisfied	3 Neutral	4 Satisfied	5 Very satisfied	Don't know
Safe and secure area	1	2	3	4	5	6

23. **Ask all:** Please provide a reason for your answer: (optional)

(Insert text box)	
99.	No reason / prefer not to answer

24. **Ask all:** Thinking about the future of the Town of Walkerville area, what are your main worries or concerns?

(Insert text box)	
99.	Don't know

25. **Ask all:** Finally, how long have you lived in the Town of Walkerville?

1.	Less than 12 months
2.	1-3 years
3.	4-6 years
4.	7-10 years
5.	11-20 years
6.	More than 20 years

Thank you for taking the time to complete this survey.

Please place your completed survey in the box at Council offices by
5pm on Friday 21 April 2023.

McGregor Tan is accredited to the highest professional industry standards (ISO 20252:2019 Market, Opinion and Social Research) for the full scope of research and strategy services including customised research for consumer, social and commercial studies, as recognised by the Australian Market and Social Research Society.



MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

THANK YOU