

TOWN OF WALKERVILLE

COMMUNITY SURVEY

March 2017



nf:8693-ld/am



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Executive summary

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 373 members of the community. The data was weighted to be representative of the age and gender profile of the township.

A different 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. In this research, **59% of Town of Walkerville residents aged 18-24 and 54% of residents aged 25-34 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 tells 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.

Therefore it was suggested the Town of Walkerville test this approach for surveying among their younger residents (supplemented by telephone interviews). The approach is new in the local government space (particularly in South Australia), with Town of Walkerville at the forefront of this innovative research method. This data collection was very successful, providing us with a robust sample of younger residents in a short space of time, with the results eliciting rich responses from participants. **It is recommended that Town of Walkerville utilise social media sampling in future research projects**, including this annual community research project, where we suggest a larger sample be collected using social media in late 2017/early 2018.

Executive summary

An overview of results

- 95% of residents surveyed were satisfied or very satisfied with the Town of Walkerville as a place to live. Walkerville residents were particularly satisfied (96% satisfied/very satisfied), while those in Gilberton were the least (89% satisfied/very satisfied).
- Satisfaction with Walkerville Terrace as a retail precinct was lower, with just 56% of surveyed residents satisfied or very satisfied (compared with 61% in December 2015). There were a large number of residents who were neutral in rating this aspect (28%), while dissatisfaction was also quite high (16% dissatisfied or very dissatisfied). Residents from Medindie were in particular more dissatisfied with the retail precinct (27% were dissatisfied or very dissatisfied).
- Council performance has improved over the last 12 months, with 62% of surveyed residents satisfied or very satisfied with the overall performance of Council. This has improved from 58% in December 2015. Residents from Medindie in particular were far more satisfied this year, with 73% satisfied or very satisfied, compared to just 48% in December 2015. This is a reflection of the work Council has done in engaging with residents in Medindie since the results of the last survey.
- The visual presentation of the area was considered the most important aspect (with 95% of surveyed residents rating it important or very important). This was followed by parks and open spaces (rated important or very important by 94%), getting around within the township and a Council that provides excellent customer service (both rated important or very important by 93%).
- Building and developing a retail precinct and developing parks and open spaces were the most frequently mentioned areas for future development (unprompted)
 - Council actively building a retail precinct had lower importance than the above aspects among surveyed residents (73% rating it important or very important), however when asked unprompted what facilities, amenities or developments were needed for the area in the future, the most frequently mentioned responses related to entertainment/cafes/restaurants and economic/retail development. This is likely due to the higher satisfaction residents had with the visual presentation, parks and open spaces and transport, therefore these aspects did not come to mind first for as many residents
 - The development and improvement of sporting facilities was the fourth most mentioned area for future development unprompted (mentioned by 8%), however when prompted, this was considered the area of least importance, behind bike paths and lanes, playgrounds and public toilets.

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 importance and satisfaction of key attributes of the Township amongst residents, and identifying community perceptions towards key current Strategic Plan Themes.

In January 2017, 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's services and initiatives
- perceptions of Council's performance on services provided
- identifying areas for improvement, service gaps and service level adjustments needed

Secondary objectives included:

- perceptions of sporting facilities
 - importance vs satisfaction with current facilities
 - assess the appetite for development and/or improvement of sporting facilities/hub
- 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
 - measure prompted importance of specific projects/facilities/amenities etc

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 25th January – 17th February 2017. The methods are outlined below:

Total survey respondents (n=373)

- Community (n=367)
- Elected members (n=6)

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



Total sample CATI (n=301)

- Community - n= 295
- Elected Members – n=6

Online (Community)



Total online sample (n=5)

- Community - n= 5

Online – Social Media (Community)



Total social media sample (n=61)

- Community - n= 61

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



Total paper sample (n=6)

- Community - n= 6

Incentives

Community respondents who completed the survey via telephone interview, paper based or online were included in a draw to win one of four \$50 shopping vouchers for the Walkerville Shopping Centre.

Community respondents who were surveyed through social media were entered into the draw to win one of 10 x \$50 Walkerville Woolworths vouchers.

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 genders, 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 Census data 2011). 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 data 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% of the population, we were aiming to achieve 80 interviews. We actually had 123 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 370 total interviews, those aged 65+ only accounts for 27% (as per the population breakdown). That is why the weighted sample for this age group has reduced to 99 (which is 27% of the total sample of 370).

Age groups	Actual proportions of ToW population	Sample we were aiming for (to be representative of ToW population)	Actual sample we achieved	Final weighted sample
18 to 24	11%	34	37	40
25 to 34	12%	35	35	44
35 to 44	16%	47	37	59
45 to 54	17%	51	69	62
55 to 64	18%	54	69	66
65+	27%	80	123	99
		300	370	370

Gender	Actual proportions of ToW population	Sample we were aiming for (to be representative of ToW population)	Actual sample we achieved	Final weighted sample
Males	49%	147	178	181
Females	51%	153	195	189
		300	373	370

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 373.

Population	Total unweighted sample	Accuracy at one point in time (at 95% confidence level) ¹	Accuracy over time (at 95% confidence level) ²
5,653*	373	±4.91%	±6.95%

Notes:

* Population estimate for Town of Walkerville area according to ABS, 2011 (based on aged 18+)

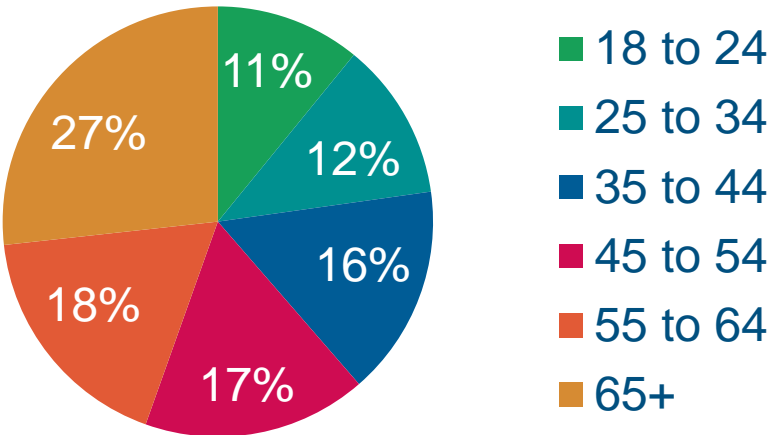
1 – Accuracy at one point in time refers to the accuracy of results should you take a sample of the population now compared to if you had results for every single member of the population. Calculation of the level of accuracy is based on the size of the population that your sample is drawn from. The 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 ±4.91% this means that the measurement of items in the study accurately represent the measurement of these same items in the population, within a range of ±4.91%.

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 373 and you are quoted an accuracy over time of ±6.95%, this means that there must be a difference of 6.95% 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.

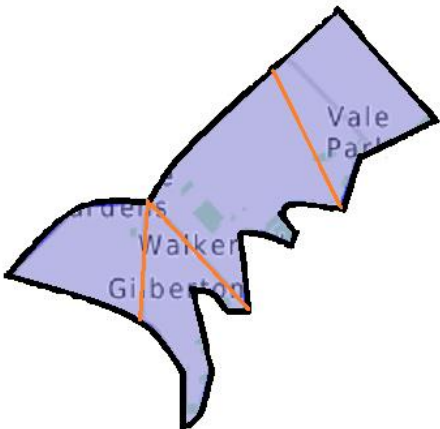
Community Sample Profile

Age



Gender

Suburb



Medindie	10%
Gilberton	22%
Walkerville	39%
Vale Park	29%

SECTION 2

Summary of Results

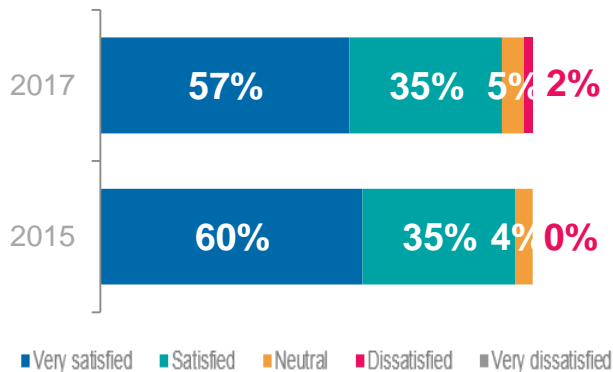


Residents are happy with Town of Walkerville as a place to live

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

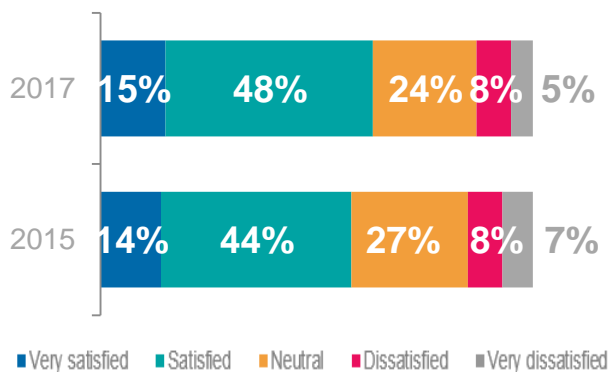
Satisfaction with the Town of Walkerville as a place to live

Over 9 in 10 residents who were surveyed were satisfied or very satisfied with living in the Town of Walkerville. This included 57% who were very satisfied. Only a very small proportion (2%) were dissatisfied with the Town of Walkerville as a place to live.



Satisfaction with the performance of Council

Was moderate, with 62% of residents surveyed satisfied or very satisfied. This moderate rating is driven by a large portion of residents who were neutral (almost one quarter) as opposed to large proportions of residents being dissatisfied.



Medindie residents were the most satisfied with Council's performance (73% satisfied or very satisfied). This is a significant improvement from 12 months ago, where just 48% were satisfied or very satisfied.

18-24 year olds also tended to be more satisfied with Council's performance than older age groups.

Implications

The large proportion of members who were neutral in rating Council's performance indicates a lack of engagement with Council, rather than dissatisfaction. This represents an opportunity for Council to improve their overall performance, through more active engagement with residents.

Council should be congratulated on the work it has done in the Medindie area in engaging with residents, after seeing a huge improvement in the ratings of their performance.

But satisfaction with Walkerville Terrace as a retail precinct is lower

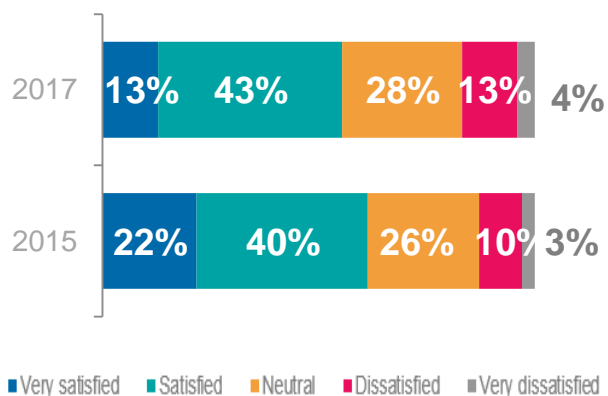
Resident satisfaction with Town of Walkerville

Satisfaction with Walkerville Terrace as a retail precinct

A much lower proportion of surveyed residents were satisfied with Walkerville Terrace as a retail precinct. This has decreased since December 2015, driven by a large drop in the number who were *very satisfied* (and an increase in the number of those who are *dissatisfied*). Over one quarter were neutral, indicating a lack of engagement with this topic, which reflects later results where the importance of developing retail in the area is relatively low.

Medindie residents are particularly dissatisfied with Walkerville Terrace as a retail precinct, with 23% dissatisfied and 4% very dissatisfied.

18-24 and 65+ age groups are the most satisfied with Walkerville Terrace as a retail precinct, while 45-54 year olds are the least satisfied.



Implications

Neutral ratings on satisfaction with Walkerville Terrace as a retail precinct, coupled with only moderate levels of importance (73% rate Council building a retail area as important or very important), suggests Council will need to assess if this is an area for further engagement in future.

Should Council choose to engage with residents on this topic, speaking to residents aged 45-54 should be a priority, given they are the least satisfied.

Surveyed residents believe the visual presentation of the township to be the most important factor

Most valued aspects of living in the area



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

95%



Over 9 in 10 (95%) residents surveyed considered the visual presentation of the township to be important or very important

Other important factors included:



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

94%

of residents surveyed rated it as important or very important



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

93%

of residents surveyed rated it as important or very important



A council which provides excellent customer service

93%

of residents surveyed rated it as important or very important

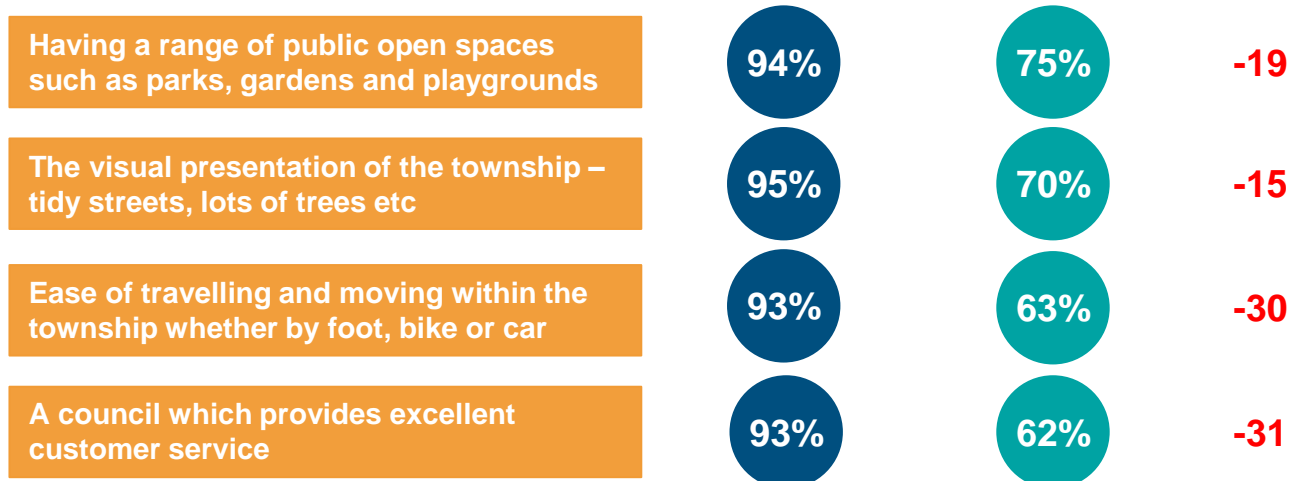
Implications

As seen in Dec 2015, residents placed high importance on the aspects that affect them on a day to day basis – visual presentation and open spaces and ease of travelling within the township. Customer service from Council was also important, while low importance was placed on events in the area (having a range of wellbeing events and activities and social, arts and cultural events).

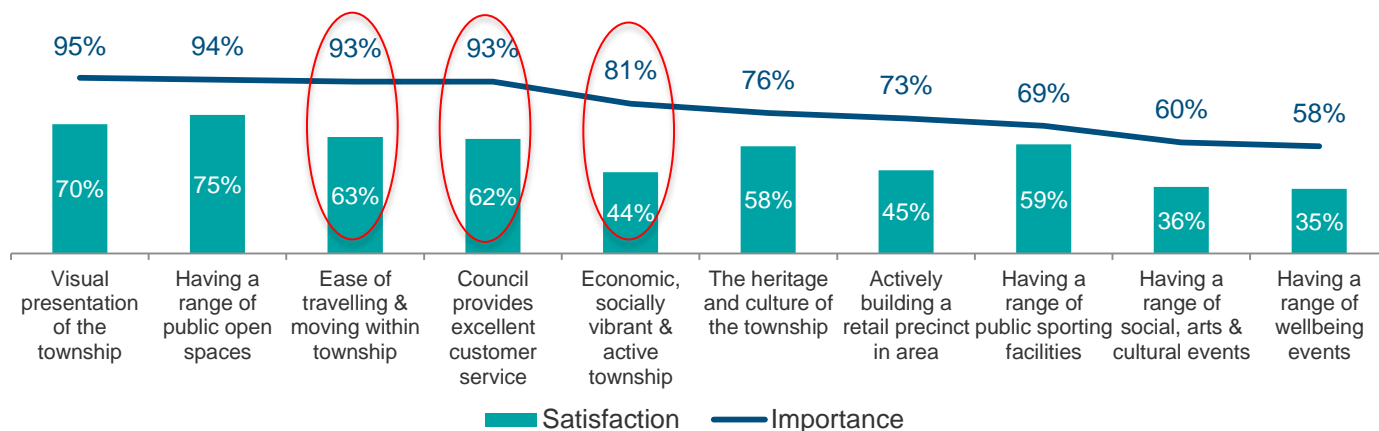
The four factors that were the most valued aspects of living in the township (considered the most important), were also rated highest in terms of satisfaction

Satisfaction vs. Importance with aspects of living in the area

Most valued aspects:



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



Implications

The most valued factors of living in the township also had the highest levels of satisfaction among surveyed residents, which is a good result. However, for two of these aspects (ease of travelling within the township and Council providing excellent customer service) the gap between the value placed on them by residents and residents' satisfaction with these aspects is quite large. These areas should therefore be considered priority areas for Council to focus on.

Providing excellent customer service is very highly valued by residents

Customer service



% of residents surveyed
rated it as important or
very important

% of residents
surveyed were satisfied
or very satisfied

Gap

A council which provides excellent customer service

93%

62%

-31

There is a large gap between the importance of the Council providing excellent customer service and satisfaction with Council's customer service

Although it is important to note that 26% of residents surveyed rated neutral in terms of satisfaction with customer service, despite rating it of high importance. This is likely due to having no direct experience in dealing with Council, however if they ever do need to deal with Council, they will expect excellent customer service. Therefore it will be important to consider what is driving perceptions of excellent customer service:

The key driver of customer service is
'helpfulness and knowledge of staff'

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

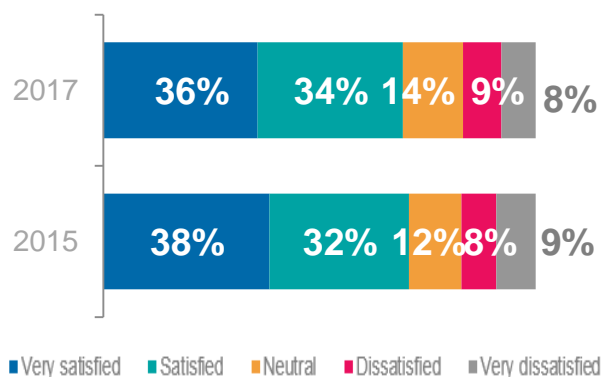
- Helpfulness and knowledge of staff (75% were satisfied or very satisfied)
- Response times (74% were satisfied or very satisfied)
- Getting the information you wanted (74% were satisfied or very satisfied)

Residents moderately satisfied with Council communications, with a large number of residents disengaged

Council communication

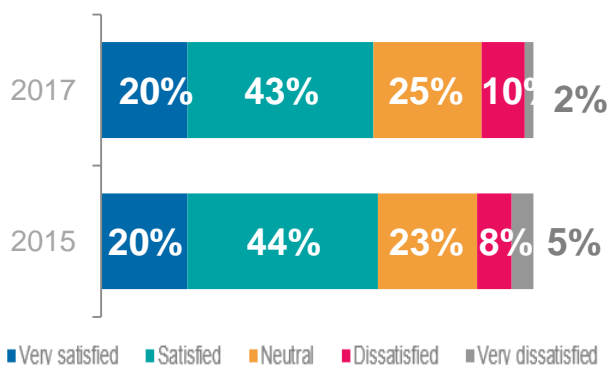
70% of residents surveyed were satisfied with service received when they last contacted Council.

Satisfaction when actually dealing with Council was moderate to high, however 17% were dissatisfied, which will be an area to monitor. With 'helpfulness of staff' identified as the main driver of satisfaction with customer service, this could be a starting point for improvement.



62% of residents surveyed were satisfied with Council's overall performance on communications

High neutral ratings contributes to the moderate satisfaction recorded, indicating that a quarter of residents have low awareness of Council's communication/engagement efforts. This is also the case for individual measures on communication, eg frequency and quality etc, where satisfaction was moderate, largely due to the number of neutral responses.



Implications

With providing excellent customer service identified as important by residents, it will be imperative to address levels of dissatisfaction received at most recent contact.

When contacting Council the majority will do so by phone

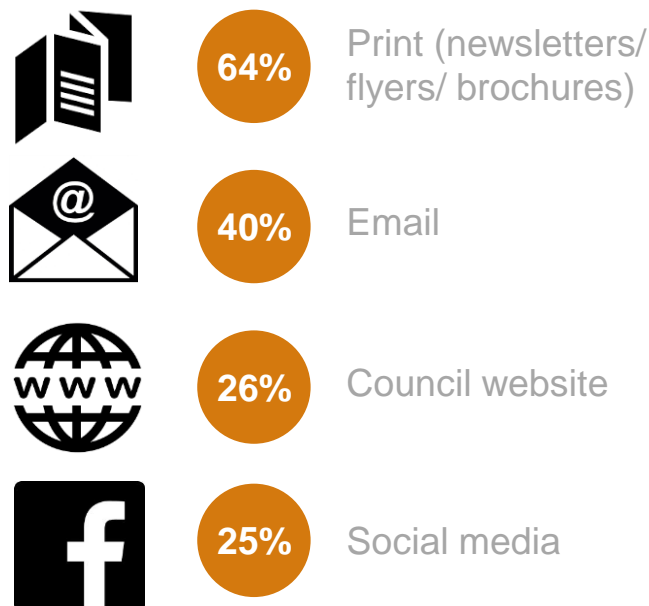
Council communication



Residents would prefer to be kept informed on Council activities through print, though for 18-24 year olds, the preferred method is social media

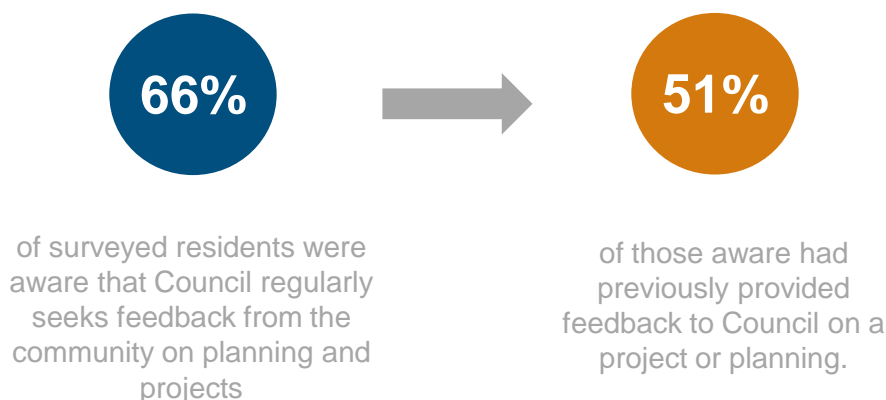
Implications

Print continues to be the most effective method for Council to engage residents, with all age groups (aside from 18-24 year olds) and suburbs preferring this method. However, among 18-24 year olds, their preferred method is through social media, with 25-34 year olds very close behind. It will be important for Council to continue its work in this area as these residents become more engaged as they get older (becoming rate payers etc).



Residents tend to only provide feedback on planning and projects when it directly impacts them

Awareness of and involvement with current Council initiatives



The main reason residents do not provide feedback is due to the belief that there have been no projects or planning that impact them directly.

Being too busy was also mentioned frequently.

Implications

Raising awareness of current programs and planning that is in the pipeline may encourage more feedback to Council. It will also be important to communicate the impact of projects and planning so residents can understand the impacts to them directly (if any) as well as any impacts to the whole community.

Developing retail in the township is considered a need for the future

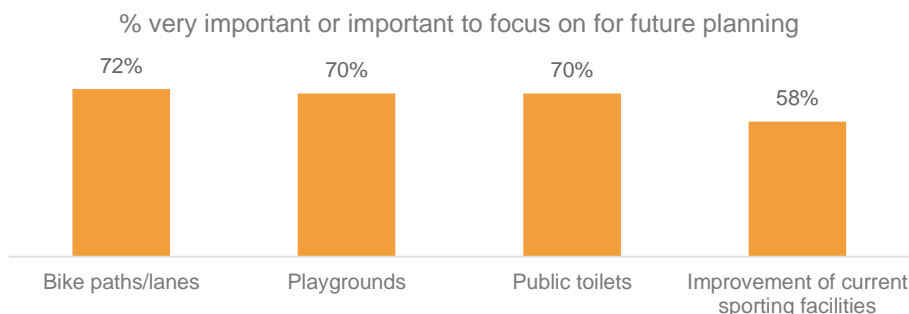
Desired future projects, facilities and initiatives



- Entertainment, cafes and restaurants was mentioned by 29% of surveyed residents
- A further 25% listed economic development/the range of retail available

This is reflected in the moderate to high level of importance given to the measure 'Council actively building a retail precinct' (73% rating it very important or important).

The development and improvement of sporting facilities was the fourth most mentioned (unprompted) area for future development (but only by 8% of people). However when prompted, this was the area of lowest importance:



Implications

Council actively building a retail precinct was the most important factor among surveyed residents in terms of future projects and developments, followed by bike paths and the continued development and improvement of open spaces and playgrounds.

SECTION 3

The Results



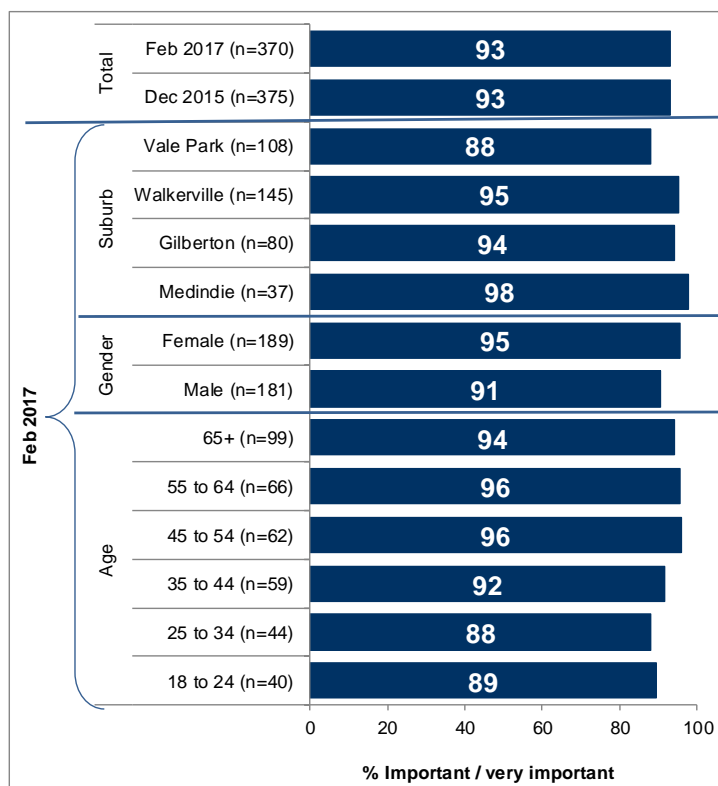


Customer Service and Service Interactions

Service continues to be important to residents

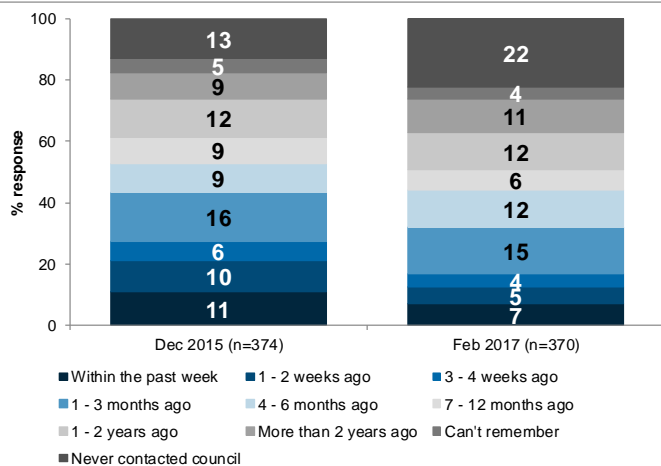
There are a number of different aspects of living in Walkerville. Please indicate how important each aspect is to you; and how satisfied or dissatisfied you are with the Council's contribution and performance. 5=very high importance/satisfaction; 1=very low importance/satisfaction (Q17_7)

A Council which provides excellent customer service

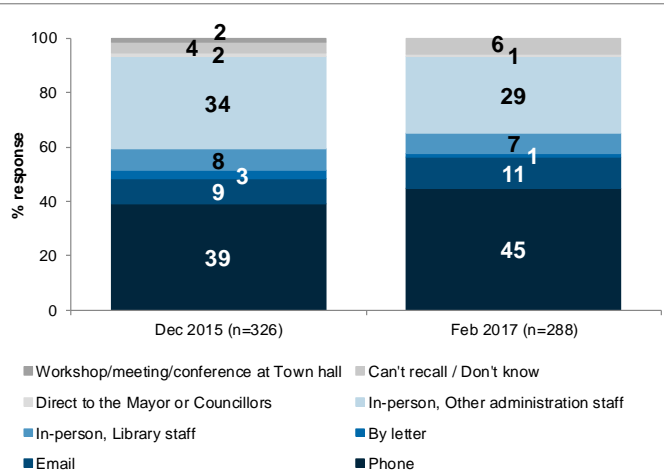


This year survey results showed more residents had never contacted Council

*When was the last time you contacted Council?
(Q5)*

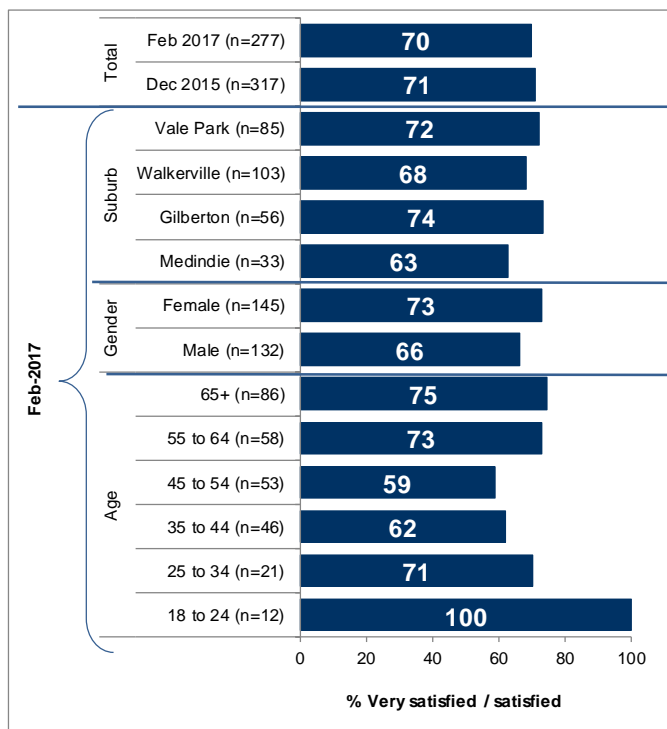


*How did you contact Council?
(Q6)*



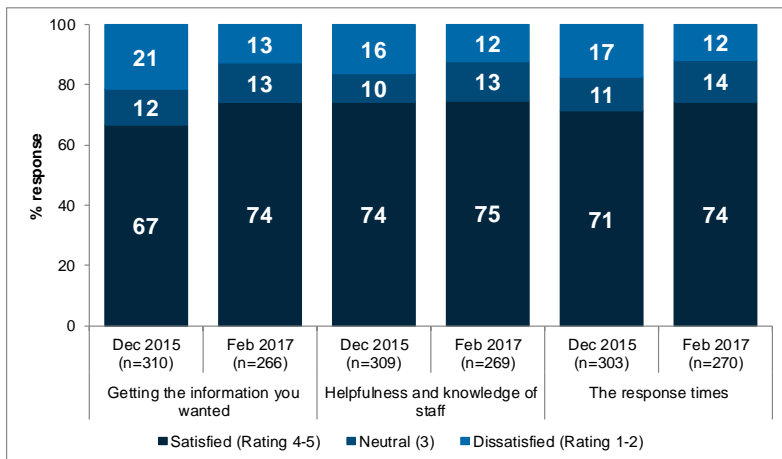
But satisfaction remains high for those who did

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)



Satisfaction with getting information needed has improved over last 12 months

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)



Feb 2017 % very satisfied/satisfied (rating 4-5)	Total (n~271)	Medindie (n~33)	Gilberton (n~54)	Walkerville (n~100)	Vale Park (n~83)	Male (n~129)	Female (n~141)	18 to 24 (n=12)	25 to 34 (n=21)	35 to 44 (n=46)	45 to 54 (n~51)	55 to 64 (n=58)	65+ (n~82)
Helpfulness & knowledge of staff	75	69	72	75	78	75	74	100	88	69	74	68	76
Response times	74	66	71	75	80	73	75	82	88	76	59	73	80
Getting information you wanted	74	73	72	76	74	72	76	100	77	69	70	76	74
Overall satisfaction with Council's customer service	70	63	74	68	72	66	73	100	71	62	59	73	75

(Q7_1, Q7_2, Q7_3, Q7_4)

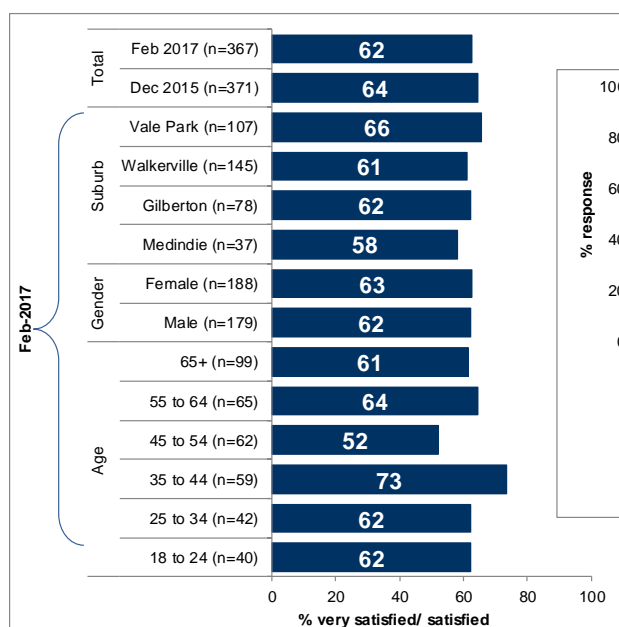


Council Communications

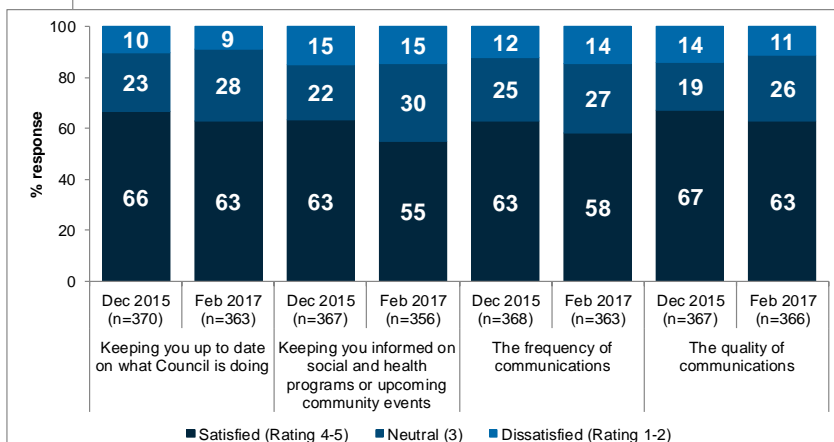
Satisfaction with communication from Council is moderate

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.....

Satisfaction with Council's overall performance on communications



Satisfaction with



Q8_1, Q8_2, Q8_3, Q8_4

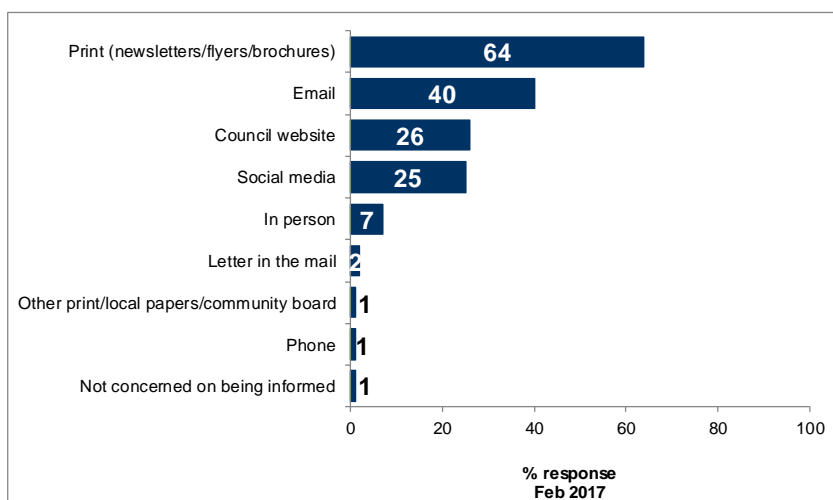
Q8_5

Feb 2017 % very satisfied/satisfied (rating 4-5)	Total (n=363)	Medindie (n=37)	Gilberton (n=77)	Walkerville (n=144)	Vale Park (n=106)	Male (n=176)	Female (n=187)	18 to 24 (n=39)	25 to 34 (n=41)	35 to 44 (n=59)	45 to 54 (n=62)	55 to 64 (n=64)	65+ (n=98)
Keeping you up to date on what Council is doing	63	63	60	62	66	66	60	52	56	71	64	64	64
Keeping you informed on social and health programs or upcoming community events	55	47	55	58	54	55	55	43	54	71	41	56	60
The frequency of communications	58	51	58	54	67	64	53	48	58	63	53	63	60
The quality of communications	63	72	61	62	63	66	60	58	59	71	57	63	66
Council's overall performance on communications - includes publications, flyers, advertisements, newsletters, websites and letters	62	58	62	61	66	62	63	62	62	73	52	64	61

Q8_1, Q8_2, Q8_3, Q8_4, Q8_5

Print is still preferred method of being kept informed, however social media more popular among younger residents

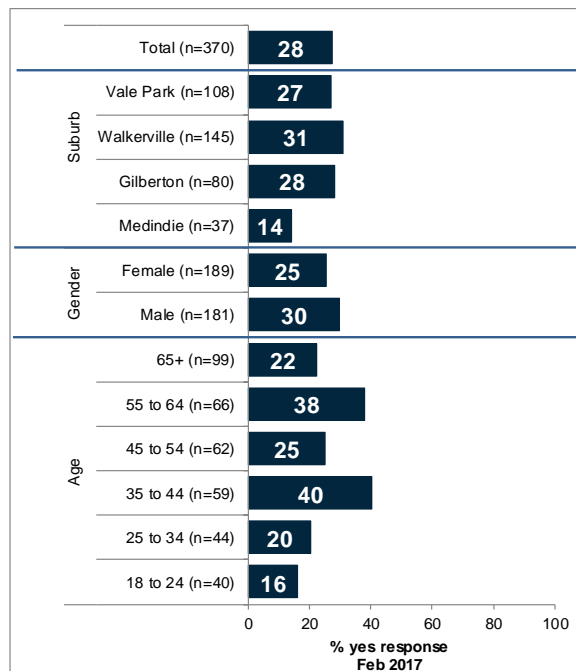
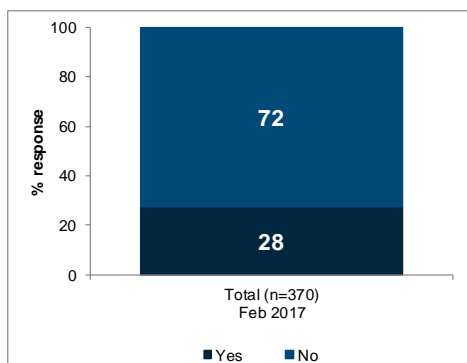
How would you prefer Council to keep you informed on its activities and news? (Q1N17)



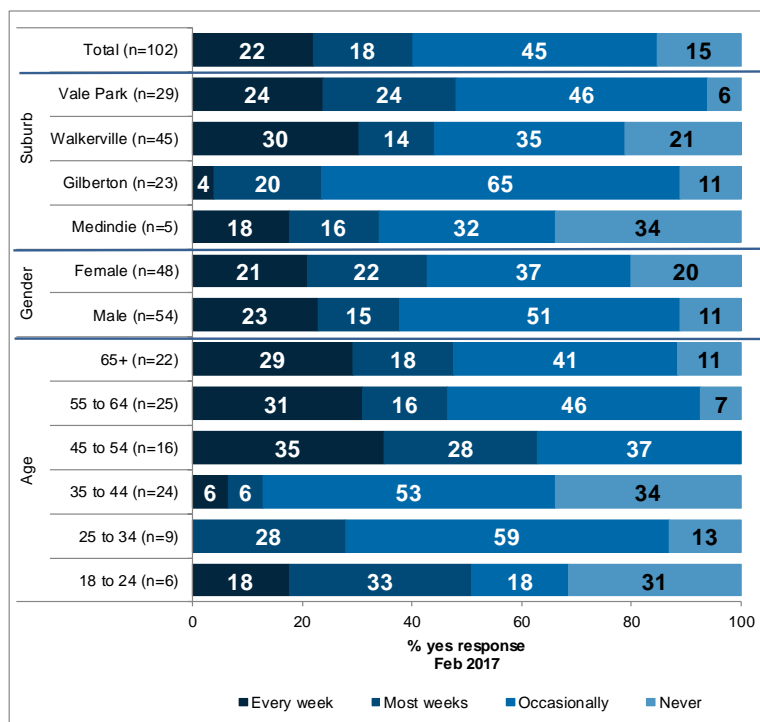
Feb 2017 % response	Total (n=370)	Medindie (n=37)	Gilberton (n=80)	Walkerville (n=145)	Vale Park (n=108)	Male (n=181)	Female (n=189)	18 to 24 (n=40)	25 to 34 (n=44)	35 to 44 (n=59)	45 to 54 (n=62)	55 to 64 (n=66)	65+ (n=99)
Print (newsletters/flyers/brochures)	64	74	70	57	66	63	66	54	66	54	61	60	78
Email	40	37	40	42	39	43	38	27	34	49	44	48	35
Council website	26	18	31	20	33	25	27	25	31	32	26	30	17
Social media	25	13	23	25	29	24	25	59	54	29	24	4	8
In person	7	14	6	5	9	9	6	3	-	5	8	7	13
Letter in the mail	2	-	3	3	2	2	2	-	-	3	3	5	2
Other print/local papers/community board	1	-	1	2	-	1	0	-	-	3	-	1	1
Phone	1	-	1	1	1	1	0	-	-	-	-	2	2
Not concerned on being informed	1	-	-	2	-	0	1	-	-	-	1	-	2
SMS	0	3	-	-	-	1	-	3	-	-	-	-	-
My Local App	0	-	-	1	-	-	0	-	-	-	-	1	-
Unsure	0	-	-	-	1	0	-	-	-	-	-	-	1
Depends on activity/news	0	-	-	1	-	-	0	-	-	-	-	-	1

Unprompted awareness of Weekly Round Up was low, but for those aware, readership was high

Are you aware of Council's publication Weekly Round Up? (Q2N17)

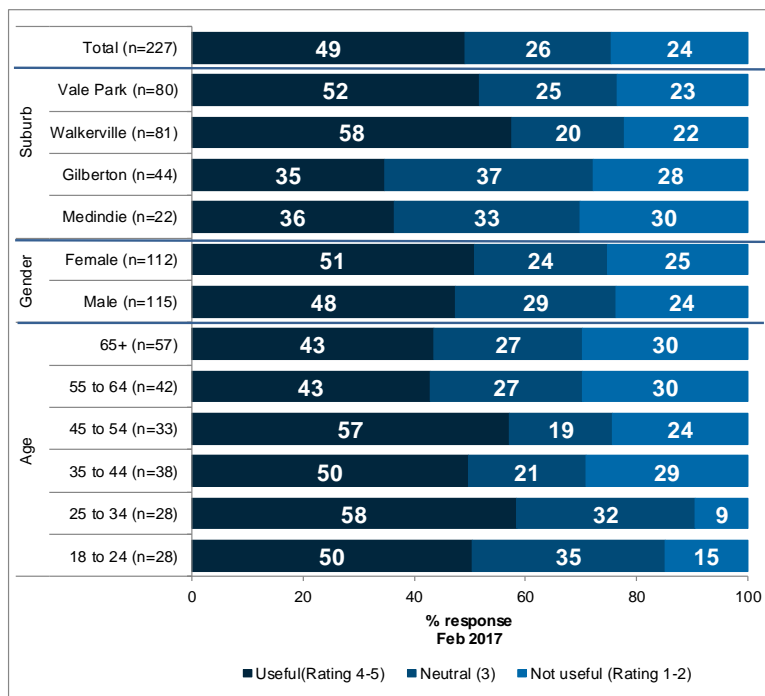


How often do you read the Weekly Round Up? (Q3N17)



Half of surveyed residents believe the Weekly Round Up is useful

How useful do you think the Weekly Round Up is in keeping the community up to date with Council activities and news? Scale: 5= very useful, 1=not at all useful (Q4N17)

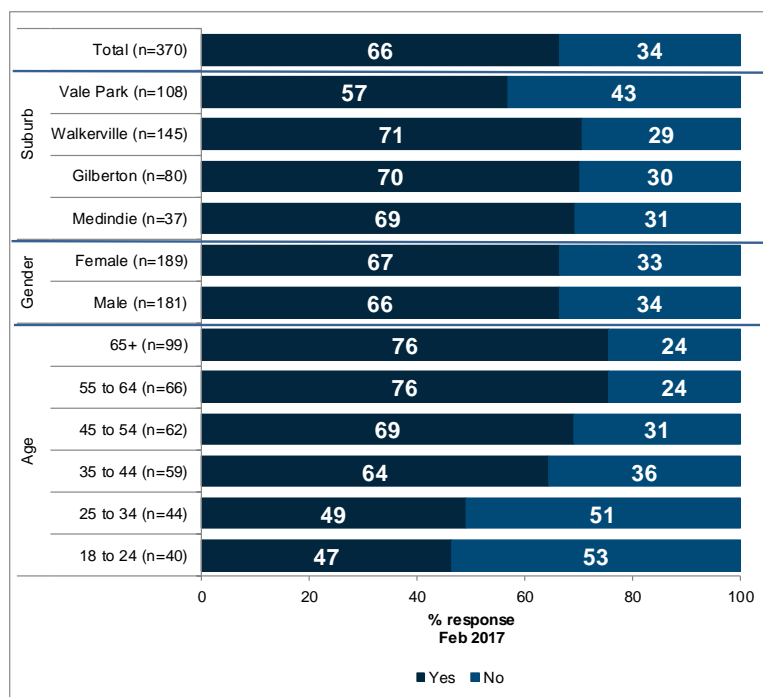




Involvement in Community Planning

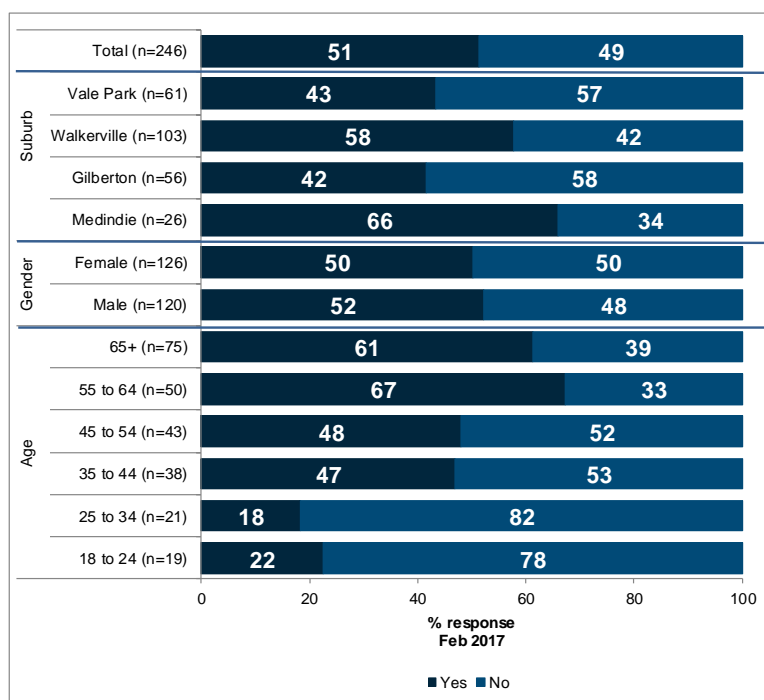
Two thirds of surveyed residents were aware that Council regularly seeks feedback on planning and projects

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



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

With half of those having previously provided feedback to Council



Residents need to feel as though planning and projects directly impact them in order to provide feedback

What are the main barriers that stop you from providing feedback? (Q7N17)

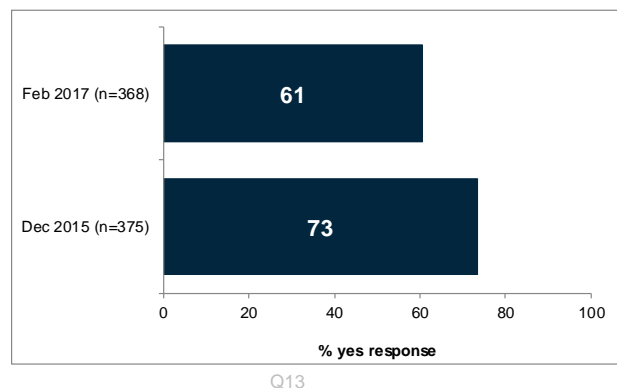
Feb 2017 % response	Total (n=120)	Medindie (n=9)	Gilberton (n=33)	Walkerville (n=43)	Vale Park (n=35)	Male (n=67)	Female (n=62)	18 to 24 (n=14)	25 to 34 (n=18)	35 to 44 (n=20)	45 to 54 (n=22)	55 to 64 (n=16)	65+ (n=29)
Issues have not impacted me directly	42	52	46	45	33	43	42	53	63	23	48	47	31
I'm too busy/don't have time	30	-	32	32	33	20	39	23	22	61	35	24	16
It's too difficult/ needs to be easier to provide feedback	14	15	11	13	16	13	14	16	14	15	4	12	19
I can't be bothered	12	-	5	9	26	13	11	16	15	-	12	17	13
I don't care	8	13	7	8	6	9	7	16	7	8	8	-	8
No reason for feedback/ not dissatisfied/involved in decision-making	7	10	9	6	5	11	3	8	-	9	4	6	11
Feedback won't be heard/acted on	5	10	7	4	3	3	6	-	-	8	4	6	8
Not informed on issues	2	-	-	2	5	1	3	-	-	-	4	6	3
Unsure	2	-	3	-	2	3	-	8	-	-	-	-	3
I don't know where to give feedback	1	-	-	2	2	-	3	-	-	-	4	-	3
Others provided feedback on behalf	1	-	-	2	-	2	-	-	-	-	4	-	-



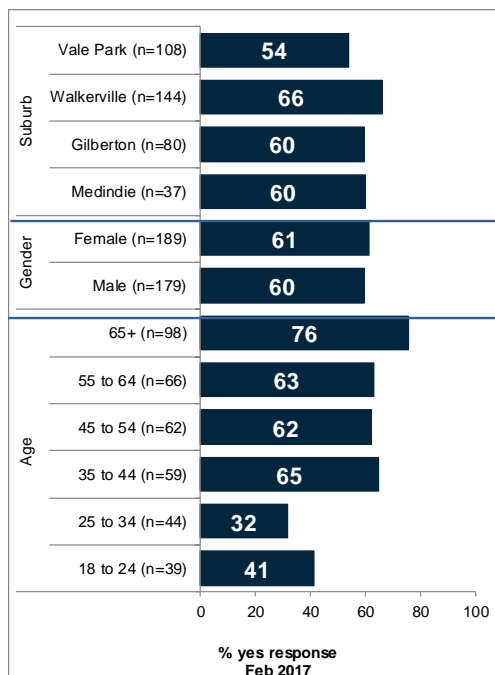
Civic and Community Centre

Results indicate visitation of the Civic & Community Centre is down from 12 months ago

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

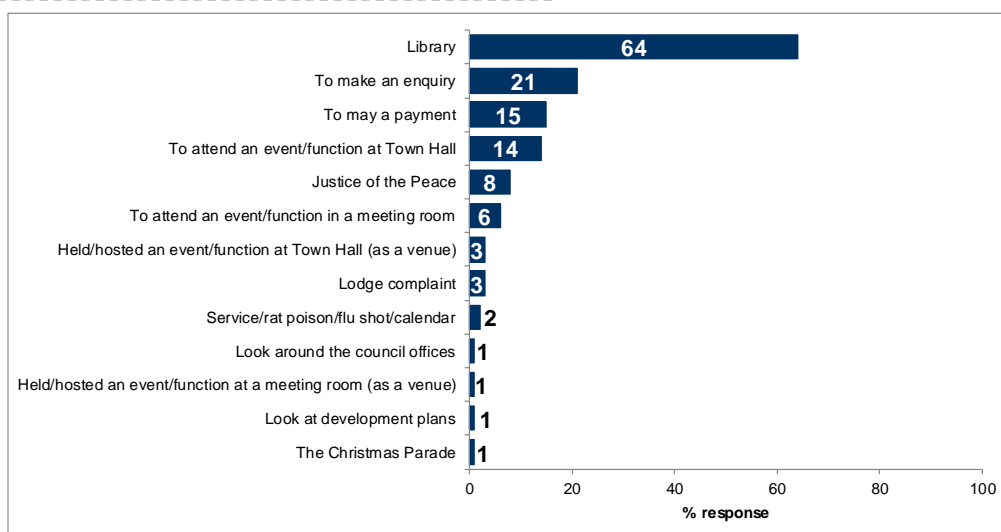


Residents who were aged 65+ were the most likely to visit the Civic & Community Centre. This ties in with results that show this age group prefer to interact with the Council face-to-face.



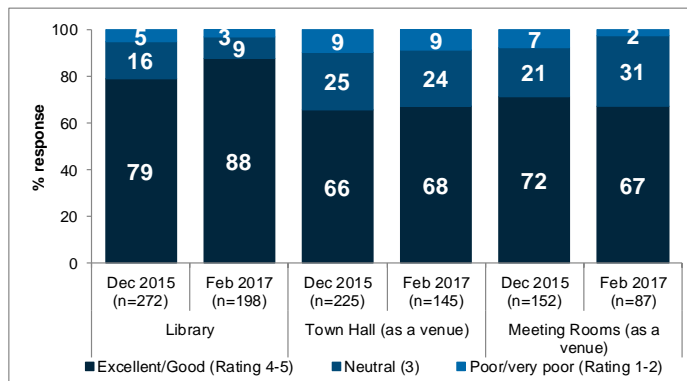
For those who did visit, the majority used the library

What did you use it for? (Q8N17)



The library is well regarded, improving over the last 12 months

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



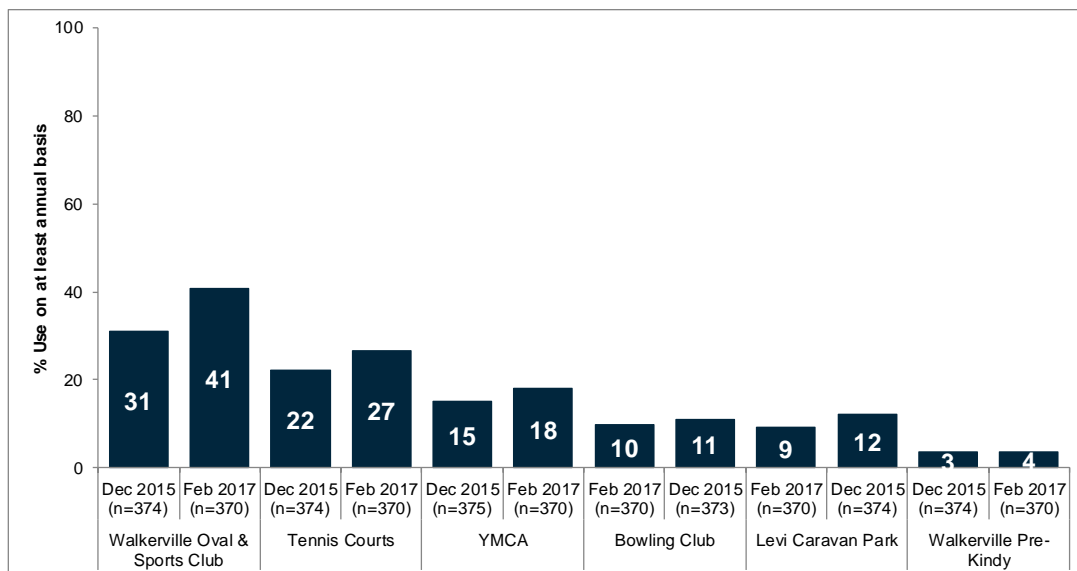
Feb 2017 % Excellent/good (rating 4-5)	Total (n~143)	Medindie (n~12)	Gilberton (n~33)	Walkerville (n~60)	Vale Park (n~38)	Male (n~70)	Female (n~73)	18 to 24 (n~10)	25 to 34 (n~8)	35 to 44 (n~22)	45 to 54 (n~26)	55 to 64 (n~27)	65+ (n~51)
Library	88	87	90	83	93	89	87	100	100	91	87	86	82
Town Hall (as a venue)	68	76	74	64	65	66	69	87	85	75	46	69	68
Meeting rooms (as a venue)	67	78	67	68	62	76	58	100	74	38	62	64	79



Use of Other Council Facilities

The Walkerville Oval and the tennis courts remained the most used facilities

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



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

Younger residents generally use the facilities more often than older residents

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

Feb 2017 % respondents who used facilities at least annually	Medindie (n=37)	Gilberton (n=80)	Walkerville (n=145)	Vale Park (n=108)	Male (n=181)	Female (n=189)	18 to 24 (n=40)	25 to 34 (n=44)	35 to 44 (n=59)	45 to 54 (n=62)	55 to 64 (n=66)	65+ (n=99)
Walkerville oval & sports club	25	37	58	26	43	39	65	51	57	58	27	16
YMCA	14	14	25	12	19	17	25	17	46	15	10	6
Tennis courts	11	26	26	33	31	22	71	49	30	32	13	3
Levi Caravan Park	5	3	6	20	11	7	22	6	3	16	8	6
Bowling club	2	9	15	6	12	8	11	8	8	5	9	14
Walkerville pre-kindy	-	1	7	2	6	1	6	-	15	3	-	1



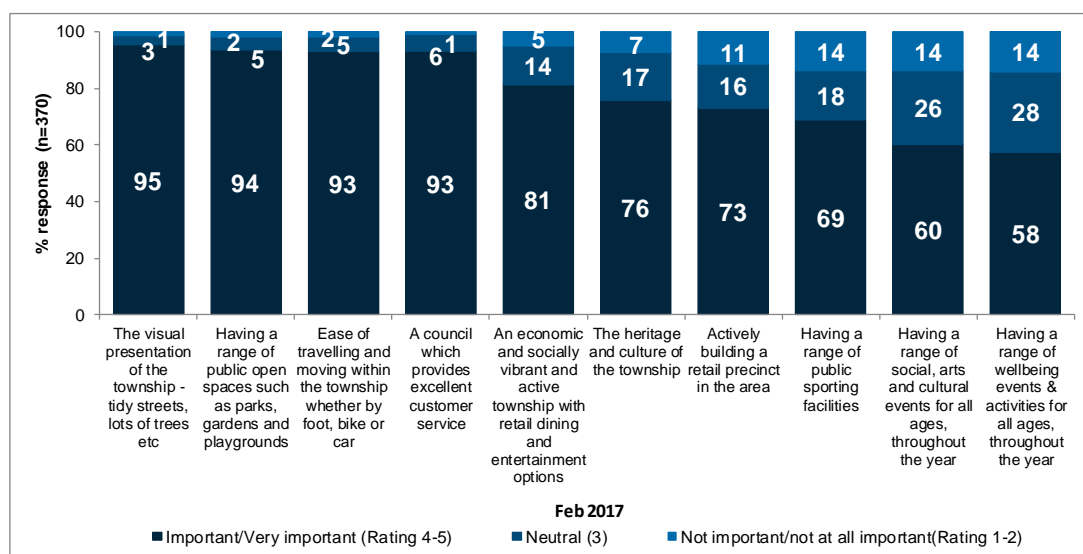
Attributes of Walkerville

—importance & satisfaction

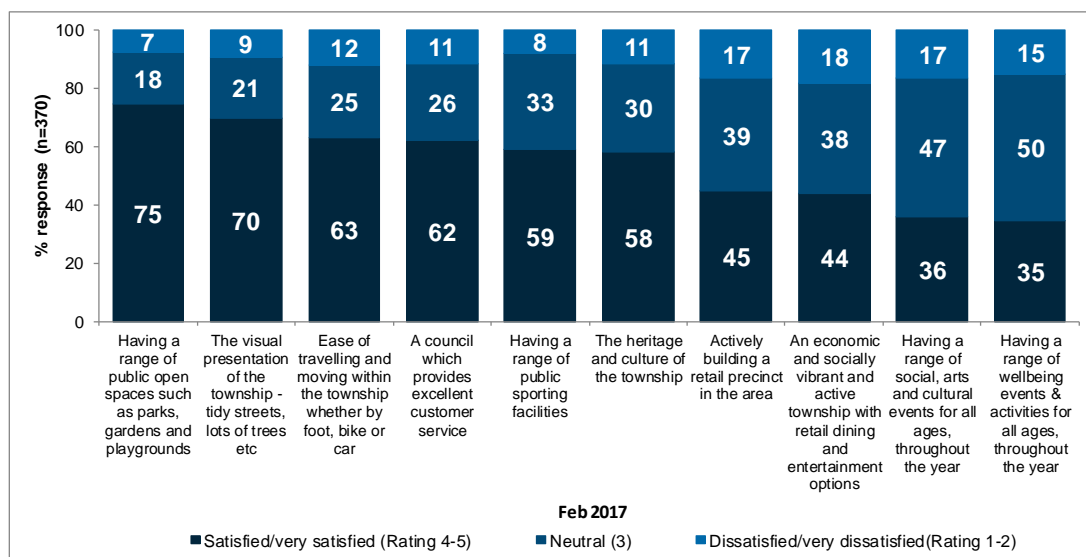
Residents place the most value on the visual presentation of the township

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

Importance of each aspect of living in Walkerville to residents



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



The importance of heritage and culture has declined significantly over past 12 months

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

Importance of each aspect of living in Walkerville to residents – over time

% response very important/important	Dec-15 (n=375)	Feb-17 (n=370)
The visual presentation of the township - tidy streets, lots of trees etc	97	95
Having a range of public open spaces such as parks, gardens and playgrounds	96	94
Ease of travelling and moving within the township whether by foot, bike or car	95	93
A council which provides excellent customer service	93	93
An economic and socially vibrant and active township with retail dining and entertainment options	77	81
The heritage and culture of the township	82	76
Actively building a retail precinct in the area	-	73
Having a range of public sporting facilities	75	69
Having a range of social, arts and cultural events for all ages, throughout the year	66	60
Having a range of wellbeing events & activities for all ages, throughout the year	-	58

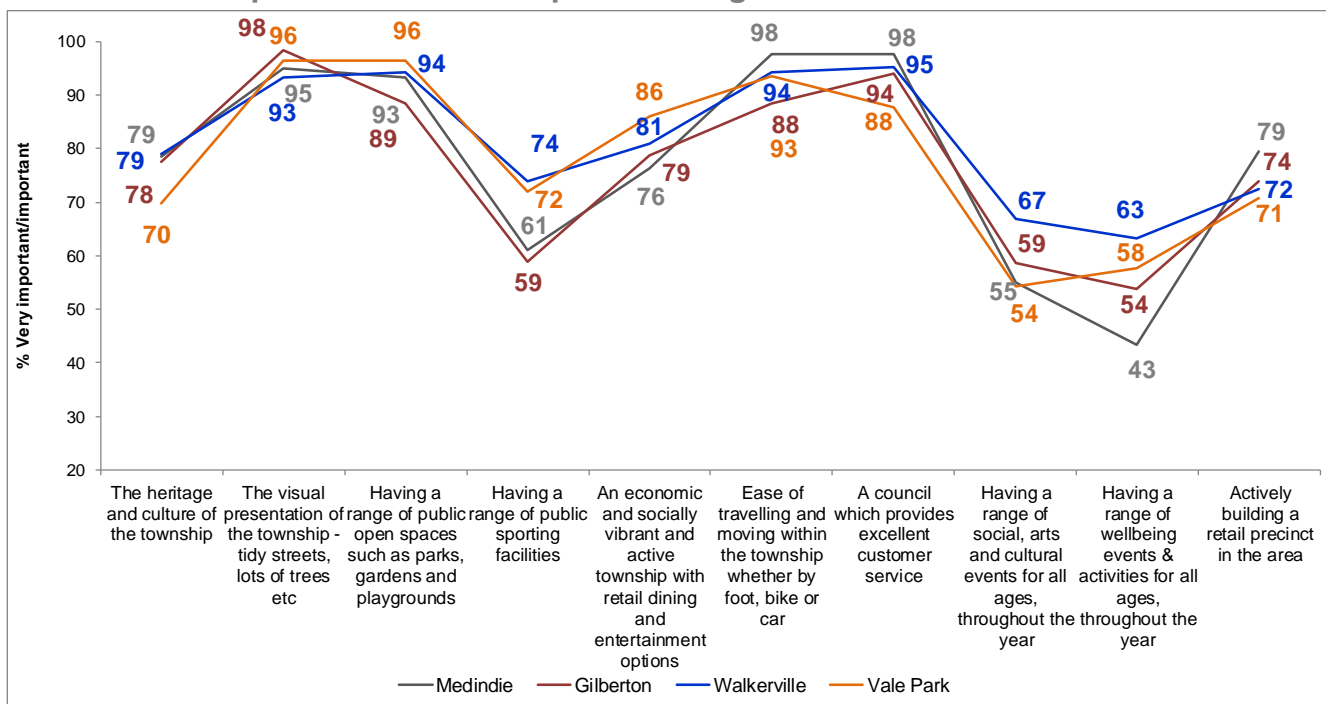
Residents' satisfaction with Council's contribution and performance for each aspect - over time

% response very satisfied/satisfied	Dec-15 (n=375)	Feb-17 (n=370)
Having a range of public open spaces such as parks, gardens and playgrounds	76	75
The visual presentation of the township - tidy streets, lots of trees etc	68	70
Ease of travelling and moving within the township whether by foot, bike or car	70	63
A council which provides excellent customer service	60	62
Having a range of public sporting facilities	62	59
The heritage and culture of the township	52	58
Actively building a retail precinct in the area	-	45
An economic and socially vibrant and active township with retail dining and entertainment options	50	44
Having a range of social, arts and cultural events for all ages, throughout the year	45	36
Having a range of wellbeing events & activities for all ages, throughout the year	-	35

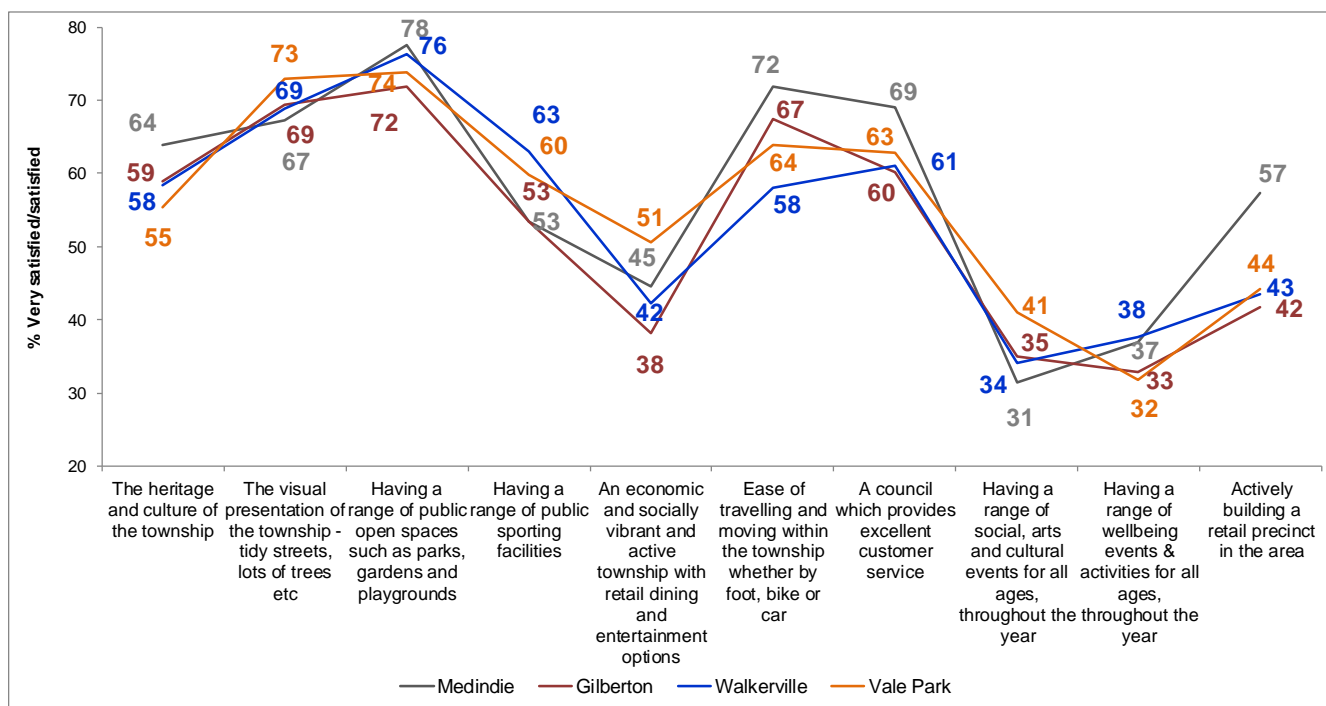
Residents from different suburbs place higher value on different liveability aspects

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

Importance of each aspect of living in Walkerville to residents



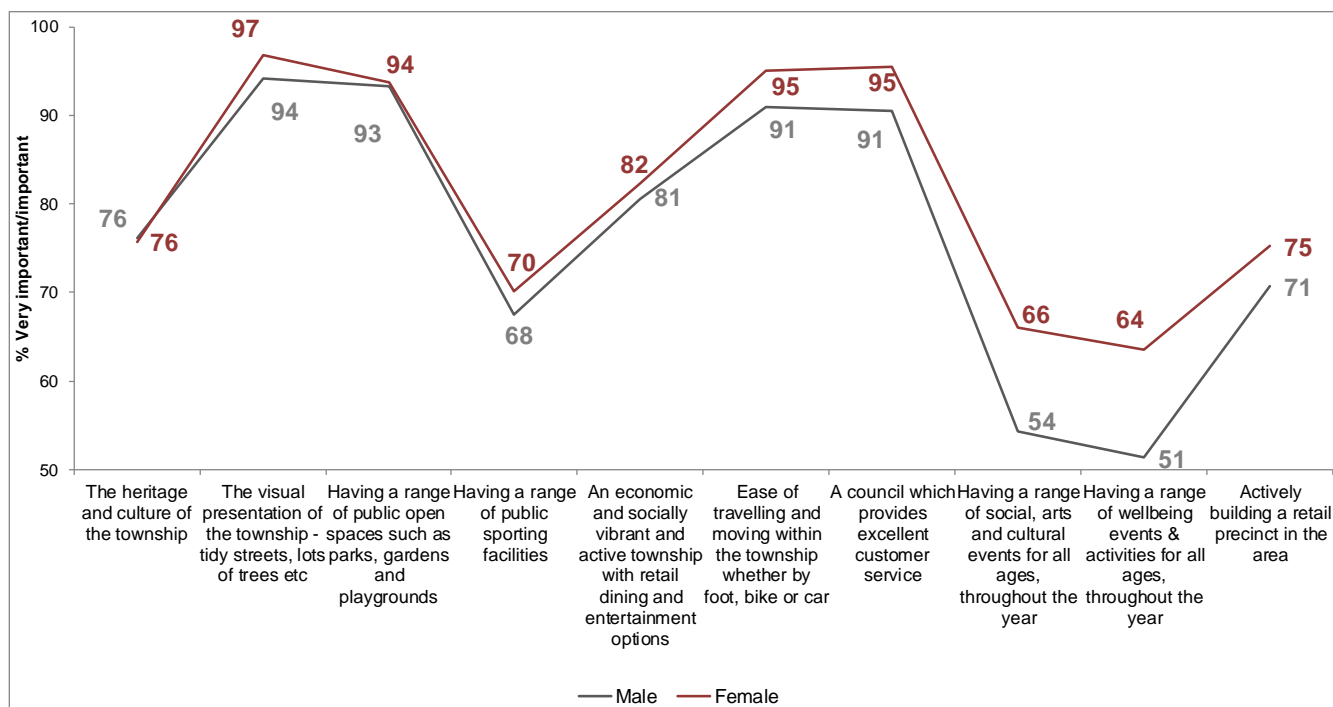
Residents' satisfaction with Council's contribution and performance for each aspect



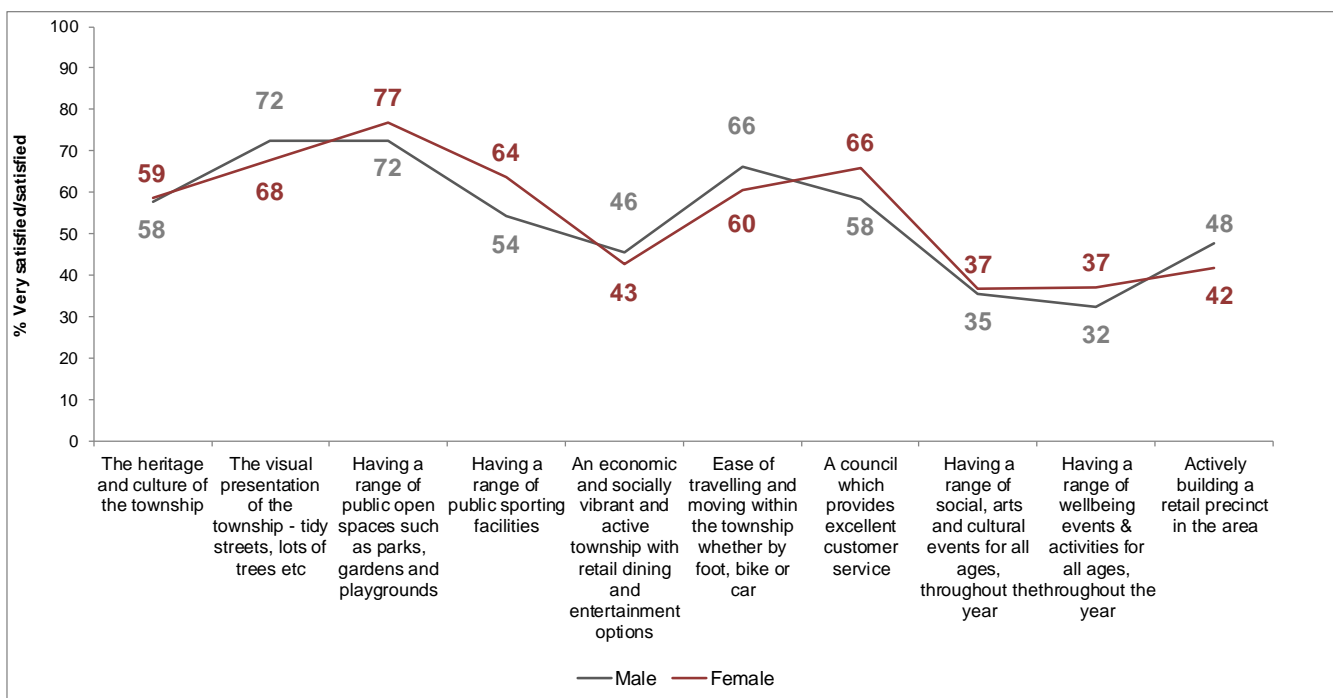
Females placed higher values on all liveability aspects, but satisfaction was mixed

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

Importance of each aspect of living in Walkerville to residents



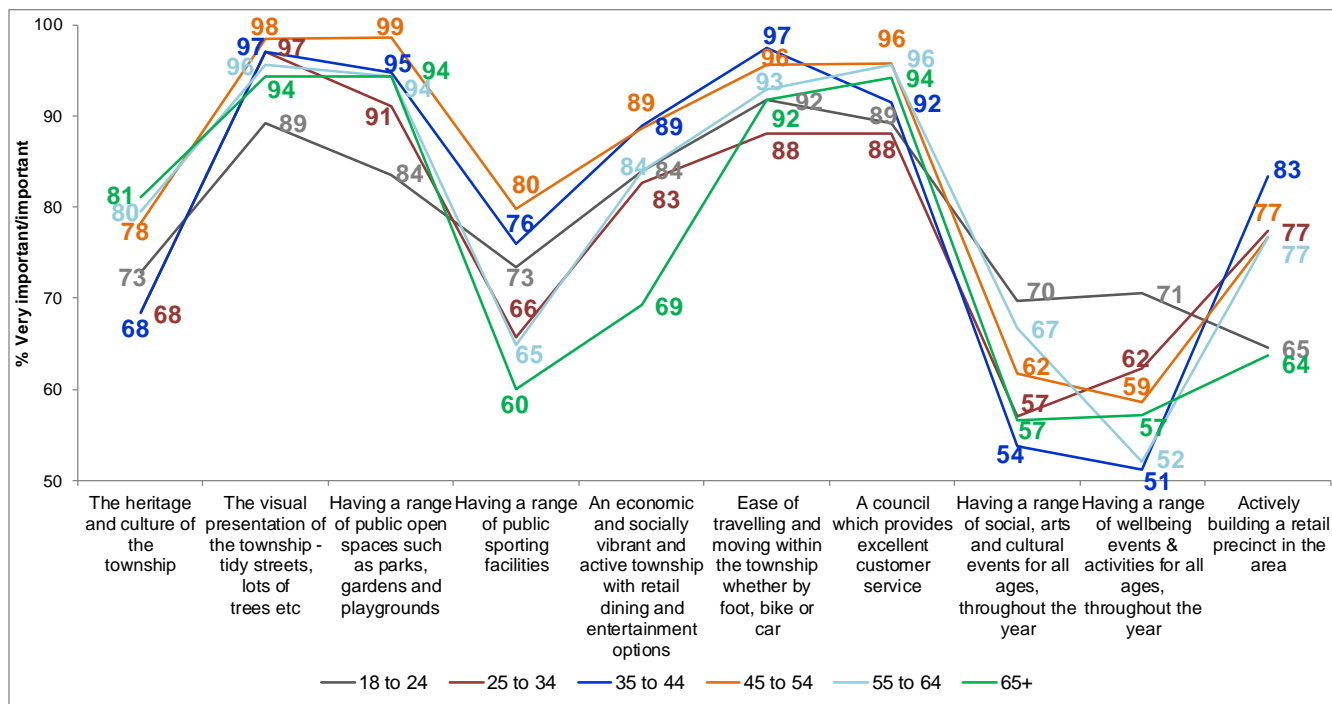
Residents' satisfaction with Council's contribution and performance for each aspect



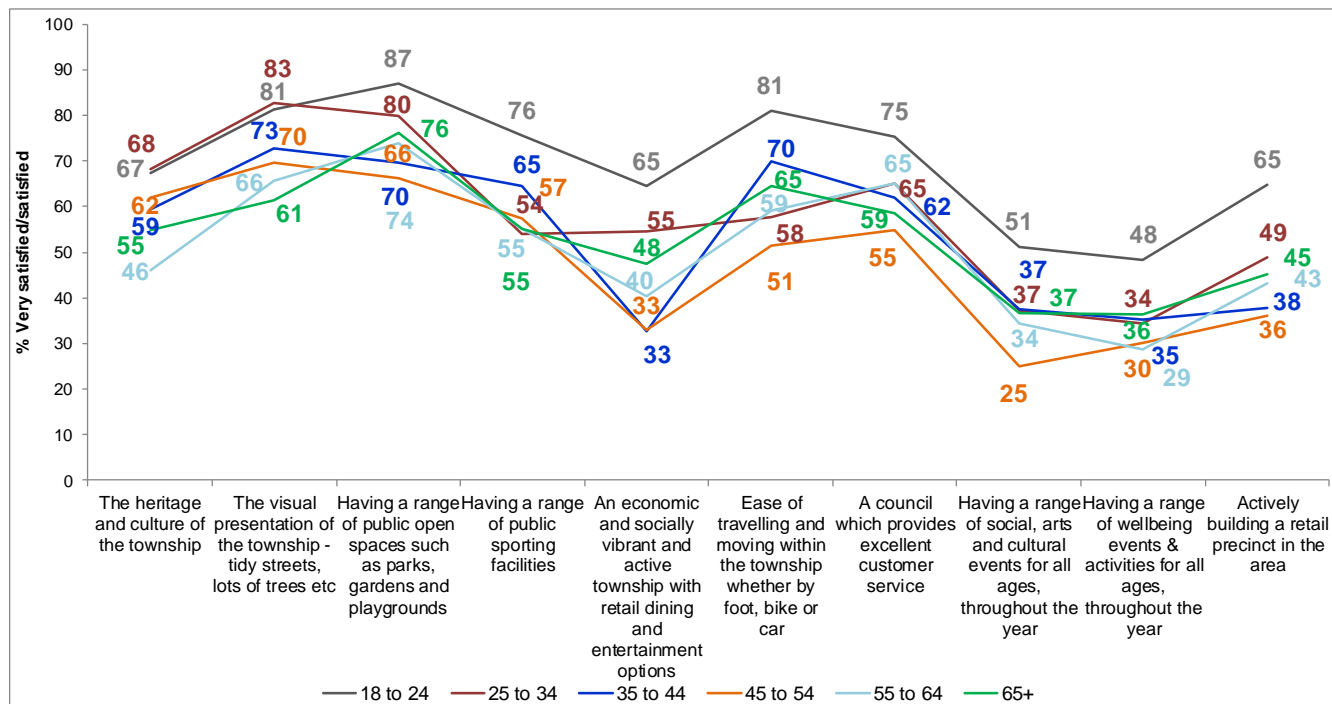
18-24 year olds were the most satisfied with the majority of liveability aspects

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

Importance of each aspect of living in Walkerville to residents

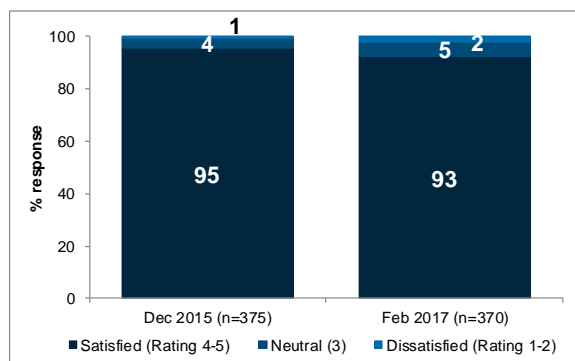


Residents' satisfaction with Council's contribution and performance for each aspect

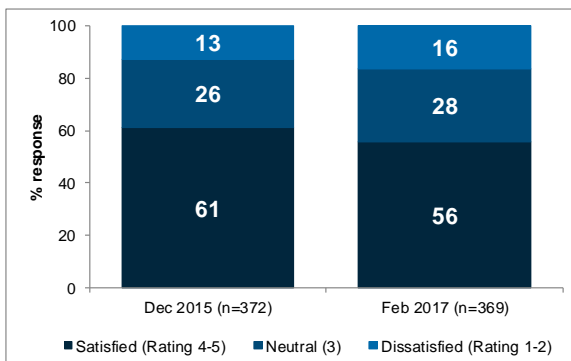


Residents continue to be extremely satisfied with the township as a place to live

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)



Feb 2017 % very satisfied/satisfied (rating 4-5)	Medindie (n=37)	Gilberton (n=80)	Walkerville (n~145)	Vale Park (n=108)	Male (n~181)	Female (n=189)	18 to 24 (n=40)	25 to 34 (n=44)	35 to 44 (n=59)	45 to 54 (n=62)	55 to 64 (n=66)	65+ (n~99)
Satisfaction with Walkerville as a place to live	91	89	96	92	93	92	94	88	95	91	94	92
Satisfaction with Walkerville Terrace as a retail precinct	56	49	60	55	56	55	78	57	46	37	54	65

Gilberton residents were less satisfied than residents on the other suburbs with Town of Walkerville as a place to live and as a retail precinct.

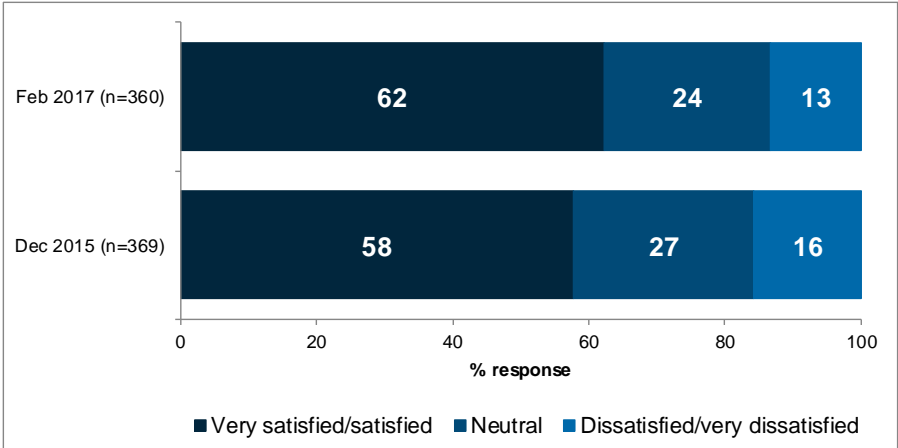
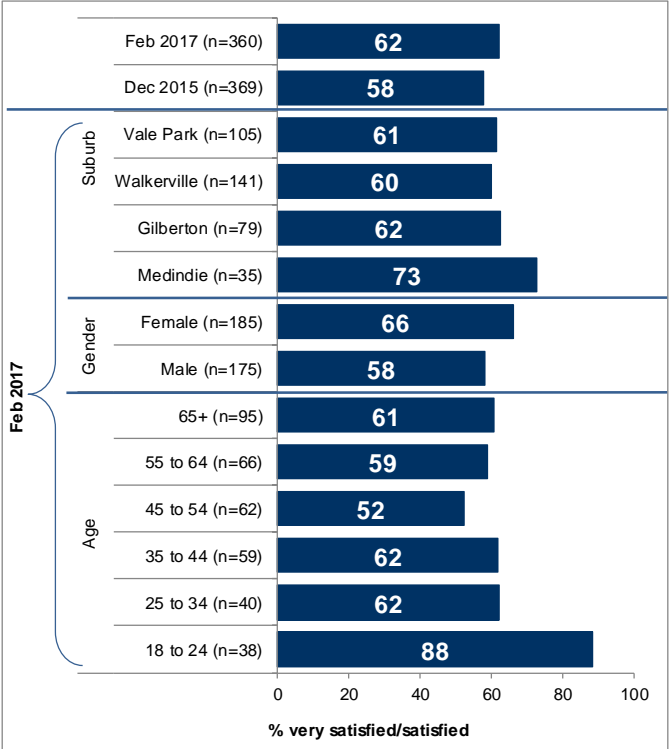


Overall Satisfaction with Council Performance

Satisfaction with the performance of Council has improved over the last 12 months

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

The moderate score Council received for their performance is driven by the large proportion of residents who were neutral on this point – indicating that a lack of engagement rather than dissatisfaction is stopping the Council from performing better in the eyes of residents.





Future Themes

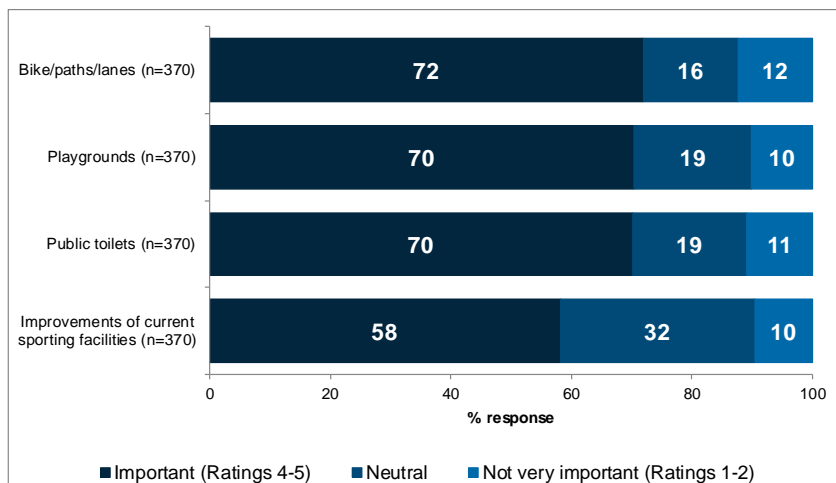
Unprompted suggestions to focus on in future planning

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

Feb 2017 % response	Total (n=269)	Medindie (n=26)	Gilberton (n=55)	Walkerville (n=111)	Vale Park (n=77)	Male (n=128)	Female (n=141)	18 to 24 (n=30)	25 to 34 (n=35)	35 to 44 (n=46)	45 to 54 (n=52)	55 to 64 (n=49)	65+ (n=56)
Entertainment/cafes/rest-aurant/range/fine dining	29	38	35	30	19	26	31	24	32	38	44	29	9
Economic/range of retail available/doctors	25	37	30	25	18	23	27	29	14	27	32	25	23
Parks & open spaces/more park facilities/maintain/keep safe/swimming pool/drinking fountains	17	8	12	22	18	19	16	11	25	24	11	14	20
Improvements of current sporting facilities	8	9	10	4	12	13	3	11	15	4	9	8	5
Travelling/motor congestion/speeding control/traffic management	8	4	3	12	7	8	8	11	7	7	9	8	7
Visual presentation/streets/paths/verges/maintain	7	10	2	8	7	5	9	3	3	7	5	9	10
Car parking	7	11	3	6	10	6	8	3	-	10	7	10	7
Bike/paths/lanes	6	3	6	5	10	7	6	11	10	-	13	6	2
Playgrounds/skate park	6	4	2	6	10	8	5	4	7	25	2	2	-
Art/culture events/options/social activities/outdoor cinema	6	4	9	4	9	7	6	7	7	4	5	6	9
Footpaths/maintenance/suitable for walkers/gophers/street lighting	5	-	-	9	6	4	7	-	4	7	3	6	10
Maintenance/tennis courts/bridges/oval	5	-	6	5	5	6	4	7	-	-	7	8	7
Roads/maintenance/gutters	5	9	3	7	1	5	5	-	3	7	4	4	9
Trees/maintenance/more shade	3	4	-	4	3	2	4	3	-	3	4	4	3
Building development/single level/not high rise/density	3	-	2	4	3	4	1	7	-	4	4	-	3
Public facilities maintained/improved/Library/YMCA	3	-	4	3	2	5	1	-	4	-	6	4	2
Elderly services/clubs	2	3	-	2	3	1	4	-	-	-	-	6	6
Public toilets	2	-	4	-	3	1	2	-	-	3	-	-	6
Youth facilities/involvement in council	2	-	2	1	4	2	1	-	4	-	4	-	3
Annual/flexible hard rubbish removal/public bins	2	-	-	4	-	1	2	4	-	3	-	4	-
Public schools supported/high school/childcare centre	2	-	-	-	5	3	-	-	4	-	-	4	2
Limit expenditure/rates	1	-	2	2	1	1	1	-	-	-	-	6	2
Protect heritage/identity	1	6	-	2	-	1	1	3	-	-	-	-	4
Communications/feedback/responsiveness	1	3	2	1	-	2	-	-	-	-	-	-	5
Merge with another council	1	3	2	-	-	-	1	-	-	-	2	2	-
Elderly friendly ramps/lower step in community bus/scooter rent in shopping areas	1	-	-	-	2	1	1	-	-	-	-	-	3
Seating	0	-	-	1	-	1	-	-	-	-	-	-	2

Prompted suggestions to focus on in future planning

How important are the following areas for Council to focus on in future planning? (Q9N17)



Feb 2017 % response	Total (n=370)	Medindie (n=37)	Gilberton (n=80)	Walkerville (n=145)	Vale Park (n=108)	Male (n=181)	Female (n=189)	18 to 24 (n=40)	25 to 34 (n=44)	35 to 44 (n=59)	45 to 54 (n=62)	55 to 64 (n=66)	65+ (n=99)
Bikes/paths/ lanes	72	58	65	70	85	70	74	81	68	78	70	74	67
Playgrounds	70	61	60	74	78	69	72	65	60	87	67	71	70
Public toilets	70	61	62	75	72	71	69	79	54	70	64	70	78
Improvement of current sporting facilities	58	47	52	60	64	59	57	71	57	68	65	48	51

Appendix

The Questionnaire




YOUR TOWN: COMMUNITY SURVEY

Introduction & demographics

newfocus, a national market research agency, is conducting this **Community Survey** on behalf of Walkerville Council. 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 13 minutes to complete. The information you provide will be used for research purposes only and will remain completely confidential in compliance with the Australian Privacy Principles. By completing the survey you can go into a draw to win one of four \$50 shopping vouchers from Walkerville Woolworths.

Please note: To participate in this survey you need to be a resident of Walkerville Council area and be 18 years of age or older. This survey is also being administered via online and a random telephone sample of the Walkerville population. The questions are the same so if you have already participated in one there is no need for you to complete this survey. The survey closes at 5pm on Friday 17 February 2017.

Please complete the survey by clearly circling a number as appropriate to each question. Example...
If you make a mistake please cross through and circle the appropriate number clearly.

Q1 What suburb do you live in?

- Medindie 1
- Gilberton 2
- Walkerville 3
- Vale Park 4

Q2 Gender:

- Male..... 1
- Female..... 2

Q3 Which age group do you fall into?

- 18 to 24..... 1
- 25 to 34..... 2
- 35 to 39..... 3
- 40 to 49..... 4
- 50 to 59..... 5
- 60 to 69..... 6
- 70 plus 7
- Prefer not to say 8

Customer service

Q4 When was the last time YOU contacted the Council? *Please circle one number only*

- Within past week 1
 1 - 2 weeks ago 2
 3 - 4 weeks ago 3
 1 - 3 months ago 4
 4 - 6 months ago 5
 7 - 12 months ago 6
 1 - 2 years ago 7
 More than 2 years ago 8
 Can't remember 9
 Never contacted Council 10 Go to Q7

Q5 How did you contact Council on that last occasion? *Please circle one number only*

- Phone 1
 Email 2
 Letter 3
 In-person - Library staff 4
 In-person - other administration staff 5
 Direct to the Mayor or Councillors 6
 Can't recall / don't know 7
 Other specify: _____

Q6 Thinking about the last time you contacted Council and using a scale where 5 = very satisfied down to 1 = very dissatisfied, how satisfied or dissatisfied were you with....

Please circle one number only on each line

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
a) Getting the information you wanted	5	4	3	2	1	9
b) Helpfulness and knowledge of staff	5	4	3	2	1	9
c) The response times	5	4	3	2	1	9
d) Overall, satisfaction with Council's customer service	5	4	3	2	1	9

Communications

Q7 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:

Please circle one number only on each line

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
a) Keeping you up to date on what Council is doing	5	4	3	2	1	9
b) Keeping you informed on social and health programs or upcoming community events	5	4	3	2	1	9
c) The frequency of communications	5	4	3	2	1	9
d) Quality of communications	5	4	3	2	1	9
e) Overall satisfaction on Council's communications – includes publications, flyers, advertisements, newsletters, websites and letters	5	4	3	2	1	9

Q9 How would you prefer the Council to keep you informed on its activities and news? Please circle all that apply

Social media 1
 Council website 2
 Email 3
 Print (newsletter/flyers/brochures) 4
 In-person 5
 Other specify: _____

Q10 Are you aware of Council's publication 'Weekly Round Up'?

Yes 1
 No 2

Q11 The Weekly Round Up is a weekly news bulletin published by the Council to keep the community informed of Council activities and news. It is published every Friday afternoon to their website, posted on their social media pages. You can also subscribe to receive the Weekly Round Up each week by email.

Q12 How often do you read the Weekly Round Up? *Please circle one number only*

- Every week 1
 Most weeks 2
 Occasionally 3
 Never 4

Q13 On a scale of 5 to 1 where 5 is useful and 1 is not at all useful, how useful do you think the Weekly Round Up is in keeping the community up-to-date with Council activities and news?

- 5 – very useful 5
 4 4
 3 3
 2 2
 1 – not at all useful 1
 Don't know 9

Having a say

Q14 Are you aware that Council regularly seeks feedback from the community regarding planning programs and projects?

- Yes 1
 No 2 *If "no" go to Q17*

Q15 And have you ever participated by providing feedback to Council on planning programs and projects?

- Yes 1 *If "yes" go to Q17*
 No 2

Q16 In your opinion, what are the main barriers that stop you from providing feedback *Please circle all that apply*

- I'm too busy/don't have time 1
 I can't be bothered 2
 I don't care 3
 Issues have not impacted me directly 4
 It's too difficult/needs to be easier to provide feedback 5
 Other specify: _____

Civic and Community Centre, Walkerville Terrace

Q17 Have you visited the Civic and Community Centre on Walkerville Terrace in the past 12 months?

- Yes..... 1
 No 2
 Not sure / don't know 3

[If Yes in Q17 visited the Civic and Community Centre in past 12 months continue. If No go to Q20]

Q18 What did you use it for?

Select all that apply

- A library..... 1
 Held/hosted an event/function at Town Hall (as a venue) 2
 Held/hosted an event/function at a meeting room (as a venue) 3
 To attend an event/function at Town Hall 4
 To attend an event/function in a meeting room..... 5
 To make a payment..... 6
 To make an enquiry..... 7
 Other specify: _____

Q19 Using the scale 5=excellent to 1=very poor, how would you rate each of the following.....:

	Excellent	Good	Neutral	Poor	Very Poor	Don't Know
a) Library	5	4	3	2	1	9
b) Town Hall (as a venue)	5	4	3	2	1	9
c) Meeting Rooms (as a venue)	5	4	3	2	1	9

Public facilities in the Town of Walkerville

Q20 How often would you use the following facilities located in the Town of Walkerville

Circle one number only on each line:

	Daily	Weekly	Fortnightly	Monthly	Quarterly	6-monthly	Annually	Rarely	Never
Walkerville pre-kindy	1	2	3	4	5	6	7	8	9
YMCA	1	2	3	4	5	6	7	8	9
Bowling club	1	2	3	4	5	6	7	8	9
Levi caravan park	1	2	3	4	5	6	7	8	9
Tennis courts	1	2	3	4	5	6	7	8	9
Walkerville oval & sports club	1	2	3	4	5	6	7	8	9

About living in Walkerville and Council's performance

Q21 There are a number of different aspects to living in Walkerville. Please indicate for each aspect listed:

A: How important each aspect is to you, and

B: How satisfied you are with Council's contribution and performance on each aspect.

Circle one number for each aspect in each column – A & B:

Aspect	A: Importance to you	B: Satisfaction with Council's contribution & performance
a) The heritage and culture of the township	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
b) The visual presentation of the township – tidy streets, lots of trees etc	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
c) Having a range of public open spaces such as parks gardens and playgrounds	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
d) Having a range of public sporting facilities	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
e) An economic and socially vibrant and active township with retail, dining and entertainment options	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
f) Ease of travelling and moving within the township whether by foot, bike or car	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
g) A Council which provides excellent customer service	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1
h) Having a range of social, arts and cultural events for all ages, throughout the year	Very Important 5 Important 4 Neutral 3 Not very important 2 Not at all Important 1	Very Satisfied 5 Satisfied 4 Neutral 3 Dissatisfied 2 Very Dissatisfied 1

i) Having a range of wellbeing events & activities for all ages, throughout the year	Very Important	5	Very Satisfied	5
	Important	4	Satisfied	4
	Neutral	3	Neutral.....	3
	Not very important	2	Dissatisfied.....	2
	Not at all Important	1	Very Dissatisfied	1
j) Actively building a retail precinct in the area	Very Important	5	Very Satisfied	5
	Important	4	Satisfied	4
	Neutral	3	Neutral.....	3
	Not very important	2	Dissatisfied.....	2
	Not at all Important	1	Very Dissatisfied	1

Q22 Overall, how satisfied or dissatisfied are with Walkerville as a place to live?

Very satisfied	5
Satisfied	4
Neither	3
Dissatisfied	2
Very dissatisfied.....	1
Don't know	9

Q23 Overall, how satisfied or dissatisfied are you with Walkerville Terrace as a retail precinct?

Very satisfied	5
Satisfied	4
Neither	3
Dissatisfied	2
Very dissatisfied.....	1
Don't know	9

Q24 All things considered, how satisfied or dissatisfied are you with the performance of the Walkerville Council?

Very satisfied	5
Satisfied	4
Neither	3
Dissatisfied	2
Very dissatisfied.....	1
Don't know	9

Strategic plan themes

Q25 What additional facilities/developments/amenities do you think are needed in the Walkerville council area?

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Q26 How important are the following areas for Council to focus on in future planning?

Please circle one number only on each line

	Very important	Important	Neutral	Not very important	Not at all important
a) Playgrounds	5	4	3	2	1
b) Public toilets	5	4	3	2	1
c) Bike/paths/lanes	5	4	3	2	1
d) Improvements of current sporting facilities	5	4	3	2	1

Q27 Thinking about the future of the Walkerville area, what are your main worries or concerns?

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Q28 Would you like to go into the draw to win one of four \$50 shopping vouchers from Walkerville Woolworths?

Yes 1
No 2

Q29 If so, please provide your name and best contact details to notify you if you win.

Name

Contact number

Email address

Thank you for taking the time to complete this survey.

Please place completed survey in box at Council offices by 5pm on 17th February 2017.

If you have any questions about this research you can telephone
the newfocus office on the freecall number below.

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