

TOWN OF WALKERVILLE COMMUNITY SURVEY

March 2019



nf:9172-el/ld



Table of Contents

Executive Summary	3
Research Overview	4
Summary of Key Results	10
The Results	21
Customer service & service interactions	22
Council communications	26
Involvement in community planning	29
Attributes of Walkerville – importance & satisfaction	32
Future themes	54
Appendix: The Questionnaire	66

Executive summary

An overview of results

- Areas of highest importance and satisfaction remain consistent with previous results: a range of parks and open spaces, the visual presentation of the town and ease of travelling within the area. Customer service was also highly rated (equivalent with ease of travel in the area).
- However, some decline has been seen in satisfaction with aspects of living in Walkerville. Some aspects have levelled out to similar results as seen in 2015, while others need focus to regain a positive outlook from residents. The most important aspects of living in the area as above should be key items for strategic directions for 2019.
- Nevertheless, satisfaction with customer service from Council by those who have had contact in the past 12 months is at the highest level since the survey began – 72% satisfied or very satisfied. This suggests that there have been improvements over the last year and any initiatives in this area should be continued.
- Satisfaction with Council communications also achieved the highest rating to date, with 66% of residents satisfied or very satisfied on performance in this area:
 - Phone, face-to-face and email continue to be the most utilised forms of contacting Council – increased face-to-face contact with library staff this year
 - Engagement opportunities have been taken up by 1 in 3 residents, with a trend that this is highest from longer term and older residents. Interest in taking part in focus groups in future was expressed by 1 in 3 residents as well, with best interest from those 25-64 years.
- This year 34% of residents had no requested improvements for the area, continuing an increasing trend for this response. Of those who had requests, highest priority areas are consistent with prior years: parks and open spaces, economic and retail development, entertainment and dining, as well as traffic management.
- Strategic questions were included this year about specific improvements to parks and open spaces in the area:
 - 3 in 4 residents supported upgrades to Walkerville Oval and sports club
 - Just over 1 in 2 agreed that the Levi Park playground should be upgraded
 - 2 in 5 residents would like improved lighting in parks and reserves
 - 1 in 3 would like additional barbeque facilities
- Residents were also asked about their concerns for the future of the area. Responses indicated that the most common concerns were regarding increased density of housing and overdevelopment with the repercussions of this to the area: increased traffic issues, loss of the character of the area, loss of green space. Crime and safety were concerns, particularly for those in Gilberton area – however 3 in 4 residents overall feel that it is a safe and secure area to live in.

SECTION 1

Research Overview



About the research

Background and objectives

Background:

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

In 2015, **newfocus** was commissioned to conduct research that would provide a benchmark measure and assist Council in its strategic planning in regard to understanding community satisfaction with customer service, assessing community perceptions towards Council communications, measuring the satisfaction of key attributes of the Township amongst residents, and identifying community perceptions towards key current Strategic Plan Themes. The survey was carried out again in 2017 and 2018.

In February 2019, the Town of Walkerville again engaged **newfocus** to undertake this community research.

Objectives:

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

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

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

Secondary objectives included:

- Awareness of Vale House
- Desired directions for parks and sporting facilities
- Wellbeing of residents, including concerns and desired improvements for the community

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 22nd February – 4th March 2019. The methods are outlined below:

Total survey respondents (n=353)

Computer Assisted Telephone Interview (CATI)



Total sample CATI (n=180)

Online



Total online sample (n=30)

Online – Social Media



Total social media sample (n=139)

Paper Based



Total paper sample (n=4)

Incentives

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

Demographic representation

Community sampling

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

Weighting the data

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

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

How does weighting work?

As an example, looking at the age group 65+ who make up 27.7% of the population, we were aiming to achieve 83 interviews (out of original target of 300). We actually had 121 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 353 total interviews, those aged 65+ only accounts for 27.7% (as per the population breakdown). That is why the weighted sample for this age group has reduced to 98 (which is 27.7% of the total sample of 353).

Age groups	Actual proportions of ToW population	Sample aimed for (to be representative of ToW population)	Actual sample achieved	Final weighted sample
18 to 24	9.9%	36	35	42
25 to 34	8.5%	40	30	47
35 to 44	12.5%	41	44	48
45 to 54	16.8%	50	59	58
55 to 64	17.9%	51	63	60
65+	34.4%	83	121	98
		300	353	352

Gender	Actual proportions of ToW population	Sample aimed for (to be representative of ToW population)	Actual sample achieved	Final weighted sample
Males	47.9%	146	169	171
Females	52.1%	154	184	181
		300	353	352

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 353.

Population (aged 18+)	Total unweighted sample	Accuracy at one point in time (at 95% confidence level) ¹	Accuracy over time (at 95% confidence level) ²
6,122	353	±5.07%	±7.17%

Notes:

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

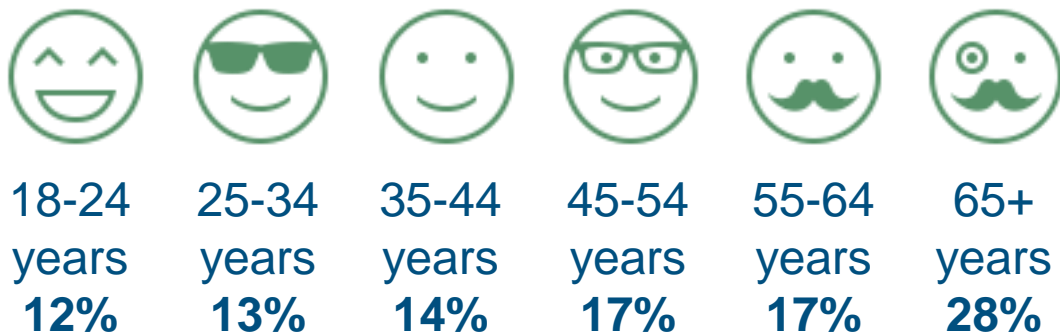
1 – Accuracy at one point in time refers to the accuracy of results should you take a sample of the population now compared to if you had results for every single member of the population. Calculation of the level of accuracy is based on the size of the population that your sample is drawn from. The level of accuracy increases as the size of the sample approaches the size of the population. For example, if the level of accuracy at one point in time is quoted at ±5.07% this means that the measurement of items in the study accurately represent the measurement of these same items in the population, within a range of ±5.07%.

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 353 and you are quoted an accuracy over time of ±7.17%, this means that there must be a difference of 7.17% between the results achieved in each survey for a statistically significant difference at the .05 level to be found.

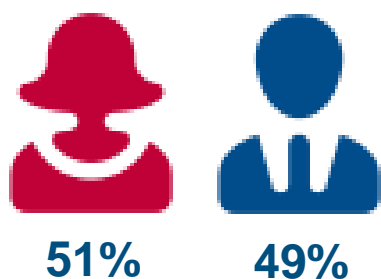
The research was carried out in compliance with International Standard AS ISO 20252.

Community Sample Profile

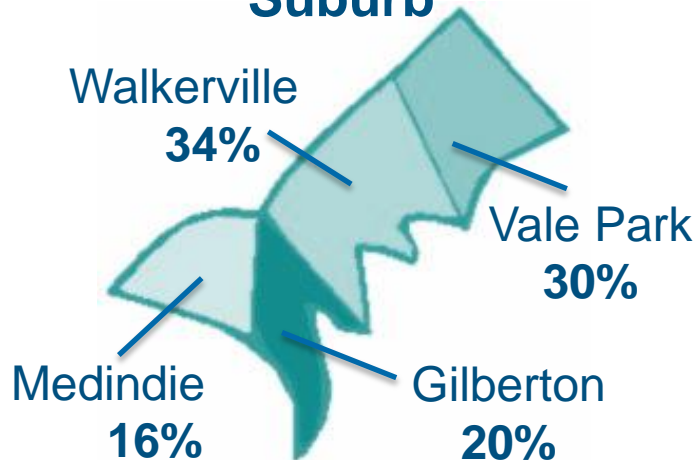
Age



Gender



Suburb



Residency length



*Weighted demographics
Q1, Q2, Q3a, Q8n18

SECTION 2

Summary of Results



Top areas of resident satisfaction are consistent over time

Satisfaction with aspects of living in the area

Between 6-7 in 10 residents were satisfied with aspects that were rated highest priority in 2019



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

69%



Other areas of satisfaction included:



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

68%

of residents surveyed were satisfied or very satisfied



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

62%

of residents surveyed were satisfied or very satisfied



A council which provides excellent customer service

62%

of residents surveyed were satisfied or very satisfied

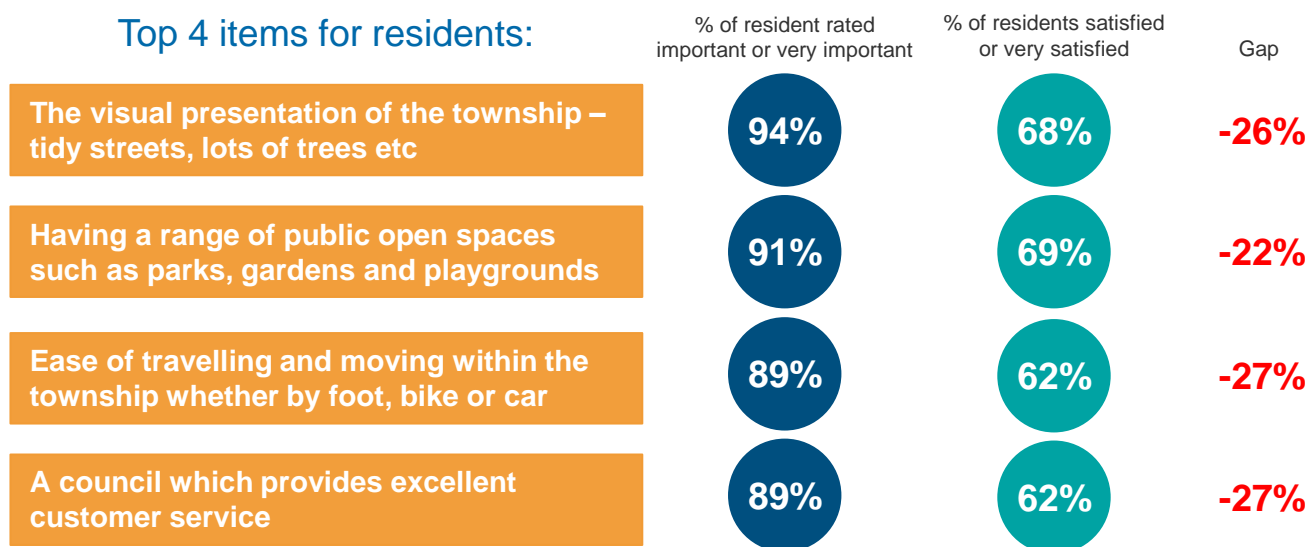
Implications

Satisfaction with open spaces continues to be the highest rated area by residents, followed by the visual presentation of the township, both with approximately 7 in 10 residents satisfied. The look and feel of the area is clearly a key drawcard for residents. Ease of travelling is third highest rated along with providing excellent customer service. These areas had declined satisfaction over the past 12 months* to comparable levels with previous years – many residents gave neutral ratings on Council performance.

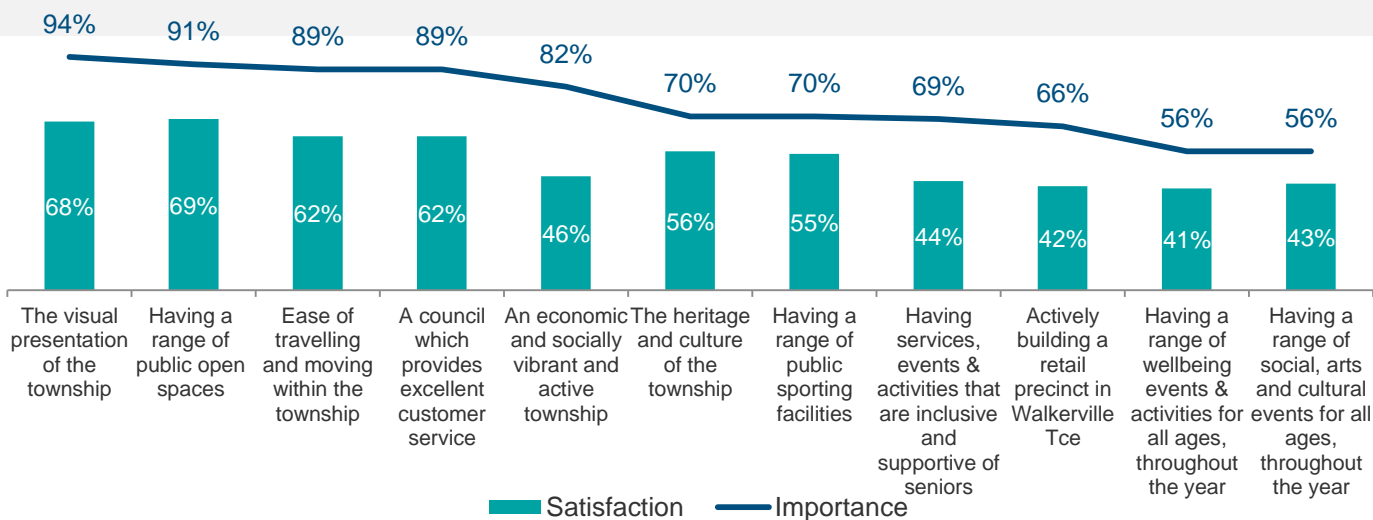
Decreased satisfaction has led to some marked gaps on service delivery

Satisfaction vs. Importance with aspects of living in the area

Top 4 items for residents:



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



Implications

Importance of each aspect was also lower rated for almost all items this year (see pages 35-36 for results over time), with a notable exception for economic and socially vibrant township.

The gap between rated importance of items by residents and their satisfaction with performance in these areas suggests that there should be a key focus on continuing to improve in these top rated areas. The need to provide an economic and socially vibrant township should also be a top priority for Council – this is an area where satisfaction is well below rated importance.

Phone and face-to-face contact remain top methods of communicating with Council

Council communication

Top 3 contact methods



Nearly 2 in 3 residents contacted council in some way over the past year
2 in 5 of these residents contacted the Council by phone, while just over 1 in 4 had face-to-face contact.

Most likely to have contacted Council:

- Females
- Vale Park residents

Less likely to have had contact in the past 12 months:

- Those aged 18-24
- Medindie residents
- Those who have lived in the area 10 or fewer years

Implications

Traditional contact methods continue to be important ways for residents to make contact – via phone and in person. While administration staff appear to handle the majority of face-to-face communications, library staff were reported as being the point of contact for 14% of those who made contact in the past 12 months (9% of total sample). It is therefore vital that staff provide quick and accurate responses through these methods in order to maintain satisfaction with customer service.

Email continues to be the third most common way of contacting council, although had declined reported usage this year (down 4% to 1 in 6 who made contact this way).

Customer service is rated higher by those with more recent Council contact

Customer Service



72%

Who had contact with council in the past 12 months were satisfied or very satisfied with the customer service

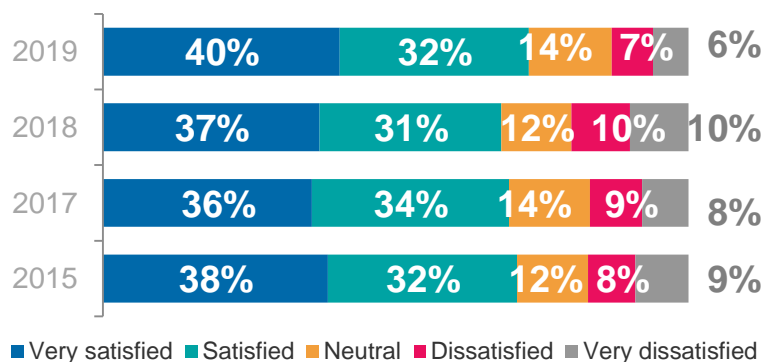
Customer service rated well by 7 in 10 who had contact in the past year

This is the best result to date, suggesting that some improvements have been made in the last year in this area. Dissatisfaction has dropped to 13% (down 7% from 2018).

Customer service tended to have somewhat lower ratings from those who made contact via email (when compared to phone or face-to-face contact) and from those 45-54 years old. Females were generally more satisfied with the customer service they received.

Council can continue to improve customer service ratings by ensuring that staff are responsive and provide correct information or contacts

Overall customer service ratings by those who had contact in last year



72%

satisfied/very satisfied with getting the information they wanted

73%

satisfied/very satisfied with helpfulness and knowledge of staff

71%

satisfied/very satisfied with the response times

Council communications achieved best results to date

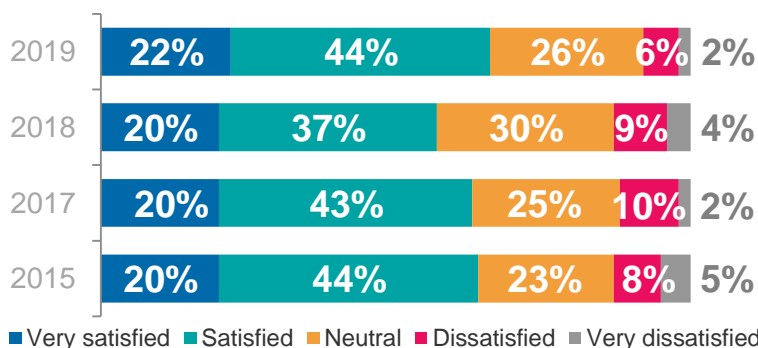
Council communication

66%

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

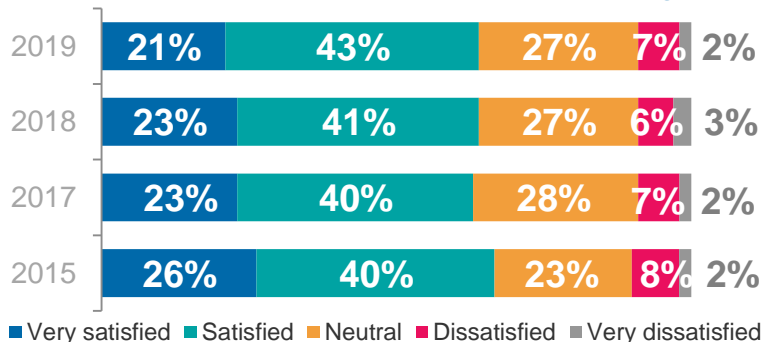
Satisfaction with Council's overall performance on communications

2 in 3 residents were satisfied with communications from Council, with a reduction both in neutral responses and dissatisfaction.



64% of residents were satisfied with Council keeping them up-to-date with their activities

Satisfaction with Council keeping residents up-to-date on what they are doing



Most satisfied with communications:

- Females
- Vale Park residents

Tendency to be less satisfied with communications:

- Those aged 55-64
- Walkerville residents
- Medindie residents

1 in 3 residents have provided feedback; similar rate of interest in future involvement

Awareness of and involvement with current Council initiatives

33%

Had ever taken part in a public consultation session or provided feedback to Council

34%

Would consider being part of a focus group to discuss ways Council can improve the way it engages with the community

1 in 3 residents have participated in the feedback process to Council

This is lower than the levels previously seen for survey respondents*. Older residents were more likely to have taken part in this process, as were longer term residents.

Interest in taking part in this process was best from those aged 25-64 years.

Implications

Nearly half of residents aged 55 or older had been part of public consultation or provided feedback, while for younger residents there was very little engagement with Council in this way.

However there was approximately equal levels of interest in engaging in future focus groups from most members of the community (low for those 18-24) suggesting that the only previous barrier to engagement may be due to either lack of awareness from new and younger residents about these opportunities to give feedback or that they require a more active invitation from Council in order to prompt them to take part. It may be worthwhile for Council to explore ways to encourage these residents to be active participants in these processes through invitations to new residents and additional promotions of current opportunities (particularly through online methods).

Requests for improvements continue to decline over time

- highest requested items remain consistent

Desired future projects, facilities and initiatives

Top 4 requested developments:



1. Parks and open spaces



2. Entertainment and dining



3. Economic and retail



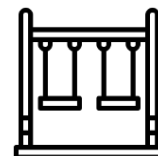
4. Traffic management

1 in 3 residents did not have any suggestions for improvements

This is the highest level of residents without suggested improvements since the survey began, continuing a declining trend of suggested future initiatives.

52%

of those surveyed agreed that the playground at Levi Park should be upgraded



would support an upgrade at the Walkerville Oval and sports club

76%

Implications

1 in 3 residents did not mention any unprompted improvements that they would like in the area. Top requests remain consistent with previous years, focussing on improvements to open spaces, entertainment and retail options, and traffic management. Most requests had 5% or fewer respondents mention them. When asked about specific projects, residents showed most support for an upgrade to Walkerville Oval and sports club. While only half of the overall sample agreed that the Levi Park playground should be updated, there was higher demand (69%) amongst Vale Park residents (the suburb in which Levi Park is located).

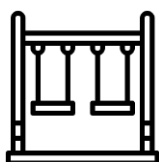
Lower levels of interest in park and reserve upgrades

Desired future projects, facilities and initiatives

Top 5 improvements for Hamilton reserve:



1. Garden maintenance



2. Playground equipment



3. Barbeque areas

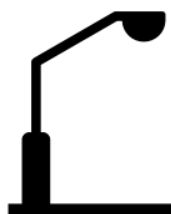


4. Seating



5. Tree/upkeep/plant more

Most residents did not have suggestions for improvement – 89%

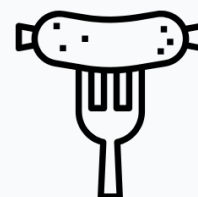


40%

would like to see lighting improved through any of the parks and reserves in their area

31%

would like to see additional barbecue facilities in any parks and reserves in their area



Implications

2 in 3 residents were unsure of any improvements that should be made to Hamilton reserve, while 23% had no suggested improvements. Of those who did want to see upgrade, garden maintenance most commonly mentioned, followed by playground equipment, barbecues and seating.

2 in 5 residents were interested in seeing lighting improved in parks and reserves, while approximately 1 in 3 residents would like additional barbecue facilities. This again suggests a lower priority to residents than other potential upgrades. The majority of residents who would like these improvements did not suggest a particular location.

Low levels of support for resource management initiatives

Other strategic directions

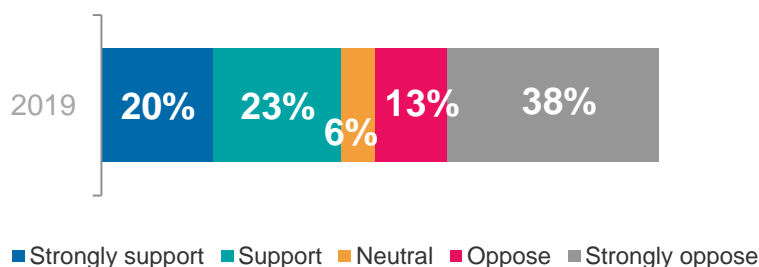
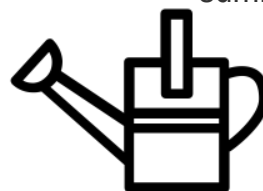


46%

of those surveyed were aware that Vale House is located at the Levi Caravan Park.

34%

would support reducing water usage on parks and reserves in the summer



NEW – Bins emptied fortnightly

The community was polarised on the issue of emptying bins fortnightly in winter. There was slightly higher opposition than support for this measure.



Implications

Less than 1 in 2 residents are aware of Vale House, suggesting that increased promotion of this historic building may be beneficial to generating interest in any proposed upgrades or future uses.

Support for reduced watering of parks and reserves was low – residents are passionate about having green areas and maintaining public open spaces.

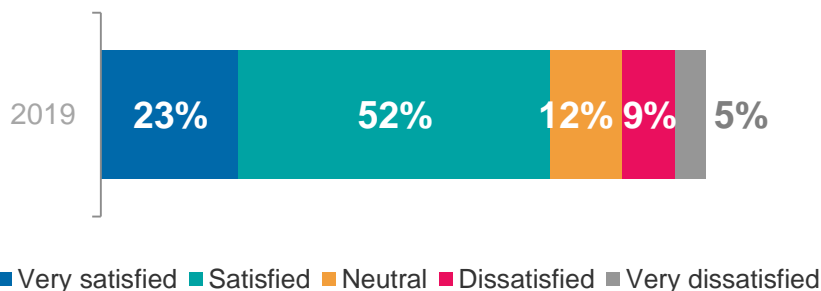
Just over half of residents noted that they would oppose changing the frequency of bin collections. However there was also a sizeable proportion of residents who would either support in part or fully a reduced regime of waste collection. While not recommended for Council to pursue with all residents, the level of potential support suggests that a smaller-scale program could be introduced to assist with lower levels of waste to landfill.

3 in 4 residents satisfied with level of safety in Walkerville

Other strategic directions

Satisfaction with Walkerville as a safe and secure place to live

Most residents feel that Walkerville area is a safe place to live, with 3 in 4 satisfied on this issue.



Top 5 concerns from residents:



1. Traffic and parking issues



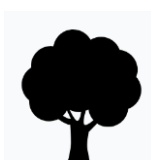
2. Subdivision of land, housing density



3. Crime and safety



4. Loss of character of the area



5. Reduced greenery, maintaining trees

20%

Of residents had no comments on concerns for the future of Walkerville

Implications

While crime and safety is a concern for residents when thinking of Town of Walkerville's future, 3 in 4 residents are satisfied with the current level of safety and security in the area.

When thinking of the future of Town of Walkerville, many residents mentioned worries about increased density of housing and the resultant effects; increased traffic congestion and parking requirements, the change in character of the area with townhouses and apartments, and a loss of green space as trees are removed for development. Also frequently mentioned was concern over amalgamation with neighbouring Councils (6% of residents). Rate increases were only mentioned by 2% of residents.

Crime and safety was a key concern for the future, particularly mentioned by online respondents who were more open about their issues due to public housing and entertainment venues that they feel have lead to increased break-ins.

SECTION 3

The Results





Customer Service and Service Interactions

Nearly 2 in 3 residents made contact in the past 12 months

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

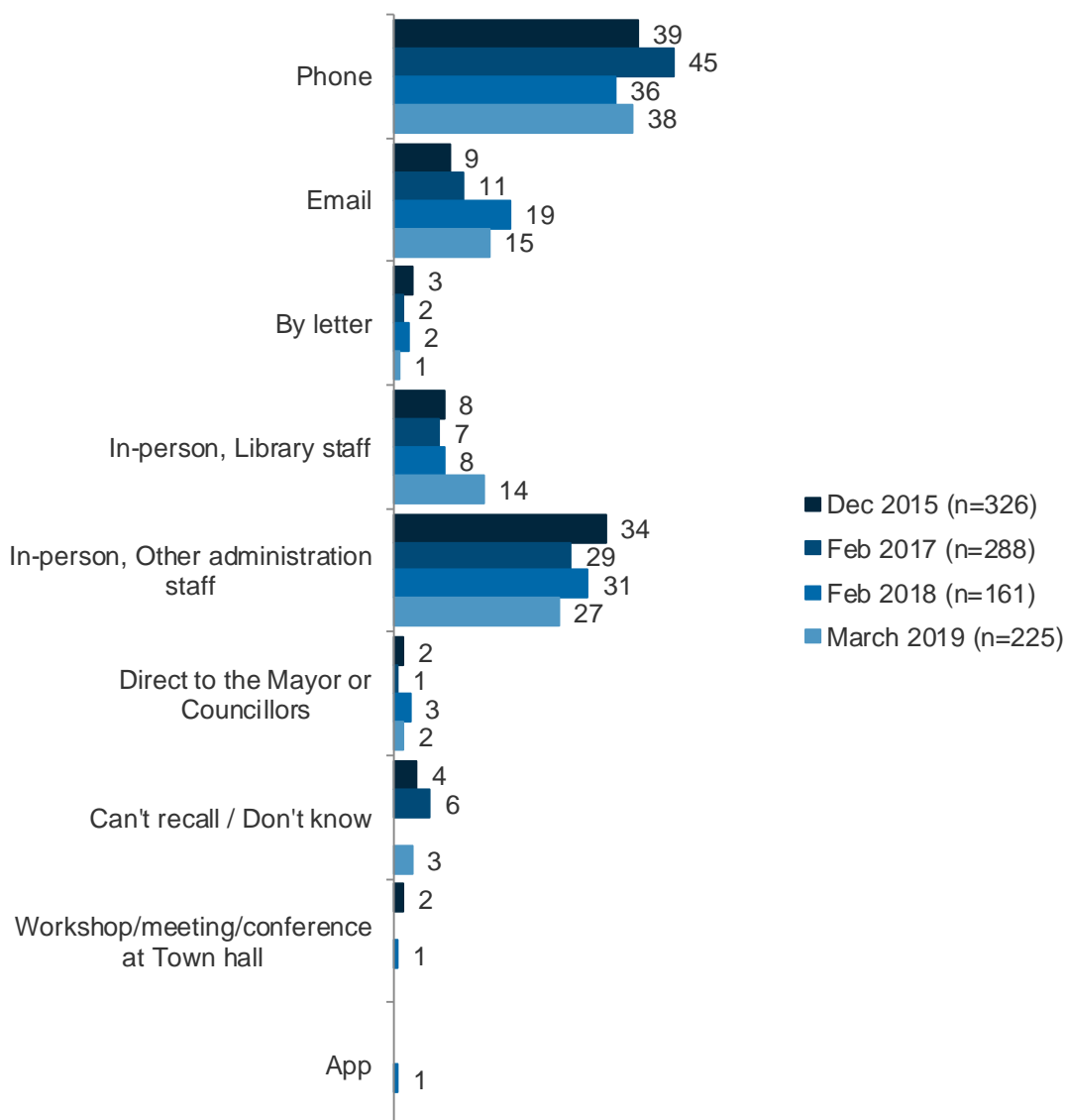
64%

Had contacted the Council within the last 12 months

(n=352)

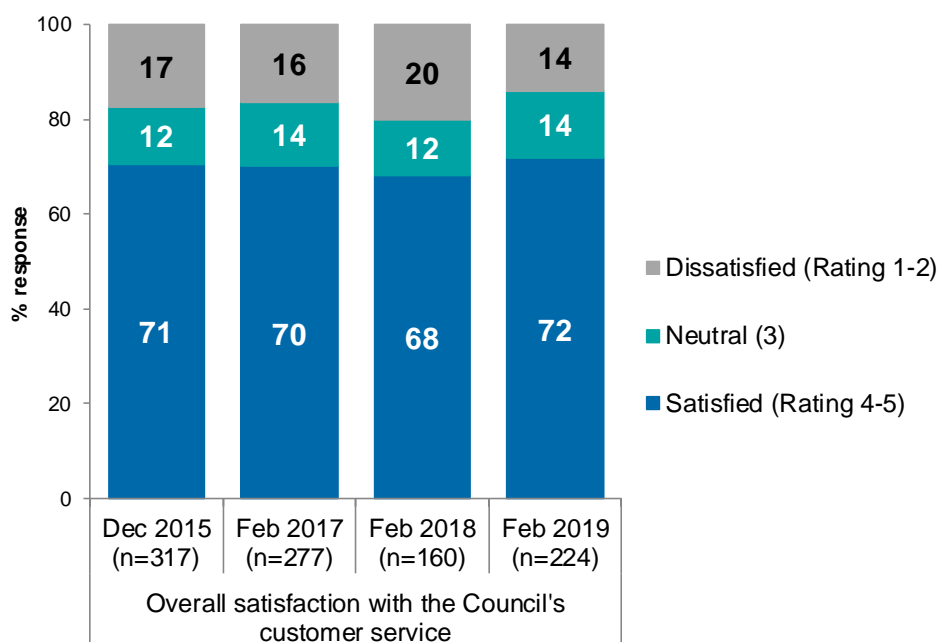


How they made contact



More than 7 in 10 respondents were satisfied with customer service overall

Thinking about the last time you contacted Council and using a scale of 5=very satisfied to 1= very dissatisfied, how satisfied or dissatisfied were you with Council's customer service? (Q7_4)



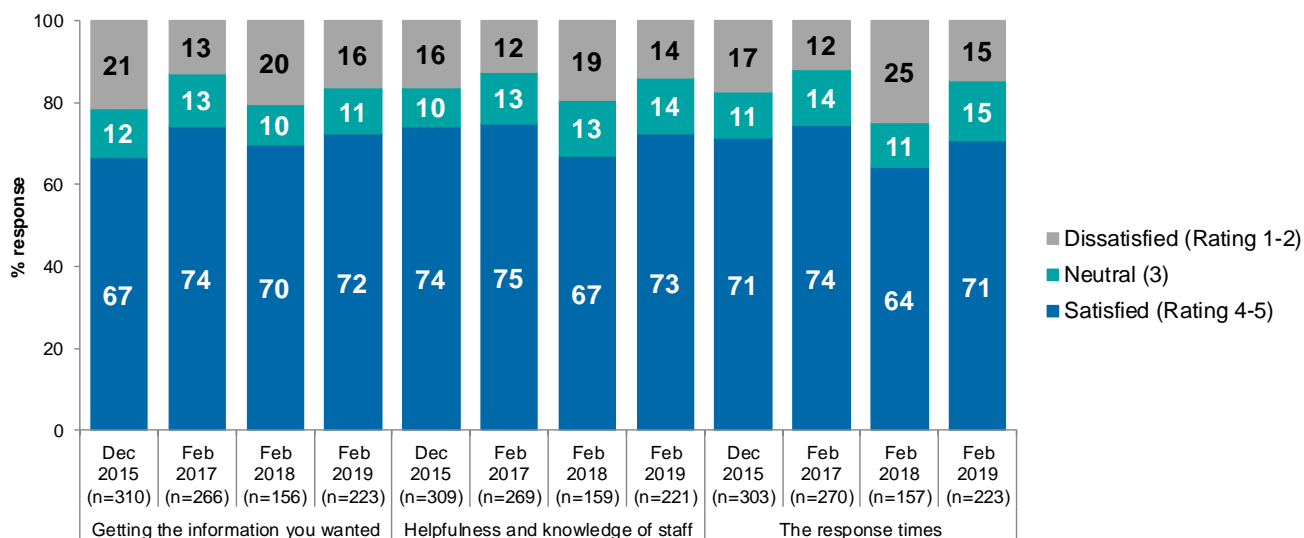
	Gender 2019		Age 2019					
	Male (n=112)	Female (n=112)	18 to 24 (n=13)	25 to 34 (n=30)	35 to 44 (n=30)	45 to 54 (n=37)	55 to 64 (n=45)	65+ (n=71)
Overall Satisfaction (T2B) (%)	68	75	73	73	73	63	71	76

	Suburb 2019				Residency 2019					
	Medindie (n=31)	Gilberton (n=43)	Walkerville (n=78)	Vale Park (n=71)	Less than 12 months (n=4)	1-3 years (n=35)	4-6 years (n=24)	7-10 years (n=26)	11-20 years (n=60)	More than 20 years (n=75)
Overall Satisfaction (T2B) (%)	74	74	72	70	53	83	69	69	71	72

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

More than 7 in 10 respondents were also satisfied with each service aspect

Thinking about the last time you contacted Council and using a scale of 5=very satisfied to 1= very dissatisfied, how satisfied or dissatisfied were you with...? (Q7_1, Q7_2, Q7_3)



T2B (%)	Gender 2019		Age 2019					
	Male (n~111)	Female (n~111)	18 to 24 (n=13)	25 to 34 (n=30)	35 to 44 (n=30)	45 to 54 (n=37)	55 to 64 (n~45)	65+ (n~70)
Getting the information you wanted	71	74	82	78	70	64	70	75
Helpfulness and knowledge of staff	71	74	82	84	73	59	68	76
The response times	68	73	82	73	69	55	75	74

T2B (%)	Suburb 2019				Residency 2019					
	Medindie (n~30)	Gilberton (n~42)	Walkerville (n~79)	Vale Park (n~71)	Less than 12 months (n=4)	1-3 years (n=35)	4-6 years (n~24)	7-10 years (n=26)	11-20 years (n~59)	More than 20 years (n~74)
Getting the information you wanted	78	75	73	68	53	87	60	75	68	72
Helpfulness and knowledge of staff	72	72	75	71	100	90	57	72	68	72
The response times	62	74	68	75	53	83	66	68	66	72

Q7_1, Q7_2, Q7_3

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

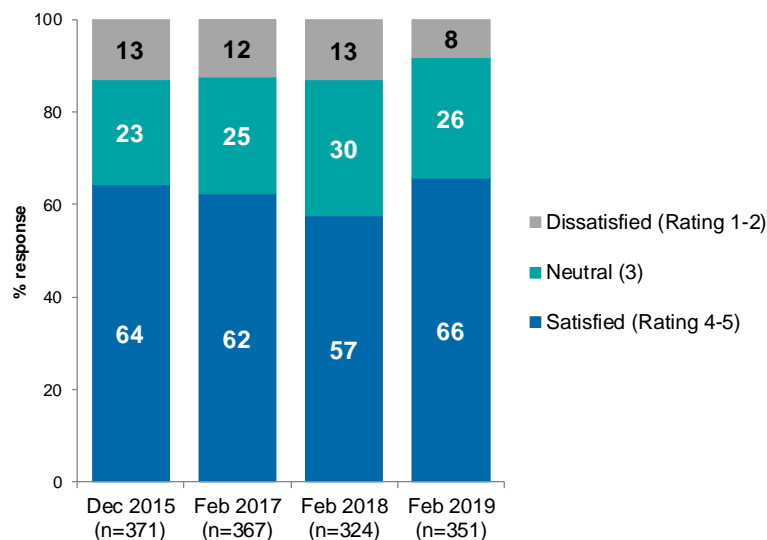


Council Communications

More residents satisfied with communications in 2019

Overall how satisfied or dissatisfied are you with the Council's performance in regard to...overall performance on communications? (Q8_5)

Council's overall performance on communications



	Gender		Age					
	Male (n=171)	Female (n=179)	18 to 24 (n=42)	25 to 34 (n=45)	35 to 44 (n=48)	45 to 54 (n=58)	55 to 64 (n=60)	65+ (n=98)

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

56 75 71 60 72 62 56 70

	Suburb				Residency					
	Medindie (n=57)	Gilberton (n=70)	Walkerville (n=118)	Vale Park (n=105)	Less than 12 months (n=17)	1-3 years (n=60)	4-6 years (n=40)	7-10 years (n=44)	11-20 years (n=88)	More than 20 years (n=102)

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

62 64 62 73 64 75 60 73 65 61

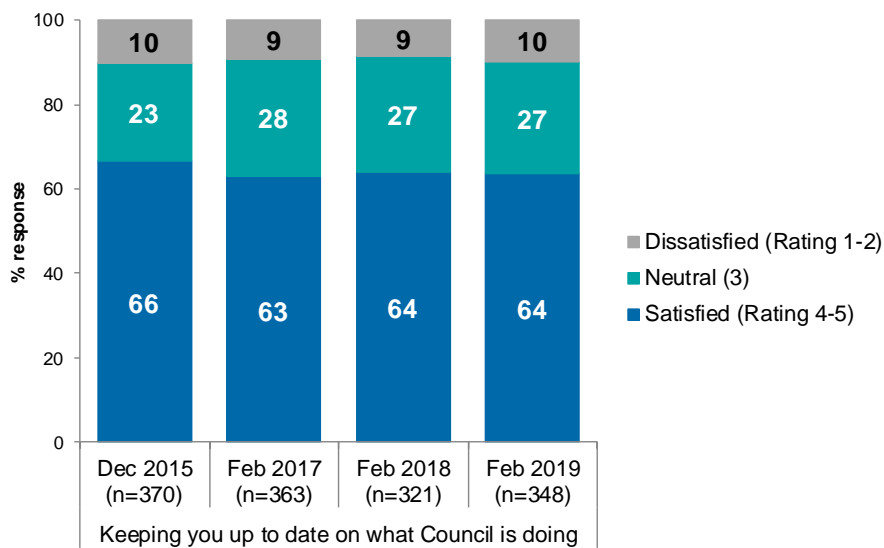
*Note: includes publications, flyers, advertisements, newsletters, websites and letters

Q8_5

Caution: low sample numbers in some categories

Consistent with 2018, 64% were satisfied with being kept up-to-date on Council activities

Overall how satisfied or dissatisfied are you with the Council's performance in regard to... keeping you up-to-date on what Council is doing? (Q8_1)



T2B (%)

Gender 2019		Age 2019					
Male (n=170)	Female (n=177)	18 to 24 (n=41)	25 to 34 (n=45)	35 to 44 (n=47)	45 to 54 (n=57)	55 to 64 (n=60)	65+ (n=98)
55	71	64	60	62	56	57	74

Keeping you up to date on what Council is doing

T2B (%)

Suburb 2019				Residency 2019					
Medindie (n=57)	Gilberton (n=69)	Walkerville (n=116)	Vale Park (n=105)	Less than 12 months (n=15)	1-3 years (n=59)	4-6 years (n=40)	7-10 years (n=44)	11-20 years (n=88)	More than 20 years (n=102)
60	62	59	71	60	67	60	69	65	59

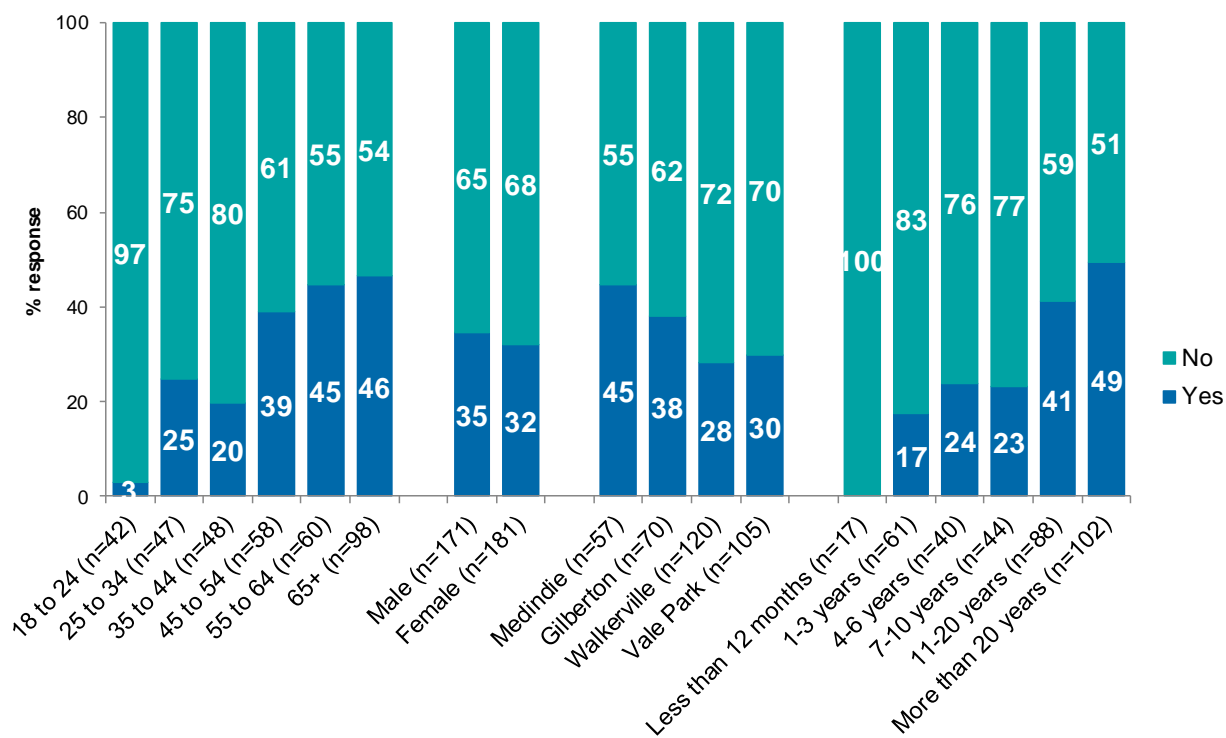
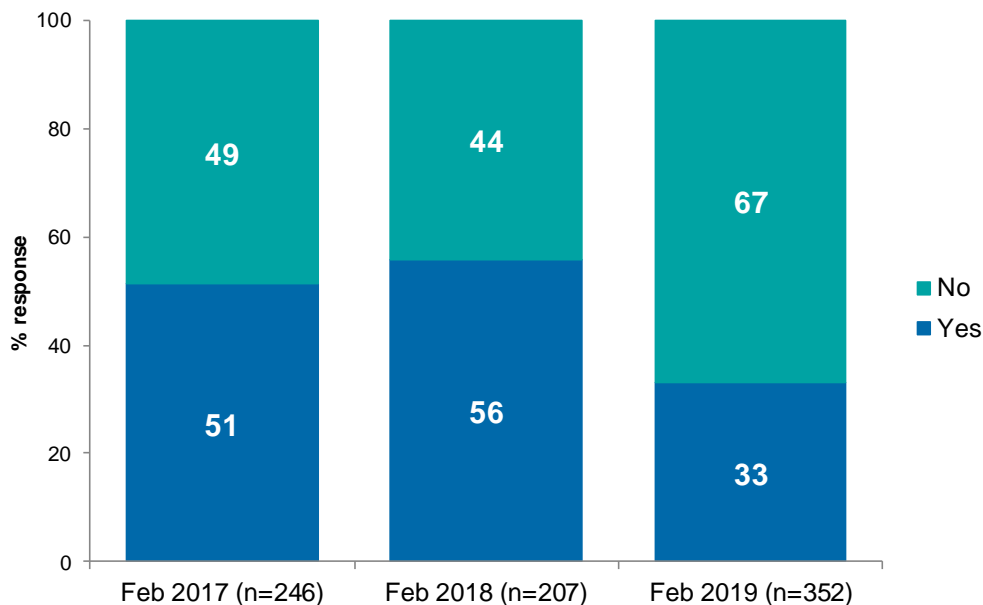
Keeping you up to date on what Council is doing



Involvement in Community Planning

1 in 3 residents have taken part in public consultation or given feedback

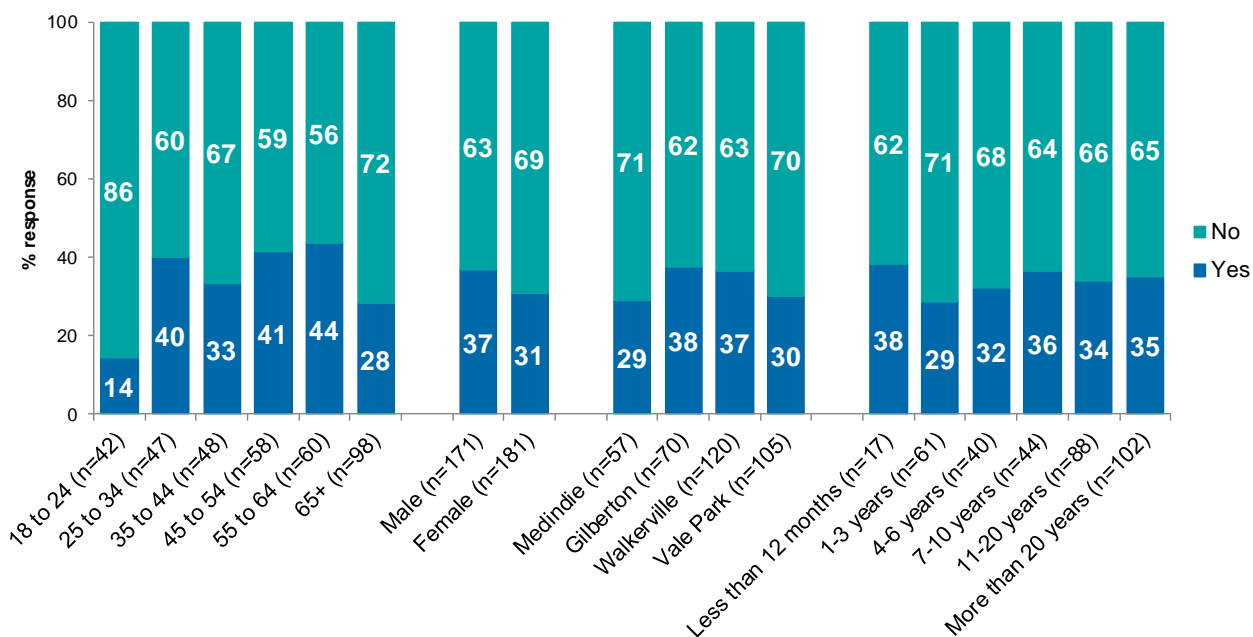
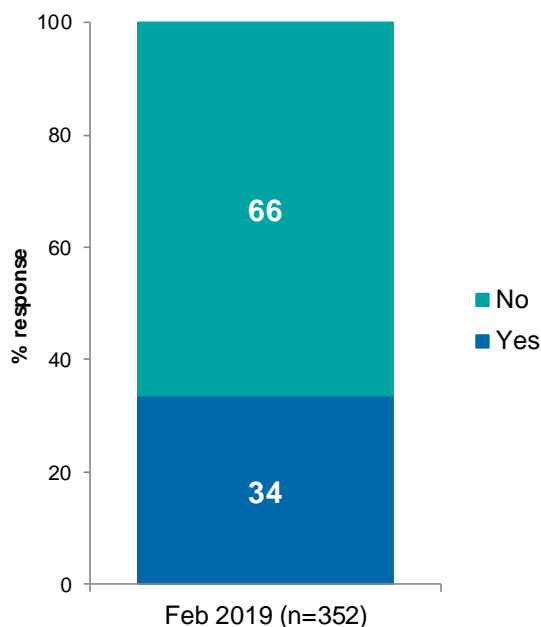
Have you ever taken part in a public consultation session or provided feedback to Council? (Q6N17)



Caution: low sample numbers in some categories

1 in 3 residents also interested in taking part in future discussion with Council

Would you consider being part of a focus group to discuss how Council can improve the way it engages with the community when it goes out for consultation? (Q6N17a)



Caution: low sample numbers in some categories



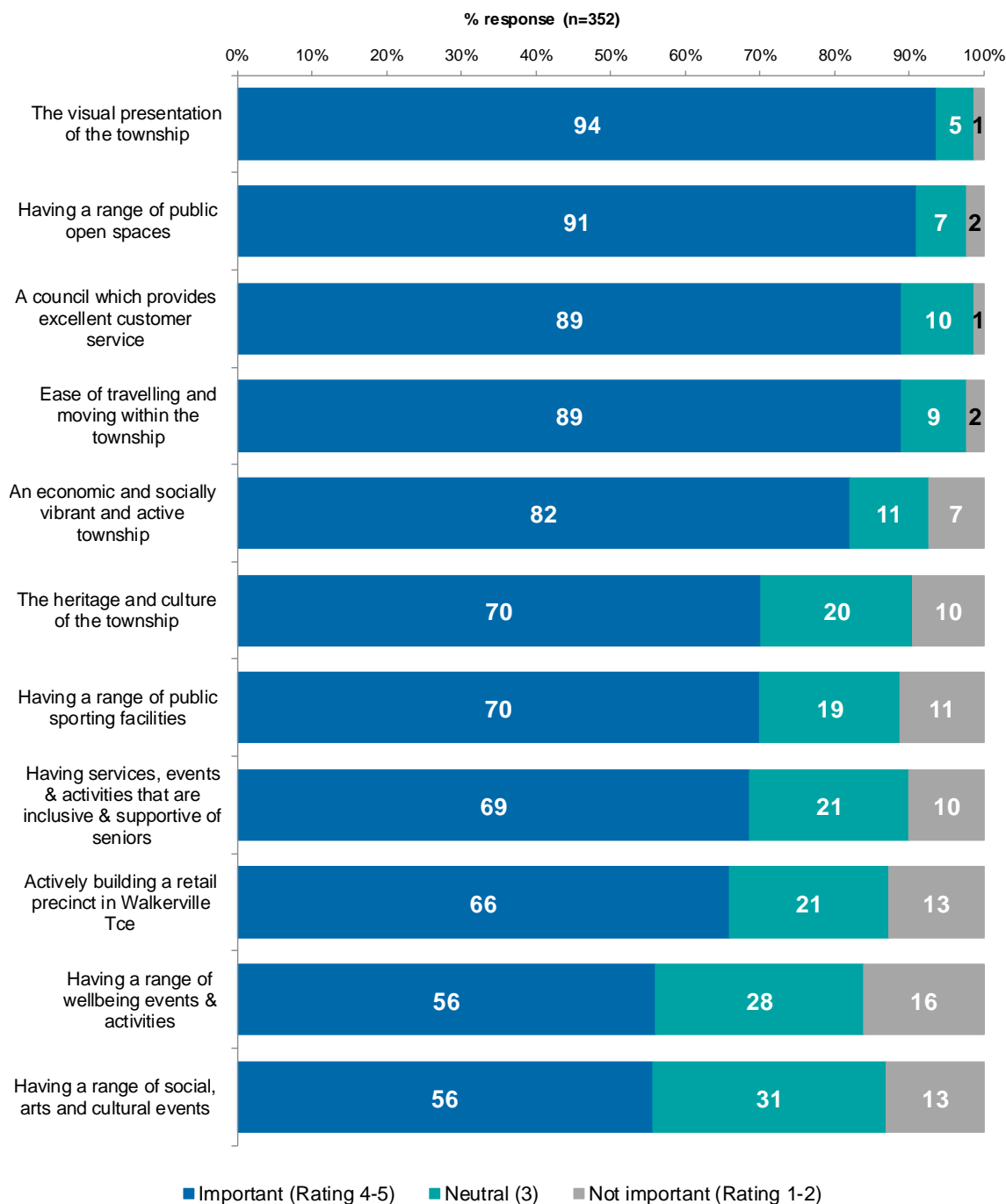
Attributes of Walkerville

— importance & satisfaction

More than 9 in 10 residents feel that visual presentation and public open spaces are important in Walkerville

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

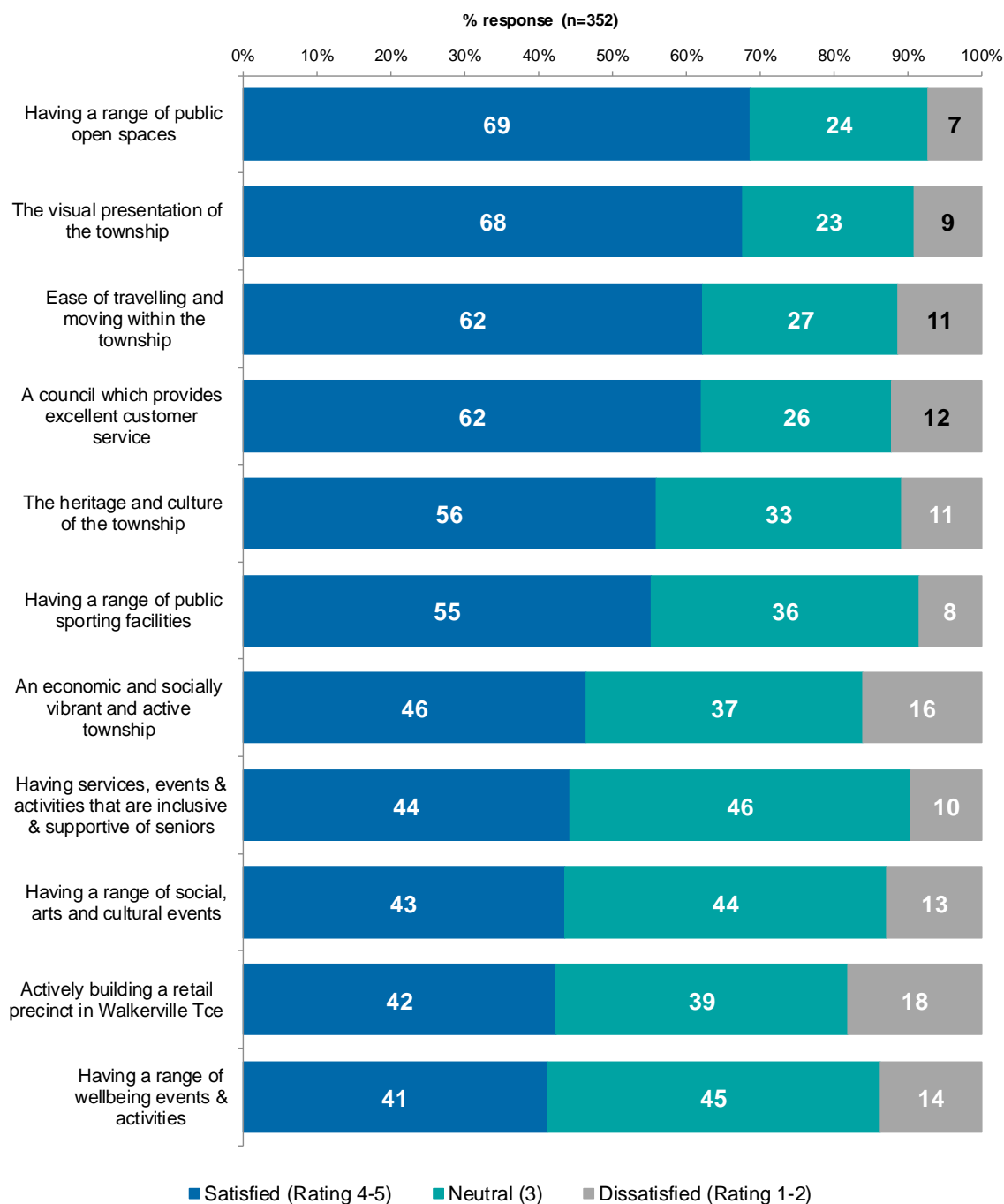
Importance of each aspect of living in Walkerville to residents



Highest satisfaction with public spaces and visual presentation – but many neutral on Council performance

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

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



Most aspects rated as of lower importance this year – but increasing importance for economic and socially vibrant township

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

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

% Very important/important	Total		
	Dec 2015 (n=375)	Feb 2017 (n=370)	Feb 2019 (n=352)
The visual presentation of the township - tidy streets, lots of trees etc	97	95	94
Having a range of public open spaces such as parks, gardens and playgrounds	96	94	91
Ease of travelling and moving within the township whether by foot, bike or car	95	93	89
A council which provides excellent customer service	93	93	89
An economic and socially vibrant and active township with retail dining and entertainment options	77	81	82
The heritage and culture of the township	82	76	70
Having a range of public sporting facilities	75	69	70
Having services, events & activities that are inclusive and supportive of seniors, as well as their family and carers	-	-	69
Actively building a retail precinct in Walkerville Tce	-	73	66
Having a range of social, arts and cultural events for all ages, throughout the year	66	60	56
Having a range of wellbeing events & activities for all ages, throughout the year	-	58	56

Satisfaction lower in 2019 on most items, with some aspects at lowest levels since survey inception

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

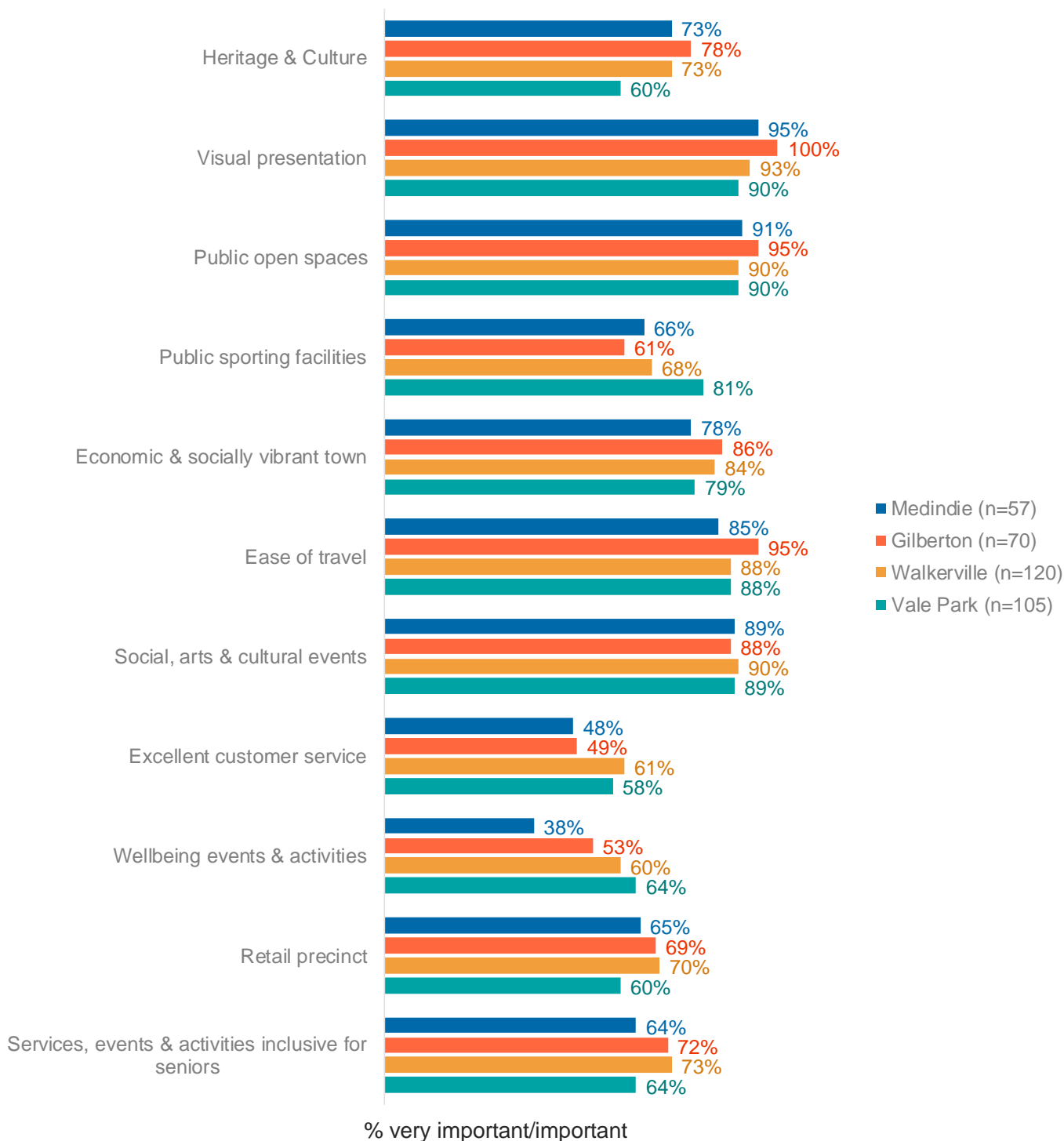
Residents' satisfaction with Council's contribution and performance for each aspect - over time

% very satisfied/satisfied	Total			
	Dec 2015 (n=375)	Feb 2017 (n=370)	Feb 2018 (n=320)	Feb 2019 (n=352)
Having a range of public open spaces such as parks, gardens and playgrounds	76	75	81	69
The visual presentation of the township - tidy streets, lots of trees etc	68	70	80	68
Ease of travelling and moving within the township whether by foot, bike or car	70	63	78	62
A council which provides excellent customer service	60	62	-	62
The heritage and culture of the township	52	58	65	56
Having a range of public sporting facilities	62	59	69	55
An economic and socially vibrant and active township with retail dining and entertainment options	50	44	52	46
Having services, events & activities that are inclusive and supportive of seniors, as well as their family and carers	-	-	-	44
Having a range of social, arts and cultural events for all ages, throughout the year	45	36	45	43
Actively building a retail precinct in Walkerville Tce	-	45	63	42
Having a range of wellbeing events & activities for all ages, throughout the year	-	35	45	41

Visual presentation and open spaces important to all of township

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

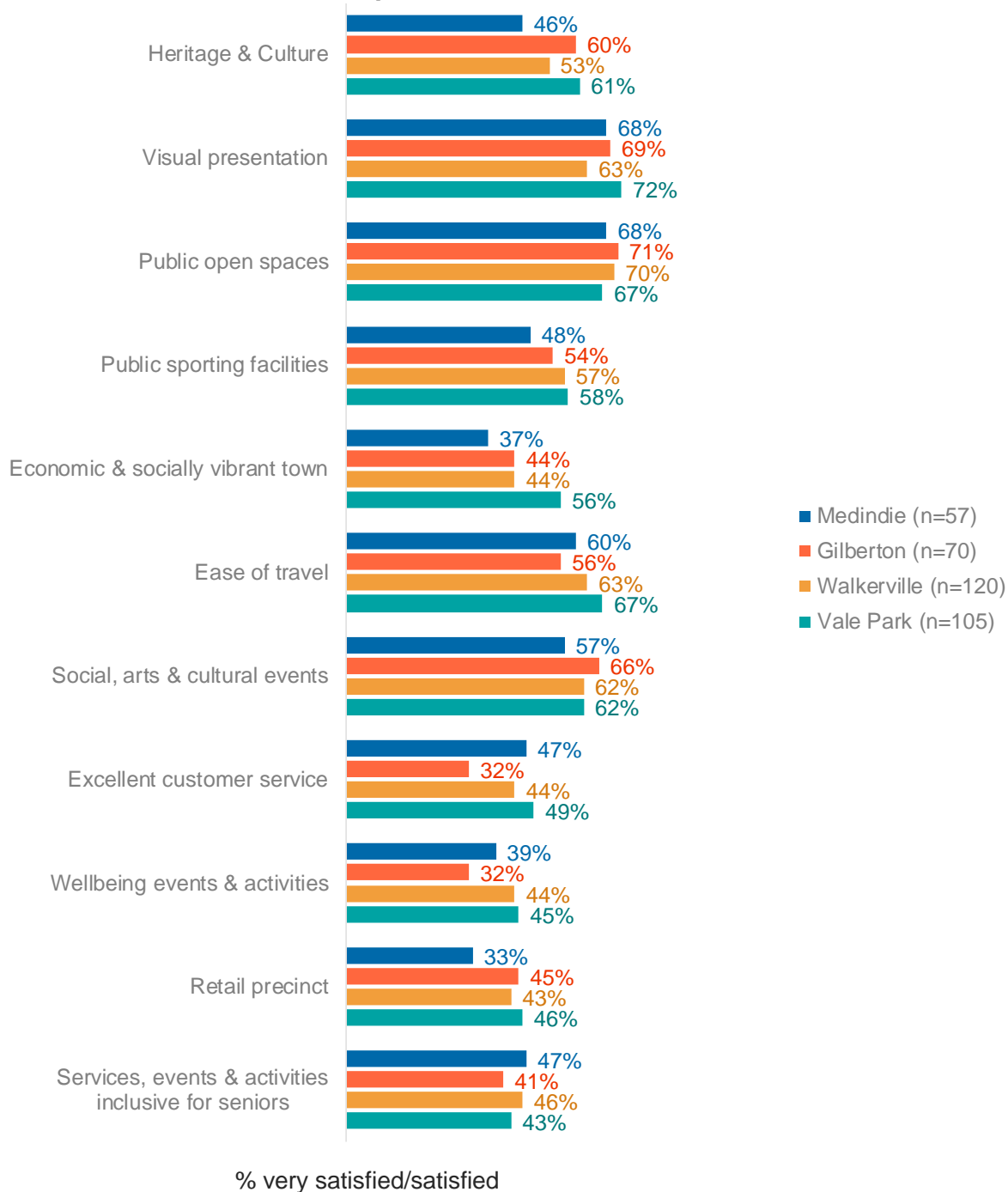
Importance of each aspect of living in Walkerville to residents 2019



Lower satisfaction shows the suburbs where service improvement should be focussed

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

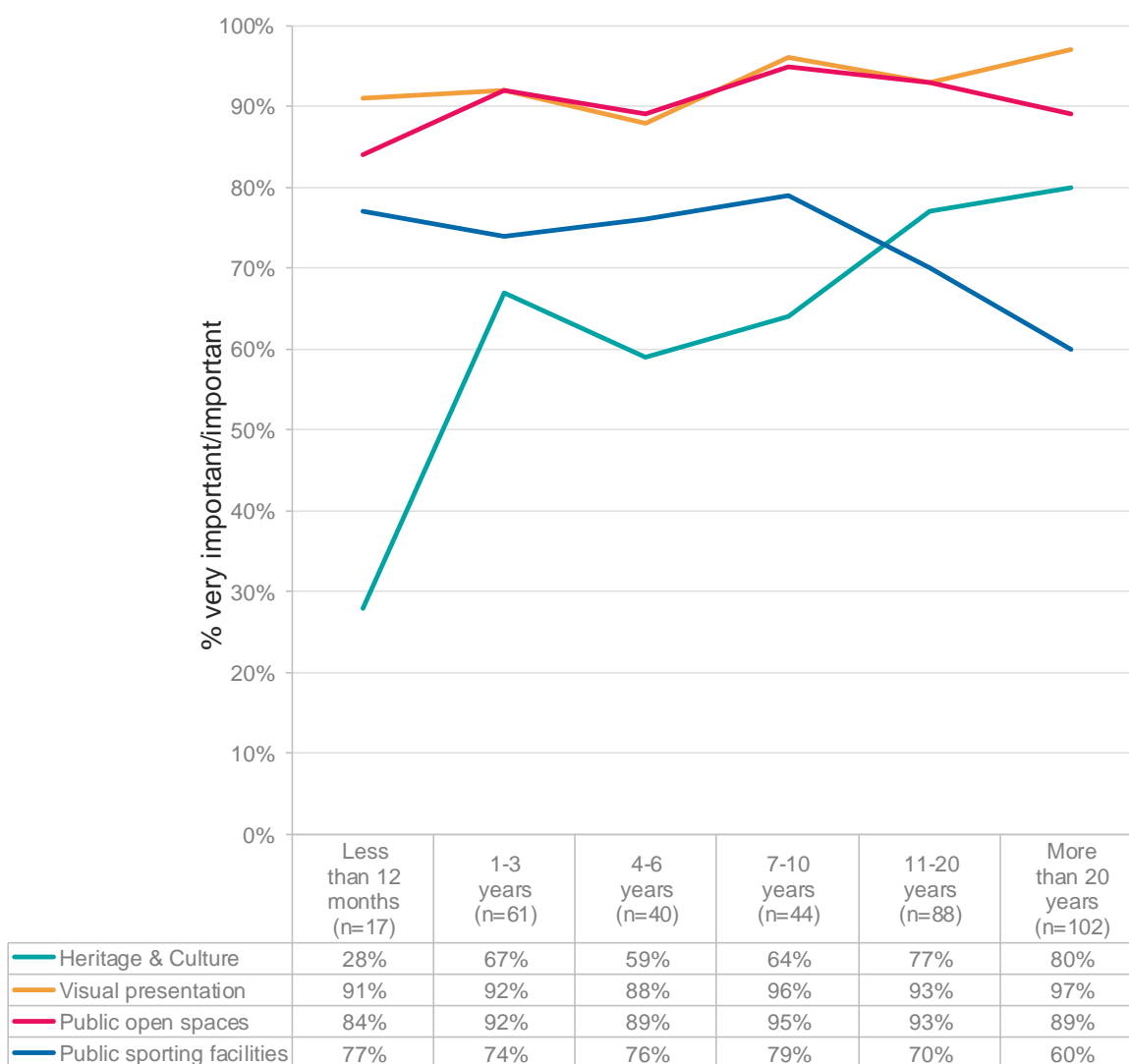
Residents' satisfaction with Council's contribution and performance for each aspect 2019



Heritage and culture more important to longer term residents

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

Importance of each aspect of living in Walkerville to residents 2019

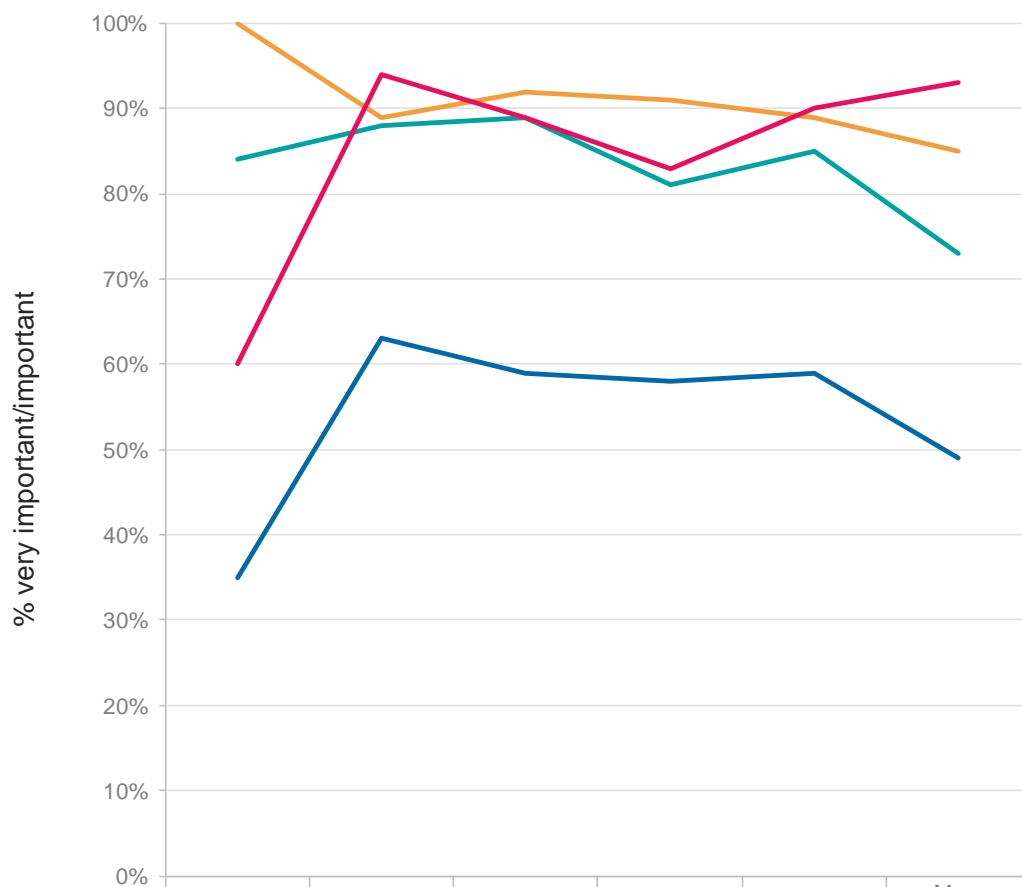


Caution: low sample numbers in some categories

Ease of travel and vibrant township somewhat more important to newer residents

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

Importance of each aspect of living in Walkerville to residents 2019 (cont.)



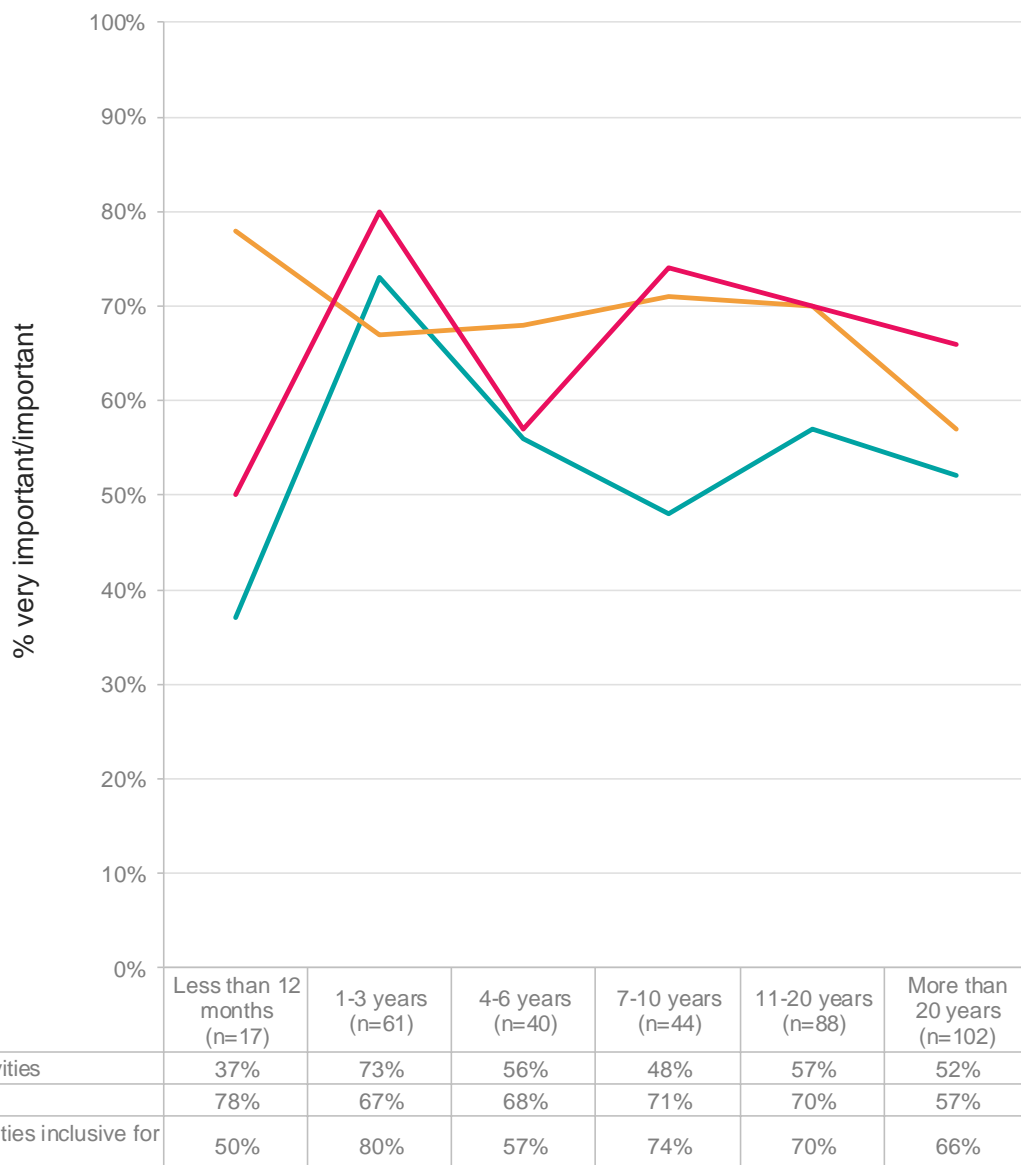
	Less than 12 months (n=17)	1-3 years (n=61)	4-6 years (n=40)	7-10 years (n=44)	11-20 years (n=88)	More than 20 years (n=102)
Economic & socially vibrant town	84%	88%	89%	81%	85%	73%
Ease of travel	100%	89%	92%	91%	89%	85%
Social, arts & cultural events	60%	94%	89%	83%	90%	93%
Excellent customer service	35%	63%	59%	58%	59%	49%

Caution: low sample numbers in some categories

Interest in events and activities appears to peak for those in area 1-3 years

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

Importance of each aspect of living in Walkerville to residents 2019 (cont.)

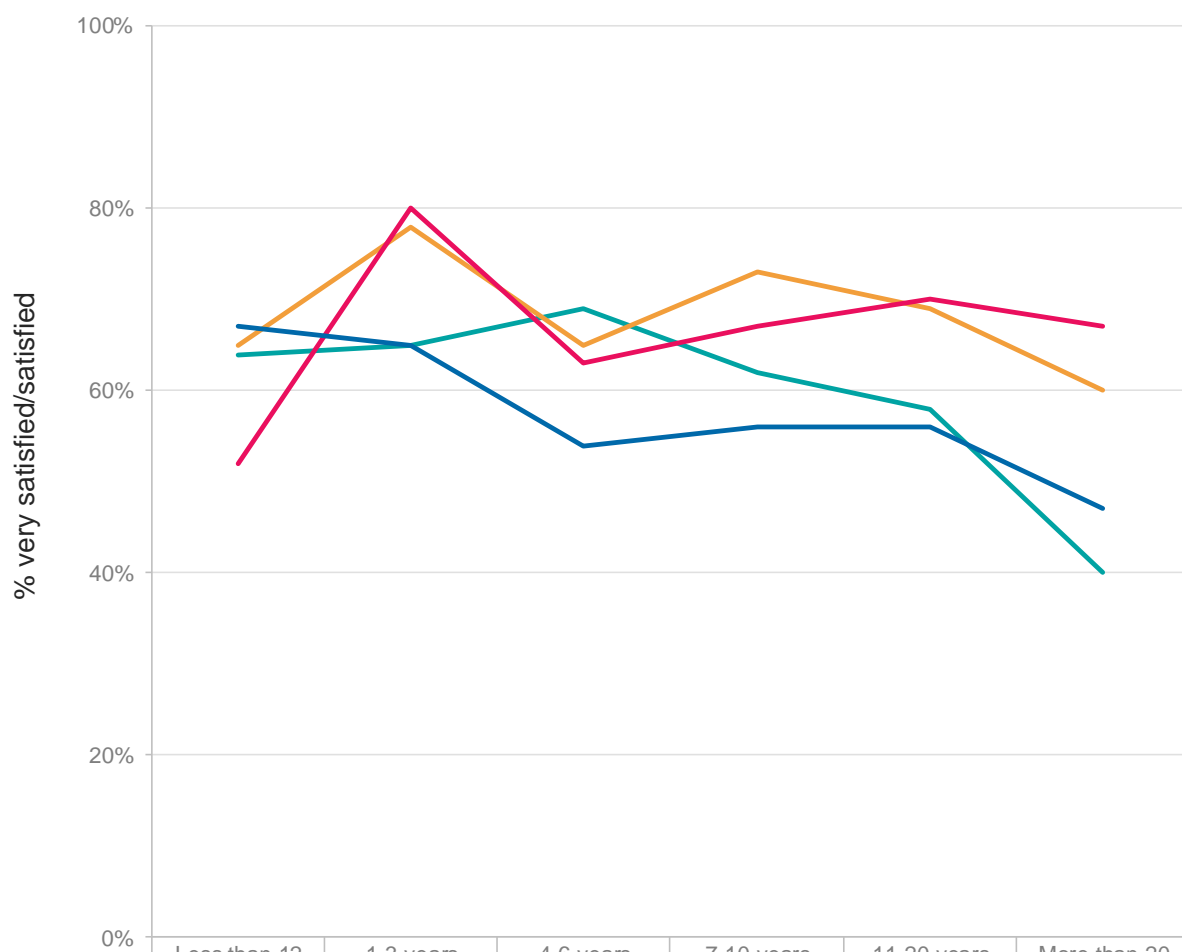


Caution: low sample numbers in some categories

Longer term residents have far lower satisfaction with heritage and culture

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

Residents' satisfaction with Council's contribution and performance for each aspect 2019



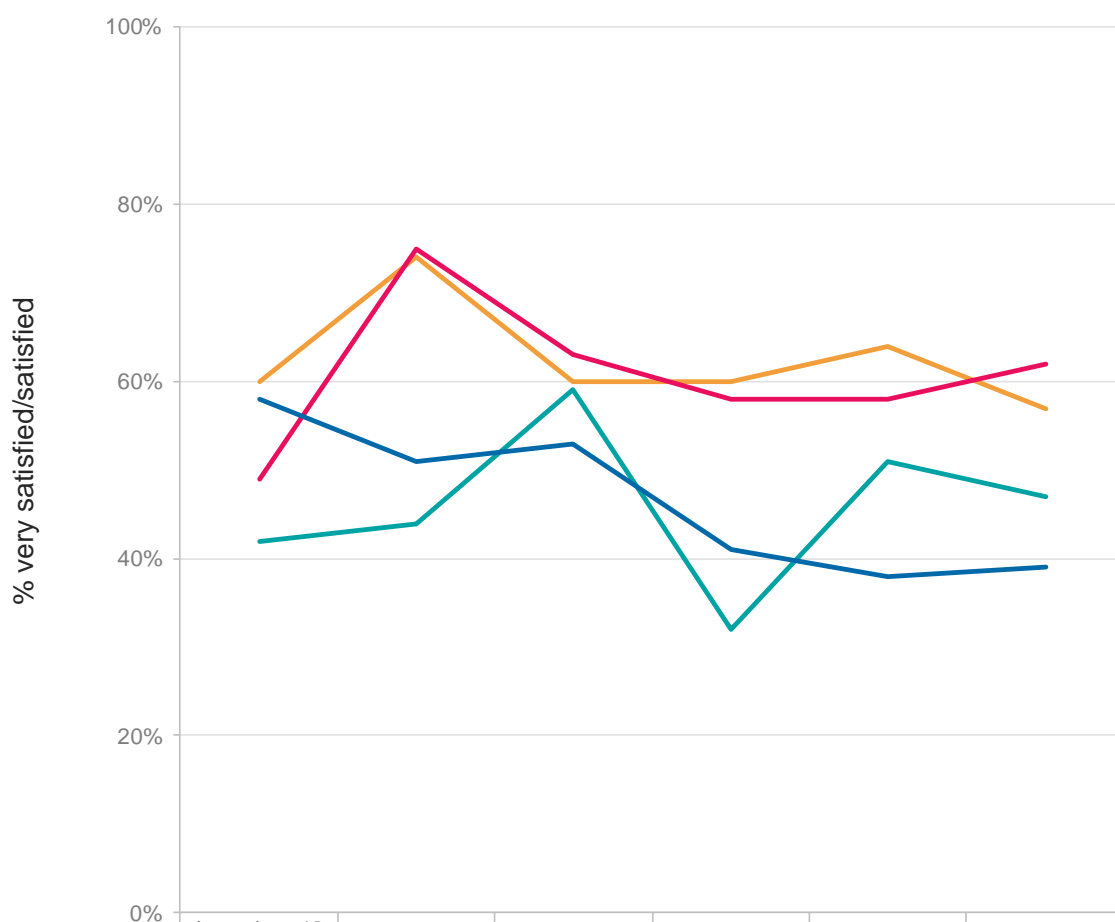
	Less than 12 months (n=17)	1-3 years (n=61)	4-6 years (n=40)	7-10 years (n=44)	11-20 years (n=88)	More than 20 years (n=102)
Heritage & Culture	64%	65%	69%	62%	58%	40%
Visual presentation	65%	78%	65%	73%	69%	60%
Public open spaces	52%	80%	63%	67%	70%	67%
Public sporting facilities	67%	65%	54%	56%	56%	47%

Caution: low sample numbers in some categories

Lower satisfaction with customer service for longer resident tenure

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

Residents' satisfaction with Council's contribution and performance for each aspect 2019



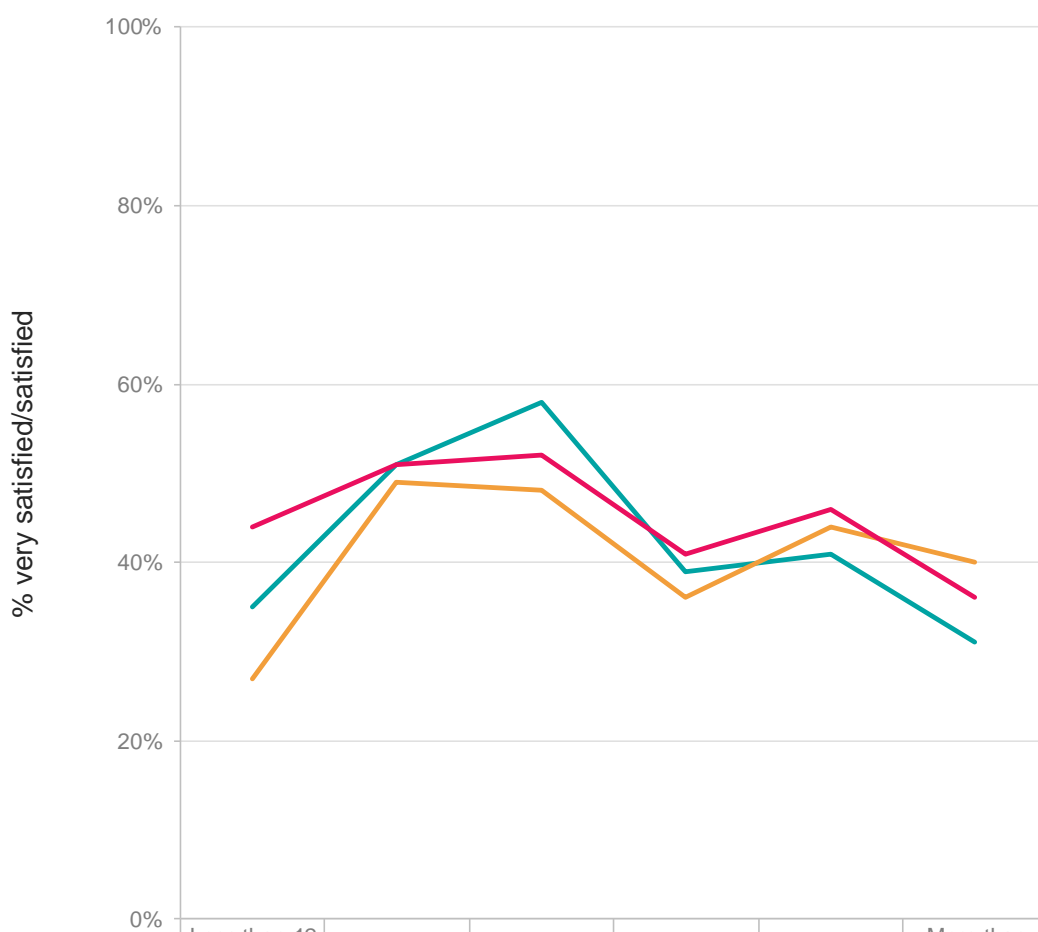
	Less than 12 months (n=17)	1-3 years (n=61)	4-6 years (n=40)	7-10 years (n=44)	11-20 years (n=88)	More than 20 years (n=102)
Economic & socially vibrant town	42%	44%	59%	32%	51%	47%
Ease of travel	60%	74%	60%	60%	64%	57%
Social, arts & cultural events	49%	75%	63%	58%	58%	62%
Excellent customer service	58%	51%	53%	41%	38%	39%

Caution: low sample numbers in some categories

Highest satisfaction for newer to mid-term residents (1-6 years)

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

Residents' satisfaction with Council's contribution and performance for each aspect 2019



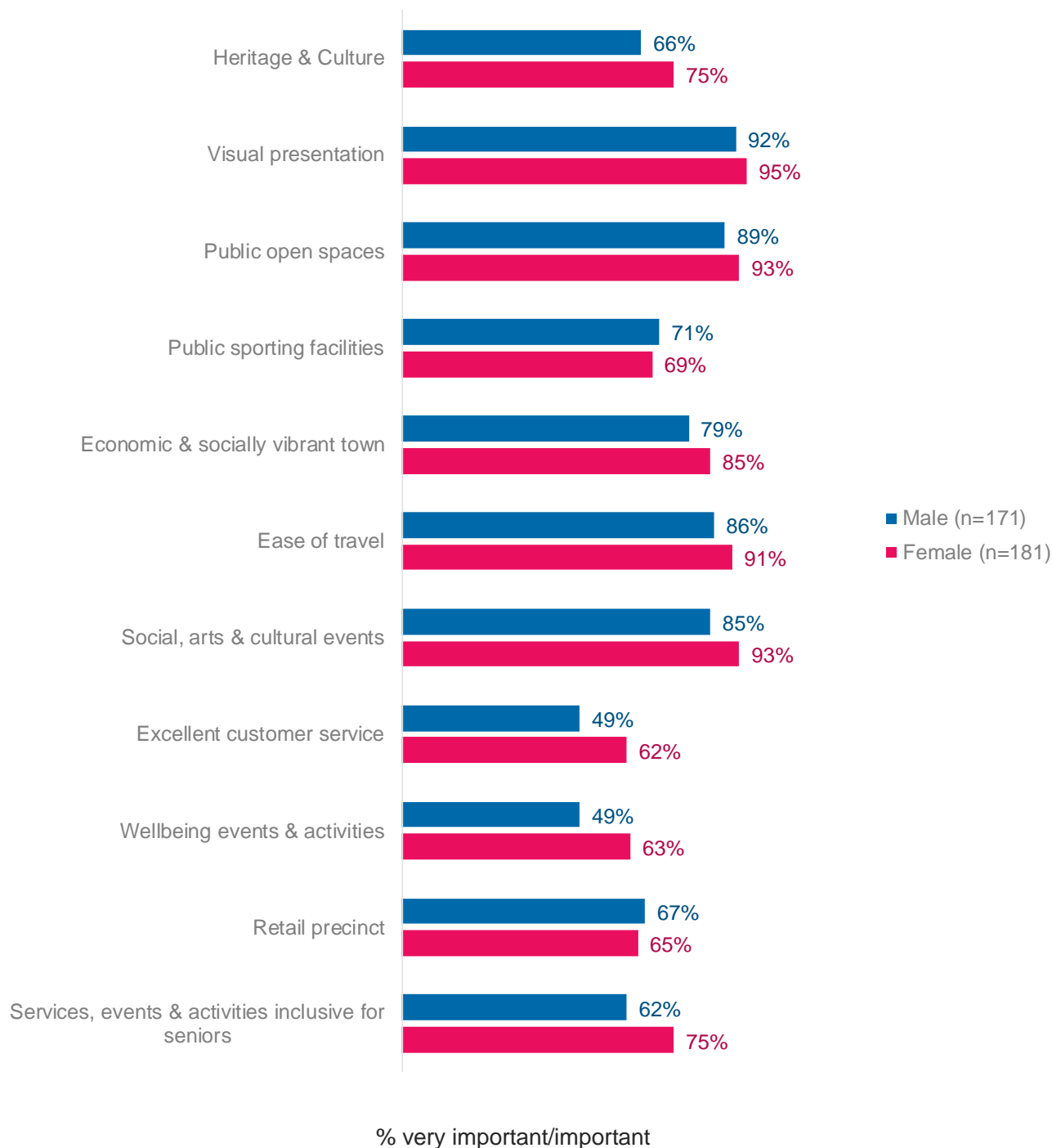
	Less than 12 months (n=17)	1-3 years (n=61)	4-6 years (n=40)	7-10 years (n=44)	11-20 years (n=88)	More than 20 years (n=102)
Wellbeing events & activities	35%	51%	58%	39%	41%	31%
Retail precinct	27%	49%	48%	36%	44%	40%
Services, events & activities inclusive for seniors	44%	51%	52%	41%	46%	36%

Caution: low sample numbers in some categories

Females rate almost all aspects as more important than males

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

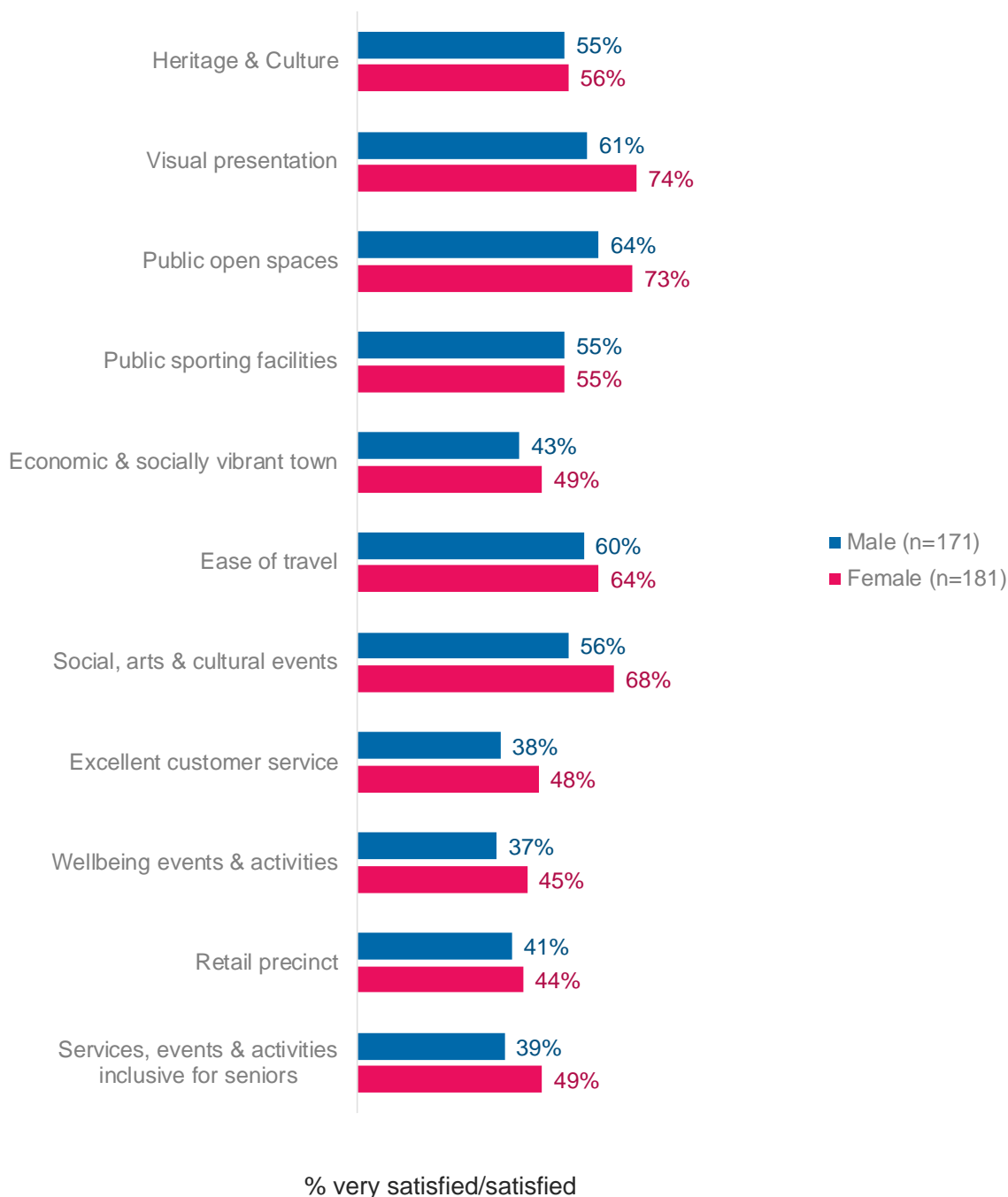
Importance of each aspect of living in Walkerville to residents 2019



Females also tend to be more satisfied on all aspects of living in Walkerville

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

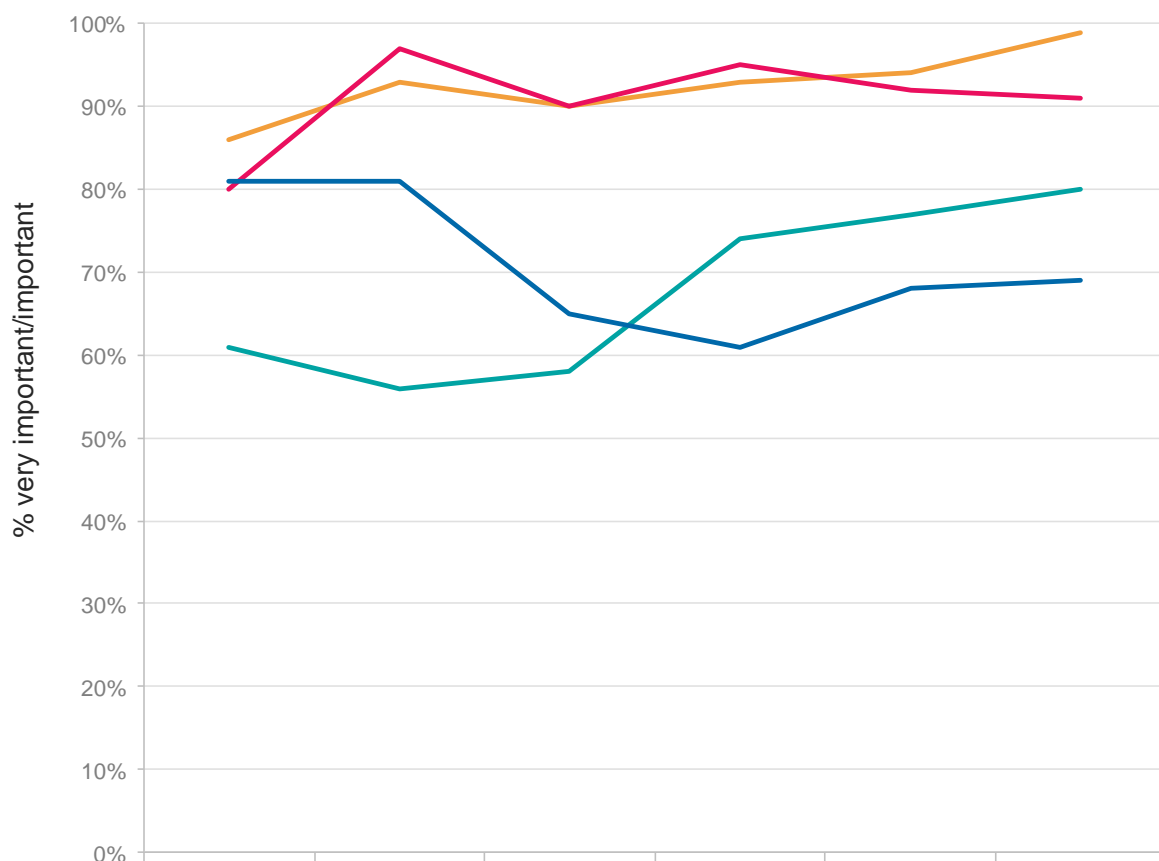
Residents' satisfaction with Council's contribution and performance for each aspect 2019



Increasing importance of heritage and visual presentation for older residents

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

Importance of each aspect of living in Walkerville to residents 2019

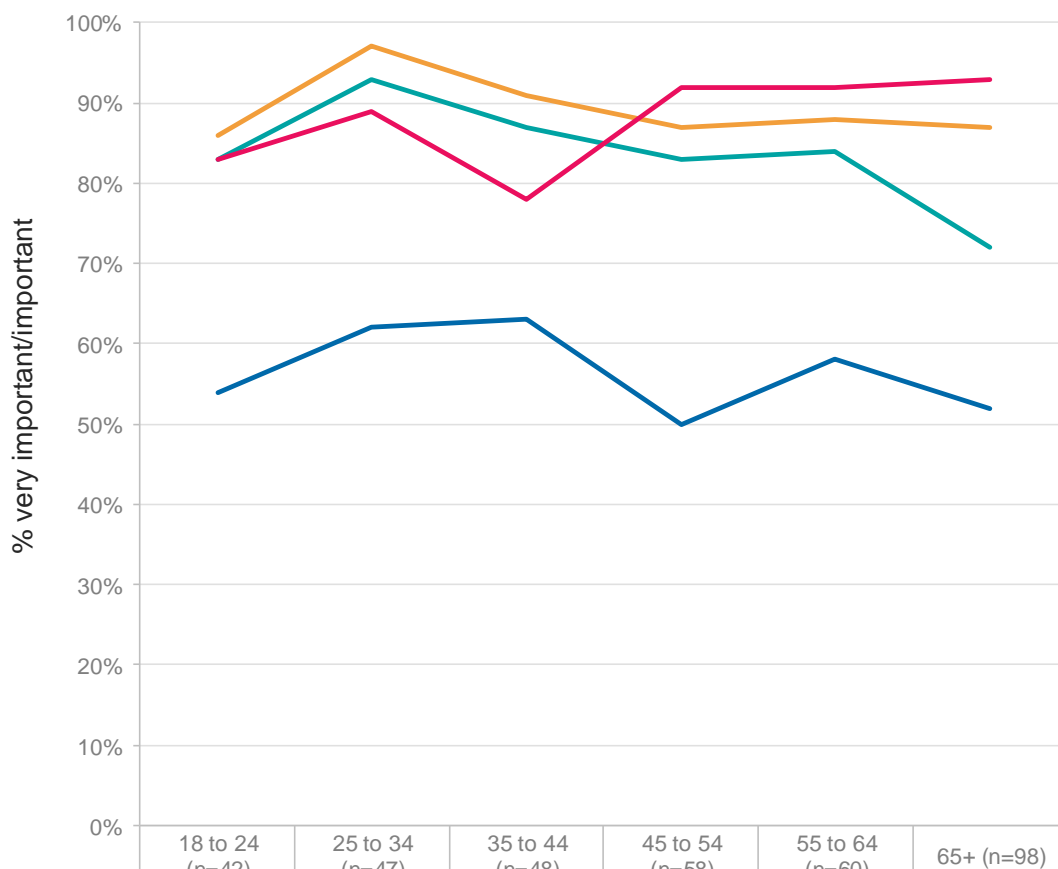


	18 to 24 (n=42)	25 to 34 (n=47)	35 to 44 (n=48)	45 to 54 (n=58)	55 to 64 (n=60)	65+ (n=98)
Heritage & Culture	61%	56%	58%	74%	77%	80%
Visual presentation	86%	93%	90%	93%	94%	99%
Public open spaces	80%	97%	90%	95%	92%	91%
Public sporting facilities	81%	81%	65%	61%	68%	69%

Economic and socially vibrant township has lower importance with increased age

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

Importance of each aspect of living in Walkerville to residents 2019

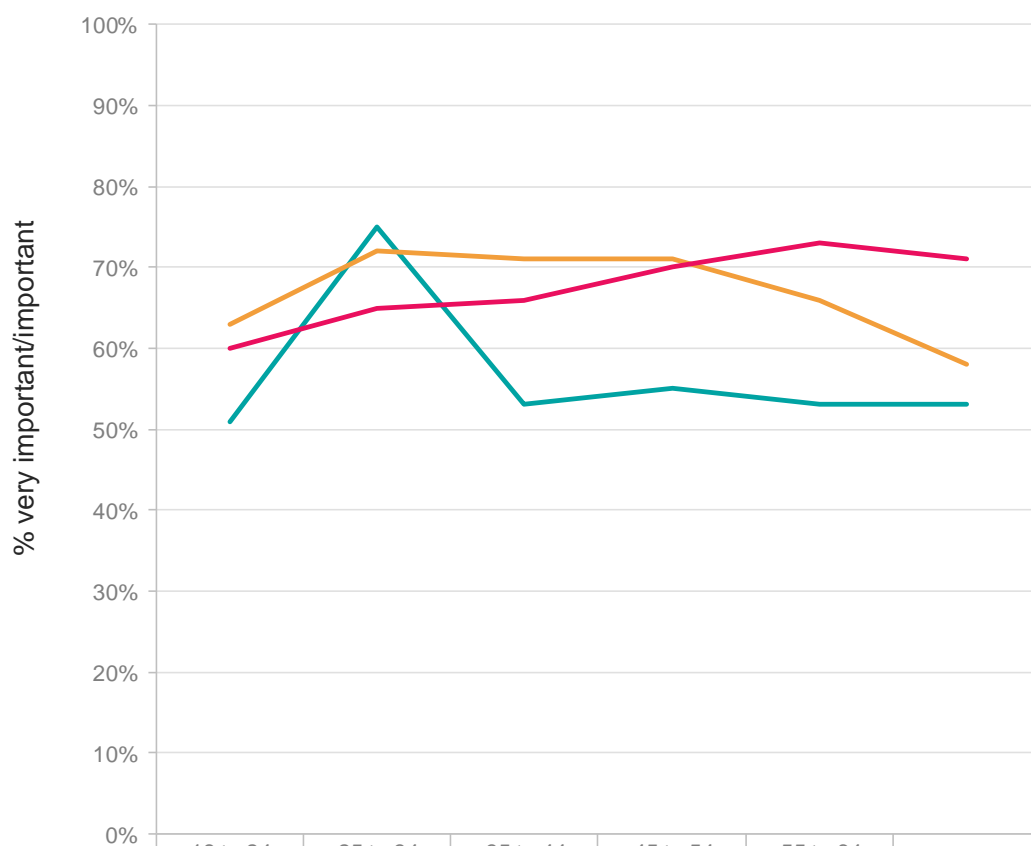


	18 to 24 (n=42)	25 to 34 (n=47)	35 to 44 (n=48)	45 to 54 (n=58)	55 to 64 (n=60)	65+ (n=98)
Economic & socially vibrant town	83%	93%	87%	83%	84%	72%
Ease of travel	86%	97%	91%	87%	88%	87%
Social, arts & cultural events	83%	89%	78%	92%	92%	93%
Excellent customer service	54%	62%	63%	50%	58%	52%

25-34 year olds most likely to find wellbeing events important

There are a number of different aspects of living in Walkerville, please indicate how important each aspect is to you. Scale: 5=very high importance; 1=very low importance. (Q17)

Importance of each aspect of living in Walkerville to residents 2019

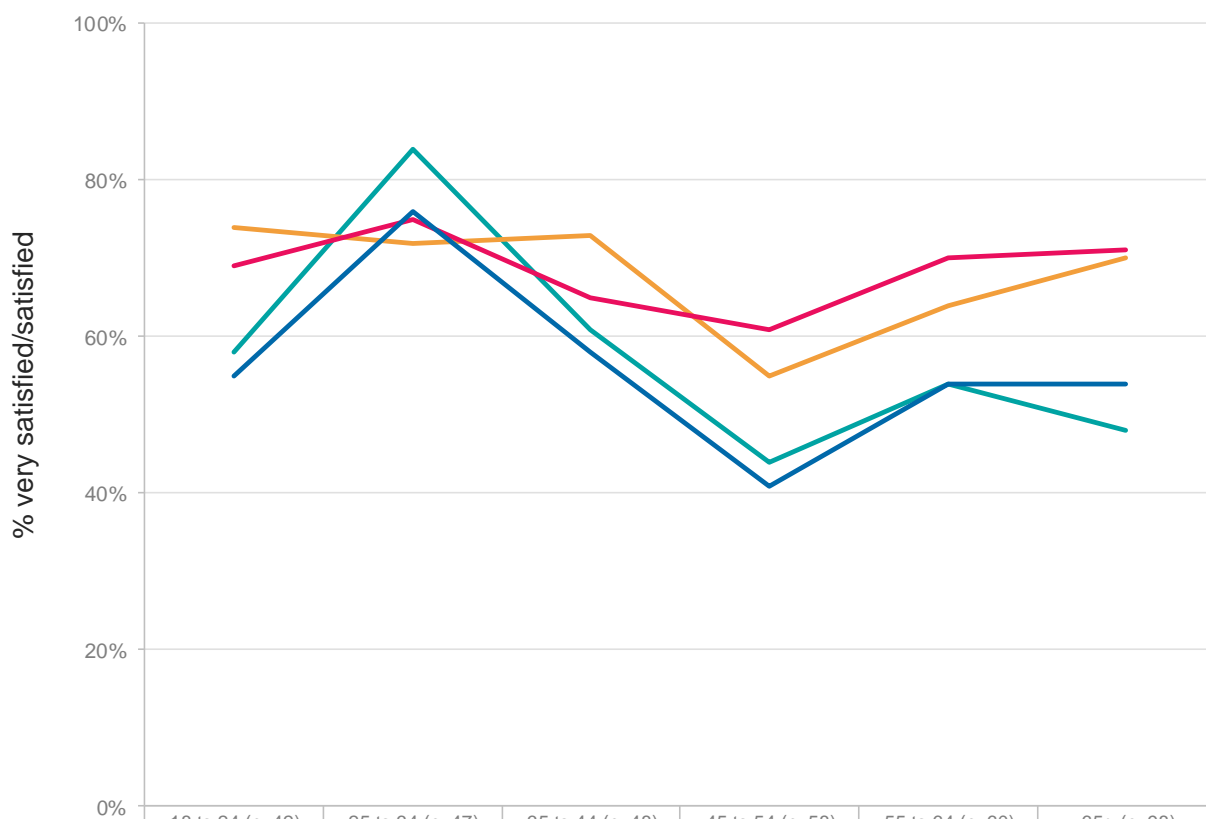


Wellbeing events & activities	51%	75%	53%	55%	53%	53%
Retail precinct	63%	72%	71%	71%	66%	58%
Services, events & activities inclusive for seniors	60%	65%	66%	70%	73%	71%

45-54 year olds are least satisfied on all attributes; particularly heritage and public sporting facilities

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

Residents' satisfaction with Council's contribution and performance for each aspect 2019

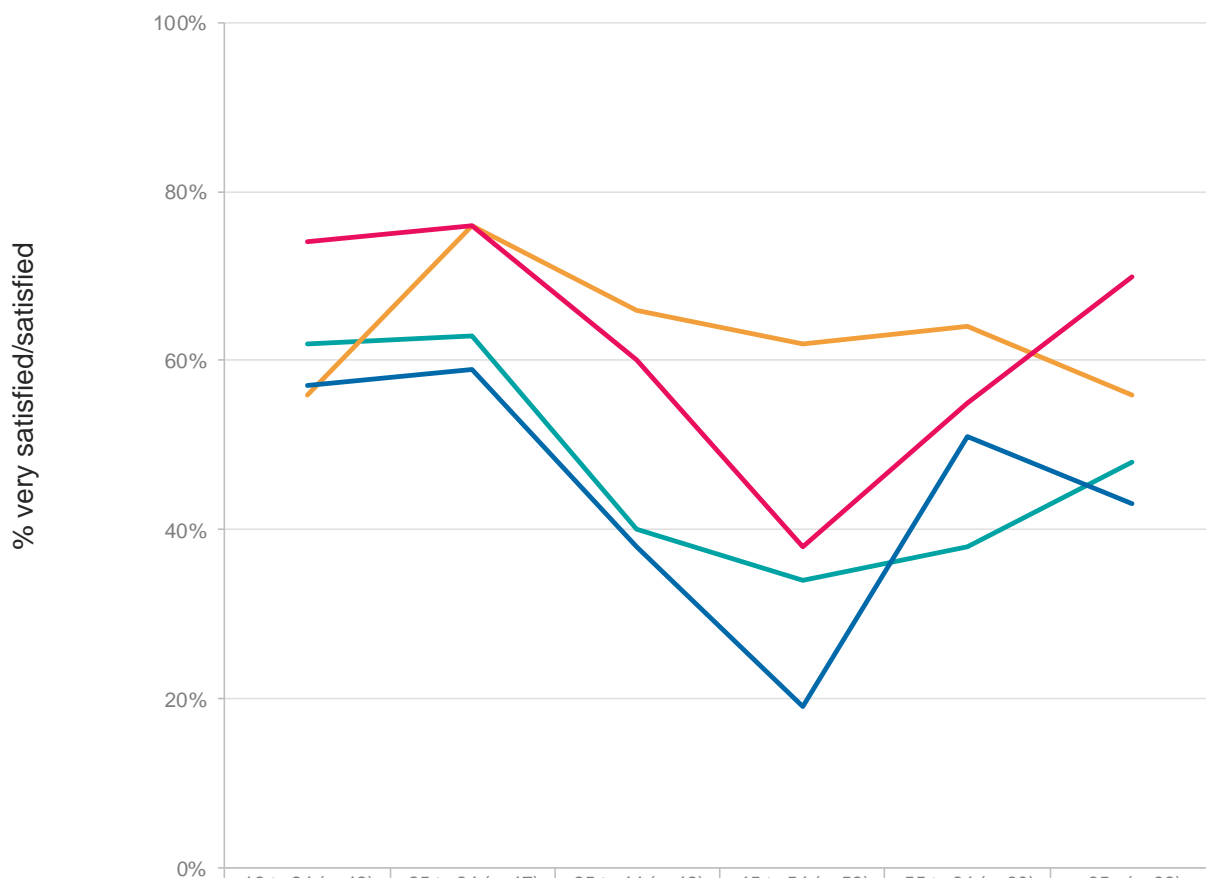


	18 to 24 (n=42)	25 to 34 (n=47)	35 to 44 (n=48)	45 to 54 (n=58)	55 to 64 (n=60)	65+ (n=98)
Heritage & Culture	58%	84%	61%	44%	54%	48%
Visual presentation	74%	72%	73%	55%	64%	70%
Public open spaces	69%	75%	65%	61%	70%	71%
Public sporting facilities	55%	76%	58%	41%	54%	54%

Younger residents more satisfied on most aspects of living in Walkerville

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

Residents' satisfaction with Council's contribution and performance for each aspect 2019

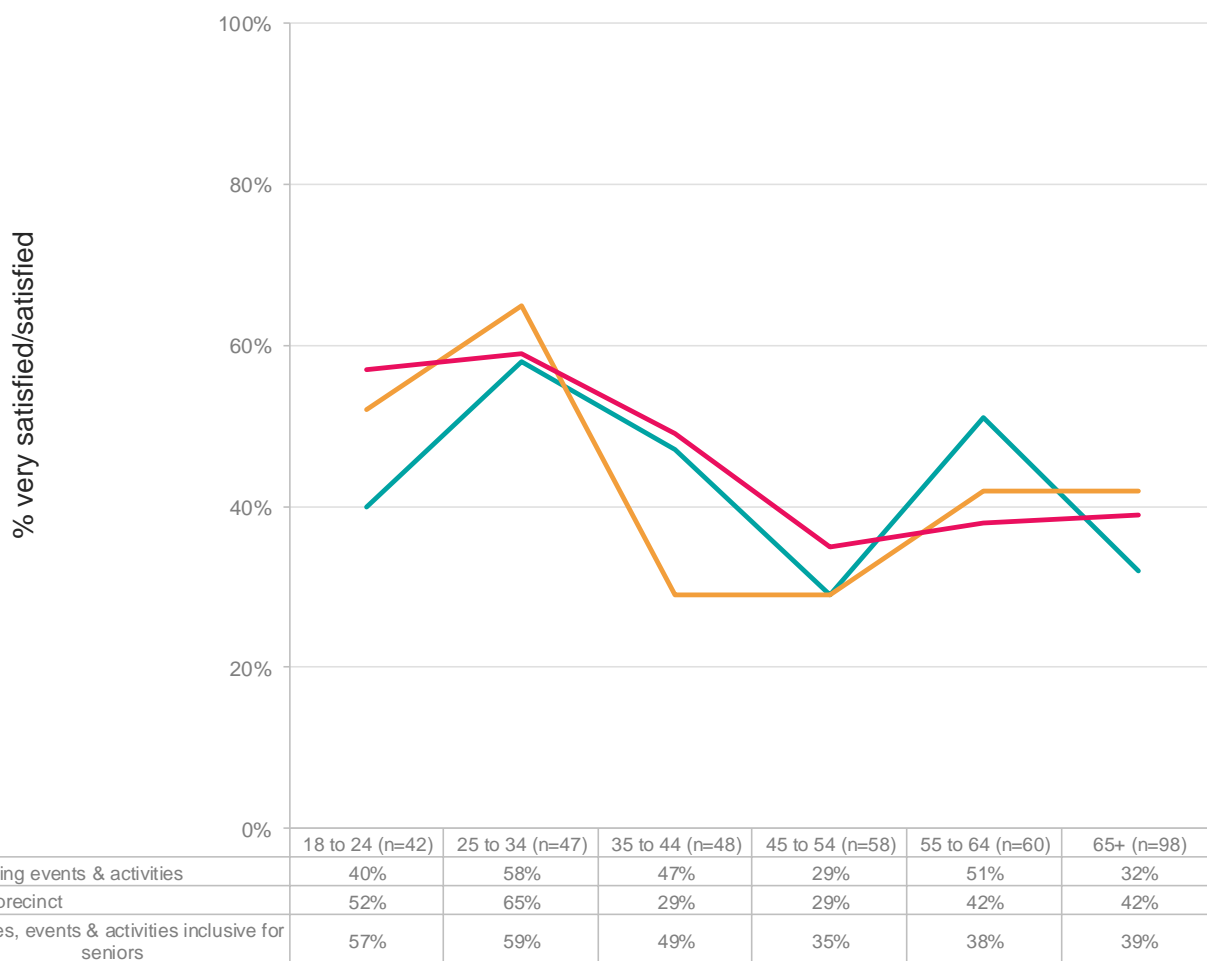


	18 to 24 (n=42)	25 to 34 (n=47)	35 to 44 (n=48)	45 to 54 (n=58)	55 to 64 (n=60)	65+ (n=98)
Economic & socially vibrant town	62%	63%	40%	34%	38%	48%
Ease of travel	56%	76%	66%	62%	64%	56%
Social, arts & cultural events	74%	76%	60%	38%	55%	70%
Excellent customer service	57%	59%	38%	19%	51%	43%

Lowest satisfaction with retail precinct from 35-54 year olds

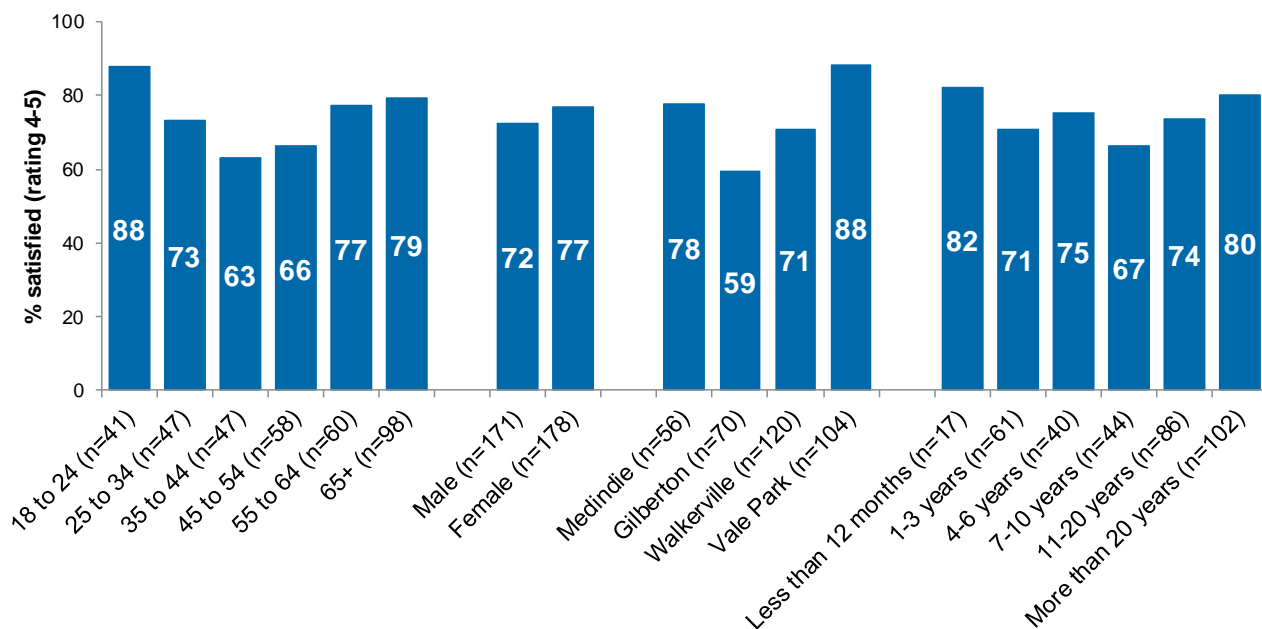
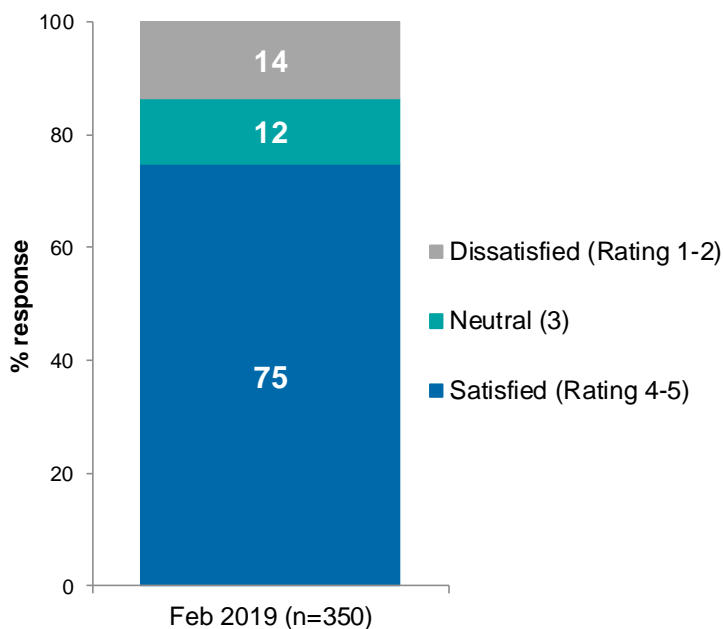
There are a number of different aspects of living in Walkerville, please indicate how satisfied or dissatisfied you are with Council's contribution and performance for each aspect. Scale: 5=very high satisfaction; 1=very low satisfaction. (Q17)

Residents' satisfaction with Council's contribution and performance for each aspect 2019



3 in 4 residents are satisfied that Town of Walkerville is a safe area to live in

Overall, how satisfied are you that Town of Walkerville is a safe and secure area to live in?
(Q10n19)



Caution: low sample numbers in some categories



Future Themes



Upgrades to parks and open spaces important

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

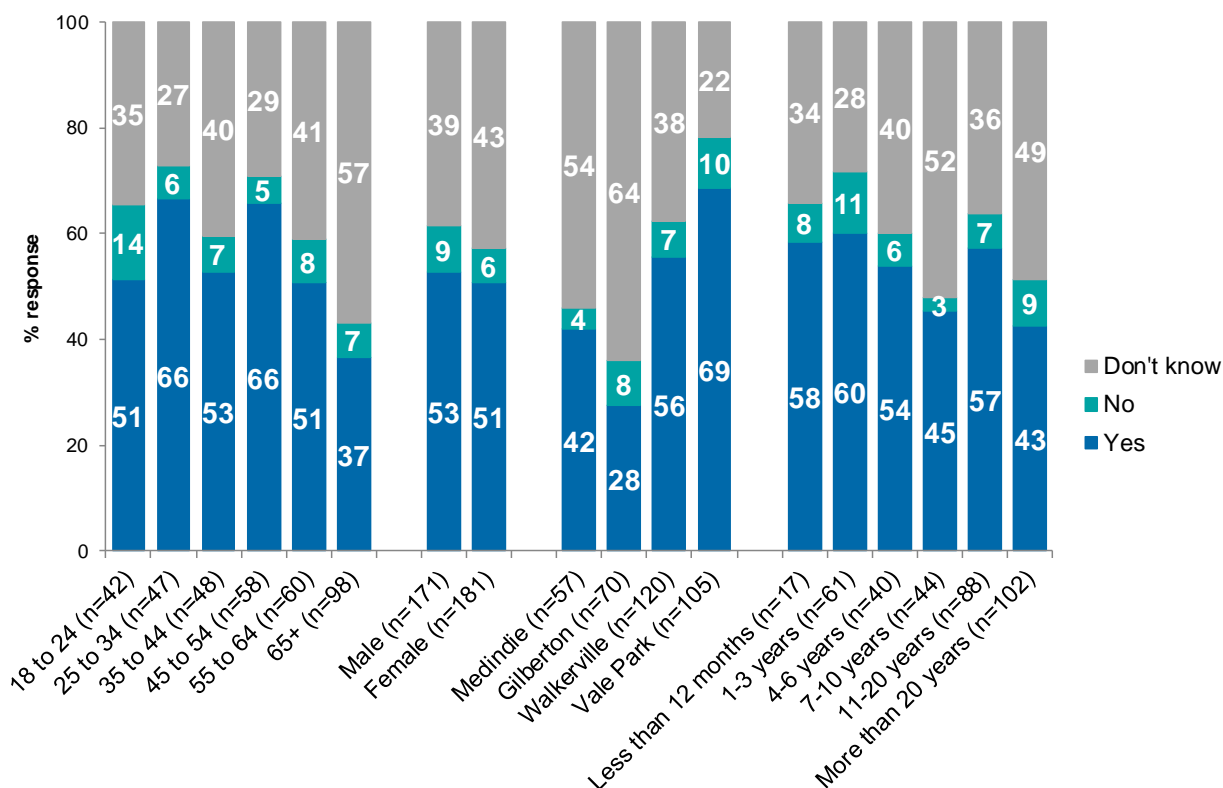
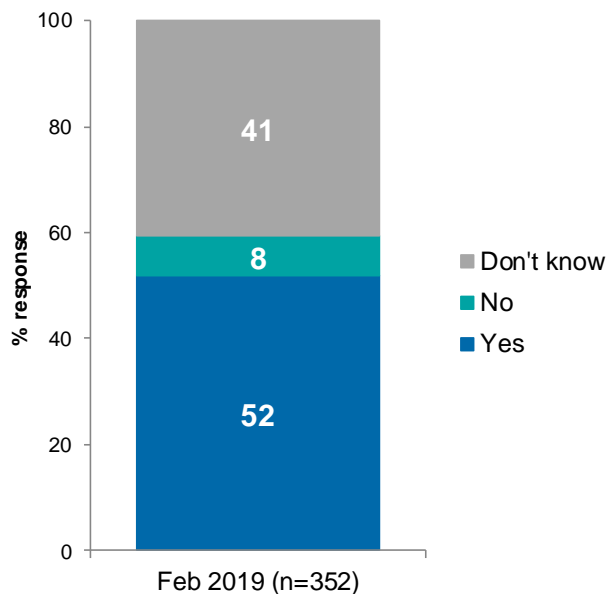
% Response	Total			
	Dec 2015 (n=388)	Feb 2017 (n=369)	Feb 2018 (n=320)	Feb 2019 (n=350)
Parks and open spaces /more park facilities/ maintain/keep safe/swimming pool/drinking fountains/ better access/BBQs/off lead dog park/acquire more land for parks/open space/more shade	11	13	18	16
Entertainment/cafes/restaurant/range/fine dining/wine bar	6	21	15	8
Economic/range of retail available/doctors/fresh grocer/longer opening hours	10	18	18	5
Travelling/motor congestion/speeding control/traffic management/speed limit for bicycle riders	13	6	5	5
Playgrounds/skatepark	-	5	5	4
Visual presentation/streets/paths/verges/maintain	10	5	2	4
Footpaths/maintenance/suitable for walkers/gophers/street lighting	7	4	4	4
Maintenance/tennis courts/bridges/oval/buildings/upgrade Walkerville oval	-	4	2	4
Car parking/residential only near bus stops/more along Walkerville Terrace/Wilpena Ave	3	5	5	4
Trees/maintenance/more shade	-	2	2	4
Bike/paths/lanes/adequate signage/repair faster/racks to store	-	5	2	4
Improvements of current sporting facilities	-	6	3	3
Public facilities maintained/improved/additional/Library/YMCA/Civic centre/clinic	-	2	2	2
Public toilets	-	1	2	2
Roads/maintenance/gutters	5	4	1	1
Elderly services/clubs/community bus/financial consultation/gym	1	2	1	1
Communications/feedback/responsiveness	6	1	1	1
Seating	-	0	1	1
CCTV/improve safety	-	-	-	1
Basketball/netball courts	-	-	-	1
Facilities for disabled people/all areas accessible	-	-	0	1
Events/more publicity	-	-	1	1
Youth facilities/services/involvement in council/community	-	1	1	1
Customer service/access to council/after-hours/one- on-one	4	-	1	1
Annual/flexible hard rubbish removal/public bins	-	1	1	1
More bus stops/upgrade	-	-	-	1
Public schools supported/high school/childcare centre	-	1	-	1
Public transport/improve reliability/more volume	-	-	0	1
Community Hub/garden	-	-	1	1
Protect heritage/identity	9	1	1	1
Other	6	-	1	5
None/nothing/don't know	20	27	31	34

Note: Only showing responses 1% and above for 2019
0% represents n=1

1 in 2 residents feel the Levi Park playground should be upgraded

- 2 in 5 are unsure

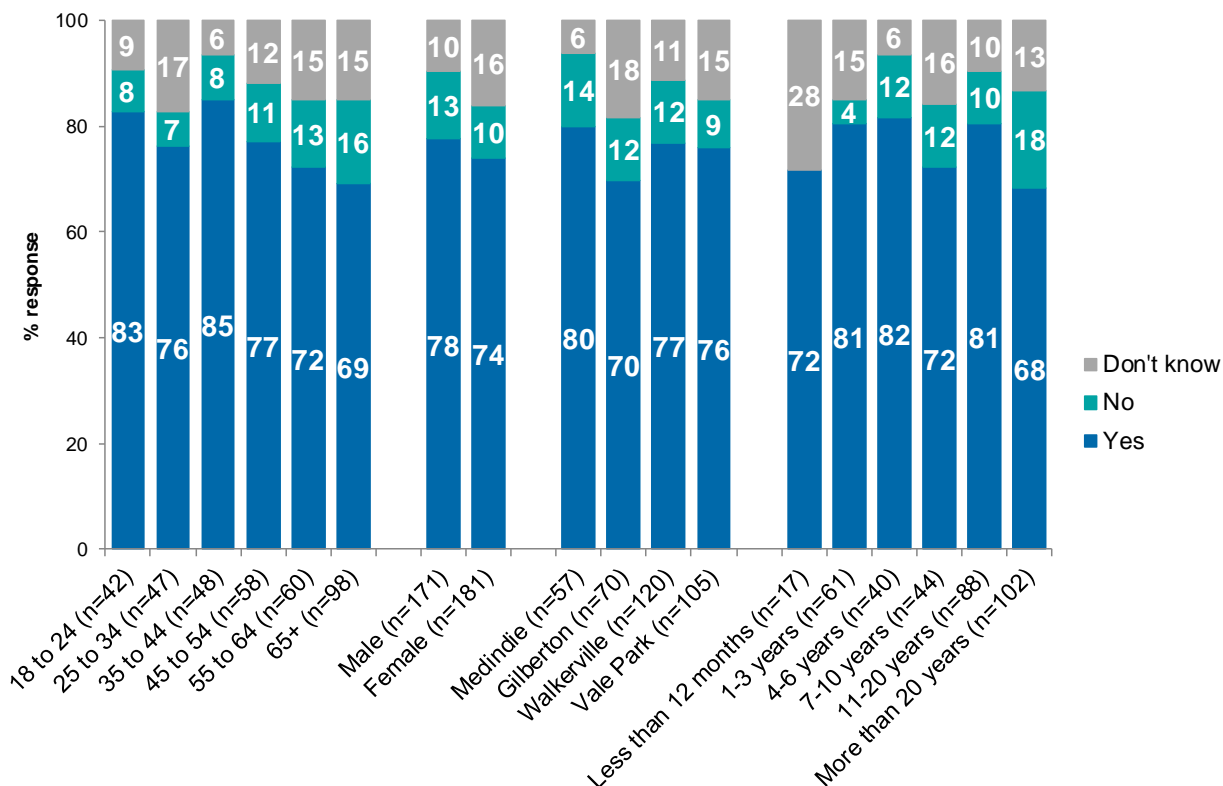
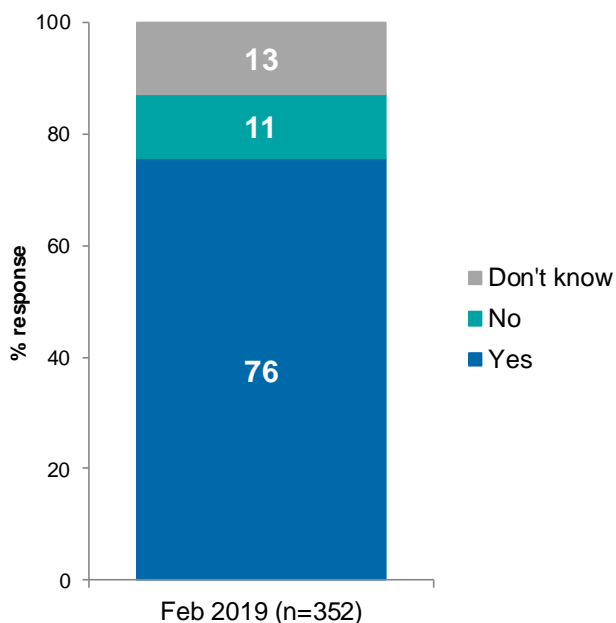
Should the playground on Levi Park (Lansdowne Tce) be upgraded? (Q2n19)



Caution: low sample numbers in some categories

3 in 4 residents would support an upgrade at the Walkerville Oval and sports club

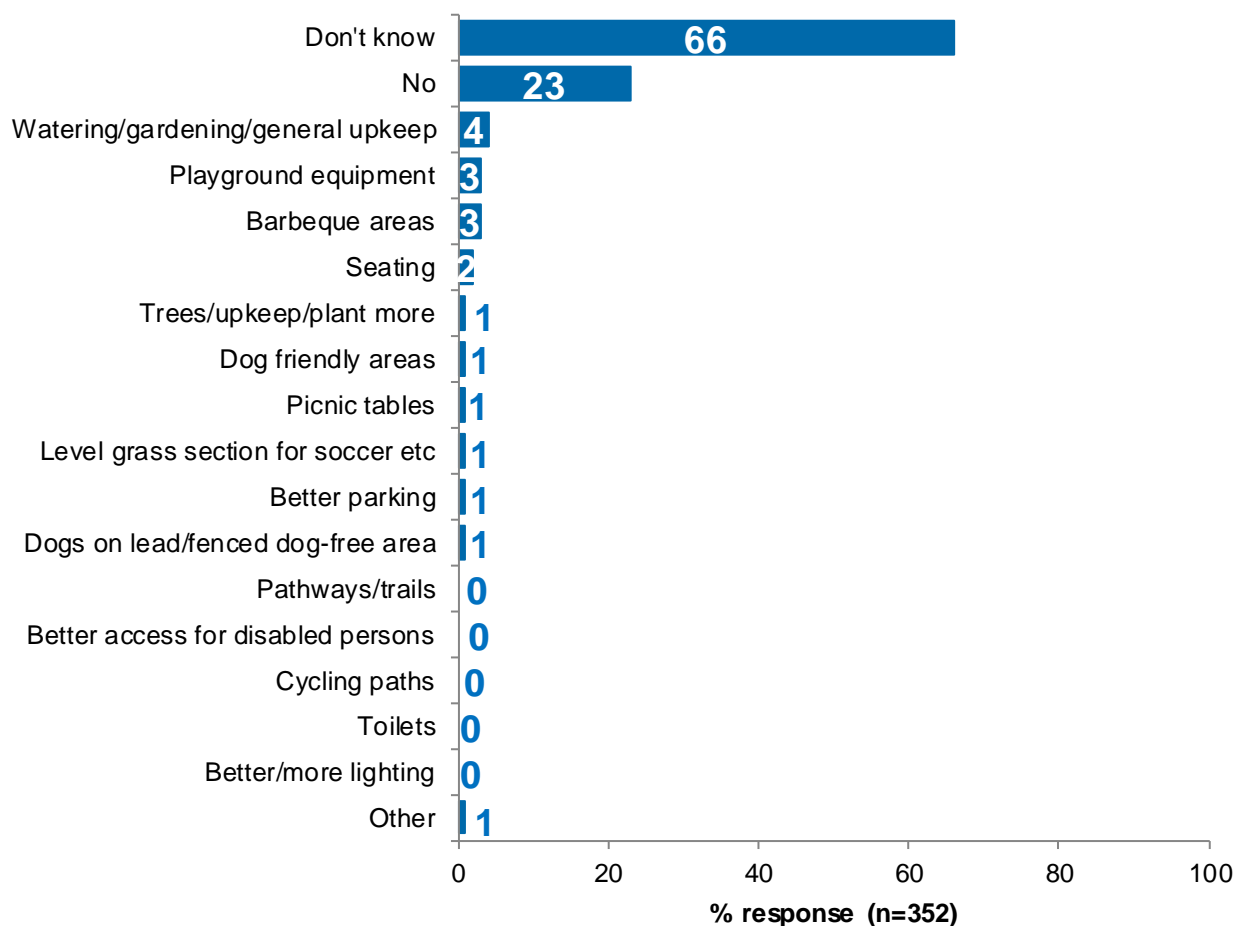
Would you support an upgrade at the Walkerville Oval and sports club? (Q3n19)



Caution: low sample numbers in some categories

Most are unsure about any desired improvements to Hamilton Reserve

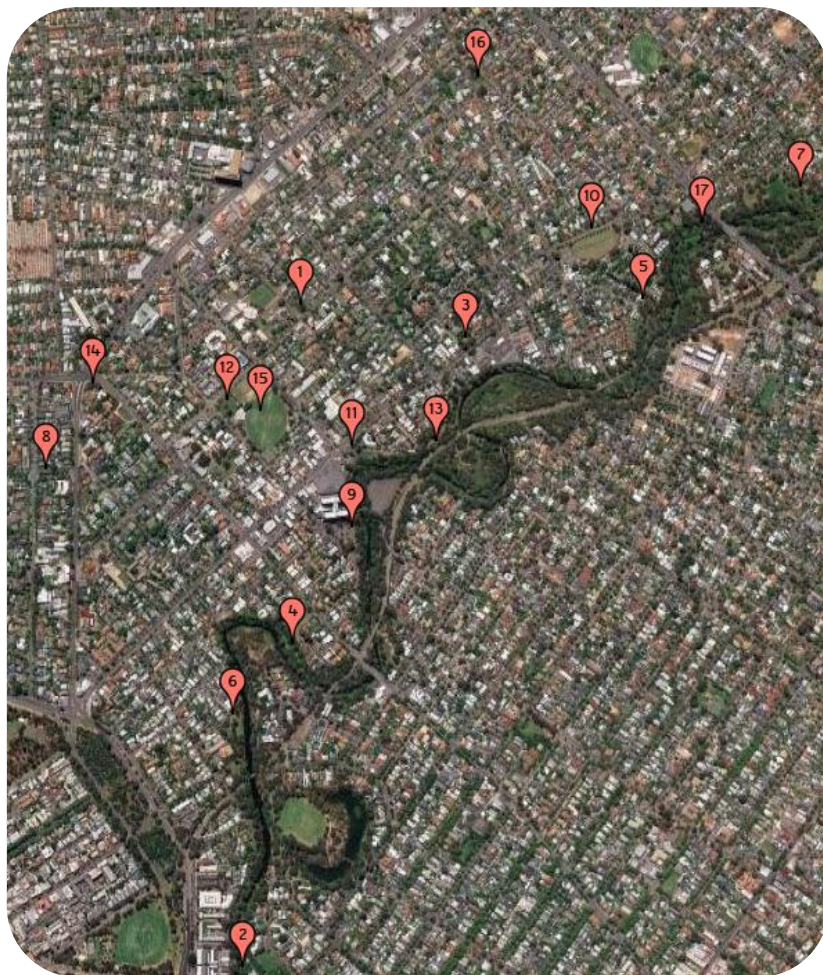
Are there any improvements that you would like to see made to Hamilton Reserve (Mimosa Drive/Stewart Avenue)? (Q4n19)



2 in 5 residents would like improved lighting in parks and reserves

- Linear Park is the most suggested area for this

Would you like to see lighting improved through any parks and reserves in your area? (Q5n19)



1. Belt Reserve (-)
 2. Bickle Reserve (0%)
 3. Crawford Reserve (-)
 4. Creswell Park (-)
 5. Frome Reserve (-)
 6. Gilbert Pool (0%)
 7. Hamilton Reserve (2%)
 8. Hawkers Reserve (1%)
 9. Howie Reserve (-)
 10. Levi Park Oval (3%)
 11. Mary P Harris Reserve (1%)
 12. Memorial Gardens (1%)
 13. Scales Reserve (1%)
 14. Thiele Reserve (-)
 15. Walkerville Oval (3%)
 16. Webster Reserve (0%)
 17. Willow Bend Reserve (1%)
- Linear Park - General (10%)
- (n=348)

No (48%)

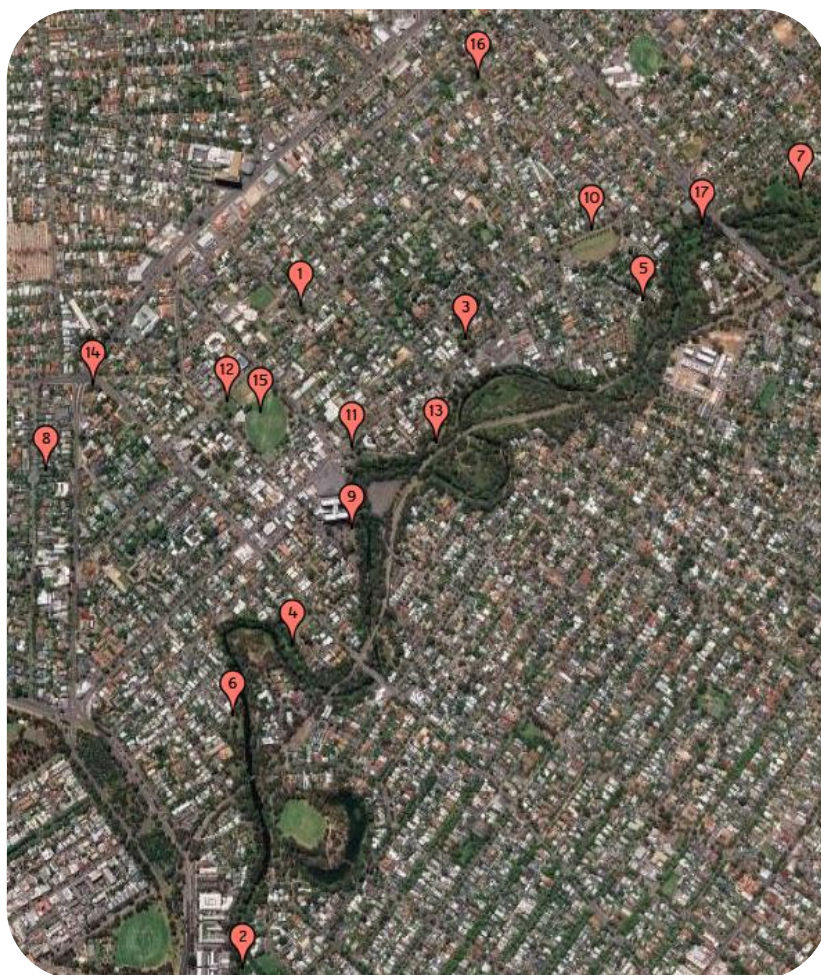
Don't know (12%)

Yes to all (8%)

Yes – not able to specify (13%)

31% would like additional barbeque facilities - most likely to have no suggestion for specific site(s)

And would you like to see additional barbecue facilities in any parks and reserves in your area? (Q6n19)



1. Belt Reserve (-)
 2. Bickle Reserve (-)
 3. Crawford Reserve (1%)
 4. Creswell Park (1%)
 5. Frome Reserve (-)
 6. Gilbert Pool (1%)
 7. Hamilton Reserve (3%)
 8. Hawkers Reserve (-)
 9. Howie Reserve (1%)
 10. Levi Park Oval (2%)
 11. Mary P Harris Reserve (1%)
 12. Memorial Gardens (-)
 13. Scales Reserve (-)
 14. Thiele Reserve (-)
 15. Walkerville Oval (3%)
 16. Webster Reserve (-)
 17. Willow Bend Reserve (1%)
- Linear Park - General (3%)

(n=347)

No (60%)

Don't know (9%)

Yes to all (5%)

Yes – not able to specify (12%)

Top 10 concerns:

1. Traffic/parking
2. Subdivision/overdevelopment
3. Crime/safety
4. Character being lost
5. Reduced greenery & tree maintenance
6. Underuse of existing facilities
7. Amalgamation with another Council
8. Retail/economic development
9. Financial waste
10. Loss of community



Traffic and housing developments were the most commonly mentioned future concerns

Thinking about the future of the Walkerville area, what are your main worries or concerns? (Q10n17)



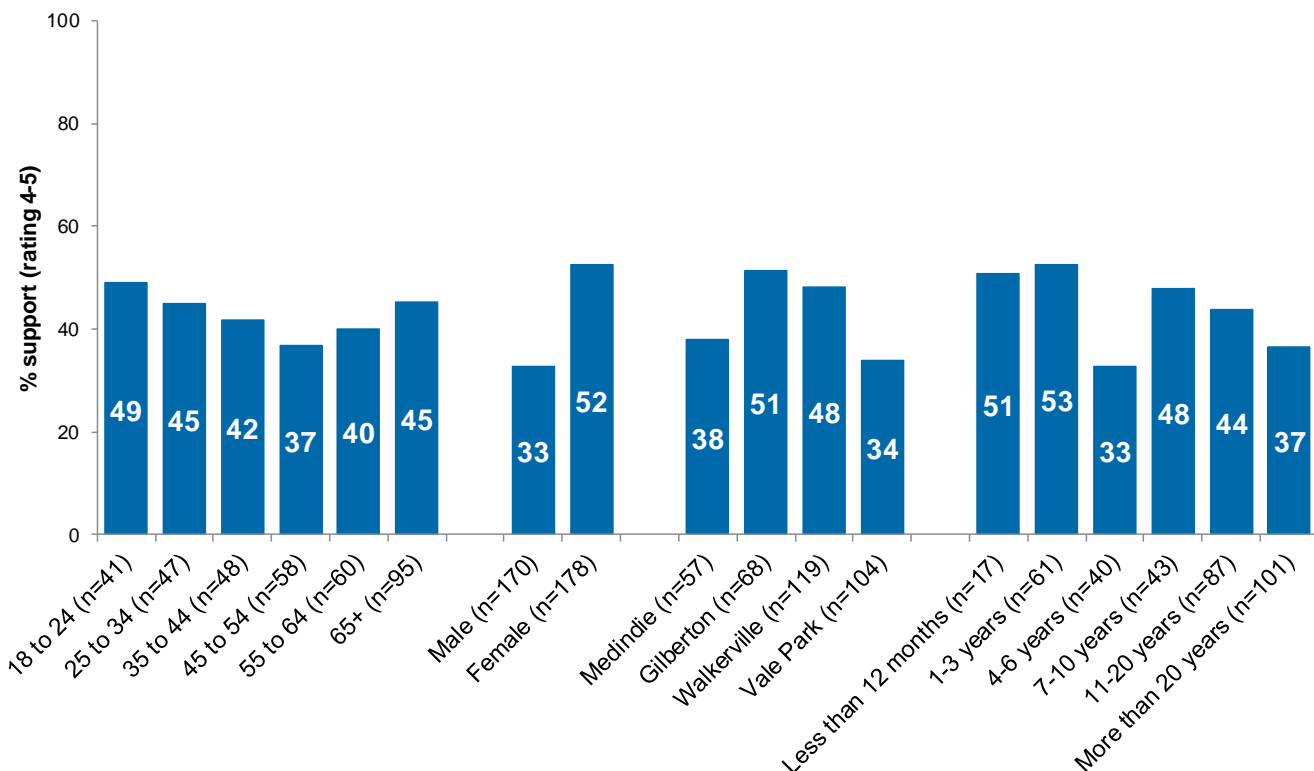
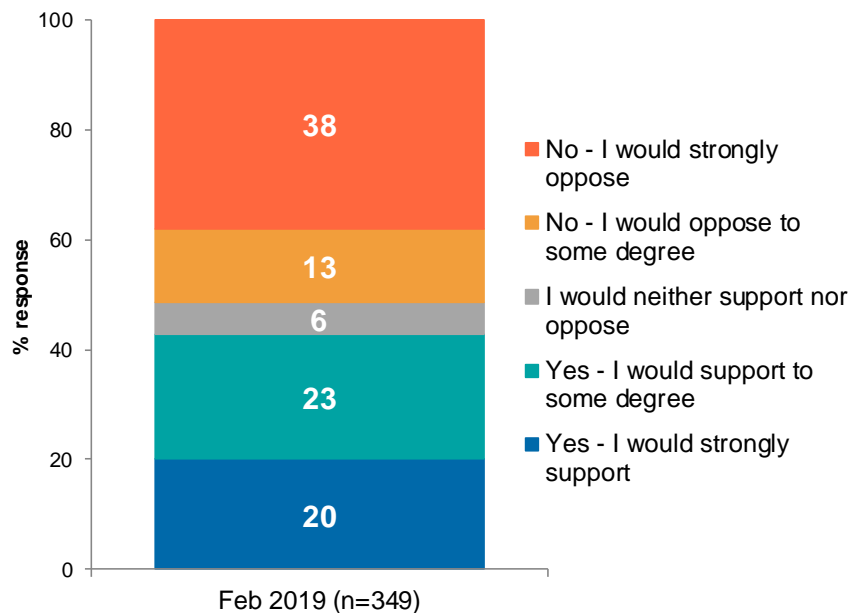
Responses with 1% or fewer mentions:

- School zoning/too many schools
- Staff/too many on Council/less responsive/high turnover
- Overpopulation
- Need to merge, too small, will lose services
- Lack of entertainment/more venues
- Snobbery/residents refusing to change
- Noise of flight path/more residents/traffic
- Heritage listings - too many
- Property values/too high
- Too many hairdressers/medical
- Water recycling
- More housing needed
- Better website
- Air BnBs
- Pollution

0% represents n=1
Note: Q10n17 is unweighted

Just over 40% support reducing bin collection frequency, but over half oppose

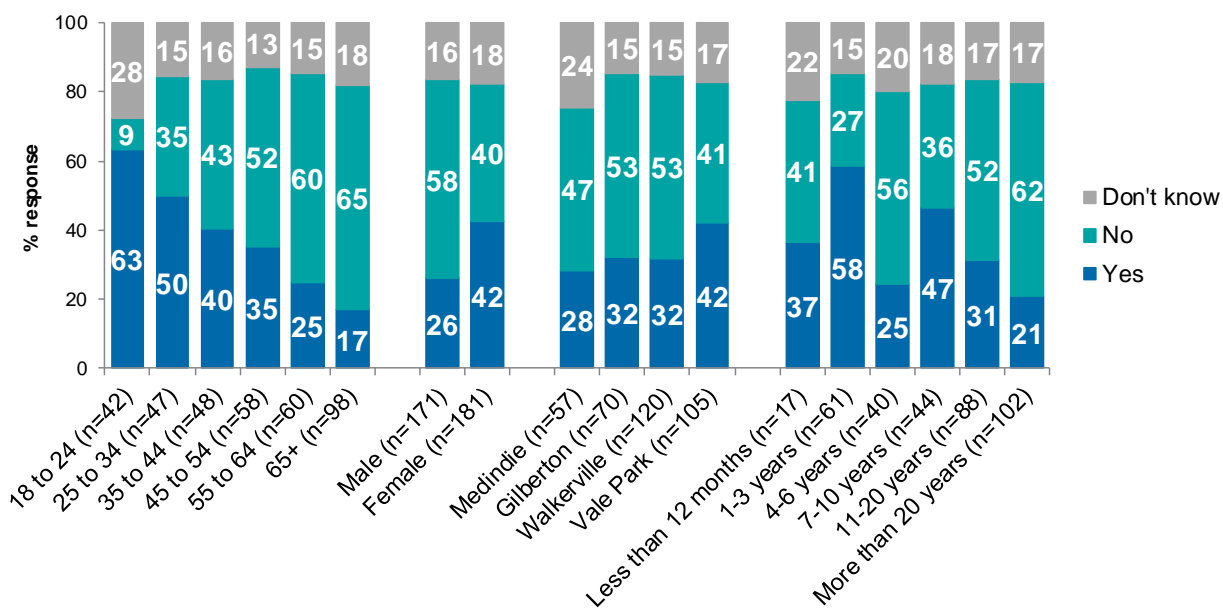
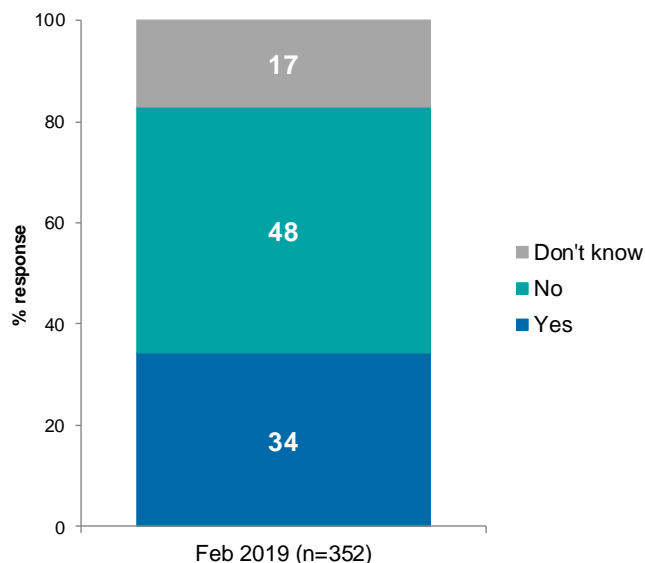
In order to reduce waste in landfill and save costs to Council, would you support fortnightly bin collection during winter months? (Q8n19)



Caution: low sample numbers in some categories

Nearly half of residents do not support reduced water usage

Excluding Levi Park and Walkerville Oval, would you support reducing water usage on parks and reserves in summer? (Q9n19)



Appendix

The Questionnaire

