



MCGREGOR TAN
RESEARCH. STRATEGY. SOLUTIONS.

ADELAIDE PLAINS COUNCIL COMMUNITY SATISFACTION REPORT

Project 10993 | June 2018

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Purpose and Methodology



RESEARCH PURPOSE

To conduct the 2018 Community Satisfaction Survey among Adelaide Plains Council residents.



METHODOLOGY

The research was conducted via mixed methodology of CATI (computer assisted telephone interviewing) and online surveys between the 20th April and 7th May 2018.



SAMPLE

300 Adelaide Plains Council residents participated in the survey.

The sample was across the 3 Adelaide Plains Council wards:

- Lewiston,
- Mallala / Dublin, and
- Two Wells.

EXECUTIVE SUMMARY

Adelaide Plains Council commissioned McGregor Tan in April 2018 to undertake a Community Satisfaction survey with residents with a representative sample from across all Council wards. Overall, one in five residents (20%) indicated they are satisfied with Adelaide Plains Council. Satisfaction varies from ward to ward, with residents in Lewiston recording the highest level of satisfaction (24%) followed by Two Wells (20%) and Mallala/Dublin (16%).

AREAS OF SATISFACTION:

Adelaide Plains Council enjoys a relatively high level of personal contact with its constituents. Of the 60% of residents who indicated they had had an interaction with Council in the past twelve months, a third communicated over the phone and just under a third (32%) face to face. The main reasons for this contact was to register an animal, pursue a planning matter or waste collection queries. When asked their satisfaction with their interaction with Council, more than two thirds of residents who have had contact in the last twelve months were satisfied with the courtesy and politeness of the person they dealt with, and over half (56%) indicated they were satisfied with the handling of their enquiry.

AREAS OF DISSATISFACTION:

For those residents who rated the Council poorly in the handling of their enquiry in the last 12 months (18% dissatisfied with the courtesy and politeness of the person they dealt with and 27% dissatisfied with the way the contact was handled), the main reasons for this included issues

associated with rubbish collection, their complaint had not been resolved, they hadn't received a response from their initial enquiry and the general dismissive and poor customer service they received at the time of their interaction.

AREAS OF PRIORITY:

High priority areas identified for Council to concentrate on, which rated as having high importance and low satisfaction include:

- Roads
- Stormwater drainage; and
- Development assessment

Areas which rated higher satisfaction from residents but lower importance are still considered areas to maintain and promote including:

- Parks, reserves and gardens
- Playgrounds
- Library
- Community events
- Ovals and sporting facilities, and
- Car parking

EXECUTIVE SUMMARY cont.

COMMUNICATIONS:

The top three ways in which residents currently find out about council matters is via the Communicator Newsletter (54%), Word of Mouth (46%) and the local newspaper (40%). Interestingly, when asked how residents prefer to find out information about Council matters, 31% indicated a letter box drop, closely followed by email (28%) and the Council Newsletter (28%). This would indicate an opportunity for Council to build an email database for cost effective communications. Further, almost half of the residents indicated they are dissatisfied (49%) with Council consultation and the way in which Council currently communicates (47%). Council can continue to improve this rating by communicating in the way residents have indicated they prefer.

LIKELIHOOD TO RECOMMEND:

When asked how likely residents are to recommend living in Adelaide Plains Council to friends or family (Net Promoter Score) the highest proportion of detractors (those who would not recommend Council) are aged between 18-39 years also having lived in the area for less than ten years. 15% of residents are promoters of Adelaide Plains Council as a good place to live, whereas 58% are detractors. An opportunity exists to convert the “neutral” residents into promoters and decrease the number of detractors through Council’s programs identified as important in this research and improved consultation and communications.

SATISFACTION BY SEGMENTS:

From a business perspective, the business owner segment (n=55) was relatively dissatisfied (73%) with the support Council provides to local business compared to the general population reporting 46% dissatisfaction levels.

Residents rated the performance of Council staff higher (28% positive rating) than that of the Elected members (15%), despite some of the negative feedback received in the research regarding staff. More than a third (36%) of residents know who the Elected Members are in their ward, with 50% of residents from Mallala/ Dublin and 45% of the Two Wells area rating higher than average. More than two thirds of residents also indicated they intend to vote in the upcoming November Local Government Election, however only a small proportion (11%) indicated they would consider running for election/ becoming a Council member.

AREAS OF FUTURE FOCUS:

Health services, flood prevention, employment, youth services, township growth, attractive open spaces, funding for community groups and aged care accommodation rated very highly on social and environment issues facing Council for future planning. These eight areas should be noted as having significant importance to the community of Adelaide Plains Council. In addition to the aforementioned areas of importance, residents also listed improving roads/ paths and better waste collection as areas that concern them in the district.

Strategic Plan – Top 3 Insights

Council Services (Council Strategic Plan 4.1.4)

Council services residents were most satisfied with were:

- Library
39% satisfied, 3.4 out of 5
- Ovals and sporting facilities
43% satisfied, 3.3 out of 5
- Car parking
38% satisfied, 3.2 out of 5
- Animal management
38% satisfied, 3.1 out of 5
- Playgrounds
34% satisfied, 3.1 out of 5

Improvement in roads (17% satisfied) and stormwater drainage (15% satisfied) could increase overall satisfaction with Council services.

Local business support (Council Strategic Plan 4.2.4)

A low level of satisfaction was recorded for the support Council provides to local business:

- 16% satisfied, 2.5 out of 5
- Business owners recorded a lower level of satisfaction than the local community:
- 2% satisfied, 1.8 out of 5

Customer Service, Communication and Consultation (Council Strategic Plan 4.5.4)

Satisfaction with how Council is communicating with the community has improved in the past 12 months:

- Council customer service
30% satisfied, 2.8 out of 5
 - ✓ Satisfaction rose 5 percentage points (35%) for those who have had contact with Council in the past 12 months
- The way Council communicates
24% satisfied, 2.6 out of 5
 - ✓ Satisfaction increased to 25% for those who have had contact with Council in the past 12 months
- Council consultation
19% satisfied, 2.4 out of 5

Council Services

4.1.4 Measuring Progress : Council Performance

- Community Survey - Our community positively rates the provision of services and facilities

It is important to note that areas which garnered high satisfaction from residents but were considered of lower importance are still vital areas to maintain and promote including, parks, reserves and gardens, playgrounds, library services, community events, ovals and sporting facilities, and car parking.

Roads and stormwater drainage are two clear opportunities for Council to increase satisfaction from its residents, as both recorded a very high level of importance and low levels of satisfaction.

Roads

Those who have lived in the District for 10 years or less (41%) were more likely to be dissatisfied with the quality of the roads. This dissatisfaction could be attributed to the fact that these individuals perceived the roads in their previous Council residence to be of a higher quality.

To identify what aspects of the roads needs improvement, the results from question 22 have been grouped based on road related maintenance:

- Improve/more roads (12%)



The majority of the comments in regards to improving the roads are focused on road maintenance, with many respondents referring to unsealed roads. There is a general perception that the roads are unsafe.

- Traffic control (2%)



Traffic control was another road related issue which attributed to the overall dissatisfaction with the roads. Most of the comments from respondents related to the lack of signage and speeding in residential areas.

Stormwater Drainage

15% of respondents were satisfied with the Stormwater Drainage achieving an average score of 2.3. Those residing in the Two Wells ward (12%) and those who have lived in the Adelaide Plains Council area for more than 20 years (12%) were more likely to indicate they were extremely satisfied.

The comments relating to stormwater drainage have been grouped to assess what needs to be improved:

- Need to address flood/ irrigation/ flood plain (2%)



From the verbatim in question 22, respondents indicated that the development of the flood plain was dissatisfactory and that there was little consultation from Council in regards to this.

Local Business Support

4.2.4 Measuring Progress : Council Performance

- Community Survey – Community satisfaction of Council supporting local businesses



To ensure accurate reporting on this key point, the satisfaction ratings from the business owner segment have been isolated, as this is the group most affected by the Council's local business support.

The average rating of satisfaction achieved by this group is a low score of 1.8, with the total dissatisfied at 73%. This is significantly lower than the average satisfaction score achieved by all respondents (2.5), which could be indicative of the perceived level of support that happens in the 'backstage' areas of the business that the general population has no experience with.

	Very satisfied	Satisfied	TOTAL SATISFIED	Neither Satisfied nor Dissatisfied	Not satisfied	Not at all satisfied	TOTAL DISSATISFIED	Mean
Business Owners	-	2%	2%	25%	22%	51%	73%	1.8
All respondents	4%	11%	16%	38%	19%	27%	46%	2.5

Customer Service, Communication and Consultation

4.5.4 Measuring Progress : Organisation Performance Indicator

- Community Survey – Community satisfaction regarding Council’s customer service, communication, consultation, processes and Elected Member representation

Council customer service

Approximately a third (30%) of respondents were satisfied with the customer service from the council. However, when we look at those who have had contact with the Council in the past 12 months the satisfaction rose to 35% and those who had personal face to face or telephone contact rose a further 2 percentage points to 37%.



Using the verbatim from question 11, several key aspects have been identified as the root for this relatively low satisfaction level:

- Staff – rude / hostile / disinterested
- No response from my call / enquiry
- My complaint has not been resolved
- Inaccurate / contradictory / misleading information given by staff

The way the council communicates with you

The council communication also had a low satisfaction level (24%).



Comments from question 17 indicated that satisfaction levels are primarily influenced by the difficulty to contact the council and their slow response rate.

Council consultation

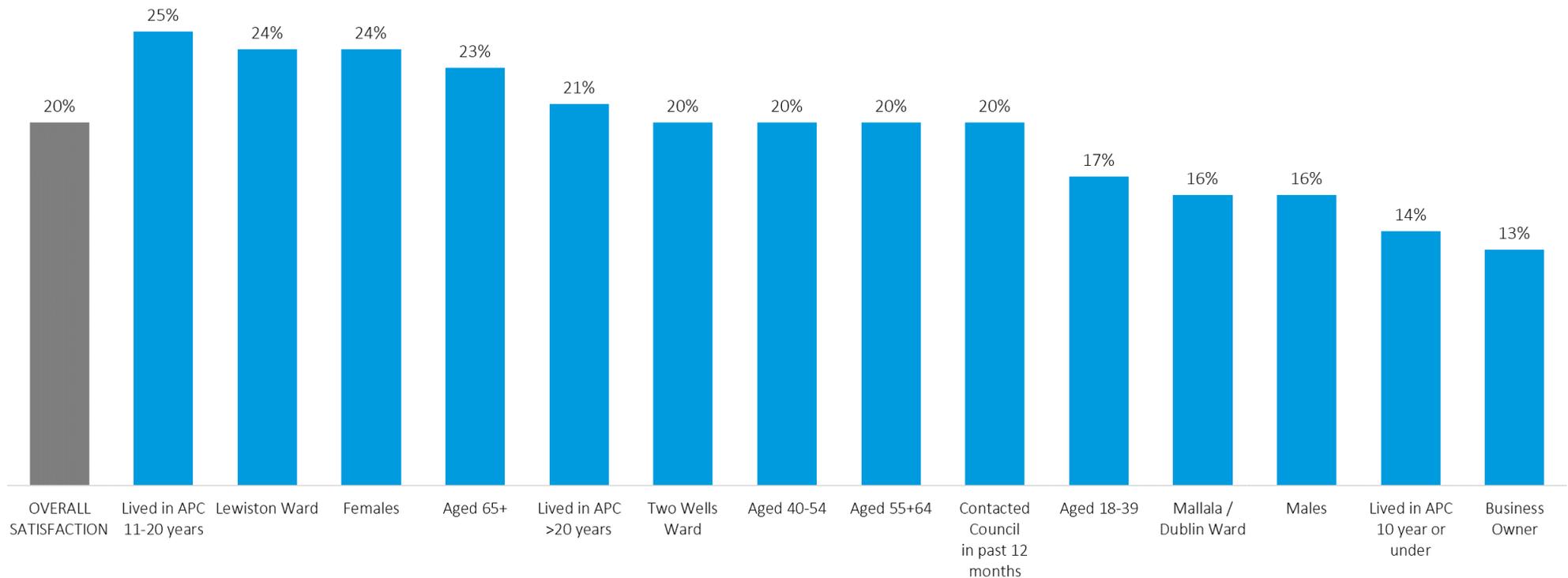
19% of respondents were satisfied with the council consultation.



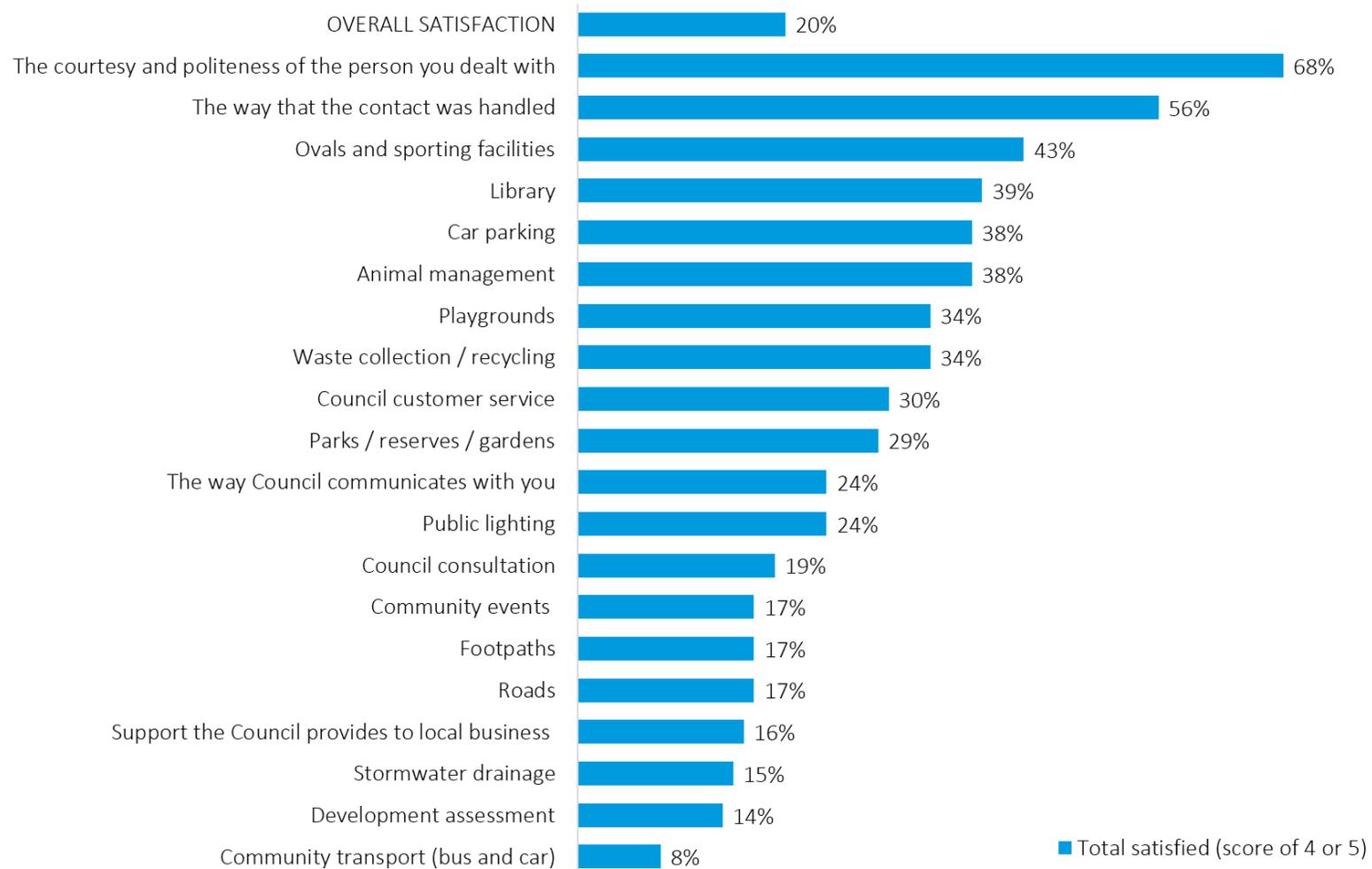
Using the verbatim from question 22, it can be understood that this dissatisfaction is primarily related to the transparency of the council on various decisions, such as rubbish collection and community projects.

Satisfaction Summary

Total satisfaction
(very + quite satisfied)



Summary of Council and Services Satisfaction



Importance vs Satisfaction Analysis

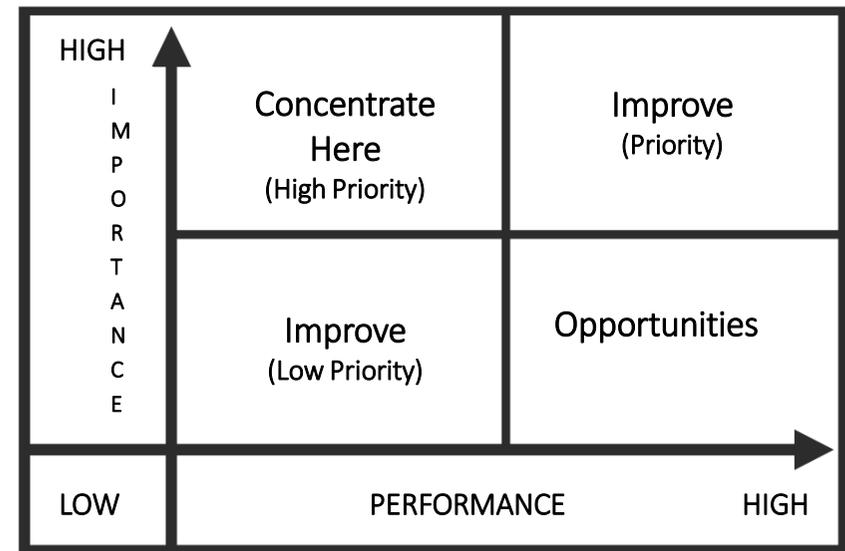


The following tables demonstrates the average importance and satisfaction ratings provided by residents in regards to services and facilities offered by the Council. The following graphical representation clearly demonstrates that **roads, stormwater drainage and development assessment** are the most important aspects to be targeted by Council in order to improve satisfaction ratings.

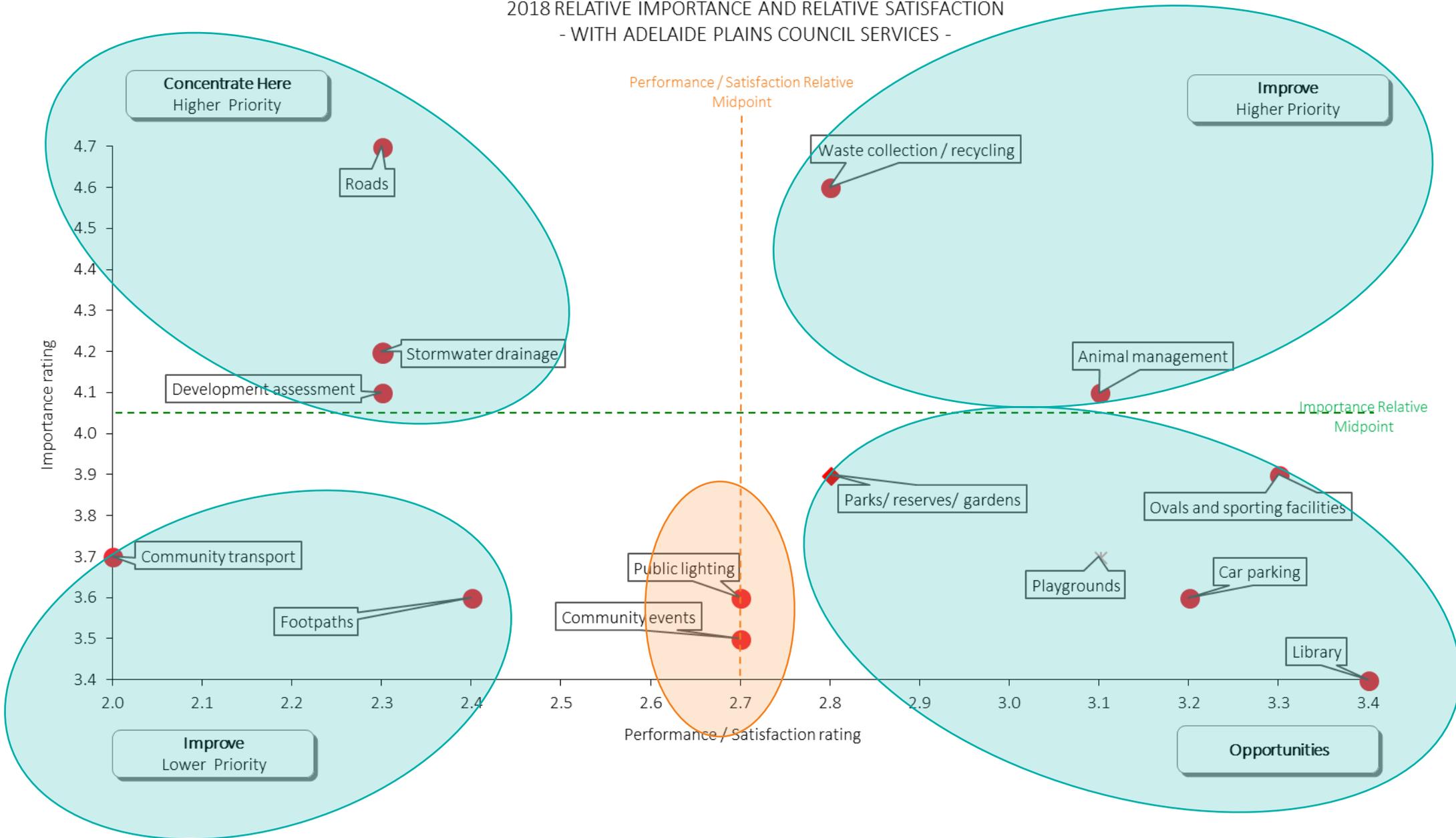
Opportunities also exist in the following areas to improve overall satisfaction ratings. **Parks, reserves and gardens, Playgrounds, Car parking, Ovals and sporting facilities and the Library.**

The Importance / Performance Satisfaction graph on the following pages attempt to isolate the tested attributes into 4 categories:

- Key primary priority areas for improvement (attributes considered relatively more important, and with lower levels of satisfaction)
- Secondary priority areas for improvement (attributes considered relatively less important, and with lower levels of satisfaction)
- Maintain the good work (attributes considered relatively more important, and with higher levels of satisfaction)
- Opportunities (attributes considered relatively less important, and with higher levels of satisfaction)



2018 RELATIVE IMPORTANCE AND RELATIVE SATISFACTION
- WITH ADELAIDE PLAINS COUNCIL SERVICES -



2. I would like you to rate first, the importance and then, your level of satisfaction with each of the following services and facilities offered by the Council. Single response per row Base: All respondents (n=300)

Finding Out About Council Matters

More than half (54%) of residents stated they find out about Council matters through the Council's Communicator Newsletter.

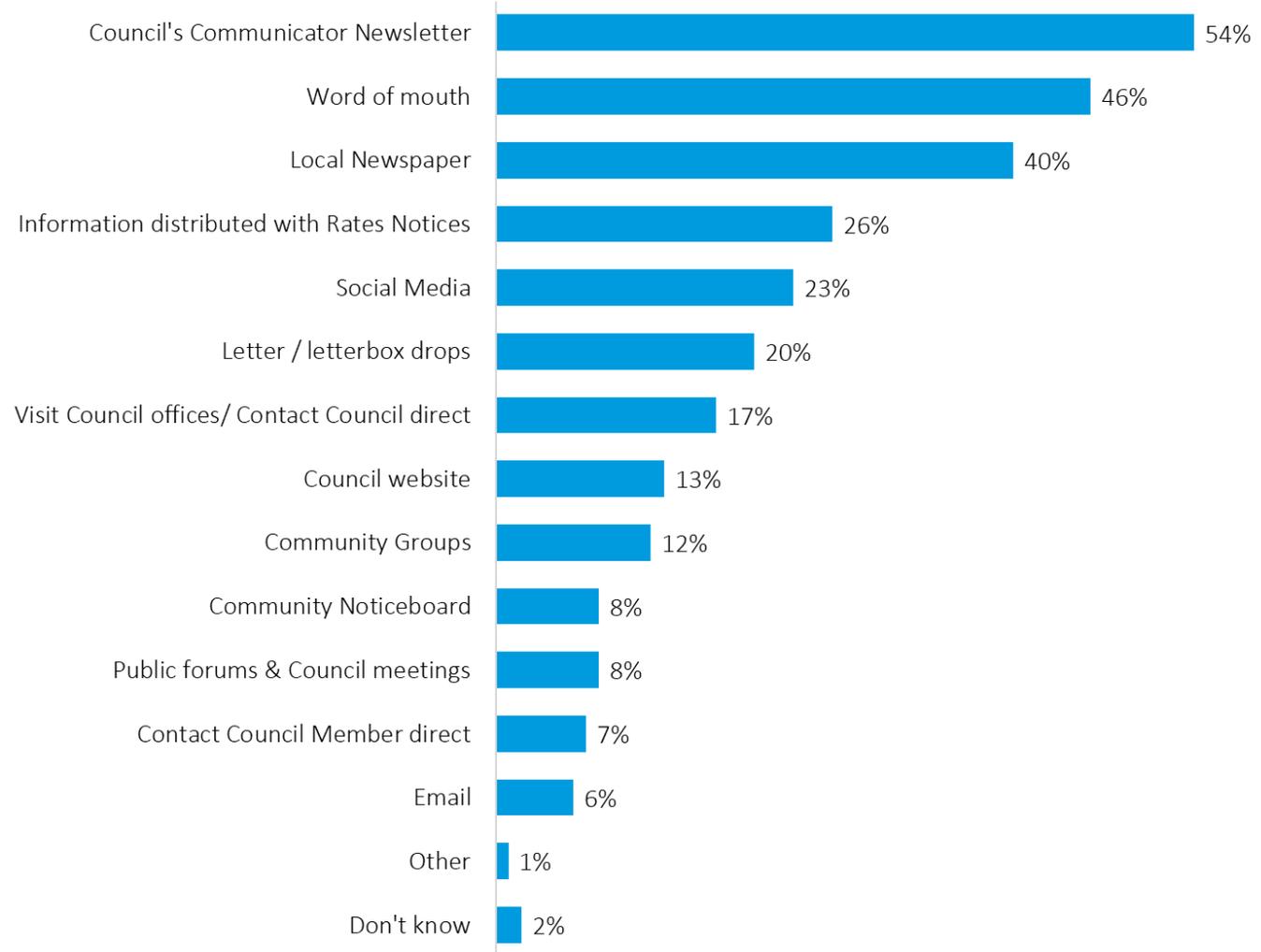
Other sources included:

- Word of mouth (46%), and
- Local newspaper (40%).

Females (60%), those aged 65 plus (69%) and those who have lived in the Adelaide Plains Council area for more than 20 years (62%) had a higher incidence of indicating they find out about Council matters through the Council's Communicator Newsletter.

Those who reside in the Mallala / Dublin ward (55%) find out about Council matters through word of mouth.

While respondents indicated they currently find out about Council matters through the Council Newsletter, when we asked how they **prefer** to find out, letter/ letterbox drops (31%) was the top response, closely followed by both email and the Council Newsletter.



Preferred Information Source for Finding Out About Council Matters



Almost a third (31%) indicated they would like to be informed about Council matters through letters or letterbox drops.

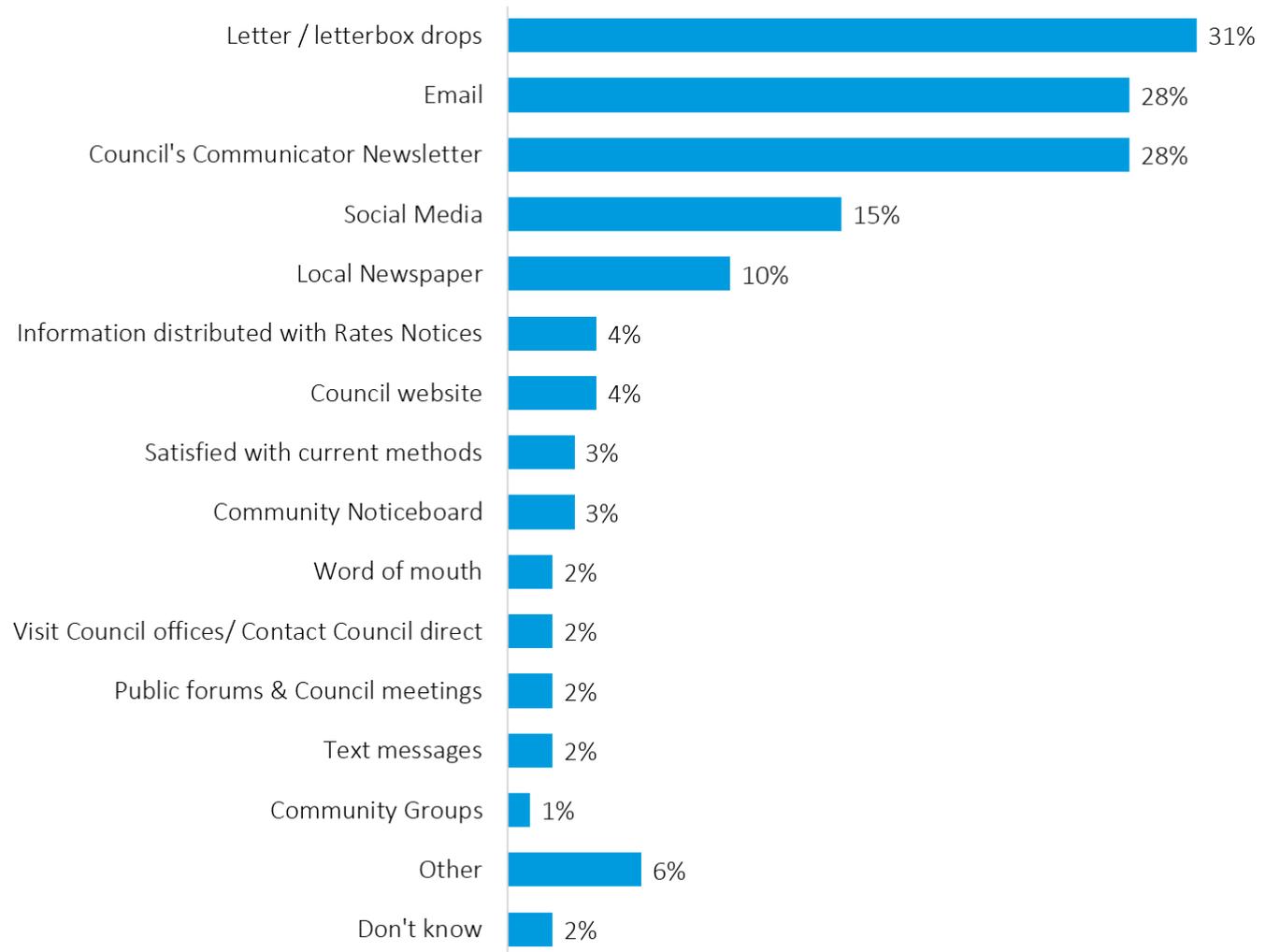
While other sources included:

- Email (28%), and
- Council's Communicator Newsletter (28%).

Residents aged 18 to 39 (46%) indicated they would prefer to be informed via letters / letterbox drops.

While those aged 65 plus (41%) and those who have lived in the Adelaide Plains Council area for more than 20 years (36%) were more likely to indicate they would prefer to hear about Council matters via the Council's Communicator Newsletter.

However respondents residing in the Lewiston ward (36%) and those aged 40 to 54 (38%) were more likely to prefer email communication.



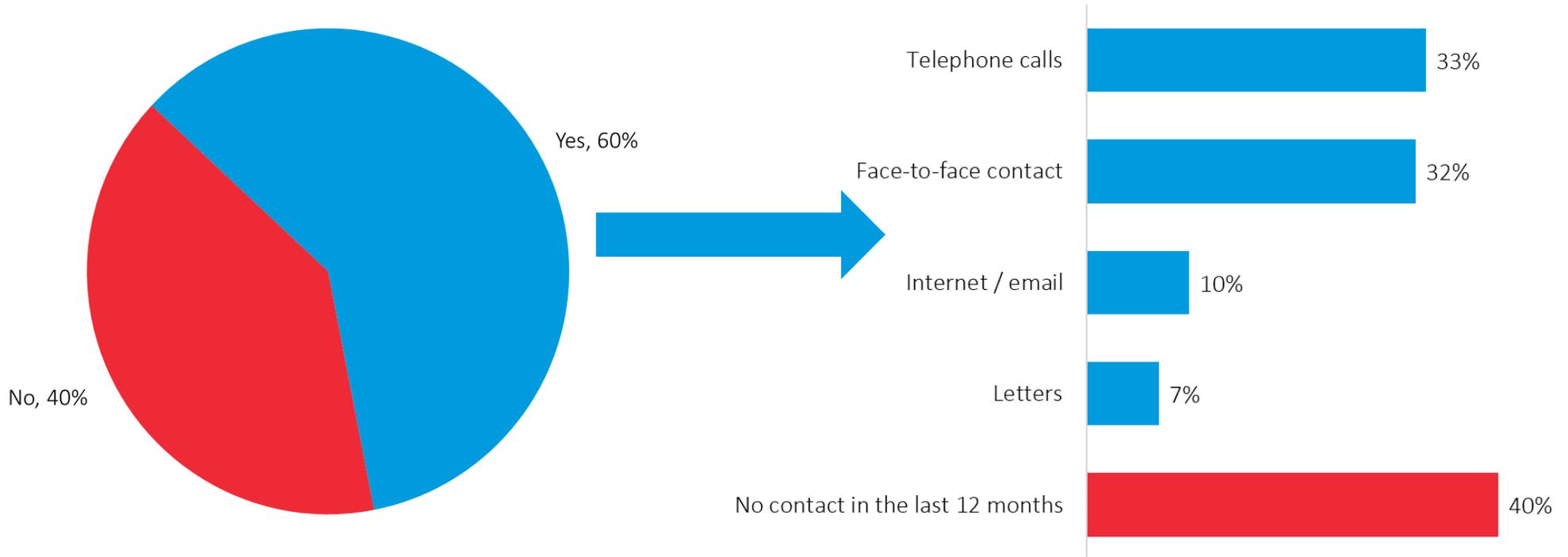
Had Contact in the Last 12 Months



Respondents were asked if they had had contact with the Council in past 12 months (in addition to the library service and paying or receiving their rates notice).

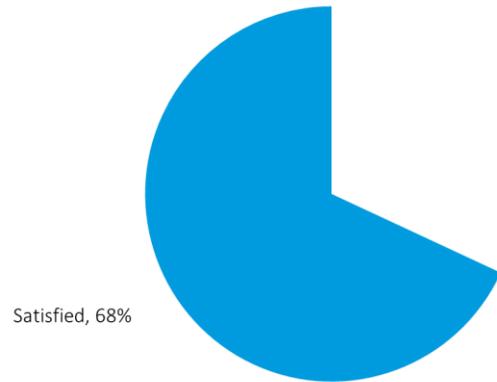
Three in five (60%) residents indicated that they had contact, while 40% had not.

When respondents were asked how the contact occurred, a third mentioned a telephone call (33%) and face to face contact (32%).

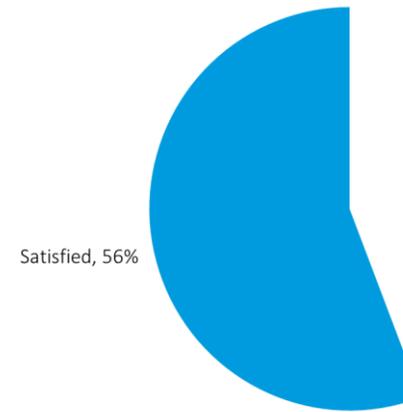


Satisfaction with Contact

The courtesy and politeness of the person you dealt with



The way that the contact was handled



The courtesy and politeness of the person you dealt with				The way that the contact was handled								
Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know					
11%	8%	13%	19%	49%	21%	6%	16%	17%	38%			
Total satisfied: 68%			Total not satisfied: 18%	Mean 3.9			Total satisfied: 56%			Total not satisfied: 27%	Mean 3.9	
More than two thirds (68%) indicated they were satisfied with the courtesy and politeness of the person they dealt with, recording a moderate satisfaction score of 3.9. Respondents residing in the Lewiston ward (68%) were more likely to be very satisfied, while those residing in the Two Wells ward (27%) were more likely to be not at all satisfied.						More than half (56%) of residents indicated they were satisfied with the way the contact was handled, recording a moderate satisfaction score of 3.5.						

10. On a scale of 1 to 5 where, 5 is very satisfied and 1 is not at all satisfied, how satisfied were you with ...? Single response Base: Had contact in the last 12 months (n=180)

Reason for Dissatisfaction with Contact

27% of respondents (n=49) indicated they were dissatisfied with how the contact was handled. Most comments centred around:

- Inaccurate / contradictory / misleading information given by staff
- Issues associated with rubbish collection
- My complaint has not been resolved
- No response from my call / enquiry
- Staff – rude / hostile / disinterested

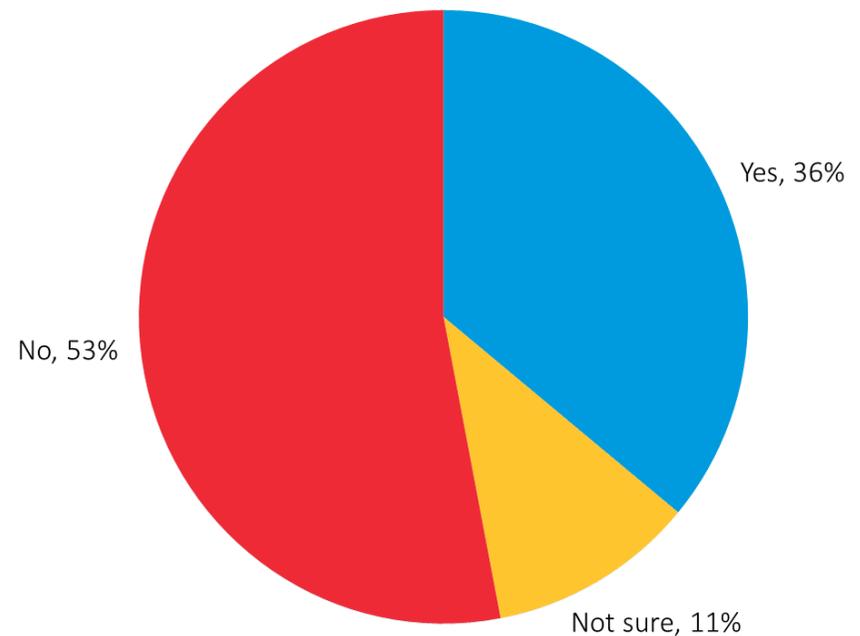
Awareness of Elected Council Members in Ward



More than a third (36%) of residents stated they know who the elected Council members are in their ward. Half (53%), however, do not.

The following groups were more likely to know who the elected Council members are in their ward:

- Those who reside in the Two Wells ward (45%),
- Those who reside in the Mallala / Dublin ward (50%),
- Males (42%),
- Those aged 65 plus (57%), and
- Those who have lived in the Adelaide Plains Council area for more than 20 years (46%).



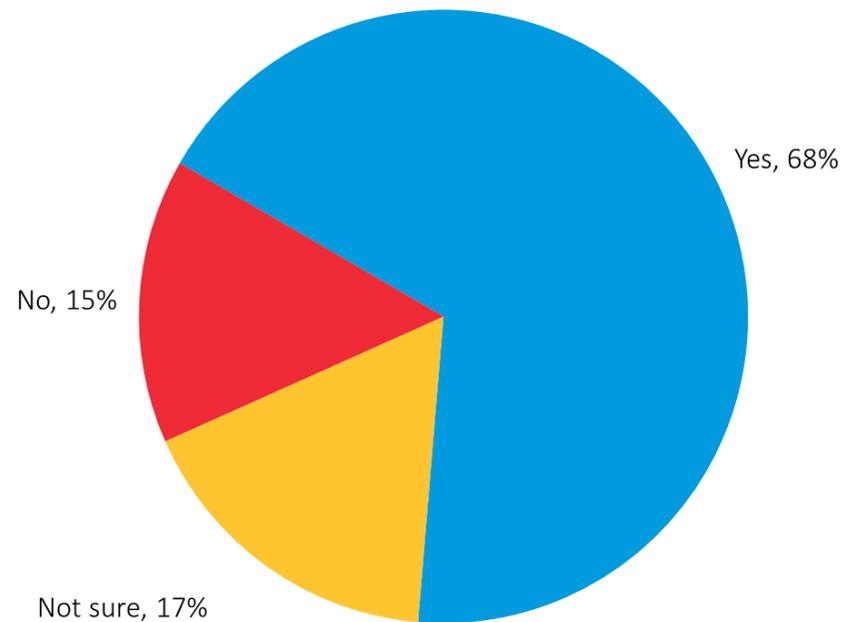
Intention to vote in the Local Government Election in November



More than two thirds (68%) of residents mentioned that they intend to vote in the Local Government election in November.

The following groups were more likely to indicate that they intend to vote in the Local Government election this November:

- Those who reside in the Mallala / Dublin ward (77%),
- Those aged 65 plus (84%), and
- Those who have lived in the Adelaide Plains Council area for more than 20 years (74%).



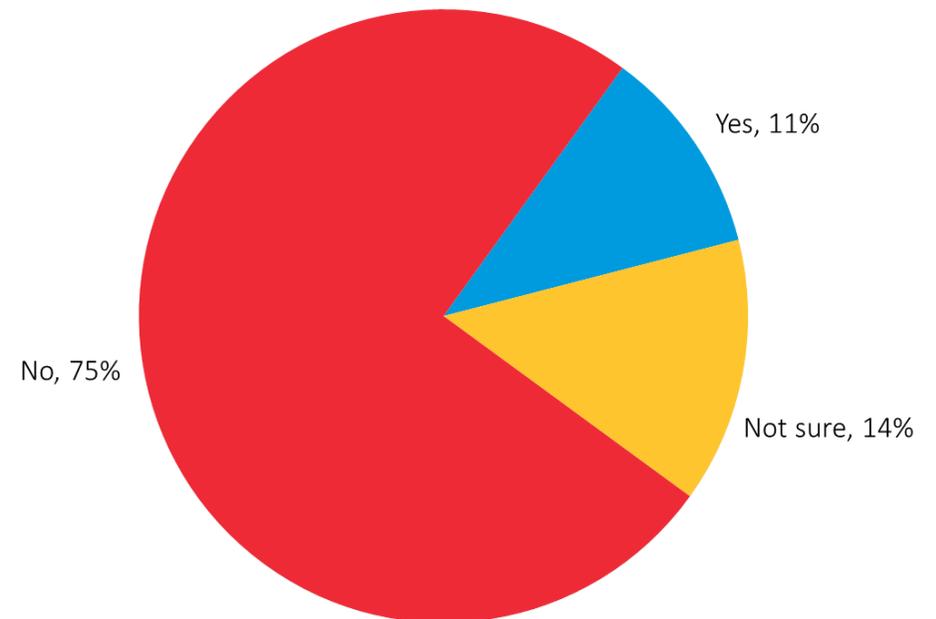
Considering Becoming a Local Council Member



A small proportion (11%) indicated they would consider becoming a local Council member. The majority (75%) however, would not.

The following groups were more likely to indicate would consider becoming a local Council member:

- Those who reside in the Two Wells ward (16%),
- Those aged 55 to 64 (17%), and
- Those who have lived in the Adelaide Plains Council area for ten years or less (18%).



Net Promoter Score

Net Promoter Score®, or NPS®, measures customer experience and loyalty and predicts business growth.

The NPS calculation is based on the answer to a key question, such as: ‘using a 0-10 scale, how likely is it that you would recommend living in the Adelaide Plains Council area to family, friends and colleagues?’

Respondents are grouped as follows:

- **Promoters** (score 9-10) are loyal enthusiasts, or ‘super fans’, who will keep buying and refer others, fuelling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

The NPS is a tool to measure an individual’s connectivity with a product, service or destination. This reflects their longer term feelings, as opposed to shorter term satisfaction ratings and only those truly connected to the brand/ place brand etc. will be a promoter (9-10).

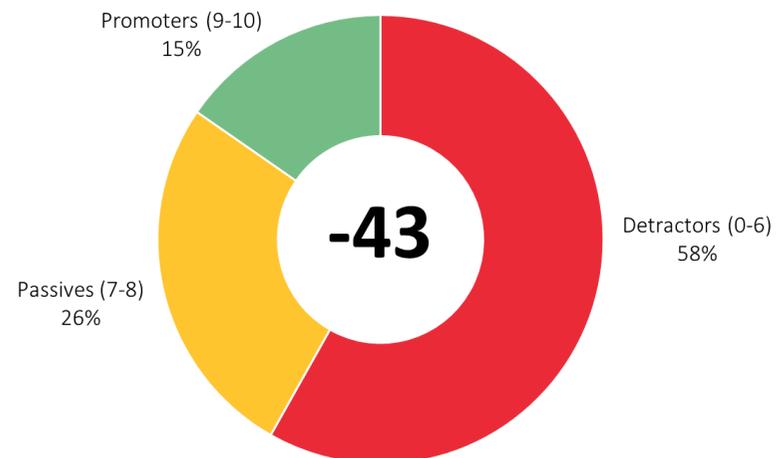
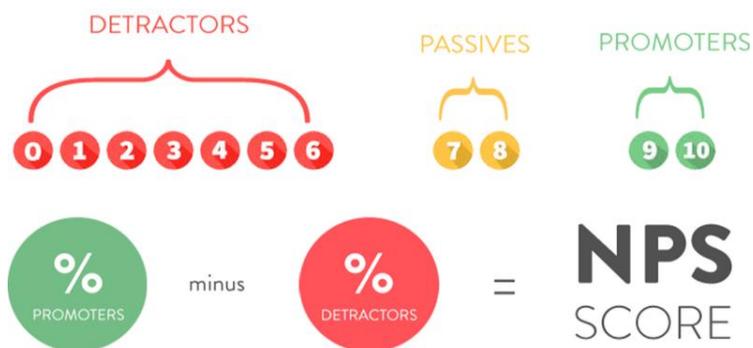
While there is a correlation with Council satisfaction, the NPS is about recommending living in a Council area.

Adelaide Plains Council achieved a Net Promoter Score (‘NPS’) of -43

An average rating of 5.4 out of 10 was recorded when respondents were asked how likely they would be to recommend living in the Adelaide Plains Council area.

A small proportion (15%) of respondents indicated that they are highly likely to recommend living in the Adelaide Plains Council area. These respondents are defined as “promoters” and can be classified as “super fans” of the area, compared to 58% who are classified as ‘detractors’ and would not recommend living in the Adelaide Plains Council area.

Likelihood of recommending living in the Adelaide Plains Council area

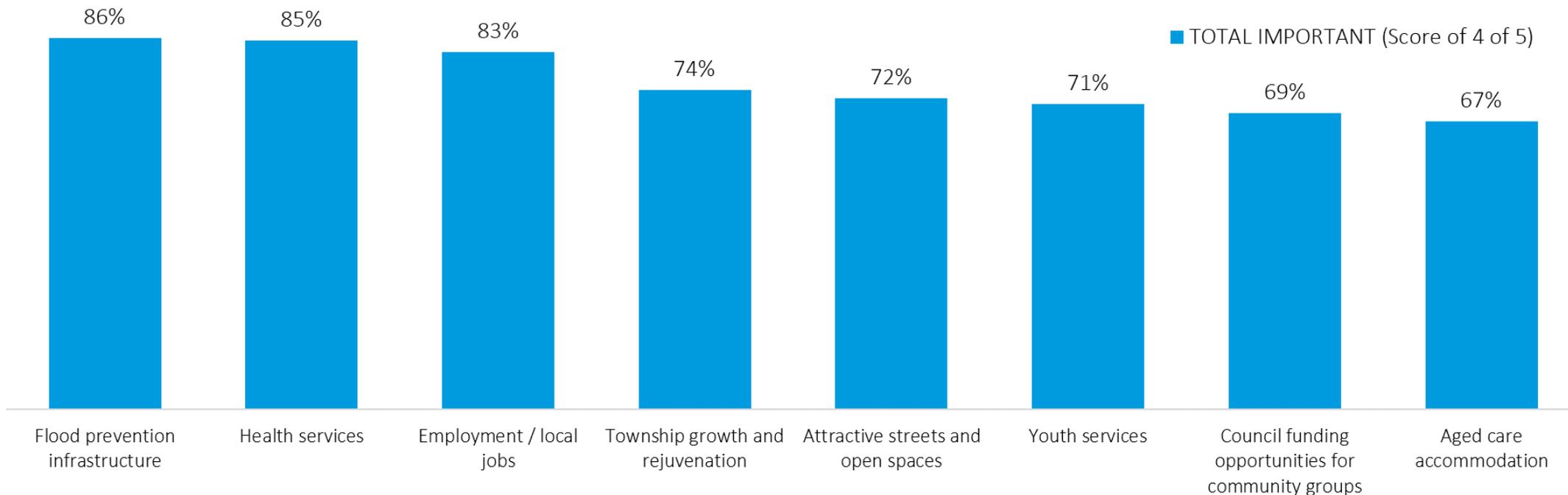


Social and Environmental Issues



Residents were asked to rate how important a variety of social and environmental issues were to them. All statements below rated an average mean of 4.0 or higher out of 5.

Importance of Social and Environmental Issues

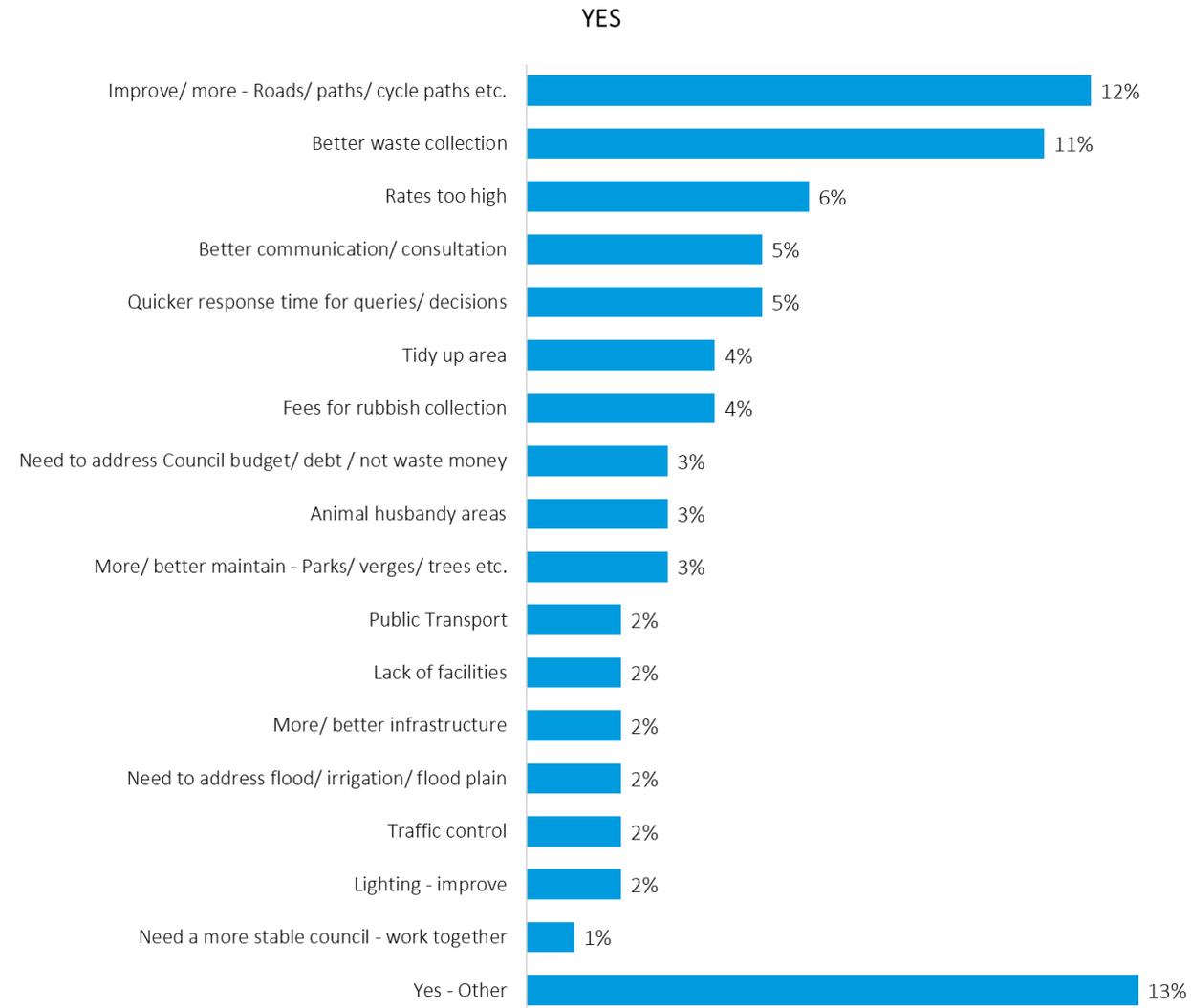
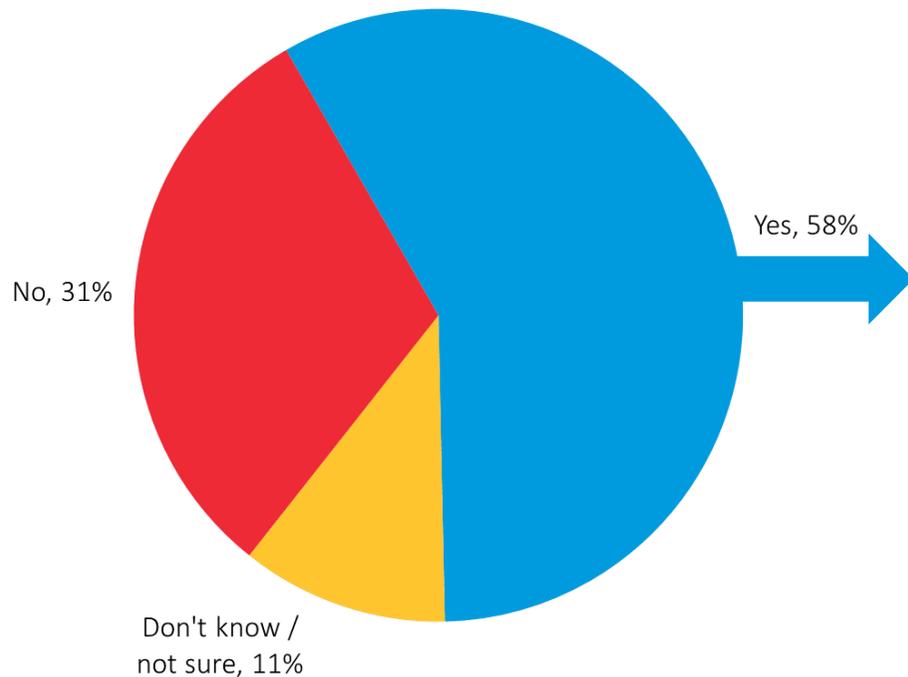


Other Issues



Respondents were asked if any other issues concerned them in the council area. Almost three in five (58%) could name issues that concern them, namely:

- Improve / more – roads / paths / cycle paths etc. (12%), and
- Better waste collection (11%).

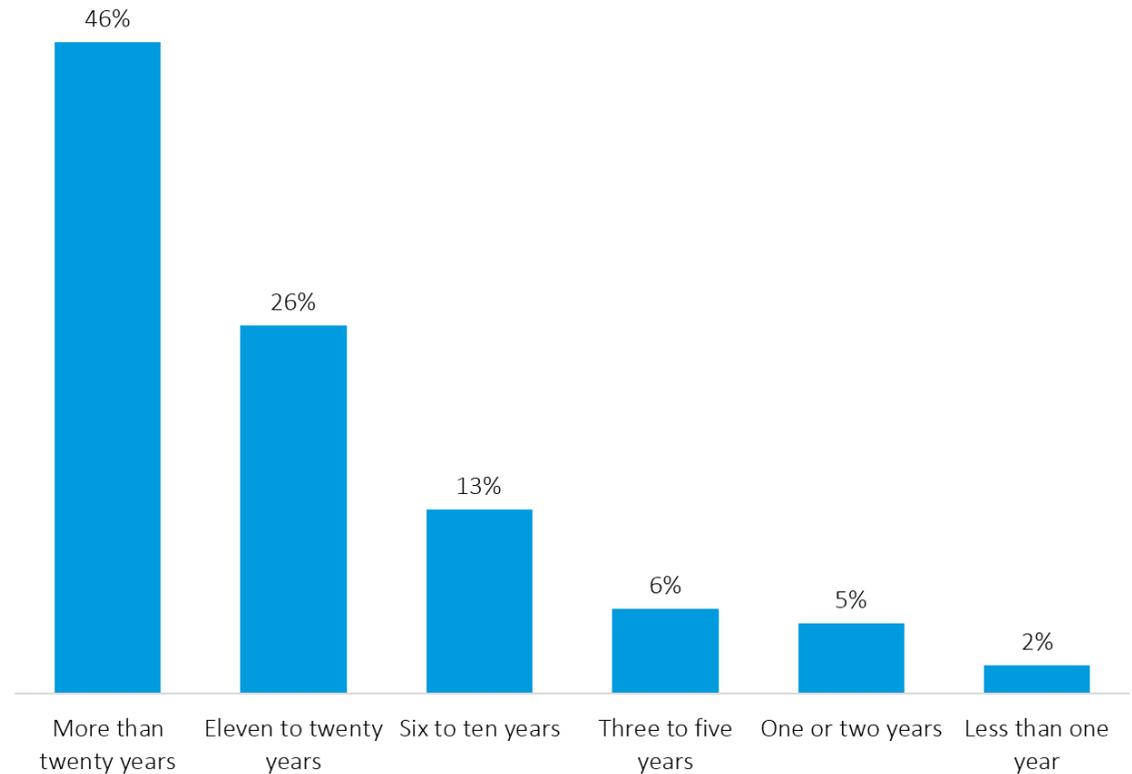


Length of Time Lived in the Adelaide Plains Council area



More than two in five (46%) residents stated they have lived in the Adelaide Plains Council area for more than twenty years, whilst a quarter (26%) have lived in the area for eleven to twenty years.

Respondents aged 65 plus (70%) were more likely to have lived in the Adelaide Plains Council area for more than 20 years, compared to younger age groups.



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