



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



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 high 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.

ANALYSIS



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.



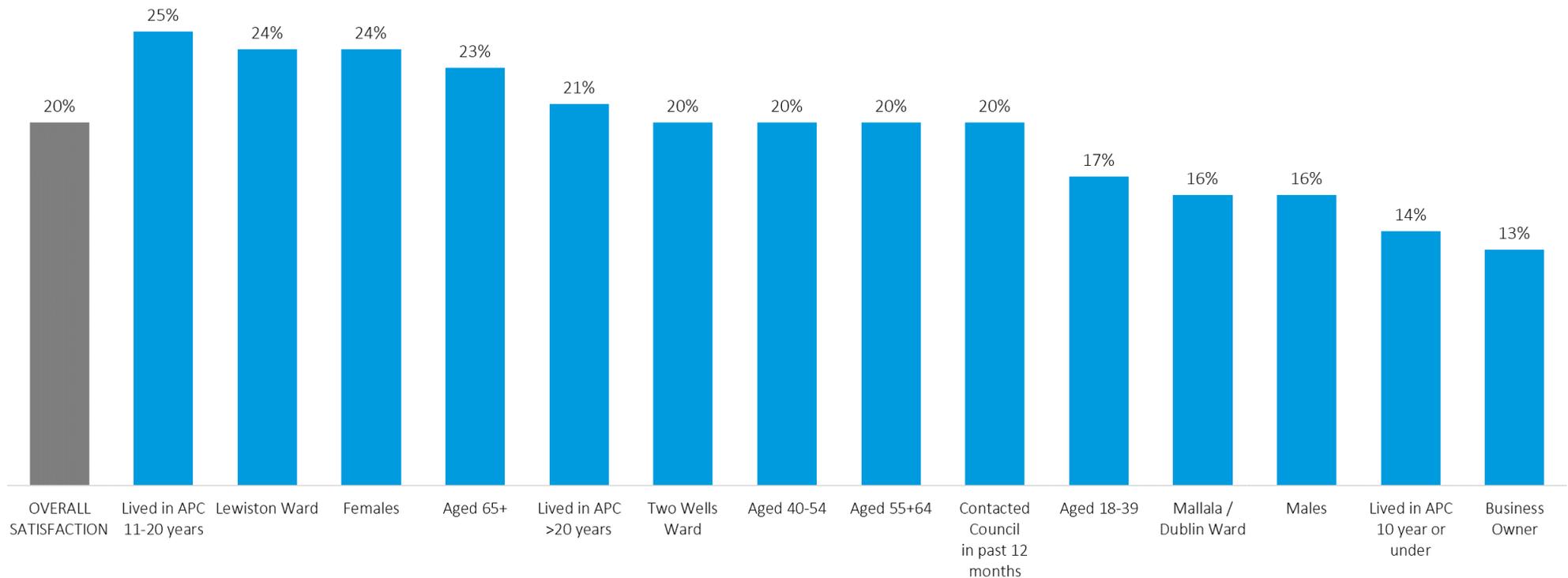
Using the verbatim from question 22, it can be understood that this dissatisfaction is primarily related to the transparency of the council on various decisions, such as rubbish collection and community projects.

SATISFACTION WITH COUNCIL

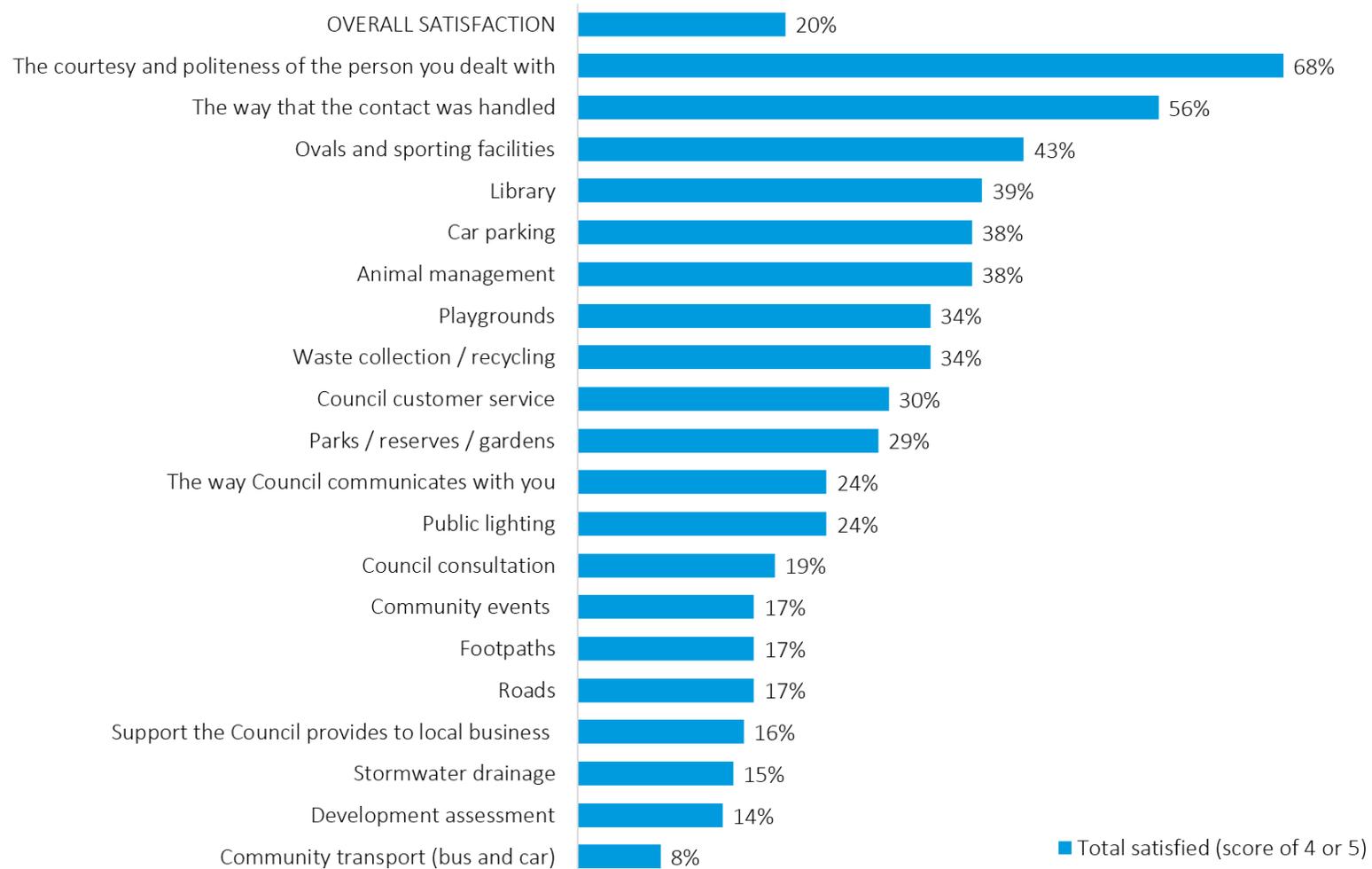


Satisfaction Summary

Total satisfaction
(very + quite satisfied)



Summary of Council and Services Satisfaction



Overall Satisfaction with Adelaide Plains Council

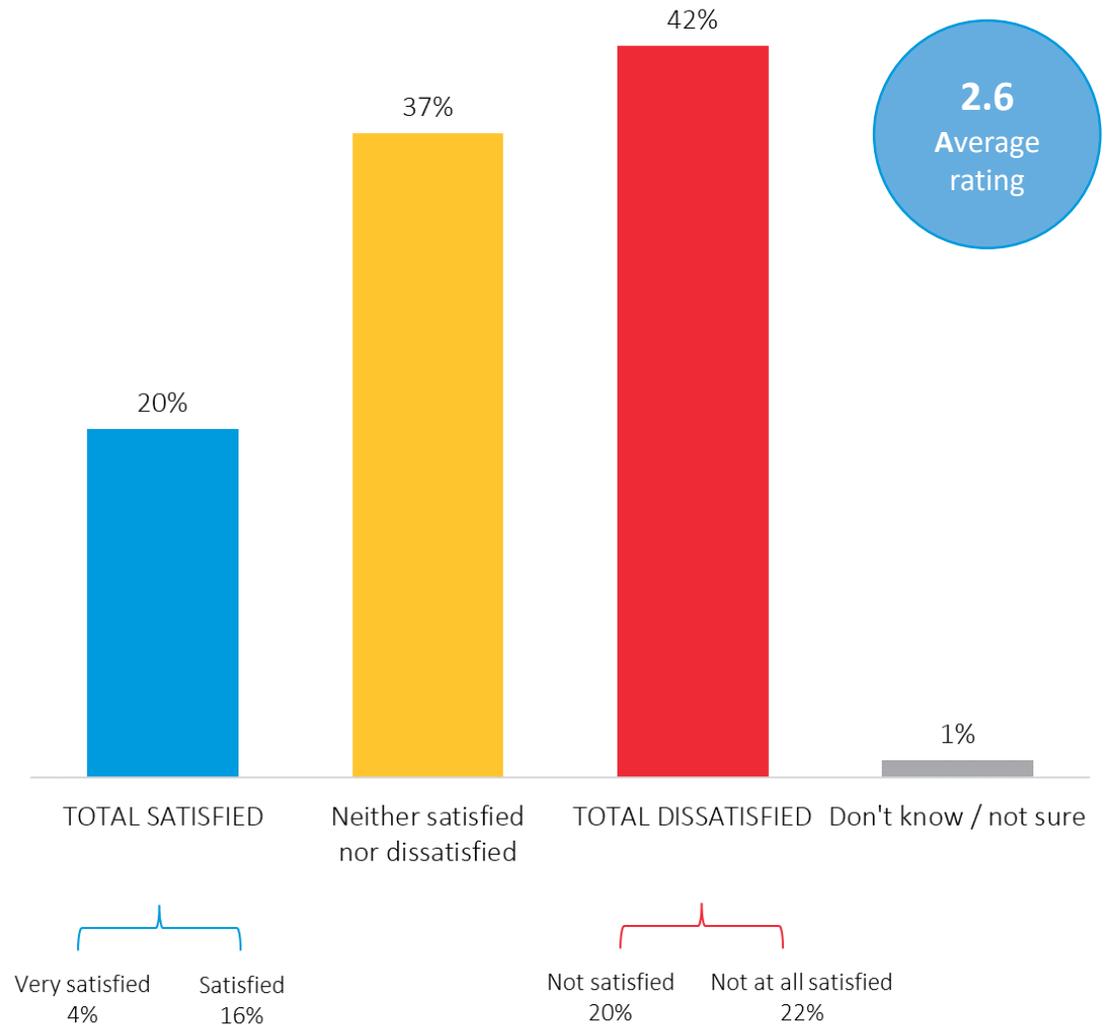
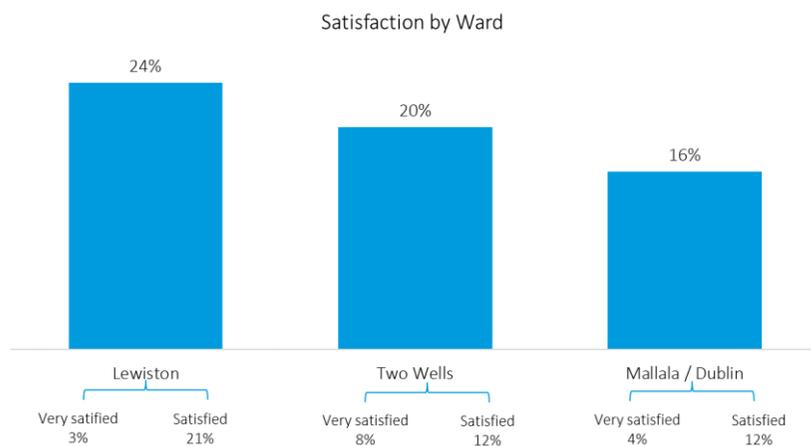


Overall, one in five (20%) residents indicated they are satisfied with Adelaide Plains Council.

Residents who reside in the Lewiston ward (21%) were more likely than other wards to indicate they are satisfied with Adelaide Plains Council.

Males had a higher incidence of being not at all satisfied (28%) compared to females (16%).

2.6
Average rating



Multiple Regression

To understand what aspects of the Council’s services had the highest influence on the overall satisfaction with Adelaide Plains Council, a multiple regression analysis was undertaken to test the strength of these relationships.

While all the council responsibilities recorded significant relationships to the overall satisfaction of Adelaide Plains Council, the following were found to have the highest influence:

- Development assessment – R² value of .508
- Parks/ reserves/ gardens – R² value of .423

Footpaths recorded the lowest influence, with an R² score of .184 – this has been identified as a low-priority area.

Council Service	R ² Value*
Development assessment	.508
Parks/ reserves/ gardens	.423
Roads	.371
Animal Management	.370
Waste collection / recycling	.321
Car parking	.312
Community events e.g. outdoor cinema and school holiday programs	.312
Playgrounds	.298
Ovals and sporting facilities	.289
Stormwater drainage	.282
Public lighting	.264
Community transport (bus and car)	.246
Library	.229
Footpaths	.184

*The closer the number is to 1.0 the stronger the relationship is



This analysis demonstrates a correlation between residents’ overall satisfaction with the Adelaide Plains Council and their level of satisfaction with development assessment and parks/ reserves/ gardens related services.

Importance vs Satisfaction Analysis

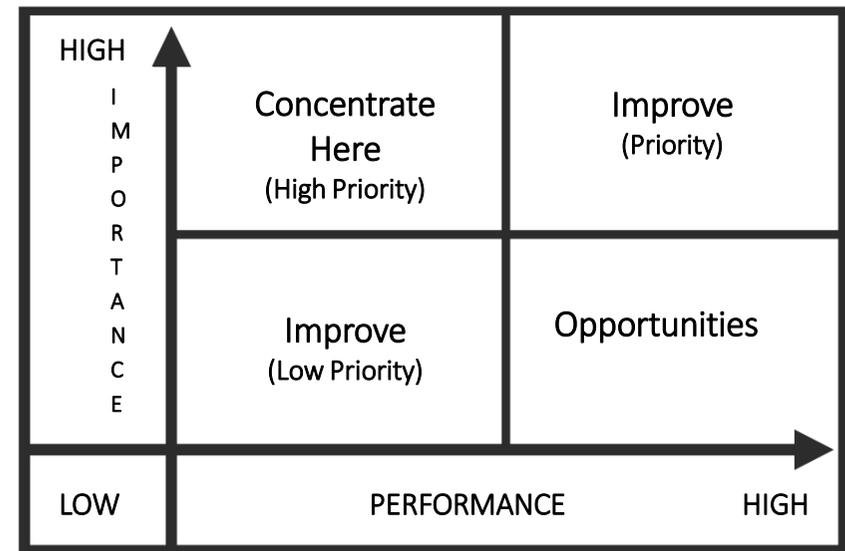


The following tables demonstrates the average importance and satisfaction ratings provided by residents in regards to services and facilities offered by the Council. The following graphical representation clearly demonstrates that **roads, stormwater drainage and development assessment** are the most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

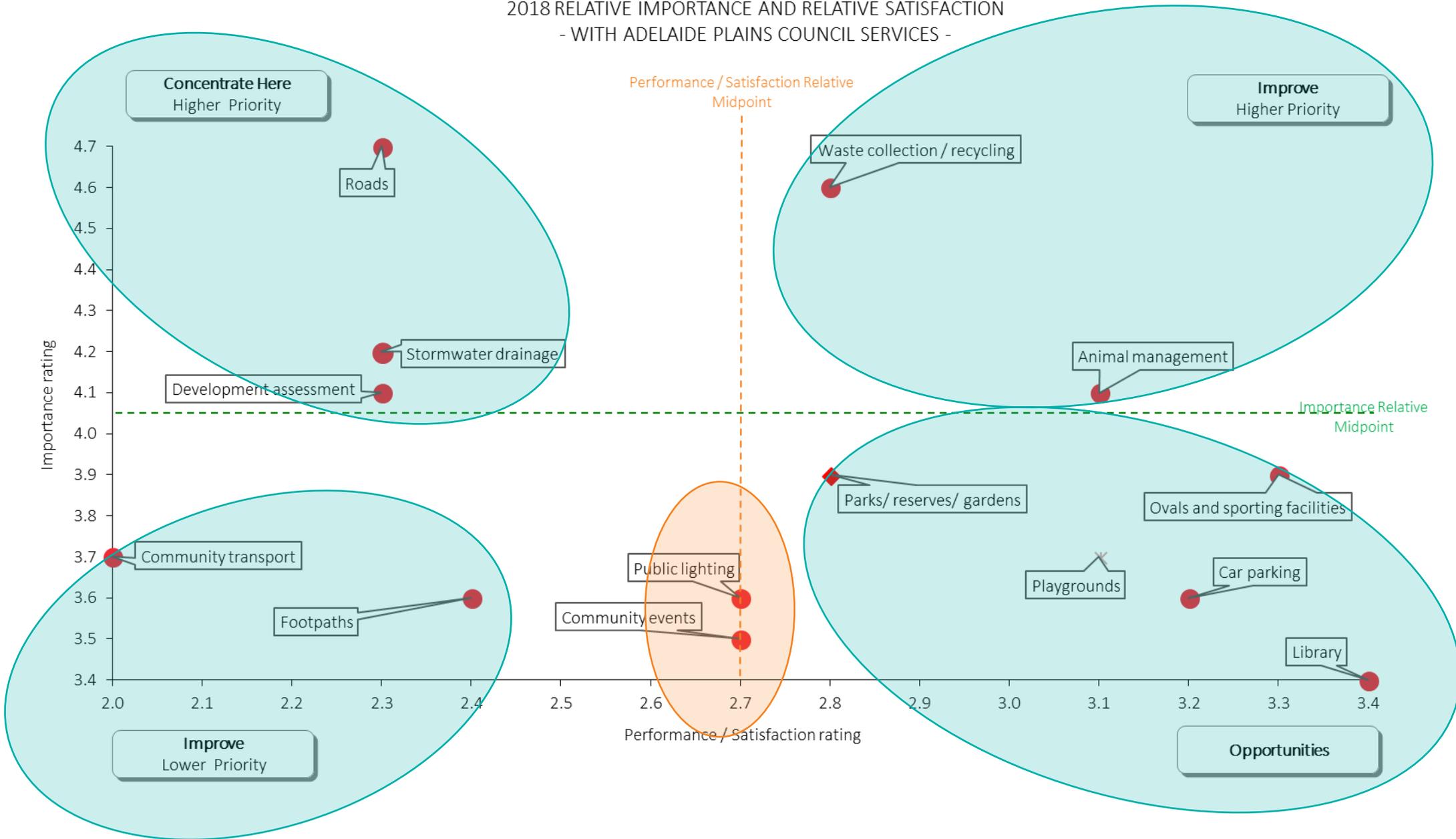
Opportunities also exist in the following areas to improve overall satisfaction ratings. **Parks, reserves and gardens, Playgrounds, Car parking, Ovals and sporting facilities and the Library.**

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)

Importance vs Satisfaction Analysis



Extremely high to mixed levels of importance and mixed to low levels of satisfaction were recorded when respondents were asked to rate a range of statements relating to Adelaide Plains Council.

	Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Importance Mean	Satisfaction Mean	Action	Commentary
Importance					4.7	2.3	Concentrate here - Higher Priority	Roads Most (93%) indicated the roads are important, with 17% indicating they were satisfied. An extremely high importance rating of 4.7 and a low satisfaction rating (2.3) were recorded. Those residing in the Lewiston ward (20%) and those who have lived in the Adelaide Plains Council area for 11 to 20 years (18%) were more likely to indicate they were satisfied.
Satisfaction								
Importance					4.6	2.8	Improve - Higher Priority	Waste collection / recycling Nine in ten (90%) indicated the waste collection / recycling is important, with 34% indicating they were satisfied. An extremely high importance rating of 4.6 and a mixed satisfaction rating (2.8) were recorded. Those aged 65 plus (26%) were more likely to indicate they were satisfied.
Satisfaction								
Importance					4.2	2.3	Concentrate here - Higher Priority	Stormwater drainage Seven in ten (78%) residents indicated stormwater drainage is important, with 15% indicating they were satisfied. A high importance rating of 4.2 and a low satisfaction rating (2.3) were recorded. 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.
Satisfaction								

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)

Importance vs Satisfaction Analysis (cont.)

	Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Importance Mean	Satisfaction Mean	Action	Commentary
Importance					4.1	3.1	Improve - Higher Priority	Animal management
Satisfaction								Approximately three quarters of residents (74%) indicated animal management is important, with two in five (38%) indicating they were satisfied. A high importance rating of 4.1 and a mixed satisfaction rating (3.1) were recorded.
Importance					4.1	2.3	Concentrate here - Higher Priority	Development assessment
Satisfaction								Two thirds (65%) of residents indicated that development assessment is important, with only 14% indicating they were satisfied. A high importance rating of 4.1 and a low satisfaction rating (2.3) were recorded.
Importance					3.9	2.8	Opportunity	Parks / reserves / gardens
Satisfaction								Seven in ten (71%) residents indicated the parks / reserves and gardens are important, with 29% indicating they were satisfied. A moderate importance rating of 3.9 and a mixed satisfaction rating (2.8) were recorded. Those residing in the Two Wells ward (16%) and those aged 18 to 39 (21%) were more likely to indicate they were satisfied.
Importance					3.9	3.3	Opportunity	Ovals and sporting facilities
Satisfaction								Seven in ten (71%) residents indicated the oval and sporting facilities are important, with 43% indicating they were satisfied. A moderate importance rating of 3.9 and a mixed satisfaction rating (3.3) were recorded. Those aged 65 plus (27%) and those and those who have lived in the Adelaide Plains Council area for more than 20 years (22%) were more likely to indicate they were extremely satisfied.

Importance vs Satisfaction Analysis (cont.)

	Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Importance Mean	Satisfaction Mean	Action	Commentary		
Importance	11%	6%	20%	23%	38%	3.7	3.1	Opportunity	Playgrounds Three in five (61%) mentioned that playgrounds are important, with 34% indicating they were satisfied. A moderate importance rating of 3.7 and a mixed satisfaction rating (3.1) were recorded. Those aged 65 plus (23%) were more likely to indicate they were extremely satisfied.	
Satisfaction	10%	17%	33%	21%	13%					6%
Importance	13%	8%	14%	18%	41%	7%	3.7	2.0	Improve - Lower Priority	Community transport (bus and car) Three in five (59%) respondents indicated that community transport is important, with 8% indicating they were satisfied. A moderate importance rating of 3.7 and a low satisfaction rating (2.0) were recorded.
Satisfaction	37%	18%	19%	18%						
Importance	16%	6%	15%	27%	34%	3.6	2.4	Improve - Lower Priority	Footpaths Three in five (61%) residents mentioned that footpaths are important, with 17% indicating they were satisfied. A moderate importance rating of 3.6 and a low satisfaction rating (2.4) were recorded.	
Satisfaction	30%	20%	26%	10%	7%					7%
Importance	13%	8%	17%	26%	35%	3.6	2.7	Between Opportunity and Improve - Lower Priority	Public lighting Three in five (60%) respondents indicated that public lighting is important, with 24% indicating they were satisfied. A moderate importance rating of 3.6 and a mixed satisfaction rating (2.7) were recorded.	
Satisfaction	21%	16%	33%	17%	7%					

Importance vs Satisfaction Analysis (cont.)

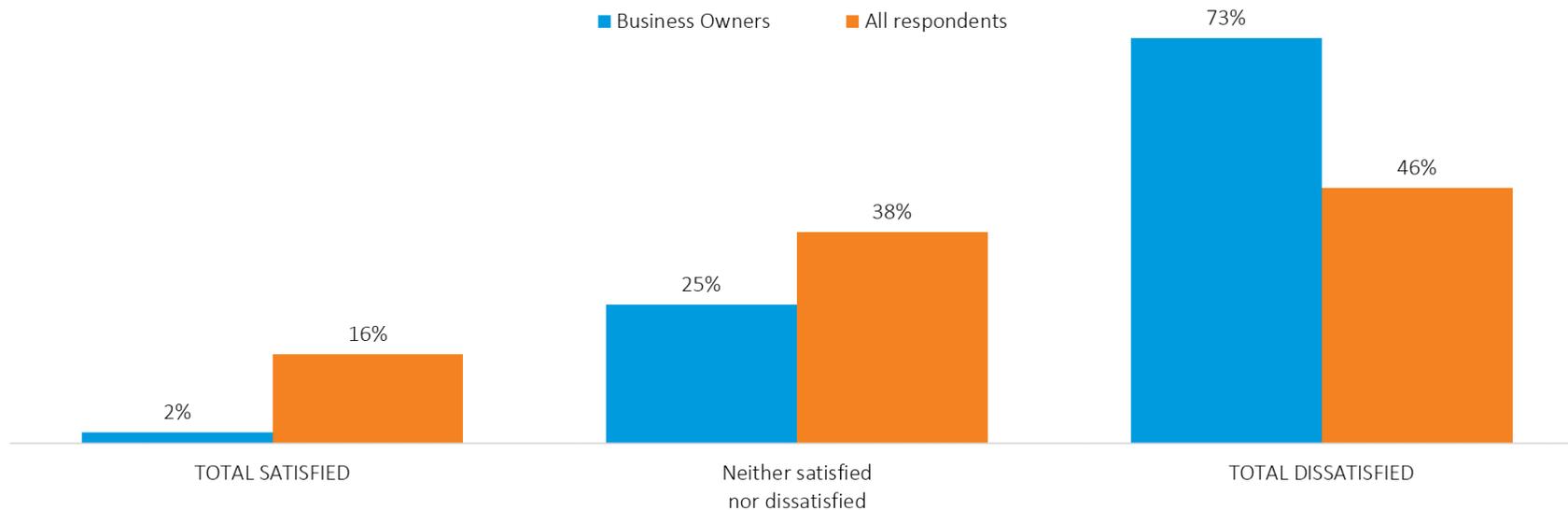
	Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Importance Mean	Satisfaction Mean	Action	Commentary	
Importance	12%	7%	20%	27%	30%	3.6	3.2	Opportunity	<p>Car parking</p> <p>More than half (57%) of respondents indicated car parking is important, with 38% indicating they were satisfied. A moderate importance rating of 3.6 and a mixed satisfaction rating (3.2) were recorded. Those residing in the Mallala / Dublin ward (33%) were more likely to indicate they were satisfied.</p>
Satisfaction	11%	13%	31%	23%	15%				
Importance	13%	10%	19%	27%	27%	3.5	2.7	Between Opportunity and Improve - Lower Priority	<p>Community events e.g. outdoor cinema and school holiday programs</p> <p>Approximately half (53%) mentioned community events are important, with 17% indicating they were satisfied. A moderate importance rating of 3.5 and a mixed satisfaction rating (2.7) were recorded.</p>
Satisfaction	15%	15%	33%	11%	6%				
Importance	17%	6%	22%	22%	27%	3.4	3.4	Opportunity	<p>Library</p> <p>Approximately half (49%) indicated the library is important, with 39% indicating they were satisfied. A mixed importance rating of 3.4 and a mixed satisfaction rating (3.4) were recorded. Those residing in the Two Wells ward (27%) and those aged 65 plus (28%) were more likely to indicate they were extremely satisfied.</p>
Satisfaction	6%	10%	27%	21%	18%				

Local Business Support



Residents who provided a satisfaction rating (16%) indicated they were satisfied with the support the Council provides to local business. However, more than a third (38%) were neither satisfied nor dissatisfied and almost half (46%) stated they were dissatisfied.

The satisfaction ratings exclusively 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 (2% satisfied), with the total dissatisfied at 73%. This is indicative of the perceived level of support that happens in the 'backstage' areas of the business that the general population has no experience with.



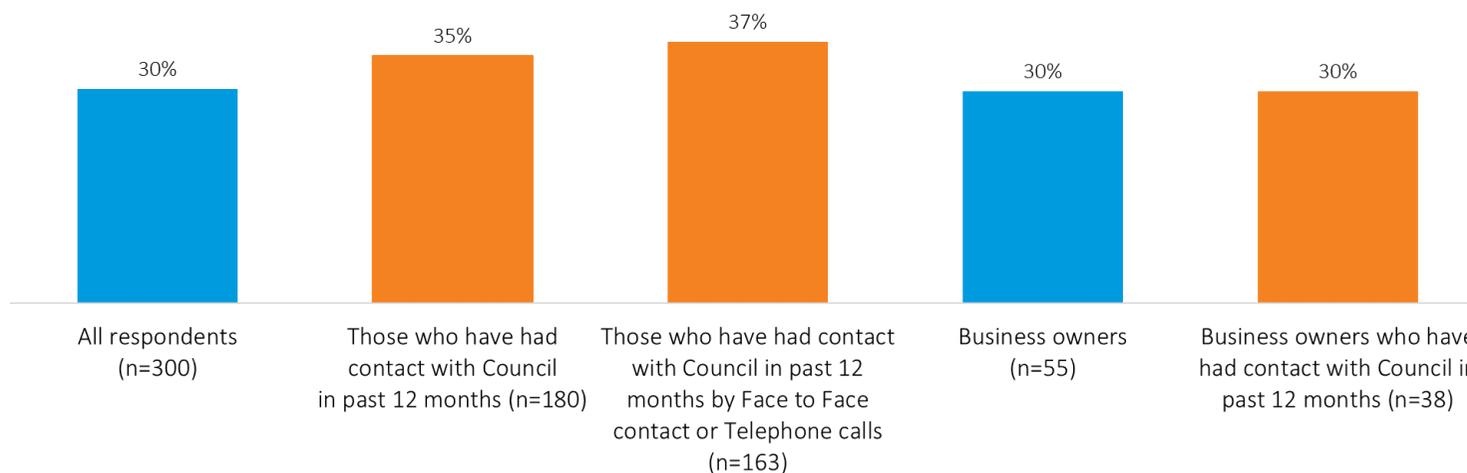
	Very satisfied	Satisfied	Not satisfied	Not at all satisfied	Mean
Business Owners	-	2%	22%	51%	1.8
All respondents	4%	11%	19%	27%	2.5

Council Customer Service



Mixed to low levels of satisfaction were recorded when residents were asked to rate Council customer service, however residents who have had contact with Council within the past 12 months provided higher satisfaction scores.

Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Mean score	Commentary
24%	16%	27%	18%	13%	Council customer service Total satisfied: 30% Total not satisfied: 40% 30% of residents indicated they were satisfied with the Council customer service, recording a mixed satisfaction rating of 2.8.
2.8					



Council Communication and Consultation



Mixed to low levels of satisfaction were recorded when residents were asked to rate aspects relating to Council communication. There was no difference in the level of satisfaction of these aspects for residents that had contacted Council in the past 12 months.

Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Mean score	Commentary	
					<p>The way Council communicates with you</p> <p>Total satisfied: 24% Total not satisfied: 47%</p> <p>A quarter (24%) of respondents indicated they were satisfied with the way the Council communicates with them, recording a mixed satisfaction rating of 2.6</p>	
						<p>Council consultation</p> <p>Total satisfied: 19% Total not satisfied: 49%</p> <p>One in five (19%) residents indicated they were satisfied with the Council consultation, recording a low satisfaction rating of 2.4.</p>

COMMUNICATION AND CONTACT



Finding Out About Council Matters

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

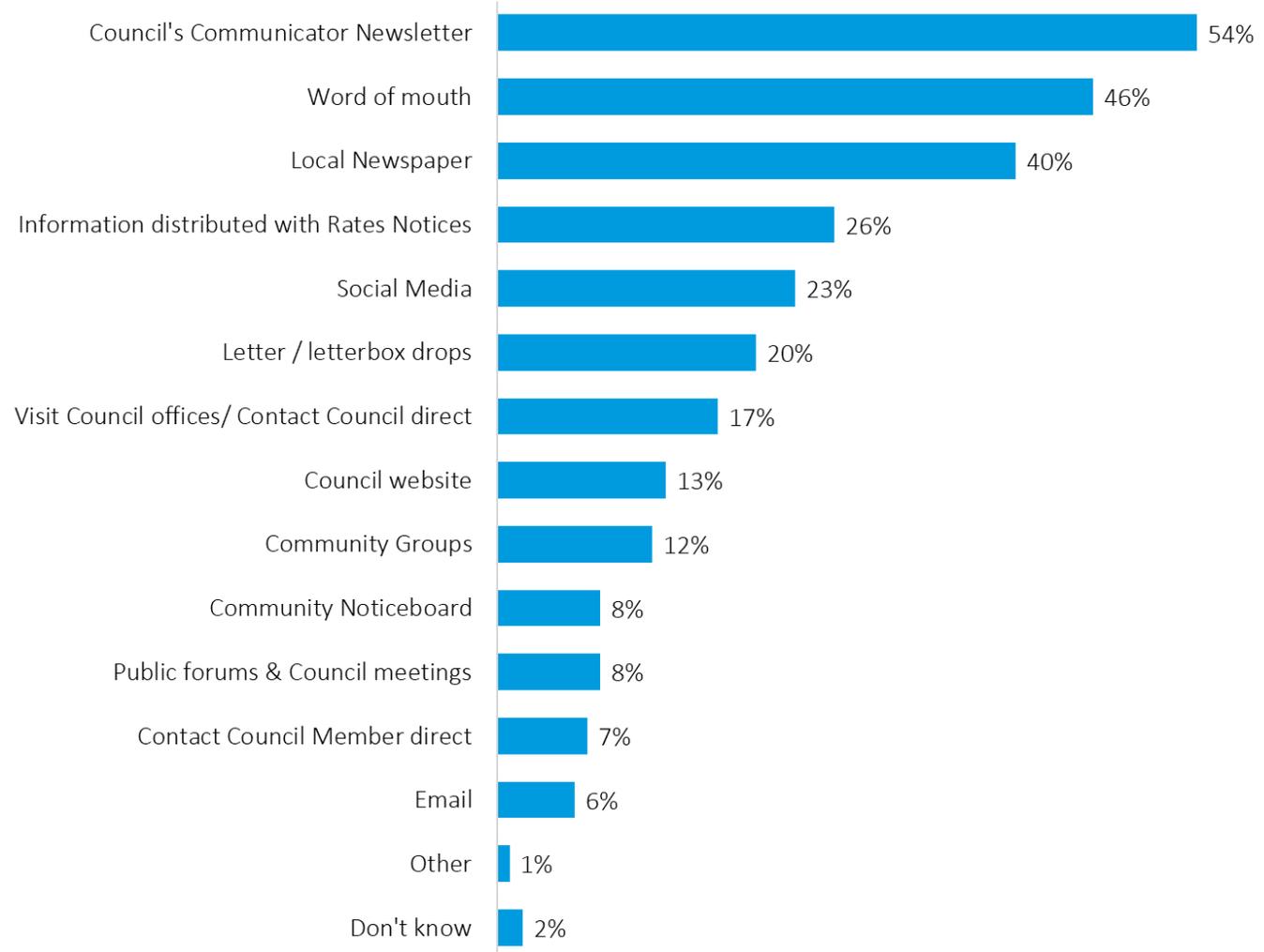
Other sources included:

- 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.

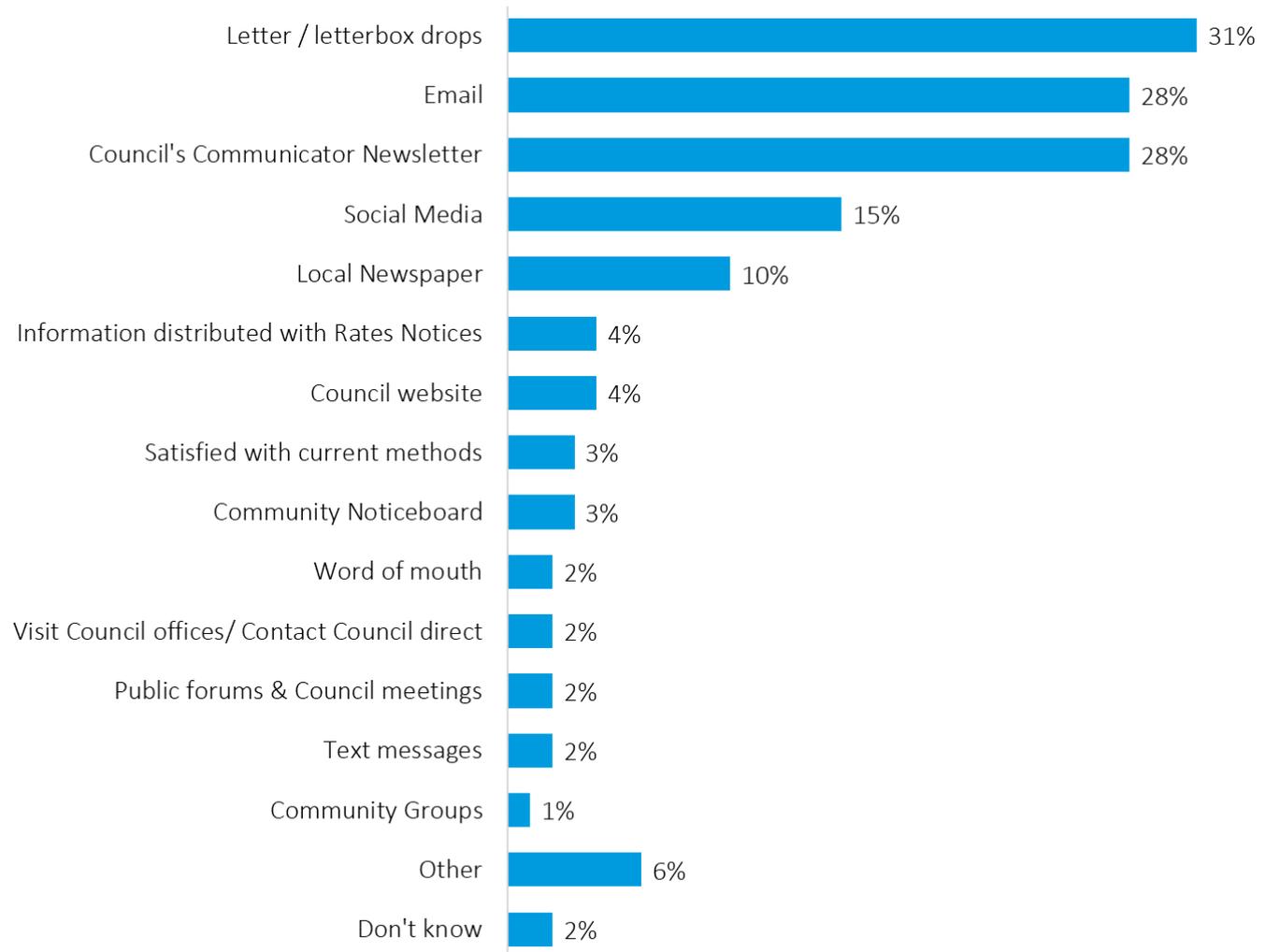
While other sources included:

- 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.



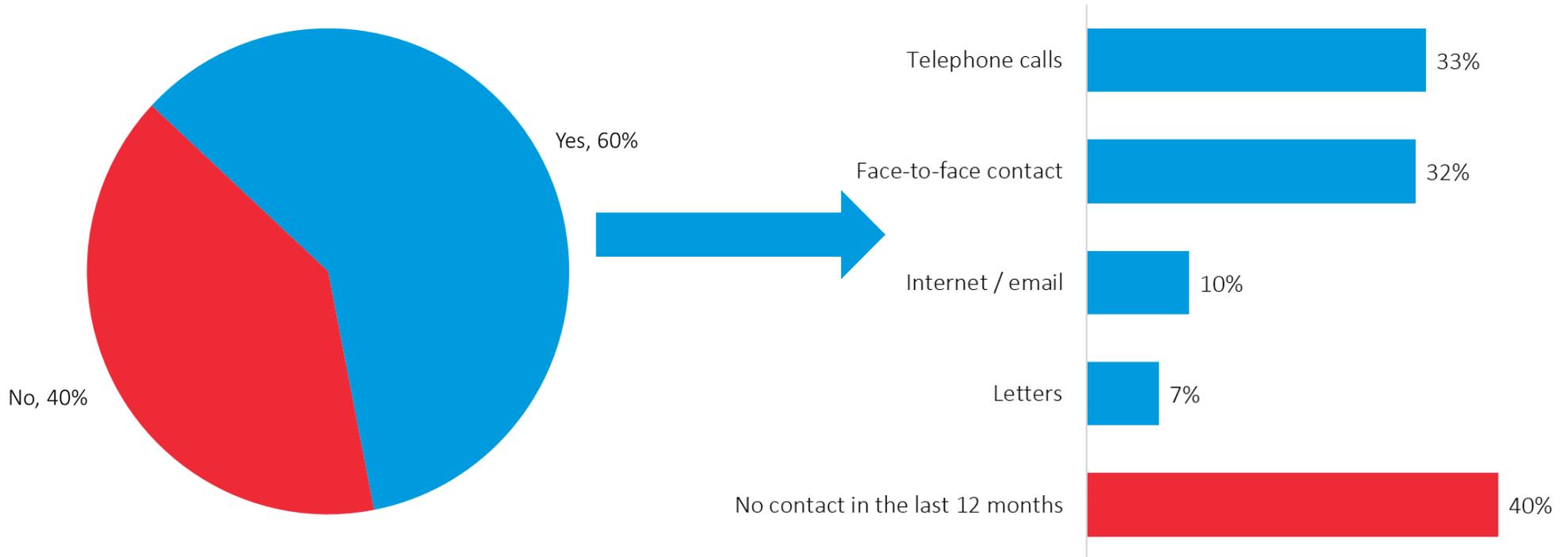
Had Contact in the Last 12 Months



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).

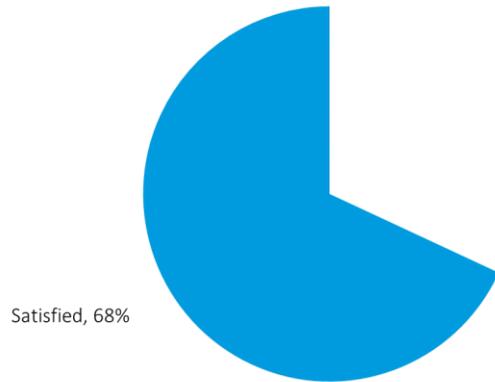
Three in five (60%) residents indicated that they had contact, while 40% had not.

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

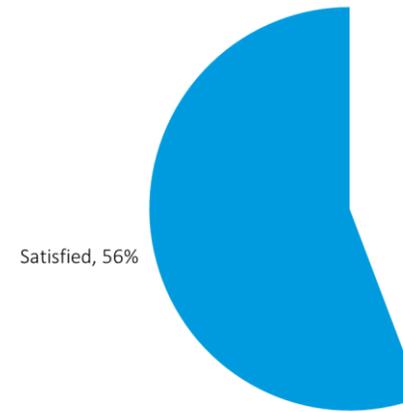


Satisfaction with Contact

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

Reason for Last Contact with Council

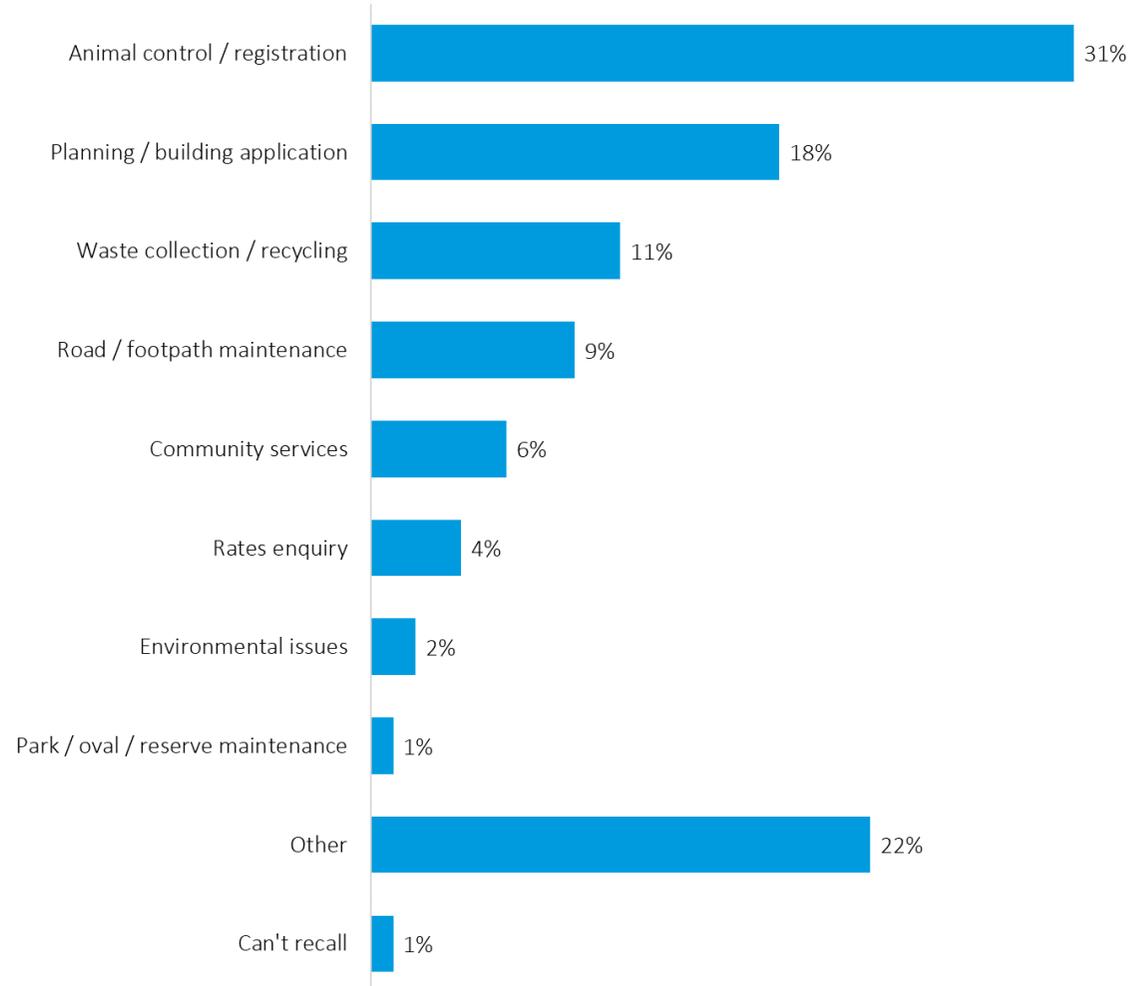


When residents were asked what their last contact with the Council was concerning, almost a third mentioned animal control and registration (31%).

Other reasons included:

- Planning / building application (18%),
- Waste collection / recycling (11%), and
- Road / footpath maintenance (9%).

Females (39%) were more likely to indicate their last contact with the Council was regarding animal control and registration.



BASE: Had contact in the last 12 months (n=180)



COUNCIL
STAFF,
MEMBERS
AND
ELECTIONS

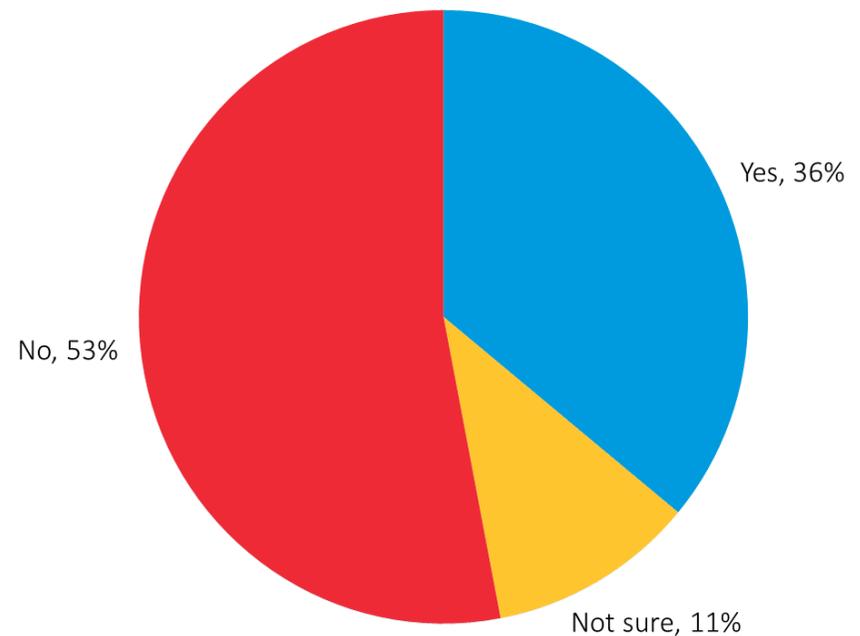
Awareness of Elected Council Members in Ward



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%).



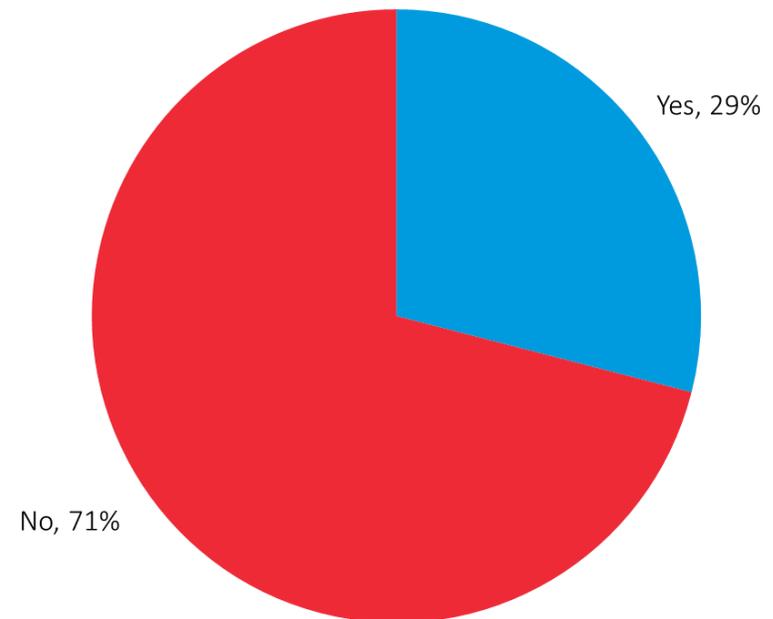
Contact with Council Members



More than a quarter (29%) of residents indicated they have contacted their Council members, while the majority (71%) had not.

The following groups were more likely to have contacted their Council members:

- Those who reside in the Mallala / Dublin ward (39%), and
- Those who have lived in the Adelaide Plains Council area for more than 20 years (35%).



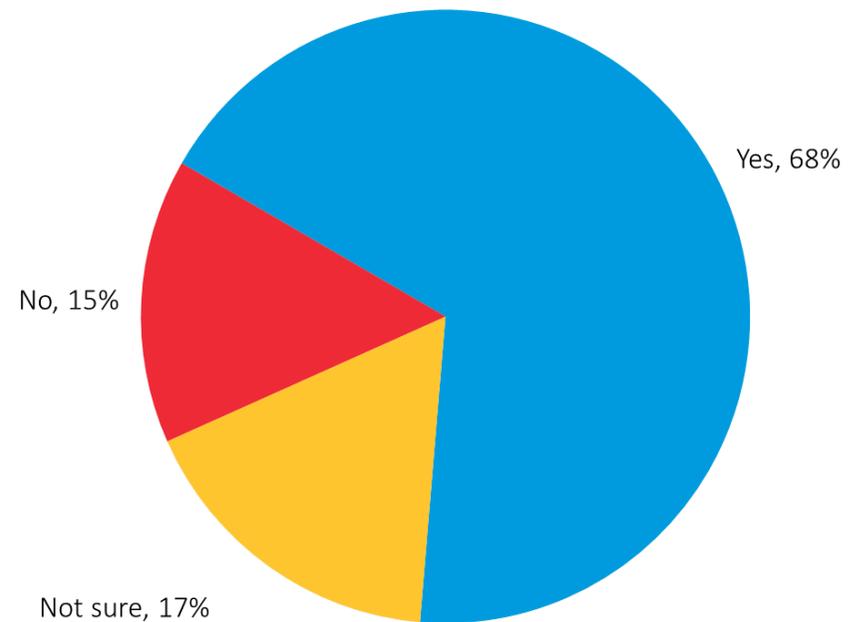
Intention to vote in the Local Government Election in November



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%).



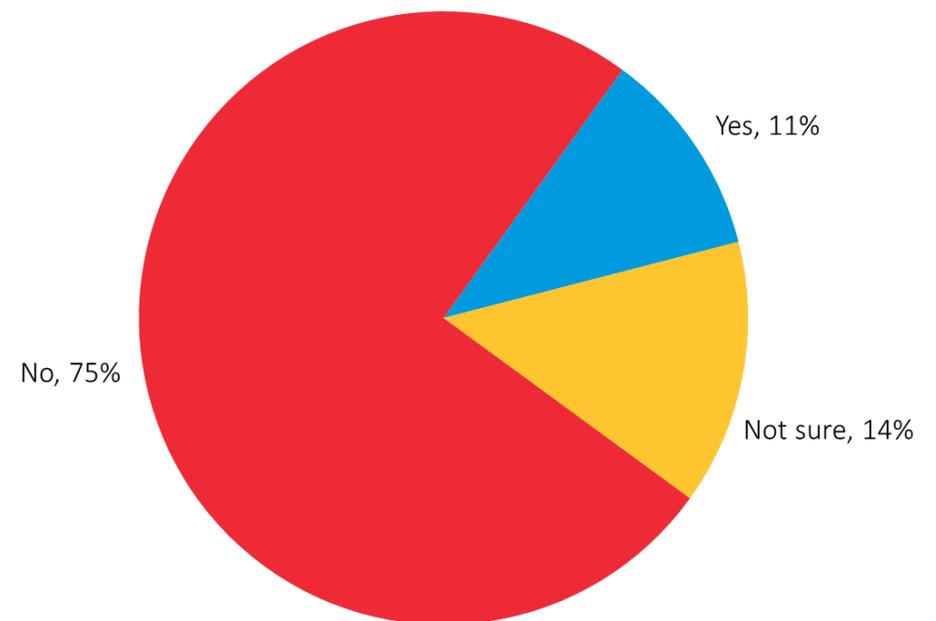
Considering Becoming a Local Council Member



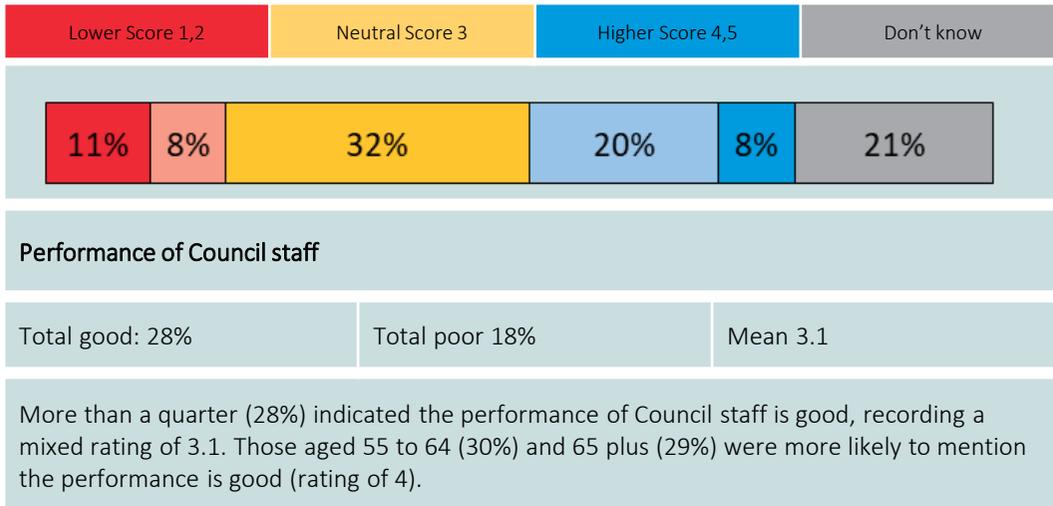
A small proportion (11%) indicated they would consider becoming a local Council member. The majority (75%) however, would not.

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%).



Performance of Council Staff



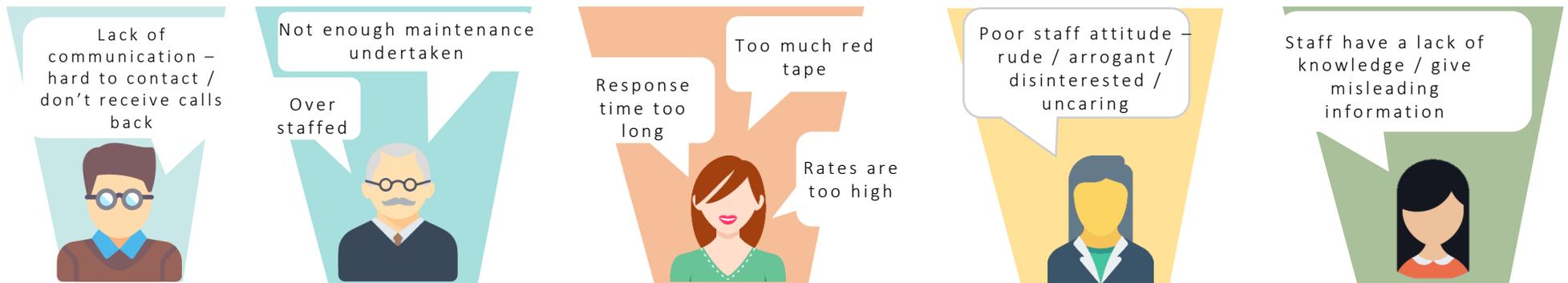
Performance of Council Staff (cont.)



It is important to reiterate that **35%** of those who provided a rating for the performance of Council Staff were **satisfied with Council Staff**.

However for those respondents who provided a poor or very poor score for the performance of Council staff (n=55), when asked why, most comments centred around the following themes.

A sample of the responses are shown on the following page.



Performance of Council Staff (cont.)

Lack of communication – hard to contact / don't receive calls back

- Response to phone calls poor.
- Don't respond to enquiries, don't provide statutory services within legislated timeframes.
- I had a complaint and the reply went nowhere!

Not enough maintenance undertaken

- Verges are never cut, yet the Council is quick to fine others, they don't fix roads.
- Estates are unkempt.
- No maintenance done anywhere in Lewiston for the biggest rate payers in Council.

Over staffed

- Council staff are hugely over paid and there is just so many people in there that are just pen pushers.
- Not interested in our community as we have visitors to Mallala with poor facilities. Ratio of this Council is way over staffed. Far too many managers who put hurdles up & have not got the communities' interests at heart. Too much red tape no common sense used. Management on power trips with egos to match.
- Too many employees in the Council - administration and not enough outside workers.

Poor staff attitude – rude / arrogant / disinterested / uncaring

- Aggressive, arrogant, argumentative, dismissive, they don't live in the area so really couldn't care less about what's happening here.
- Basically Council employees are rude and set themselves up as people that don't listen or don't care.
- I did not appreciate her poor attitude.

Rates are too high

- Our Council is millions of dollars in debt and continue to waste money. We pay extremely high rates and get nothing for our money.
- The rates for the area is outrageous, \$1900 for a property in Lewiston valued at \$340k - Unley \$900 for a property valued at \$650k.
- Because I don't know who they are and there have been that many CEO changes. Also, our Council rates are outrageous.

Performance of Council Staff (cont.)

Response time too long

- Because everything takes too long for them to get back to me regarding enquiries, and they make decisions without first consulting with residents.
- Complaints go for months without action.
- Interaction with animal control was poor at best with no real resolution to issues after 2 reports.
- We are still arguing over Council rates, even though they acknowledged they have been paid and account is up to date, it still appears on the notice the following quarter.

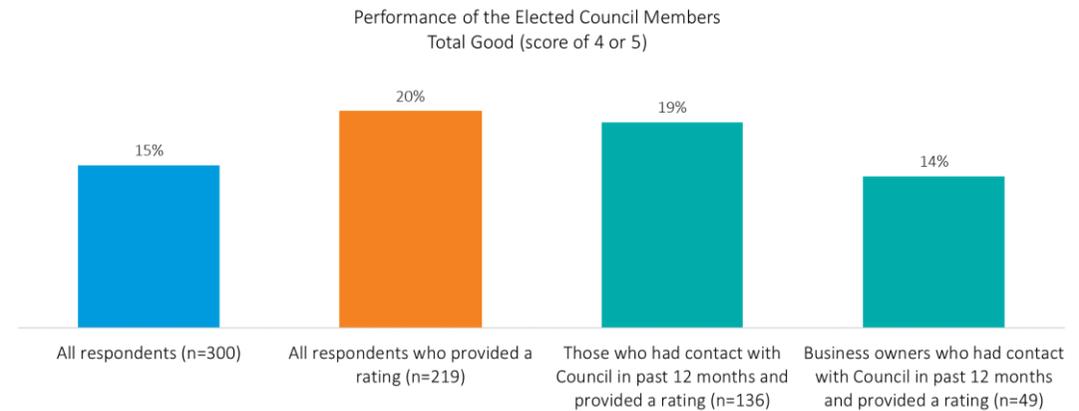
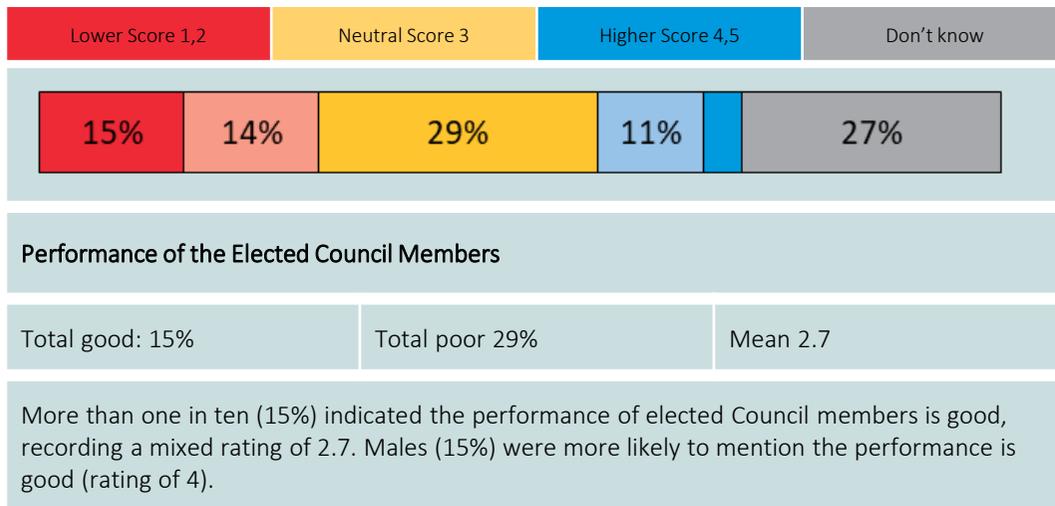
Staff have a lack of knowledge / give misleading information

- Misleading information, arrogance and lack of respect for ratepayers. I have caught some of them telling lies and abusing their privileges.
- I went in to Council to ask for map of town, they didn't even have a map of the town centre which I found is extraordinary.
- They are not very helpful, and when a ratepayer rings they do not know what they are talking about and not very helpful.

Too much red tape

- Because when I put in a building application they would keep coming up with new things for me to do once I had done as they asked.
- When trying to subdivide our land they were very unco-operative in every way I'm not going to comment more. I can't comment on how to put this sorry.
- Because I took the time to get prepared, and take in all of the required info, only to still be waiting. A simple replacement farm shed should not take seven months to assess.

Performance of Elected Council Members



Performance of Elected Council Members (cont.)



It is important to reiterate that **20%** of those who provided a rating for the performance of Elected Council Members were **satisfied with them**.

3 in 10 respondents scored a poor or very poor score for the performance of Elected Council Members (n=86), when asked why, most comments centred around the following themes.

A sample of the responses are shown on the following page.

No communication –
hard to contact /
never hear from
them



They act in their own
interests not the
residents



Too much
infighting



They don't look after
the residents /
nothing gets done



Who are they – only
hear from them at
election time



Performance of Elected Council Members (cont.)

No communication – hard to contact / never hear from them

- No communication at all.
- When I contacted an elected member regarding my rubbish difficulty, they did not bother to call back.
- You never hear anything from them and there is never any action towards what they promise.

They act in their own interests not the residents

- Members agendas are always satisfied before more important matters.
- Some are more interested in their own individual causes rather than the general ratepayers.
- They have their own agendas. All very selfish.

They don't look after the residents / nothing gets done

- I voted for a Council member who got the most votes and he did not become a member. I think he would have represented me, but it seems the Council members on there have little interest in the representation of Lewiston companion animal area. That is the impression I have. We get higher rates for rubbish removal, but only have all 2 week removal, which seems to sometimes happen at random times.
- It takes them so long for them to do anything and if you want to get approval for some building or permit for this, they stuff around and take too long.
- They do not care about Mallala or the rate payers there.

Too much infighting

- They are not connected to the community and don't relate to so many issues that need to be addressed. There is so much in-house bickering and nothing gets done. Also, a large amount of bias occurs. There is no progress in this Council area compared to many others.
- Too much in-fighting & overturning of decisions made.
- Too much in-fighting, and what I can see they are only concerned about self-interest.
- They are very inconsistent and too much arguing and taking sides they should work together for the Council not between themselves they are supposed to be one. Stop competing between wards.

Who are they – only hear from them at election time

- I have no idea who they are. If they were doing their job correctly and engaging in their community then I would know who they are.
- I am not aware of who they are.
- I never hear or see from them, the only time I hear from them is voting time and a leaflet is popped in the letter box.
- They do not communicate with the residents, and during the elections I only learn after the fact who the member is.

NET
PROMOTER
SCORE



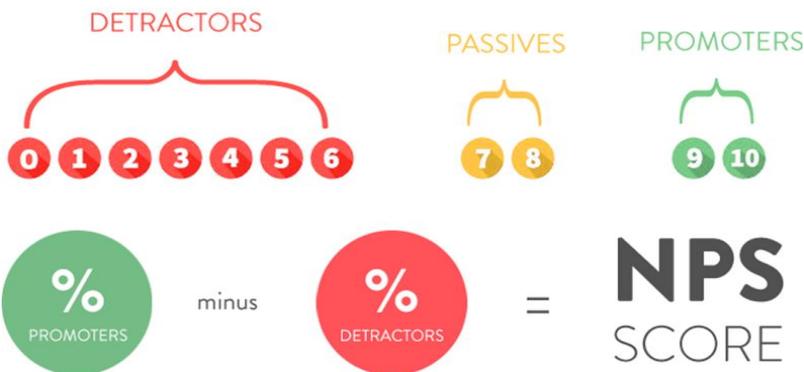
Net Promoter Score

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.



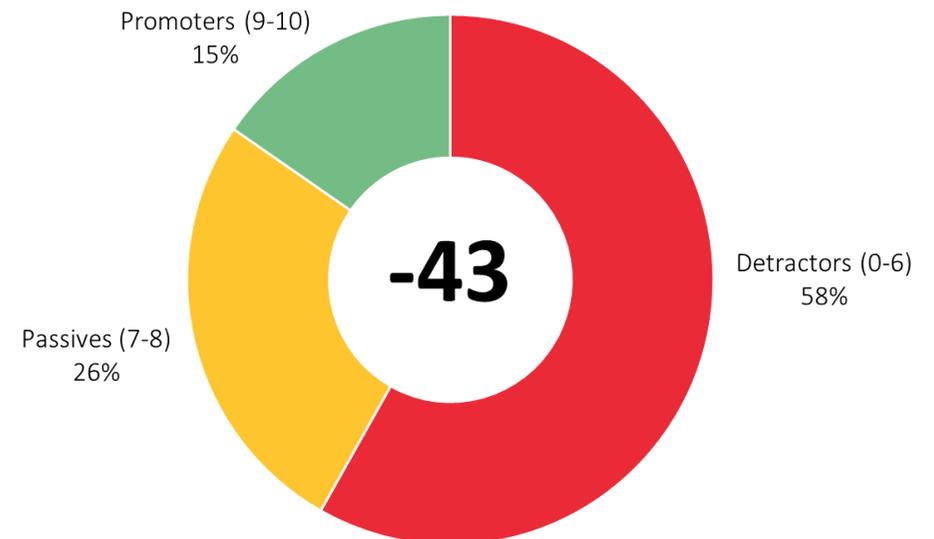
Adelaide Plains Council achieved a Net Promoter Score (‘NPS’) of -43



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



Net Promoter Score (cont.)



Based on the research, it appears that those who reside in the Lewiston ward (NPS: -31), males (NPS: -36), those aged 65 plus (NPS: -28), those aged 55 to 64 (NPS: -30) and those who have resided in the Council area for more than 20 years (NPS: -38) achieved a higher NPS than the average NPS of -43 achieved by Adelaide Plains Council residents.

Those who reside in the Mallala / Dublin ward (NPS: -47), those who reside in the Two Wells ward (NPS: -51), females (NPS: -49), those aged 40 to 54 (NPS: -53), those aged 18 to 39 (NPS: -55), those who have resided in the Council area for 11 to 20 years (NPS: -46) and those who have lived in the Council area for 10 years or less (NPS: -48) achieved a lower NPS score than the average.

Segment	Average Score	NPS	Promoters	Detractors
Average Adelaide Plains Council result	5.4	-43	15%	58%
Lewiston Ward	6.3	-31	20%	50%
Mallala / Dublin Ward	4.9	-47	15%	62%
Two Wells Ward	4.8	-51	11%	62%
Males	5.4	-36	17%	53%
Females	5.4	-49	13%	63%
Aged: 65+	6.2	-28	21%	49%
Aged: 55 to 64	6.0	-30	20%	50%
Aged: 40 to 54	4.8	-53	10%	63%
Aged: 18 to 39	4.9	-55	13%	68%
Lived in area: More than 20 years	5.7	-38	19%	56%
Lived in area: 11 to 20 years	5.3	-46	12%	58%
Lived in area: 10 years or less	5.0	-48	14%	61%
Business owners	5.2	-43	19%	60%

Net Promoter Score (cont.)

The Net Promoter Score 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 question is about recommending living in a Council area.

Therefore, there are many factors which can affect an NPS score, both positively and negatively. Such as the location of the Council, services available, socio economic demographics and proximity to lifestyle options.

Inner metro Councils, Councils close to good beaches and those with good shopping, restaurants or café strips generally tend to secure higher NPS scores possibly due to lifestyle factors.

Regional Councils and those with lower socio economic demographics may be disadvantaged with lack of or perceived lack of services and/or lifestyle options.

Council	NPS	Influencing factor	Council	NPS	Influencing factor
Average Adelaide Plains Council result	-43	na	Metro Large	48	Lifestyle
Regional	-8	na	Metro Large	42	Lifestyle
Regional	-14	na	Metro Large	41	Lifestyle
Regional	-17	na	Metro Large	38	Inner metro
Regional	-20	na	Metro Large	33	na
Metro Small	57	Inner metro	Metro Large	25	na
Metro Small	47	Lifestyle	Metro Large	14	na
Metro Small	42	Lifestyle	Metro Large	8	na
Metro Small	34	Lifestyle	Metro Large	4	na
Metro Small	31	Inner metro	Metro Large	-3	na
Metro Small	30	Lifestyle	Metro Large	-4	na
Metro Small	27	Inner metro	Metro Large	-29	na
			Metro Large	-34	na

Timeframe: 2017-2018

FUTURE PLANNING

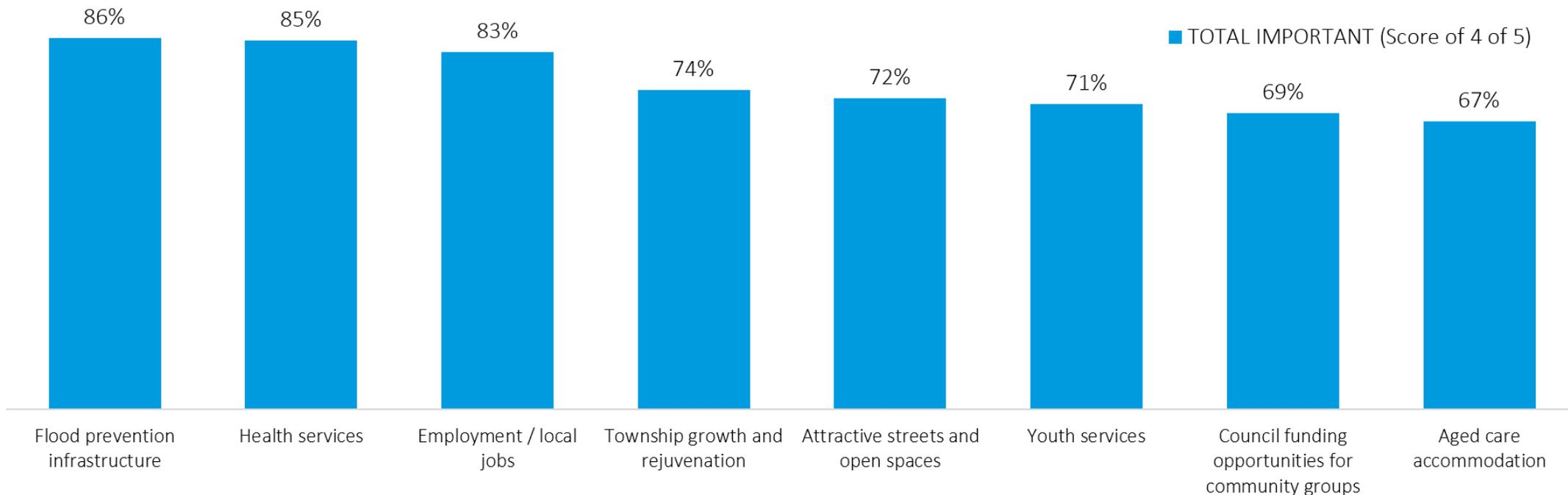


Social and Environmental Issues



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



Social and Environmental Issues



Extremely high to moderate levels of importance were recorded when residents were asked to rate a variety of statements in relation to social and environmental issues.

Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Mean score	Commentary
				4.5	<p>Health services</p> <p>Total important: 85% Total not important: 4%</p> <p>More than four in five (85%) mentioned that health services are important, recording an extremely high rating of 4.5. Those who reside in the Mallala / Dublin ward (74%) and females (72%) were more likely to indicate health services are extremely important.</p>
				4.4	<p>Flood prevention infrastructure (river and costal)</p> <p>Total important: 86% Total not important: 4%</p> <p>More than four in five (86%) mentioned that flood prevention infrastructure is important, recording a high rating of 4.4. Those who reside in the Lewiston ward (68%) and females (67%) were more likely to indicate flood prevention infrastructure (river and coastal) are extremely important.</p>
				4.4	<p>Employment / local jobs</p> <p>Total important: 83% Total not important: 3%</p> <p>More than four in five (83%) indicated that employment / local jobs are important, recording a high rating of 4.4. Those who reside in the Mallala / Dublin ward (69%) were more likely to indicate employment / local jobs are extremely important.</p>

Social and Environmental Issues (cont.)

Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Mean score	Commentary
				4.2	<p>Youth services</p> <p>Total important: 71% Total not important: 5%</p> <p>Seven in ten (71%) mentioned that youth services are important, recording a high rating of 4.2. Those who reside in the Two Wells ward (59%) and females (56%) were more likely to indicate youth services are extremely important.</p>
				4.1	<p>Township growth and rejuvenation</p> <p>Total important: 74% Total not important: 9%</p> <p>Three quarters (74%) indicated that the township growth and rejuvenation is important, recording a high rating of 4.1.</p>
				4.1	<p>Attractive streets and open spaces</p> <p>Total important: 72% Total not important: 7%</p> <p>Approximately seven in ten (72%) indicated that attractive streets and open spaces are important, recording a high rating of 4.1.</p>

Social and Environmental Issues (cont.)

Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Mean score	Commentary
				4.0	<p>Council funding opportunities for community groups</p> <p>Total important: 69% Total not important: 7%</p> <p>More than two thirds (69%) of residents indicated that Council funding opportunities for community groups are important, recording a high rating of 4.0. Those who reside in the Mallala / Dublin ward (50%) and those who have lived in the Adelaide Plains Council area for more than 20 years (46%) were more likely to indicate that Council funding opportunities for community groups is extremely important.</p>
				4.0	<p>Aged care accommodation</p> <p>Total important: 67% Total not important: 9%</p> <p>Just over two thirds (67%) stated that aged care accommodation is important, recording a high rating of 4.0. Those residing in the Mallala / Dublin ward (66%), females (54%), those aged 65 plus (64%) and those who have lived in the Adelaide Plains Council area for more than 20 years (55%) were more likely to indicate this is extremely important.</p>
				3.9	<p>Public transport</p> <p>Total important: 67% Total not important: 14%</p> <p>Approximately two thirds (67%) mentioned that public transport is important, recording a moderate rating of 3.9. Those residing in the Two Wells ward (61%), females (55%), those aged 55 to 64 (58%) and those who have lived in the Adelaide Plains Council area for more than 20 years (55%) were more likely to indicate this is extremely important.</p>

Social and Environmental Issues (cont.)

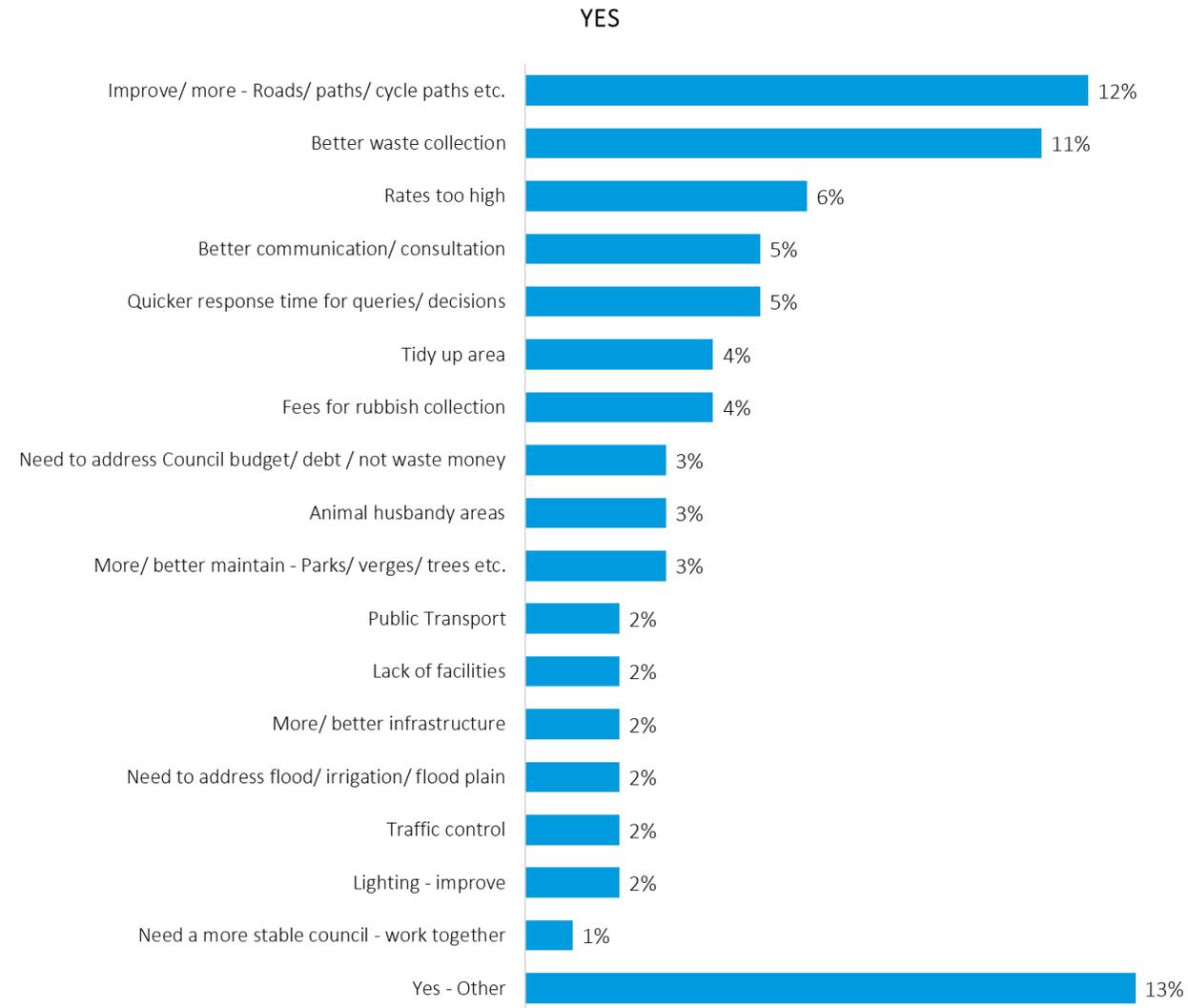
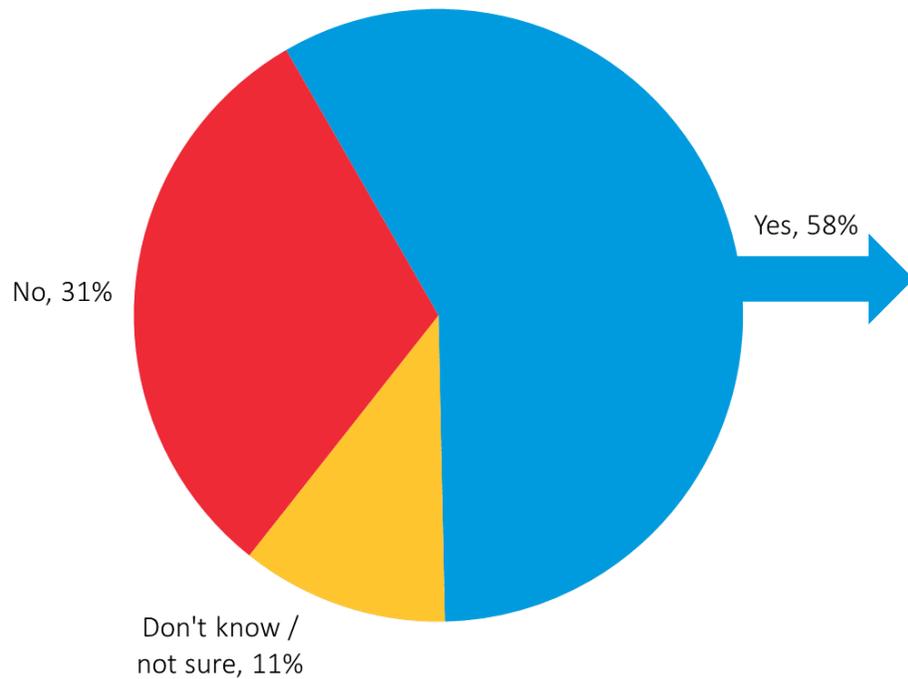
Lower Score 1,2	Neutral Score 3	Higher Score 4,5	Don't know	Mean score	Commentary
				3.9	<p>Heritage conservation</p> <p>Total important: 64% Total not important: 10%</p> <p>Almost two thirds (64%) mentioned that heritage conservation is important, recording a moderate rating of 3.9.</p>
				3.6	<p>Tourism</p> <p>Total important: 55% Total not important: 15%</p> <p>More than half (55%) indicated that tourism is important, recording a moderate rating of 3.6. Those residing in the Mallala / Dublin ward (36%) and those aged 65 plus (36%) were more likely to indicate this is extremely important.</p>
				3.6	<p>Coastal access</p> <p>Total important: 52% Total not important: 17%</p> <p>Approximately half (52%) stated that coastal access is important, recording a moderate rating of 3.6. Those residing in the Mallala / Dublin ward (40%) and those who have lived in the Adelaide Plains Council area for more than 20 years (36%) were more likely to indicate this is extremely important.</p>

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%).



A close-up photograph of a person's hand holding a red pen, pointing at a bar chart on a document. The chart has several vertical bars of varying heights. The background is blurred, showing other documents and a desk. The overall scene suggests a professional setting focused on data analysis and reporting.

COUNCIL BENCHMARKING

Overall Satisfaction Benchmarking

ADELAIDE PLAINS	Average Mean of Councils A-E	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E
Mean		Mean	Mean	Mean	Mean	Mean
2.6	3.4	3.4	3.2	3.7	3.3	3.5

Satisfaction with Services Benchmarking

Satisfaction with Services	ADELAIDE PLAINS	COUNCIL A	COUNCIL B	COUNCIL C	COUNCIL D	COUNCIL E
	Mean	Mean	Mean	Mean	Mean	Mean
Library	3.4	4.1	4.2		4.2	4.4
Ovals and sporting facilities	3.3	3.7	3.5		3.7	3.8
Car parking	3.2		3.4	3.3		3.3
Animal management	3.1	3.2	3.0	3.7	3.5	3.7
Playgrounds	3.1		3.6			
Parks / reserves / gardens	2.8		3.6	4.1	3.8	4.1
Waste collection / recycling	2.8		4.0	4.2	3.3	4.3
Community events	2.7	3.5		4.0		3.7
Public lighting	2.7	3.4				3.5
Footpaths	2.4	3.2	2.9		3.2	3.2
Development assessment	2.3				2.9	
Roads	2.3	3.3	3.0	3.3	2.9	3.5
Storm water drainage	2.3	3.8				3.7
Community transport	2.0					3.7

TIME LIVED IN
COUNCIL
AREA

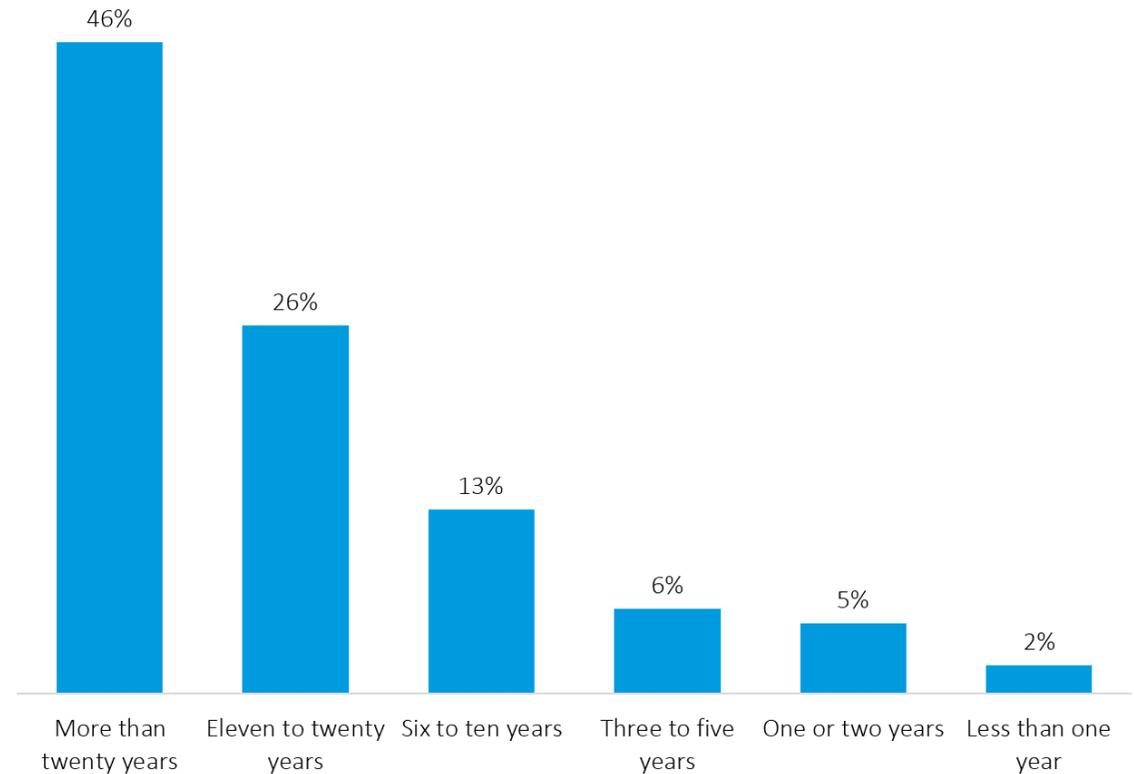


Length of Time Lived in the Adelaide Plains Council area



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.

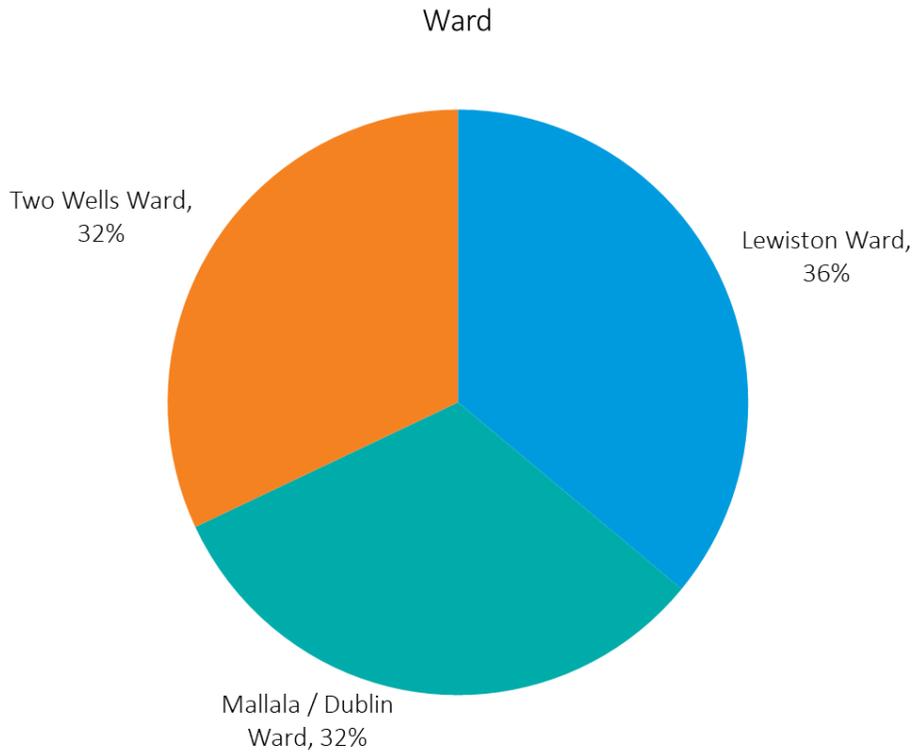
Respondents aged 65 plus (70%) were more likely to have lived in the Adelaide Plains Council area for more than 20 years, compared to younger age groups.



APPENDIX 1: RESPONDENT PROFILE



Respondent Profile



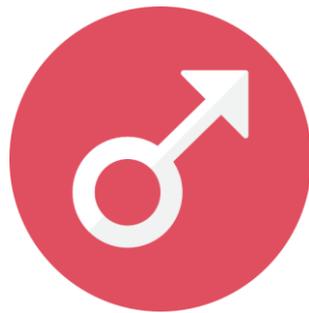
MALLALA / DUBLIN WARD	32%	TWO WELLS WARD	32%	LEWISTON WARD	36%
Mallala	13%	Two Wells	28%	Lewiston	36%
Dublin	4%	Lower Light	2%		
Korunye	4%	Middle Beach	2%		
Reeves Plains	3%				
Thompson Beach	2%				
Windsor	2%				
Redbanks	1%				
Grace Plains	1%				
Fischer	1%				
Parham / Port Parham	1%				
Wild Horse Plains	0%				

Respondent Profile (cont.)

Gender

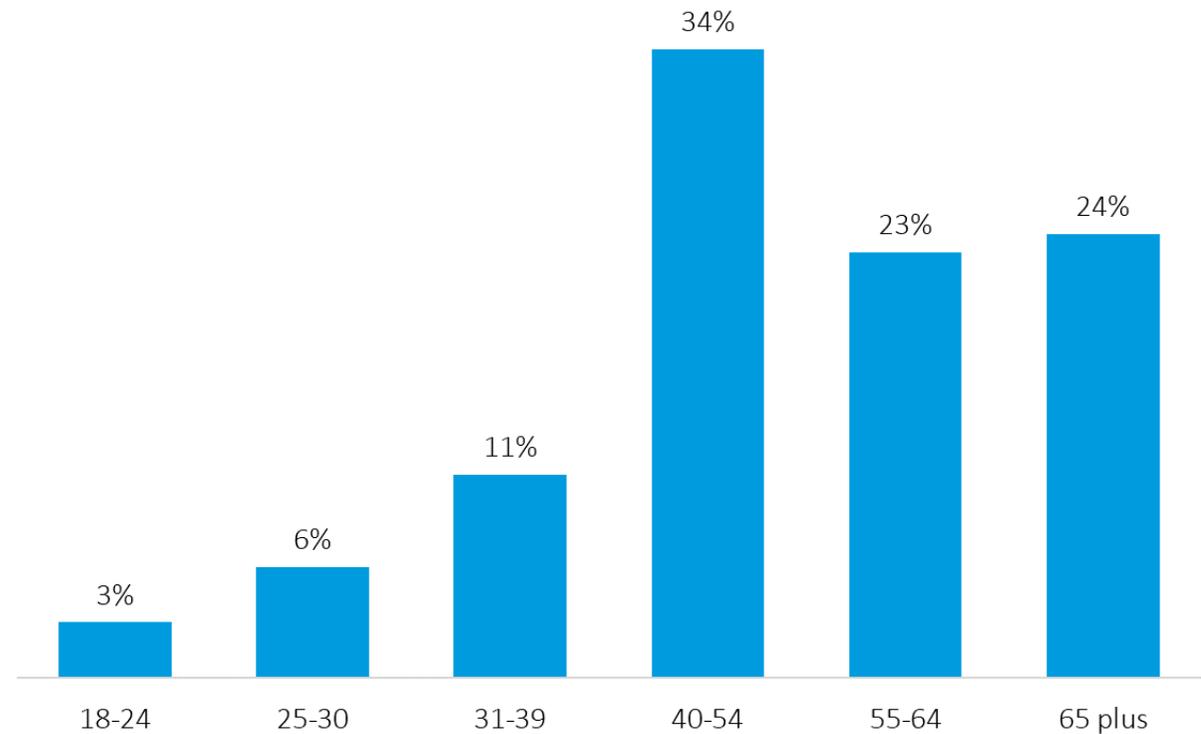


Females
52%



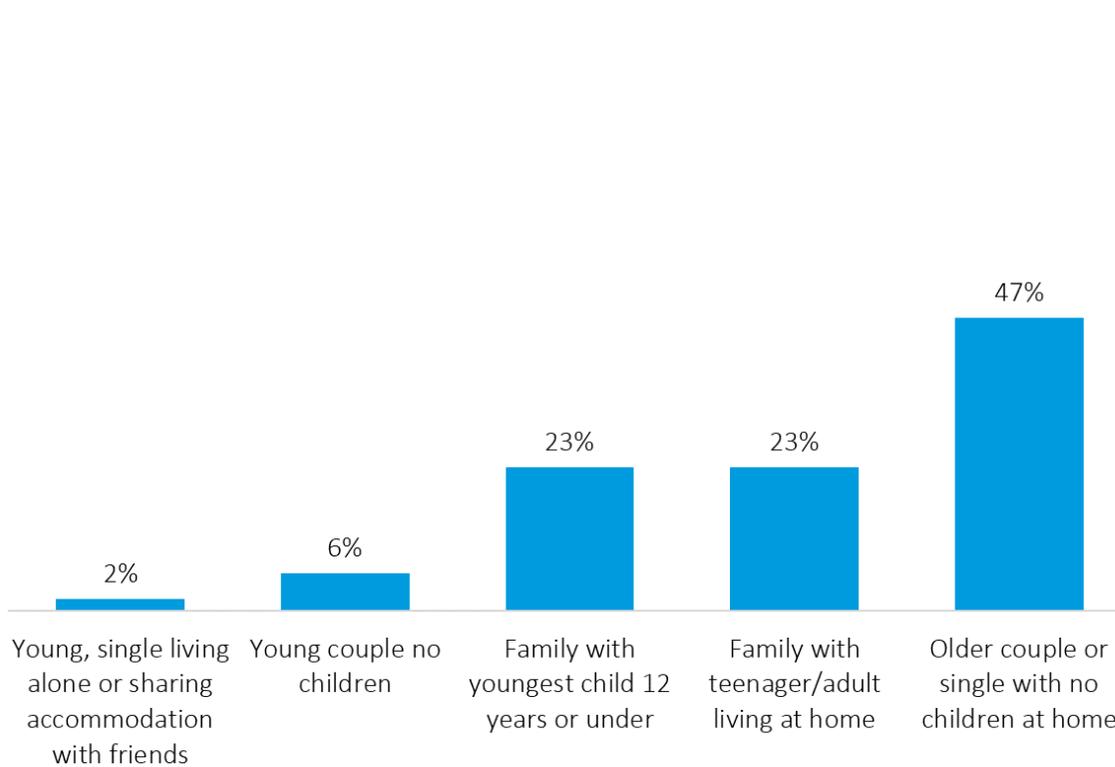
Males
48%

Age groups

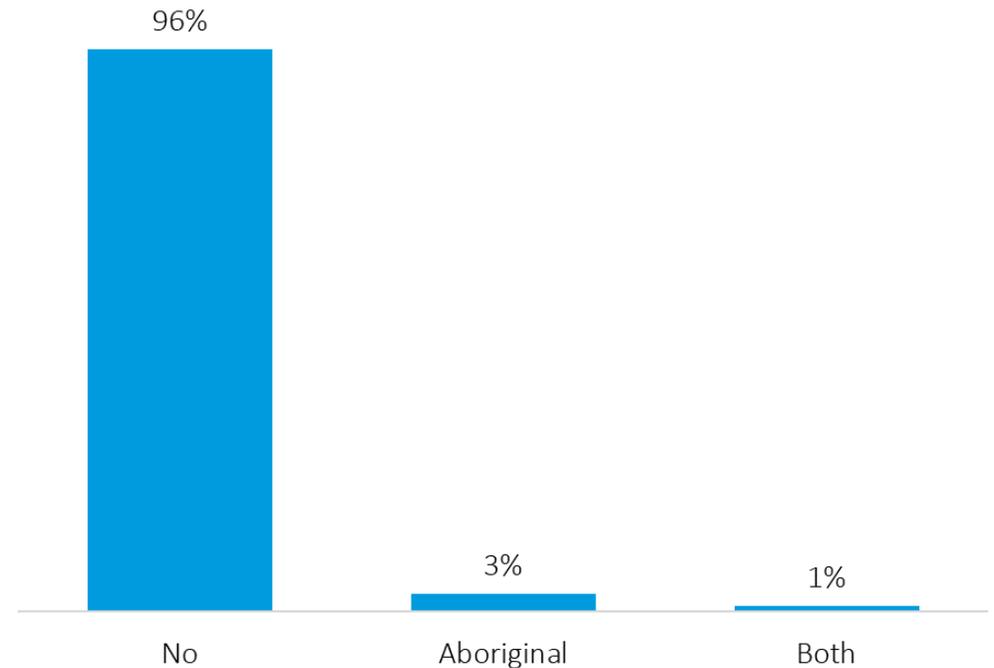


Respondent Profile (cont.)

Household Structure

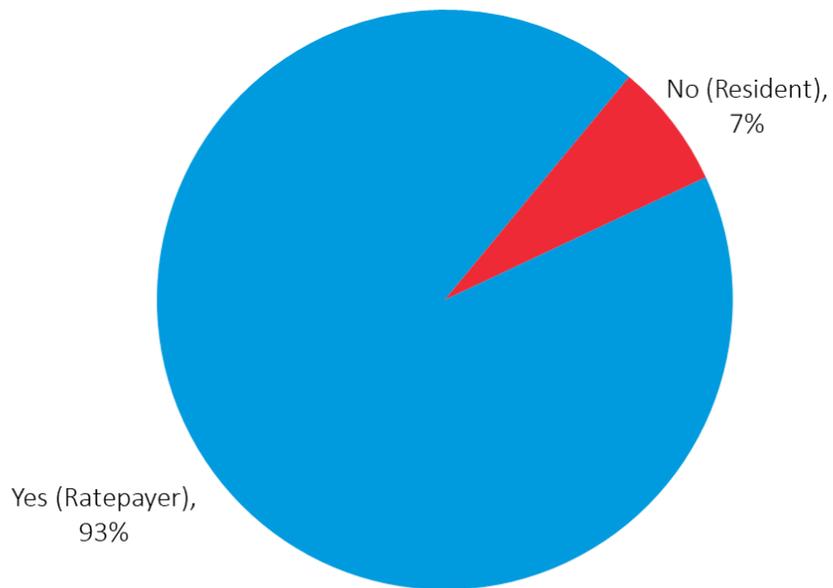


Are you Aboriginal or Torres Strait Islander?

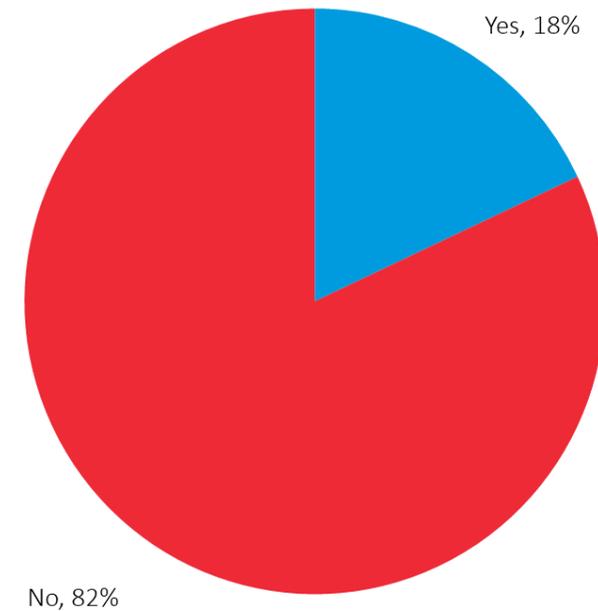


Respondent Profile (cont.)

Do you or does someone in your household pay Council rates to Adelaide Plains Council?

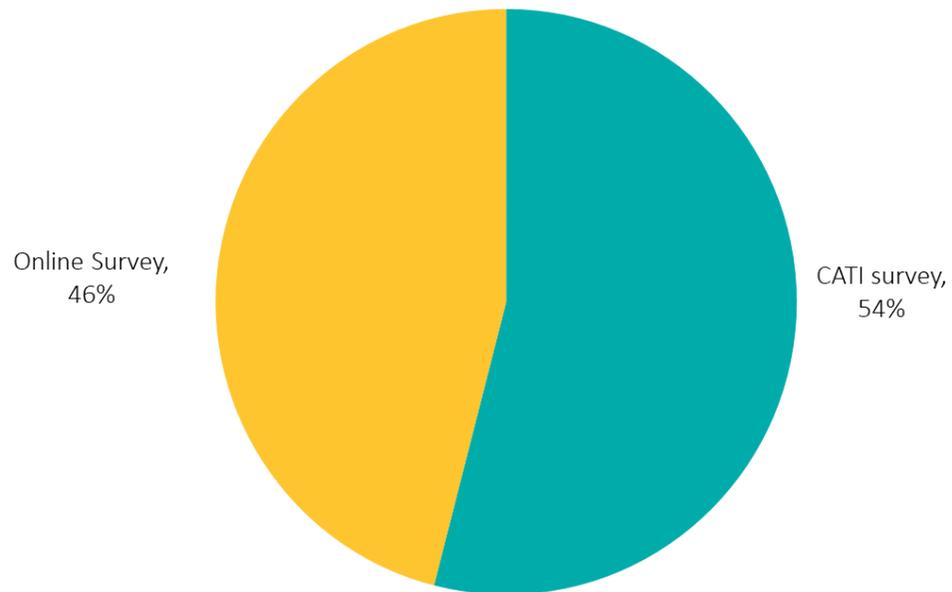


Are you a local business owner?



Respondent Profile (cont.)

Survey Type



APPENDIX 2: GUIDE TO READING THE REPORT



Guide to Reading the Report

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

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

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

Survey, participants may have been to rate a variety of aspects on a 1 to 5 scale for importance, satisfaction or agreement. 1 being the lowest rating and 5 being the highest rating possible.

Typically in studies of this nature, an average rating of:

- 4.5 or above represents an extremely high level of importance, satisfaction or agreement
- 4.0 to 4.4 a high level
- 3.5 to 3.9 a moderate level
- between 2.5 and 3.4 a mixed rating and
- 2.4 and below a low level of importance, satisfaction or agreement

RATING LEVEL				
Extremely High	High	Moderate	Mixed	Low
4.5 or above	4.0 to 4.4	3.5 to 3.9	2.5 to 3.4	2.4 or below

Disclaimer Statement

The material in this report is assembled in good faith and is based on the perceptions of respondents who may have been surveyed. It is made available on the understanding that any views, suggestions or recommendations expressed in this report does not constitute professional advice, and McGregor Tan Research accepts no liability for its use.

APPENDIX 3: SAMPLING TOLERANCE



Sampling Tolerance

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

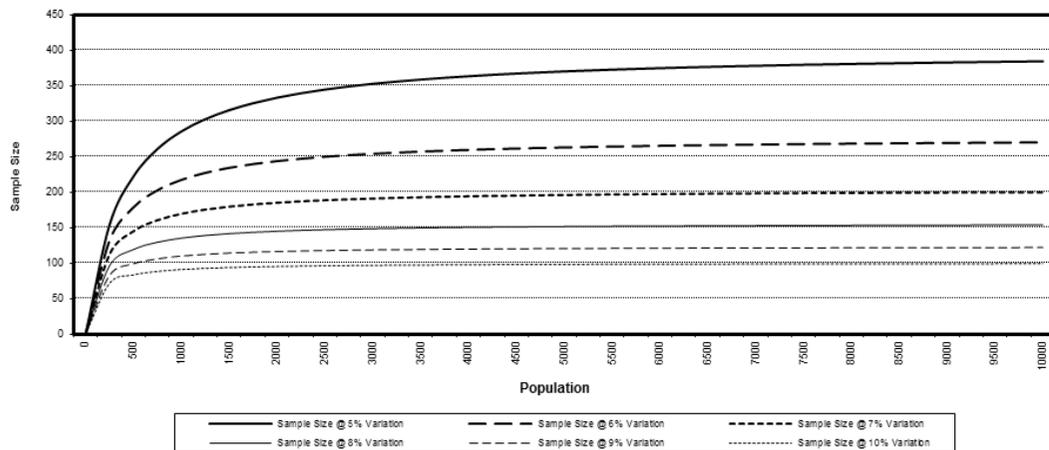
That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table).

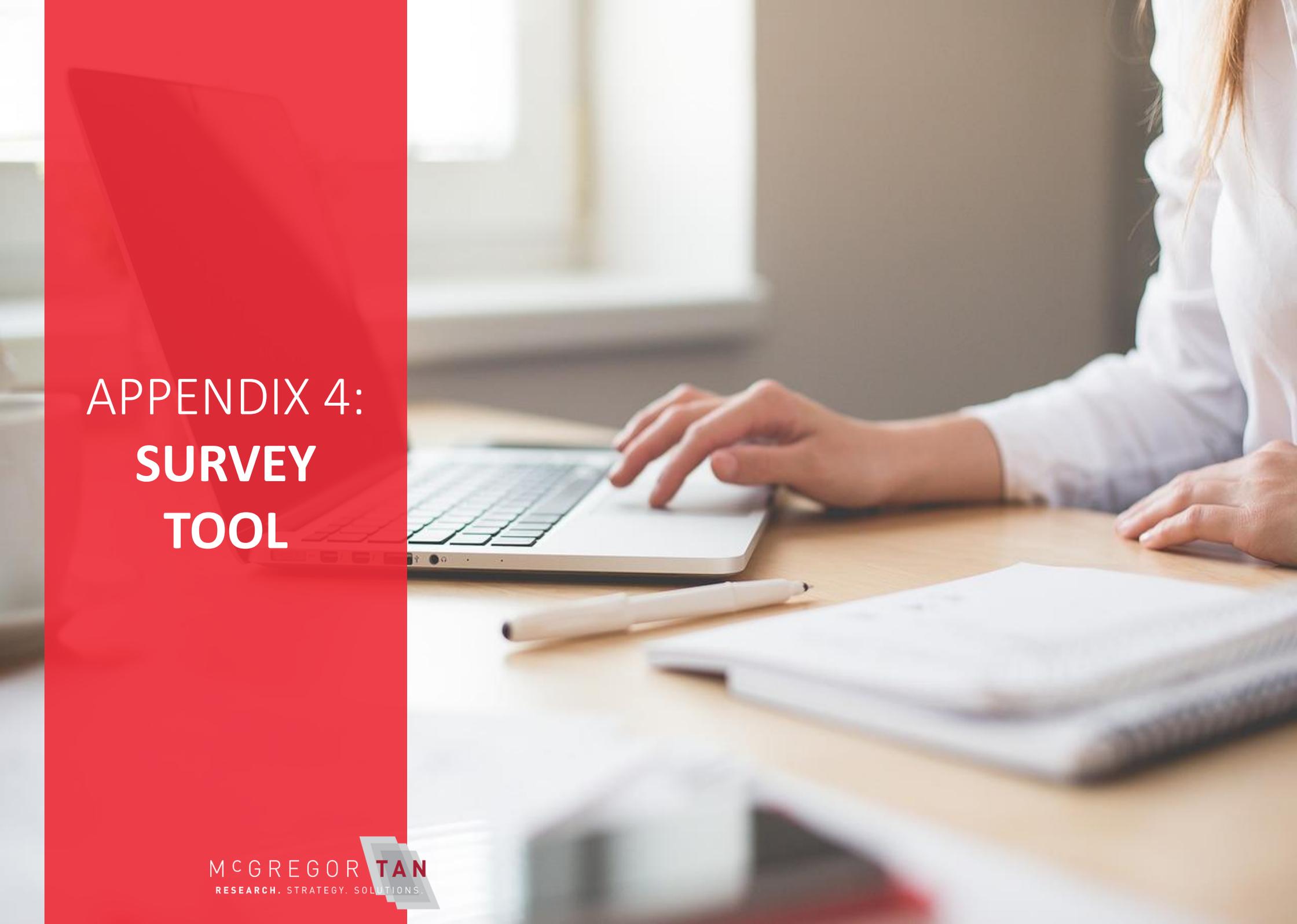
Only variations clearly designated as significantly different are statistically valid differences and these are clearly pointed out in the report.

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

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

Optimum Sample Sizes to Ensure the Given Maximum Variation



A photograph of a person with long hair, wearing a white long-sleeved shirt, sitting at a wooden desk. They are typing on a silver laptop. In front of the laptop is a white pen and a spiral-bound notebook. The background is a blurred office setting with a window. A large red semi-transparent shape is overlaid on the left side of the image, containing the text.

APPENDIX 4: SURVEY TOOL

Survey Tool

Project: 10993

ADELAIDE PLAINS COUNCIL
 2018 RESIDENT'S COMMUNITY SATISFACTION SURVEY
COMMERCIAL IN CONFIDENCE

FINAL QUESTIONNAIRE

Online introduction:

McGregor Tan, as an independent social and market research company, is conducting a survey with residents in the Adelaide Plains Council area and would appreciate your opinions. We do not sell, promote or endorse any product or service. There are no right or wrong answers, it is just your opinion that we are after.

Participation in the survey is voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

CATI introduction:

Good my name is from McGregor Tan Research, the independent market research company. We are conducting a survey with residents in the the Adelaide Plains Council area and would appreciate your opinions. We do not sell, promote or endorse any product or service. There are no right or wrong answers, it is just your opinion that we are after.

Before I begin, we would just like to make you aware that this call may be recorded or monitored for quality assurance and/or training purposes and participation in the survey is voluntary. McGregor Tan complies with the Privacy Act and we can assure you that all information given will remain confidential. Your details will only be used for research purposes and will not be sold to any third party.

Screener 1: Do you live in the Adelaide Plains Council area OR pay rates to Adelaide Plains Council?

1.	Yes	continue
2.	No	thank and terminate

Survey Tool (cont.)

Screener 2: Are you, or is anyone in your household an elected Council member or employed by Adelaide Plains Council?

1.	Yes	thank and terminate
2.	No	continue

Screener 3: Where do you live?

1.	Barabba	
2.	Calomba	
3.	Dublin	
4.	Fischer	
5.	Grace Plains	
6.	Korunye	
7.	Lewiston	
8.	Long Plains	
9.	Lower Light	
10.	Mallala	
11.	Middle Beach	
12.	Parham / Port Parham	
13.	Port Gawler	
14.	Redbanks	
15.	Reeves Plains	
16.	Thompson Beach	
17.	Two Wells	
18.	Webb Beach	
19.	Wild Horse Plains	
20.	Windsor	
21.	None of these	Thank and terminate

Survey Tool (cont.)

Ward

<i>Hidden: Automatic code from Screener 3 (locality)</i>		
1.	Mallala / Dublin Ward	Barabba
		Calomba
		Dublin
		Long Plains
		Parham / Port Parham
		Thompson Beach
		Webb Beach
		Wild Horse Plains
		Windsor
		Fischer
		Grace Plains
		Korunye
		Mallala
		Redbanks
Reeves Plains		
2.	Two Wells Ward	Lower Light
		Middle Beach
		Port Gawler
		Two Wells
3.	Lewiston Ward	Lewiston

What is your postcode?

<i>Hidden: Automatic code from suburbs</i>		
1.	Barabba	5460

Survey Tool (cont.)

2.	Calomba	5501
3.	Dublin	
4.	Lewiston	
5.	Long Plains	
6.	Lower Light	
7.	Middle Beach	
8.	Parham / Port Parham	
9.	Port Gawler	
10.	Thompson Beach	
11.	Two Wells	
12.	Webb Beach	
13.	Wild Horse Plains	
14.	Windsor	
15.	Fischer	
16.	Grace Plains	
17.	Korunye	
18.	Mallala	
19.	Redbanks	
20.	Reeves Plains	

1. How long in total have you lived in the Adelaide Plains Council area? Read out, single response

1.	Less than one year
2.	One or two years
3.	Three to five years
4.	Six to ten years
5.	Eleven to twenty years
6.	More than twenty years

Survey Tool (cont.)

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 (SP 4.1.4)
- 2a. Using a scale of 1 to 5, with 1 being not at all important and 5 being extremely important, how important do you think (read out statement) is? Read out (rotated)
- 2b. Now using a scale of 1 to 5, where 1 is not at all satisfied and 5 is extremely satisfied, how satisfied are you with (read out statement)? Read out (rotated)

	<u>2a Importance</u>						<u>2b Level of satisfaction</u>					
	Not at all		Extremely		Don't		Not at all		Extremely		Don't	
	important		important		know		satisfied		satisfied		know	
	How important do you think .. is						And how satisfied are you with this?					
Animal management	1	2	3	4	5	6	1	2	3	4	5	6
Development assessment	1	2	3	4	5	6	1	2	3	4	5	6
Car parking	1	2	3	4	5	6	1	2	3	4	5	6
Community transport (bus and car)	1	2	3	4	5	6	1	2	3	4	5	6
Stormwater drainage (SP 4.3.4)	1	2	3	4	5	6	1	2	3	4	5	6
Footpaths	1	2	3	4	5	6	1	2	3	4	5	6
Library	1	2	3	4	5	6	1	2	3	4	5	6
Community events e.g. outdoor cinema and school holiday program	1	2	3	4	5	6	1	2	3	4	5	6
Ovals and sporting facilities	1	2	3	4	5	6	1	2	3	4	5	6
Parks / reserves / gardens	1	2	3	4	5	6	1	2	3	4	5	6
Playgrounds	1	2	3	4	5	6	1	2	3	4	5	6
Public lighting	1	2	3	4	5	6	1	2	3	4	5	6
Roads (SP 4.3.4)	1	2	3	4	5	6	1	2	3	4	5	6

Survey Tool (cont.)

Waste collection / recycling	1	2	3	4	5	6	1	2	3	4	5	6
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3. How satisfied are you with the support the Council provides to local business, where 1 is not at all satisfied and 5 is very satisfied? (SP 4.2.4)

1.	Not at all satisfied
2.	Not satisfied
3.	Neither satisfied nor dissatisfied
4.	Satisfied
5.	Very satisfied
6.	Don't know / not sure

4. How satisfied are you with the following aspects of Council communication with you, where 1 is not at all satisfied and 5 is very satisfied?

	1 Not at all satisfied	2	3	4	5 Very satisfied	Don't know
Council customer service (SP 4.5.4)	1	2	3	4	5	6
The way Council communicates with you (SP 4.5.4)	1	2	3	4	5	6
Council consultation (SP 4.5.4)	1	2	3	4	5	6

5. How do you currently find out about Council matters? Read out, multiple response (rotated)

1.	Council website
2.	Council's Communicator Newsletter
3.	Community Groups
4.	Email
5.	Social Media
6.	Information distributed with Rates Notices

Survey Tool (cont.)

7.	Letter / letterbox drops
8.	Local Newspaper
9.	Public forums & Council meetings
10.	Visit Council offices/ Contact Council direct
11.	Contact Council Member direct
12.	Word of mouth
13.	Community Noticeboard
14.	Other - specify
15.	Don't know

6. How would you like to be informed about Council matters? Unprompted, multiple response

1.	Council website
2.	Council's Communicator Newsletter
3.	Community Groups
4.	Email
5.	Social Media
6.	Information distributed with Rates Notices
7.	Letter / letterbox drops
8.	Local Newspaper
9.	Public forums & Council meetings
10.	Visit Council offices/ Contact Council direct
11.	Contact Council Member direct
12.	Word of mouth
13.	Community Noticeboard
14.	Other - specify
15.	Don't know

Survey Tool (cont.)

7. Apart from the library service and paying or receiving your rates notice, have you had any contact with the Council in the last 12 months?

1.	Yes	
2.	No	<i>Do not ask Q8 (Auto code to 6 [no contact])</i>

8. Thinking about the last time you had contact, how did this contact occur? Read out 1-5, multiple response

1.	Face-to-face contact
2.	Internet / email
3.	Letters
4.	Telephone calls
5.	Had contact - can't recall type
6.	No contact in the last 12 months - Go to Q12

9. Filter 1: Had contact in the last 12 months (codes 1-5 in Q8): What was your last contact with the Council concerning? Unprompted, multiple response (aim for single response)

1.	Animal control / registration
2.	Community services
3.	Environmental issues
4.	Fines
5.	Park / oval / reserve maintenance
6.	Planning / building application
7.	Rates enquiry
8.	Road / footpath maintenance
9.	Street trees
10.	Waste collection / recycling
11.	Other - specify

Survey Tool (cont.)

12. Can't recall

10. Filter 1: Had contact in the last 12 months (codes 1-5 in Q8): On a scale of 1 to 5 where, 5 is very satisfied and 1 is not at all satisfied, how satisfied were you with ...? Read out each statement (rotated)

	1 Not at all satisfied	2	3	4	5 Very satisfied	6 Don't know
10a) The way that the contact was handled	1	2	3	4	5	6
10b) The courtesy and politeness of the person you dealt with	1	2	3	4	5	6

11. Filter 2: Dissatisfied (code 1 or 2 in Q10a): Why were you dissatisfied with how the contact was handled? Open ended
12. Ask all: Do you know who your elected Council Members are for your ward?

1.	Yes
2.	No
3.	Not sure

13. Have you ever contacted your Council Members?

1.	Yes
2.	No

14. Do you intend to vote in the Local Government election this November?

1.	Yes
2.	No
3.	Not sure

Survey Tool (cont.)

15. Would you consider becoming a local Council Member?

1.	Yes
2.	No
3.	Not sure

16. I am now going to ask you to rate the performance of the staff and elected Council Members. On a scale of 1 to 5 where 1 means very poor, 3 means average and 5 means excellent, what rating would you give the.... Read out (rotate)

	1 Very poor	2	3 Average	4	5 Excellent	Unable to rate
16a) Performance of Council staff	1	2	3	4	5	6
16b) Performance of the Elected Council Members	1	2	3	4	5	6

17. Filter 3: Poor/very poor score for Council staff (code 1 or 2 in 16a): You scored Council poor or very poor (code 1 or 2) for the performance of Council staff, why is that? Open ended

18. Filter 4: Poor/very poor score for elected Council Members (code 1 or 2 in 16b): You scored Council poor or very poor (code 1 or 2) for the performance of the Elected Members, why is that? Open ended

19. Ask all: How do you rate your overall level of satisfaction with Adelaide Plains Council, where 1 is not at all satisfied and 5 is very satisfied?

1.	Not at all satisfied
2.	Not satisfied
3.	Neither satisfied nor dissatisfied
4.	Satisfied
5.	Very satisfied

Survey Tool (cont.)

6. Don't know / not sure

20. Using a score of 0 to 10 where 0 is not at all likely 10 is extremely likely, how likely are you to recommend living in the Adelaide Plains Council area to friends or family? *(Net Promoter Score)*
21. Using a scale of 1 to 5, where 1 is not at all important and 5 is extremely important, how important are the following social and environmental issues to you in relation to Council's future planning? Read out (rotate)

	1 Not at all important			5 Extremely important		Unable to rate
	1	2	3	4	5	6
Aged care accommodation	1	2	3	4	5	6
Attractive streets and open spaces	1	2	3	4	5	6
Coastal access	1	2	3	4	5	6
Council funding opportunities for community groups	1	2	3	4	5	6
Employment / local jobs	1	2	3	4	5	6
Health services	1	2	3	4	5	6
Heritage conservation	1	2	3	4	5	6
Flood prevention infrastructure (rivers and coastal)	1	2	3	4	5	6
Public transport	1	2	3	4	5	6
Tourism	1	2	3	4	5	6
Township growth and rejuvenation	1	2	3	4	5	6
Youth services	1	2	3	4	5	6

Survey Tool (cont.)

22. Are there any other issues that concern you in the Council area?

1.	Yes – specify
2.	Don't know / not sure
3.	No

CLASSIFICATIONS

23. Gender. (do not ask)

1.	Male
2.	Female

24. What year were you born in?

<i>Hidden: Automatic recode into the following age groups</i>	
1.	18 to 24
2.	25 to 30
3.	31 to 39
4.	40 to 54
5.	55 to 64
6.	65+

25. Which of these groups best describes your household?

1.	Young, single living alone or sharing accommodation with friends
2.	Young couple no children
3.	Family with youngest child 12 years or under
4.	Family with teenager/adult living at home

Survey Tool (cont.)

5.	Older couple or single with no children at home
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26. Are you Aboriginal or Torres Strait Islander?

1.	No
2.	Aboriginal
3.	Torres Strait Islander
4.	Both

27. Do you or does someone in your household pay Council rates to Adelaide Plains Council?

1.	Yes (Ratepayer)
2.	No (Resident)

28. Are you a local business owner?

1.	Yes
2.	No

McGregor Tan and the Council would like to thank you for your time and opinions.

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



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