



# Adelaide Plains Council

## 2022 Community Satisfaction Research

August 2022 | REF 12176

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# Background and methodology.

**This research was conducted by McGregor Tan from Friday 17 June to Saturday 23 July 2022.**



The purpose of the research is to re-engage with the community via a community satisfaction survey and understand how the metrics are tracking from the 2018 survey.

Questions looked at both satisfaction with current services and surveyed key priorities and areas of importance to guide future planning / use of Council resources.



Market research has been conducted in accordance with ISO 20252.

A multi modal approach was used to collect data including distribution through the McGregor Tan online panel, SMS, social media, CATI (telephone) and face to face interviewing.

Participants were provided with at least 3 reminders to encourage and provide opportunity for participation.



The survey was conducted with 300 Adelaide Plains Council households.

A sample of n=300 for a population of approximately 8,798 residents (ABS 2016) provides a variance of just +/-5.6% which is considered robust for market research.

The sample is representative of age and gender as per ABS 2016 Census statistics.



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

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



# EXECUTIVE SUMMARY

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# Executive summary

In July 2022 Adelaide Plains Council commissioned McGregor Tan to undertake a Community Satisfaction survey with residents with a representative sample from across the Council district. Overall, one in five residents (23%) indicated they are satisfied with Adelaide Plains Council – higher among older residents (30%).

## SATISFACTION WITH COUNCIL STAFF:

Adelaide Plains Council enjoys a relatively high level of personal contact with its constituents. Of the 43% of residents who indicated they had had an interaction with Council in the past twelve months, most communicated via phone or face to face. The main reasons for this contact was animal control or registration, pursuing a planning matter or road/ footpath maintenance issues. Approximately three quarters of residents who have had contact in the last twelve months were satisfied with the courtesy and politeness of the person they dealt with (76%), and over half were satisfied with the handling of their enquiry (56%).

## AREAS OF DISSATISFACTION:

For those residents who rated the Council poorly in the handling of their enquiry in the last 12 months, 56% were dissatisfied due to no action/ nothing was done.

## 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
- Development assessment, and
- Waste collection/ recycling

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

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

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# Executive summary.

## COMMUNICATIONS:

The top three ways in which residents currently find out about council matters is via the Communicator Newsletter (44%), word of mouth (38%) and the local newspaper (28%). However there is a disconnect – residents prefer to find out information about Council matters via email (38%), letter box drop (23%), and the Council Newsletter (18%). This would indicate an opportunity for Council to build an email database for cost effective communications. With almost half dissatisfied (45%) with Council consultation and the way in which Council currently communicates (43%), there is an opportunity to improve this rating by communicating in the way residents 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 35-59 years and also having lived in the area for more than 20 years.

18% of residents are promoters of Adelaide Plains Council as a good place to live, whereas 49% are detractors. An opportunity exists to convert the “neutral” residents into promoters and decrease the number of detractors through Council’s services identified as important in this research and improved consultation and communications.

## SATISFACTION BY SEGMENTS:

From a business perspective, the business owner segment (n=50) was relatively dissatisfied (55%) with the support Council provides to local business compared to the general population reporting 35% dissatisfaction levels.

Residents rated the performance of Council staff higher (35% positive rating) than that of the Elected members (14%). More than two thirds of residents also indicated they intend to vote in the upcoming November Local Government Election (65%).

## AREAS OF FUTURE FOCUS:

Flood prevention, health services, employment, township growth and rejuvenation, attractive streets and open spaces, aged care accommodation, heritage conservation and youth services rated highly on social and environment issues facing Council for future planning. These 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 cycle paths, better waste collection and stormwater drainage as areas that concern them in the district.



# Strategic Plans

## Strategic Plan – Top 3 Insights.

### Council Services (Council Strategic Plan 4.1.4)

Residents were most satisfied with the following Council services:

- Library  
35% satisfied, 3.4
- Ovals and sporting facilities  
41% satisfied, 3.2)
- Car parking  
36% satisfied, 3.2
- Playgrounds  
35% satisfied, 3.0

Improvement in roads (14% satisfied) and stormwater drainage (14% 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:

- 9% satisfied, 2.6)

Business owners recorded a high level of satisfaction than the local community:

- 12% satisfied, 2.2

### 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, 2.9
  - ✓ Satisfaction increased 17 percentage points (47%) for those who have had contact with Council in the past 12 months
- The way Council communicates  
23% satisfied, 2.6
  - ✓ Satisfaction strengthened to 27% for those who have had contact with Council in the past 12 months
- Council consultation  
12% satisfied, 2.4



## Strategic Plan comparison to 2018.

Council Services (Council Strategic Plan 4.1.4) Satisfaction with top 4 services		Satisfied	Average score
Library	2018	39%	3.4
	2022	35%	3.4
Ovals and sporting facilities	2018	43%	3.3
	2022	41%	3.2
Car parking	2018	38%	3.2
	2022	36%	3.2
Playgrounds	2018	34%	3.1
	2022	34%	3.0

Local business support (Council Strategic Plan 4.2.4)		Satisfied	Average score
All respondents	2018	10%	2.5
	2022	9%	2.6
Business owners	2018	2%	1.8
	2022	14%	2.2

Customer Service, Communication and Consultation (Council Strategic Plan 4.5.4)			Satisfied	Average score
Council Customer Services	All respondents	2018	30%	2.8
		2022	30%	2.9
	Had contact in previous 12 months	2018	35%	2.9
		2022	47%	3.2
The way Council communicates	All respondents	2018	24%	2.6
		2022	23%	2.6
	Had contact in previous 12 months	2018	25%	2.6
		2022	27%	2.8
Council consultation	All respondents	2018	19%	2.4
		2022	12%	2.4

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# 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, library services, car parking, parks, ovals and sporting facilities, parks, reserves and gardens, playgrounds, community events, and animal management.

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

Over half were dissatisfied with the roads (59%) with those aged 60+ (43%) more likely to be dissatisfied.

- Improve/more roads

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

### Stormwater Drainage

Approximately half (52%) were dissatisfied with the Stormwater Drainage. An average score of 2.4 was achieved.

However, older respondents (aged 60+, 25%) were more likely to be satisfied than other age groups.

- Need to address flood/ irrigation/ flood plain

From the verbatim in question 21, respondents indicated that the development of the flood plain was dissatisfactory.

# 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 provided by business owners is 2.2 - total dissatisfied 55%. This is lower than the average satisfaction score by all respondents (2.6), 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.

Provided rating of 1-5 Don't know excluded	Very satisfied	Satisfied	TOTAL SATISFIED	Neither Satisfied nor Dissatisfied	Not satisfied	Not at all satisfied	TOTAL DISSATISFIED	Mean
Business Owners (n=50)	0%	14%	14%	31%	17%	37%	55%	2.2
All respondents (n=186)	1%	14%	15%	50%	19%	16%	35%	2.6

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# 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. Satisfaction rose significantly for those who have had contact with the Council in the previous 12 months (47%).

Using the verbatim from question 13, several key aspects have been identified as the root for this relatively low satisfaction level:

- No action, nothing was done
- Inconsiderate and uncooperative staff.
- Not replying in a timely manner.
- Enquiry not followed up.

### The way the council communicates with you

Less than a quarter were satisfied with council communication (23%), rising 4pp to 27% for those who had contact in the previous 12 months.

Comments from question 17 indicated that satisfaction levels are primarily influenced by staff not being proactive and lack of communication.

### Council consultation

Very low satisfaction with council consultation (12%), rising to 16% for those who had contact.

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.



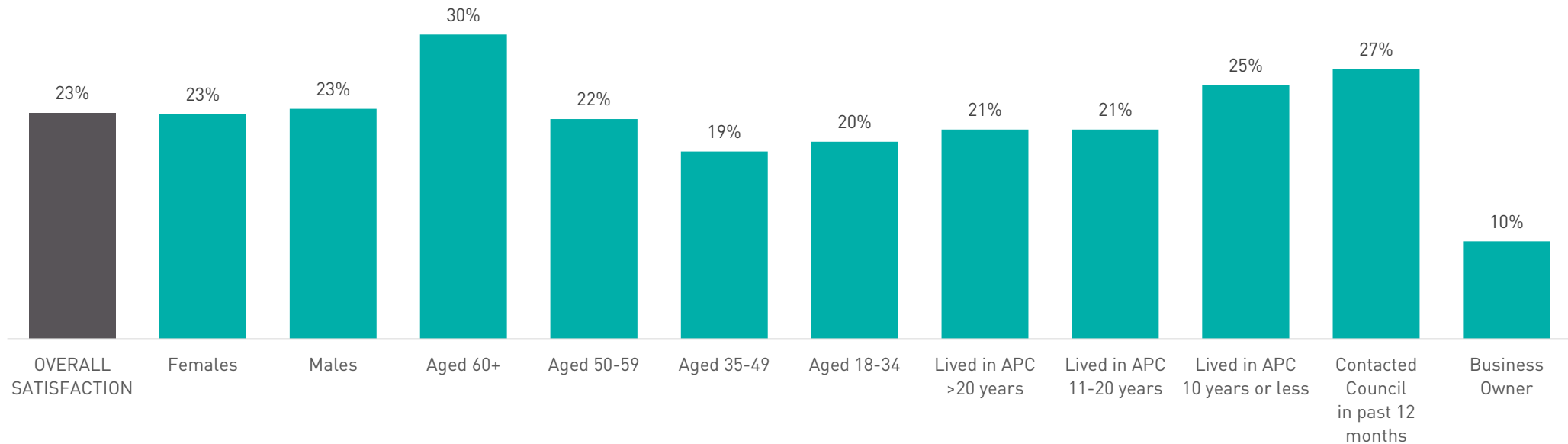
# SATISFACTION WITH COUNCIL

# Overall satisfaction.

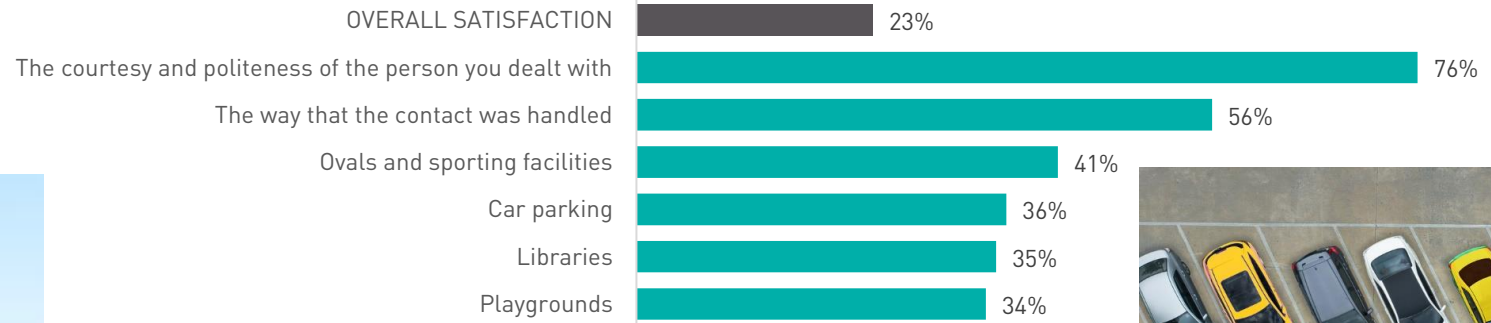
Over 1 in 5 residents are satisfied with the Adelaide Plains Council



**Total satisfaction with Council**  
(satisfied/very satisfied: score of 4+5)



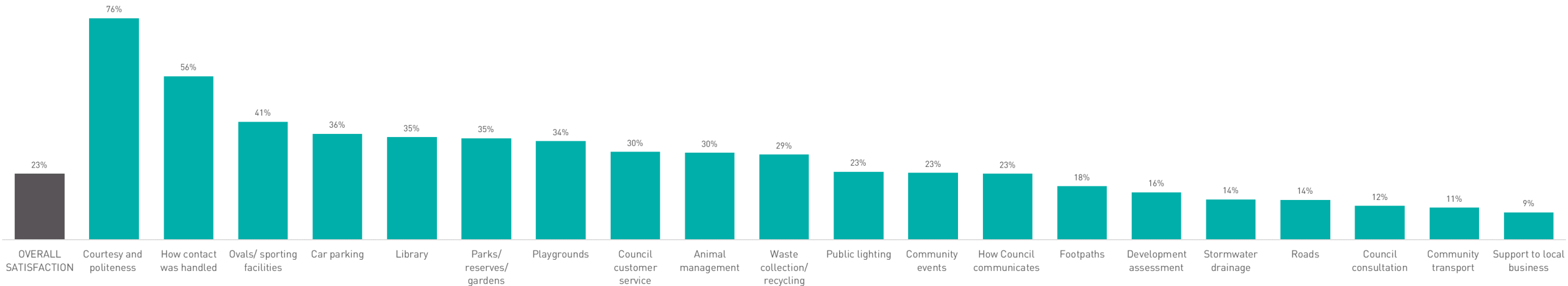
# Top areas of satisfaction.



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# Satisfaction summary of Council and services.

**Satisfaction with Council and Services  
(satisfied/very satisfied: score of 4+5)**

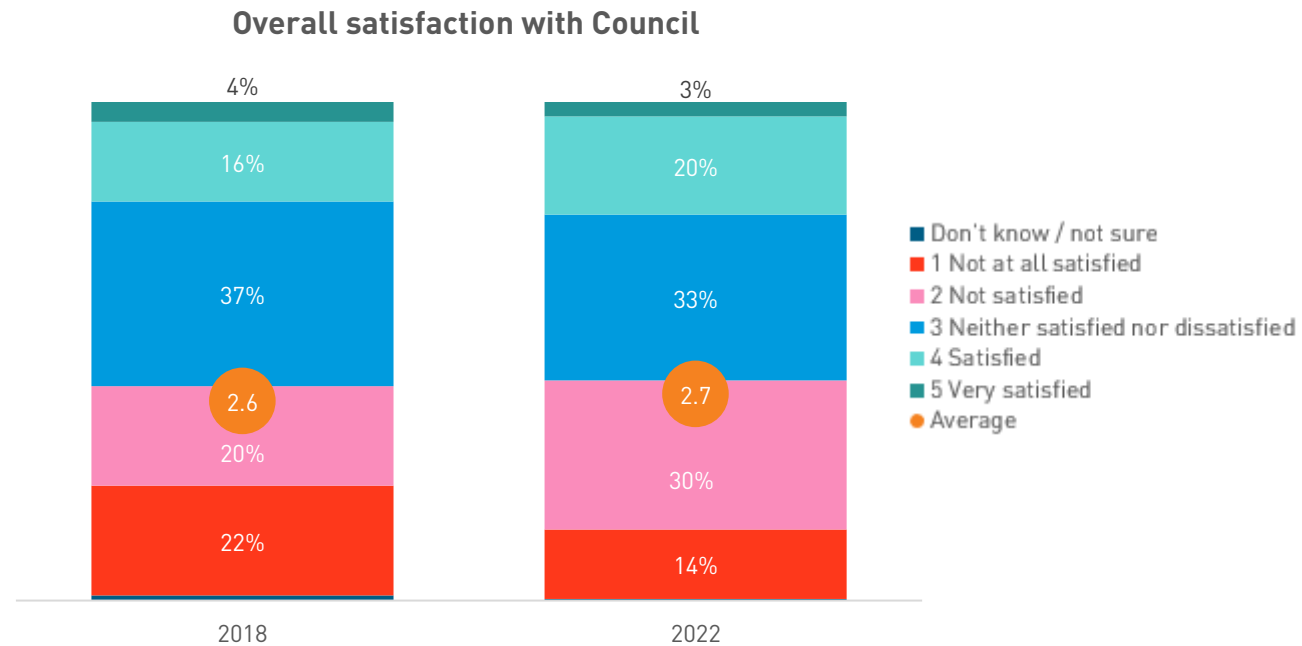




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# Over one in five residents are satisfied with the Adelaide Plains Council.

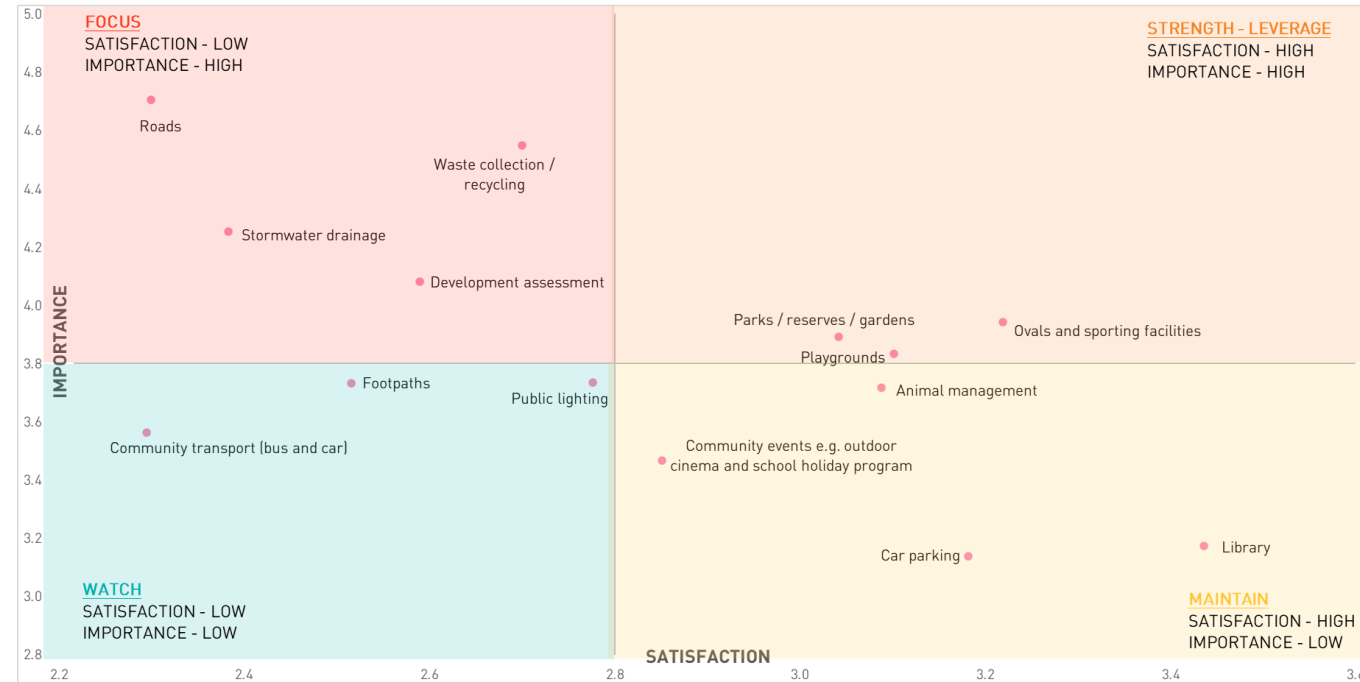
Females were more dissatisfied (52%) than males (36%).



# Focus on roads, waste collection, stormwater drainage and development assessment.

In order to have higher satisfaction, the Council should focus on the services that are important but have lower satisfaction;

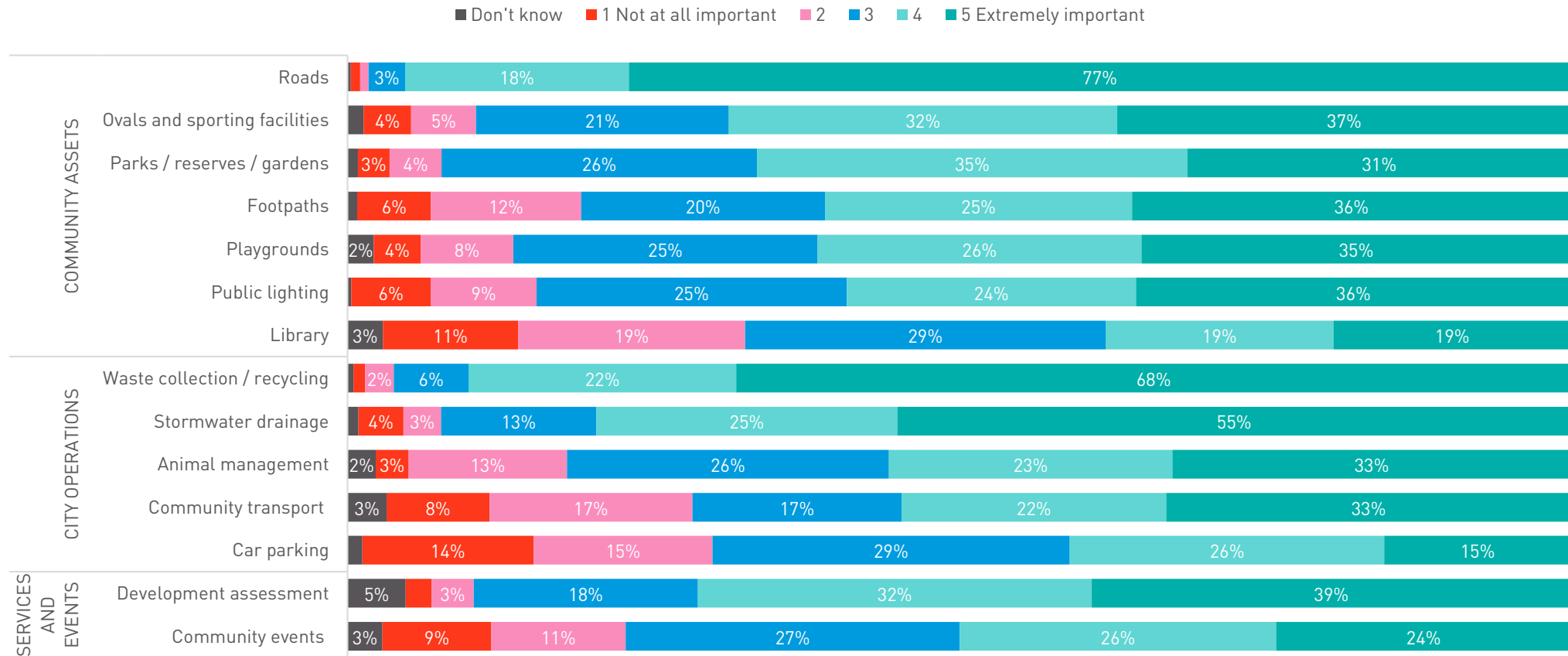
- Roads → Continues to remain in the Focus quadrant; *the lack of improvement to roads/paths and cycle paths are concerns*
- Waste collection / recycling → Dropped from Strength to Focus in 2022 – due to a slight decline in satisfaction; *waste collection; tidiness of area and fees for rubbish collection are concerns*
- Storm water drainage → Continues to remain in the Focus quadrant but has slightly increased on satisfaction
- Development assessment → Continues to remain in the Focus quadrant due to a decline in level of satisfaction
- Ovals and sporting facilities → Increased from Maintain to Strength
- Parks / reserves/ gardens → Increased from Maintain to Strength
- Playgrounds → Increased from Maintain to Strength
- Public lighting → Continues to remain in Watch, although there is a slight increase in satisfaction
- Footpaths → continues to remain in Watch, a slight increase in satisfaction has been recorded
- Animal management → Dropped from Strength to Maintain due a decline in importance
- Community transport → continues to remain in Watch, although there is a slight increase in satisfaction
- Community events → continues to remain in Maintain
- Library → continues to remain in Maintain



\*The cross section was determined by the overall average importance and overall average satisfaction. Therefore, all placings within the quadrants are relative to each other. 'Low' does not necessarily mean low satisfaction only lower than the other variables tested.

# Roads, waste collection/ recycling, stormwater drainage, and development assessment were most important.

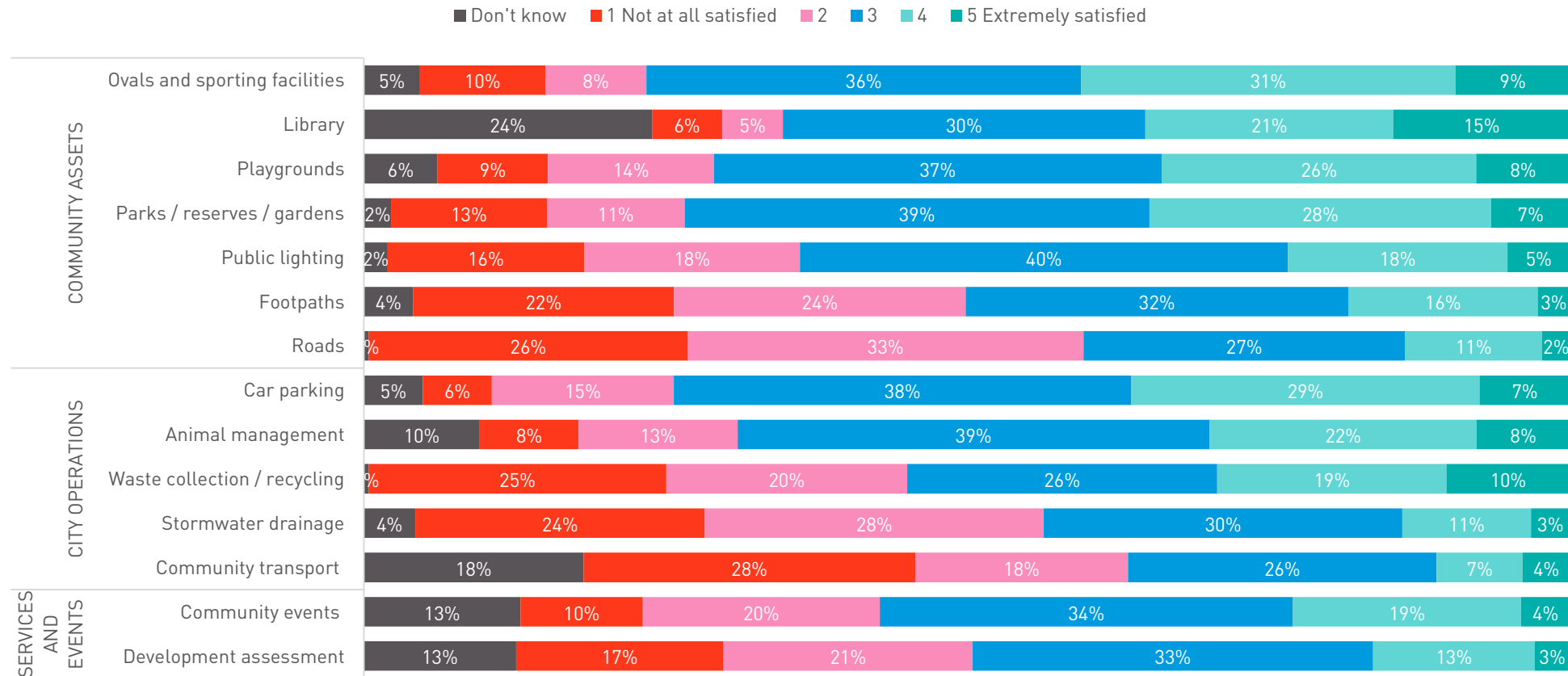
Importance - 2022



# Residents most satisfied with recreational and botanic areas, the library, and parking facilities.

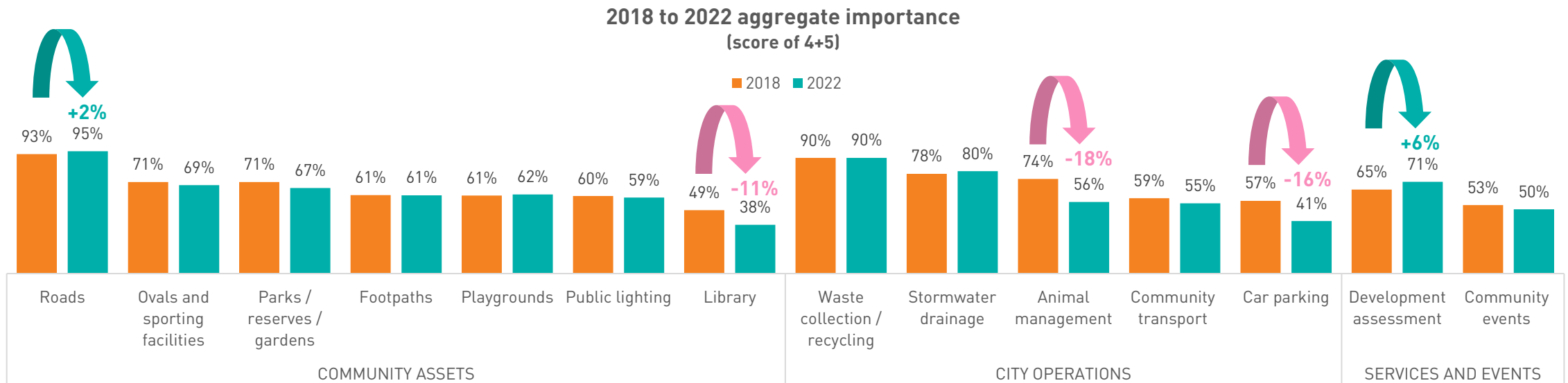
Females were more likely to be satisfied with libraries (45%), while those aged 60+ were more likely to indicate high levels of satisfaction across all Council assets, operations, and services.

Satisfaction - 2022



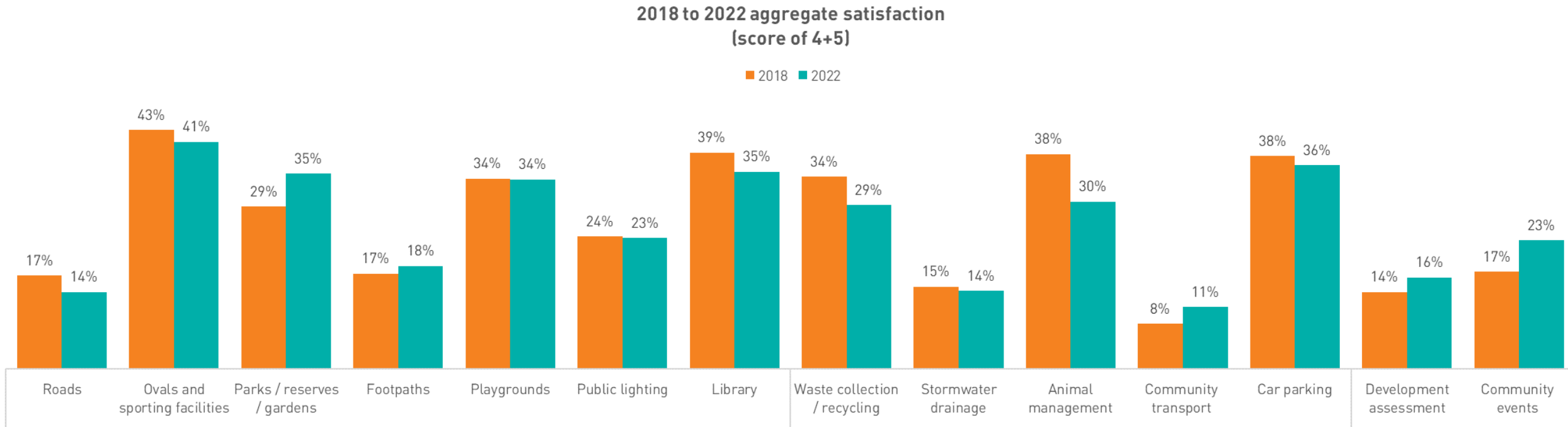
# Levels of importance assigned to roads and development assessment increased slightly from 2018.

The importance placed on libraries, animal management, and car parking decreased over the past 4 years.



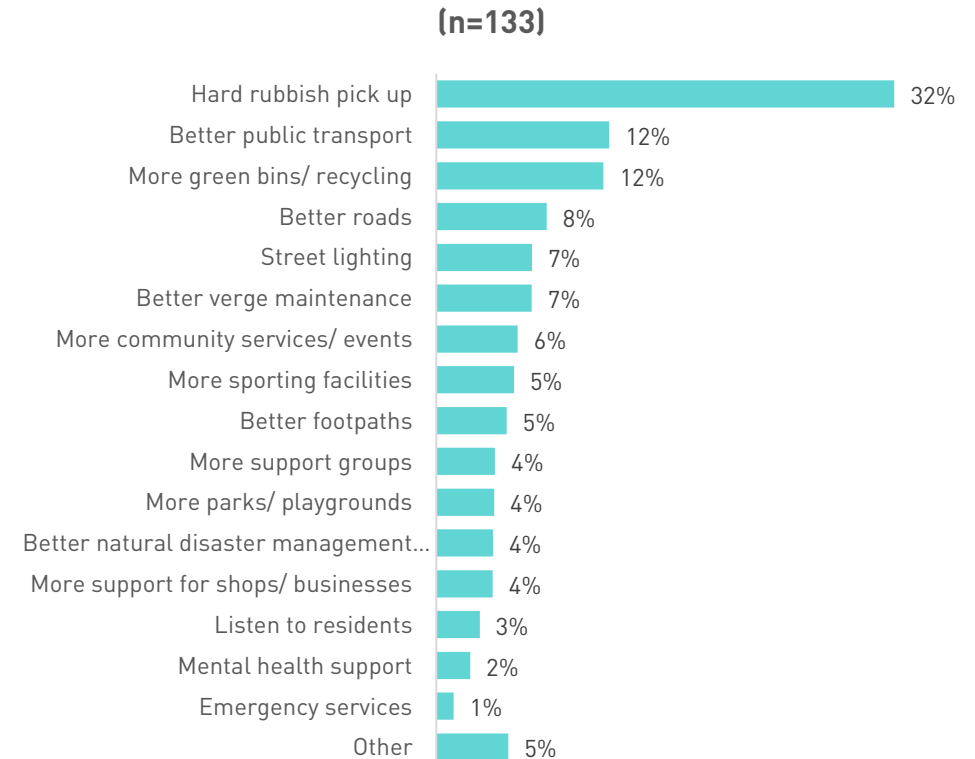
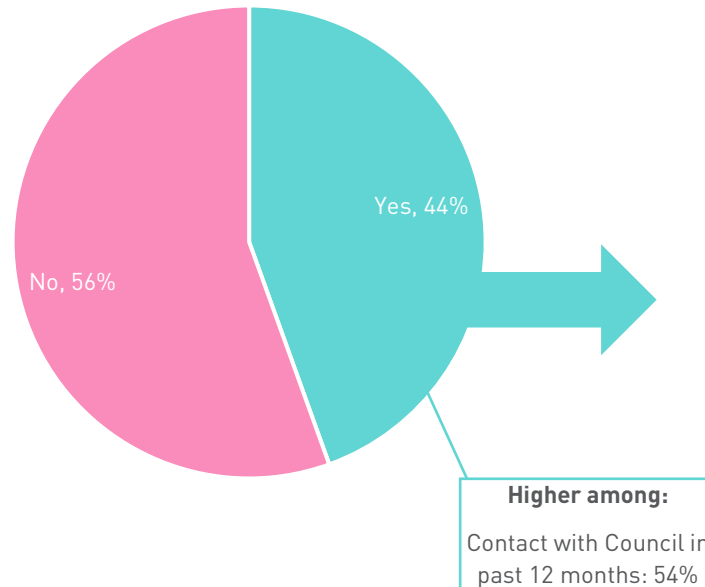
# Satisfaction increased for parks, reserves, and gardens, community transport, development assessment and community events.

Satisfaction for waste collection/ recycling has decreased by 5% from 2018, along with animal management (-8pp).



Over three in ten of those who would like the council to offer additional services would like hard rubbish pick up to be included.

Are there any additional services that the Council does not currently offer that you would like to be available?



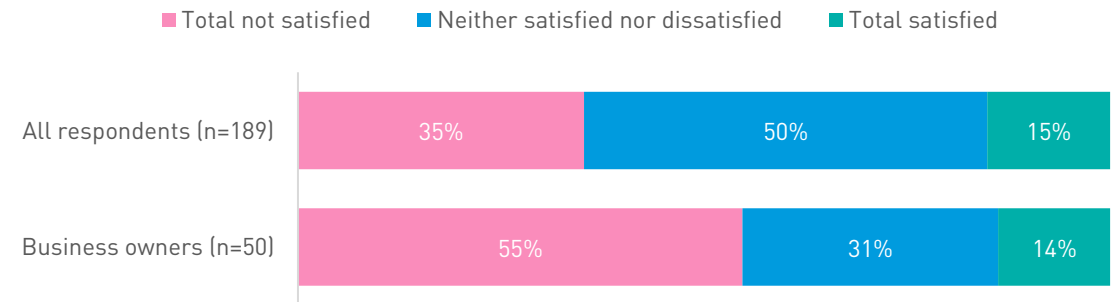
# Over half of the business owners were dissatisfied with the council's support for local businesses.

Residents who provided a satisfaction rating (15%) indicated they were satisfied with the support the Council provides to local businesses. However, half (50%) were neither satisfied nor dissatisfied and over a third (35%) stated they were dissatisfied.

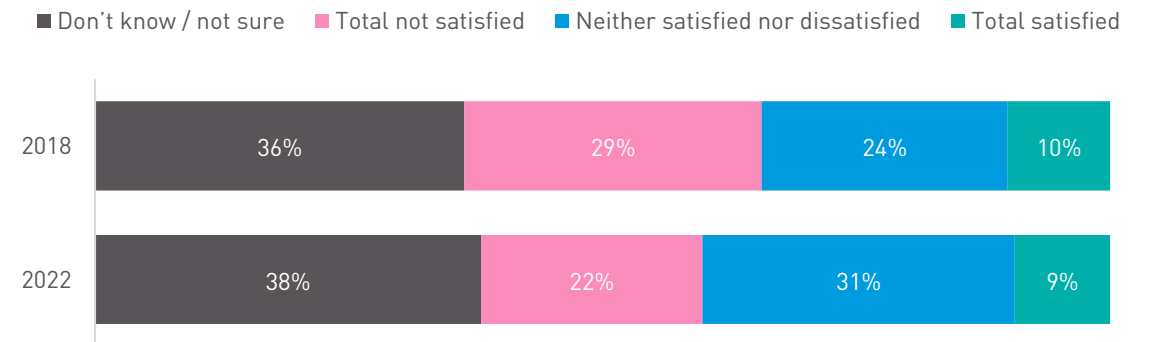
The satisfaction ratings exclusively from the business owner segment have been isolated, as this is the group most affected by the Council's local business support. The average rating of satisfaction achieved by this group is a low score of 2.2 (14% satisfied), with the total dissatisfaction at 55%. 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.

## Satisfaction with support to local business

\*Those providing a rating of 1-5



## Satisfaction with support to local business

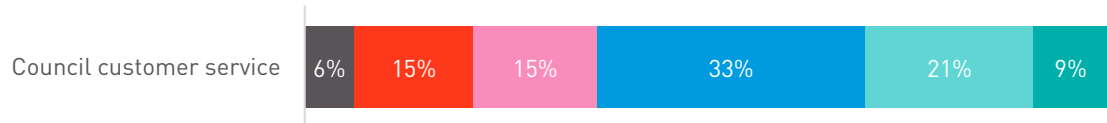




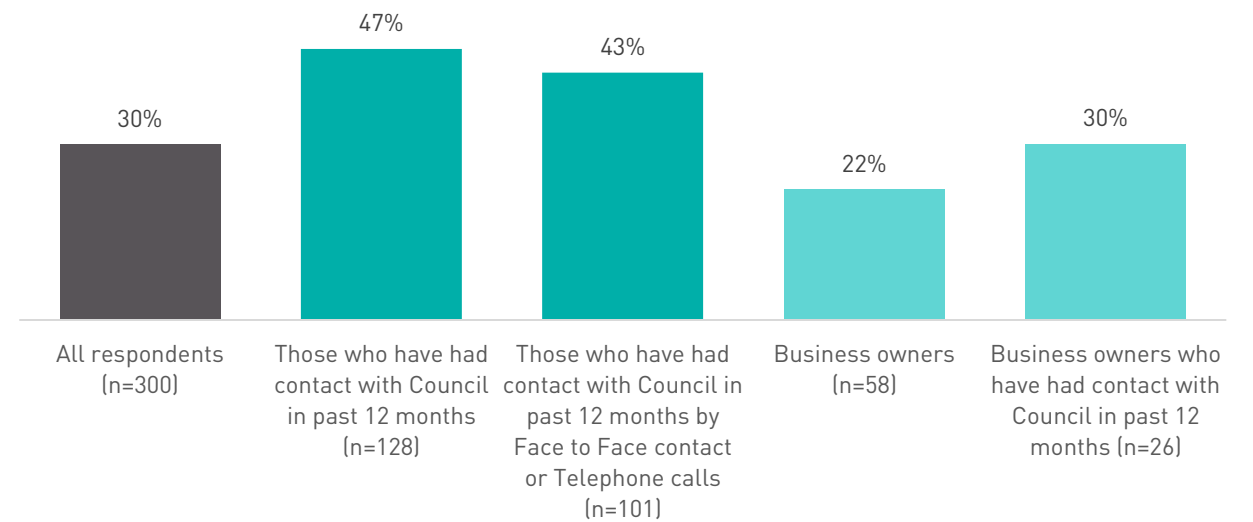
# Three in ten are satisfied with the Council's customer service.

## Satisfaction with Council customer service

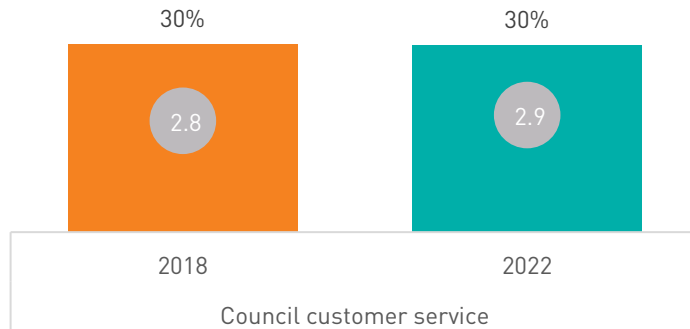
■ Don't know ■ 1 Not at all satisfied ■ 2 ■ 3 ■ 4 ■ 5 Very satisfied



## Satisfied / Very satisfied (score of 4+5)



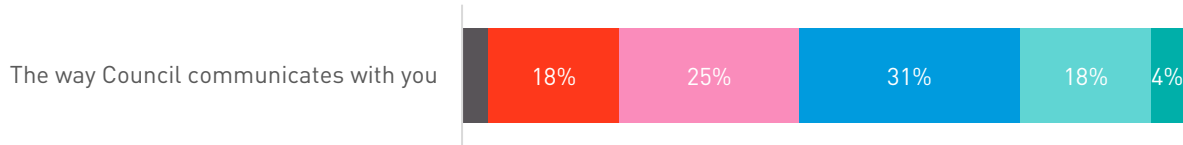
## 2018 to 2022 aggregate satisfaction



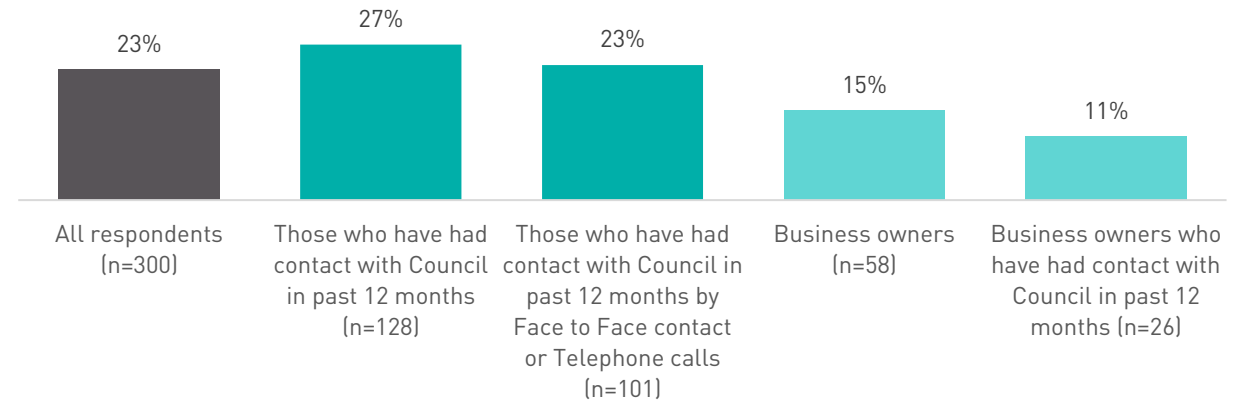
# Over one in five were satisfied with the way the Council communicates with them.

## Satisfaction with the way Council communicates

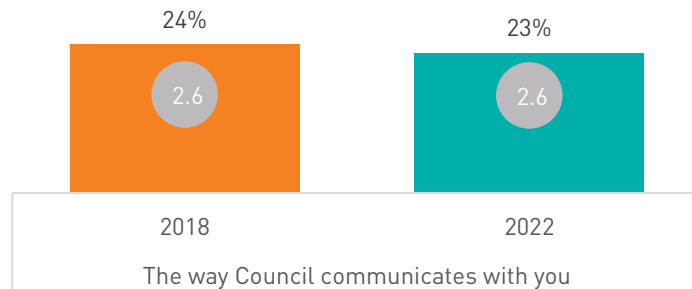
■ Don't know ■ 1 Not at all satisfied ■ 2 ■ 3 ■ 4 ■ 5 Very satisfied



## Satisfied / Very satisfied (score of 4+5)



## 2018 to 2022 aggregate satisfaction



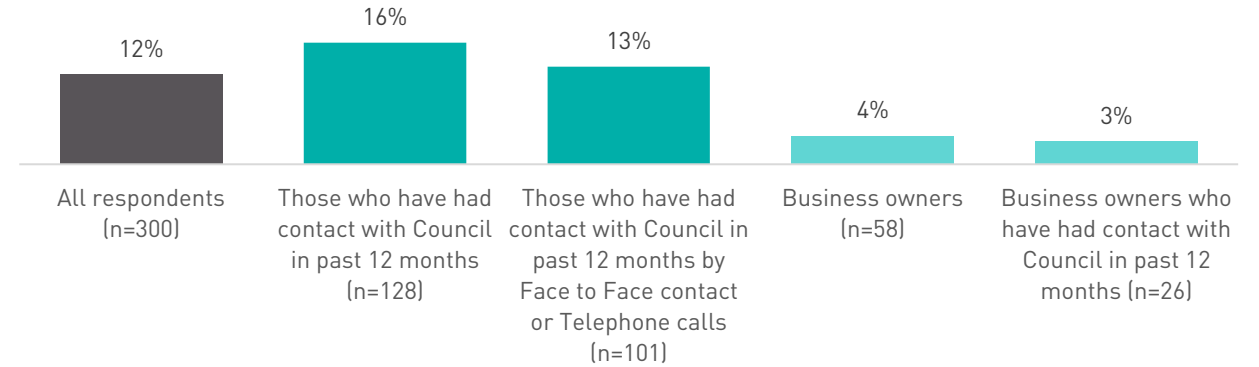
# Over one in ten are satisfied with Council consultation.

## Satisfaction with Council consultation

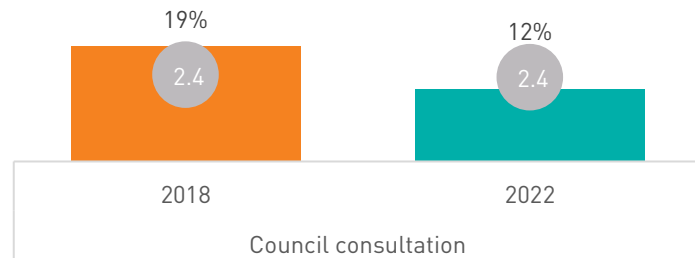
■ Don't know ■ 1 Not at all satisfied ■ 2 ■ 3 ■ 4 ■ 5 Very satisfied



## Satisfied / Very satisfied (score of 4+5)



## 2018 to 2022 aggregate satisfaction

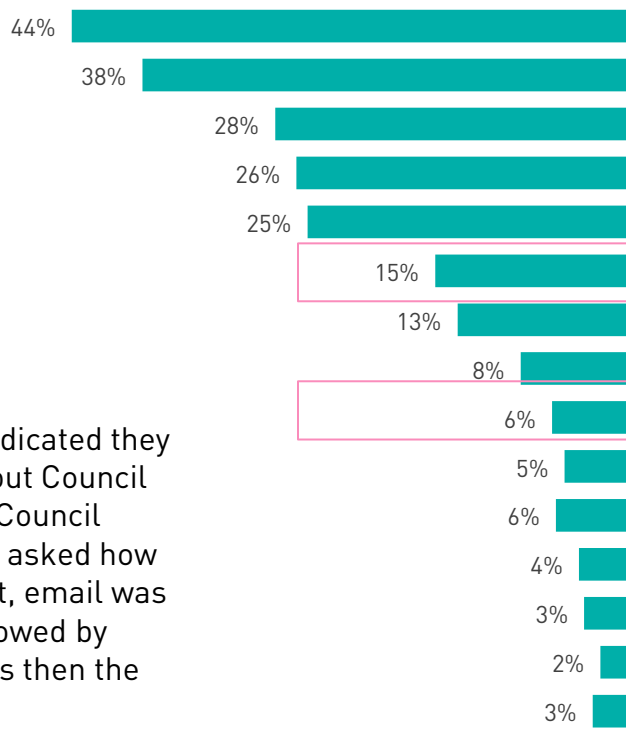




# COMMUNICATION AND CONTACT

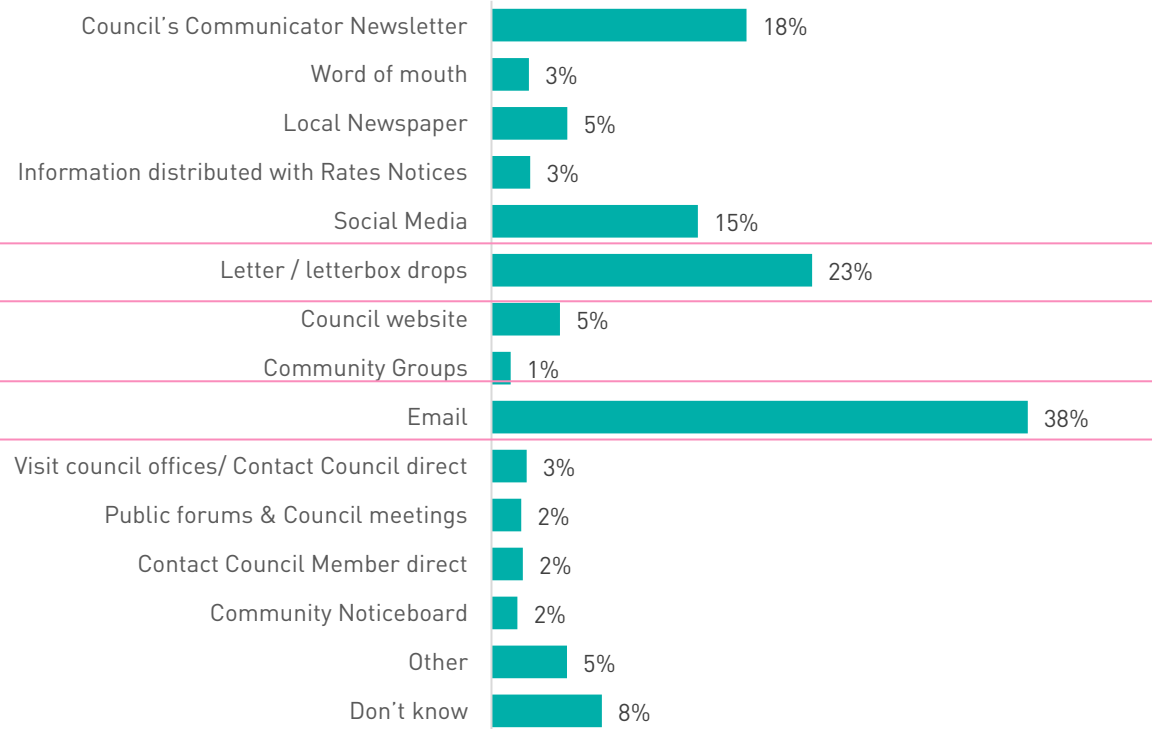
# Email is the most preferred method for communication.

Currently source info on community matters



While respondents indicated they currently find out about Council matters through the Council Newsletter, when we asked how they **prefer** to find out, email was the top response followed by letter/ letterbox drops then the Communicator.

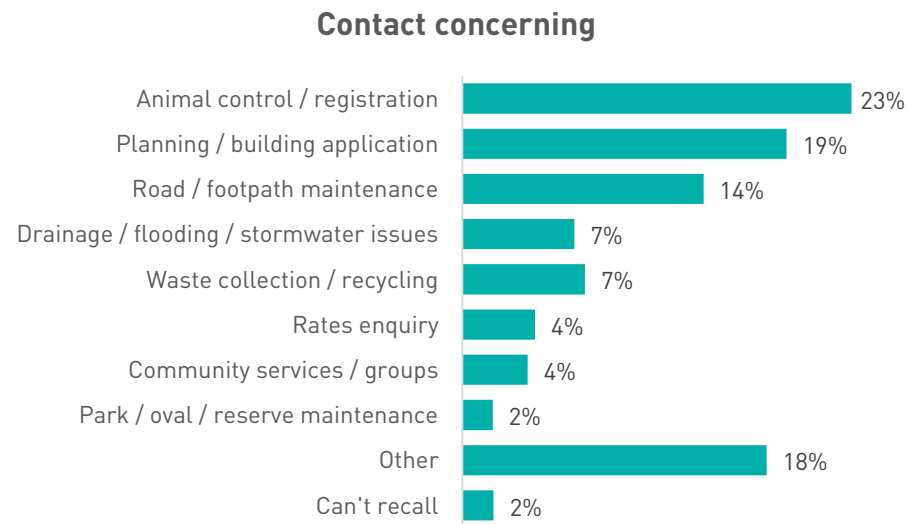
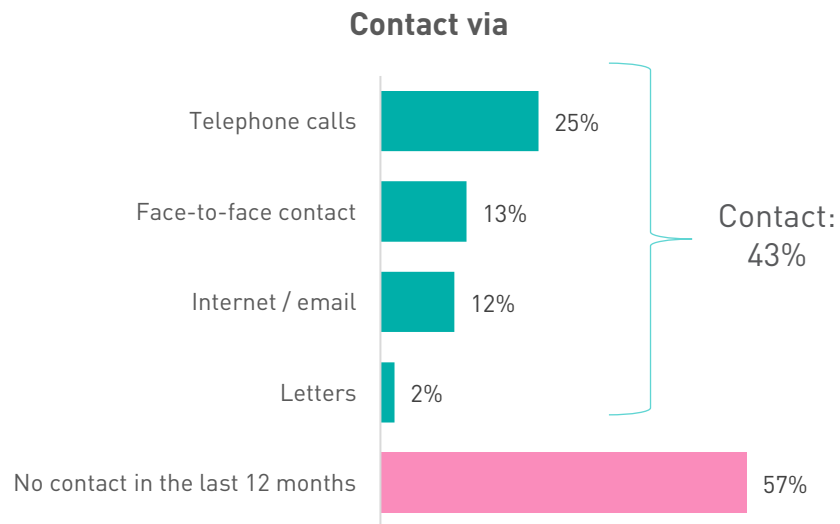
Would like to be informed by



5% satisfied with current communication methods.

Over two in five contacted the Council in the past 12 months, the majority via telephone or face to face.

Animal control and registration of animals was the main purpose of respondent's last contact with the Council.



43%

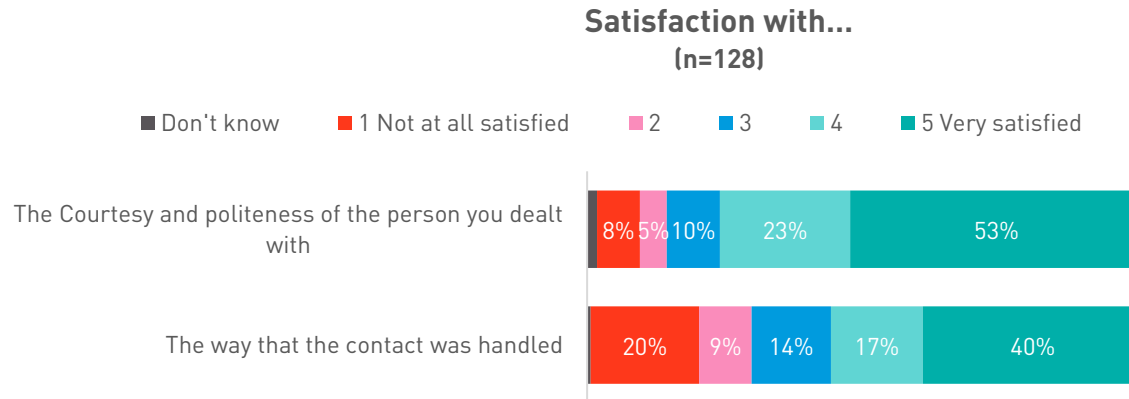
Residents have contacted Council in the past 12 months

57%

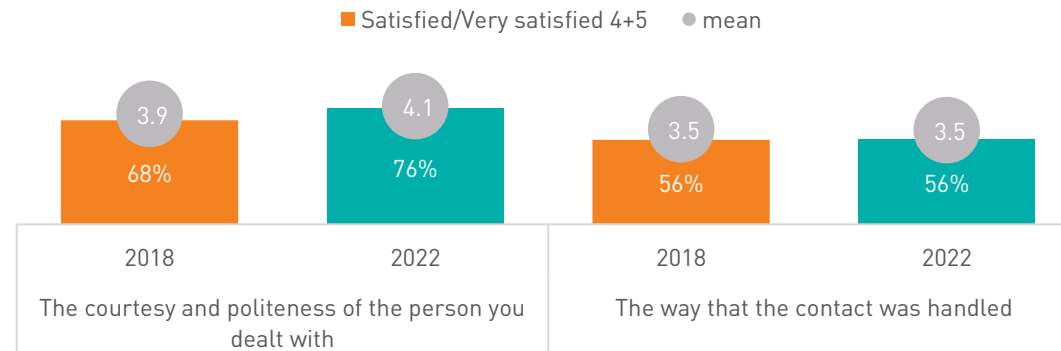
Residents have not contacted Council in the past 12 months

# Satisfaction of courtesy and politeness increased significantly from 2018.

Those aged 50-59 were more likely to indicate they were very satisfied with the way that contact was handled (29%), while business owners were more likely to indicate they were not satisfied (14%).



## 2018 to 2022 aggregate satisfaction



**76%**  
mean: 4.1

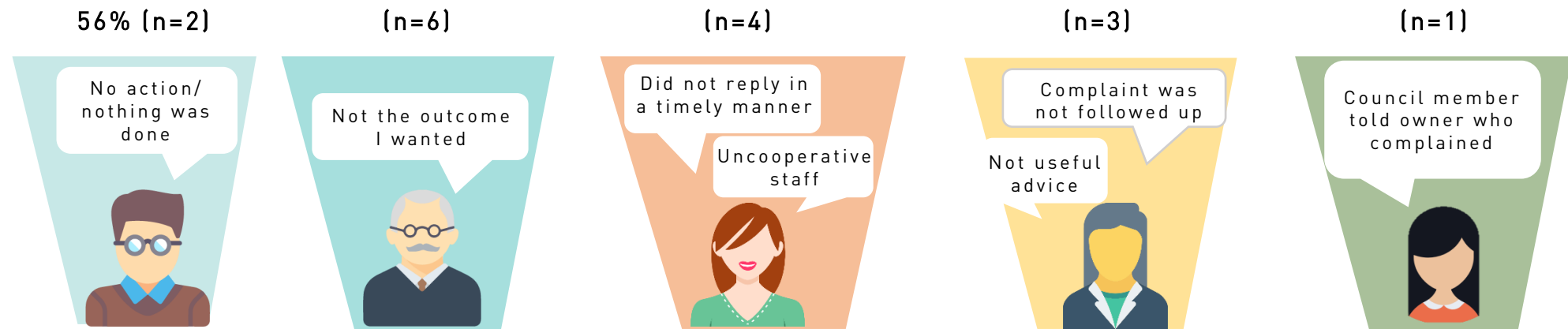
Satisfied with courtesy and politeness of the person they dealt with.

**56%**  
mean: 3.5

Satisfied with the way the contact was handled.

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No action, nothing was done was the main reason for dissatisfaction with the performance of council staff.

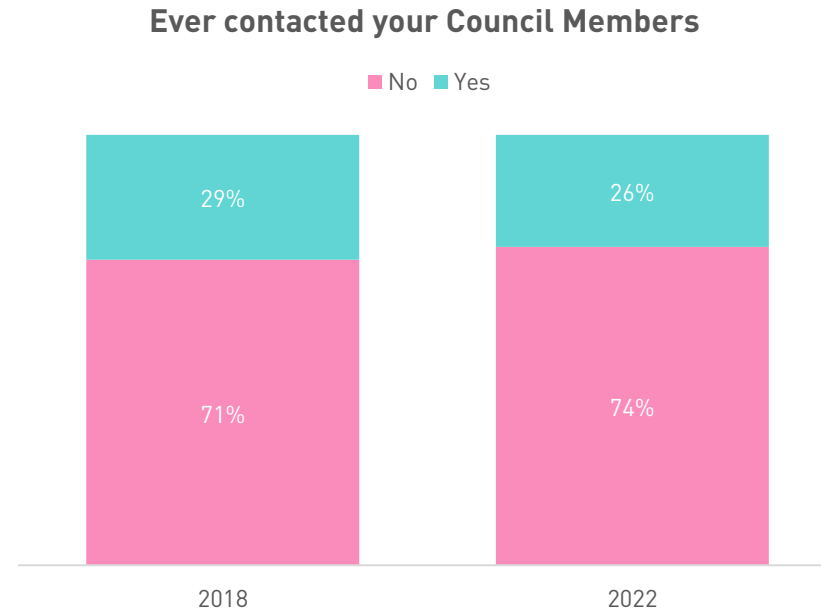




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# Over a quarter have contacted their Elected members.

Over 60s (38%) were significantly more likely to have contacted their Elected member, as were those who have resided in the Adelaide Plains Council for more than 20 years (39%).

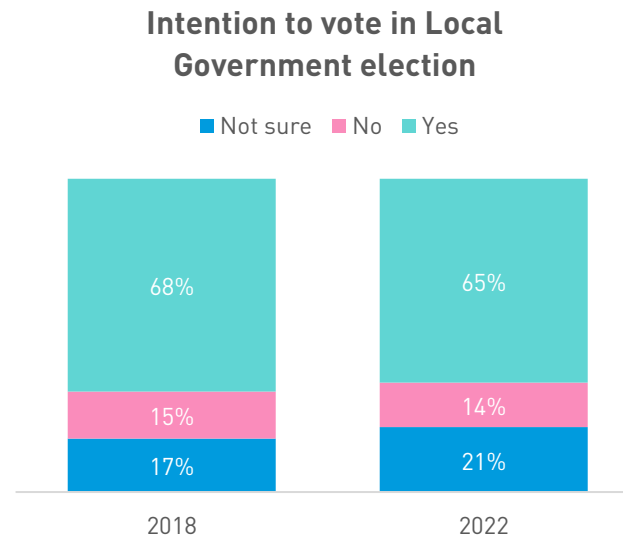




# COUNCIL STAFF, MEMBERS AND ELECTIONS

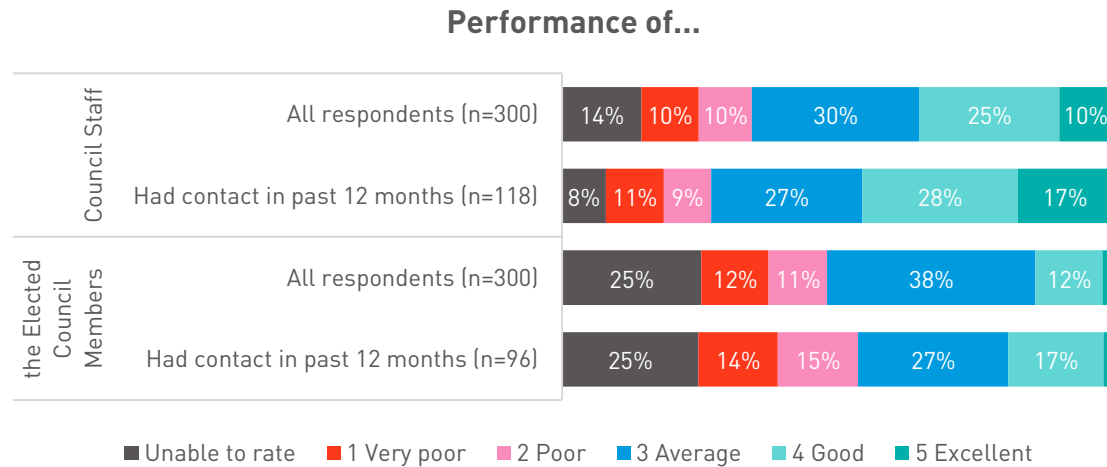
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Intention to vote in the November election is high (65%).

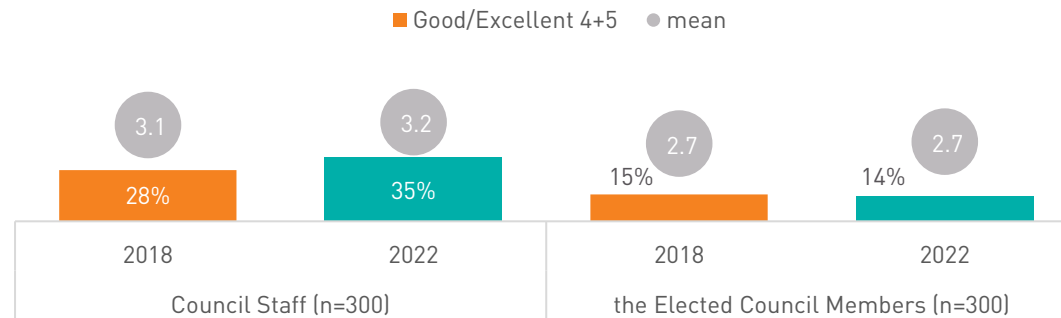


# Performance of both Council Staff and Elected Members was scored higher from those who had contact in the past 12 months.

Overall, those rating good or excellent for performance for Council staff, increased 7pp from 2018.



## 2018 to 2022 aggregate performance



Score of Good/Excellent (4+5)

## Council Staff

35% All respondents  
45% Contacted

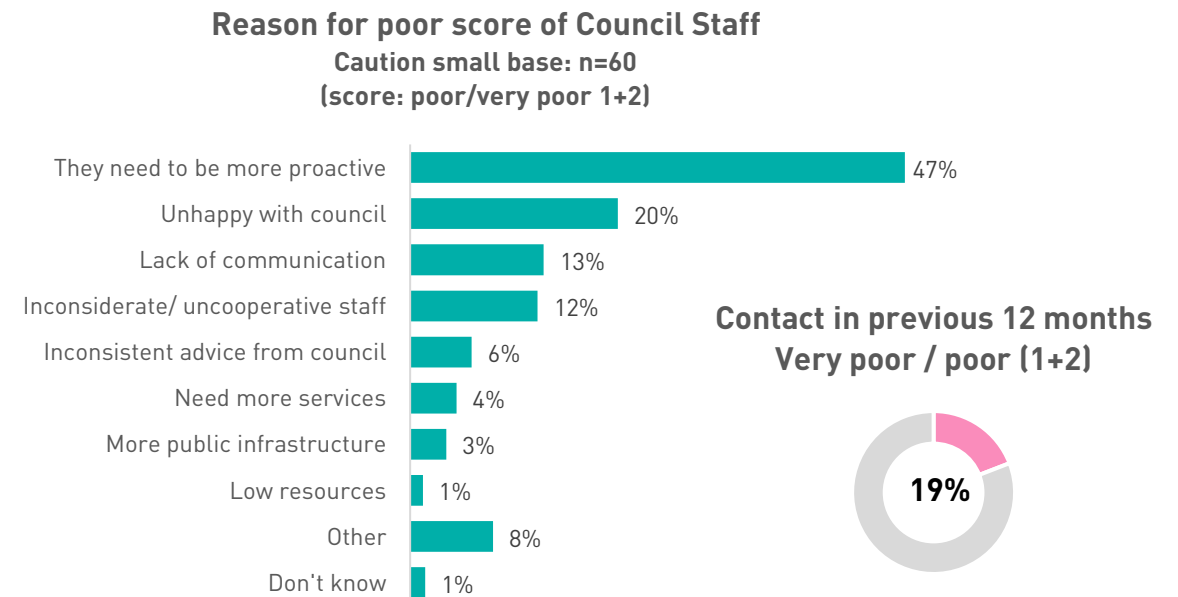
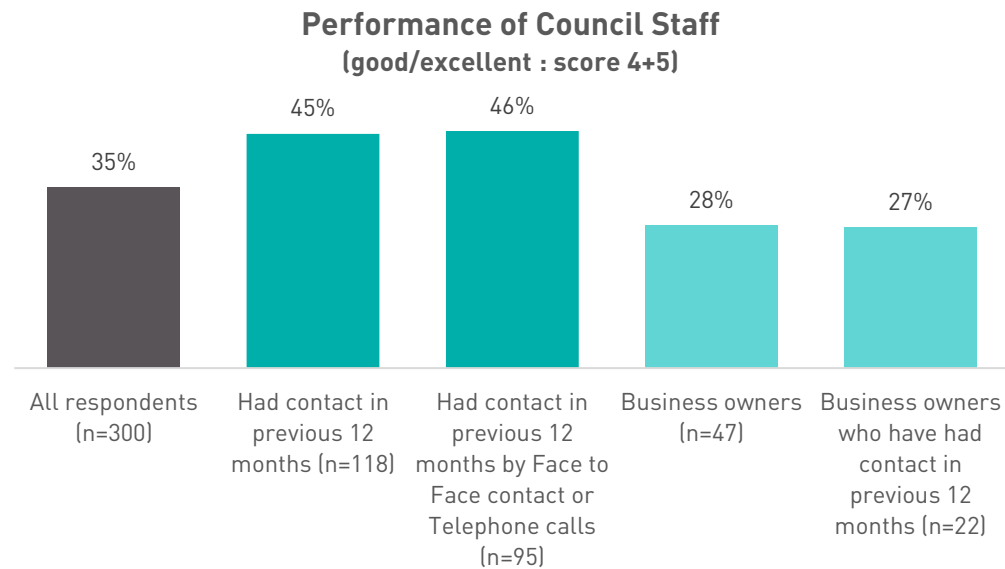
## Elected Member

14% All respondents  
19% Contacted

# Almost half of those who contacted Council Staff were satisfied – 45%.

One in five provided a poor or very poor score for the performance of Council Staff (19%; n=24), when asked why, most comments centered around staff needing to be more proactive, they were unhappy with Council and the lack of communication.

Business owners with contact (35%) were more likely to score poor or very poor compared to residents (19%).



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# Council Staff

## They need to be more proactive

*Rarely respond to complaints.*

*Do not respond to correspondence and have lack of local knowledge as do not reside in the region.*

*Not proactive, not involved in Parham.*

*Out of touch, do not follow up on matters. Only worry how the council will fix their own issues.*

*Not had anything done to our roads in 25 years.*

*The lack of work and not keeping promises. Every dealing with them has been difficult. 12 weeks to get approval for shed when others council can do it in a day or week. List goes on and on.*

## Unhappy with council

*Not trained properly. Poor enthusiasm/don't care for citizens.*

*Council members that actually leave the office to work. More locals employed at council. More invested back into town and rate payers.*

*They are not up to date with our requirements, they are falling behind.*

*Very biased council around development of Dublin, seems the council is against growth.*

## Lack of communication

*When we make enquires e.g. the condition of the road, there is no follow-up by a staff member.*

*Minimal services. No follow up. No communication.*

*I feel that there is poor communication and difficulty in contact. I do not feel that they are visual enough.*

*Too busy with other matter, they always answer not my issue.*

## Inconsiderate/ uncooperative staff

*Haven't been in for a while after the last couple of times, the staff were abrupt and rude and I had to bring in the rest of the family to deal with them.*

*I do not have any idea who they are and when I call them, they are very rude.*

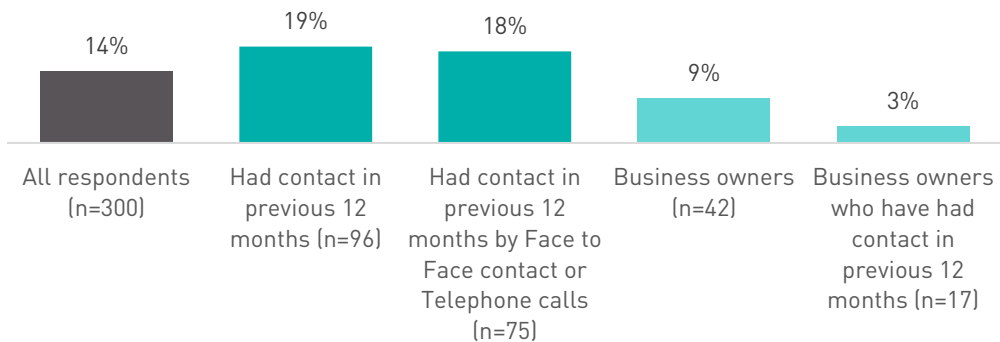
*Unhelpful when contacted.*

# More were dissatisfied with Elected Members than satisfied.

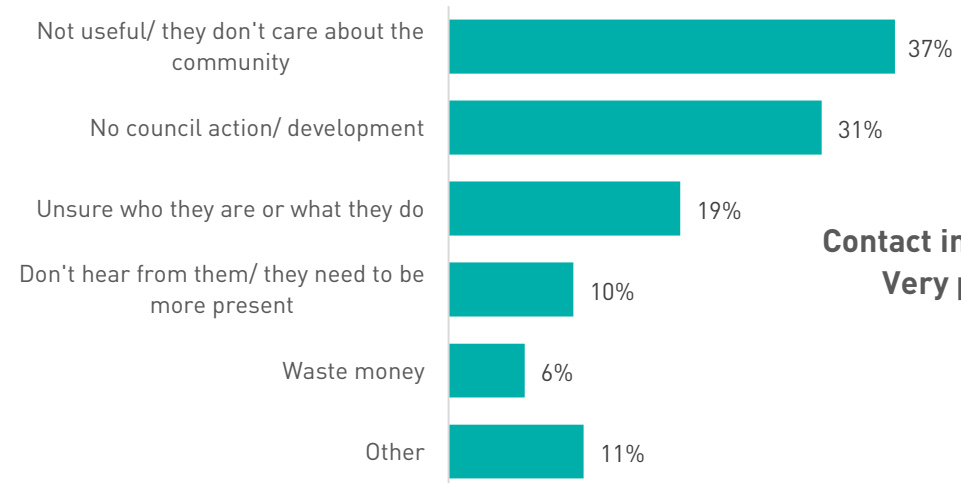
Almost 3 in 10 provided a poor or very poor score for the performance of Elected Members (29%, n=69), when asked why, reasons were they are not useful or don't care about the community and there is no council action or development.

Business owners who had contacted the Council were more likely to score poor or very poor compared to residents (29%).

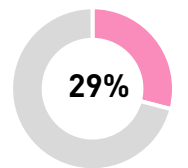
**Performance of Elected Members**  
(good/excellent : score 4+5)



**Reason for poor score of Elected Members**  
Caution small base: n=69  
(score: poor/very poor 1+2)



**Contact in previous 12 months**  
Very poor / poor (1+2)



# Elected Members

## Not useful/ they don't care about the community

*Can tell that certain members are only there for their own reasons rather than helping the community. Certain members not even living in the area, just owning properties. Not proper consultations about certain issues brought up by citizens.*

*They do not care.*

*The majority of the councilors are uninterested in smaller areas, e.g., Middle Beach. The focus is very much on Two Wells and Germantown Rd, Williamstown Rd, Gawler River Rd and creating new roads with bitumen for expansion which will generate income.*

*It appears self interest is motivation for most ... amazing how works are improved where they live.*

*Council members argue amongst themselves and do not represent the interests of all residents. Concentrate on townships too much.*

## No council action/ development

*Lack of community notification and involvement in plans/ideas/upgrades/fees. Lack of proper arborists to trim trees near power lines. Lack of proper road upgrades. Lack of proper water drainage in driveway accesses.*

*Nothing seems to happen around here. And the rates are disgusting for what they need to be.*

*Nothing happens. Nothing gets done. They are old and their priorities are skewed with what the majority of people want these days.*

*Not active in the community, have never met an elected member.*

## Unsure who they are or what they do

*Don't know who they are.*

*I have not been made familiar with them; we do not know who they are anymore. You really do not know anything about them.*

*I have not had one of the elected council members for my ward contact me in the 30 years I have lived at Lewiston.*

*They don't appear to do anything. I don't even know who is elected.*

*Know who they are but don't know what they do, 6 monthly feedback please. Dot points.*

## Don't hear from them/ they need to be more present

*Previously mentioned they are not visual enough.*

*You never see them, You would not know them if you fell over them and a lot of them have their own hidden agendas and when they are finished with what they want, they leave.*

*No member has returned my emails.*

*Because I never hear back from them, and I don't believe the one for my area even lives in our ward.*





# NET PROMOTER SCORE

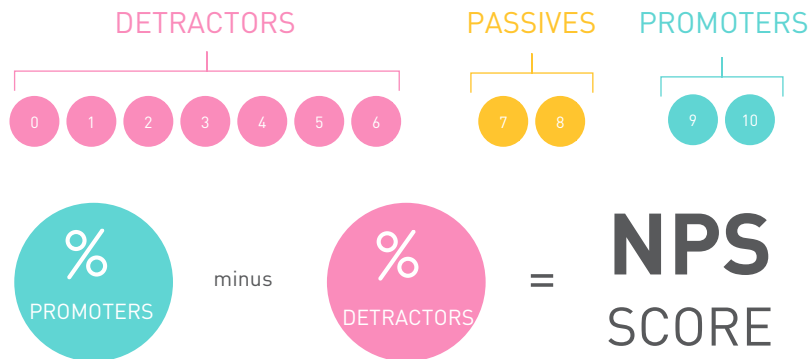
# Net Promoter Score

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 Stoller to friends, family or colleagues as a specialty fertiliser (foliar fertiliser) brand to use?

Respondents are grouped as follows:

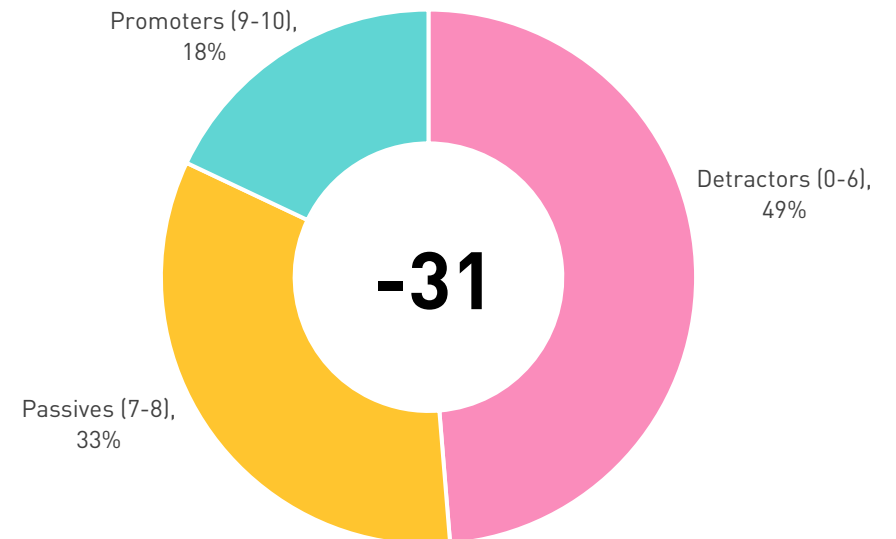
- Promoters (score 9-10) are loyal enthusiasts, or 'super fans', who will keep buying and refer others, fuelling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand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



Adelaide Plains Council achieved a Net Promoter Score ('NPS') of **-30.7**.

**This is a significant improvement from 2018 where the NPS was -43.**

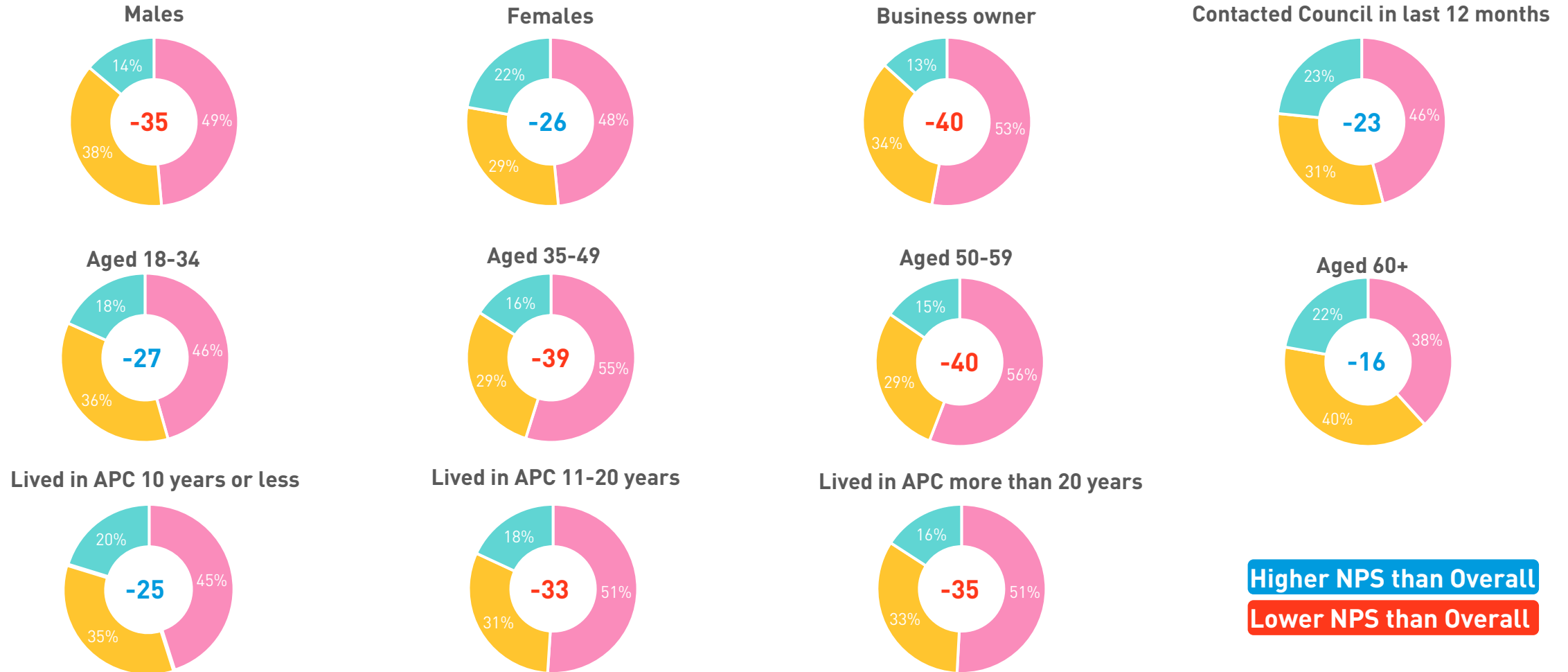
Approximately one in five (18%) of respondents are promoters - highly likely to recommend living in the area.



# Overall NPS

## -31

NPS is highest among those aged 60+ and lowest for those aged 50-59.





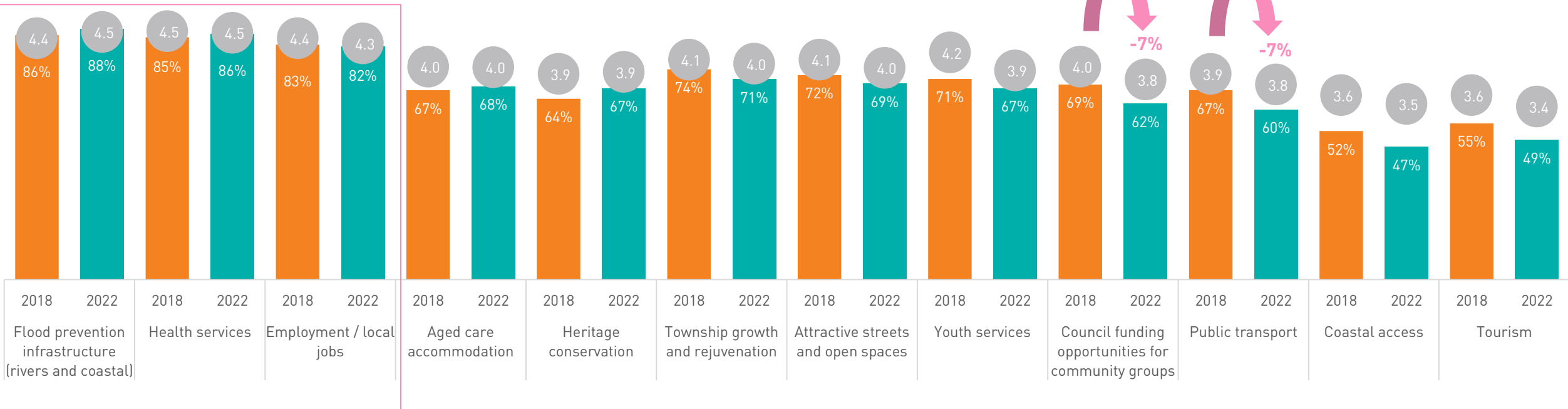
# FUTURE PLANNING

# In line with 2018, Flood prevention, Health services and Employment most important to the community in 2022.

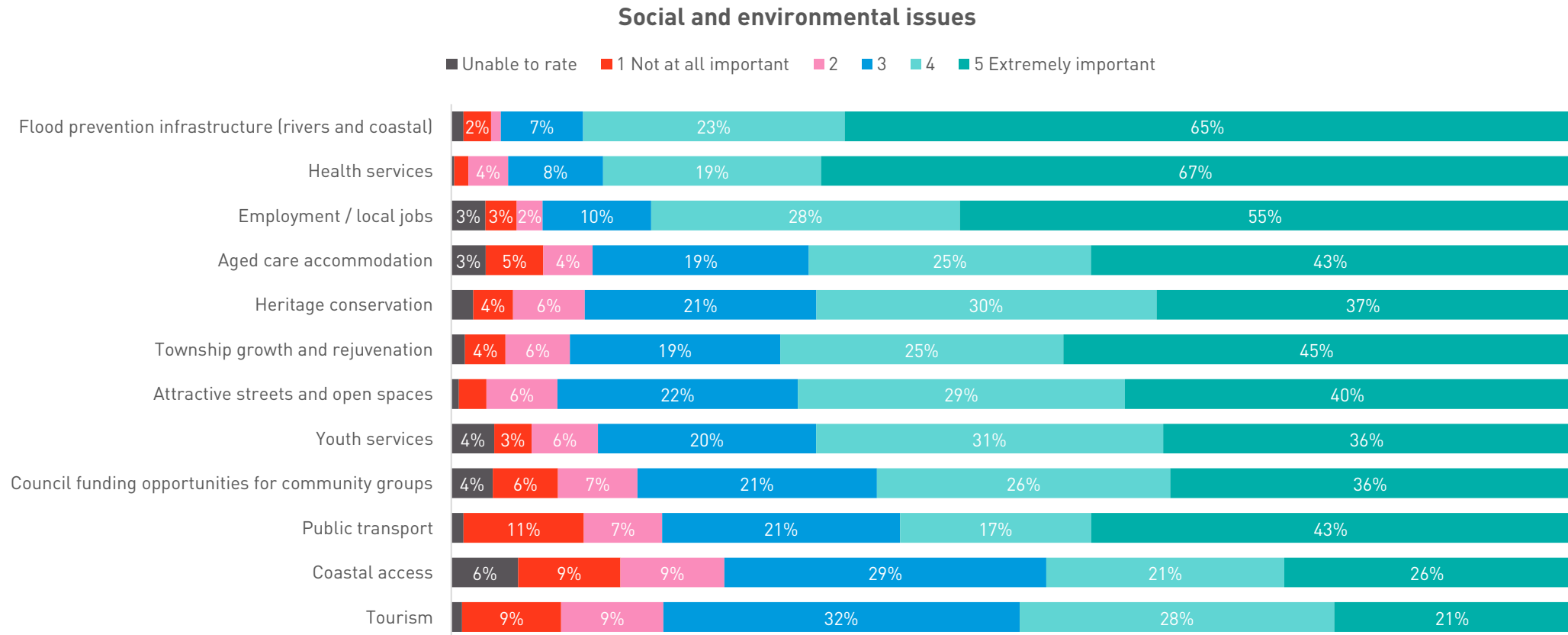
Of less importance in 2022 is Council funding opportunities for community groups and public transport.

2018 to 2022 aggregate importance

■ Important 4+5 ● mean

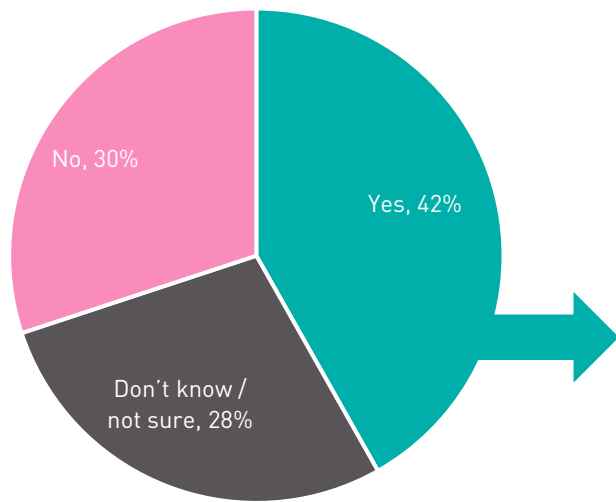


# Coastal access (47%) and Tourism (49%) were the least important social and environment issues tested.

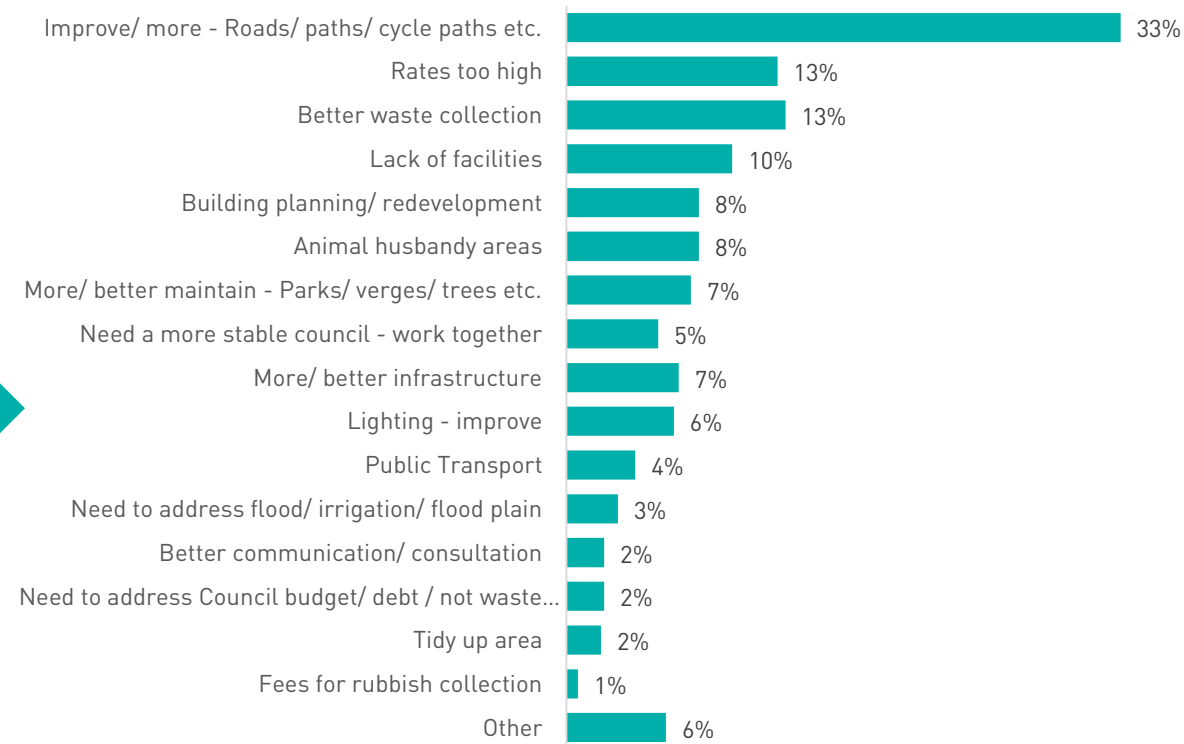


# The lack of improvement of roads, paths and cycle paths were the most pressing concern.

More than half of those who have lived in the APC council area for more than 20 years (53%) had other issues that concerned them.



Other concerns (n=125)



More than four in ten had other issues that concerned them in the Council area.

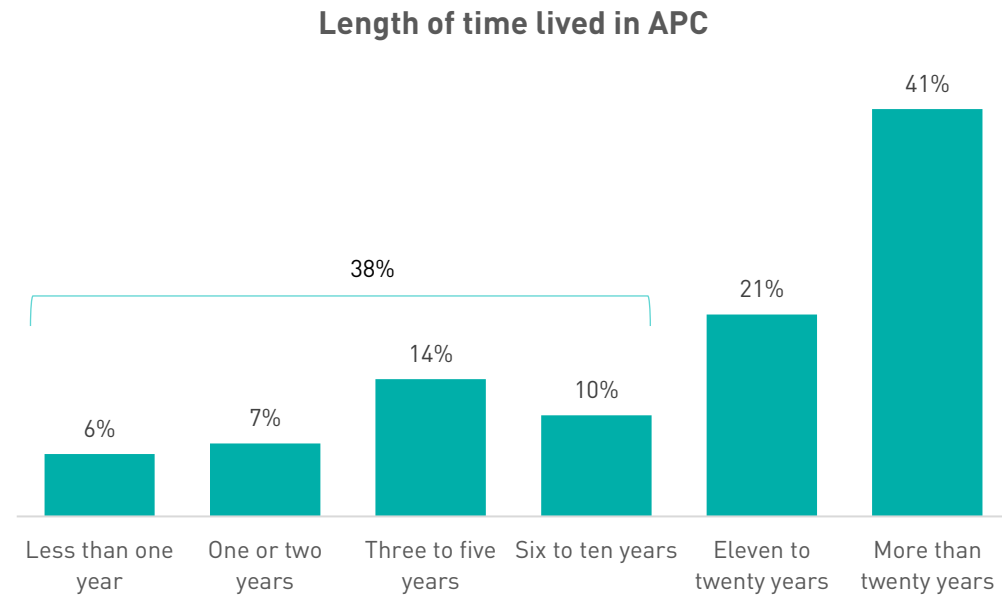


# TIME LIVED IN COUNCIL AREA



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Approximately two in five have lived in the APC council area for more than 20 years.

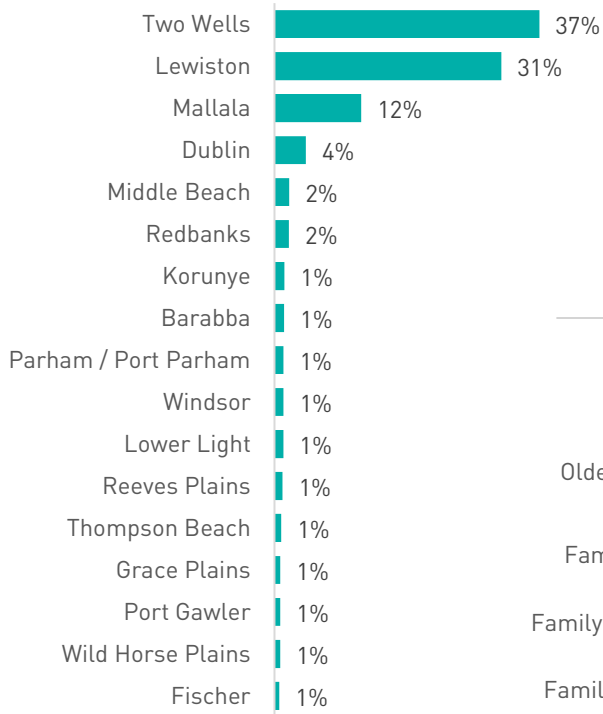




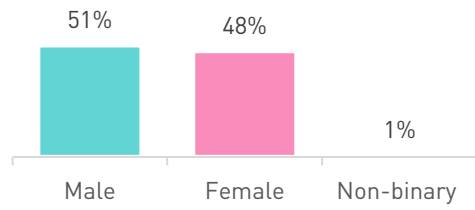
# APPENDIX 1: RESPONDENT PROFILE



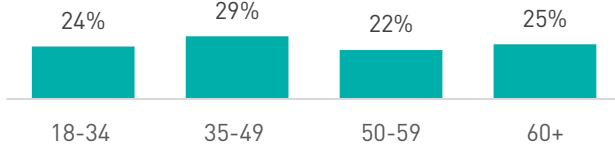
### Where do you live?



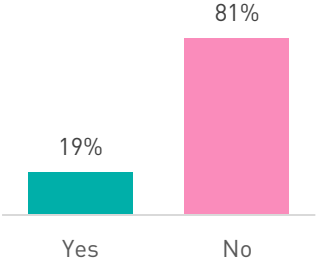
### Gender



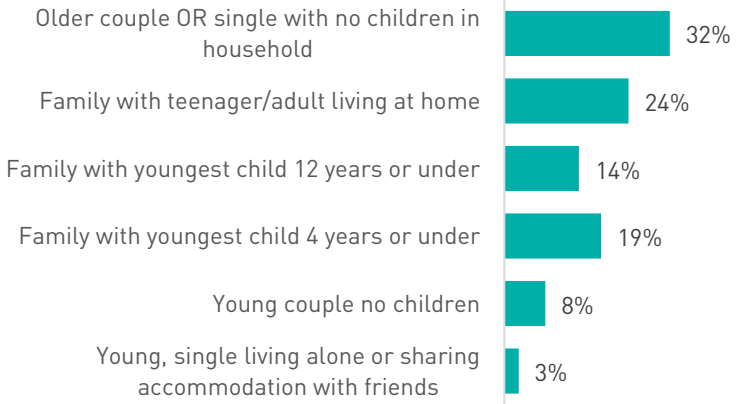
### Age group



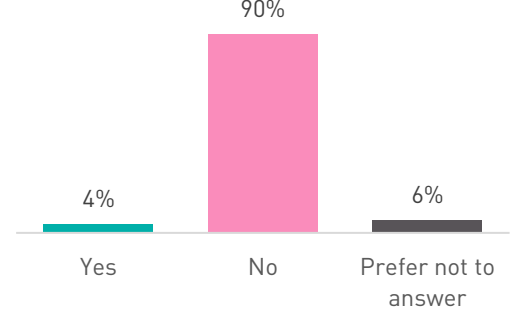
### Business owner



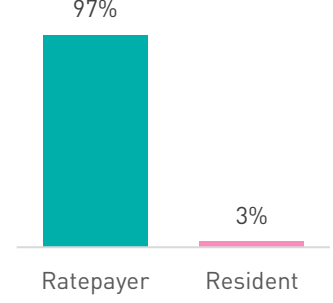
### Household composition



### Indigenous



### Ratepayer





## APPENDIX 2: ADDITIONAL COMMENTS

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## Additional comments.

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

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

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

### **Q4 Are there any additional services that the Council does not currently offer that you would like to be available? Yes - Other.**

Motorbike noise management in animal husbandry area.

Traffic control at Mallala centre and heavy vehicle bypass at Two Wells.

Regarding development assessment, restriction of subdivision into smaller blocks less than 2 and half acres 1 hectare).

Free disposal of needles used under authorised medical (S.A. Health) prescriptions, instead of current charge.

Free dumping.

Mains Power.

Would love them to control the fox and feral cat problem in the area.

---

**Q7 How do you currently find out about Council matters? 15 = Other1 by Q7 How do you currently find out about Council matters? Other.**

Nothing comes to us.

Facebook non council contact.

I just phone them.

General contact with rate payers.

Council staff mailing list.

We don't.

Two Wells Echo.

Two Wells Echo.

**Q8a How would you like to be informed about Council matters? Other.**

Notice.

Is there if you want to look for it, no qualms with current outlook.

Would like to be notified but it seems to be a selective group that finds out first.

I would prefer to receive SMS with important council information or updates relevant to me.

Monthly updates.

Clearer transparency in dealings with development and conflict of interest with presiding members.

Yes.

Be informed BEFORE things are decided not after.

Depends on topic.

Yes and no.

Yes.

Any way that offers a reasonable amount of time. To many things get proposed and approved before the community even funds out.

Something other than word of mouth.

The local rag.

Only important ones.

---

**Q11a What was your last contact with the Council concerning?1 by Q11a What was your last contact with the Council concerning? Other.**

DACO information not being able to be updated on the system.

Lease proposal.

Advising the Mayor of a possible future state government happening that may benefit our area.

Cwms.

Swimming pool.

Maintenance of neighbouring properties long grass.

Burning of tyres which was causing pollution.

Events.

Employee of council.

Disruptive behaviour by people on motorcycles.

Registration.

Beach access.

Picking up sharps' container for work.

Parking near bakery corner Drew Street truck traffic.

Picked up my paver - staff member was very helpful and kind to us.

Service station opposite side of the road to where I live.

Enquiring about educational services.

Just saw the mayor in the street and had a chat.

Complaint about behaviour of neighbour.

New village green.

Yes, got 3 different answers from 3 different people.

Regarding noise disruption road trains Aerodrome Rd.

The fact that Longview Road is used as a racetrack and is extremely dangerous for the residents.

Noise pollution.

Today.

Public consultation.

Two wells walk pavers I picked up my husband paver.

Reporting a problem.

---

**Q17 You scored Council poor or very poor (code 1 or 2) for the performance of Council staff, why is that? Other.**

I have not dealt with them very often; it is very rare.

Wankers.

**Q18 You scored Council poor or very poor (code 1 or 2) for the performance of the Elected Members, why is that? Other.**

Same as before.

See last answer.

See previous.

Same as previous answer.

Wankers.

**Q21A What other issues concern you? Other.**

Involvement in Parham.

People that have lived in this area for many years are now being criticised and abused because newcomers wish to change the way of life that they have always lived.

The moving of council offices in Mallala to Two Wells.

1. Up to 4 light planes fly over our house every day without a break. These planes fly lower than 40m above our property and neighbours. The noise frequently wakes up our 16-month-old daughter. Why are they low flying over houses when in suburbs they are not permitted to fly that low? 2. The speed limit from 80km/h to 50km/h is not practical. As our neighbours also, have a young son then the speed limit should drop from 70 to 50km/h before our properties, in fact before the row of homes along Ruskin Road before reaching town speed limit. 3. Vehicles regularly speed past our house and fail to slow down appropriately when they reach the 50km/h zone. 4. The expansion of the IWS dump, the awful stench and poor management of this area must be addressed. We can often smell the dump from our property, and this is not acceptable having so much organic waste being disposed of. All organic products should be turned into commercial compost. We could then pay a fee to have it delivered to properties to help permaculture thrive. This simply lacks vision.

Rapid growth in Two Wells. The impact on surrounding areas.

The number of dogs on the loose and attacks and nothing being done about it. I witnessed a gruesome attack and council didn't even make the dog owners pay the vet bills.

Regulate businesses not residents.





# APPENDIX 3: GUIDE TO READING THE REPORT

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# Guide to Reading the Report

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

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

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



# APPENDIX 4: SAMPLING TOLERANCE

# SAMPLING TOLERANCE

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

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

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

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

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



# APPENDIX 5: SURVEY TOOL

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Project: 12176

ADELAIDE PLAINS COUNCIL  
2022 RESIDENT'S COMMUNITY SATISFACTION SURVEY  
COMMERCIAL IN CONFIDENCE

Final

Sample: n=300	Adelaide Plains Council residents		
Mixed methodology <a href="#">Delete the one not applicable</a>	Online CATI Social Media Link for client to add to council website		
Attempt representative of Gender and Age 18+ for Adelaide Plains Council area – • Weight to ABS APC region			
Approximate length of survey 10-12 minutes depending on answers			
Total questions: 30	2 screeners	7 demographics	21 client questions

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. We are conducting a survey with residents in the Adelaide Plains Council area and would appreciate your opinions.

McGregor Tan Research, the independent market research company and we do not sell, promote or endorse any product or service.

Participation in the survey is voluntary. 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. 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.

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

1.	Yes	continue
2.	No	thank and terminate

Screeners 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

---

D1: 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



D1a What is your postcode?

Hidden: Automatic code from suburbs		
1	Barabba	5460
2	Calomba	5501
3	Dublin	
7	Lewiston	
8	Long Plains	
9	Lower Light	
11	Middle Beach	
12	Parham / Port Parham	
13	Port Gawler	
16	Thompson Beach	
17	Two Wells	
18	Webb Beach	
19	Wild Horse Plains	
20	Windsor	
4	Fischer	5502
5	Grace Plains	
6	Korunye	
10	Mallala	
14	Redbanks	
15	Reeves Plains	

---

D2 (Gender1) Do you identify as... Select one

1.	Male
2.	Female
3.	Non-binary / Gender fluid / Differently identify

D3 (Age) What year were you born? Enter a number

Hidden: Automatic recode into the following age groups		
1.	18 to 24	1998 to 2004
2.	25 to 30	1992 to 1997
3.	31 to 39	1983 to 1991
4.	40 to 54	1968 to 1982
5.	55 to 64	1958 to 1967
6.	65+	1922 to 1957

1. How long in total have you lived in the Adelaide Plains Council area?  
Enter 0 if less than 1 year. Read out, single response

	Numeric box: 0 -99
	Auto code to ranges below
1.	Less than one year
2.	One or two years
3.	Three to five years

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4.	Six to ten years
5.	Eleven to twenty years
6.	More than twenty years

#### SATISFACTION WITH COUNCIL

2. 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
6.	Don't know / not sure

3. 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 [\(SP 4.1.4\)](#)
- 3a. Using a scale of 1 to 5, with 1 being not at all important and 5 being extremely important, how important do you think the following are? Read out each statement (rotated)
- 3b. 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 the following)? Read out each statement (rotated)

	<u>3a Importance</u>						<u>3b Level of satisfaction</u>					
	Not at all		Extremely		Don't		Not at all		Extremely		Don't	
	important	important	important	important	know	know	satisfied	satisfied	satisfied	satisfied	know	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
Waste collection / recycling	1	2	3	4	5	6	1	2	3	4	5	6

4. Are there any additional services that the Council does not currently offer that you would like to be available?

1.	Yes (specify)
2.	No

5. 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

6. 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		→		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

#### COMMUNICATION AND CONTACT

7. 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
7.	Letter / letterbox drops
8.	Local Newspaper
9.	Public forums & Council meetings

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10.	Visit council offices/ Contact Council direct
11.	Contact Council Member direct
12.	Word of mouth
13.	Community Noticeboard
14.	Don't know
15.	Other - specify

8. 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.	Don't know
15.	Other - specify

---

9. 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	Do not ask Q10 (Auto code to 6 [no contact])

10. 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 Q14

11. Filter 1: Had contact in the last 12 months (codes 1-5 in Q10): 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.	Can't recall
12.	Other - specify

12. Filter 1: Had contact in the last 12 months (codes 1-5 in Q10): 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		→		5 Very satisfied	Don't know
12a) The way that the contact was handled	1	2	3	4	5	6
12b) The courtesy and politeness of the person you dealt with	1	2	3	4	5	6

13. Filter 2: Dissatisfied (code 1 or 2 in Q12a): Why were you dissatisfied with how the contact was handled? Open ended
14. Have you ever contacted your Council Members?

1.	Yes
2.	No

---

COUNCIL STAFF, MEMBERS AND ELECTIONS

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

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 Poor	3 Average	4 Good	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

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## NPS

19. 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)

## FUTURE PLANNING

20. 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
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

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

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

#### CLASSIFICATIONS

D4 (BusinessOwner) Are you a local business owner?

1.	Yes
2.	No

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D5 (Household) 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 4 years or under
4.	Family with youngest child 12 years or under
5.	Family with teenager/adult living at home
6.	Older couple OR single with no children in household

D6 (Indigenous) Are you Aboriginal or Torres Strait Islander? Select one

1.	Yes
2.	No
3.	Prefer not to answer

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

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

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


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### ADD PRIZE DRAW

We normally inform our winners by phone and email. If you wish to enter the prize draw and any future McGregor Tan market research activities, please fill in your details below:

First name	
Email	
Contact number	

### Month\_Completed

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